



Market Insights: Europe

May 2023

Kailin Burns

James Barker



Welcome from GMAC

Vision

A world where every talented person can **benefit from the best business education for them.**

Mission

Provide the tools and information necessary for **schools and talent to discover and evaluate each other.**

Purpose

To ensure talent **never goes undiscovered.**

The voices you're hearing today...



Kailin Burns

Senior Manager

Market Development, Americas



James Barker

Senior Manager

Market Development, Europe

GMAC Research offers reliable data and insights to schools, candidates, and the GME industry

Return on Investment – Candidate's View

- Enrolled Students
- Alumni

Value of GME – the Job Market

- Corporate Recruiters Survey

Demand for GME

- Prospective Students
- Geographic Trends
- Application Trends
- Diversity Series

March 2022

Graduate Management Admission Council

The Value of Graduate Management Education: From the Candidate's Perspective

June 2022

Corporate Recruiters Survey 2022 Deans Summary

What's the state of employment for graduate business school graduates?

The findings of this year's Corporate Recruiters Survey, fielded in February and March 2022, suggest it's a favorable hiring market for those graduating with an MBA or business master's degree.

Overall, 92% of corporate recruiters say they expect to hire newly minted MBAs this year, up from 85% in 2021. Relative to past years' survey results, this represents very strong hiring intentions, and looking to the near future, most corporate recruiters agree that demand for new business school talent will increase in the next five years (Figure 1).

These bars represent the 95 percent confidence interval for each estimated population proportion.

Figure 1: Projected Hiring Demand for Business School Talent in the Next Five Years

World Region	2021	2022
Overall	85%	92%
Africa	71%	84%
East & Southeast Asia	75%	89%
Latin America	71%	89%
Middle East	89%	91%
United States	48%	51%
Western Europe	50%	48%

Graduate Management Admission Council

Enrolled Students Survey 2022

How do students rate the experience and outcomes of their graduate management education?

Access the Summary Report at gmacc.com/enrolledstudents

Student satisfaction rose as pandemic restrictions eased

% giving favorable review to GMAC experience, 2021 vs 2022

Category	2021	2022
Overall	82%	85%
Student Services	80%	85%
Career Services	74%	84%

Social media use in the job search is up

Program Type	2021	2022
Full-time MBA	34%	36%
Business master's	23%	40%
Professional MBA	24%	31%

More grads were employed at the time of graduation

Program Type	2021	2022
Full-time MBA	79%	83%
Business master's	62%	81%
Professional MBA	77%	89%

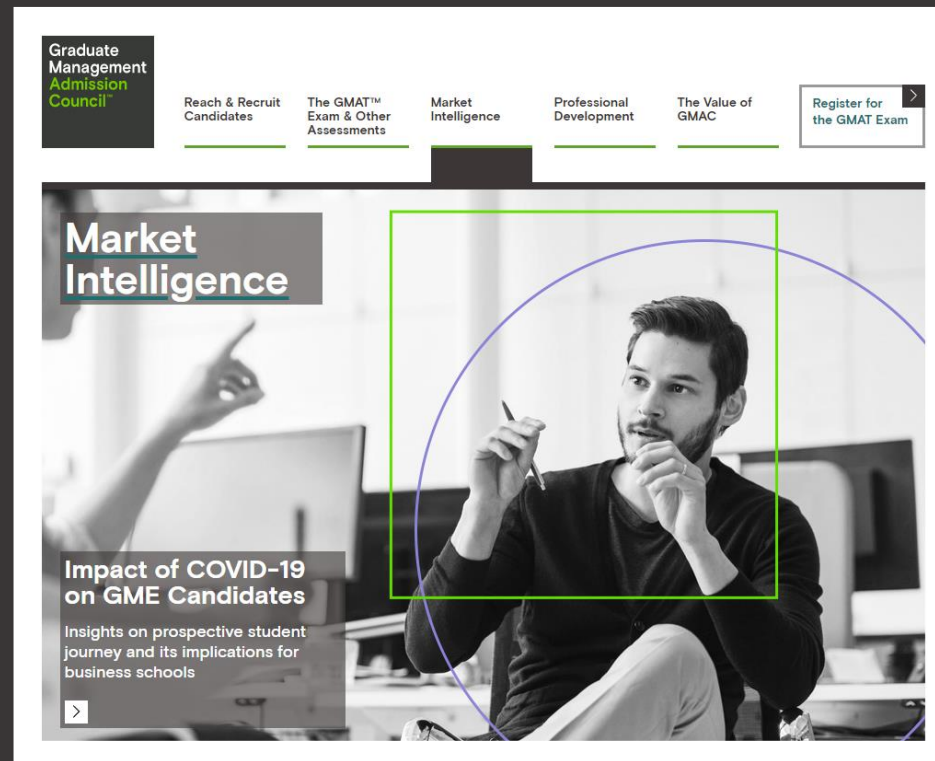
Learn more about these surveys at gmacc.com/research

GMAC Research

GMAC Mission

Provide the tools and information necessary for schools and talent to discover and evaluate each other

gmac.com/research



• Resources

- [Blogs](#)
- [Infographics](#)
- [Reports](#)
- [Webinars](#)

• GMAT™

- [Geographic Trend Report](#)
- [Profiles of Testing](#)

• Survey Research

- [Application Trends Survey](#)
- [Corporate Recruiters Survey](#)
- [Enrolled Student Survey](#)
- [GMAC Prospective Students Survey](#)

Graduate
Management
Admission
Council™

Insights from Europe

James Barker

GMAC Europe





Agenda



- GMAT volume
- Candidate mobility
- Candidate profiles and unpacking “Europe”
- Gen Z: arriving on your campus



Global demand for GME is evolving

Percentage of GMAT exams taken by world region, TY 2013 – TY 2022

North America

TY 2013: 51%
TY 2021: 35% ▼
TY 2022: 28% ▼

Europe

TY 2013: 10%
TY 2021: 14% ▲
TY 2022: 14% ▶

Middle East & Africa

TY 2013: 4%
TY 2021: 4% ▶
TY 2022: 4% ▶

Asia-Pacific

TY 2013: 33%
TY 2021: 44% ▲
TY 2022: 51% ▲

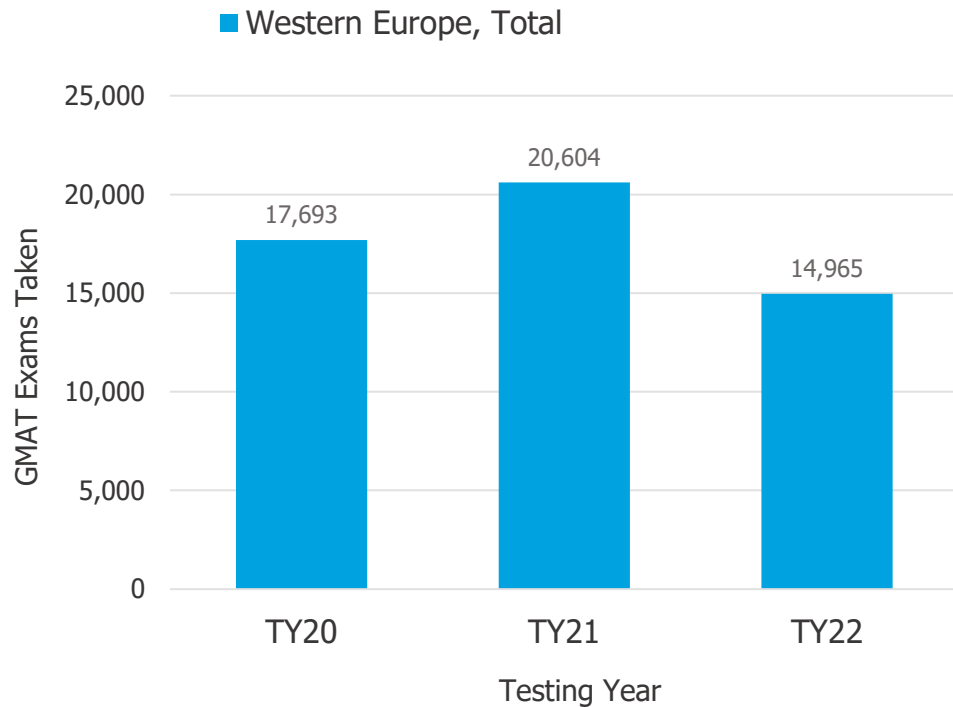
Latin America

TY 2013: 2%
TY 2021: 3% ▶
TY 2022: 3% ▶

GMAT exam data, TY 2013 – TY 2022

Spotlight on Western Europe: Testing volumes

GMAT exams taken by residents of Western Europe TY 2020 – TY 2022



Residence (6 Largest Countries)	TY20	TY22	3-yr % change
Germany	3,616	3,282	-9%
Italy	2,295	2,202	-4%
United Kingdom	3,403	2,180	-36%
France	2,221	2,109	-5%
Netherlands	1,405	1,132	-19%
Spain	907	630	-31%
Western Europe total	17,693	14,965	-15%

