

DRCSearch

Market Insights Update: London



toby@drc-search.com



Who We Are

About DRC Search

DRC Search is the executive search division of The Digital Recruitment Company, specialising in senior management and C-suite appointments. We partner with high-growth, investor-backed and transformation-focused businesses, helping them attract and retain leadership talent that drives growth.

Our Specialisms:

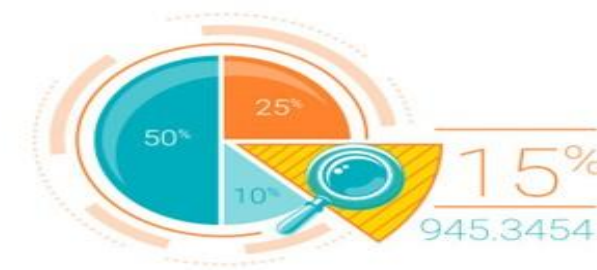
- All C-Suite & Leadership Roles: NED, Board Advisory, Chief Data, Chief Marketing, Chief Digital, Chief Information, Chief Technology, Chief Revenue, etc
- Non-Executive & Advisory Appointments: Access to our **exclusive NED Library** for board, growth, M&A and scale-up expertise.

Geographic Coverage: UK, East Coast US, and major European tech hubs.

About The Digital Recruitment Company

The Digital Recruitment Company was founded in London in 2010 and has become a leading provider of global recruitment solutions across the Technology, Marketing, Product, Data and Creative sectors.

The team focuses on mid-level to senior hires, providing permanent, freelance and fixed-term recruitment, as well as payroll management and market insight consulting.



What We Do

We work across the Technology, Marketing, Product & Data Sector in both the UK & Internationally. We aim to create long-lasting partnerships with our clients.

We work across the following specialisms:

Client Services, Sales, AI, Creative Software, Developers, Engineers, Data & Analytics, Executive Appointments, Innovation & Service Design, Insight & Research, CRM, Strategy, Tech & UX. Marketing, Media Planning & Buying, Performance Media, Project Management / Product Management.

We supply permanent hires, executive search, freelance & fixed term contracts and payroll management services.



Our Service

With our clients we work alongside them not to only recruit but to consult on the current market, how best to structure, hire and retain new Marketing, Creative, Technology, Sales, Digital & Data & Insights divisions.

Our service is split into two distinct services:

Our Purpose is to strengthen the target market so that the business will increase

- **Initial consulting** - a scoping of your requirements and a follow up document putting forward our recommendations on market insights, department structure, salaries, packages etc - this is completely free of charge and does not come with any obligation to use us for the hiring.
- **Recruitment & Retention** – delivery of a recruitment strategy and hiring plan to identify, attract and retain the ideal talent for your organisational culture and goals. Our fee structure is based upon the scale of any project.



Introduction

London is at a critical point in its economic cycle. The labour market remains resilient, but the underlying signals are becoming harder to ignore. The ongoing flow of companies exiting the London Stock Exchange, with 88 delistings this year alone, points to a growing confidence gap around London's ability to compete for capital.

High-growth businesses are increasingly choosing to list elsewhere, and senior leaders, including Revolut's CEO, have been clear that London is becoming a less rational choice due to liquidity constraints and an increasingly punitive tax environment.

This is not just an equity market issue. Reduced corporate confidence is already feeding through into the wider economy. Hiring across legal, audit and financial services is under pressure, and parts of the professional services sector are starting to contract.

At the same time, employers are facing a tougher operating environment. Rising wage costs, regulatory complexity, and the removal of VAT-free tourist shopping have squeezed margins across hospitality and retail, dampening hiring appetite. London remains stronger than the rest of the UK, but these headwinds are real and persistent.

