

HR RESEARCH SERIES 2026 - REPORT R43 OF 10 (EXTENDED)

Talent Intelligence and Market Data 2026

How to use labour market data, competitor intelligence and skills analytics to make smarter hiring decisions.

Talent intelligence, the systematic use of labour market data, skills analytics and competitive intelligence, is one of the most underleveraged HR capabilities in Europe. While marketing teams routinely invest in market data, most HR teams make hiring decisions without any external data at all.



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The talent intelligence market has matured significantly. Data once requiring expensive consultancy is now accessible through platforms at a fraction of the cost. This report provides the framework for building talent intelligence capability that improves sourcing, compensation and workforce planning.

The four data categories

Intelligence type	Key data sources	Primary business value
Supply intelligence	LinkedIn, job postings, census	Sourcing strategy, salary benchmarking
Demand intelligence	Job posting aggregators, ATS data	Competitive positioning, timing
Skills intelligence	LinkedIn skills, job posting analysis	Workforce planning, L&D, investment
Competitive intelligence	LinkedIn company data, posting patterns	Talent defence, gap identification

Using market data in sourcing

- **Geographic concentration analysis:** where do candidates with required skills actually live?
- **Employer landscape:** which companies employ the most people with required skills, primary sourcing targets.
- **Supply-demand gap:** some cities have high supply and low demand (better success), others the reverse.
- **Skills adjacency mapping:** what other skills do candidates with skill X usually have?
- **Salary anchor check:** what are comparable companies currently advertising for this role?

Skills demand forecasting

Skill	Demand trend	EU supply-demand gap	Hire or build?
LLM and Generative AI engineering	Rising very fast +340% YoY	Critical shortage	Hire if possible, build in parallel
Cloud architecture multi-cloud	Rising fast +180% YoY	Severe shortage	Upskill existing cloud engineers

Skill	Demand trend	EU supply-demand gap	Hire or build?
Python data engineering	Rising +95% YoY	Significant shortage	Hire experienced, grow juniors
Java Spring backend	Stable	Moderate supply	Build from existing, supplement hire
Mainframe COBOL	Declining -12% supply	Ageing niche	Manage through retirement

Competitive talent intelligence

The competitive intelligence question most worth answering before any significant hiring campaign: how many open roles does your primary competitor currently have for the same role type? If they have 10 and you have 1, you are competing against 10x your presence in that candidate market. This should affect your sourcing budget, compensation decisions and timeline expectations.

Talent intelligence tools by budget

Tool	Annual cost	Data strength	Best for
Google Trends and free job boards	Free	Basic, directional only	Companies under 20 hires/yr
LinkedIn Premium and manual analysis	EUR 1,200	Moderate	Small companies, targeted research
LinkedIn Talent Insights	EUR 8k-20k	Good	Professional roles, EU coverage
Lightcast (Burning Glass)	EUR 12k-40k	Very good	Skills demand, geographic analysis
Revelio Labs	EUR 15k-45k	Strong	Competitor workforce analysis

Building a talent intelligence habit

Touchpoint	Intelligence check	Time required	Expected value
Pre-search brief	Supply-demand check, role and location	15 min	Realistic timeline and salary
Job ad creation	Salary range, competitor ad review	20 min	Better conversion

Touchpoint	Intelligence check	Time required	Expected value
Sourcing strategy	Talent concentration, employer landscape	30 min	More efficient sourcing
Hiring manager brief	Market availability vs. requirements	20 min	Data-driven calibration
Quarterly TA review	Skills demand trend, competitor scan	2 hours	Strategic planning input

Forward outlook 2026-2030

Talent intelligence platforms standardise EU AI Act compliance data in 2026, real-time skills demand integrates into ATS workflows by 2027, predictive talent intelligence reaches mid-market companies by 2028, and by 2030 market data is commoditised, accessed in real time directly from any ATS interface.

Built for what's next.

tenperzent.com is the AI-native ATS designed for European hiring in 2026 - GDPR by default, EU AI Act compliant, free to start, €79/month to scale.

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