GMAT exam data, TY2020-TY2022. For more, visit www.gmac.com/profile.

GMAT™ exam volume trends show differences by the program type and school location

Global GMAT™ Score Sending, TY2013 and TY2022

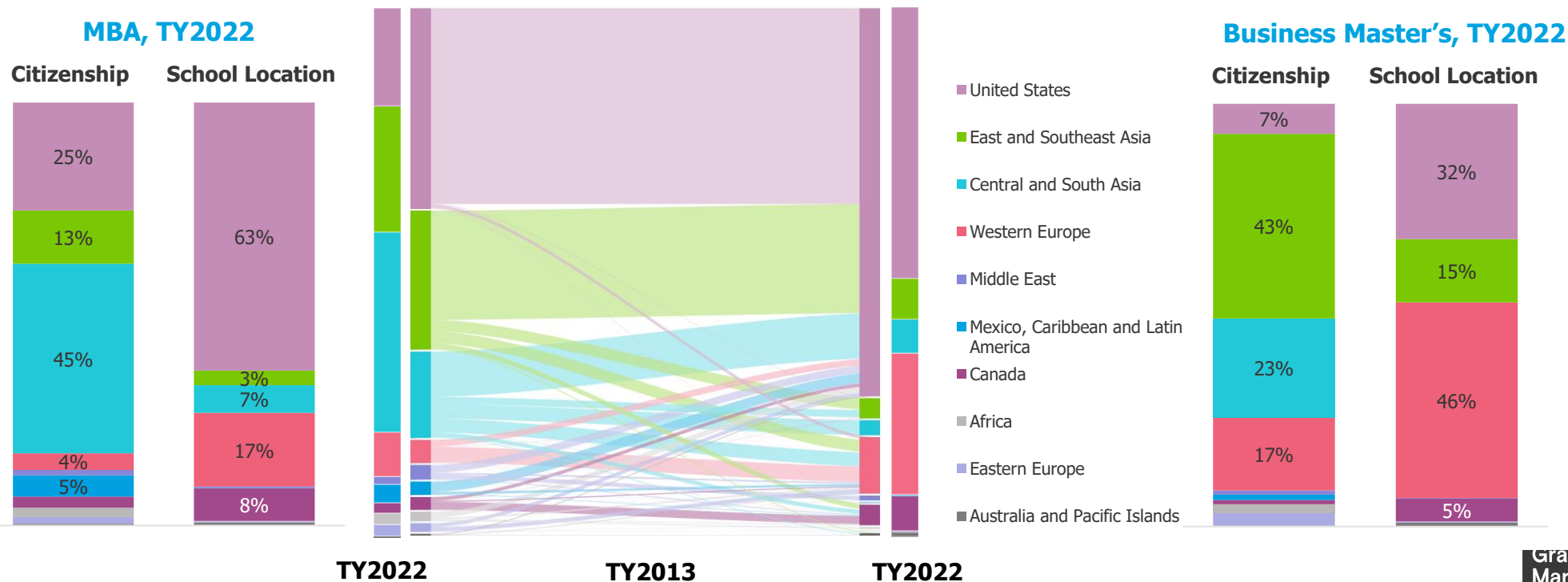
Score sender citizenship

School location

MBA, TY2022

Business Master's, TY2022

- United States
- East and Southeast Asia
- Central and South Asia
- Western Europe
- Middle East
- Mexico, Caribbean and Latin America
- Canada
- Africa
- Eastern Europe
- Australia and Pacific Islands



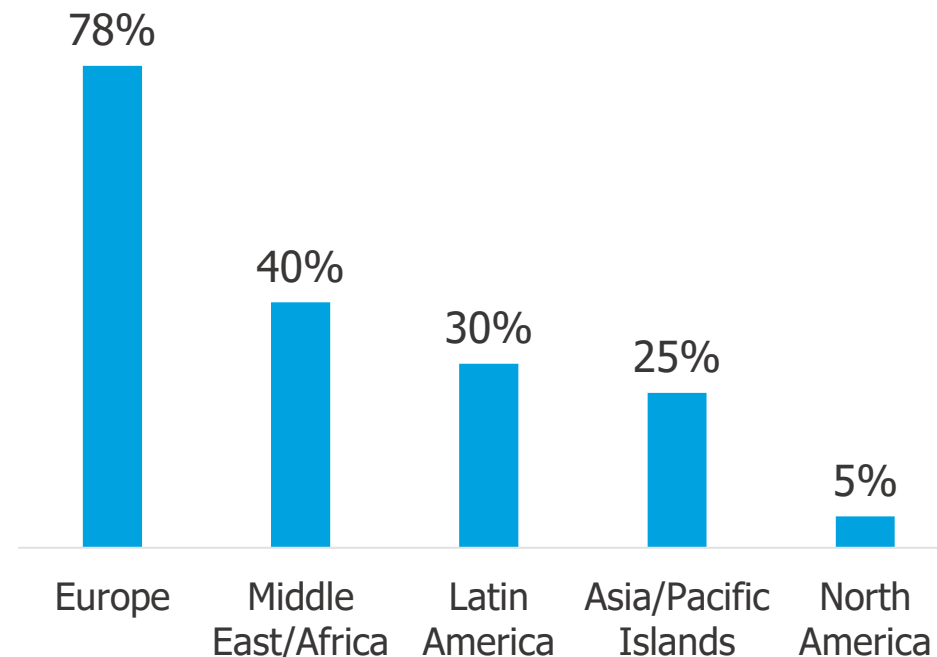
In TY 2022, 58 percent of GMAT score senders for MBA were from Asia as compared to 66 percent for business master's. Schools located in Western Europe received 17% of scores sent to MBA programs as compared to 46% for business master's.

