



ManpowerGroup®

REGIONAL FACTSHEET

WALES

Wales Growth Persistent Despite COVID Countermeasures

Employers in Wales anticipate a strong labour market during the January to March period, reporting a Net Employment Outlook of +18%. Compared with last quarter, hiring intentions have decreased by 23 percentage points. Compared with Q1 2021, hiring Outlook is up 21 percentage points. The Welsh finance sector is the most likely of any sector across the UK to ask their employees to work remotely in the next 3 months.

MARKET OVERVIEW

While quarter-on-quarter numbers are down, optimism is not. The Welsh labour market remains positive despite stronger COVID guidelines than in England. In the South of Wales demand for skilled talent has spiked in social care, welding, and for drivers and other logistics professionals. Due to talent shortages employers are being less specific about their requirements, with employers offering attractive benefits packages and higher pay, in some cases heralding the end of the minimum wage due to competition increasing prices.

Candidates have been increasingly empowered to set their own terms during the hiring process due to the large amount of opportunity available despite a small talent pool. This is leading to more conversations about rewards and benefits, from increased annual leave and flexible shift patterns to higher pay. We are also seeing a faster conversion from temporary to permanent contracts. Hiring has been at its strongest in southern metropolitan areas along the M4 corridor in places like Cardiff, Newport, and Swansea.

Q1 2022