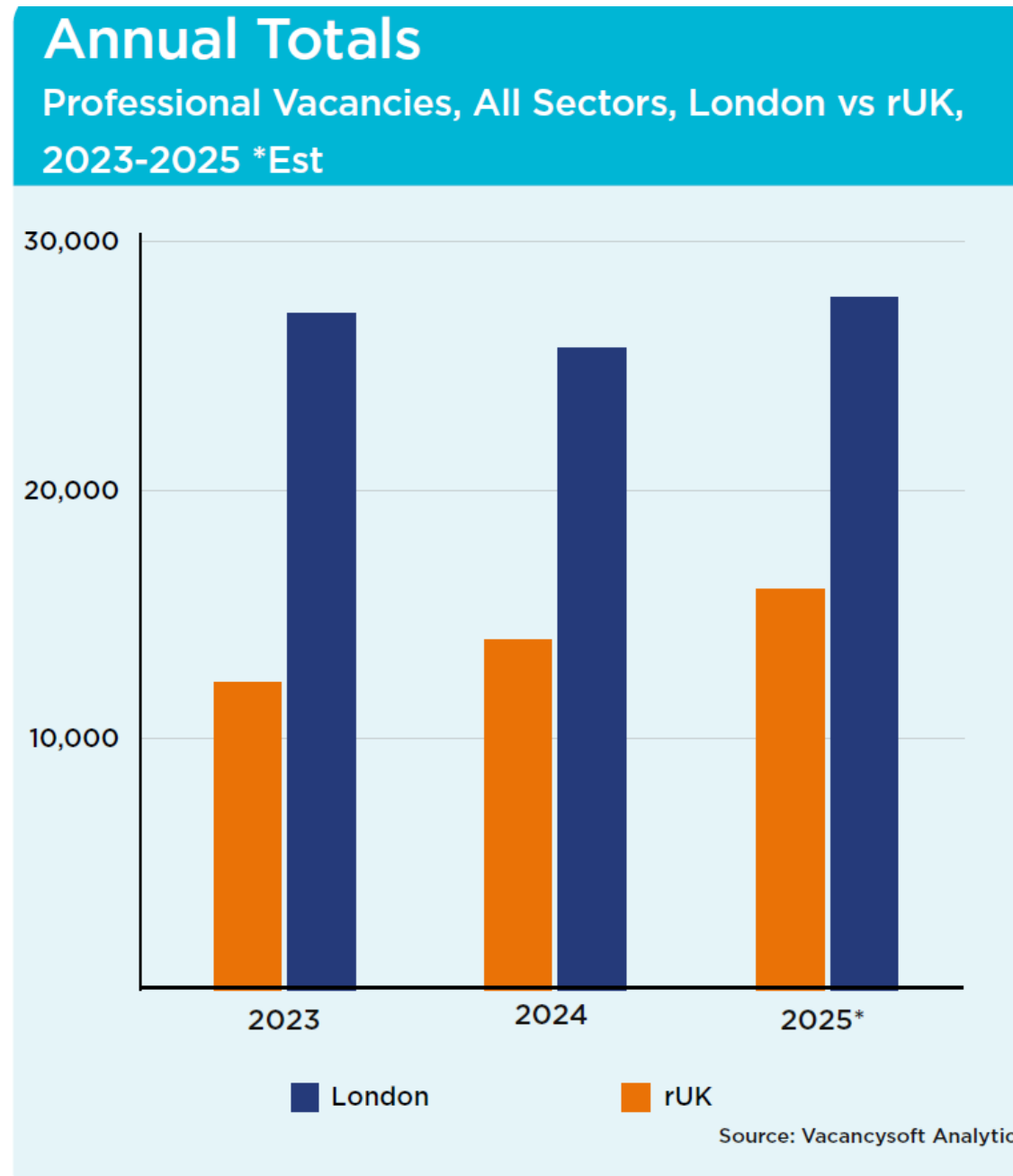
There are, however, early signs of longer-term intent. Labour's commitment to addressing London's housing shortage, with a pledge to build more homes than any government in the last 30 years, is a meaningful signal. Productivity, affordability and growth are closely linked, and progress here could unlock real momentum.

As this report shows, London still leads the UK labour market. But maintaining that position will not happen by default. It will require decisive reform, sustained investment and a clear strategy to keep London competitive on the global stage.