Candidate Mobility – Study in Europe

Top Reasons Cited to Study in Europe by Global Candidates

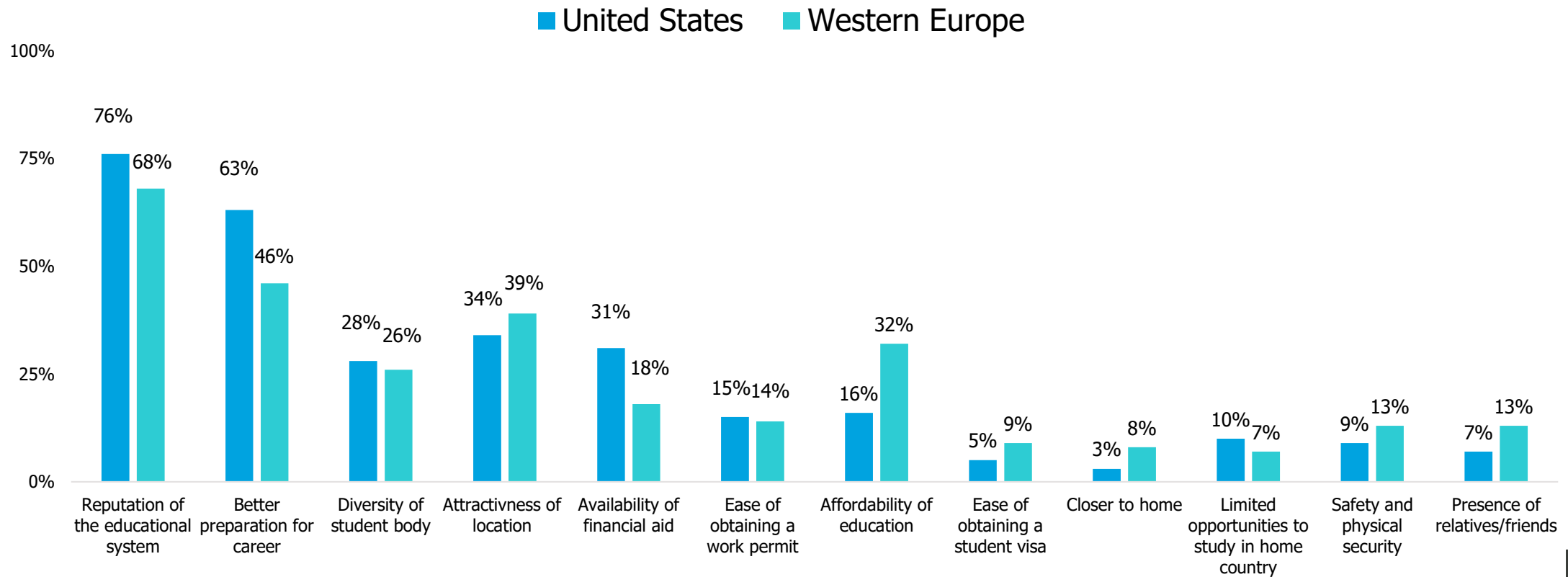
1. Reputation of Education System
2. Better Preparation for Career
3. Attractiveness of Location

Share of Candidates Who Want to Study in Europe by Region



Source: 2023 Prospective Students Survey

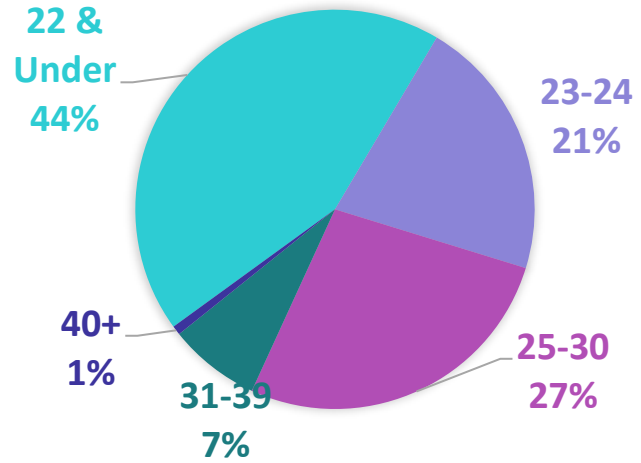
Candidate Mobility – Europe or U.S.?



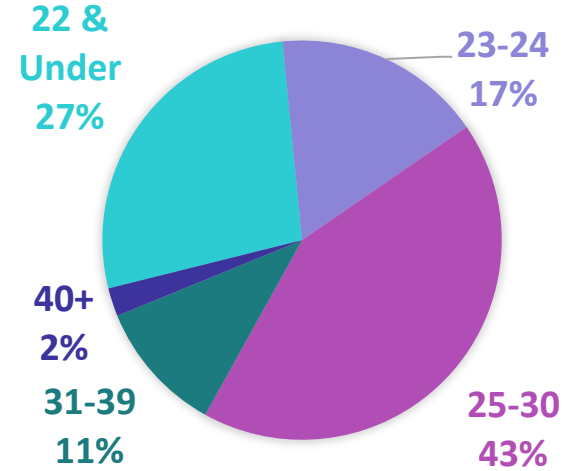
Source: 2023 Prospective Students Survey

