

A photograph of two women in a professional setting, possibly a meeting or interview. One woman is on the left, looking towards the other woman on the right. They are both dressed in business attire. The background is slightly blurred, showing what appears to be a whiteboard or a screen. The image has a blue and purple color overlay.

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2021 CANDIDATE INSIGHT REPORT:

TECH INDUSTRY
HEATMAP

Talent Activated.

About the Report.

Qualified candidates have their pick when considering new opportunities, and they can afford to hold out for their dream position.

While what job seekers consider to be the right fit for them is wholly subjective and unique to each individual, there are a host of common factors that affect their decision-making process, and the industry in which they'd be working is one of the most important.

In fact, 15 percent of tech candidates rank industry as the single most important factor when looking for a new job.

While recruiters can't change the industry in which their companies operate, they can use this information to their advantage. Knowing which industries are most in-demand among tech candidates can help you strategically pivot your selling strategy for job seekers and prepare you for ebbs and flows in the competition for talent within your industry.

This report will identify the most popular industries for tech candidates — as measured by user search behavior on our online communities — both nationwide and by location to help you elevate your recruiting strategy in 2020.

Report Methodology.

We analyzed first-party user search behavior for industries across seven of our online communities throughout 2020. Website visitors have a list of 62 options from which to choose when exploring job opportunities.

The data in this report comes from the regions of Austin, Boston, Chicago, Colorado, Los Angeles, New York City and Seattle. The results were narrowed down to the ten most popular nationwide industries, which were determined by aggregating data from these seven locations. The results are an unfiltered look at the most in-demand industries for tech candidates in 2021.

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SECTION I

Top 10 Industries: Nationwide

To help you elevate your recruitment strategy, we analyzed the top industries for tech candidates nationwide based on user search behavior within our seven local communities.

Top 10 Industries: Nationwide

Given the high volume of search traffic for dozens of unique industries across our seven online communities, **we limited our results to the top 10.** The following list represents the 10 most in-demand industries for tech candidates (as measured by user search behavior) at the nationwide level.

1. Healthtech

2. Fashion

3. Fintech

4. Food

5. Cannabis

6. Gaming

7. Greentech

8. Education

9. Beauty

10. Aerospace

2019 vs. 2020

Here's how candidate preferences changed from 2019 to 2020.



Biggest Riser:
Gaming

National Breakdown: 2019 vs. 2020

Rank	2019	2020
1	Healthtech	Healthtech
2	Fintech	Fashion
3	Fashion	Fintech
4	Food	Food
5	Greentech	Cannabis
6	E-Commerce	Gaming
7	Beauty	Greentech
8	Cannabis	Education
9	Education	Beauty
10	Artificial Intelligence	Aerospace



SECTION II

Trends to Watch in 2021

Now that you know the top 10 industries tech candidates are most interested in at a national level, let's dive into some of the trends you should watch out for in 2021.

#1: Healthtech Continues to Dominate

Healthtech is now the most searched for industry by tech candidates two years in a row — both in 2019 and 2020. It's popularity as an employer continues to dominate, likely due to its continued digitization and growth.

The digital health market is estimated to reach more than \$640 billion by 2026, which would be almost a 29 percent CAGR from 2020. While the digital health industry always had a path for quick growth, the adoption of digital advancements skyrocketed this year.

Due to the coronavirus pandemic, a majority of the population was forced to remain distant from others. This forced the healthcare industry to adopt technologies that would allow for virtual interactions at a much faster pace.

Research shows that searches for “Doctor near me” dropped nearly 60%, while online pharmacy sales saw a massive increase of 600%.

The need for healthcare doesn't ever go away, especially during a pandemic. With many industries suffering due to the realities of social distancing, job seekers realized there was a sense of stability within the healthtech industry when it comes to employment.

#2: Gaming Industry Rises in Popularity

From our user search behavior research in 2019 and 2020, the gaming industry saw the largest spike in popularity — from not being in the top ten to ranking number six this year. So why the big jump? We have a hunch.

While the gaming industry has always had a massive following, it's audience grew greatly in 2020, largely due to most of the population staying indoors. Video games became a much needed distraction for entertainment. **Compared to the previous years' single-digit growth, the gaming industry is expected to have had a 20 percent increase in 2020, totaling almost \$180 billion.**

Not only was the gaming industry a stable one during the pandemic, it also offers technologists an exciting employment opportunity. Working for a video game company instantly sounds like a dream job to most. And as the gaming industry continues to expand outside of traditional gaming consoles, as do the opportunities available for technology professionals.

