

how to become sweden's most attractive employer.

attract and retain the talent your
business needs through employer
branding – today and tomorrow.



randstad employer
brand research 2023.

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this is randstad employer brand research.

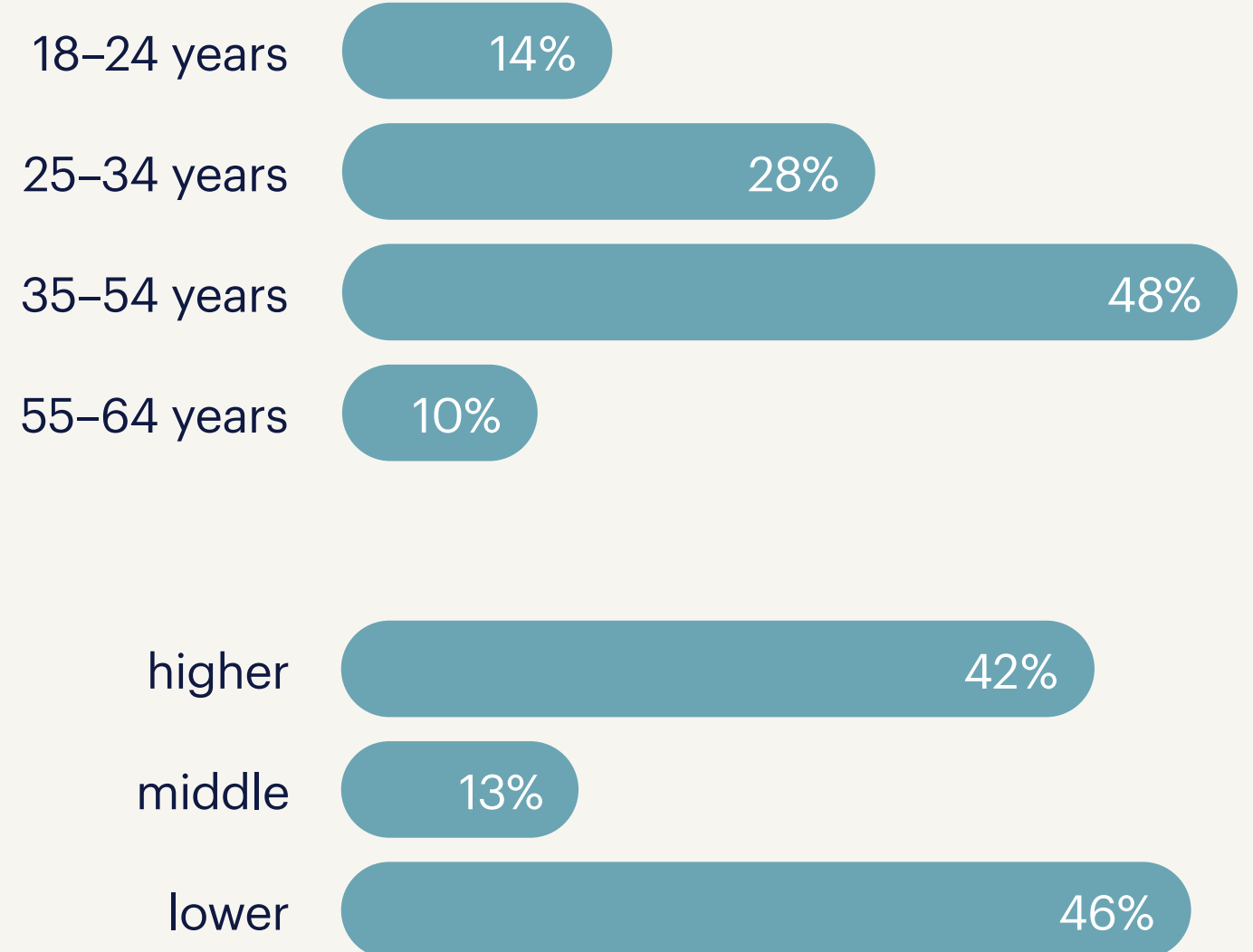
Randstad Employer Brand Research (REBR) is the world’s largest independent employer branding research. The survey identifies the attributes that Swedish employees think are important when choosing an employer, as well as the attractiveness of the country’s 150 largest employers.

The report presents valuable insights into what today’s employees demand and want, which can help you shape an attractive value proposition to attract and retain the talent you need.

With almost 163,000 respondents and over 6,000 companies surveyed in 32 markets worldwide, REBR is the world’s most comprehensive research of its kind.



male	49%
female	50%
other*	1%



about the survey

REBR is produced and implemented by Randstad together with Kantar TNS – one of the world’s leading research companies.

