



# FlexingIt<sup>®</sup>

Business consultants & Experts.  
Curated, on-demand.

## Flexing It<sup>®</sup> Talent Dashboard



Q1 FY23 Insights

# Key Trends: April – June 2022

The Professional Gig Economy continues to see strong demand, growing at 25-30%+ over the last several years.

FMCG, Consulting and Pharmaceuticals/ Healthcare are the top 3 industries driving adoption of skilled freelancers.

Strategy, Marketing, and Technology were the top 3 skills in demand over the quarter.

*Spotlight: Women in Gig - Not enough women professionals leveraging freelancing as a career, despite the skills they represent being in high demand!*

Creative Design emerged as the highest-growth skill in Q1 2022-23 on the back of a rapidly expanding creator economy.

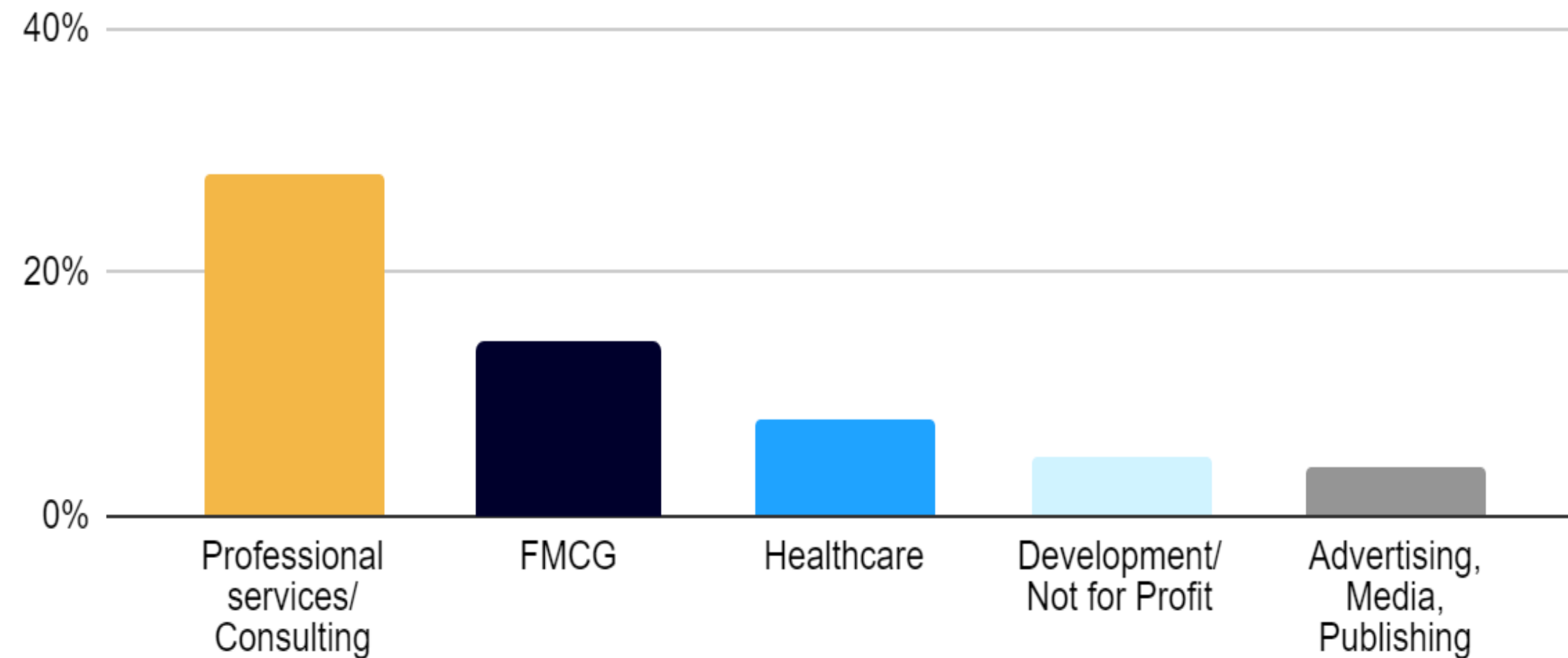
Despite the return to office, Remote comprised 44% of all projects - higher than pre pandemic indicating that hybrid work is here to stay.

The sharp increase in younger professionals joining the freelance talent marketplace continued this quarter too.



# Demand for flexible talent (1/2): FMCG, Consulting and Healthcare emerged as the top 3 industries using expert freelancers, accounting for over half the projects in Q1 FY23

## Top 5 Industries driving demand for Independent Consultants



Demand from FMCG has doubled over the past 2 years, driven by the increased consumption during the pandemic & the need to drive new D2C models. Consistently contributing nearly 15% of all new projects.