Candidate Age Range

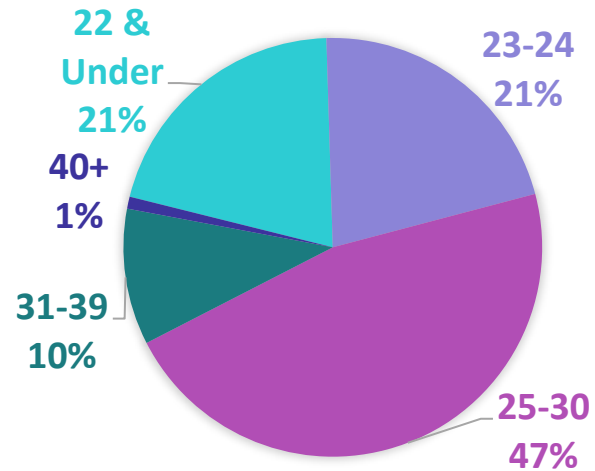
Europe



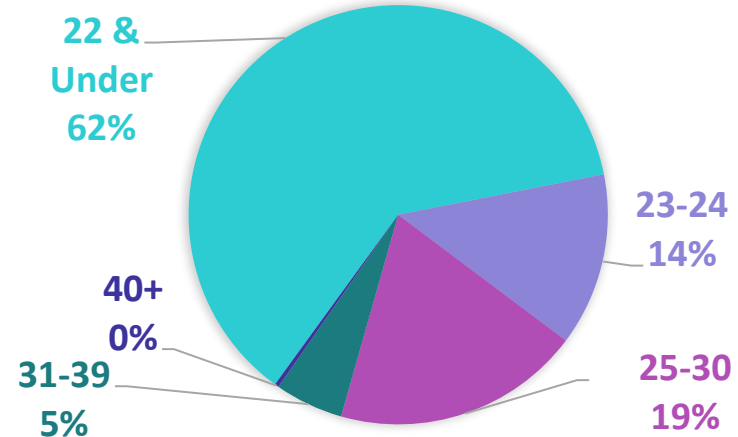
North America



South Asia

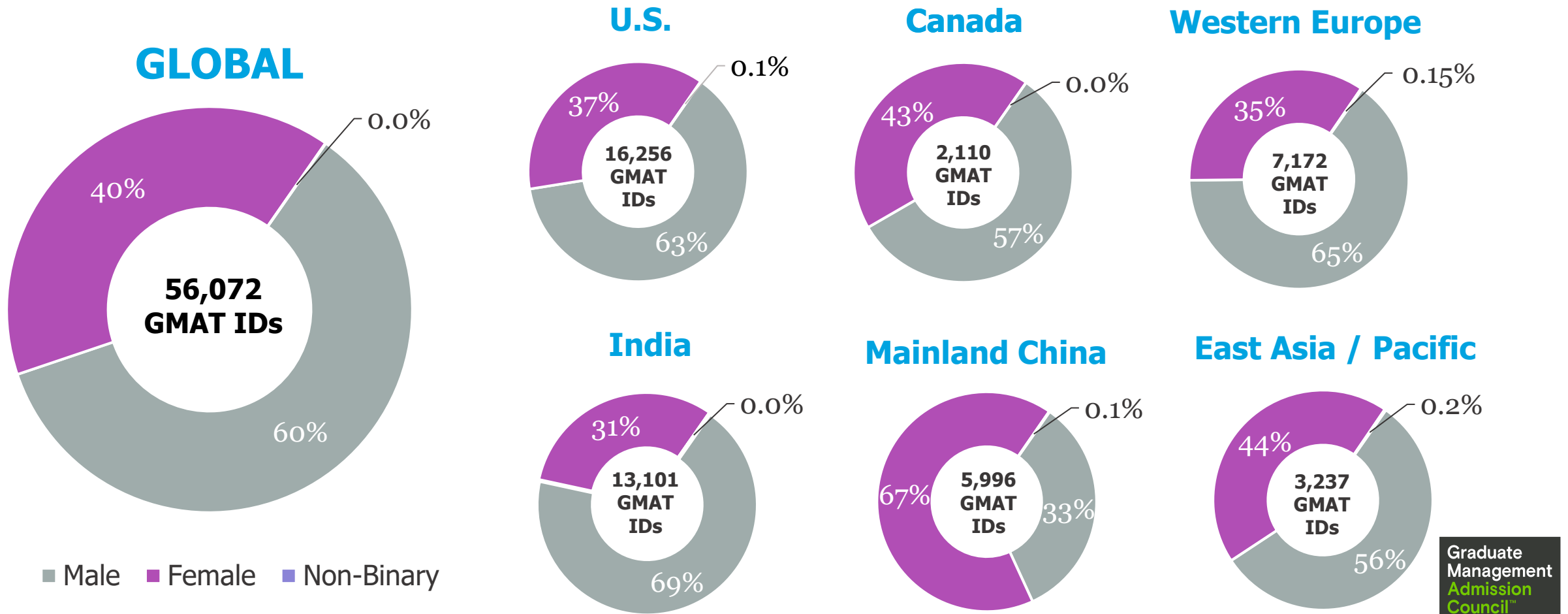


China



*Net Registration data from 2019 to 2022

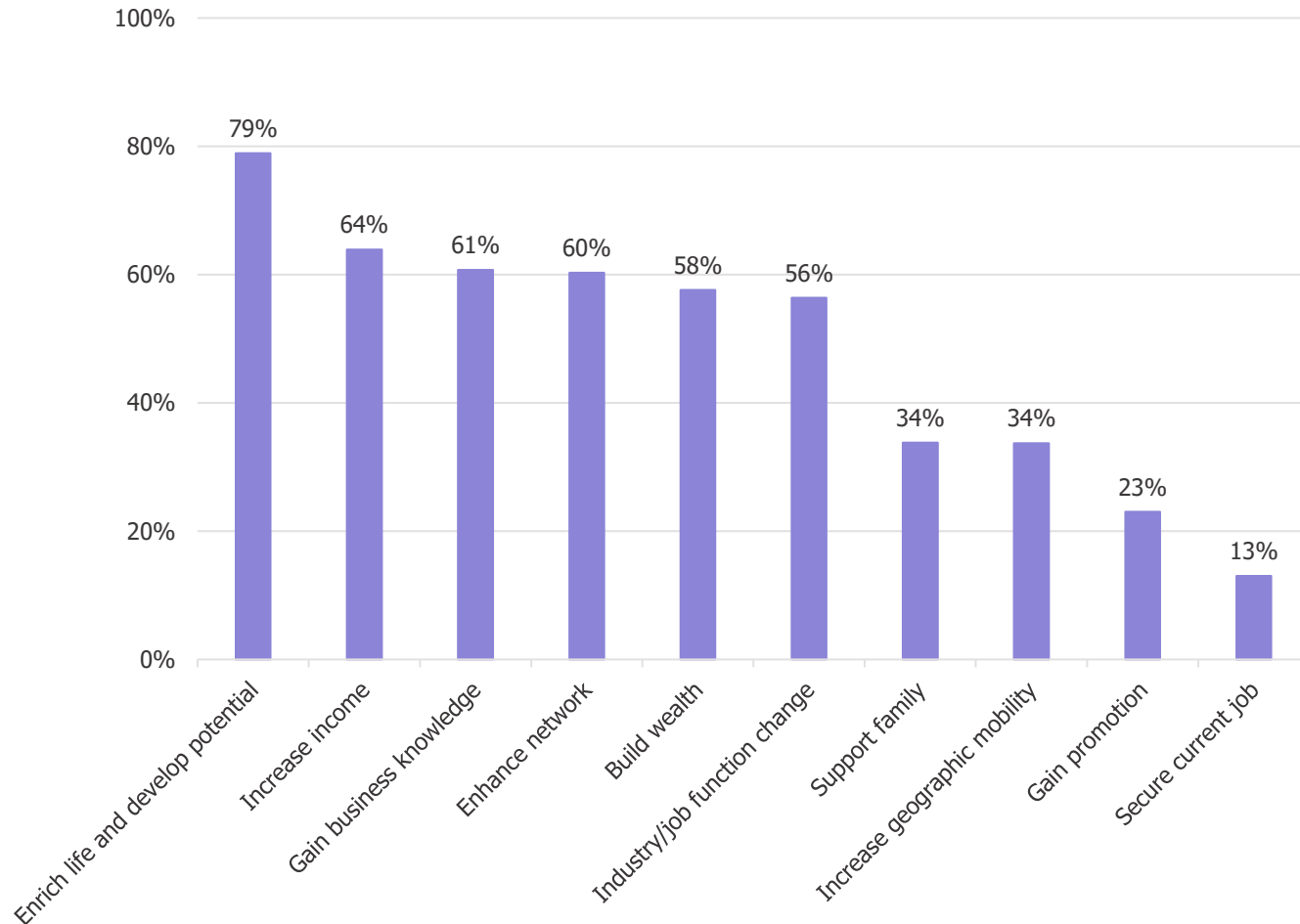
Gender diversity by regions based on the GMAT score senders for all programs



Unique GMAT test-takers who sent score reports in TY 2022.
Location based on the residence reported at the time of GMAT testing.