[Here you can read more about the research and how it was carried out.](#)

*other is comprised of non-binary, intersex, transgender man, transgender woman, gender non-conforming, gender fluid, other gender identities not listed above and people who prefer not to answer the question.

the most important drivers when choosing an employer.

top ten most important drivers:



here's how the indexed scores above should be interpreted:
150: this factor is identified as important 50% less often than the average factor
75: this factor is identified as important 25% less often than the average factor

When it comes to what Swedes think is important when choosing an employer, the 2023 results offer a break in the trend. For the first time ever, attractive salary and benefits comes out top, followed by a pleasant work atmosphere – previously the most important attribute – and work/life balance. At the same time, interesting job content, which was previously second most important for Swedes, has dropped down to fifth place.

In these troubled times and the recession we are now facing, it is clear that practical elements and security factors linked to work, such as salary, benefits and long-term job security, are becoming increasingly important.

food for thought

How well do these drivers align with what your business offers existing and potential employees?

Is there anything you could strengthen or communicate more effectively?

Review your value proposition to identify strengths and weaknesses.

the gap between the current vs. the ideal employer.

By understanding the difference between what employees want and what they perceive their current employer offers, you can gain valuable insights into how to shape an attractive value proposition and a strong employer brand. These insights can help you identify the gaps that exist and how you can bridge them.

large gaps in what is in demand versus what is offered

The results from Swedes' evaluation of their current employer shows clear gaps in what they are offered in relation to what they really want. Salary and benefits is the most important attribute when choosing an employer, but end up in tenth place overall when Swedes evaluate their current employer. The discrepancy increases with age: the older the employees, the more importance they attach to salary, and the lower the ranking they give their current employer for this attribute.

key takeaways

Let the gaps between what is in demand versus what is being offered guide you in shaping your own value proposition, but also in how you communicate it to the outside world.

Focus on and highlight the parts that your target audience thinks are most important in order to increase your chances of finding and retaining the right employees.

evaluation of current employer:

1. job security
2. convenient location
3. interesting job content
4. pleasant work atmosphere
5. good reputation
6. work/life balance
7. giving back to society
8. financially healthy
9. career progression
10. attractive salary and benefits

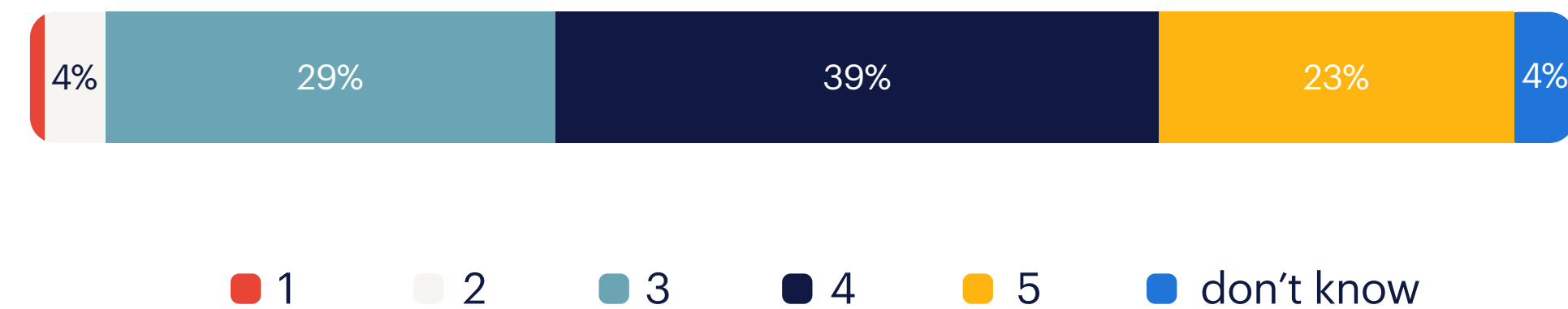
profile of the ideal employer:

1. attractive salary and benefits
2. pleasant work atmosphere
3. work/life balance
4. job security
5. interesting job content
6. career progression
7. convenient location
8. good reputation
9. financially healthy
10. giving back to society



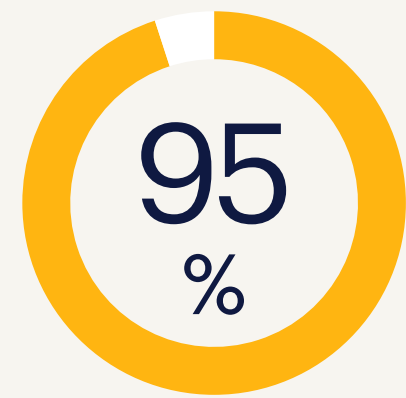
the importance of non-material benefits.

When choosing one employer over another, how important are other non-material benefits to you on a scale of 1 (not at all important) to 5 (very important)?

