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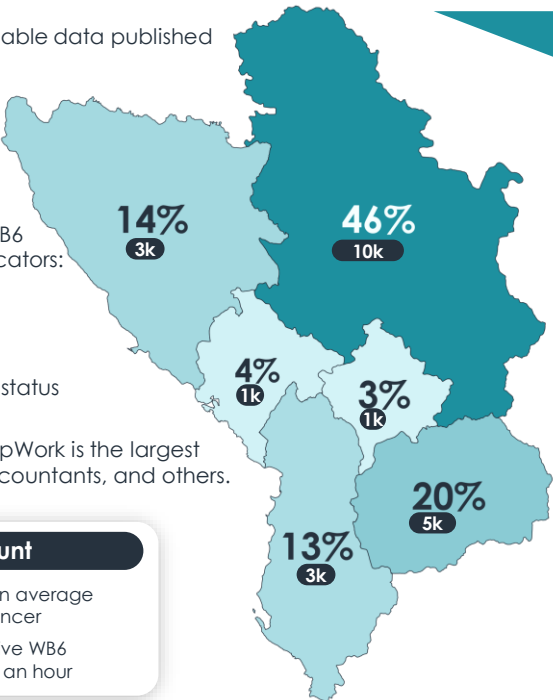
Although it is hard to estimate the exact number of Western Balkans (WB6) freelancers due to the nature of their work and to the fact that some of them work outside these platforms and engage directly with international clients, remote work is becoming more popular for both clients and service providers,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

14% 3k
46% 10k
4% 1k
3% 1k
20% 5k
13% 3k

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

	Population		Freelancer		Active Freelancers				Amount Earned			Hourly Rate		
	Share in WB6		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%