

DIGITAL WORK

UPWORK JOBMARKET ANALYSIS

This brief is dedicated to the **online job market**, analyzing publicly available data published by freelancers on the Internet (**UpWork.com** platform).

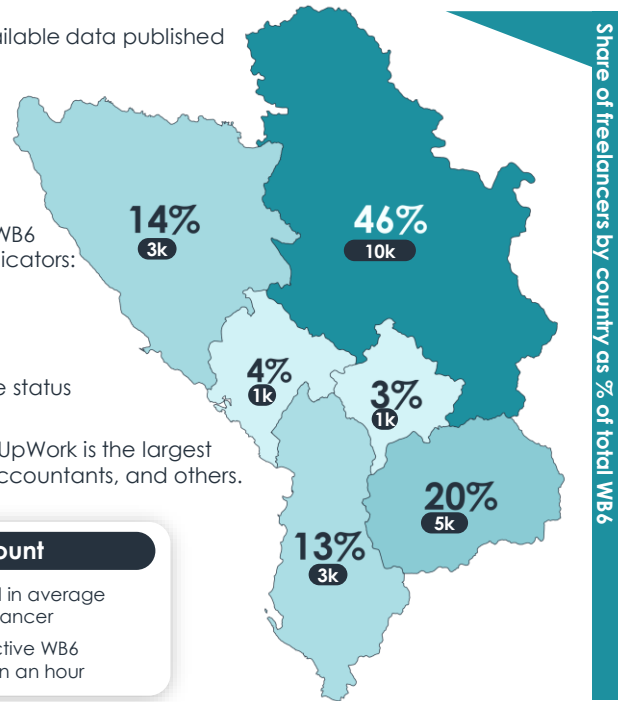
Although it is hard to estimate the exact number of Western Balkans (WB6) freelancers due to the nature of their work and to the fact that some of them work outside these platforms and engage directly with international clients, remote work is becoming more popular for both clients and service providers, as it is cost efficient and productive.

In this brief are analyzed approx. **23 thousand freelancers** located in WB6 registered in the UpWork platform. These analysis captures several indicators:

- (1) activity of the freelancers on the online market,
- (2) amount earned per freelancer,
- (3) hourly rate per freelancer,
- (4) skills offered per freelancer etc.

These indicators are compared throughout the region to evaluate the status of each country responding to the online job market needs.

The number of freelancers varies among the diverse portal, however UpWork is the largest portal. Profiles of freelancers varies from designers to programmers, accountants, and others.



Share of freelancers by country as % of total WB6

Active Freelancers

14K+
out of 23k analysed

Number of freelancers that have earned 1\$+

Earned Amount

\$10K Has earned in average a WB6 freelancer

\$20 Earns an active WB6 freelancer in an hour

Country	Population Share in WB6	Freelancer		Active Freelancers			Amount Earned		Hourly Rate	
		Total	Inactive	Number	Share in WB6	vs. Population share	Average Per Person	vs. Average In WB6	Average per country	vs. Average In WB6
AL	16%	3k	65%	1k	9%	-9%	\$4k	-62%	\$20	-2%
BA	16%	3k	44%	1.8k	13%	-6%	\$8k	-20%	\$22	+7%
KS	16%	1k	41%	0.5k	1%	-7%	\$7k	-26%	\$21	+1%
ME	4%	1k	42%	0.5k	3%	-1%	\$12k	+23%	\$25	+25%
MK	12%	5k	31%	3.2k	22%	+10%	\$9k	-7%	\$18	-13%
RS	39%	10k	30%	7.4k	51%	+12%	\$12k	+16%	\$21	+3%

AMOUNT EARNED by WB6's countries

Country	Total Freelancer	Share Total in WB6	Max Earned Freelancer	Amount earned Per capita
Albania	\$4M+	3%	\$300k	\$1.3
Bosnia and Herzegovina	\$14M+	10%	\$200k	\$4.2
Kosovo	\$3M+	2%	\$100k	\$1.8
Montenegro	\$6M+	4%	\$600k	\$9.6
North Macedonia	\$29M+	21%	\$500k	\$13.9
Serbia	\$85M+	60%	\$800k	\$12.3

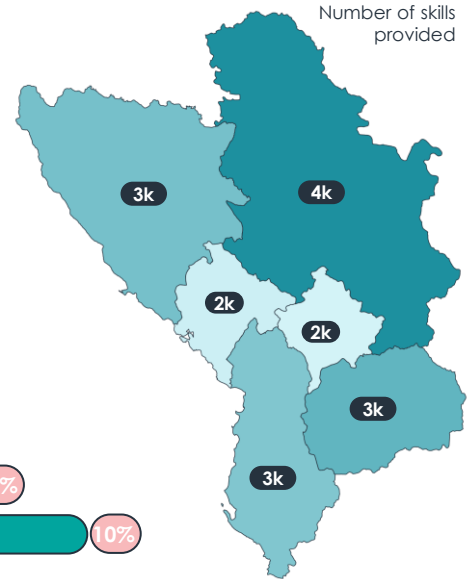
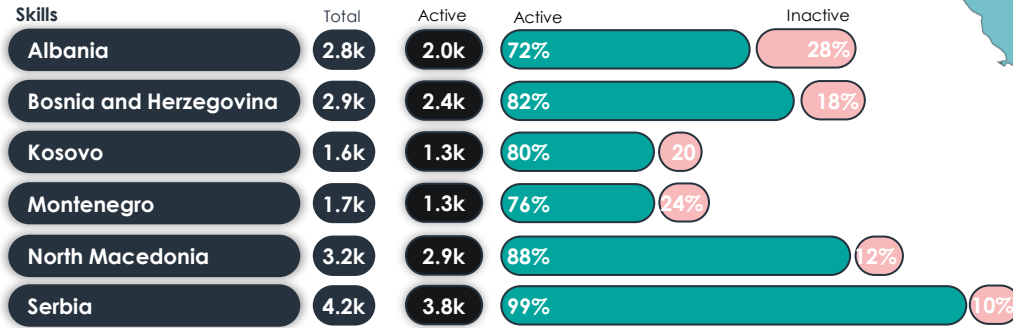
Although it is hard to estimate the exact amount earned by Western Balkans (WB6) countries through online job market, based on data collected they have earned more than **\$140 mln** from 2015 till June 2021. North Macedonia and Serbia freelancers have earned the **highest amount** per capita since the platform was launched. Albania and Kosovo have earned the **lowest amount** per capita since the platform was launched. There are **IT freelancers** that has managed to earn **\$100k to \$800k+** by offering their service online.

