



ManpowerGroup®

REGIONAL FACTSHEET

NORTHERN IRELAND

Northern Ireland Bouncing Back Faster Than Any Other UK Region

Employers across Northern Ireland anticipate the strongest labour market since the survey began in 1992 during the January to March period, reporting a Net Employment Outlook of +33%. Hiring intentions increase by 18 percentage points on last quarter and 37 percentage points on Q1 2021. This is the highest quarter-on-quarter increase of any UK region and record high employment Outlook for Northern Ireland. The percentage of employers asking their employees to return to work five days a week is among the lowest in the UK.

MARKET OVERVIEW

Northern Ireland is bouncing back faster than any other UK region. Employers are looking to continuously improve their Employee Value Proposition (EVP) to attract candidates. There is an ongoing talent shortage, with the candidate market more stretched than in recent years. This has made it difficult for employers to attract candidates for temporary contracts when permanent ones are widely on offer. Meanwhile candidates are being more selective over the roles they apply for based on the benefits they are being offered, from signing bonuses to increased annual leave. Furthermore, many more organisations are signing up to offer the national living wage, over the minimum wage which is appealing to candidates.

The two strongest areas for demand are in business services, specifically those new roles that have emerged out of Brexit such as specialists in compliance and risk. Secondly, marketing and communications is growing with an influx in media and marketing roles. Demand is also cross-border as employers look to position themselves in both Northern and the Republic of Ireland. This is nowhere more true than in Derry and Armagh, where demand is being met on both sides of the border with Republic of Ireland citizens' ability to work in Northern Ireland without settled status. Furthermore, Northern Ireland retains access to EU workers due to still being in Single Market for the movement of people and goods.

Nonetheless, many EU nationals moved back to their home countries in wake of Brexit, causing an increased talent shortage affecting the retail sector. Mandatory vaccine passports are also expected to impact retail, as well as hospitality venues. Belfast's freight and transport sectors are growing, but the Irish Sea border is creating an issue with NI Protocol causing sharp increase in cost of getting goods through, which has led to an increased cost of product, which in turn has led retailers to pass these cost pressures onto the consumer.

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The ManpowerGroup Employment Outlook Survey is a forward-looking measure, forecasting hiring intentions for Quarter 1 2022.

Q1 2022