

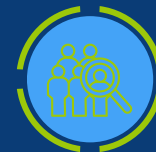
2025 COMPANY BENEFIT INSIGHTS



Review your offerings



Insights into competitors



Understand what drives candidates



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Introduction

In Q1, we conducted a comprehensive benefits survey by asking every candidate we engaged with about their expectations and preferences. We also analysed the benefits packages offered by all our clients. ***All of the clients we surveyed are from a high tech/engineering background.***

By combining both perspectives, we were able to identify which benefits are most in demand in today's market — providing valuable insight into what truly attracts and retains talent.



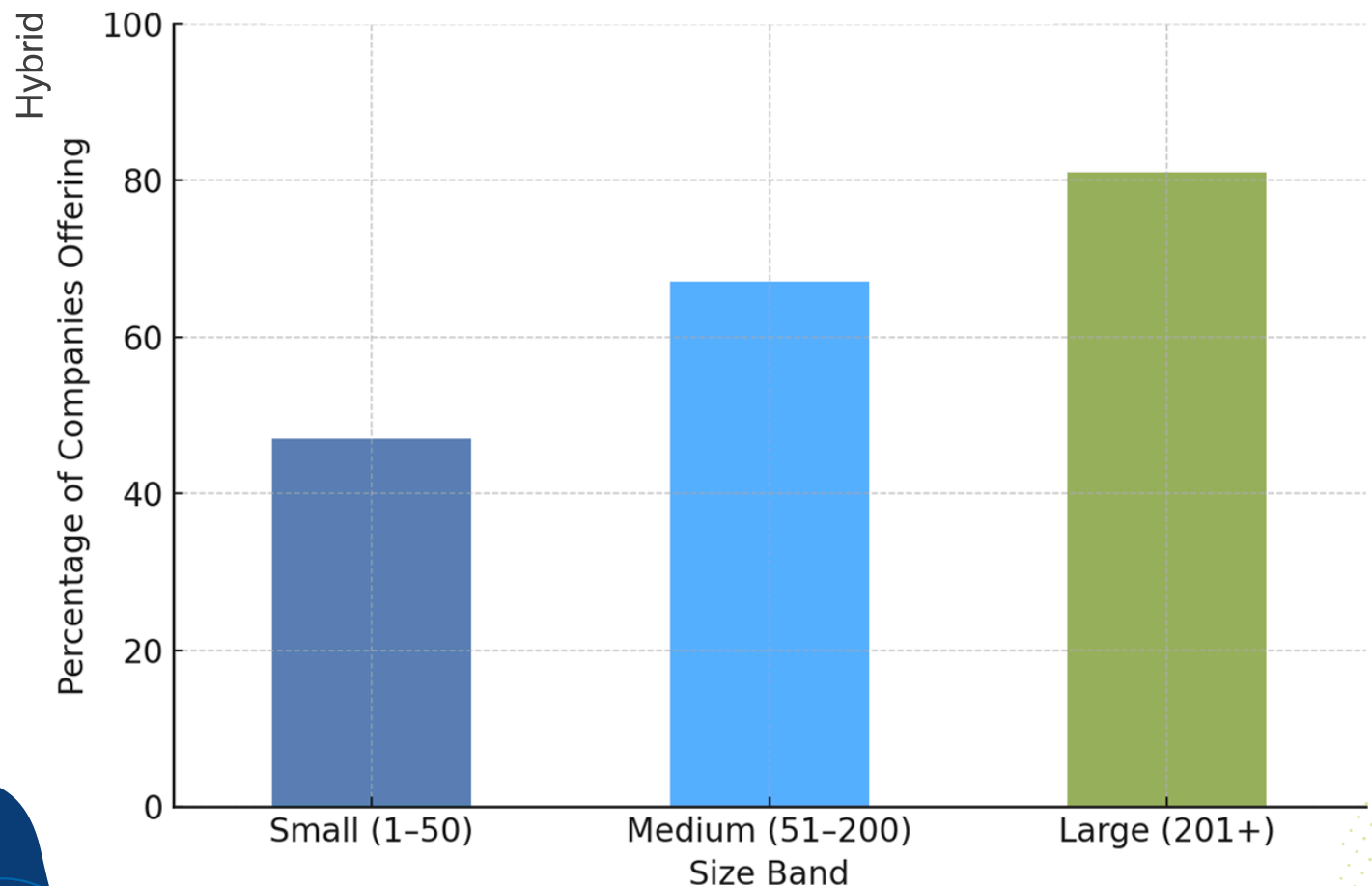
Health-Related Benefits

Health-focused benefits, notably "Health Plan" and "Private Healthcare," are the most frequently offered. This trend underscores a widespread employer recognition of the importance of employee wellbeing and preventative health. Rising healthcare costs and increasing awareness of mental health may also contribute to these being prioritized benefits, particularly in competitive recruitment markets.