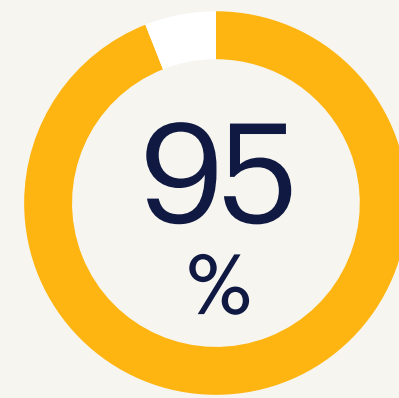


There is no doubt that salary matters, but there are other elements of your offer that are also important to highlight. Two out of three employees (62%) consider non-material benefits, such as location or flexible work options, to be important when comparing employers. Only 5% consider such benefits irrelevant.

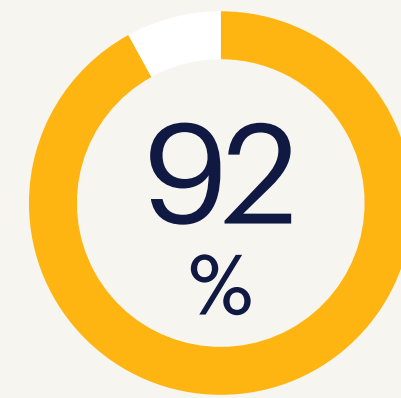
non-material benefits that matter when swedes choose an employer:



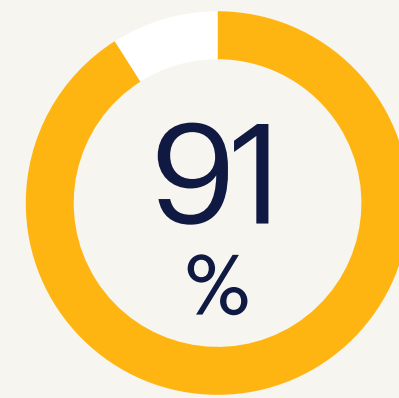
good relationships with my colleagues



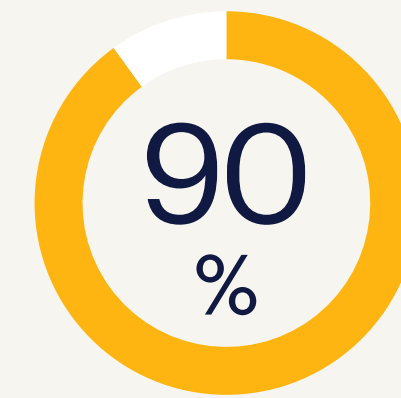
good relationship with my manager



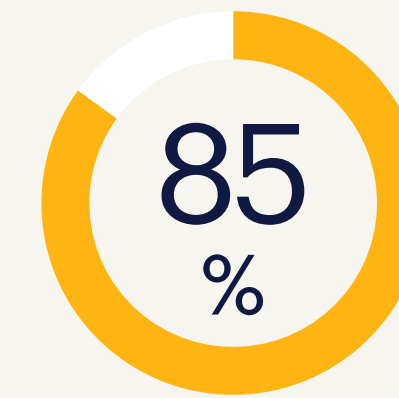
the opportunity to decide myself how I perform my tasks



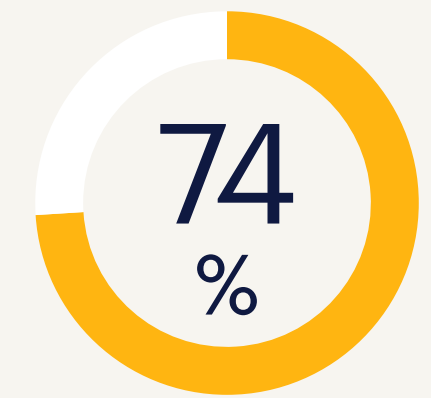
convenient location



flexible work arrangements



more free time (possibility to work part-time, sabbatical)



modern workspace

When we look more closely at various non-material benefits, all options rank high among Swedes, and so undeniably play an important role when employees consider one employer over another.

A good relationship with colleagues and the manager is considered to be most important, closely followed by the freedom to control one's own work and a convenient location.

All these aspects can basically be said to be about the work environment and corporate culture, which will be important aspects for you as an employer to focus on in order to create an attractive workplace where employees can thrive and grow.

key takeaways

Are you worried about not being able to meet salary demands and losing your competitiveness? Then it is important to move up a gear when it comes to other elements of your offer. Evaluate your opportunities for offering, for example, increased flexibility, remote work, extra time off or volunteering during paid working hours.

