

METHODOLOGY

Best Employers Europe 2025

Aim, data, evaluation and result



in collaboration with



For the first time, the Financial Times and Statista have identified the best employers in Europe

Key points of the ranking



Relevance of the ranking

Skill shortages are increasingly becoming a significant **issue for employers across Europe**, as highlighted by a European Council report⁽¹⁾. This trend is driven by demographic changes, the demand for new skillsets, and poor working conditions in certain sectors. **Three out of four employers** in 21 European countries reported **difficulty in finding the skills** they need. This was 42% in 2018, reflecting a **79% increase over the past five years** (33 percentage points) in 2024⁽²⁾. As a result, it is becoming even more important for companies to differentiate themselves in order to **be attractive to potential employees** and retain existing ones.



Executive Summary

- **Ranking title:** Europe's Best Employers 2025
- **Media:** Financial Times
- **Edition:** 1st edition
- **Number of awarded companies:** 1.000
- **Methodology:** Survey
- **Criteria for determining ranking placement:** personal recommendation from employees and public perception from other employees within the industry or country

Best Employers Europe recognizes organizations that foster an engaging working environment for employees

Ranking's cornerstones



Summary

Europe's Best Employers are identified in an independent survey from a vast sample of European employees working for companies employing **at least 500 people** within Europe⁽¹⁾.

The survey was conducted using **open survey on ft.com** and **several online access panels**, providing a representative samples of the workforce employed by large organizations in each country. The employees have not been consulted via their employers but **anonymously** through several online panels. By doing so, the employee could openly state their opinion, avoiding any influence from their employer. Each respondent was asked which firm or institution he or she works for in an open-ended question and with an autofill option. The survey was conducted based around companies **from all sectors** with more than 500 employees in Europe. In total, the survey took an average of 8-10 minutes to complete. Over **4,000,000 employer evaluations** were considered.

The final score is based on two types of evaluations: **personal recommendation** (the willingness of employees to recommend their employer) and **public recommendation** (the willingness of employees to recommend other employers from the industry in which they are currently employed), with a higher weighting for direct recommendation.

The **1,000 companies** receiving the highest total scores are awarded as "Europe's Best Employers 2025."

Europe's Best Employers follows the same approach as other employers' projects

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Process

Data-based results



The ranking is based on three pillars that provide insight into the quality of companies as employers

Data sources for the creation of Europe's Best Employers 2025

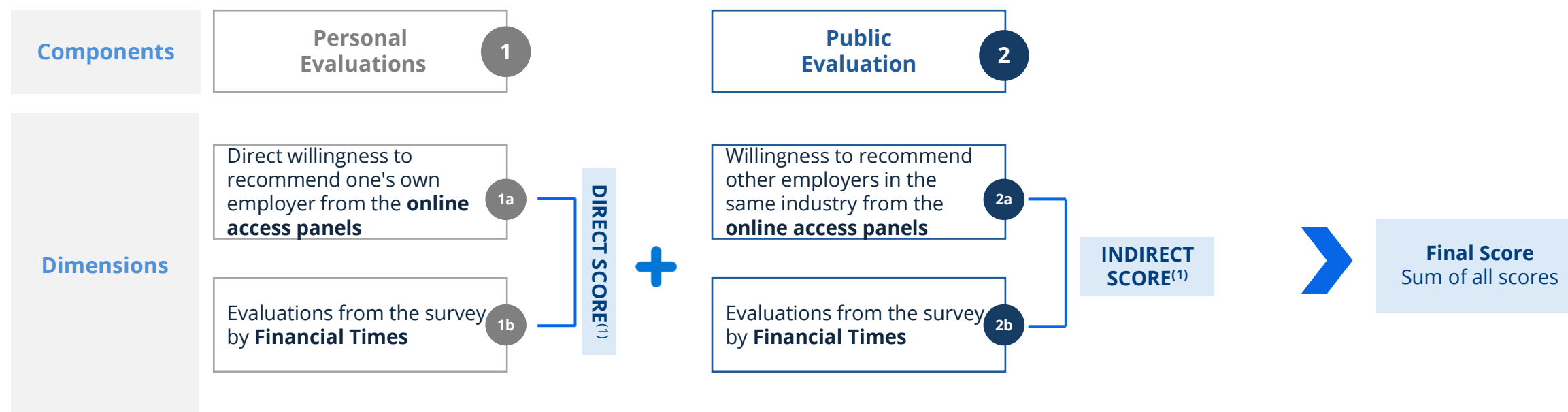


(1) Online access panel is a representative sample of people from the population, primarily used for consumer research. Panelists register online and are invited to participate in surveys for which they qualify based on their sociodemographic information.

(2) The survey remains open and accessible year-round, enabling participants to engage at any time throughout the year.

The score is based on two components: **1) Personal recommendations** and **2) Public recommendations**

Scoring Modell



Overview of industries for the Top 1000

Each company grouped by industry⁽¹⁾

1. Aerospace, Defence, Manufacture of Transport Equipment
2. Automotive (Producers and Suppliers)
3. Banking and Financial Services
4. Business Services and Supplies
5. Clothing and Accessories, Sports Equipment (Manufacturing and Retail)
6. Construction
7. Consulting and Accounting
8. Drugs and Biotechnology
9. Engineering, Manufacturing
10. Food, Soft Beverages, Alcohol and Tobacco
11. Health Care Equipment and Services
12. Healthcare (Social)
13. Insurance
14. IT, Internet, Software and Services
15. Manufacture and Processing of Materials, Metals and Paper
16. Media and Advertising
17. Oil and Gas Operations, Mining, and Chemicals
18. Packaged Goods
19. Restaurants
20. Retail
21. Semiconductors, Electronics, Electrical Engineering, Hardware
22. Telecommunications Services, Cable Supplier
23. Transportation and Logistics
24. Travel and Leisure
25. Utilities
26. Wholesale