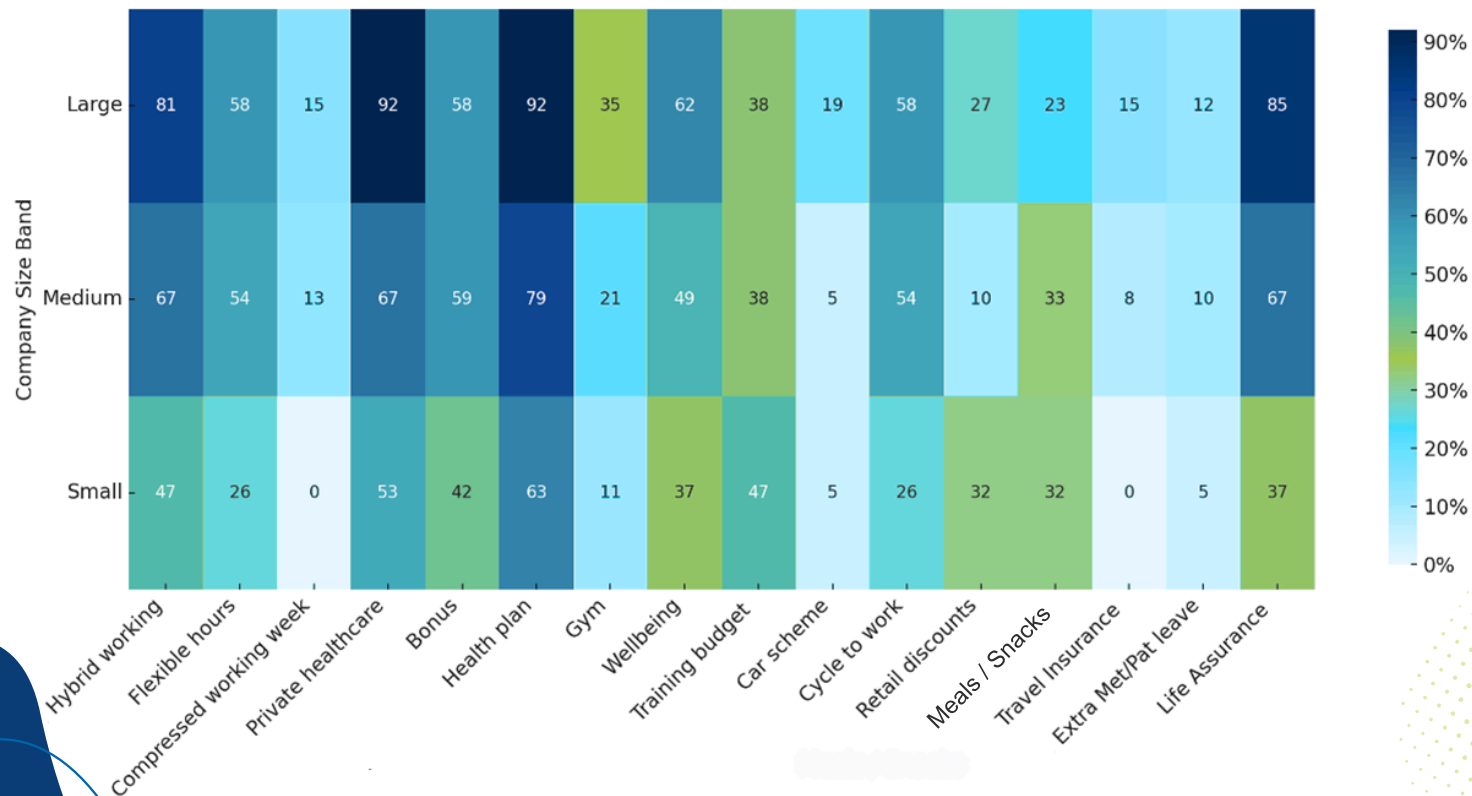
Hybrid Working Adoption

"Hybrid Working" is extensively adopted, with higher adoption rates observed among larger companies. This likely stems from post-pandemic operational shifts, where large companies have more resources to implement and support hybrid systems. It also reflects changing employee expectations for flexibility and autonomy in their working arrangements.



Benefit Offerings by Company Size

Smaller companies generally offer fewer benefits, focusing on essentials such as flexible hours or basic health coverage. This is likely driven by budget limitations, fewer HR resources, or an emphasis on lean operational models. In contrast, medium-sized firms tend to offer a more balanced portfolio—incorporating health, wellbeing, and incentive-related benefits. This could be due to their need to remain competitive with larger firms while retaining the agility to customize offerings. Larger companies typically provide the broadest range of benefits, reflecting their greater financial and administrative capacity.

