

mellow

# Trends in North America's Global Contractor Recruitment

(2022-2024)

# Table of contents

Key Takeaways	03
Growth in Global Contractor Hiring	04
Industries and Companies Leading the Trend	06
Contractor Earnings	08

# Introduction

In recent years, North American companies have increasingly turned to international talent to fill key roles. Advances in digital hiring platforms and remote work solutions have made it easier than ever **to connect with skilled professionals worldwide.**

However, not all regions are benefiting equally from this shift. While some areas see record-breaking growth in contractor demand, others experience a notable decline. What's driving these hiring trends? Which regions are North American companies focusing on the most? And how is contractor income evolving in this new landscape?

This report uncovers key insights into the changing patterns of international hiring from a North American perspective.

# Key Takeaways

-  The number of North American companies hiring contractors from overseas has **grown by 260%** since 2022
-  Eastern Europe saw the highest increase in contractor hiring, **up by 106%**, followed by MENA (**+60%**) and Asia (**+39%**)
-  The EU experienced a **40% decline**, attributed to stricter regulations on contractor employment
-  The most popular roles for contractors vary by region, with **engineers, teachers, and analysts** leading in Eastern Europe
-  Income growth has been substantial, with web developers seeing a **130% increase in earnings**

# Growth in Global Contractor Hiring

# Popular Roles and Countries for Hiring Contractors



The number of North American companies hiring overseas contractors has grown **by 260%** since 2022.

## Top Hiring Regions:

Eastern Europe

Central Asia

East Asia

MENA

## Most Popular Roles by Region:

Region	Most Popular Roles
Eastern Europe	Analyst, Teacher, Engineer, Manager, Web Designer
Asia	Engineer, Technical Writer, Assistant, Project Manager, Teacher
MENA	Teacher, Engineer, Editor, Designer, Marketing Manager

## Conclusion

The demand for international contractors is not only growing but also **shifting towards specific regions with highly skilled professionals at competitive rates.**

**Eastern Europe, Central Asia, and MENA** have become particularly attractive due to their balance of cost and expertise.



# Industries and Companies Leading the Trend

# Company Profile

## Company Size:

W Medium-sized businesses (50–200 employees).

W Average number of contractors: 15+

## Industries:

B2B-SaaS

IT Production/Outsourcing

EdTech

MarTech

Game Development

## Who hires the most number of contractors:



### EdTech

108 contractors on average



### Advertising companies

34 contractors on average, while an internal team may consist of <25 people

## Conclusion

The companies leading this trend are primarily in **technology-driven sectors**, where remote work and digital collaboration are already well-integrated.

**EdTech and advertising companies stand out**, often relying more on contractors than full-time employees.



# Contractor Earnings

# Income and Role Patterns

## Income Trends:

W Average contractor income grew by 18% in 2023 and another 23% in 2024, now reaching \$2,000/month

W 56% of overseas contractors earn less than \$500/month

## Client-Contractor Dynamics:



93% of contractors work with only one client

7% of contractors work with multiple clients

They earn at least 30% more, averaging \$2,600/month or more

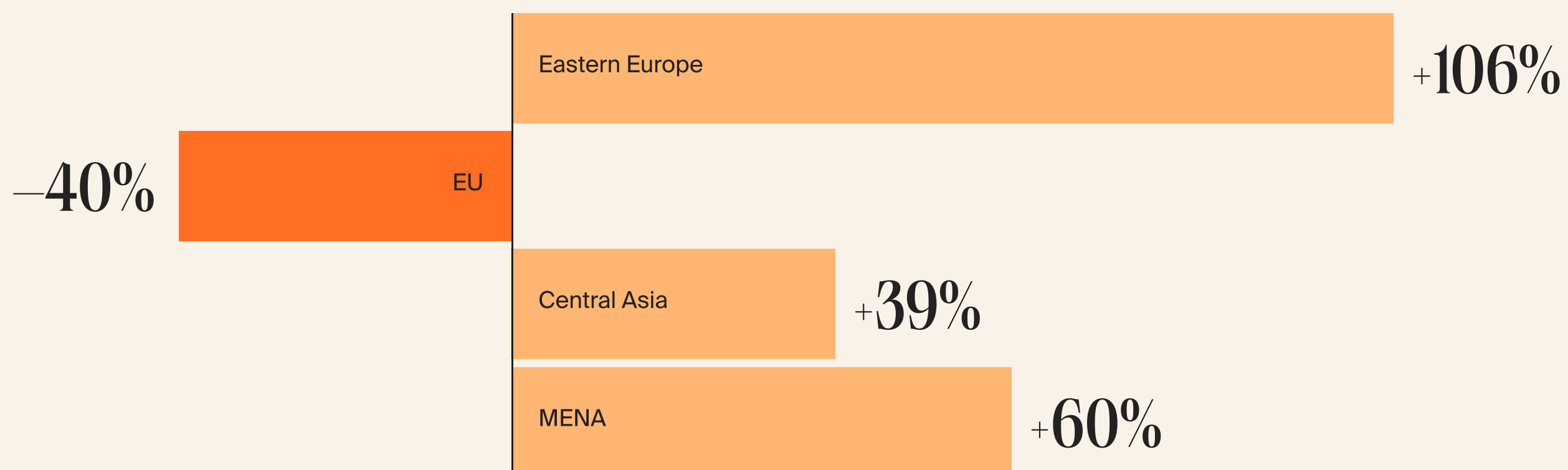
## Conclusion

The earnings landscape for international contractors is evolving, with significant growth in average income.

