

Geographies of Temporary Staffing Unit Working Brief 42

The 2008 Top 20 Transnational Temporary Staffing Agencies: Rankings by Total Revenue

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Introduction

While many of our Working Briefs are concerned with the leading *transnational* staffing agencies, this brief looks at the largest firms in revenue terms. Temporary staffing agencies have grown significantly over recent years – both in terms of sectoral and geographical expansion. CIETT reports that in 2007 the global staffing industry was worth US\$341bn – increasing from US\$73.96bn in 1994 – and the world’s largest staffing agencies have been key drivers in this expansion. This Working Brief presents a ranking of the largest staffing firms by revenue in 2008 to provide context for, and comparison with, our ongoing rankings of agencies by international revenues (see Working Brief 38 for 2008).

Global Staffing Firms by Revenue Size

Table 1 presents a top 20 ranking based on the last full year reports corresponding most closely to the calendar year 2008. Several points can be made about this data:

- The table presents data where available on the largest staffing firms. With the exception of Allegis, all are stock market listed. There are clearly other significant staffing agencies that are privately owned (i.e. not listed) where data is not available in order to be included in the rankings. One such firm is Staff Service (Japan). Data for 2008 on Allegis has been provided through personal communication;
- The top 20 firms are all located in the core global temporary staffing markets of the US, Japan, UK and Continental Europe. Eleven firms are US-based, 3 Japanese, 2 UK, 2 Dutch, 1 French and 1 Swiss;
- The largest staffing firm is Adecco with over US\$31bn in revenues. CDI Corp. ranks 20th with just over US\$1bn in revenues. It is clear that there is significant difference in size between the firms within the top 20;

Table 1: Top 20 firms by revenue, 2008

Rank	Firm	Origin	Revenue, \$m
1	Adecco	Switzerland	31,068.93
2	Randstad	Netherlands	23,242.91
3	Manpower	US	21,552.80
4	Allegis	US	5,740.00
5	Kelly Services	US	5,517.29
6	Goodwill Group	Japan	5,465.92
7	USG People	Netherlands	5,446.22
8	Hays	UK	4,994.57
9	Robert Half International	US	4,600.55
10	Tempstaff	Japan	2,597.15
11	Volt Information Services	US	2,427.32
12	Pasona	Japan	2,271.71
13	MPS Group	US	2,222.30
14	Spherion	US	2,189.16
15	Express Employment Professionals	US	2,000.00
16	Synergie Group	France	1,624.95
17	Michael Page	UK	1,443.83
18	TrueBlue	US	1,384.27
19	Monster	US	1,343.63
20	CDI Corp.	US	1,118.60

Source: Company annual reports and websites.

All figures are for the last reported full financial year.

Exchange rates used: € to US\$: June 2008 1.55617; December 2008 1.35311. £ to US\$: June 2008

0.508552; December 2008 0.673752. US\$ to ¥: May 2008: 0.00958753 (Pasona); June 2008: 0.00935434 (Goodwill); March 2009: 0.0102225 (Tempstaff).

- The accumulated income of US\$128bn of this elite group of American, Western European and Japanese agencies accounts for approximately 38 percent of the global industry;
- Table 1 also clearly shows a growing divide between the biggest three firms and those ranked 4th to 20th. Since Randstad's acquisition of Vedior (consolidated since May 16th 2008) the firm has jumped to the second largest in the world, above Manpower. Adecco, Randstad and Manpower now form an elite 'top 3' with truly global operations;
- The rankings have been calculated using currency rate exchanges according to the month of financial data reporting. Exchange rate fluctuations have therefore impacted on the rankings of firms.

Conclusions

The top 20 rankings show the size of the world's largest staffing agencies. Despite public impressions to the contrary, the staffing industry has become a globally significant service

industry with large revenue turnovers. The historical development of staffing – from the heartlands of the US and Europe – has left a legacy of firms from these geographical locations dominating the top 20 today. An exception to this is the emergence of large Japanese staffing firms. The size of the domestic Japanese market has allowed several very large firms to develop such as Goodwill, Tempstaff and Pasona, and enter the top 20 rankings. These firms are developing more extensive geographical networks outside their home market, but not to the degree required to enter our top 20 transnationality rankings (see Working Brief 38).

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