



# Market Analysis

HR Technology & Services

# Global Employer of Record Services

## Report Abstract

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81-pages

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## Who is This Market Analysis For?

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NelsonHall's market analysis on Global Employer of Record Services is a comprehensive assessment of the market's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of employer of record services and identifying vendor suitability for RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the employer of record sector.

## Key Findings & Highlights

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NelsonHall's market analysis of the Global Employer of Record Services market consists of 81-pages, focusing on strategies for 2022 and beyond.

Ongoing talent shortages spurred by 'the great resignation,' economic uncertainty, and formal adoption of 'Work from Anywhere' policies will likely prevail through 2026, requiring organizations to secure required workers and specialized skills from countries where they may not have an established presence. These factors are driving the demand for employer of record services as organizations gain a broader understanding of the benefits associated with this model.

Multi-national firms of all sizes will remain the primary target for EOR services, with the largest concentration of adopters, 93%, operating in the small to mid-market segment (<15k employees). This can be attributed to smaller start-up organizations within emerging sectors and a lack of in-house expertise (i.e., HR, legal, accounting) dedicated to global expansion strategies.

Future of work and corporate social responsibility (CSR) influences have triggered other service offerings from select EOR providers; equity management plans (e.g., ESOP, ESPP, option plans), expanded care & benefits programs, and multi-currency/cryptocurrency payroll payments. Longer-term considerations, including the sansdemic (shrinking working age population) and the baby boom retirement horizon, will support sustained growth within the industry as organizations scramble to fill critical talent and skill gaps.

Enabling technology across the global EOR services market continues to evolve. It serves as a critical differentiator between vendors, with machine learning, artificial intelligence, data analytics, workflow management, integrated expense & payroll processing, and enhanced client and worker experience as top technology roadmap investments.

Vendors have earmarked significant private equity funding awards in 2021 – 2022 to support HR technology advancements and inorganic growth strategies to aid in service expansion via merger & acquisition activity.

## Scope of the Report

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The report analyzes the worldwide market for global employer of record services and addresses the following questions:

- What is the market size and projected growth for the global employer of record market by geography?
- What is the profile of activity in the global employer of record services market by industry sector?
- What are the top drivers for the adoption of global employer of record services?
- What are the benefits currently achieved by users of global employer of record services?
- What factors are inhibiting user adoption of global employer of record services?
- Who are the leading global employer of record services vendors globally and by geography?
- What combination of services is typically provided within global employer of record services contracts, and what new services are being added?
- What is the current delivery location pattern used for global employer of record services contracts, and how are these models changing?
- What are the challenges and success factors within the global employer of record services market?

## Global Employer of Record Services Vendor Assessments Available for:

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Acumen International

Atlas (formerly Elements Global Services)

CXC Global

Globalization Partners

Mauve Group

Mercans

Neeiamo

Omnipresent

Papaya Global

Remote

Safeguard Global

Velocity Global

## About The Author

Jeanine is a Principal Research Analyst at NelsonHall and a member of the HR Technology & Services practice. She has global responsibility for crucial HR areas, including employer of record (EOR) and learning platforms.

Jeanine is a highly experienced HR practitioner with 28 years of experience in HR across industry sectors, including aerospace, automotive, energy, government, pharmaceuticals, telecommunications, learning, and business consultancy.

Jeanine has significant experience leading and managing business transformation/integration, competitive and industry benchmarking, HR and learning technology, strategic change leadership, managed service provider engagements, organizational and process redesign, and M&A initiatives.

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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com).

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