## Top 3 Skills in Demand in Q1 FY23

- Strategy and Business Development
- Marketing
- Technology

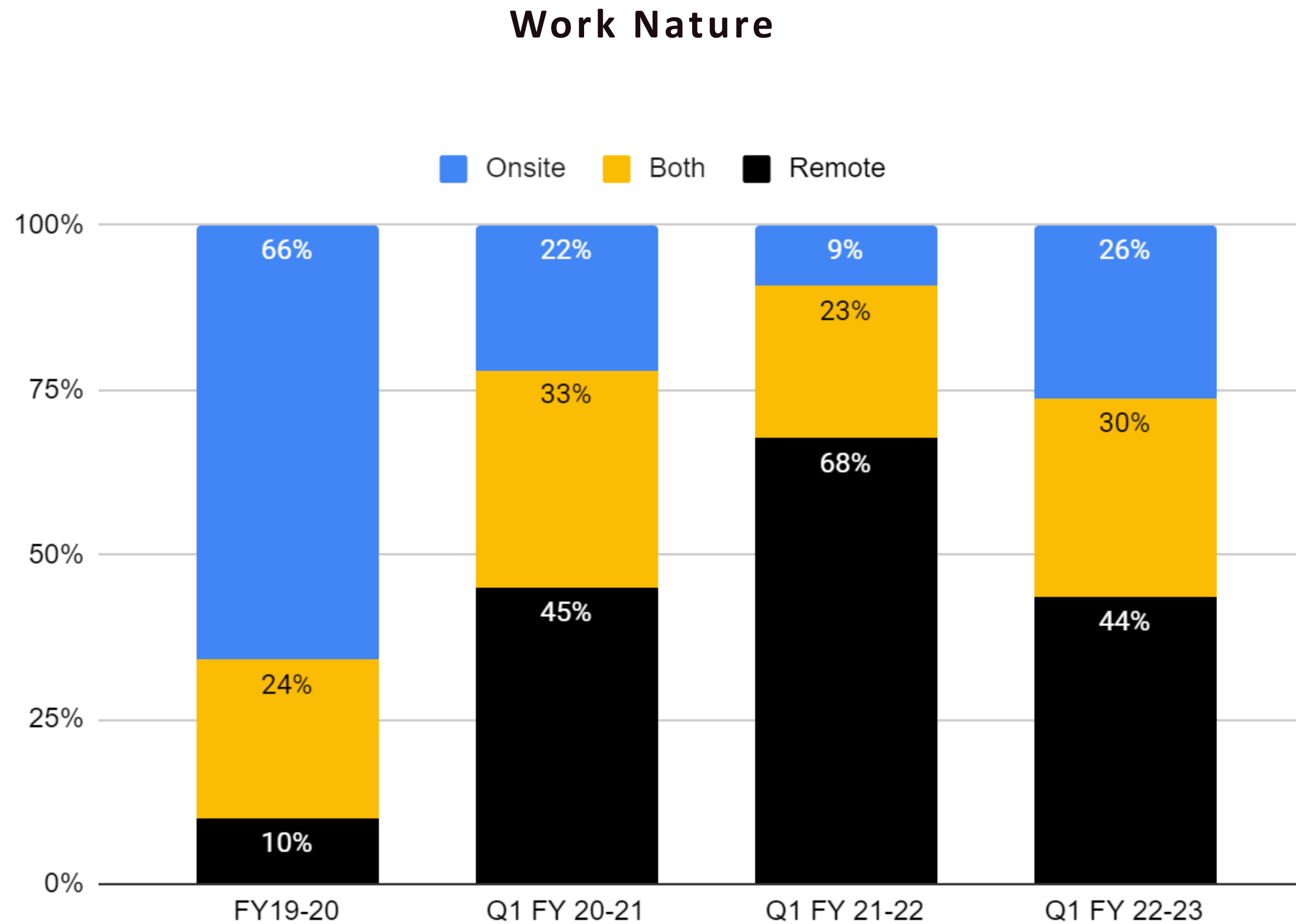
## Skills with highest growth in Q1 FY23

- Creative Design
- Finance



## Demand for flexible talent (2/2):

Remote projects continue to be a sizeable proportion of total projects, even as client offices are opening up.