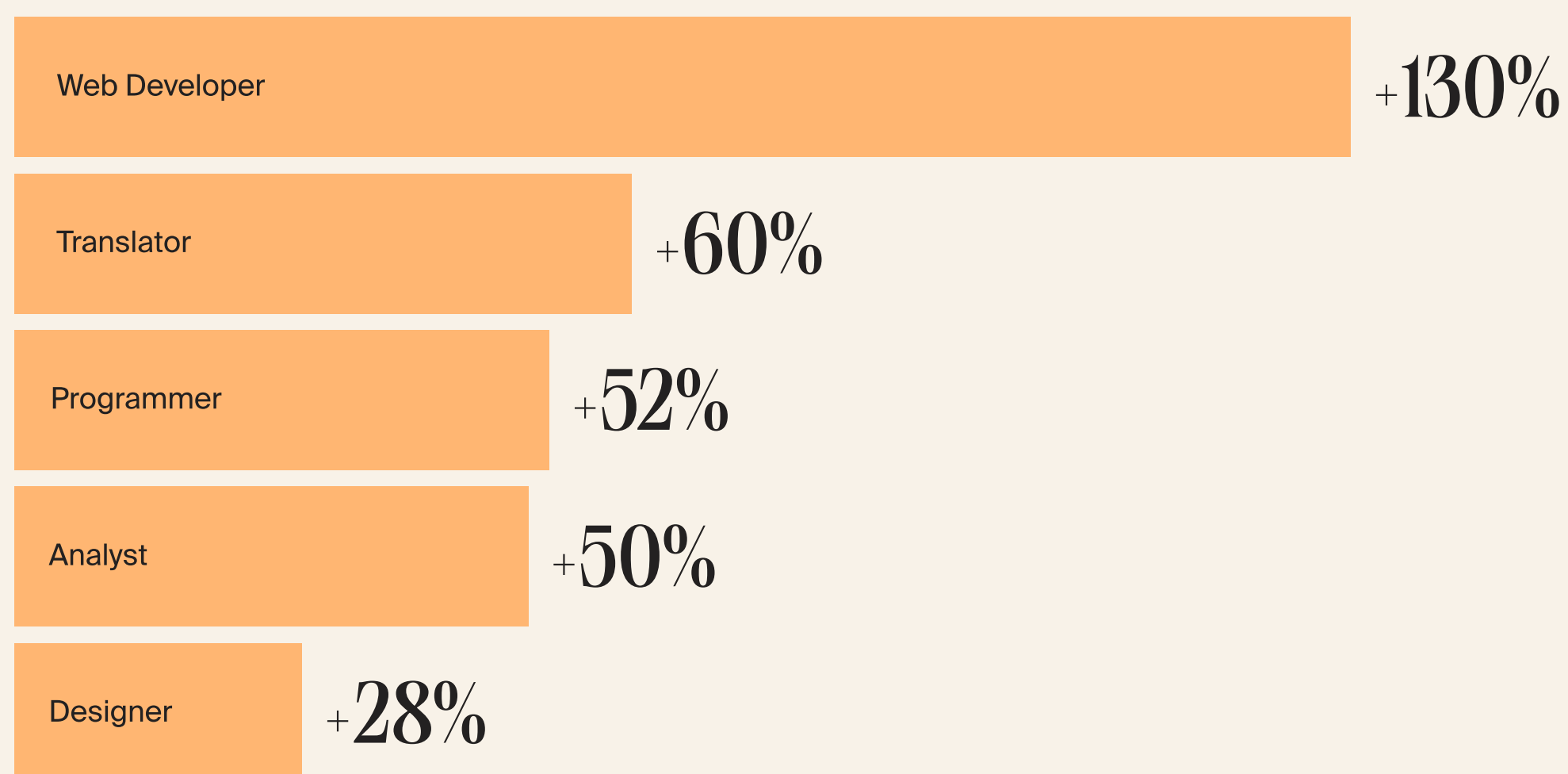
However, a large portion of contractors still earns relatively low wages, emphasizing the importance of securing multiple clients for higher earnings.

# Regional & Professional Income Growth

## Income Growth by Region:



## Professions with the Highest Income Growth:



## Conclusion

Income growth among contractors varies significantly by region and profession. **Eastern Europe and MENA have seen substantial increases.**

Tech-related roles, especially **web development and programming**, continue to see the most substantial pay increases.

“

**Eastern Europe** has become the top destination for North American companies seeking contractors, and this trend shows no signs of slowing. The region offers an unparalleled **balance of cost efficiency and highly skilled talent**, particularly in technology, analytics, and design.

Beyond financial advantages, Eastern European professionals demonstrate strong cultural adaptability and a proactive work ethic – crucial qualities for collaboration with U.S. businesses.

Meanwhile, shifting labor policies and stricter contractor regulations in the EU have made Western and Central Europe less attractive. Companies now prioritize regions where hiring remains agile, compliant, and cost-effective, with fewer bureaucratic hurdles.

In a rapidly evolving global workforce, businesses that optimize their contractor strategies will gain a significant competitive edge. And right now, Eastern Europe is the smart bet.”



**Alex Norovyatkin**  
Head of Growth at Mellow

# About Mellow

**Mellow is an HR platform that transforms how companies engage with contingent workers. It enables seamless contractor integration while streamlining talent management and selection.**

The platform also provides comprehensive support for freelancers, from payment solutions to professional development. With offices in New York, Limassol, and London, Mellow serves clients worldwide.