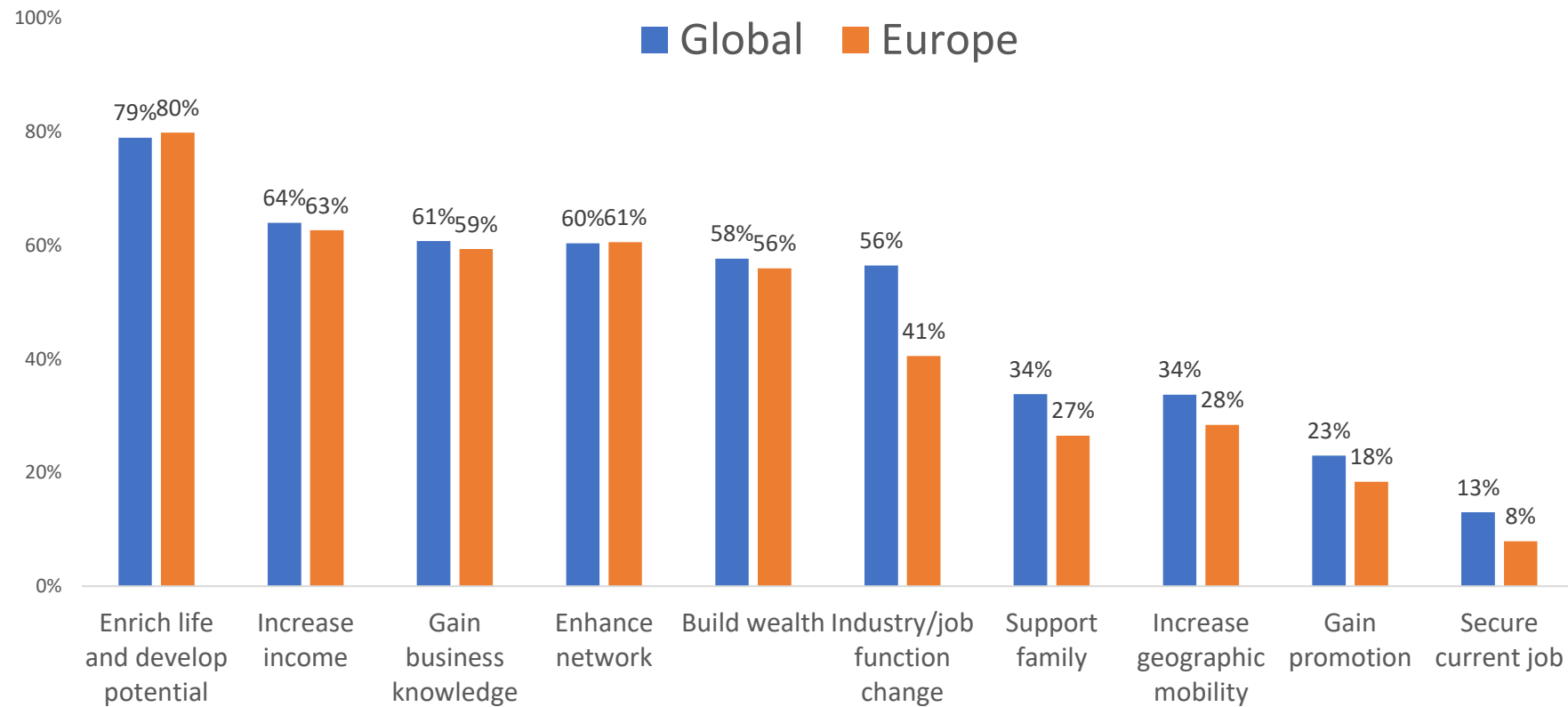
Candidate Motivations – Global

- **Traditional Outcomes:** Increased income, enhanced network, new business knowledge
- **Inner Development:** Candidates are most motivated to pursue GME to enrich their lives, followed by increasing their incomes and gaining business knowledge.
- **Improving Outer World:** About half of candidates view sustainability or corporate social responsibility (CSR) as essential to their GME curricula.



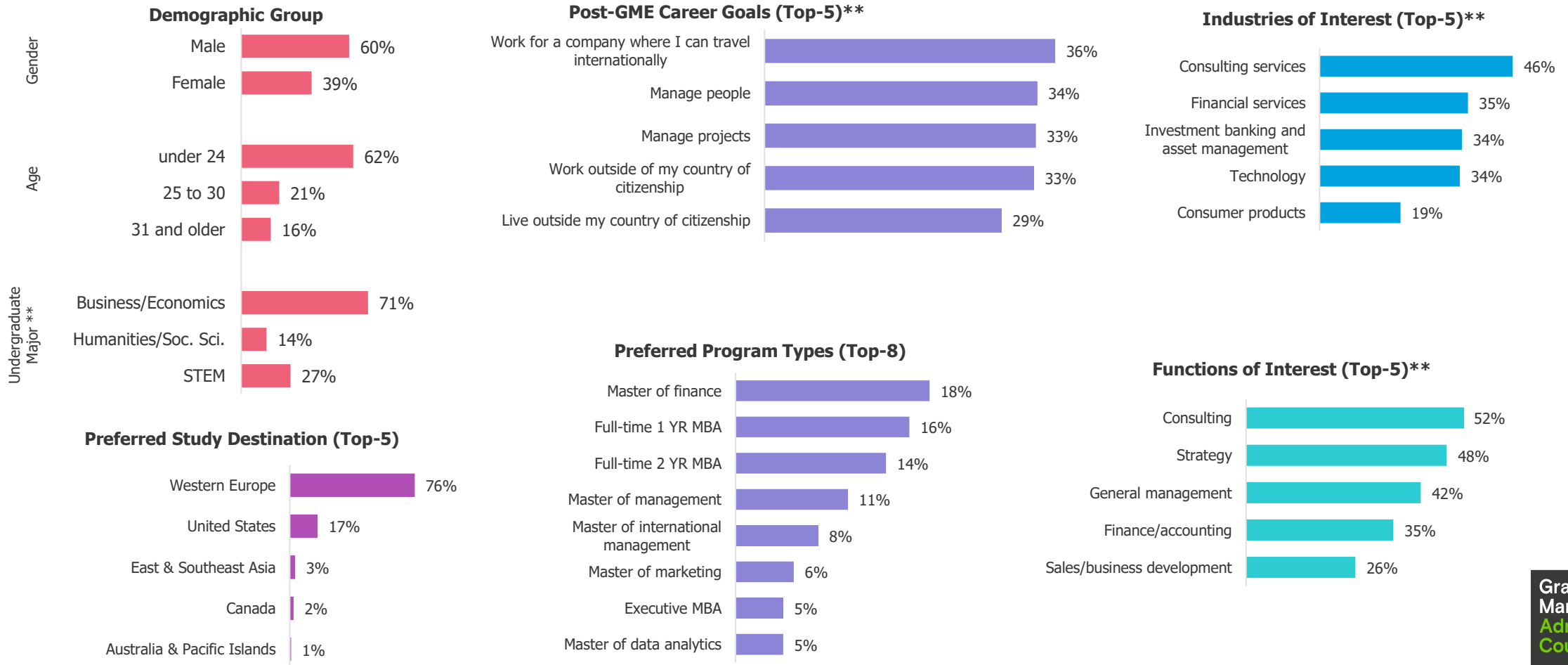
Source: 2023 Prospective Students Survey

Candidate Motivations – Europe



Source: 2023 Prospective Students Survey

Western Europe Region of citizenship



* N = 1,106

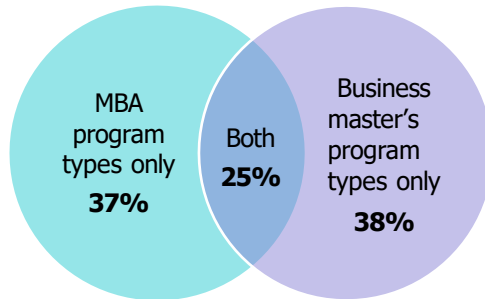
** May add up to more than 100 percent due to multiple selections.

Source: GMAC Prospective Students Survey. GMAC.com/research
Data collected between Jan.-Dec. 2021.

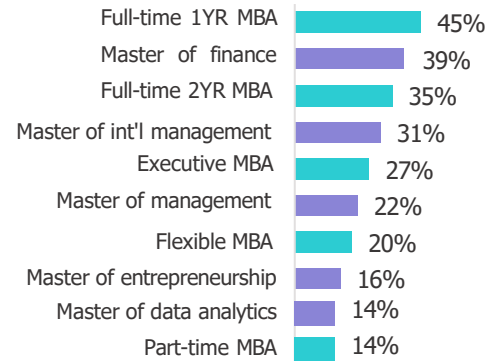
Candidate Profiles by Citizenship

France

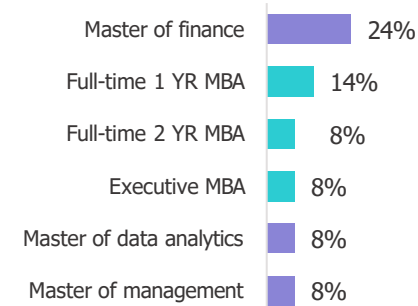
Program Considerations



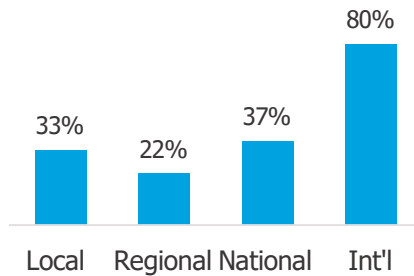
Top 10 Program Types Considered ¹



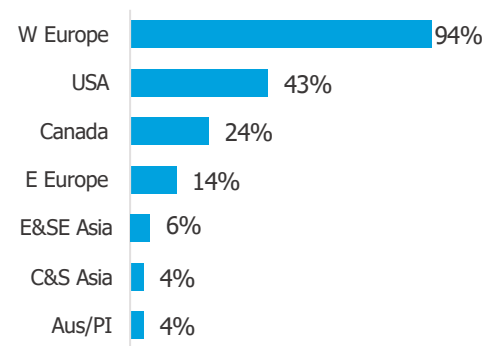
Top Program Types Preferred ²



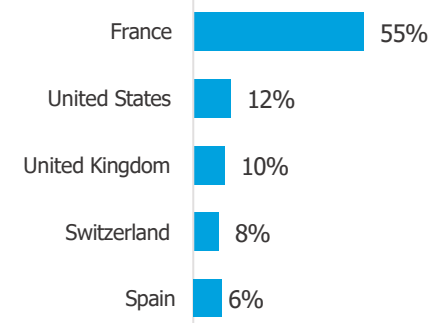
Application Plans by Relative Location ¹



Application Plans by Program World Region ¹



Preferred Study Destination ²



Notes:

1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.