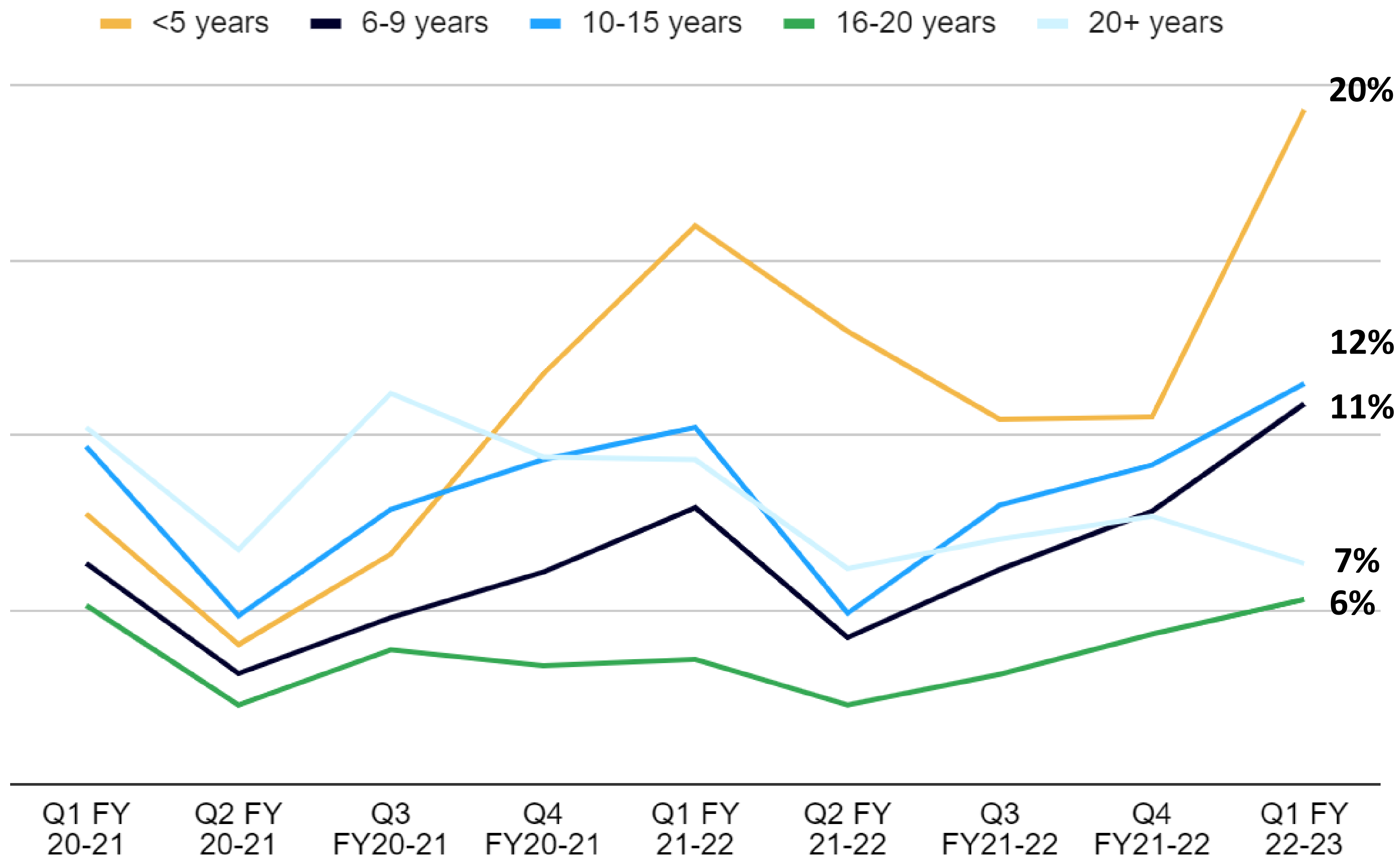


- While onsite projects increased by over 60% from Q1 FY22, remote work still remains the work arrangement of choice; the skew in its favour has now normalised with 40+% projects being remote and 75% being Hybrid.
- Average project duration of 3-6 months, although confidence in longer projects (6 months+) is growing.

