

2022 Data Report

Software Engineering Hiring Trends in the Netherlands

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[!\[\]\(f60b7a900783ac3fd531bfd9c111be6d_img.jpg\) Read the 2022 State of the Software Developer Nation report here](#)



About this report



The Netherlands' tech industry has grown considerably in the past few years: The combined value of Dutch tech companies reached €296B in 2021 and VC funding in Dutch startups is higher than ever. As a software developer job marketplace, we've seen record numbers of companies hiring software developers on OfferZen, rising developer salaries, and more appetite for remote work from both candidates and employers.

Despite this appetite for remote work, 2 in 3 developers don't receive a budget for their work from home setup, and 8% receive no monetary benefits in their current roles at all. In a highly competitive hiring market, not offering the basics could mean missing out on talent or losing team members to competitors.

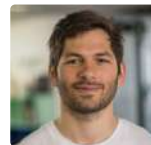
We sent out a survey to our developer community in the Netherlands to shed some light on what we've seen play out on OfferZen's marketplace over the past year.

510 Netherlands-based developers responded and shared:

- When they're looking for their next opportunity
- What makes them leave a role
- Why they would stay in a role

We hope that this data will enable you and your hiring teams to set yourself apart in an increasingly competitive hiring environment.

I'm looking forward to the discussions!



Philip Joubert
OfferZen Co-founder & CEO

Executive summary

Three key insights you should know to attract and hire top developers:

1 in 3 developers in the Netherlands are looking to move jobs within the year



Poor management is the #1 reason developers leave a role

- #1 Poor management
- #2 Better salary
- #3 Poor work-life balance

Challenging projects are developers' top factor for career growth

57.8% Challenging projects

39.6% Earning potential

36.1% Mentoring

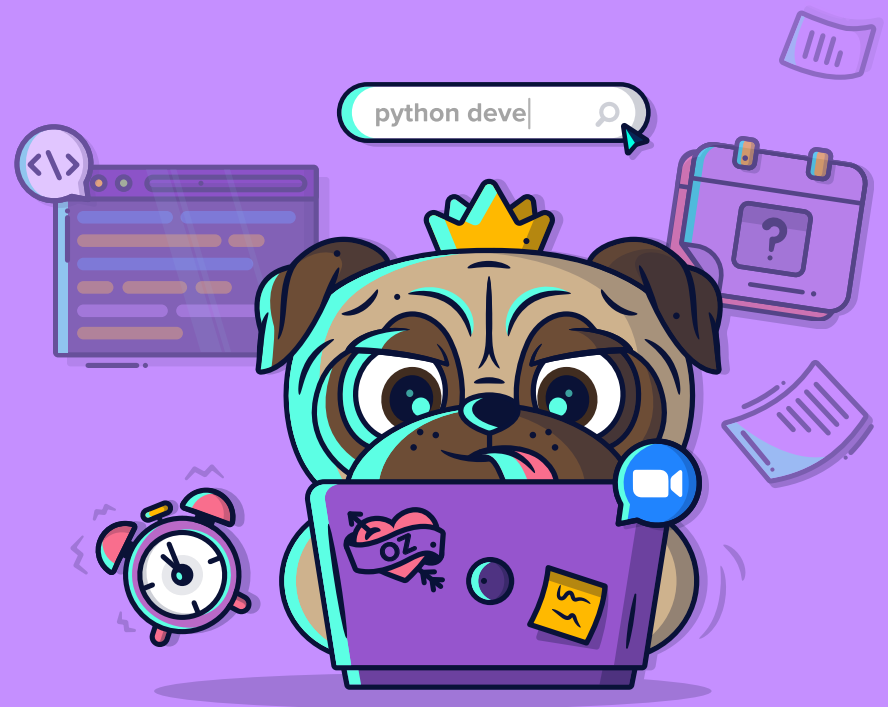
Get access to 100+ job seeking developers ready to interview today 

[Sign up](#)

to chat to one of our experts on how we can help you hire top developers.

Why you need to fight to retain your best developers

1 in 3 developers in the Netherlands are looking to change jobs this year. Poor management is their number one reason for leaving a role.



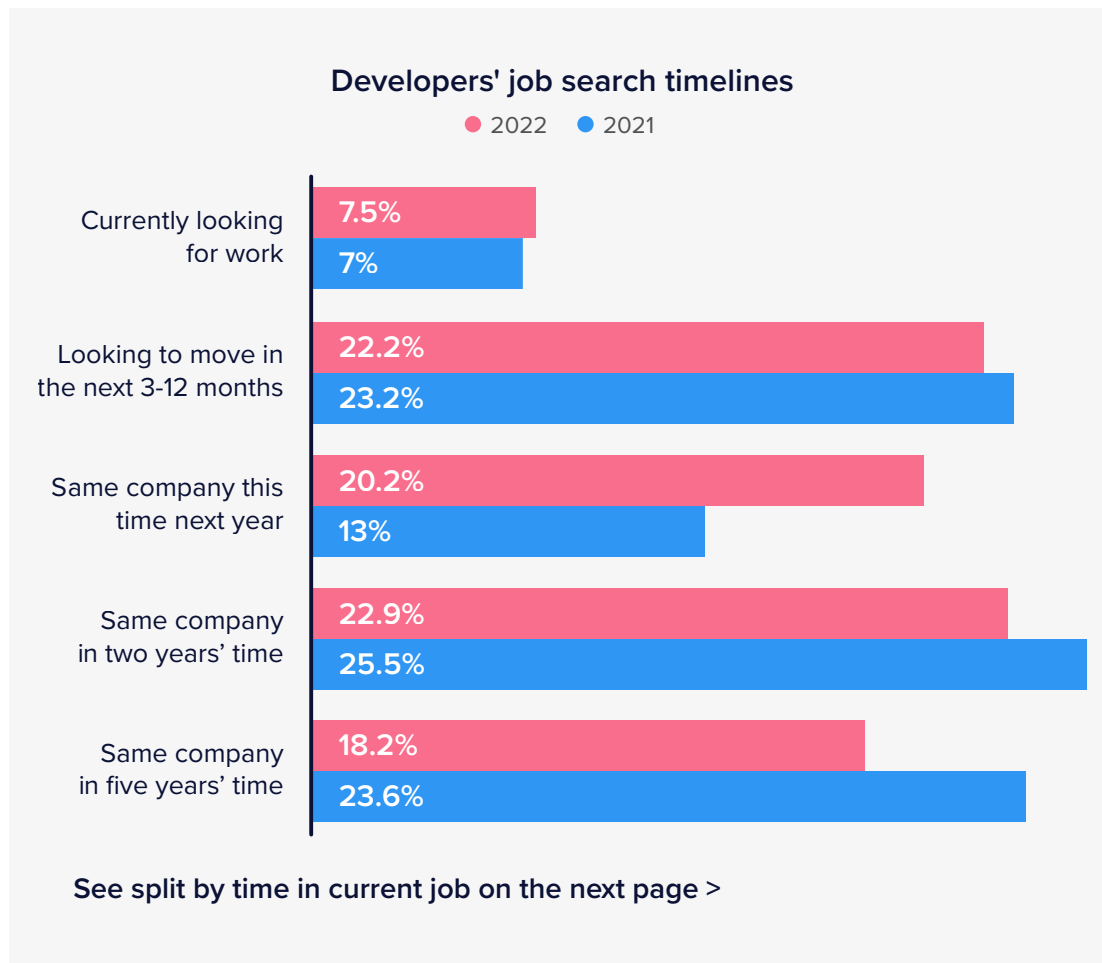
Why you need to fight to retain your best developers

**1 in 3 developers in the Netherlands
are looking to change jobs this year**



Fight to retain your best developers | 1 in 3 developers in the Netherlands are looking to change jobs this year

30% of developers in the Netherlands are looking to change jobs within the next 12 months



We're currently experience a highly competitive hiring market and the great resignation is in full effect. This also shows in developers' job search timelines. 30% of developers in the Netherlands are looking to change jobs within a year.

However, it's not all doom and gloom. 41% developers in the Netherlands still plan to stay in their current role for at least two more years.

