Corporate Recruiters Survey 2026

Western Europe regional profile

Skill demand in the AI era

Decision-making, problem-solving, and skills using AI tools are important current and future skills for employers in Western Europe.

Top current skills

1. Decision-making (52%)
2. Communication skills (51%)
2. Problem-solving (51%)
2. Strategic thinking (51%)
5. Skills in using AI tools (50%)
5. Time management/project management (50%)

Top future skills

1. Skills in using AI tools (45%)
2. Decision-making (41%)
3. Problem-solving (38%)
4. Technology/IT skills (37%)
5. Emotional intelligence (34%)

Employer confidence in GME

Western European employers are largely in line with global employers on different dimensions of confidence in GME and the relevance of business school skills.

74%

Employers in Western Europe are confident in business school graduates because of their ability to handle the **complex global business environment**

*Compared to **71%** globally*

65%

Employers in Western Europe agree skills are more important as business adopt **new technologies**

*Compared to **62%** globally*

59%

Employers in Western Europe agree business skills are more important for businesses using **remote or hybrid working arrangements**

*Compared to **51%** globally*

Hiring and compensation trends

Roughly two-thirds of employers in Western Europe agree GME graduates outearn other employees and are more likely to be leaders in the organization.

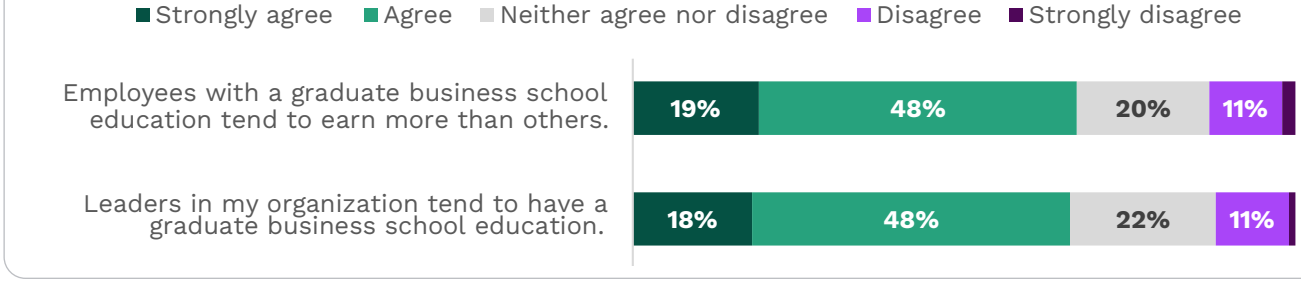
Factors with major influence on hiring

1. Financial status of your organization (41%)
2. International conflict (25%)
3. National conflict (24%)

Most common non-salary benefits

1. Professional development (66%)
2. Educational assistance (50%)
3. Signing bonus (46%)

Western Europe - Agreement with the statement:



Access the full report at gmac.com/corporaterecruiters