Overview

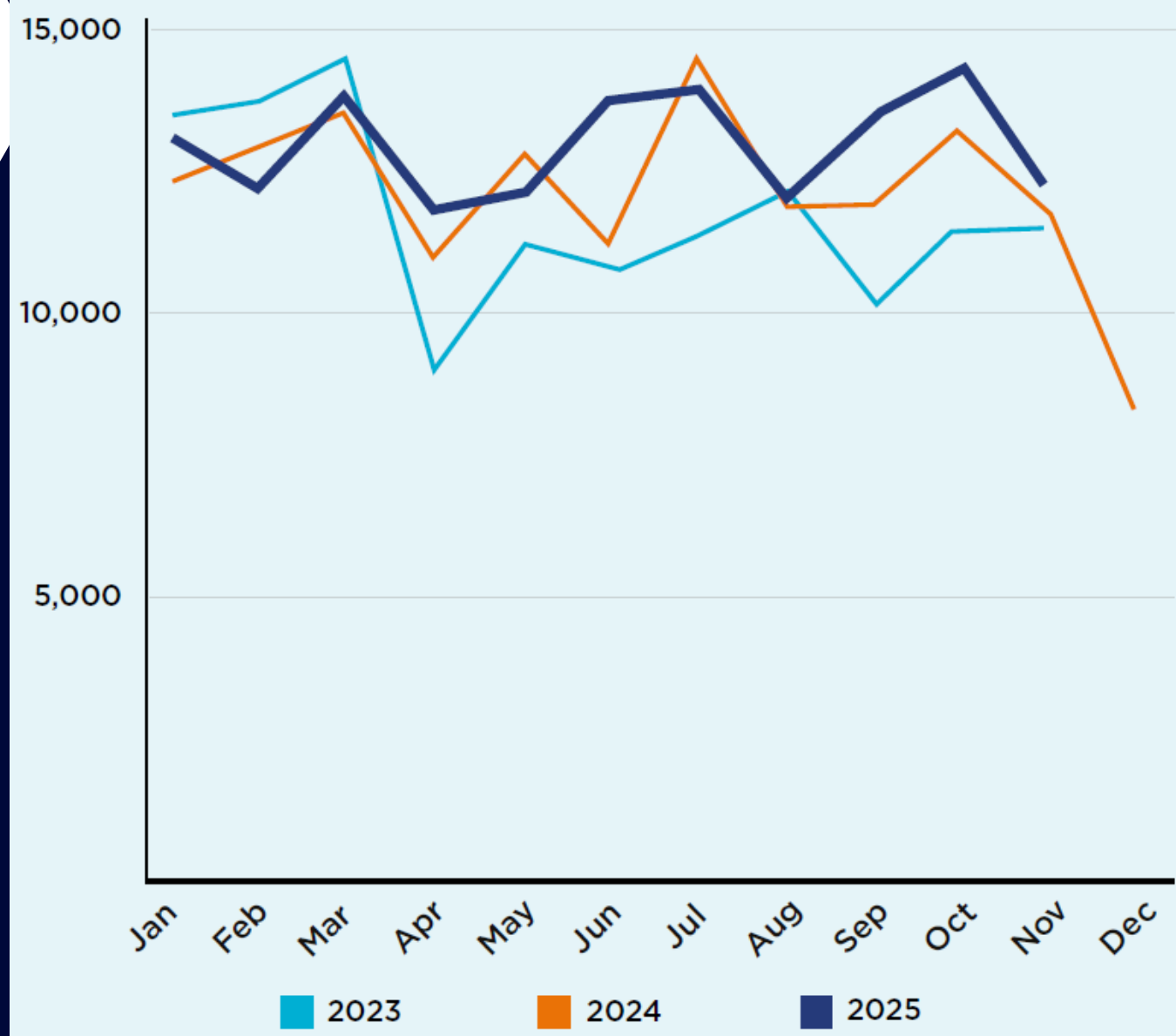
London remains the engine of Britain's professional job market in 2025, recording a 7.5% annual rise in vacancies. The capital now accounts for more than a third of all professional roles in the UK, underlining its enduring appeal for employers across industries. Nationwide, growth is similarly steady at 7.3%, while the rest of the UK lags slightly behind at 7.2%. It is a picture of mild expansion rather than a roaring recovery, yet it remains led by the capital's structural strengths.

Monthly data reveals a market moving in fits and starts. April marked the low point, with a sharp 13.1% fall in vacancies from March. The bounce back came in October, when hiring rose 7.0% month-on-month, supported by a cautious fourth-quarter push. The quarterly figures echo this rhythm. A strong first quarter gave way to a dip in spring, before a modest recovery in the summer months. The pattern reflects employer caution amid an evolving macroeconomic backdrop, including high interest rates, global supply pressures and ongoing geopolitical tensions.



Sectorial Breakdown

Professional Vacancies, All Sectors, London, 2023-2025 (Jan/Nov)



2025* - Estimation

Source: Vacancysoft Analytics

Despite such headwinds, London's dominance remains unmatched. Its advantages, global connectivity, sectoral depth, world-class infrastructure and access to talent continue to draw investment and drive hiring. The capital's diverse economy allows it to respond quickly to changing demand trends. Even as regional hubs like Manchester, Birmingham and Edinburgh grow in importance, they have not yet matched London's scale or momentum. The capital's hiring trends indicate more than just resilience: they show strategic confidence. Employers are still betting on London as the place where leadership, talent and opportunity converge. As the country adjusts to a new era of economic uncertainty, London continues to set the pace.