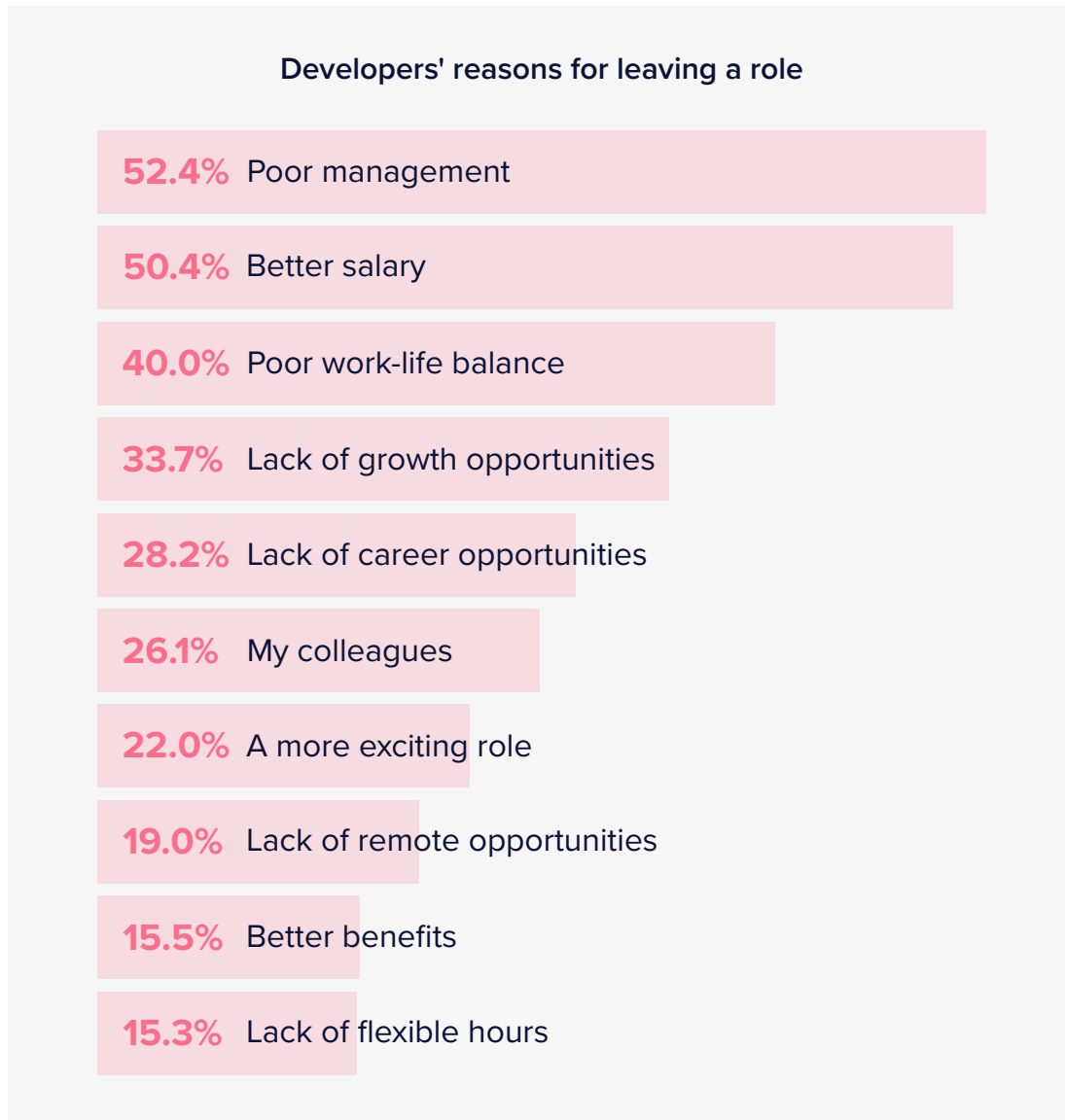
Also: Remember it's a great time to actively invest in attracting top developers who are currently looking for new opportunities.

Why you need to fight to retain your best developers

Poor management, better salaries & poor work-life balance make developers leave




More developers in the Netherlands are leaving jobs that don't offer remote opportunities



Poor management is still the number one reason developers in the Netherlands leave a role in general. Poor management is a tell-tale sign of a company's culture and we see this reflected by other factors in the top 5 reasons to leave: Poor work-life balance, a lack of growth opportunities, and a lack of career progression opportunities.

That's not to say money doesn't matter when it comes to leaving a role. In fact, the drawing power of a better salary increased by 21% since last year.

Another reason for developers to leave a job has grown in importance since last year: A lack of options to work remotely. This is unsurprising, given that 9 in 10 developers are now able to work in a kind of remote set-up.

Access the developers who are job searching right now 

Every Monday, 100+ new developers are added to OfferZen. Each developer is guaranteed to be actively job-searching right now.

[Start hiring developers](#)

Fight to retain your best developers | Poor management, better salaries & poor work-life balance make developers leave

Seniors and tech leads are leaving due to poor management

Junior developers in the Netherlands are most likely to leave because of a better salary offer. This makes sense for their career stage: Companies are more inclined to offer what might seem a big increase, because overall, the junior salary ranges are still not that high.

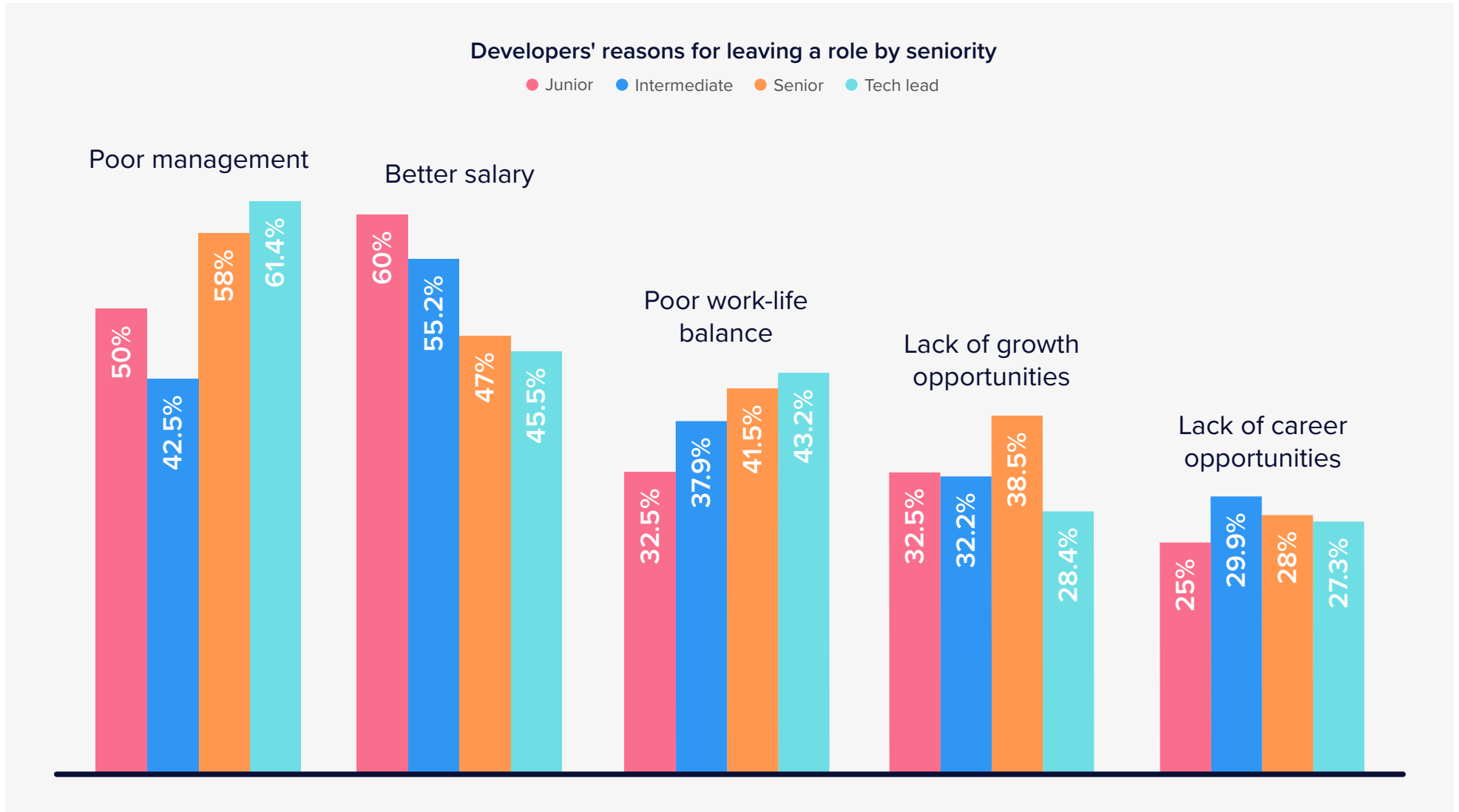
While senior developers' salaries are globally on the rise because they are in such high demand, they are most likely to leave a job that doesn't offer them good enough management support. The same goes for tech leads.

Now that you know what makes people leave, how do you go about attracting and retaining your developer talent? Read on to learn the steps you can take to make a role attractive to potential and existing team members.

