

Corporate Recruiters Survey 2024

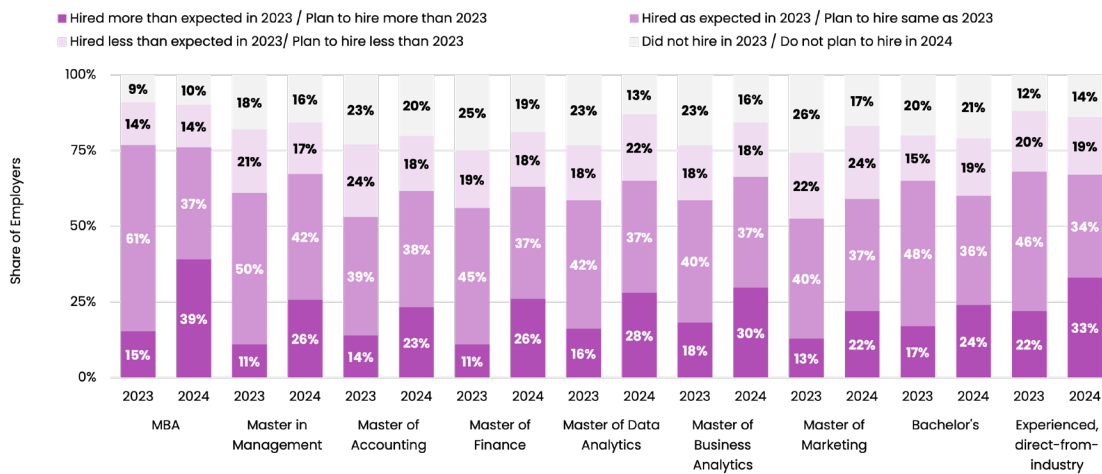
Regional Profile | Western Europe

n=198

More Western European employers expect to increase hiring for all degree holders compared to previous year.

The plans to expand hiring more than doubles for MBA, Master in Management, and Master of Finance graduates.

Actual 2023 hiring and projected 2024 hiring by degree in Western Europe



Importance of artificial intelligence

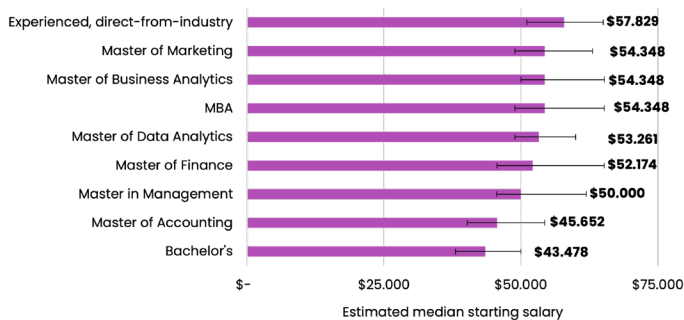
21st
in current skills

1st
in future skills

New hires with MBA, Master of Marketing, and Master in Business Analytics degrees outrank other degree types in starting salary.

Experienced, direct-from-industry candidates still have the highest median starting salary.

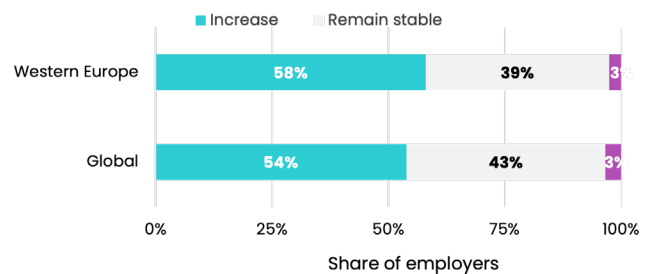
Western European salary (in USD) by degree type, projected 2024



More Western European employers expect demand for GME grads to increase than the average employer.

Only a small fraction of Western European employers predict a decrease in hiring demand for GME grads.

Projected demand for GME graduates in Western Europe in the next five years



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The error bars represent the 95 percent confidence intervals for each estimated population median. When the error bars do not overlap between groups, this indicates a significant difference. Salaries were reported in employers' choice of currency and converted to U.S. dollars using exchange rate data from the time when the survey was fielded.