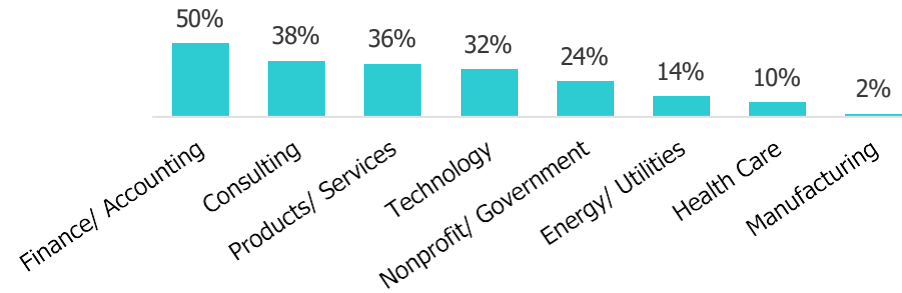
Candidate Profiles by Citizenship

France

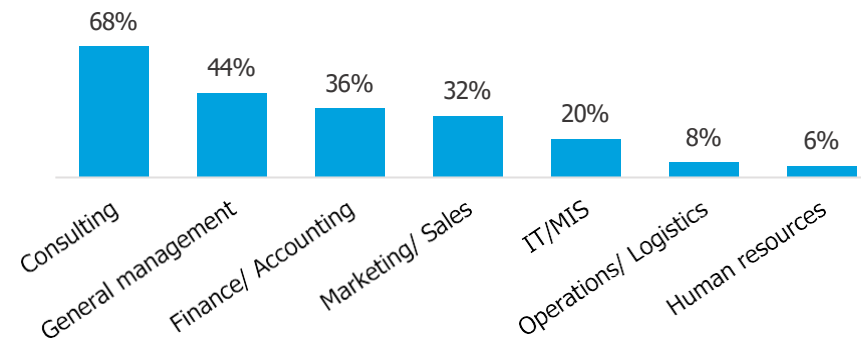
Post-GME Career Goals



Post-GME Industries of Interest



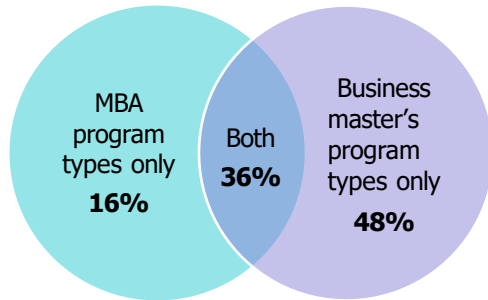
Post-GME Job Functions of Interest



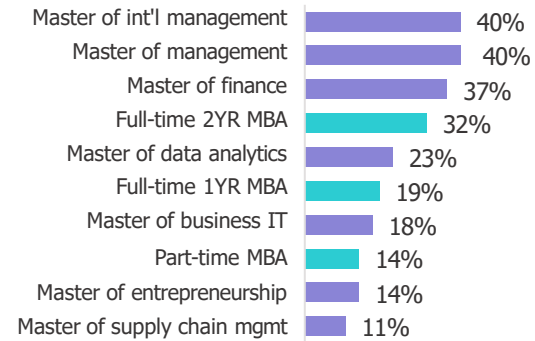
Candidate Profiles by Citizenship

Germany

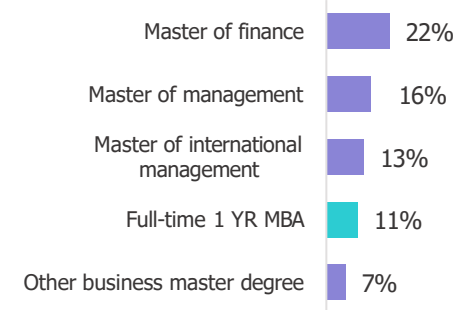
Program Considerations



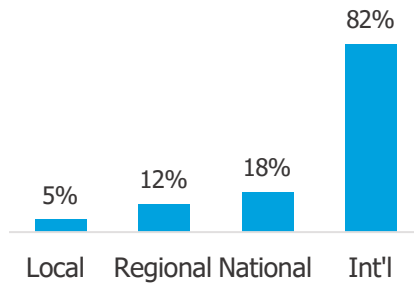
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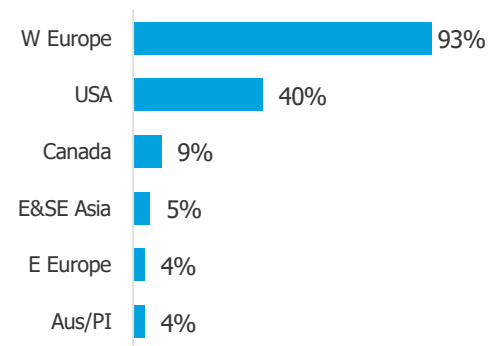
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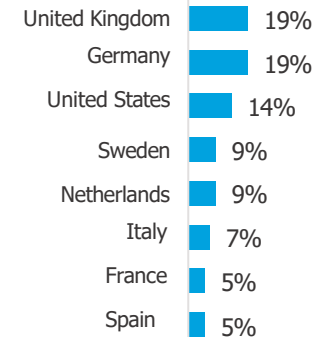
Application Plans by Relative Location ¹



