

PRESS RELEASE

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LÜNENDONK LIST 2024: LEADING TEMPORARY STAFFING COMPANIES IN GERMANY

EXPERIENCE MODEST GROWTH, MARKET VOLUME DECLINES

- **Temporary staffing market volume drops to €32.9 billion in 2023**
- **Top 25 temporary staffing businesses increase their revenues by 2.2 per cent**
- **Market being supported by specialised companies focussed on supply of qualified staff**
- **New Lünendonk List now available free of charge**

Mindelheim, 14 May 2024 – The market for temporary staffing in Germany contracted by 3.1 per cent in 2023 to €32.9 billion, down from €33.9 billion in 2022. The top 25 temporary staffing companies, however, saw their revenues increase by an average of 2.2 per cent. Temporary worker numbers fell by 4.9 per cent. Weak third and fourth quarters in 2023, combined with a price effect, had a significant impact on market evolution. Providers of qualified specialist personnel, in particular healthcare professionals, were the primary drivers of growth.

These are the initial findings of the 2024 Lünendonk Survey *Temporary Staffing in Germany*. The Lünendonk List, part of this comprehensive survey, features the market's 25 leading providers and is now available as a free download from www.luenendonk.de.

Top 10 in detail

The make-up of the top 10 temporary staffing companies remains unchanged. Adecco, headquartered in Düsseldorf, experienced growth of €173.0 million (+10.5 per cent) to €1,824.0 million in 2023, thus narrowing to €19 million the gap between it and market leader Randstad. Eschborn-based Randstad retains its top place on the Lünendonk List despite an 8.5 per cent fall in revenues to €1,843.0 million. House of HR Germany sits in third, its takings for the first time surpassing the €1 billion mark (€1,000.4 million). The company grew by 11.5 per cent, supported by its 2022 acquisition of Solcom and 2023 consolidation of Pluss,

surpassing Lüdenscheid's Persona service (€682.6 million, -0.8 per cent). Manpower takes fifth place with revenues of €518.0 million (+3 per cent).

Stuttgart's Dekra Arbeit retains a consistent sixth place on €454.5 million, followed by Nuremberg-based I.K. Hofmann (€440.0 million). Hays Professional Solutions saw revenues rise by 9.9 per cent to €432.0 million and stays at number eight ahead of Tempton (€394.5 million). RGF Staffing rounds out the top 10, taking €376.0 million.

Three new companies in the rankings

Two of the names from last year's List, Pluss and Runtime, no longer feature, having been bought out in 2023 by House of HR and Synergie respectively. The result is that the Top 25 list is joined by new entrants: Iperdi, with its 2.6 per cent increase in revenues to €121.8 million seeing it attain 21st place, and Synergie, which grew to €117.5 million, boosted by the acquisition of Runtime, and now ranking 24th. Page Personnel is the final addition to this year's list, with takings of €107.0 million.

Revenue change patterns driven by various factors

Temporary staffing company revenue developments in 2023 follow varying patterns. Approximately three out of ten companies saw their revenues fall, while almost as many experienced growth of more than 10 per cent. Commenting on the market evolution, Lena Singer, the Survey's author and a consultant at Lünendonk & Hossenfelder, explains: 'Providers with high growth rates are almost exclusively those supplying skilled workers for industry, IT or healthcare. The volume business in Germany, however, is still oriented around unskilled auxiliary staff, and their numbers are decreasing. These and other effects contribute to an overall decline in market volume.'

The business models of German temporary staffing companies vary widely. Firms like Doctari, Feltenpersonal and the Arano group (which includes Pacura med) are focussed on healthcare professionals and are thus listed in the subranking. Companies like Hays and Robert Half, on the other hand, operate across multiple client sectors with an emphasis on skilled professionals. PEAG, involved in the interim employment business, and Gi Group, one of a

number of providers to recognise the potential of EU workers in Germany, represent other models.

Publication

The new 2024 Lünendonk List *Leading Temporary Staffing Companies in Germany* is now available to download free of charge from www.luenendonk.de.

The detailed Lünendonk Survey is expected to be published at the end of June 2024 and will include extensive long-term and segment analyses. The detailed Survey features 85 service providers and can be pre-ordered from www.luenendonk.de for €2,400 plus VAT.

This press release is available online from:

<https://www.luenendonk.de/presseinformationen/>

Company profile

Lünendonk: background information

Lünendonk & Hossenfelder, based in Mindelheim (Bavaria), has been analysing the European business-to-business (B2B) services markets since 1983. The company's market researchers focus on the digital & IT and business consulting sectors, the audit, tax & advisory market, as well as real estate services and the staffing industry (temporary employment, IT workforce).

Surveys, publications and benchmarks, along with consultancy on trends, pricing, positioning and contracting procedures all feature in the firm's varied portfolio. With a vast pool of data at its disposal, Lünendonk is able to provide clients with unique insights and recommendations. The market research and consulting company has been publishing the Lünendonk® Lists and Surveys, regarded as market barometers, for decades.

With years of experience, deep understanding, an outstanding network and a passion for people and market research, Lünendonk and its consultants are sought-after among service providers, their customers and indeed journalists for their expertise. Each year, Lünendonk partners with a jury from the media to honour deserving companies and entrepreneurs with the Lünendonk Service Awards.

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