In fact, mobile gaming is believed to have been the biggest driver of the industry's growth in 2020 with an estimated 24 percent increase compared to last year, totaling almost \$88 billion in revenue.

The longevity of the gaming industry's popularity among candidates is unknown, but experts predict its growth isn't slowing down anytime soon.

#3: Cannabis Becomes A More Serious Player

In 2019, Cannabis was the eighth most popular industry based on user search behavior. In 2020, it jumped three spots to be the fifth most searched for industry. As states and municipalities continue to legalize cannabis, the need for a workforce to support the industry increases.

By 2025, sales from the legalization of cannabis is expected to reach \$35 billion. While many thought the cannabis industry's growth might slow due to coronavirus, it continued to climb. The industry saw 32 percent year over year growth in jobs created, despite a global pandemic. That means the total number of full time workers employed by the cannabis industry is now more than 321,000.

Despite what you may think, this is one field that is very much shaped by technology. From cultivation and distribution to digital marketing and customer relationship management, there is a burgeoning industry growing (no pun intended) behind the scenes to meet consumer demand.

Candidates likely see cannatech as a modern gold-rush industry, given that investments in tech-focused cannabis companies (Eaze has raised \$37 million) are on the rise.

As support for the legalization and usage of marijuana continues to grow, the industry will continue to stabilize and be seen as a viable industry for technologists to contribute to.

SECTION III

Top 10 Industries by Location

Knowing which industries are trending at the national level is great, but you're likely more interested in what the candidates in your area look for. With that in mind, we also analyzed job seekers' preferred industries by location to help you understand candidate preferences in your neck of the woods.

Austin

The top 10 industries based on Austin candidates' preferences in 2020.

1. Fashion
2. Healthtech
3. Aerospace
4. Gaming
5. Artificial Intelligence
6. Fintech
7. Food
8. E-Commerce
9. Education
10. Blockchain

Austin: Quarterly Breakdown

Here's how Austin candidates' preferences changed on a quarterly basis in 2020.



Biggest Riser:
Gaming

2020 Austin Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Fashion	Aerospace	Fashion	Fashion
2	Healthtech	Fashion	Aerospace	Gaming
3	Food	Healthtech	Healthtech	Artificial Intelligence
4	Artificial Intelligence	Gaming	Gaming	Healthtech
5	Fintech	Artificial Intelligence	Artificial Intelligence	Education
6	E-Commerce	Blockchain	Education	Blockchain
7	Retail	E-Commerce	Food	Fintech
8	Education	Fintech	Fintech	E-Commerce
9	Greentech	Food	E-Commerce	Retail
10	Fitness	Retail	Retail	Food

Boston

The top 10 industries based on Boston candidates' preferences in 2020.

1. Healthtech
2. Education
3. Greentech
4. Fashion
5. Fintech
6. Food
7. Sports
8. Robotics
9. Artificial Intelligence
10. Social Impact

Boston: Quarterly Breakdown

Here's how Boston candidates' preferences changed on a quarterly basis in 2020.



Biggest Riser:
Robotics

2020 Boston Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Greentech	Healthtech	Healthtech	Healthtech
2	Healthtech	Education	Education	Education
3	Education	Fashion	Greentech	Greentech
4	Fashion	Greentech	Fashion	Fashion
5	Fintech	Fintech	Food	Robotics
6	Food	Food	Fintech	Sports
7	Artificial Intelligence	Artificial Intelligence	Sports	Fintech
8	Sports	Gaming	Robotics	Food
9	Retail	Social Impact	Social Impact	Artificial Intelligence
10	Robotics	Robotics	Artificial Intelligence	Social Impact

Chicago

The top 10 industries based on Chicago candidates' preferences in 2020.

1. Cannabis
2. Healthtech
3. Fintech
4. Food
5. Education
6. Fashion
7. Retail
8. Beauty
9. Logistics
10. Sports

Chicago: Quarterly Breakdown

Here's how Chicago candidates' preferences changed on a quarterly basis in 2020.



Biggest Riser:
Education

2020 Chicago Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Cannabis	Cannabis	Cannabis	Cannabis
2	Healthtech	Healthtech	Food	Food
3	Fashion	Fashion	Fintech	Fintech
4	Retail	Fintech	Education	Education
5	Fintech	Education	Healthtech	Healthtech
6	Beauty	Food	Logistics	Logistics
7	Food	Beauty	Fashion	Retail
8	Sports	Retail	Retail	Fashion
9	Social Impact	Social Impact	Social Impact	Beauty
10	Greentech	Insurance	Sports	Sports

Colorado

The top 10 industries based on Colorado candidates' preferences in 2020.