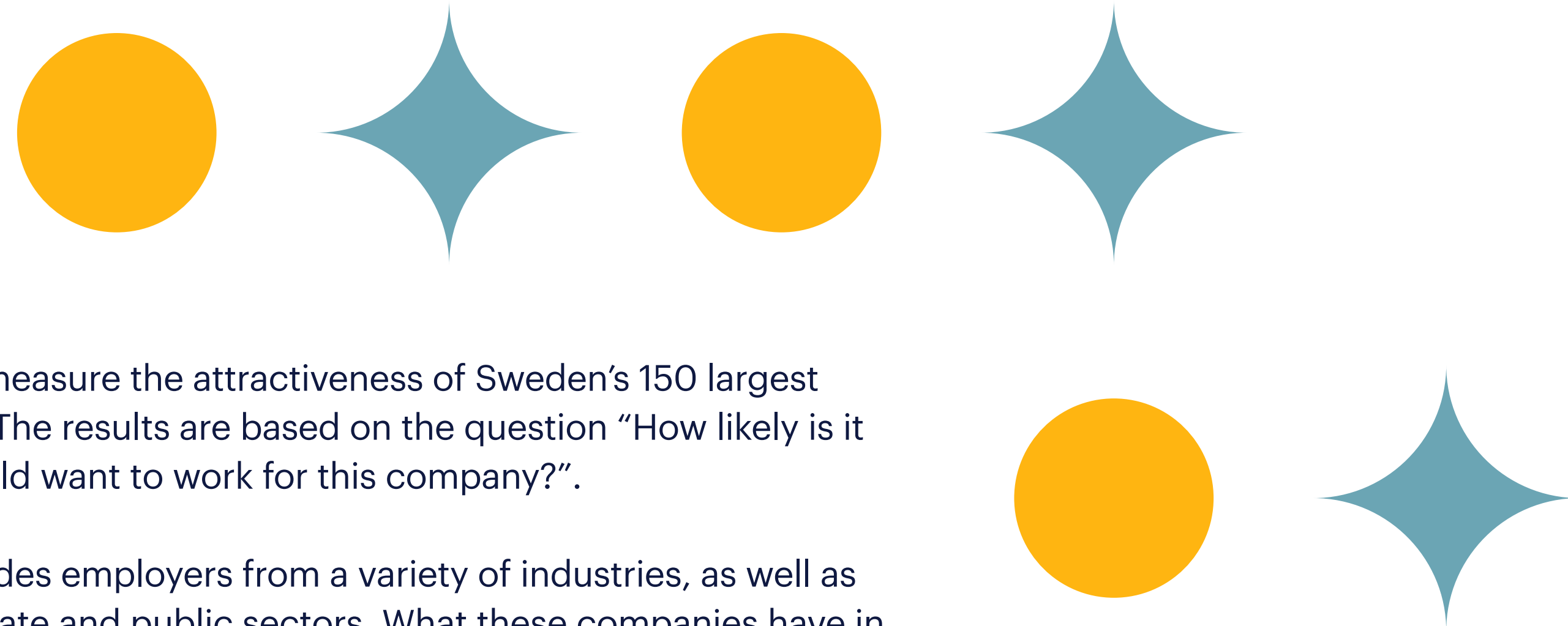
Also focus a little more on corporate culture. Does it promote the ability of employees to build trusting relationships? Build a strong set of values and let them permeate the organization in terms of how you treat one another, and provide opportunities for social interaction, such as team activities and after-work events.



top employers 2023.

sweden's most attractive employers

1. Spotify (1)
2. IKEA (2)
3. Sveriges Television (5)
4. Swedish Defence Materiel Administration (20)
5. AFRY (4)
6. Epiroc (24)
7. Volvo Cars (3)
8. The Swedish Armed Forces (14)
9. Volvo Group (9)
10. EY (11)
11. WSP (15)
12. Swedish University of Agricultural Sciences (new)
13. Government Offices of Sweden (16)
14. ABB (17)
15. Husqvarna (new)
16. Siemens (new)
17. Linköping University (10)
18. Swedish Customs (18)
19. Länsförsäkringar (new)
20. ICA (6)
21. Clas Ohlson (19)
22. SSAB (new)
23. KTH Royal Institute of Technology (new)
24. Systembolaget (7)
25. CGI (new)



Finding, attracting and retaining the right employees is vital for the success and competitiveness of any business. When it comes to succeeding in this, an attractive value proposition and a strong employer brand can be significant plus factors.

On this year's list, Spotify takes the prestigious first place, followed by Ikea and Sveriges Television.

In REBR we measure the attractiveness of Sweden's 150 largest employers*. The results are based on the question "How likely is it that you would want to work for this company?".

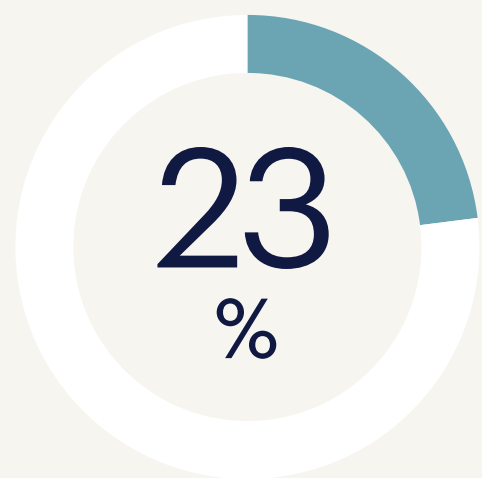
The list includes employers from a variety of industries, as well as both the private and public sectors. What these companies have in common is that they have all succeeded in building strong employer brands that appeal to today's employees.