About: Upwork is the world's work marketplace that connects businesses with independent talent. Upwork serve everyone from one-person startups to 30% of the Fortune 100 with a powerful, trust-driven platform that enables companies and freelancers to work together in new ways that unlock their potential. Upwork talent community earned over \$2.3 billion in 2020 across more than 10,000 skills, including website & app development, creative & design, customer support, finance & accounting, consulting, and operations.



SKILLS in WB6 countries

Skills offered by freelancers located in WB6 are approx. **5 thousand** out of **10 thousand skills** counted by UpWork platform worldwide. Serbia offers the widest range of skills in the digital market, because of the largest population in the region. Approx., **90% of skills provided** are active meaning that freelancer with those skills has earned 1\$ or more through the platform. Approx. **10% of the skills offered** in the platform by freelancers are still not relevant for the type of jobs requested on the WB6 online market.



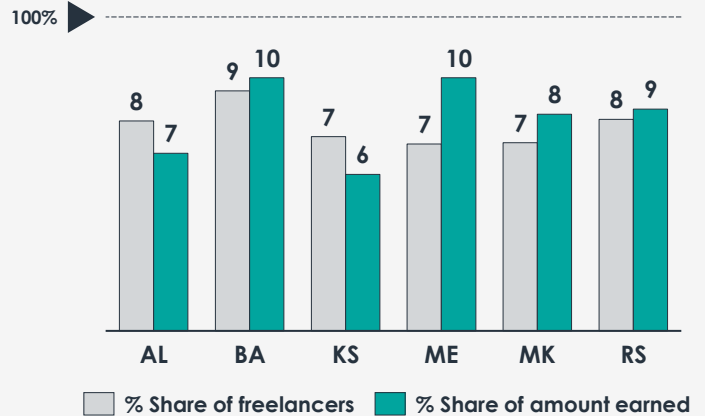
Upwork's top 15 most in-demand tech skills

How does WB's freelancers' skills correspond?

In 2021, Upwork platform published the **top 15 most in-demand tech skills** requested through job postings. The data were sourced from the Upwork database and based on gross services volume from April 1, 2020, to September 30, 2020.

In WB's approx. **8% of the freelancers** registered in the platform provide one or more out of the top 15 tech skills. These freelancers earn approx. **9% of the total amount earned** in the platform.

Serbia and Albania have the highest share of freelancers with most in-demand tech-skills. Meanwhile Montenegro and Bosnia & Herzegovina have the highest share of amount earned from freelancers having these skills.



Top 20 skills with the highest amount earned

Skills ranked by amount earned by the country per skill

	WB6	AL	BA	KS	ME	MK	RS
Adobe Photoshop	1	14	1	5	8	2	1
WordPress	2	27	2	11	27	3	4
Adobe Illustrator	3	35	7	32	29	6	2
Data Entry	4	28	4	1	6	1	6
Graphic Design	5	12	9	6	34	9	3
JavaScript	6	1	3	10	3	7	5
PHP	7	15	18	31	1	11	7
Microsoft Excel	8	58	10	8	44	8	9
Internet Research	9	94	6	64	16	4	15
Virtual Assistant	10	48	8	2	46	5	13
Web Design	11	30	14	9	65	23	8
HTML5	12	46	5	33	15	17	12
Logo Design	13	11	24	55	37	14	10
CSS	14	47	20	35	79	19	11
3D Modeling	15	76	12	17	40	32	14
HTML	16	41	11	37	99	21	16
Social Media Marketing	17	81	15	7	54	10	22
CSS3	18	63	13	58	19	30	20
Microsoft Word	19	17	43	164	94	15	19
Autodesk AutoCAD	20	60	29	12	21	42	18

Data on the left shows how ranks the skill based on the total amount generated on each country. Adobe Photoshop skill has generated the highest amount earned (in Serbia and Bosnia & Herzegovina). Albania has earned more from JavaScript skill, Kosovo and North Macedonia from Data Entry, Montenegro from PHP.

Skills that are in most demand and generate the highest amount of earned relate to Graphic Design, Programming and Virtual Assistant/ Social Media.

Methodological Note

Data used on this brief source from publicly available data published by the freelancers on the Internet in the UpWork.com platform, starting in 2015 uptodate. Calculation are made by the working unit. Data for Kosovo are extracted manually detecting the origin location of the freelancer, most of them define Albania as their location.

Next update: January 2022