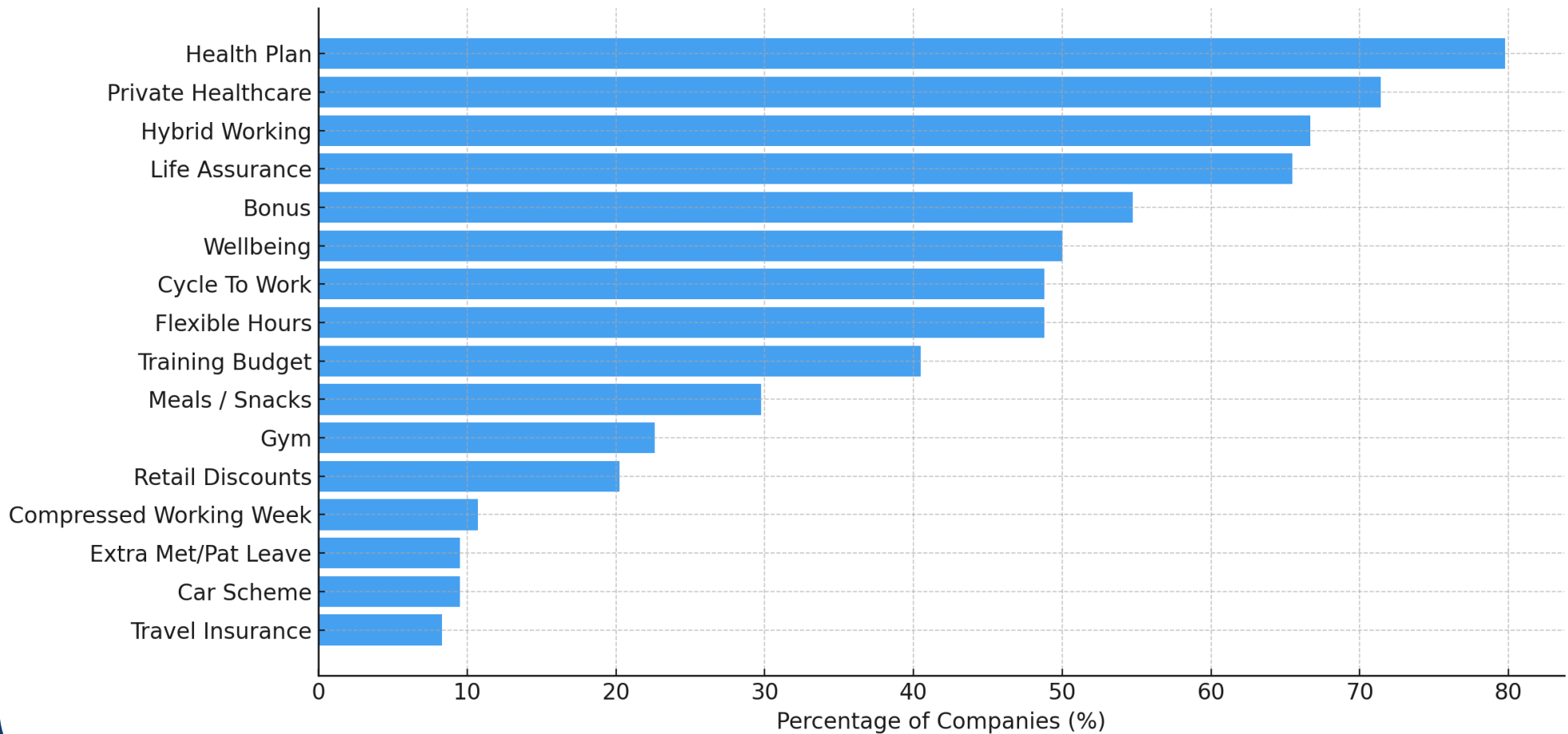


Least Common Benefits

Benefits like "Car Schemes," "Travel Insurance," and "Extended Parental Leave" are among the least commonly offered. These options may be viewed as high-cost or less universally appealing, and are often excluded unless demanded