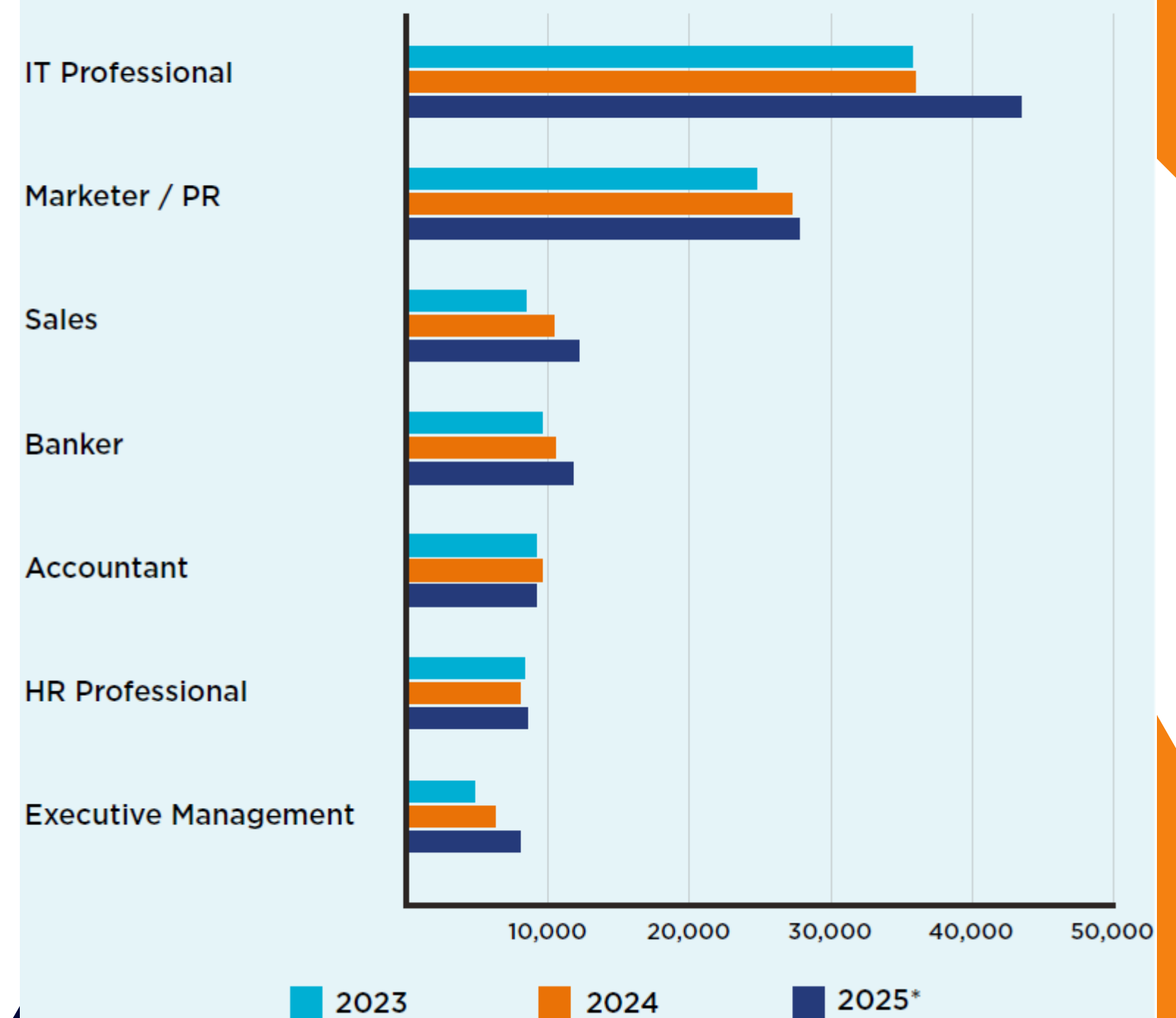
Skills In Demand

The push toward digitalisation and leadership development is reshaping London's professional landscape. IT roles are surging, with a 21.0% increase this year, pushing their share of the city's vacancies close to 28%. Within that, demand for software developers and engineers is up 26.2%, while IT managers are seeing a 25.6% rise, reflecting the growing complexity of digital infrastructure. Employers are scaling their tech teams not only to support growth but also to meet heightened cybersecurity and cloud resilience standards.