Another common denominator is how they are perceived and what they are associated with. All the employers in the top five have ranked highly within the attribute of being financially healthy. Both Spotify and Ikea are also associated with a good reputation. In addition, it is attributes such as attractive salary and benefits, pleasant work atmosphere, career progression and job security that these companies are associated with.

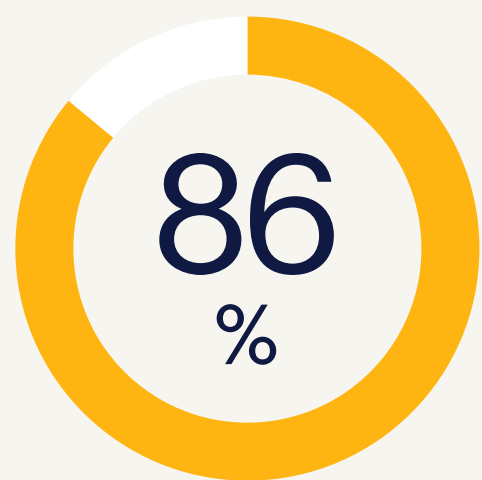
*The companies included in our research are the country's 150 largest employers, in terms of number of employees, and with a brand awareness of at least 10%.



have changed employer in the last 6 months



plan to change job in the next 6 months



have stayed with their employer

job-switching behavior.

When we look at the degree to which Swedes are planning to change jobs, the figures remain low, as in the previous year. 14% of employees in Sweden have changed employer in the last six months (13% in 2022), while a further 23% plan to change in the next six months (the same number as in 2022).

If we look even further back, before the labour market was characterised by uncertainty linked to the pandemic followed by war and recession, the level of mobility was even greater. In 2019, 23% of Swedes had changed employer in the last year, and 30% planned to change in the next year.

At the same time, about one in ten Swedes state that they are worried about losing their job, which is about the same proportion as in 2022.

young people are more mobile on the labour market

Among younger workers, the proportion of those who have changed jobs is higher (23% among 18–24-year-olds compared to 6% among 55–64 year-olds), including those planning to do so (29% among 18–24 year-olds; 14% among 55–64 year-olds).

uncertain times create a lock-in effect

In uncertain times, there is a lock-in effect, with employees less likely to change jobs, which is well in line with the increasing value of job security.

This can lead to even greater challenges for employers who need to attract new employees, in a labour market that is already characterised by skills shortages.

the main reasons for changing jobs:



the main reasons for changing jobs.

Insufficient compensation for the rising cost of living is the main reason why Swedes are leaving their employers, especially among women (48%) and people with a middle level of education (49%).

women, more than men, are likely to change employers due to poor work/life balance (28%), poor leadership (27%) and insufficient opportunities for flexible working hours (15%).

Other things that make employees consider quitting are getting a really good offer for another job opportunity, a poor work/life balance, and a lack of opportunities for career progression.

25–34 year-olds are more likely to leave their employer because they lack opportunities for career progression (31%). In addition to the low compensation factor in relation to the increased cost of living,

keep in mind that:

These insights are important for you, as an employer, to bear in mind, both when it comes to retaining your existing employees – but also for attracting new ones.

this is how employees in sweden find new job opportunities.

When Swedes decide to change jobs, it is through these channels that they find new job opportunities. One third (32%) of employees find their new job through the Swedish Public Employment Service, which is thus the main channel.