by specific employee demographics. Their low uptake, however, presents an opportunity for differentiation—particularly for companies seeking to stand out in high-skill or competitive talent markets.



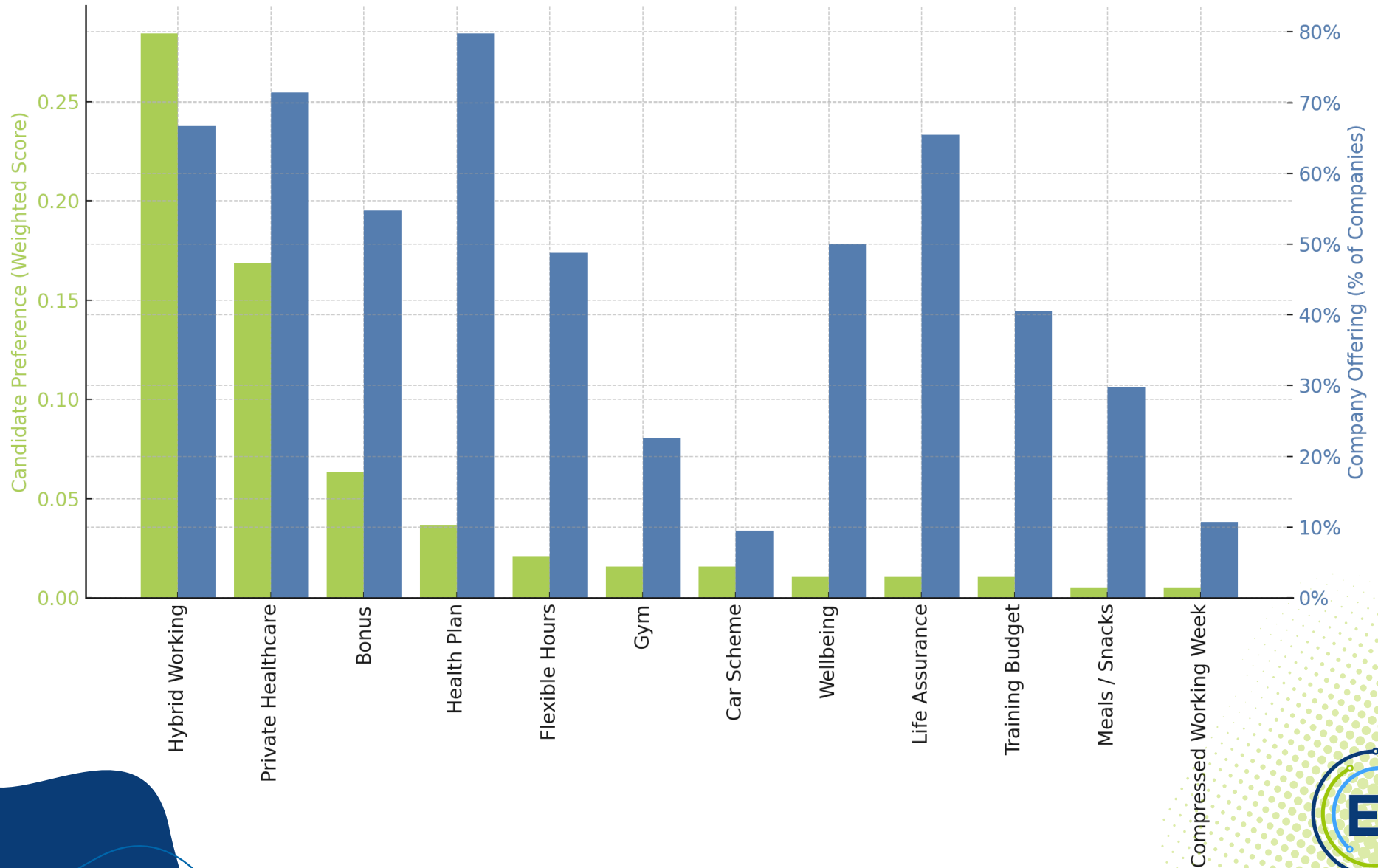
Percentage of companies offering each benefit