1. Cannabis
2. Aerospace
3. Food
4. Fashion
5. Greentech
6. Gaming
7. Fintech
8. Healthtech
9. Fitness
10. Robotics

Colorado: Quarterly Breakdown

Here's how Colorado candidates' preferences changed on a quarterly basis in 2020.



Biggest Risers:

Gaming
Education

2020 Colorado Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Cannabis	Cannabis	Aerospace	Cannabis
2	Food	Aerospace	Cannabis	Aerospace
3	Aerospace	Food	Food	Food
4	Fashion	Fashion	Fashion	Fashion
5	Fintech	Gaming	Gaming	Greentech
6	Greentech	Greentech	Greentech	Gaming
7	Healthtech	Fintech	Fintech	Fintech
8	Gaming	Fitness	Fitness	Healthtech
9	Robotics	Healthtech	Healthtech	Education
10	Fitness	Robotics	Robotics	Sports

Los Angeles

The top 10 industries based on Los Angeles candidates' preferences in 2020.

1. Fashion
2. Cannabis
3. Beauty
4. Gaming
5. Healthtech
6. Food
7. Fintech
8. Social Impact
9. Greentech
10. E-Commerce

LA: Quarterly Breakdown

Here's how LA candidates' preferences changed on a quarterly basis in 2020.



Biggest Risers:
E-Commerce

2020 LA Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Beauty	Cannabis	Fashion	Cannabis
2	Fashion	Fashion	Cannabis	Fashion
3	Cannabis	Beauty	Beauty	Beauty
4	Food	Gaming	Gaming	Healthtech
5	Gaming	Healthtech	Healthtech	Gaming
6	Healthtech	Food	Food	Fintech
7	Fintech	Social Impact	Fintech	E-Commerce
8	Greentech	Fintech	Social Impact	Aerospace
9	Social Impact	Fitness	Greentech	Food
10	Fitness	E-Commerce	Logistics	Music

New York City

The top 10 industries based on New York City candidates' preferences in 2020.

1. Healthtech
2. Fashion
3. Beauty
4. Fintech
5. Education
6. Social Impact
7. Food
8. E-Commerce
9. Greentech
10. Gaming

NYC: Quarterly Breakdown

Here's how NYC candidates' preferences changed on a quarterly basis in 2020.



Biggest Risers:
Education

2020 NYC Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Healthtech	Healthtech	Healthtech	Healthtech
2	Fintech	Fashion	Fashion	Fashion
3	Beauty	Beauty	Beauty	Beauty
4	Fashion	Fintech	Fintech	Fintech
5	Food	Education	Education	Education
6	Social Impact	Social Impact	Social Impact	Social Impact
7	E-Commerce	E-Commerce	Fitness	Food
8	Greentech	Food	Food	E-Commerce
9	Real Estate	Digital Media	E-Commerce	Gaming
10	Education	Fitness	Digital Media	Greentech

Seattle

The top 10 industries based on Seattle candidates' preferences in 2020.

1. Gaming
2. Healthtech
3. Greentech
4. Fintech
5. Food
6. Artificial Intelligence
7. Robotics
8. Beauty
9. Real Estate
10. Cannabis

Seattle: Quarterly Breakdown

Here's how Seattle candidates' preferences changed on a quarterly basis in 2020.



Biggest Risers:
Robotics

2020 Seattle Breakdown by Quarter

Rank	Q1	Q2	Q3	Q4
1	Healthtech	Gaming	Gaming	Gaming
2	Gaming	Healthtech	Healthtech	Healthtech
3	Greentech	Greentech	Greentech	Greentech
4	Fintech	Fintech	Fintech	Food
5	Food	Food	Food	Fintech
6	Artificial Intelligence	Beauty	Fashion	Fashion
7	Aerospace	Artificial Intelligence	Robotics	Robotics
8	Automotive	Robotics	Cannabis	Social Impact
9	Social Impact	Aerospace	Beauty	Real Estate
10	Sports	Blockchain	Real Estate	Retail

GREAT COMPANIES NEED GREAT PEOPLE.

THAT'S WHERE WE COME IN.

Built In is a network of eight online communities connecting startups and technology companies with passionate tech professionals. We help you build your employer brand through content and events, promote your culture and hire the right candidate for every position. [Learn more.](#)



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