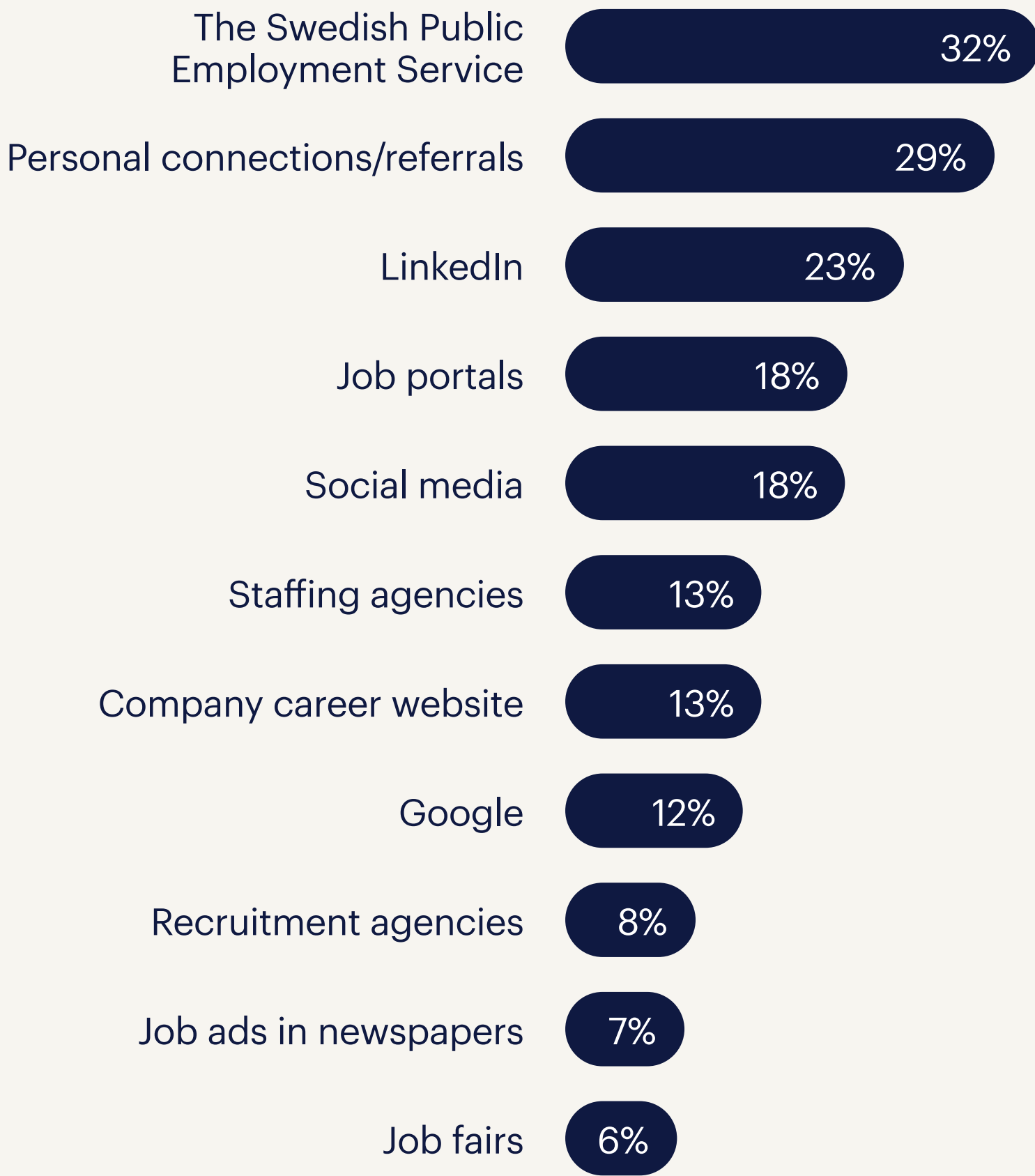
Almost as many (29%) use personal connections to find new job opportunities, while nearly 1 in 4 (23%) find a new job through LinkedIn. LinkedIn is used most by the oldest age group, 55–64, where 4 out of 10 (40%) state that they have found a new job. This compares to the 35–54 age group, where only 20% found a new job.

deep dive: job portals and social media

Social media as a channel for finding a new job is most popular among the youngest workers (23%), and is gradually decreasing among other age groups. Facebook (68%) is by far the most important social media platform for finding jobs, followed by Instagram (42%) and Snapchat (21%). However, these channels seem to be declining in importance year on year.

Job portals are also most popular among the youngest age group (22%). Among these, Indeed comes out top (52%). It is also the largest job portal in Sweden. However, Jobsafari is gaining ground (36%, an 8% increase since 2022). All other job portals have declined in popularity.

channels through which swedes find new job opportunities:

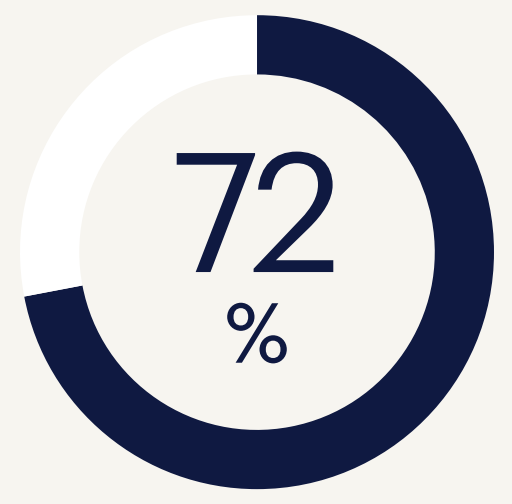


the importance of training and career development.

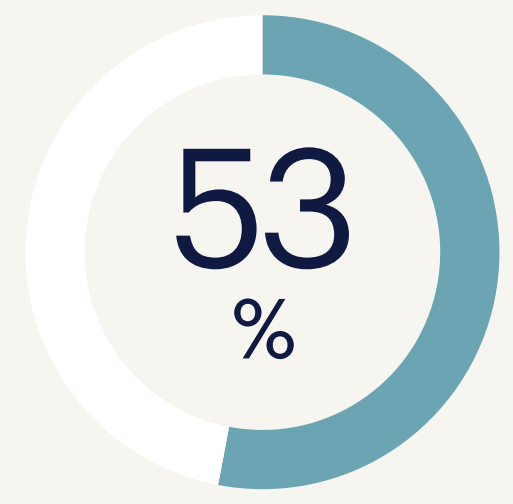
In recent years, upskilling has become a hot potato in the labour market. Partly because it is something that is required for both people and companies to be able to meet the new skills requirements, but also because it is something that is valued by today's employees.