Candidate expectations and preferences

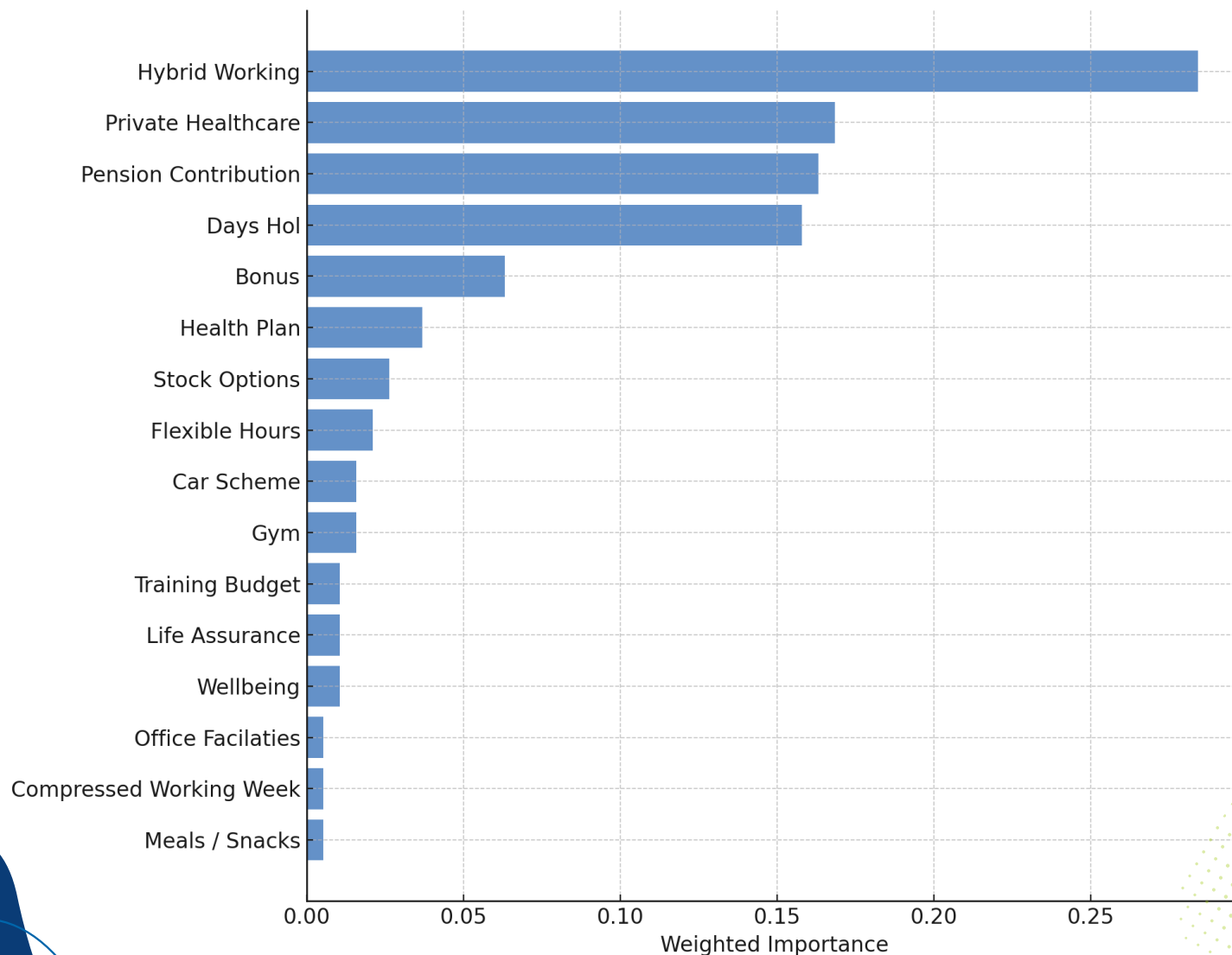


What candidates want vs what companies are offering



Most Valued Benefits

Candidates rank "Hybrid Working," "Private Healthcare", "Pension Contribution," and "Days Holiday," as the most important. These preferences reflect a workforce that increasingly values flexibility, personal wellbeing, and continuous learning. Health security and time off are no longer seen as perks, but essentials for a sustainable work-life balance.



Age-Related Preferences

Candidate preferences vary meaningfully by age group:

Under 25s show strong interest in "Hybrid Working," "Gym Memberships," and "Training Budgets," indicating a focus on lifestyle and career development.

Older age brackets tend to prefer traditional financial and security-based benefits such as "Pension Contributions" and "Life Assurance."

