

Hiring Trends & Market Insights: *Impacts of Changing Demographics*



THE RISE OF SUSTAINABILITY-MINDED BUYERS:

Consumers increasingly prioritise energy efficiency, eco-friendly materials, and designs that minimise environmental impact. This translates into the need for skilled tradespeople with expertise in green building practices.

Market Shifts: Look for recent articles, association reports, or surveys highlighting the growing demand for sustainable homes in your region.

AGING POPULATION & CHANGING NEEDS:

With an aging population, there's increased demand for homes with accessibility features like wider hallways, single-floor living, and smart home technology for safety. Adaptable design skills are becoming crucial.

What This Means: Employers need to attract workers with specialised knowledge in accessibility standards. Jobseekers should highlight experience with adaptable builds



SMART HOMES & TECH INTEGRATION:

Buyers want seamlessly integrated home automation for convenience and security. Demand is high for workers proficient in installing and troubleshooting smart devices, wiring, and software knowledge.

Practical Tips: Employers, prioritise these skills in your hiring. Jobseekers, consider certifications or courses to boost your appeal in this area.