Executive management has also made a strong comeback. Hiring in this category is up 26.0%, driven in part by a 52.1% spike in operations-focused roles. As firms grapple with supply chain disruptions, regulatory shifts, and hybrid workforces, they are doubling down on leadership roles that offer strategic direction and operational stability. Sales vacancies have grown by 17.6%, with B2B sales in particular rising by 18.5%. These numbers underscore a renewed focus on commercial expansion and market penetration, particularly in fast growing industries.

Skills in Demand

Top Professions, Professional Vacancies, All Sectors, London, 2023-2025 *Est



Source: Vacancysoft Analytics

Skills in Demand

Top Divisions, Professional Vacancies, All Sectors, London, 2023-2025 *Est



2025* - Estimation

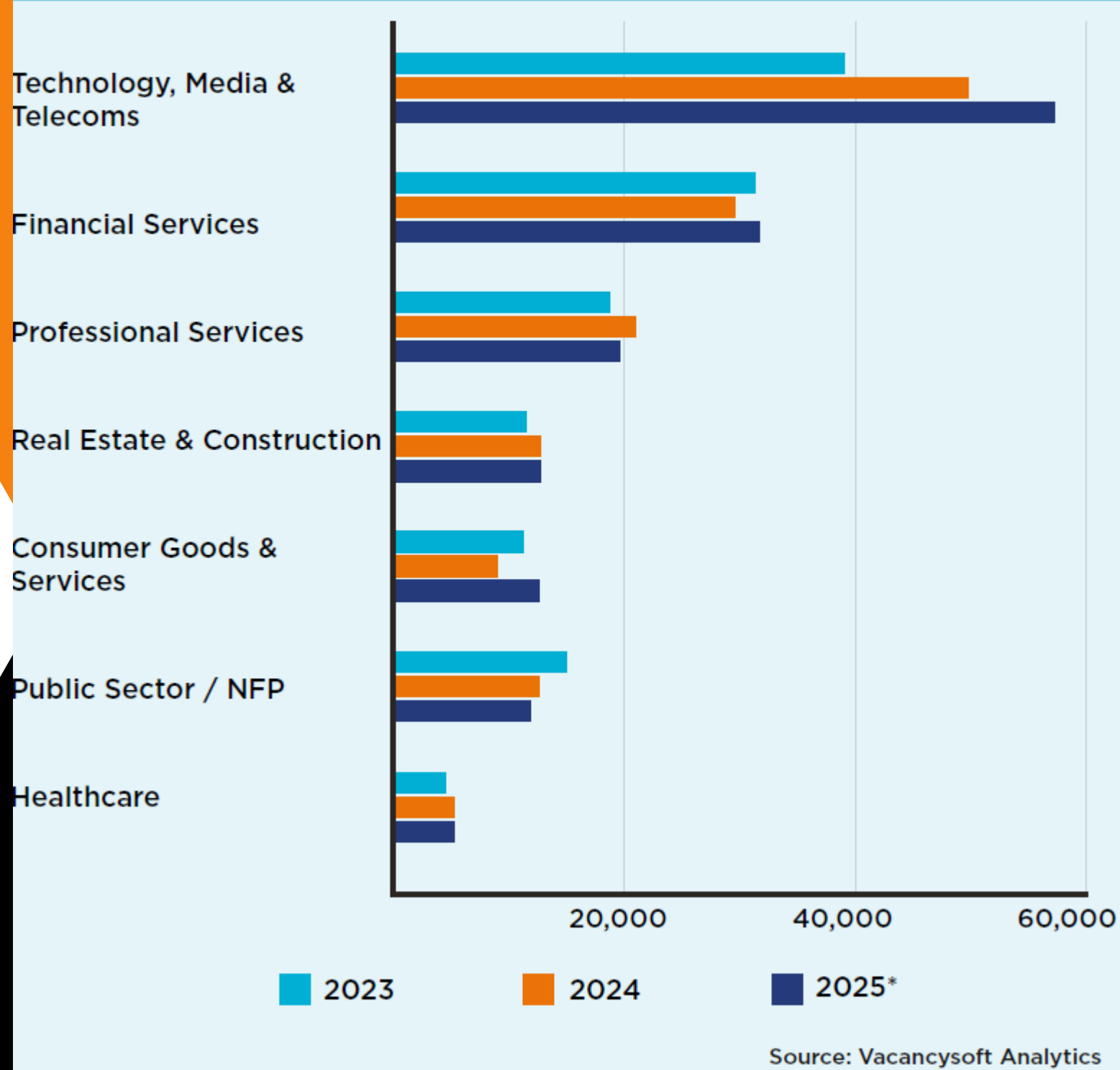
Source: Vacancysoft Analytics

Banking and accounting roles are also on the up, increasing 13.7% and 2.2% respectively. The banking sector continues to recruit in compliance, operations, and product innovation. Elsewhere, HR and marketing roles show more modest increases, while IT infrastructure is up 24.4%, reinforcing the demand for backend support amid a digital-first push. Professional marketing roles, though slower-growing, are stabilising, with a 3.6% increase, signalling steady demand for brand and communications expertise.

The trend is clear: employers are prioritising tech, strategy and commercial capabilities. London's occupational mix is evolving in line with broader business transformation strategies. The city's hiring patterns reflect a workforce being retooled for competitiveness in a digitally led.

Industry Breakdown

Professional Vacancies, All Sectors, London, 2023-2025*Est



Industry Breakdown

The push toward digitalisation and leadership development is reshaping London's professional landscape. IT roles are surging, with a 21.0% increase this year, pushing their share of the city's vacancies close to 28%. Within that, demand for software developers and engineers is up 26.2%, while IT managers are seeing a 25.6% rise, reflecting the growing complexity of digital infrastructure. Employers are scaling their tech teams not only to support growth but also to meet heightened cybersecurity and cloud resilience standards.

Executive management has also made a strong comeback. Hiring in this category is up 26.0%, driven in part by a 52.1% spike in operations-focused roles. As firms grapple with supply chain disruptions, regulatory shifts, and hybrid workforces, they are doubling down on leadership roles that offer strategic direction and operational stability. Sales vacancies have grown by 17.6%, with B2B sales in particular rising by 18.5%. These numbers underscore a renewed focus on commercial expansion and market penetration, particularly in fast growing industries.