# Flexing Talent trends:

## Increase in younger professionals entering the freelance talent marketplace - professionals with 3-5 years of experience steadily increasing over the past 4 quarters

Percentage of new consultants registering as per years of work experience



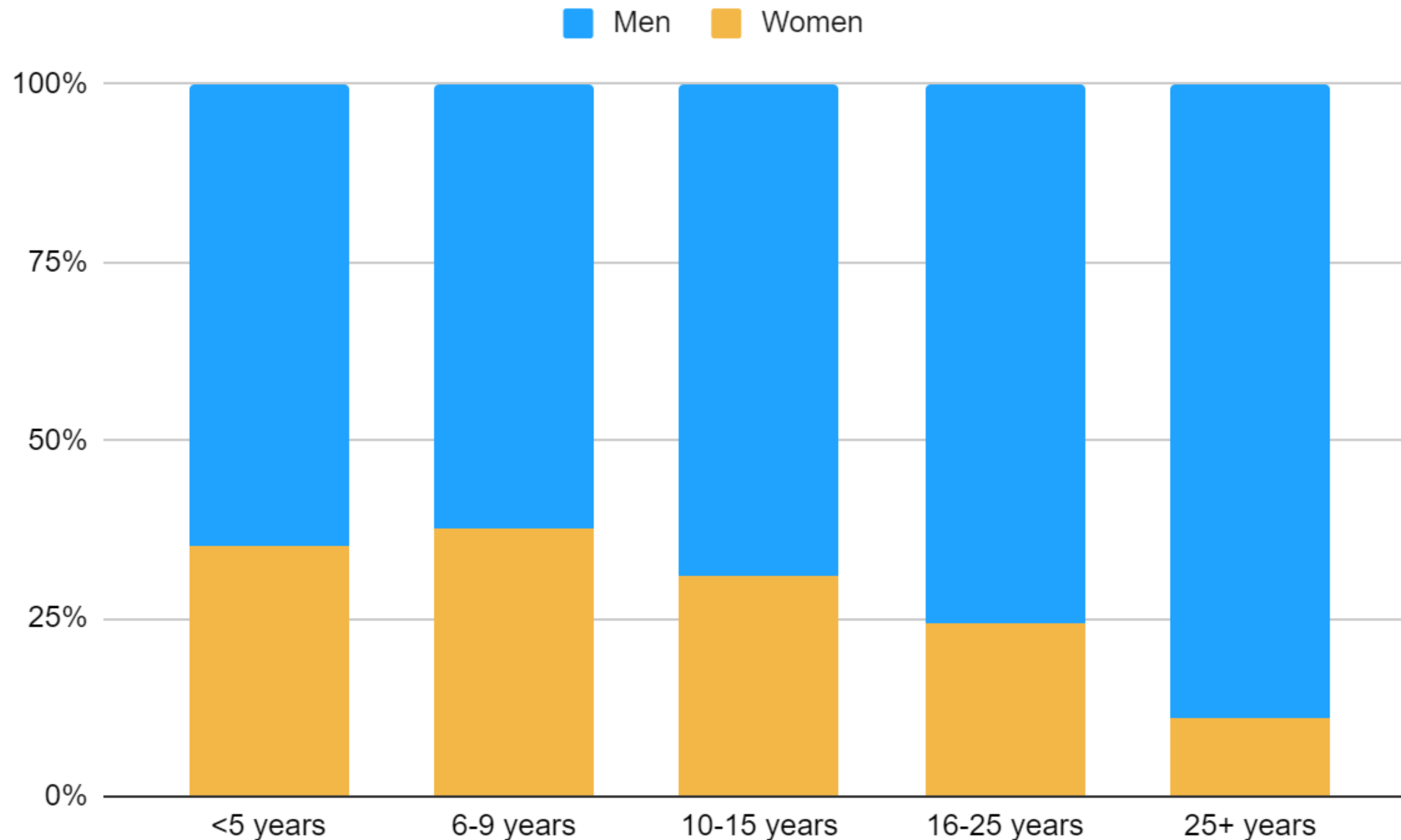
- New professionals continue to join the freelance economy – Flexing It saw an increase of close to 15% QoQ.
- Increase of nearly 50% in the 3-5 years experienced freelancers' category from Q1 FY22 and 25% from Q4 FY22 as younger professionals explore gig work.
- New consultants coming from 3 top sectors: IT Services (15%), Advertising & Media (12%), and E-commerce (9%).



# Spotlight: Women in Gig

Not only are the number of new registrations lower for women consultants, but fewer women professionals also continue at a senior level; Stark trend in Q1

Gender split of freelancers across experience levels



- At Flexing It<sup>®</sup>, we believe that freelancing has been under-leveraged by women as a sustainable career option as opposed to the global average. In FY21-22, 70% new registrations were men consultants.
- 30% of our overall community and 20% of active freelancers on the Flexing It<sup>®</sup> platform are women; Payoneer's research has indicated a similar number for India as a whole, and this is significantly lower than the 45%-50%+ average in developed markets.

# Spotlight: Women in Gig

Skill architecture of women consultants in Q1 FY23 skewed in favour of HR, Research and Creative Design projects, vis-à-vis male consultants, who are focused on Tech, Sales and Strategy stacks

Skill architecture of women & men consultants