[See split by seniority on the next page >](#)

Fight to retain your best developers | Poor management, better salaries & poor work-life balance make developers leave

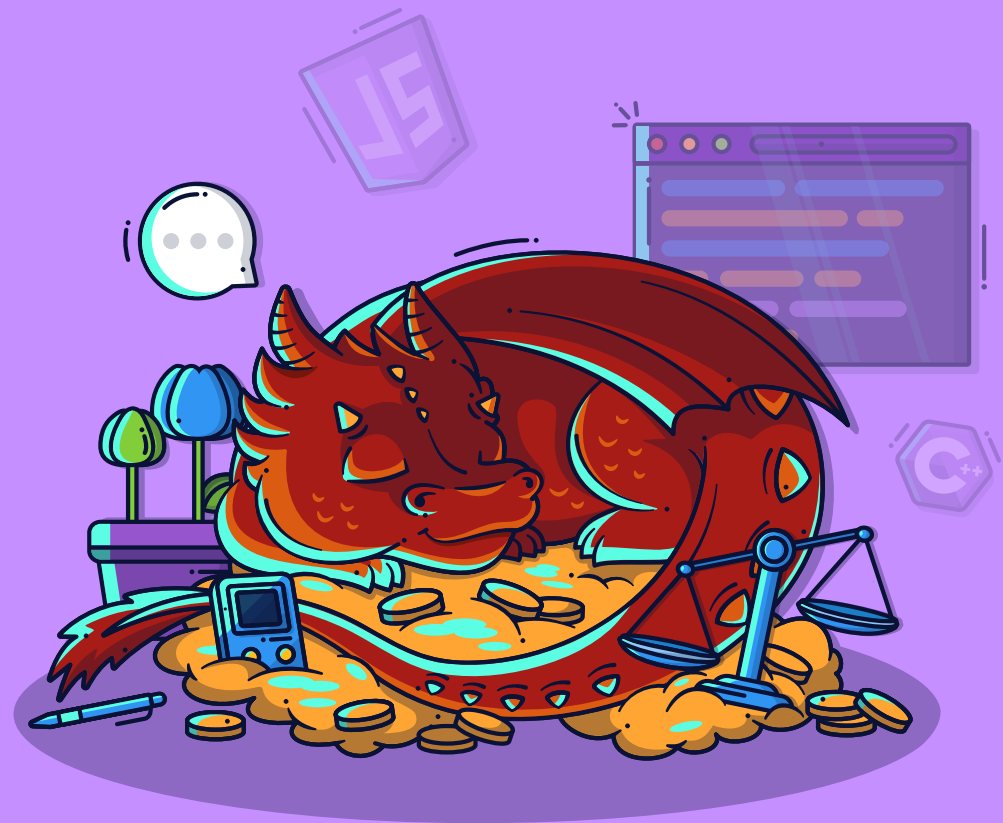
Seniors and tech leads are leaving due to poor management



OFFER ZEN

What makes developers stay in a role?

Developers in the Netherlands are staying for cultures that prioritise balance and growth. Challenging projects are their top factor for career growth.

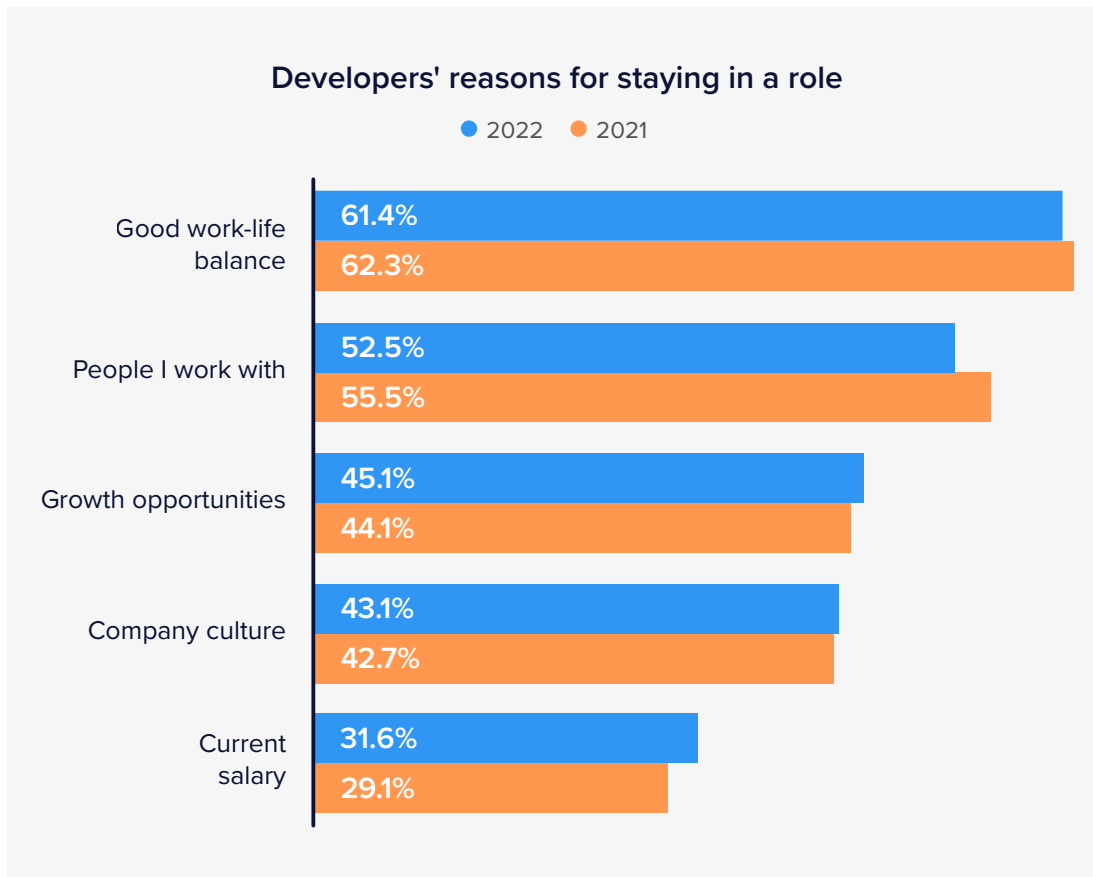


What makes developers stay in a role?

**Developers are staying in cultures
that prioritise balance and growth**



Good work-life balance is still the number one reason developers in the Netherlands stay in a role



Unsurprisingly, developers' reasons for leaving a role overlap with their reasons for staying. Companies who succeed at resolving these issues have the best chance of retaining developers.

The data shows that a strong, holistic company culture is the best strategy for keeping your team members for the long-term.

A good work-life balance is still the number one reason why developers stay in a role. The policies and support you put in place to establish healthy work boundaries matter, especially in a remote world.

Growth opportunities, great team members, and fair salaries are all reflections of a strong culture and round out the top 5.

What makes developers stay in a role?

Developers are staying in cultures that prioritise balance and growth

Keep tech leads with a great team and good work-life balance

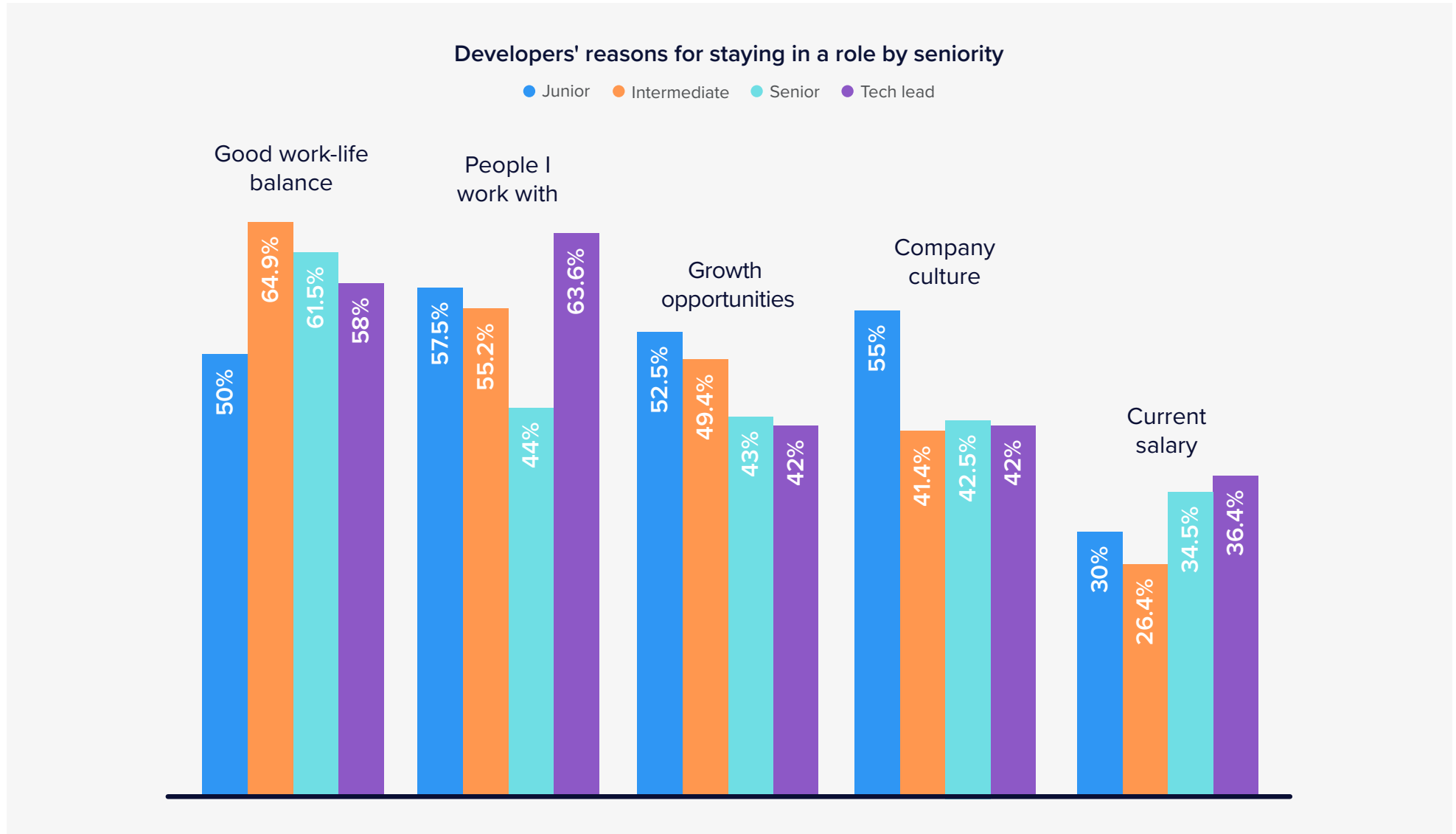
It's important to note that one size doesn't fit all. How you think about keeping your top talent should change depending on their seniority:

Tech leads and junior developers in the Netherlands are most enticed to stay put if their team is great. Intermediates and senior developers stick around for a good work-life balance.

It's also noteworthy that juniors care a lot more about company culture than developers with more experience. On the other side of the seniority spectrum, tech leads hold the people they work with in much higher regard when it comes to staying in a role than their more junior counterparts.

[See split by seniority on the next page >](#)

Keep tech leads with a great team and good work-life balance



Challenging projects and earning potential are the most important career growth factors for developers in the Netherlands

Developers' top factors for career growth



See split by seniority on the next page >

Developers are serious about their career development, but what exactly does growth mean to them?

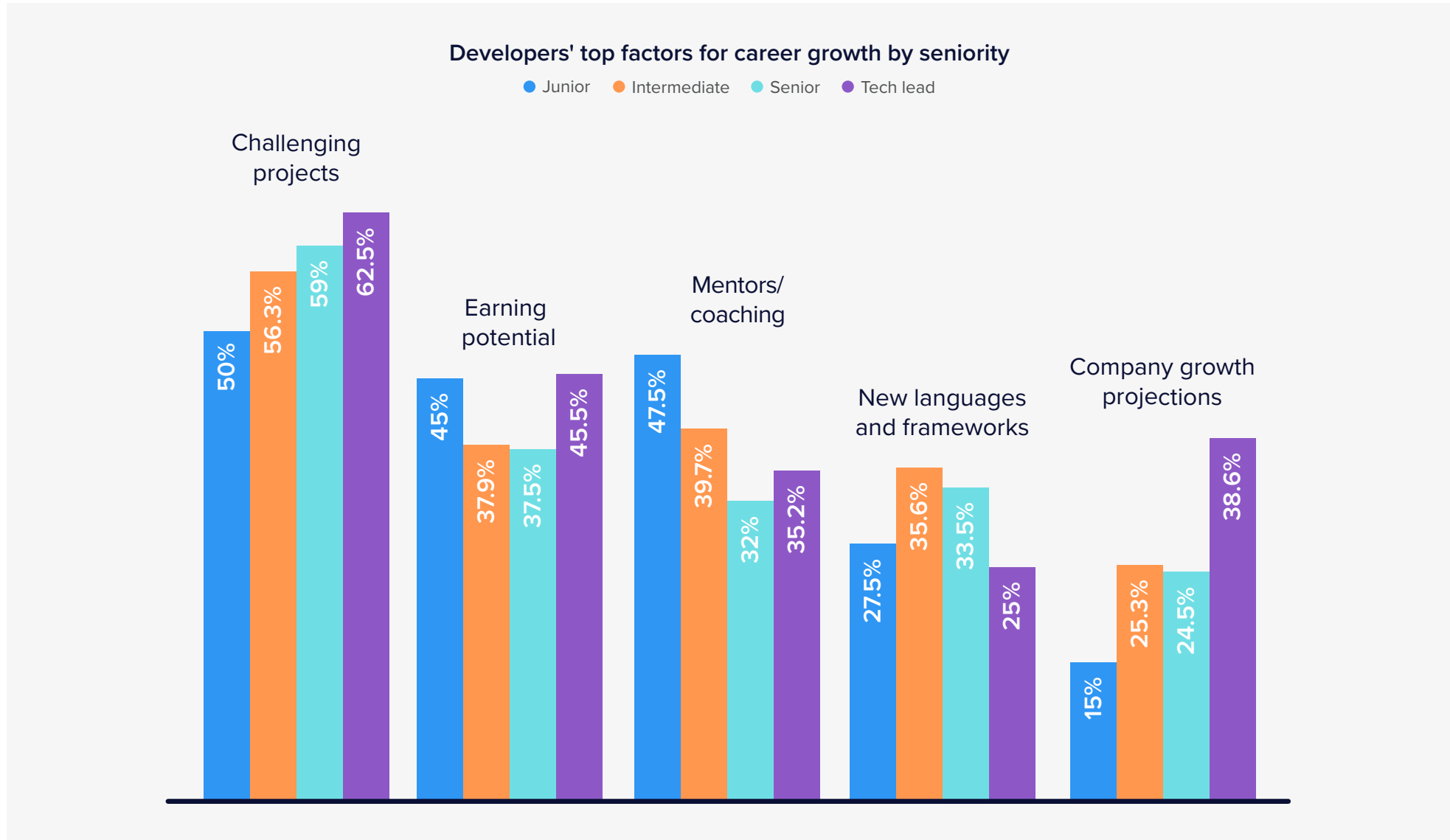
Developers of all seniorities see working on challenging projects as the most important factor for career growth, followed by a solid earning potential.

As you will see in the next graph, junior developers and tech leads give greater weight to earning potential as a career growth factor than intermediates and senior developers.

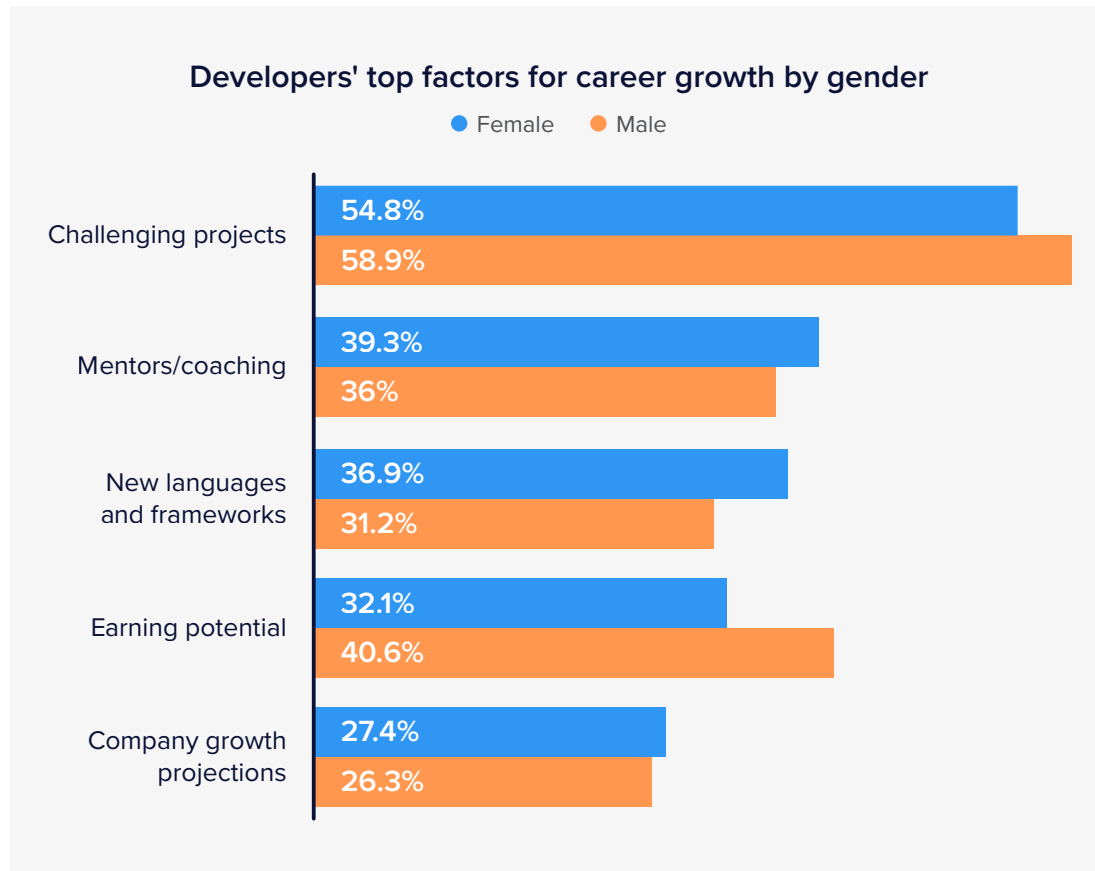
On the other hand, intermediate and senior developers are more likely than their peers to view working with new languages and frameworks as an important component for their career development.