In this year's survey, we can clearly see that both personal career progression and opportunities for upskilling and reskilling are something that Swedish employees think is important.

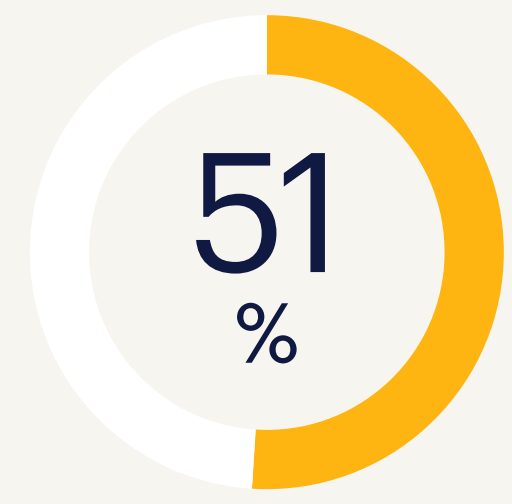
Over half (51%) of employees in Sweden think that personal career growth is important. This is even more important among highly educated people (57%). At the same time, 7 out of 10 (72%) and 5 out of 10 (53%) state that it is important that the employer offers opportunities for upskilling and reskilling. Despite this, just under half (48%) feel that their employer offers them sufficient development opportunities.



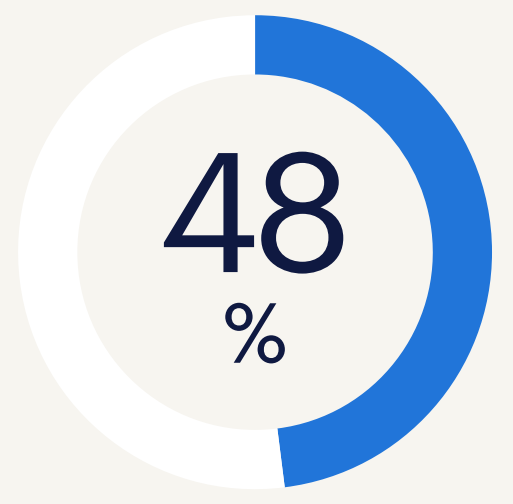
think that upskilling is important



think that reskilling is important



value personal career progression



feel that the employer offers sufficient development opportunities

key takeaways

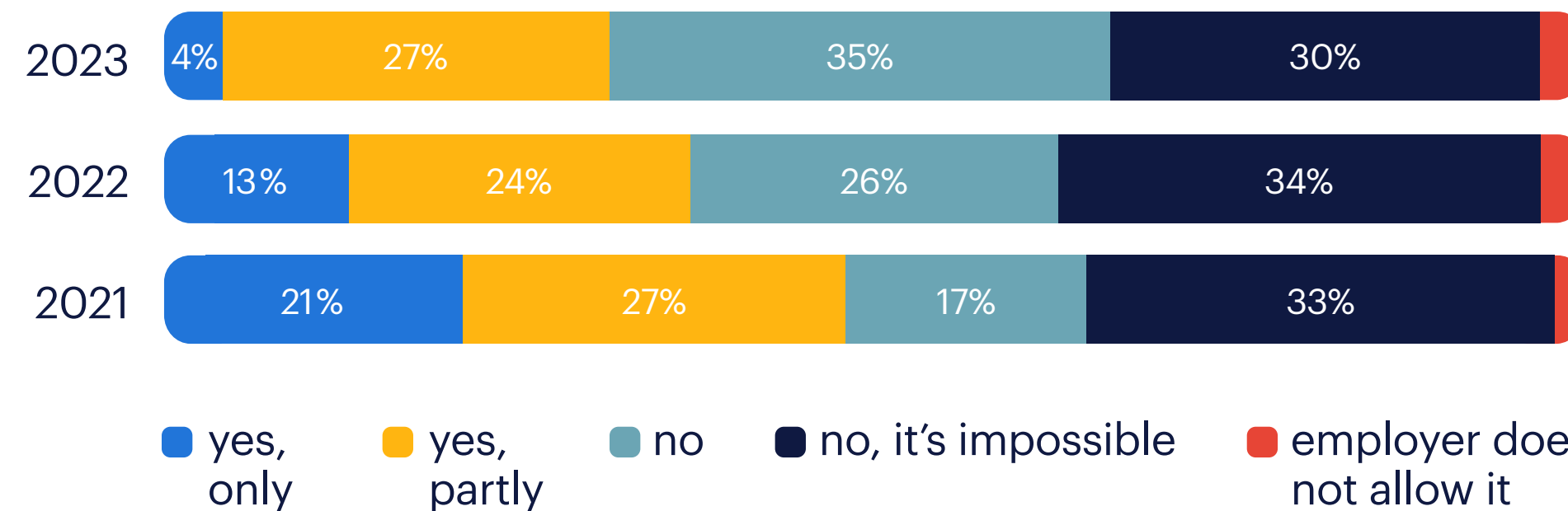
Here is a gap for you to focus on. Swedes undeniably think that opportunities for development in various ways are important. At the same time, only half feel that they are being offered such opportunities. In addition, 26% cite a lack of

development opportunities as a reason for changing jobs. By offering clear career paths internally and opportunities for skills development and retraining, you can improve your chances in the competition for skills.



trend in hybrid work.

do you currently work remotely?