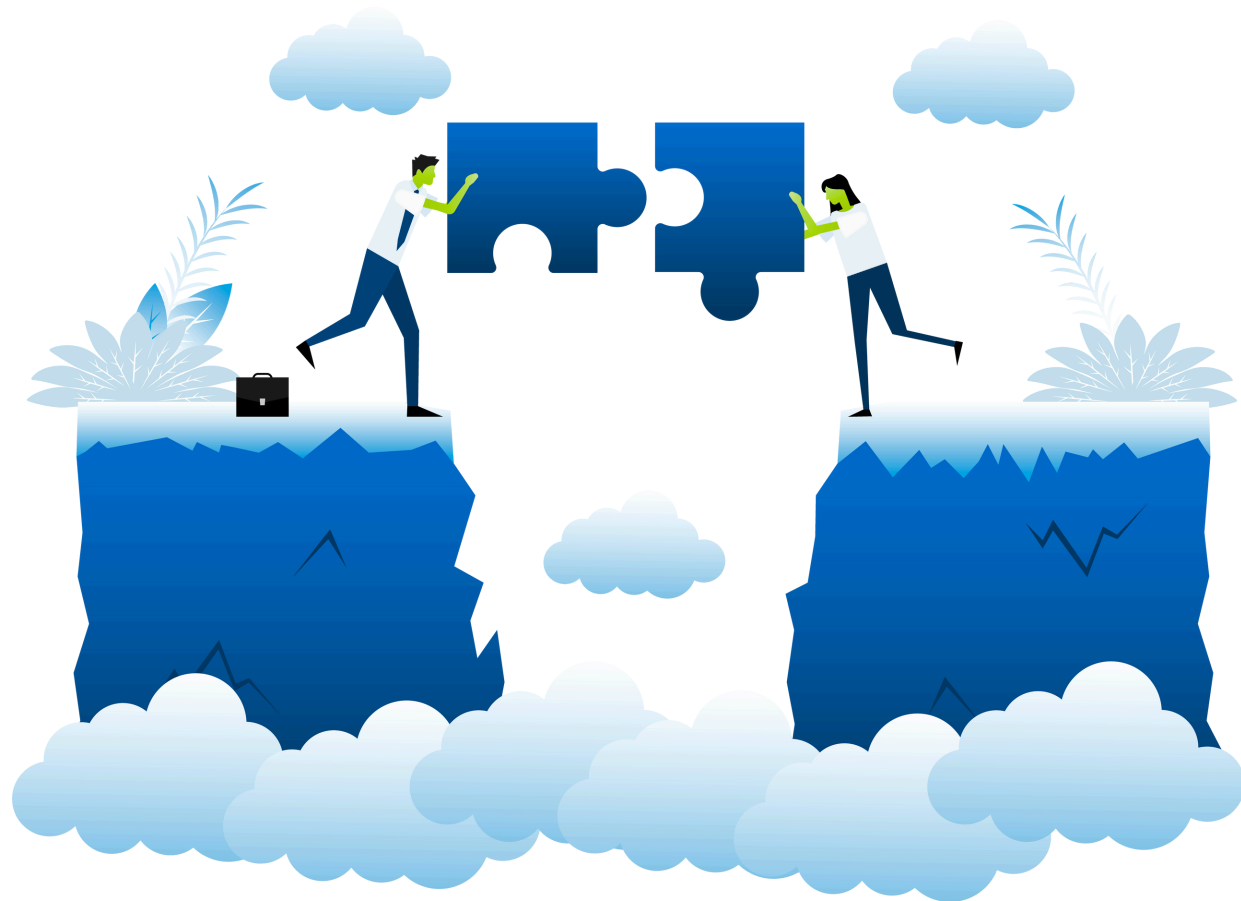
This highlights the importance of tailoring benefits to suit different career stages—what engages a recent graduate may not appeal to a seasoned professional.



Benefit Expectation Gap

A noticeable gap exists between what candidates want and what companies are offering. Key benefits like "Pension Contributions," "Stock Options," and even "Training Budgets" are underrepresented in employer offerings.

This suggests a risk of misalignment that could affect talent attraction and retention. Companies aiming to gain a competitive edge should evaluate these high-demand benefits for future inclusion.



Weighted Ranking

Using a weighted scoring system reveals not just which benefits are mentioned, but which are most deeply prioritized. For example, "Days Holiday" might appear less frequently in raw counts but carries more weight when ranked first by a majority.

This adds nuance to the data and helps prioritize offerings more effectively.



Competitive Opportunities

Benefits like "Flexible Hours" and "Training Budgets" show moderate to high candidate interest yet remain less commonly offered.

These could represent high-value, low-cost opportunities for companies to enhance their appeal to potential employees.



Wellbeing Preferences

Candidates also show moderate interest in lifestyle and wellbeing benefits like "Cycle-to-Work Schemes" and "Retail Discounts."

These may not be top priorities, but their presence can signal a company culture that values employee life beyond work—an increasingly important differentiator for modern talent.



Undervalued Benefits

Traditional perks such as "Meals/Snacks" "Compressed Working Weeks," and "Office Facilities" rank lower in candidate preference.

These may be losing relevance in hybrid or remote working contexts, where the physical office experience is no longer central to the employee value proposition.



Get in touch

If you would like a complimentary review of your benefits package and insights into how they compare, contact us below!



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