Tech leads are more likely to weigh up a company's growth projections as a factor for their own growth.

Challenging projects and earning potential are the most important career growth factors for developers in the Netherlands



Female developers in the Netherlands prioritise mentoring over earning potential for their growth



Challenging projects are the most important factor for career growth for developers, regardless of gender.

Men, on average, give greater weight to earning potential than their female counterparts.

Women, however, are more likely to prioritise the availability of mentoring and the opportunity to learn new languages and frameworks over their earning potential.

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You need to level up your hiring process to attract new talent

More than two-thirds of developers in the Netherlands have discontinued a hiring process after a negative experience. They say that take-home technical assessments are the most effective way to test their skills.



You need to level up your hiring process to attract new talent

Your interview process is a reflection of your company culture



More than half of developers in the Netherlands use an interview process to assess your company culture

How developers assess a company's culture

59.8% Speaking to employees

51.6% The interview process

35.5% Time at the office

24.2% Talking with hiring managers

20.3% Company content

20.1% Company website

16.5% Glassdoor ratings

13.6% Word of mouth

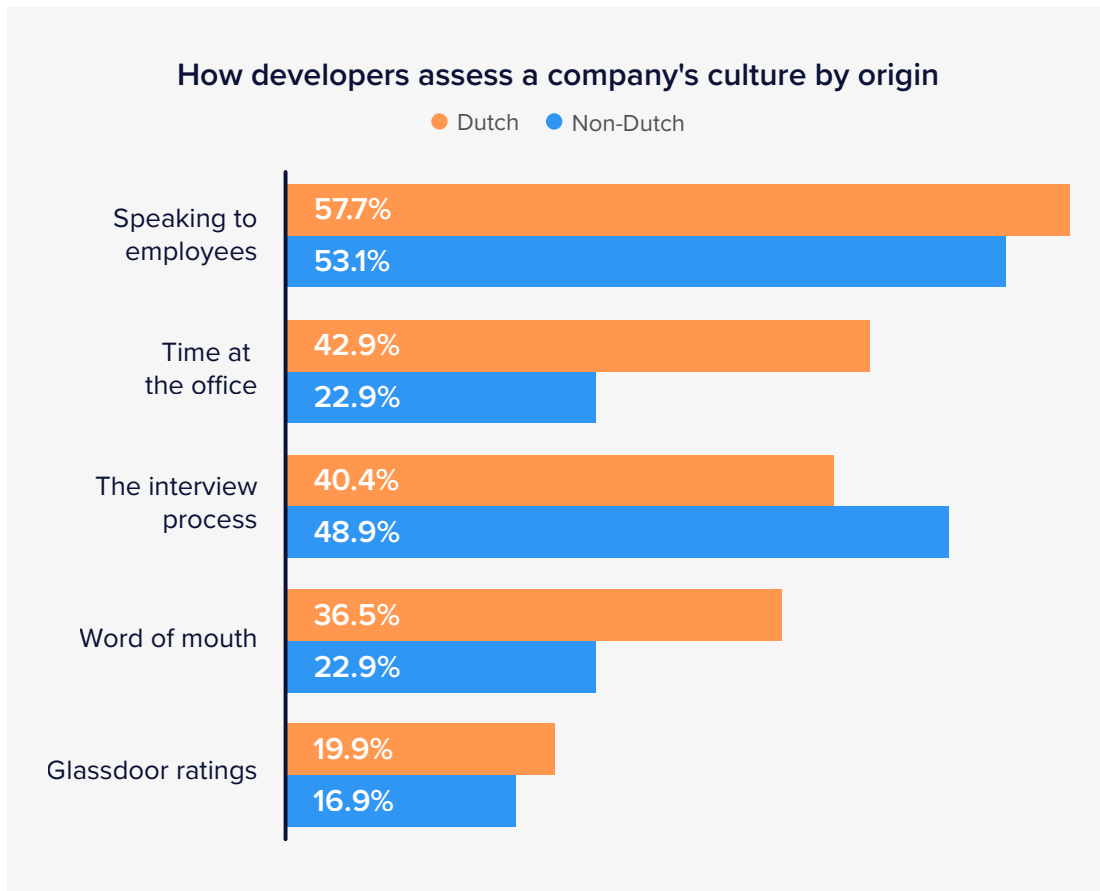
11.2% Company benefits

4.6% Developer forums

Your interview process is a window to your culture. It shows potential candidates how you treat your employees. 51.6% of developers in the Netherlands use a company's interview process to assess its culture.

Another thing to keep in mind? Developers talk to each other. Speaking to past and current employees is the most common way developers assess a company's culture. Another important factor is word of mouth. This again highlights the importance of giving all candidates a good experience, whether you end up hiring them or not!

Dutch-born developers give greater weight to employee reviews and time at your office when assessing your culture



Speaking to past and current employees is the most common way that Dutch and non-Dutch developers assess a company's culture.

Dutch developers are more likely to use time spent at your offices and word of mouth to assess your company culture than those born outside of the Netherlands.

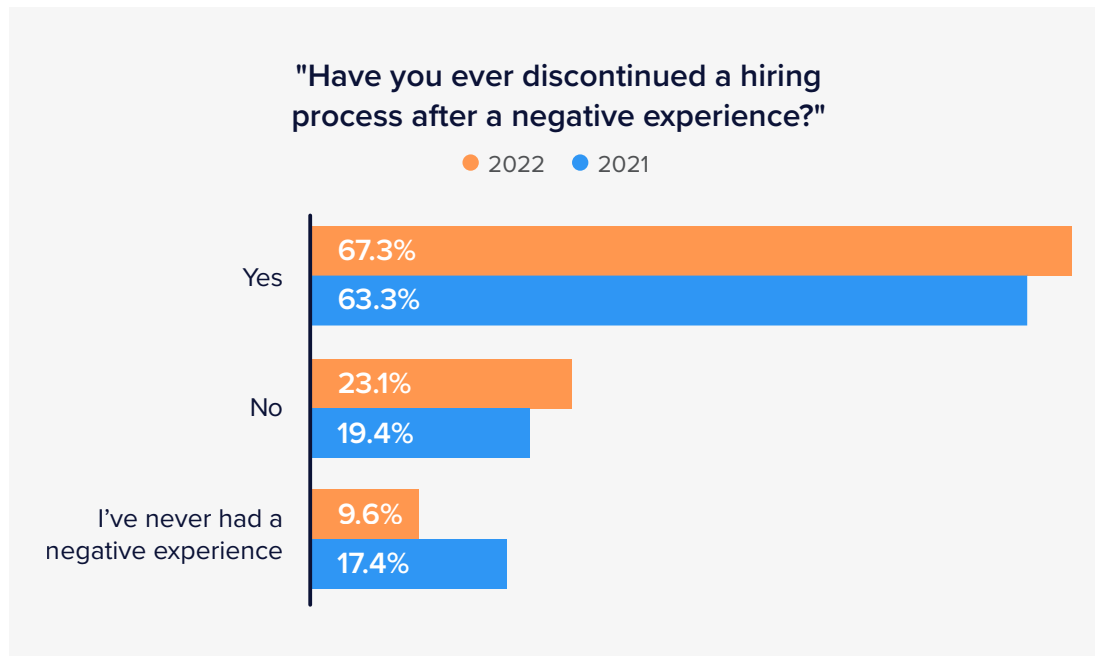
Non-Dutch developers give greater weight to how a company conducts its interview process to assess its culture.

You need to level up your hiring process to attract new talent

Your hiring process could be turning off candidates



Candidate experience is becoming more important for developers in the Netherlands



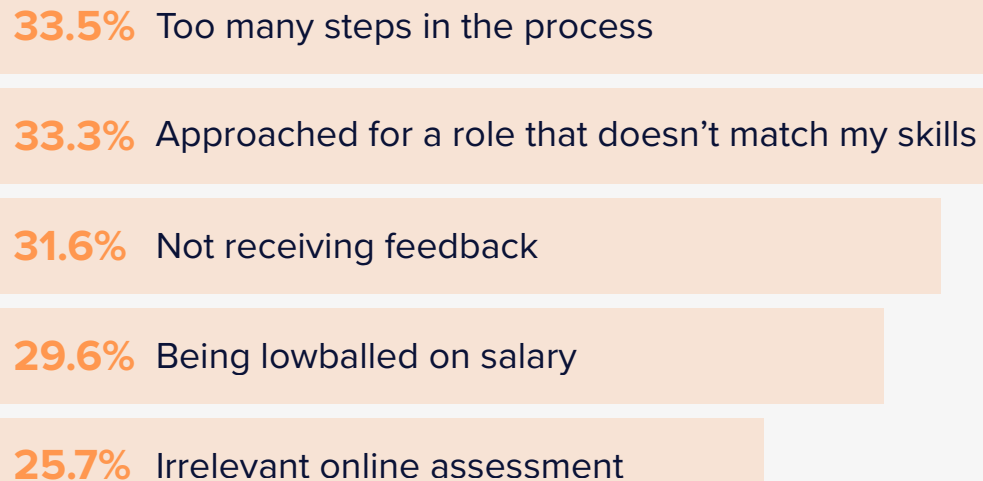
Given the competitive hiring climate, companies need to do everything they can to attract the best talent and convince people to join their team. A positive candidate experience is one way to do this.