When we look at Swedes' work situation linked to remote and hybrid work, the current situation looks like this. Remote work is clearly continuing to decline at a steady pace, from 21% in 2021 to only 4% in 2023. Hybrid work is stable, with a slight increase from 2022 to 2023, indicating that it is here to stay. Remote work in general is more extensive the higher the level of education and the older the workers, albeit with a small difference.

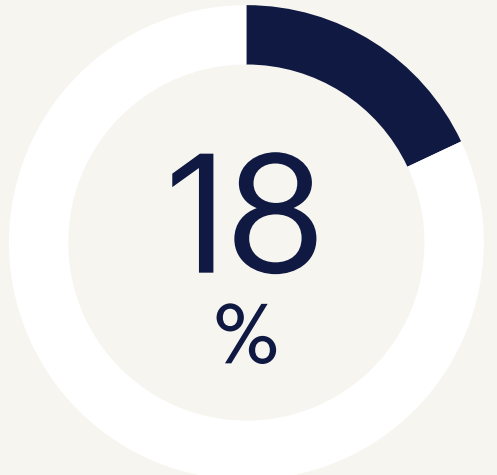
However, the majority (68%) of Swedes state that they do not work remotely at all, partly because it is not possible in terms of the nature of the work (30%) or because their employer does not allow it (3%). It is mainly the youngest age group (44%) and those with less education (40%) who do not currently work remotely at all.

values play an important role.

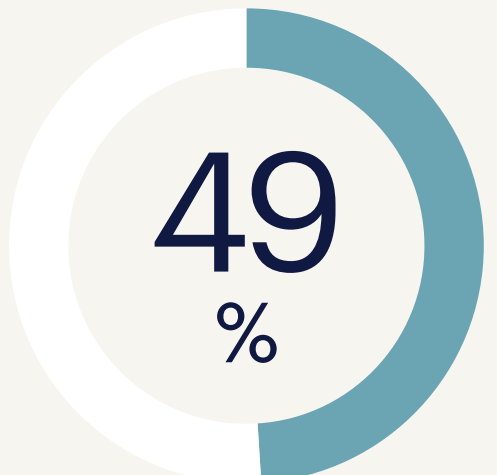
It is clear from this year's survey that a competitive remuneration package is important for attracting employees, but that is not all. Something else that matters a lot to Swedes is the employer's values.

In fact, nearly two in ten (18%) say they would rather be unemployed than work for a company whose values do not align with their own. This proportion decreases with age (21% in the 18–24 age group compared to 15% in the 55–64 age group).

Half (49%) also think it's important that the company they work for actively supports equity, diversity and inclusion, as well as offers benefits that promote well-being and mental health (50%). This is particularly important among women (57% and 54% respectively).



I would rather be unemployed than work for a company that does not align with my personal values



it is important for me to work for a company that actively supports equity, diversity and inclusion



it is important for me to work for a company that offers mental health and well-being benefits

key takeaways

- 1 Make sure you have a clear set of values and let them permeate your entire business. Highlight your values both in advertising and in dialogue with candidates.
- 2 Emphasise acceptance and foster an inclusive work environment where employees feel they can really be themselves—only then can they achieve their full potential.
- 3 Review your opportunities for offering support for mental well-being, such as counselling, extra time off or extended wellness.



summary.

It is clear from this year's report that salary and benefits are more important than ever for today's employees. The uncertain times we live in have probably contributed to this break in the trend, and led to security factors linked to work becoming more important.

But salary is not everything. It is also clear that non-material benefits, such as good workplace relations and flexible working conditions, as well as the employer's values and attitude towards aspects such as inclusion, play a major role.

Let the insights from this year's report guide your business in your work to shape and communicate an attractive value proposition and employer brand to attract, but also retain, the employees you need.

book a personal presentation

Would you like more insights that could help you build a strong employer brand and attract the skills your business needs?

[Register your interest here to get a personal presentation of the report.](#)

about randstad

With operations in 39 countries, Randstad is a world leader in staffing, recruitment and HR services. Our goal is to offer all people fair opportunities in their working life and to help them remain relevant in the rapidly changing world of work. Through this, we help both people and companies realise their true potential. We call it Human Forward.

For more information, visit www.randstad.se



human forward.