HIREMATIC

The State of Recruitment Technology in 2025

European hiring teams can't afford to put off investing in recruitment technology any longer. Is your organisation embracing the power of AI and tech — or are you lagging behind your competitors?

Finding and hiring the right people is increasingly challenging — and expensive.

It takes an average

4.9 weeks

to fill vacancies[1]

The average cost per hire is

£6,544.40

(much higher for specialised positions)[2]

60% of UK employers struggled to fill vacancies in the last year[3]

80% say they **can't find enough** qualified candidates[4]

56% **report difficulties** retaining workers[5]

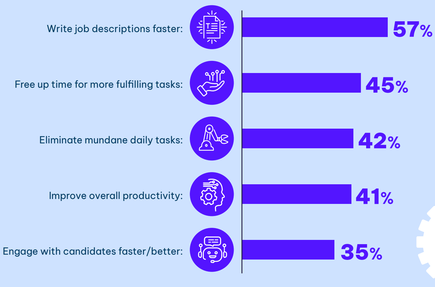
48% say the skills shortage **makes it harder to hire**[4]

AI and automation solutions are helping hiring teams streamline the hiring process.

of recruiters **are optimistic about the effects** of AI on hiring[6]

say tools like AI and other technology should be **harnessed rather than feared**[7]

Recruiting teams that have embraced AI report a range of benefits[8]:



Despite the optimism, **only 27%** of recruiters are actively using or experimenting with AI technology.

What's holding hiring teams back?[9]

47%

say tools can't integrate with their existing systems

38%

aren't convinced tech solutions are more effective

36%

don't know what tools are available to them

Are these or other concerns holding your team back from the benefits of AI and automation?

Hirematic is here to help.

amazon — We helped Amazon trim **$1M** from their hiring budget

FERRERO — Ferrero cut their CPA by **35%** working with Hirematic

MITSUBISHI ELECTRIC — Mitsubishi Electric got **10x** more applications working with us

We use a vast network of hiring platforms to reach a larger applicant pool and performance-based optimisation to target your job ad budget to places where it will get the best results.

1. StandOut CV, "Average Time to Hire in the UK"
2. HR Review, "The Real Cost of Hiring Average UK Employees"
3. Michael Page, "2025 Market Trends and Hiring Forecasts"
4. Manpower Group, "Employment Outlook Survey Q4 2024"
5. CIPD, "Resourcing and Talent Planning Report"
6. LinkedIn, "The Future of Recruiting"
7. REC, "Recruitment 2025"
8. LinkedIn, "Tech Recruitment in 2024: A Year of Steady Growth and Shifting Priorities"
9. Mercer, "Strategic AI Adoption in Talent Acquisition Today"

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