It's also becoming more important to developers in the Netherlands: 67% of developers now say they've discontinued an interview process after a negative experience. That means, if you're not ensuring that candidates are having a great experience, you risk losing out on over two-thirds of possible talent!

Given the heated hiring climate, it's paramount that you give each candidate in your interview process a great experience. It can make the difference between growing your team and losing out on your strongest candidates.

A long process is the number one interview pain point for developers in the Netherlands

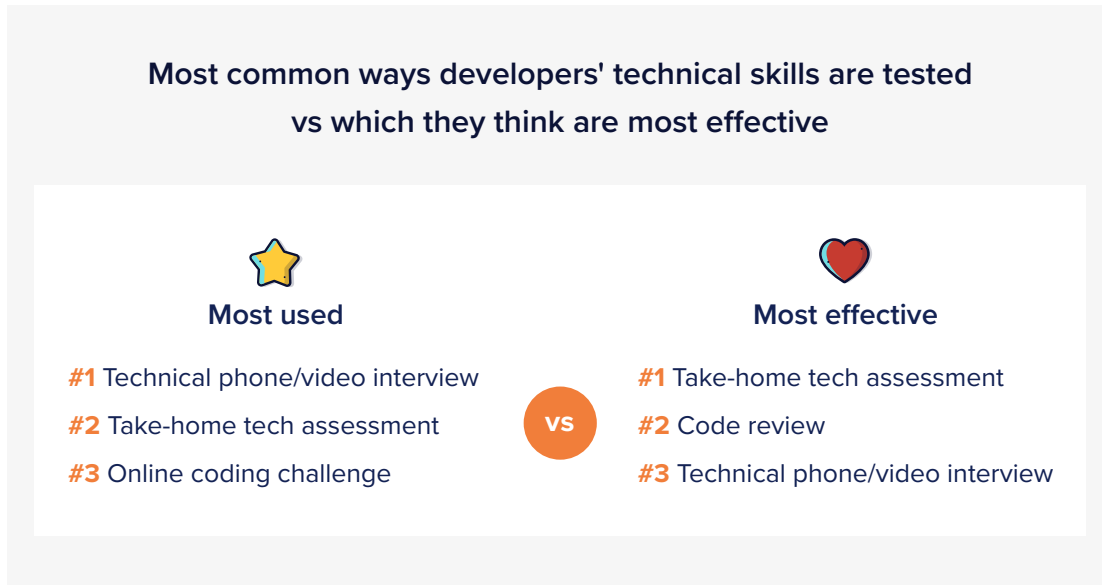
What developers dislike in a hiring process



The number one cause of a bad interview experience for developers in the Netherlands? Too many steps in an interview process, followed by being approached for a role that doesn't match their skill set.

While not receiving post-interview feedback is only their third biggest pain point, it's hard to overstate the impact this has on your employer brand. Not getting feedback after having invested time and effort into your process is a big reason why developers and their peers won't consider a company again. Skipping it might save you time, but it will cost you many potential new hires later down the line. Remember, developers talk to each other!

Developers don't think online coding challenges are the best way to assess their tech skills



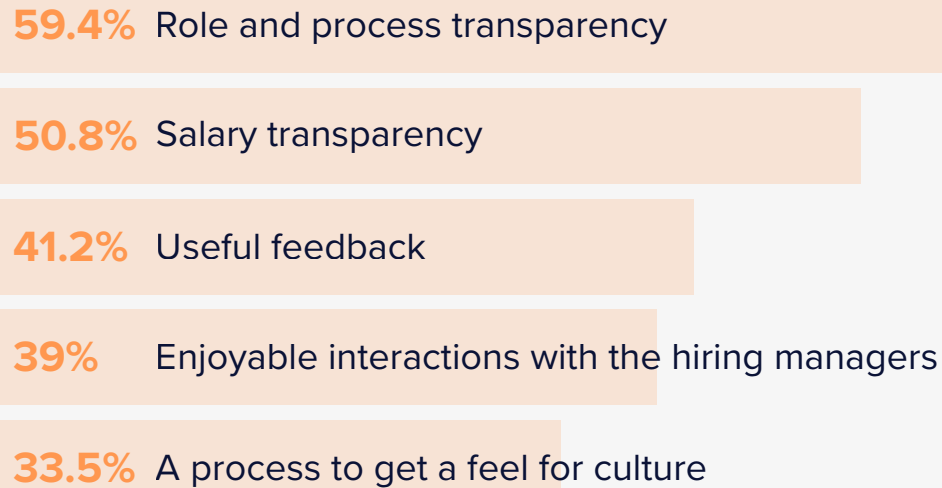
Assessing a developer's technical skills is an important part of any hiring process, but how you do it matters. The assessment that companies use the most are technical phone or video interviews, but developers in the Netherlands actually only rate this third in terms of usefulness.

They believe that a take-home assessment is the most effective way to showcase their skills. In addition, they rate reviewing existing code as the second most useful way to assess where their skills are at.

Whichever way you choose to assess your candidates' skills, remember to give your candidates useful feedback after they've completed an assessment.

Transparency about the interview process and role are the most important features of a positive candidate experience

What developers appreciate in a hiring process



The best way to ensure a positive interview experience should come easily: Be transparent. It's imperative that you give developers accurate information about your interview process and what work the role involves. This means that your candidates are clear on what they should expect and they know how much commitment is expected from them.

Giving candidates a proper overview of your process will help them allocate enough time to it. Remember, developers are likely juggling several interview processes at once!

Transparency around salary ranges is another way to create a better candidate experience. Remember that salary is important to developers, and in the current hiring climate, they can take their pick. Avoid wasting time on both sides by being upfront about what you can pay.

Providing useful feedback after an interview or assessment is yet another major way to make your candidate experience as positive as it can be – remember, not receiving feedback is a major pet peeve for developers!

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What makes a role attractive to developers?

A poor cultural fit is the number one reason why developers in the Netherlands reject a job offer. Retirement matching is their most desired monetary benefit.



What makes a role attractive to developers?

Here's why developers are rejecting your offer



A lack of cultural fit is developers' number one reason for rejecting an offer

Developers' reasons for rejecting a job offer



One of the key themes to emerge from the report is this: Developers care about company culture. Factors relating to a company's culture are among the most important reasons why they ultimately stay or leave. That's why it should come as no surprise to learn that a poor cultural fit is the main reason for rejecting a job offer.