Application Plans by Program World Region ¹



Preferred Study Destination ²



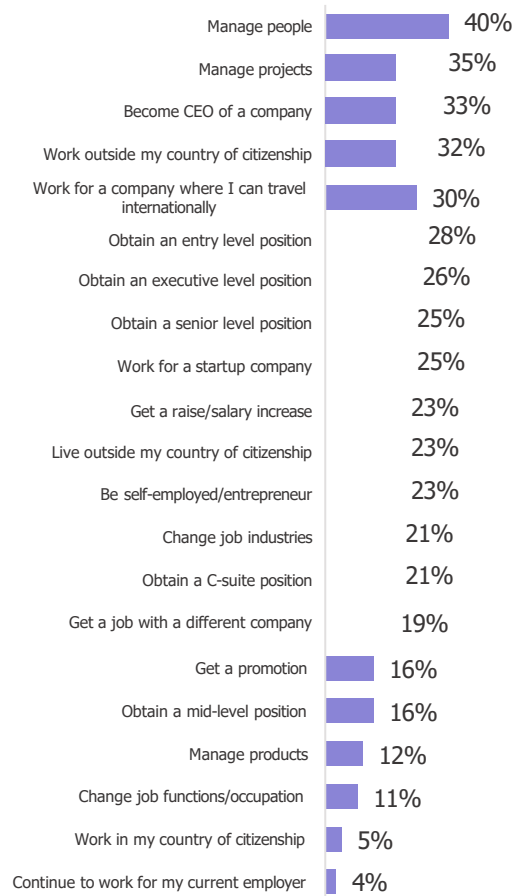
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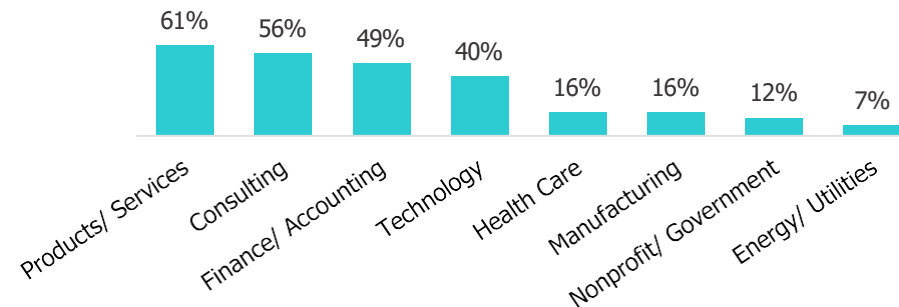
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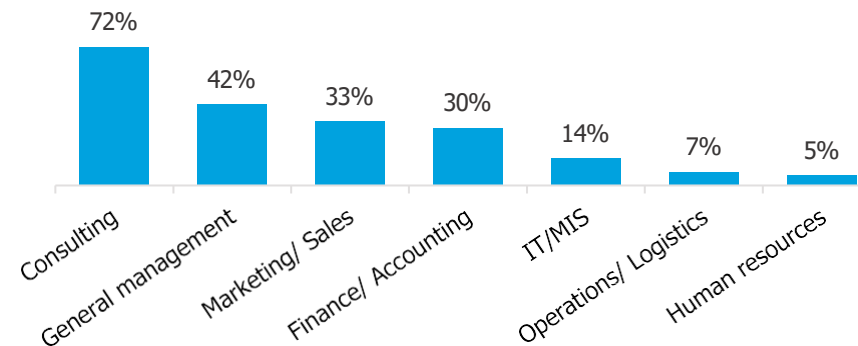
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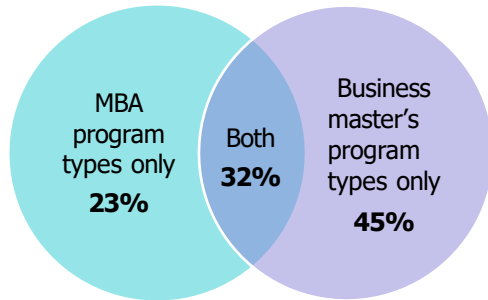
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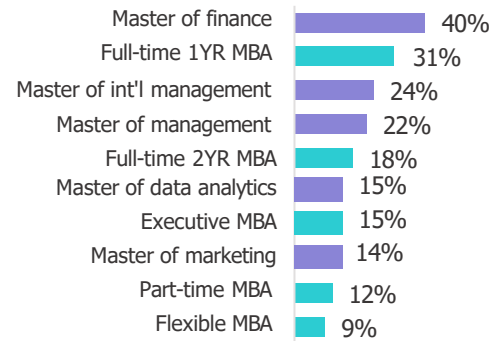
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Italy

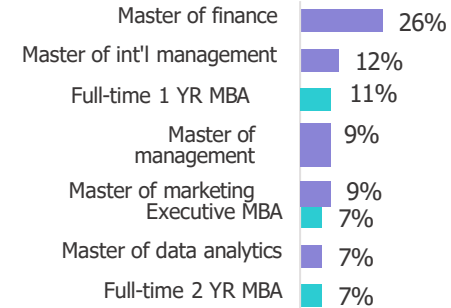
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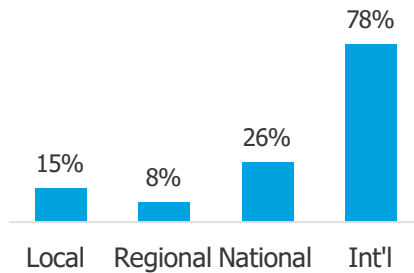
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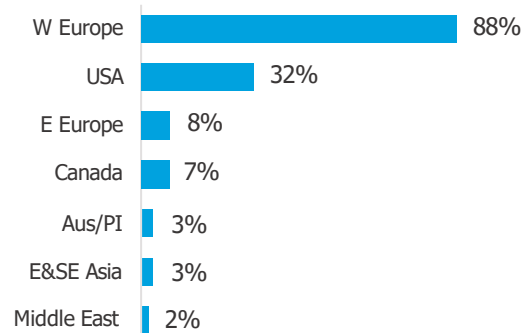
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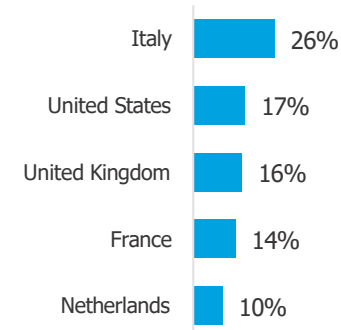
Application Plans by Relative Location ¹



