

OPINION MONITOR

Recruiting Trends 2026

Condensed industry perspectives, trend assessment and strategic implications for talent acquisition in the DACH and European markets.

REPORT PREVIEW



Analysis background

How recruiting is systematically analyzed — and translated into an effective target model.

The labor market is shaped by skills shortages, changing candidate expectations and growing pressure for efficiency. Successful recruiting therefore requires more than individual channels: what matters is the interplay of clear target groups, compelling employer positioning, fast processes and robust management. The analysis creates transparency on the current state, bottlenecks and concrete improvement levers.

OBJECTIVES OF THE RECRUITING ANALYSIS

- Prioritize target groups, role profiles and regional talent markets systematically.
- Assess the candidate journey, selection processes and responsibilities transparently.
- Derive concrete actions for employer positioning, sourcing and management.



APPROACH

PROJECT PERIOD

May – July 2026

DATA & EXPERTISE

MIX

- RECRUITING DATA
Funnel metrics, job profiles, channels and process times
- CANDIDATE PERSPECTIVE
Applicant feedback, touchpoints and employer communications
- STAKEHOLDER INTERVIEWS
HR, business units, hiring managers and selected employees

Triangulation of sources to validate bottlenecks, priorities and actions.

Condensed summary

REPORT PREVIEW

Effective recruiting combines clear target groups, fast processes and a consistent candidate experience.

The greatest lever is not additional reach, but a focused end-to-end system: prioritize relevant roles, translate the employer promise for each target group, proactively approach candidates and accelerate selection decisions. This improves fit, commitment and scalability at the same time.

SUCCESS FACTORS

- Target-group focus: Critical roles and talent segments guide channel choice and messaging.
- Process quality: Clear responsibilities and short feedback loops increase conversion.
- Candidate experience: Consistent communication strengthens trust and employer brand.
- Management: A few shared KPIs connect recruiting, business units and management.



RECRUITING FOCUS

Talent Acquisition target model

GREATEST LEVER

Speed & Experience

Optimize end-to-end

Quality

BEFORE REACH

RECOMMENDED PRIORITIZATION

PRIORITY

Process speed	Very high
Target-group outreach	High
Candidate Experience	High
Employer positioning	Medium
Analytics & management	Medium

Qualitative prioritization as the basis for joint action planning.

From market view to a concrete management agenda

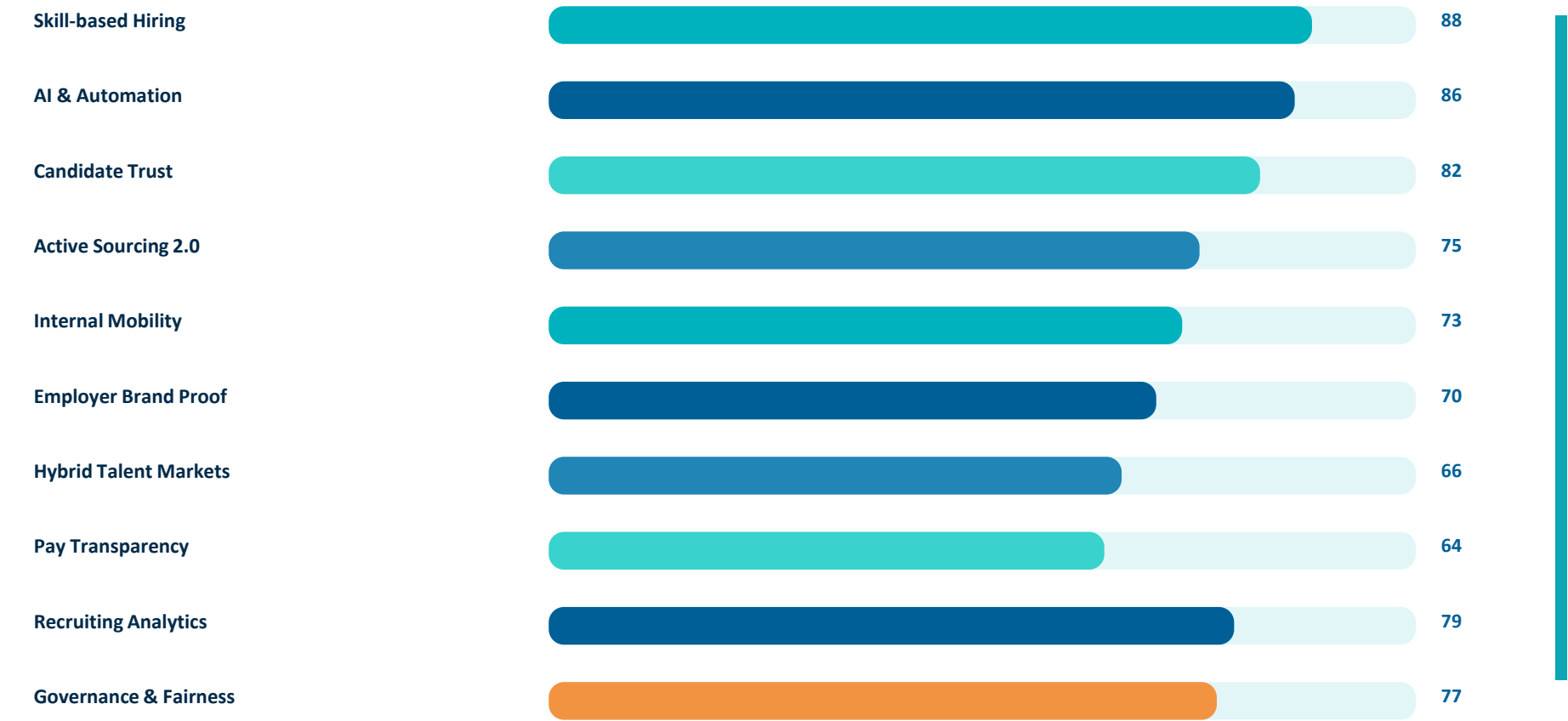
Eight chapters synthesize trends, perspectives, risks and investment priorities.

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Trend Radar 2026: Ten topics shape the recruiting debate

The strongest areas of debate combine efficiency, trust and strategic talent management.

REPORT PREVIEW



Methodological note

The values show qualitative relevance in the Opinion Monitor — not market shares or representative survey percentages.

Interpretation: The Opinion Monitor does not reveal one dominant solution, but three converging priorities: better talent data, higher process productivity and greater trust in selection decisions. | **Management relevance:** The greatest leverage comes not from isolated tools, but where business units, HR and IT jointly establish a robust decision architecture. | **What is changing:** Recruiting is becoming more performance-oriented. Vacancy filling is supplemented by quality metrics, internal mobility, talent pools and strategic capacity planning.

CONTACT & FURTHER INFORMATION

Would you like to explore the topic in greater depth, need further information or have questions about other topics? Contact us — we will be happy to help.



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