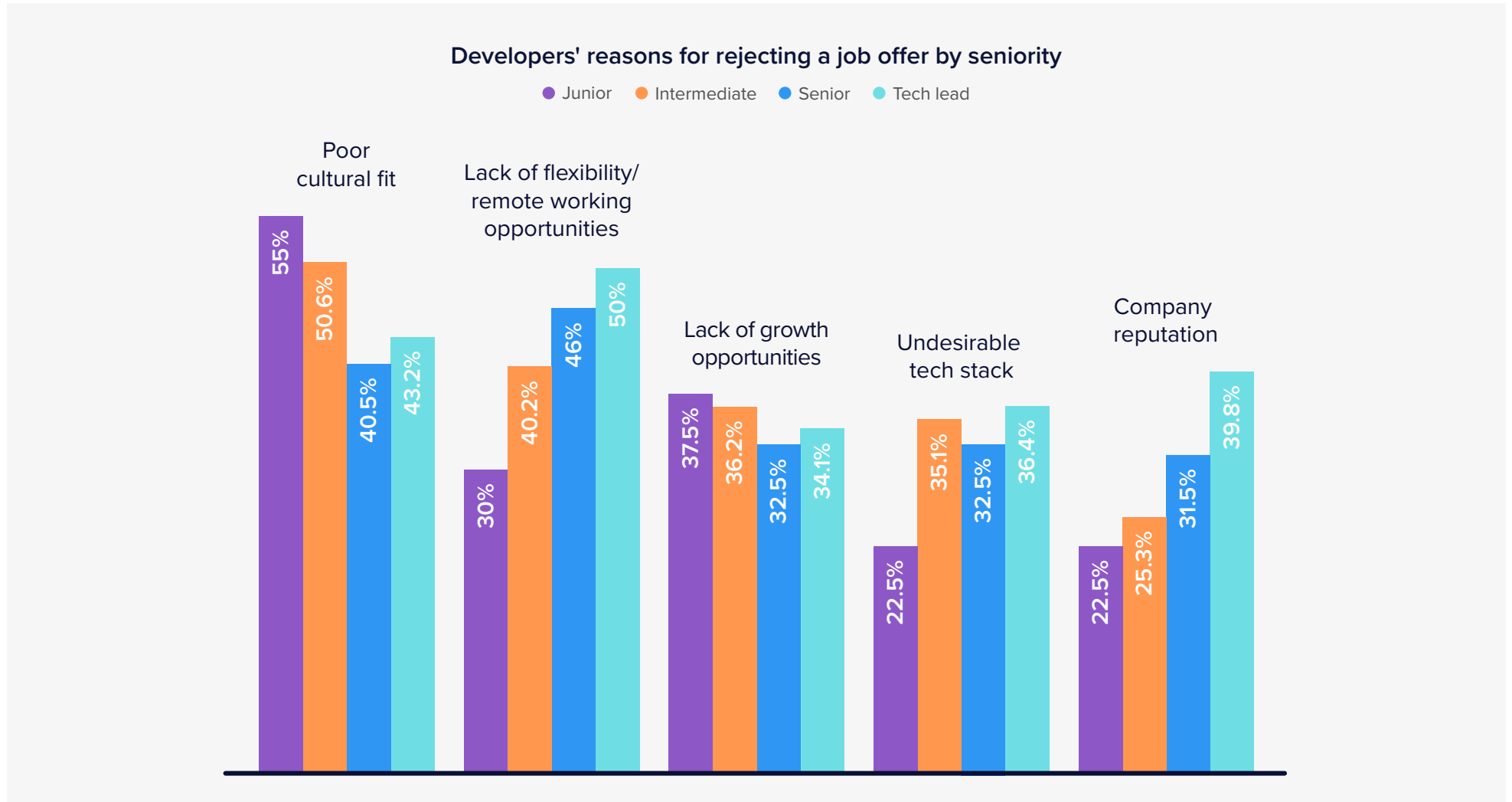
Their second most likely reason? A lack of remote work options.

Another thing to note is that word travels fast: Developers will reject your offer if your company doesn't have a good reputation – and they will listen to their peers.

Senior developers and tech leads in the Netherlands will most likely turn down offers that don't give them the flexibility to work remotely. Junior and intermediate developers cite a poor cultural fit as their number one reason for rejecting a job offer.

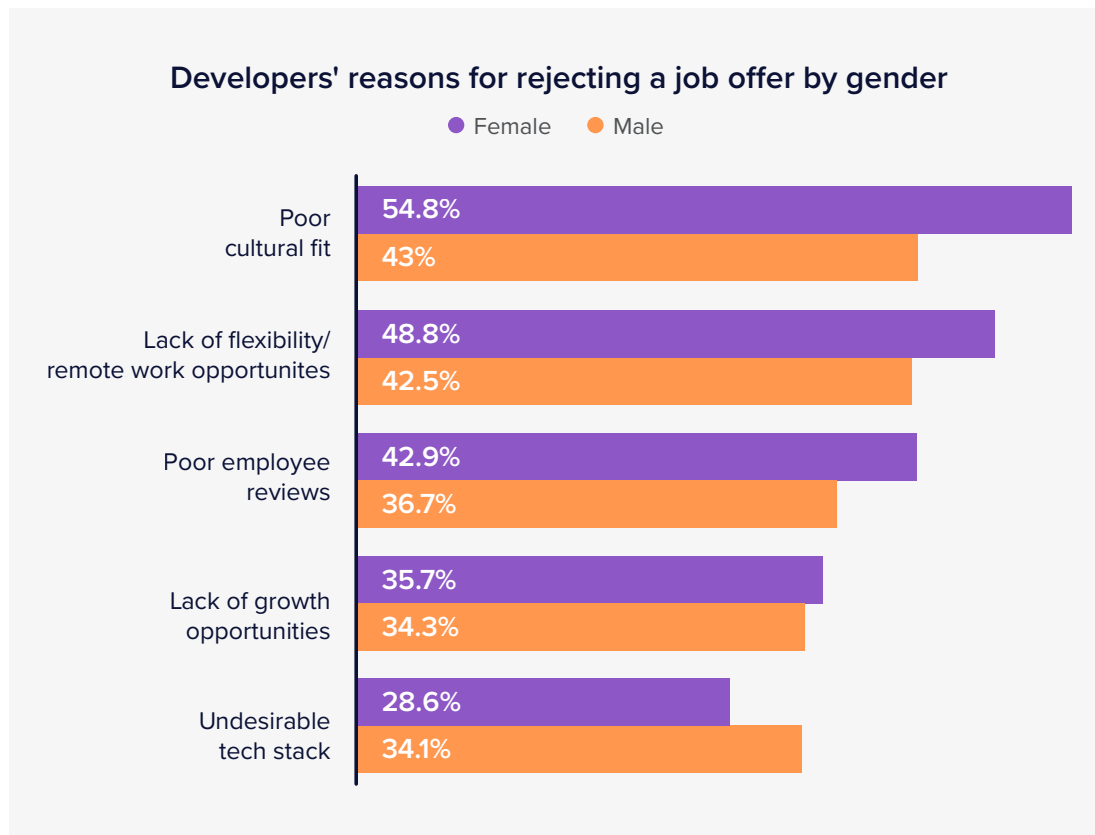
What makes a role attractive to developers? | Here's why developers are rejecting your offer

Companies that don't offer remote work will find it hard to attract senior developers and tech leads



What makes a role attractive to developers? | Here's why developers are rejecting your offer

Female developers in the Netherlands reject job offers with a poor cultural fit



The majority of female software developers in the Netherlands cite a poor cultural fit as their number one reason for rejecting a job offer.

Women, on average, are also more likely than their male counterparts to reject offers from companies that don't provide enough flexibility or who have a poor reputation in the market.

Men are more likely to reject job offers from companies working with an undesirable tech stack.

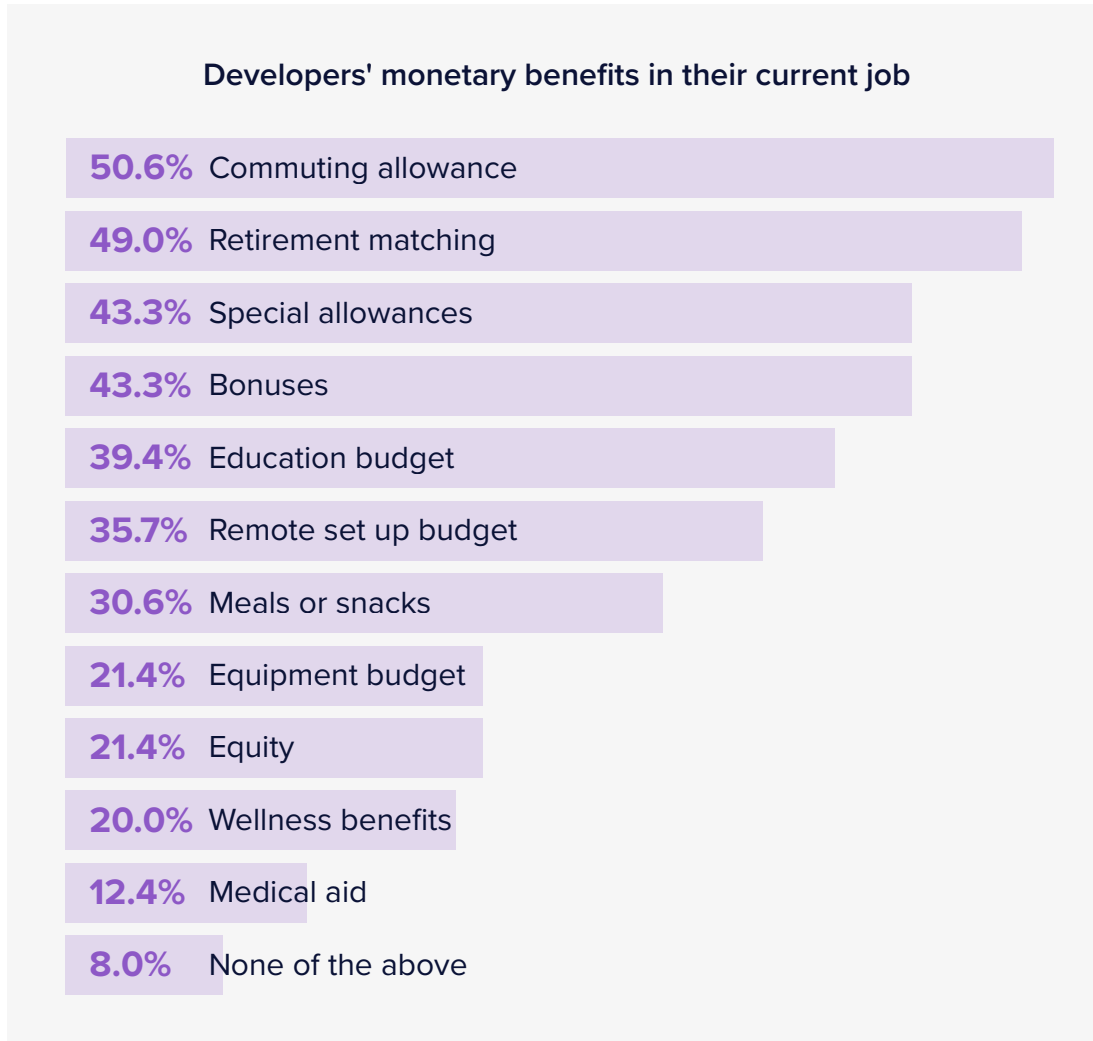
Now that you know why developers turn down job offers, let's look at what makes a standout offer.