Application Plans by Program World Region ¹



Preferred Study Destination ²



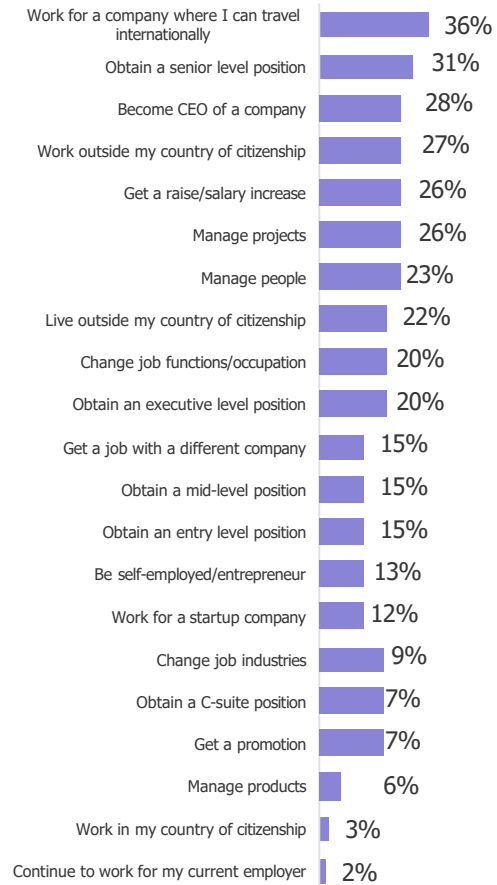
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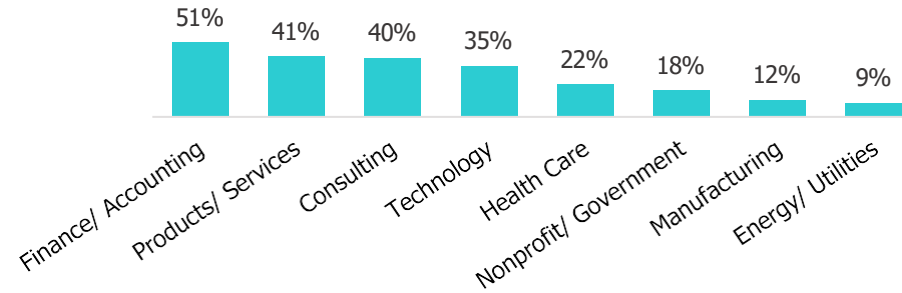
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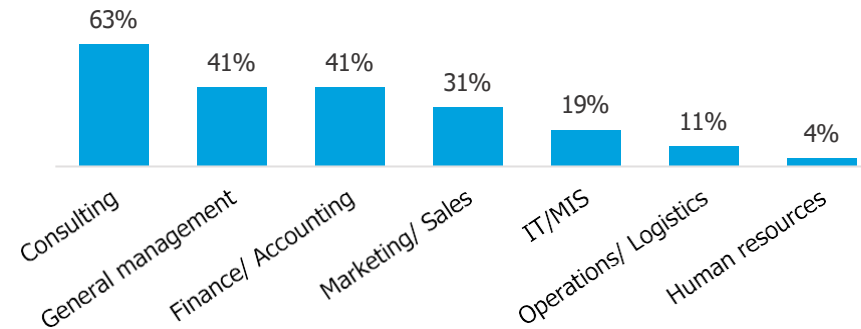
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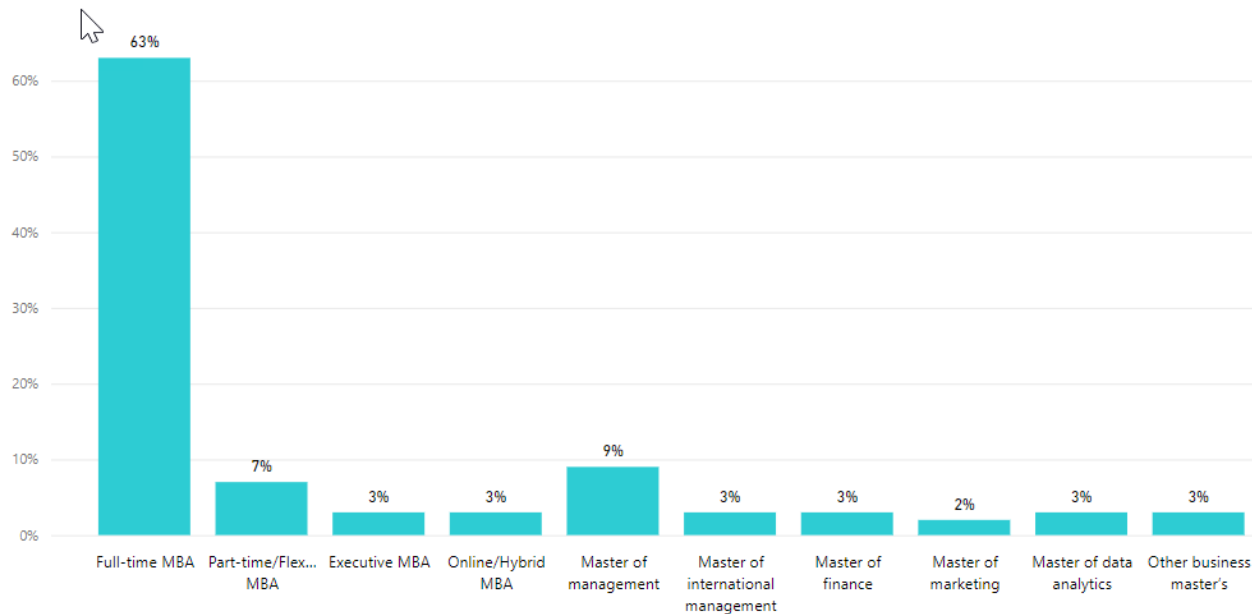
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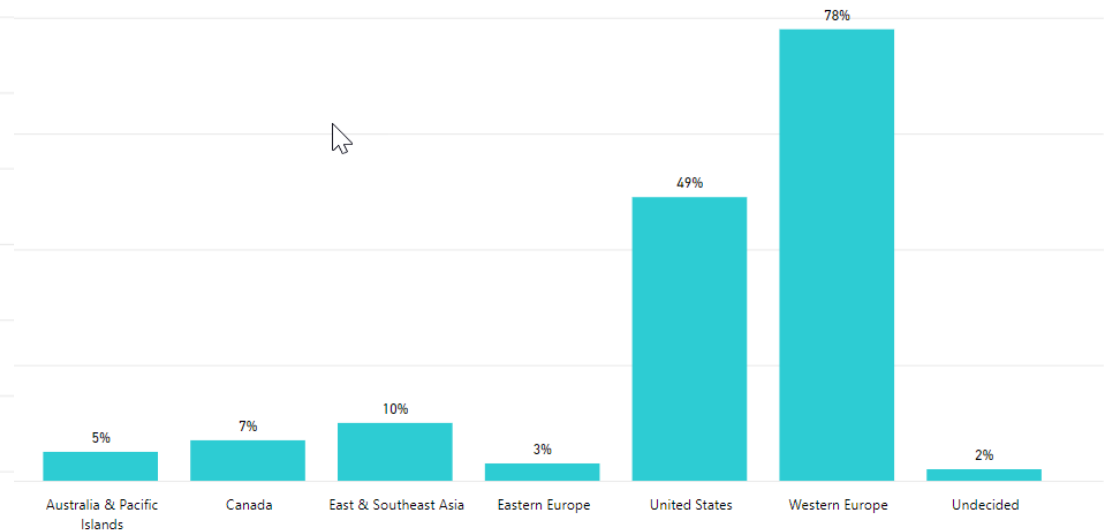
Candidate Profiles by Citizenship

United Kingdom

Preferred Business Degree Program Type (Percentage)



Application Regions (Percentage)



- One year / 18-month formats preferred
- MBA preference lowers dramatically when looking at Residence lens, and even further when adding <25

Gen Z – Research Approach



Methodology: Online Qualitative Community

- 16-20 respondents per market
- Contributing content x 3 days x 15 minutes per day
- Uploading visual material, comments and videos
- Moderated by qualitative researcher

Demographic Targets

- 6 countries: Germany, USA, India, China, Peru and Nigeria
- 18–24-year-olds (currently college students/graduated from college)
- Mix of men and women
- Interested in pursuing GME at some point in the future
- Studying a range of subjects at undergraduate level

Gen Z Focus Areas

- 1) Get a sense of ‘who they are’ – explore their interests, issues that impact them at a personal and wider societal level
- 2) Explore their thinking about education, career plans and hopes for their future in the world of work
- 3) Understand how they interact with marketing comms and channels

What Matters to Gen Z - Global

STABILITY

- Strong foundations for future life
- The importance of family and peers
- Successful family life and children
- Enough money and career success to have choices

WELLBEING

- The whole balanced life – creating space away from work
- Mental as well as physical wellbeing
- Foster wellness and preserve mental health

PERSONAL GROWTH

- Help to find the right path to grow into 'authentic self'
- Hear views and recognise the value of each individual
- Deliver to the need to discover and learn continually

RESPECT

- Embrace diversity and equality
- Find common ground rather than difference
- Value the importance of having a positive impact

Gen Z: Snapshot from Germany



Values and drivers

- Family, friends and relationships are critical
- Look for structure, security, 'smooth running' to feel at ease
- Wellness is critical – mental and physical – active in sports, get out into nature
- Time for self – separation of personal and work life critical
- Environment and sustainability focus very strong

GME hopes and dreams

- Want GME that is personally relevant – broad as well as specific content
- Looking for culturally diverse cohort and experience in study and work
- Targeting a leadership role – team leader as well as company – not talking so much about 'the top', good enough salaries rather than 'high'
- Strong focus on ethics, impact and culture of company they want to work for

How to reach them

- Value advice of university/college advisors and materials in choosing GME
- Want to hear from alumni and peers on their experiences
- Want to hear how a program is relevant to their own ambitions
- Looking for advice re opportunity and programs that help them network

2023 Conferences & Events

Conferences

Annual Conference
San Diego, CA
June 28-30

- San Diego Hilton Bayfront
- Premier GMAC Conference
- Registration fee \$1595
- Group pricing: Available for 4+ registrations

Asia Conference
Bangkok, Thailand
Nov 1-3

- Sasin School of Management
- Registration available beginning July 5
- Early Bird: \$865 and \$900 after August 30

Europe Conference &
Masters Leadership Summit
(11/29)
Milan, Italy
Nov 29- Dec 1

- SDA Bocconi
- Early Bird: €865, and €950 after September 27
- Registration opens July 5

2023 Conferences & Events

Admissions Institute for New Professionals

AINP Europe
April 24-26

- Warwick Business School, London Campus @ The Shard

AINP US
Session 1: East
July 19-21

- University of Virginia, Darden School of Business, (DC Metro Campus), Arlington, VA
- Early bird registration is \$2395 until July 1 and \$2695 after.
- Group discount of 10% available for 4 or more attendees

AINP US
Session 2: West
July 24-26

- UCLA, Anderson School of Business, Los Angeles, CA
- Early bird registration is \$2395 until July 1 and \$2695 after.
- Group discount of 10% available for 4 or more attendees

The Admissions Institute for New Professionals is designed for new GME professionals working in recruitment, admissions, and marketing with six – 18 months experience.

Thank You



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