Top 20 Companies



In infrastructure, the picture is mixed. Turner & Townsend has cut back sharply, down 59.3%, suggesting a pause in some largescale developments. In contrast, CBRE and Balfour Beatty are ramping up by 38.5% and 31.2% respectively, pointing to strength in commercial real estate and public infrastructure. AECOM holds steady with marginal growth of 0.1%, maintaining stable hiring amid global uncertainty. The tech sector shows similar divergence. Amazon continues to expand, up 31.3%, as it scales its logistics, cloud services, and retail operations. Oracle and TikTok, however, are retrenching, with double-digit declines that reflect shifting investment priorities and global caution in platform businesses. Media and advertising show signs of stabilisation, with WPP Media and Publicis Groupe up 8.1% and 37.7%, after a volatile few years.

Top 20 Companies

Professional Vacancies, All Sectors, London, 2023-2025 *Est

Company	Sector	2023	2024	2025*
JPMorgan Chase & Co	Banking	1628	1687	2168
Turner & Townsend	Industrials / Engineering	3306	3176	1293
Barclays	Banking	1327	688	1058
Publicis Groupe	Media	2145	1431	891
Amazon	Technology	782	617	859
WPP Media	Media	551	768	830
Aecom	Real Estate & Construction	703	917	812
Visa	Banking	512	772	791
Balfour Beatty	Real Estate & Construction	469	789	715
CBRE	Real Estate & Construction	461	477	659
BBC	Media	319	455	646
Deloitte	Accounting / Consulting	305	440	639
Sainsburys	Retail / CGS	328	518	621
Legal & General	Insurance	437	575	612
JLL	Real Estate & Construction	972	523	591
Mace Group	Real Estate & Construction	487	476	561
TikTok	Technology	521	720	551
EY	Accounting / Consulting	514	515	540
Oracle	Technology	456	592	464

Consulting and accounting firms are rebuilding. Deloitte and EY are both up by around 30%, driven by demand in advisory, audit and transformation services. BBC hiring has more than doubled, supported by public investment in media. Life sciences also stand out. Novartis is up 54.3%, while Medpace shows explosive growth of 440%, confirming the shift toward outsourced medical and regulatory expertise. London's top employers are responding to complex conditions with targeted expansion, with digital capability, compliance and leadership roles at the forefront.

Thank You



We hope you've enjoyed our Market Insight Survey. If you would like to discuss the survey or would like to work with us on your next hire or your next career move, then please get in touch.



+44 (0) 203 640 2133



toby@drc-search.com



www.drc-search.com

www.digitalrecruitmentcompany.com

