

Developer Hiring in Europe: East vs. West – TechBehemoths Unveils 2025 Market Insights

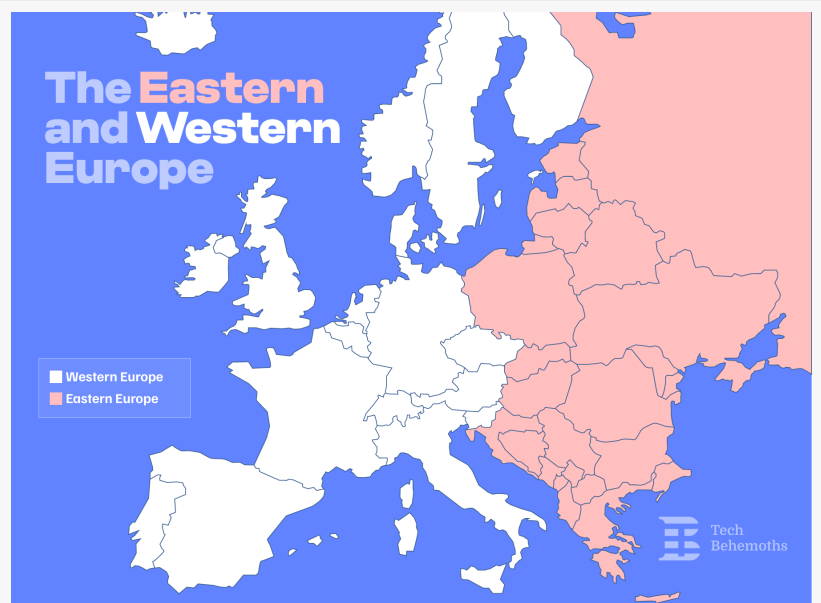
New comparative analysis reveals key differences in rates, talent availability, and demand between Eastern and Western Europe's tech sectors

BERLIN, GERMANY, August 5, 2025 /EINPresswire.com/ -- A new [market study](#) released by TechBehemoths explores the cost, benefits, and challenges of hiring [Software](#), Cybersecurity, AI, and Machine Learning developers across Eastern and Western Europe. Drawing data from industry sources such as Statista, Quibit Labs, and Index, the report presents a detailed comparison that accentuates critical trends in Europe's growing tech labor market.

Cost Gaps and Market Dynamics

According to the study, Eastern Europe continues to provide competitive pricing with hourly developer rates ranging between \$15 and \$65, depending on skill level and specialization. In contrast, Western European developers command higher rates, sometimes reaching up to \$300 per hour for senior-level talent in countries like the UK and Germany.

The hourly rate for Software Developers, for example, ranges from under \$26 in countries like Romania and Moldova, up to \$103 in Poland and Hungary. Western European nations report



Average Salary: A Global View



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significantly higher fees, with the UK and Netherlands averaging \$93 and \$69 per hour, respectively.

Sector Breakdown: Software, Cybersecurity, AI & ML

The report separates findings by sector:

- Software Development in Eastern Europe is predicted to generate \$11.3 billion by 2026, bolstered by a strong technical education base and a thriving startup ecosystem.
- [Cybersecurity Services](#) are experiencing substantial growth, especially in Poland and the Czech Republic, with hourly rates ranging from \$16.82 to \$35.79 across the East.

- AI & Machine Learning markets are accelerating, with countries like Romania and Poland reaching hourly rates of up to \$35.79, supported by increased EU investment and a maturing tech ecosystem.

The IT Services market in Central and Western Europe is predicted to experience substantial growth, with revenue reaching \$342.39 billion in 2025 and \$414.88 billion by 2030, where Germany stands out as a leader through its skilled workforce and strong focus on innovation. More specifically, the AI and ML market is expected to surpass \$79 billion by 2031, driven by robust infrastructure, regulatory frameworks such as GDPR and NIS2, and an emphasis on digital sovereignty - the data signals strong opportunities for investments and service innovation.

Advantages and Drawbacks by Region

The study identifies a range of benefits and challenges tied to each region. Eastern Europe is characterized by:

- A deep pool of skilled professionals (over 1 million software developers)
- Competitive costs
- Strong STEM education systems
- High English proficiency and multilingualism

However, issues such as varied tax legislation, project transparency, and time zone misalignment

Hourly Pay Comparison: Software, Cybersecurity, and AI & ML Developers Eastern Europe vs Western Europe			
Country	Software Development (\$/hr)	Cybersecurity(\$/hr)	AI & ML (\$/rh)
Eastern Europe			
Poland	51 - 103	26.40 – 35.79	26.45 – 35.79
Hungary	51 - 103	22.36 – 30.26	22.69 – 30.70
Ukraine	<26	21.42 – 28.98	21.75 – 29.43
Romania	<26	21.05 – 28.47	26.44 – 35.77
Bulgaria	<26	20.34 – 27.52	20.67 – 27.96
Moldova	<26	16.82 – 22.75	16.49 – 22.31
Czech Republic	n/a	n/a	n/a
Western Europe			
Germany	50 - 199 (avg 61)	21.63 – 33.17	30.10 - 34.23
UK	55 – 300 (avg 93)	20.77 – 32.21	33.65 – 45.67
France	50 – 149 (avg 49)	~44.52	21.78 – 31.59
Netherlands	50 – 149 (avg 69)	~49.32	49.55 – 67.04
Sweden	40.58 – 55	38.90 – 52.63	48.96 – 66.42

may present challenges.

Western Europe, on the other hand, offers:

- High performance standards
- Proximity to global financial hubs
- Mature regulatory environments
- Minimal time zone issues for North American clients

Nevertheless, it comes with higher costs, complex employment laws, and stiff competition for skilled professionals.

The report makes a very direct point about how Eastern and Western Europe compare in terms of tech talent hire for companies. Cost is still a major factor, but the research indicates that other considerations like skills and training of local software developers, as well as how innovative the area is, are just as important for companies considering outsourcing as cost to save money.

What Businesses Must Know About Europe's Shifting Tech Workforce

While both regions remain strong contenders in the global IT service landscape, the study shows a growing divergence in pricing and business approach. Eastern Europe emerges as a cost-efficient solution with increasingly competitive skill levels, while Western Europe maintains its status as a premium talent provider focused on regulation, quality, and infrastructure. The full report is available on the TechBehemoths blog.

About TechBehemoths

TechBehemoths is a German-made platform that connects real projects with 53,284 IT companies from 143 countries and 7,277 cities as of today and continues to reduce the gap between the demand and supply of IT service providers. With thousands of listed developers and digital agencies, it serves as a trusted resource for businesses seeking high-quality tech partners.

Marcel Sobetchi
Mobiteam GmbH

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