



# Market Analysis

HR Technology & Services

## Global Employer of Record Services

### Report Abstract

August 2020

By Name

Job Title

NelsonHall

47 pages

### Contents of Full Report

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1. Changing Market Dynamics
2. Customer Requirements
3. Market Size and Growth
4. Vendor Market Shares
5. Vendor Offerings and Targeting
6. Vendor Delivery
7. Vendor Challenges and Success Factors

Appendix I – Glossary

Appendix II - Vendors Interviewed  
for Analysis

## Who is This Market Analysis For?

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NelsonHall's Global Employer of Record Services report is a comprehensive market assessment report designed for:

- Sourcing managers investigating developments and offerings within the global employer of record services market
- Vendor marketing, sales and business managers developing strategies to target opportunities in the global employer of record services marketplace
- Financial analysts and investors specializing in the HR technology and services sector, including global employer of record services.

## Key Findings & Highlights

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NelsonHall's Global Employer of Record (EoR) Services report focuses on the emerging outsourcing service model enabling growing multi-national firms to compliantly employ foreign workers in support of global expansion activities.

With organizations of all sizes increasingly finding their brands expanding internationally, the need for compliant global HR and payroll operating models is steadily increasing. While co-employment services have historically been U.S. centric, global co-employment offerings have emerged, providing multi-national firms an agile, turnkey support model for rapid, compliant international expansion.

Despite the recent global economic impacts of the COVID-19 pandemic, buyers of global EoR services show no plans of stopping their expansion efforts, with EMEA and APAC key targets, with >80% indicating plans to undertake further international expansion in the next 2 years.

Competition in the global EoR services market is currently made up of a select group specialist firms focusing on the service offering, with competition intensifying as the market and vendors mature. The current global EoR services market largely underpenetrated and led by Globalization Partners, Velocity Global, and Safeguard Global.

## Scope of the Report

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The report analyzes the worldwide market for global EoR services and addresses the following questions:

- What is the market size and projected growth for the global EoR services market by geography?
- What is the profile of activity in the global EoR services market by industry sector?
- What are the top drivers for adoption of global EoR services?
- What are the benefits currently achieved by users of global EoR services?
- What factors are inhibiting user adoption of global EoR services?

- What pricing mechanisms are typically used within global EoR services and how is this changing?
- Who are the leading global EoR services vendors globally and by geography?
- What combination of services is typically provided within global EoR services contracts and what new services are being added?
- What is the current pattern of delivery location used for global EoR services and how is this changing?
- What services are delivered from onshore and which from offshore?
- What are the challenges and success factors within global EoR services?

## Global Employer of Record Services Vendor Assessments

### Available for:

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Acumen International

Globalization Partners

Papaya Global

Safeguard Global

Shield GEO

Velocity Global

## About The Author

Pete is a Principal Analyst at NelsonHall, with shared responsibility for HR Services research globally with Nikki Edwards and Liz Rennie. Pete covers HR Services and Technology research in the areas of payroll services, global EoR services, HCM technology, and RPA and AI in HR outsourcing.

Pete has been part of NelsonHall's HR Services analyst team since 2016, providing comprehensive and insightful coverage of HR services markets in the world. In particular, he is known for his extensive knowledge and coverage of the global payroll outsourcing market. Pete assists both buy-side and vendor organizations in assessing opportunities and supplier capability across HR service lines.

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We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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