What makes a role attractive to developers?

Retirement contributions, educational support and shares matter



1 in 5 developers in the Netherlands receive equity as part of their benefits



As the main [State of the Netherlands' Developer Nation](#) report has shown, great benefits have grown in importance as a reason developers stay in a role. What exactly do developers consider great benefits? Let's start with what they're currently getting in their roles.

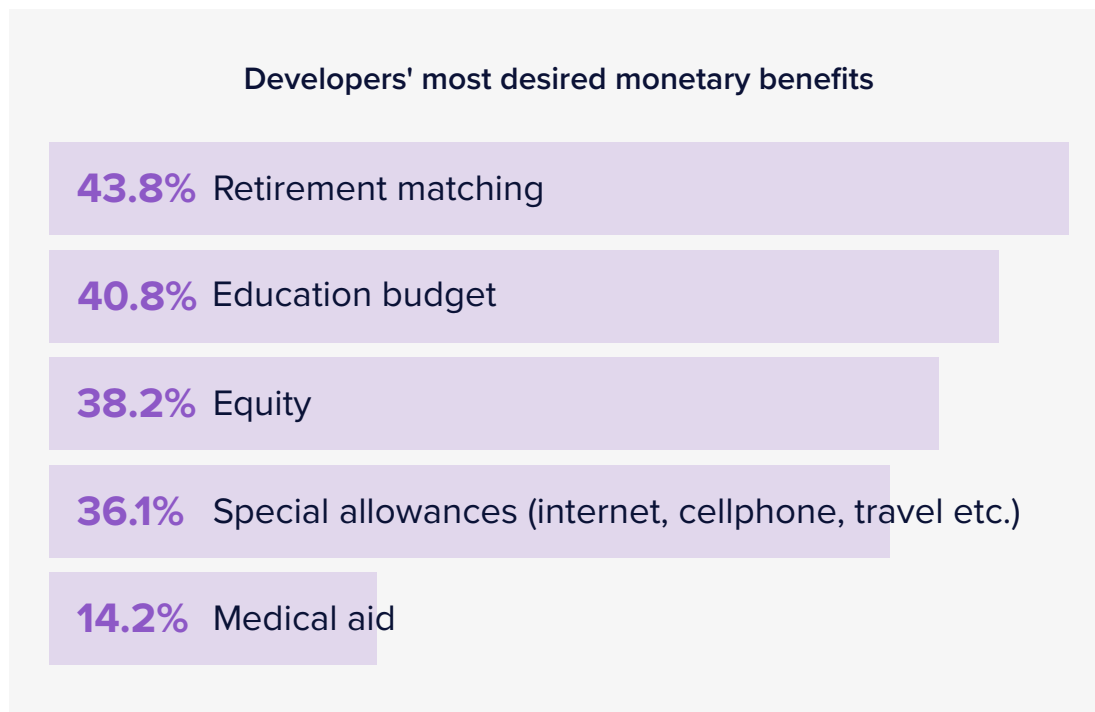
The top three most common benefits developers receive in their current roles are: Commuting allowances, retirement contributions and special allowances.

While 91.6% of developers now work remotely, only 1 in 3 developers receive a budget for their remote set-up. Even more shocking is that 8% of software developers receive none of the common monetary benefits in their current roles. In this competitive hiring market for software developers, companies who are not offering table stakes are bound to lose out on key team members.

Now that you know which benefits they're getting, let's take a look at the benefits that developers want.

What makes a role attractive to developers? | Retirement contributions, educational support and shares matter

Retirement matching is the most desired monetary benefit among developers in the Netherlands

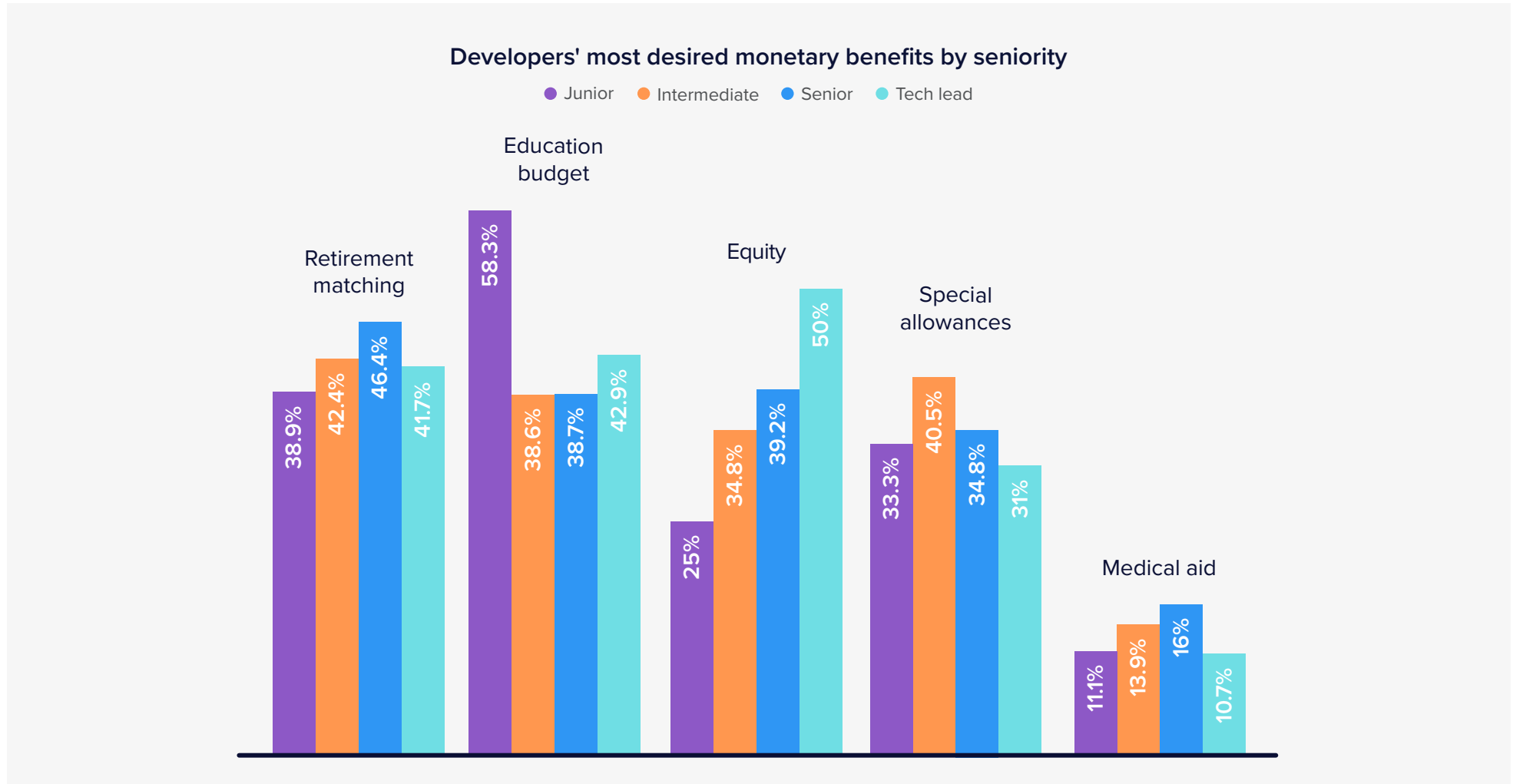


The benefits you offer can be a tool for keeping your developers – they're also great for attracting new team members! So what benefits are developers looking for?

After a good salary and bonuses, retirement matching is the most desired monetary benefit among developers in the Netherlands.

The importance of growth opportunities also comes into play with developers' most wanted benefits: 40.8% of developers would like a budget to attend conferences and further their education and training.

Keep your tech leads by offering equity as part of your salary package



A developer's seniority can help you tailor your offer and make your salary package even more attractive. Junior developers want to grow as coders, and want a budget to further their education and training. Intermediate and senior developers value retirement matching most highly and equity is tech leads' most important monetary benefit.

What makes a role attractive to developers?

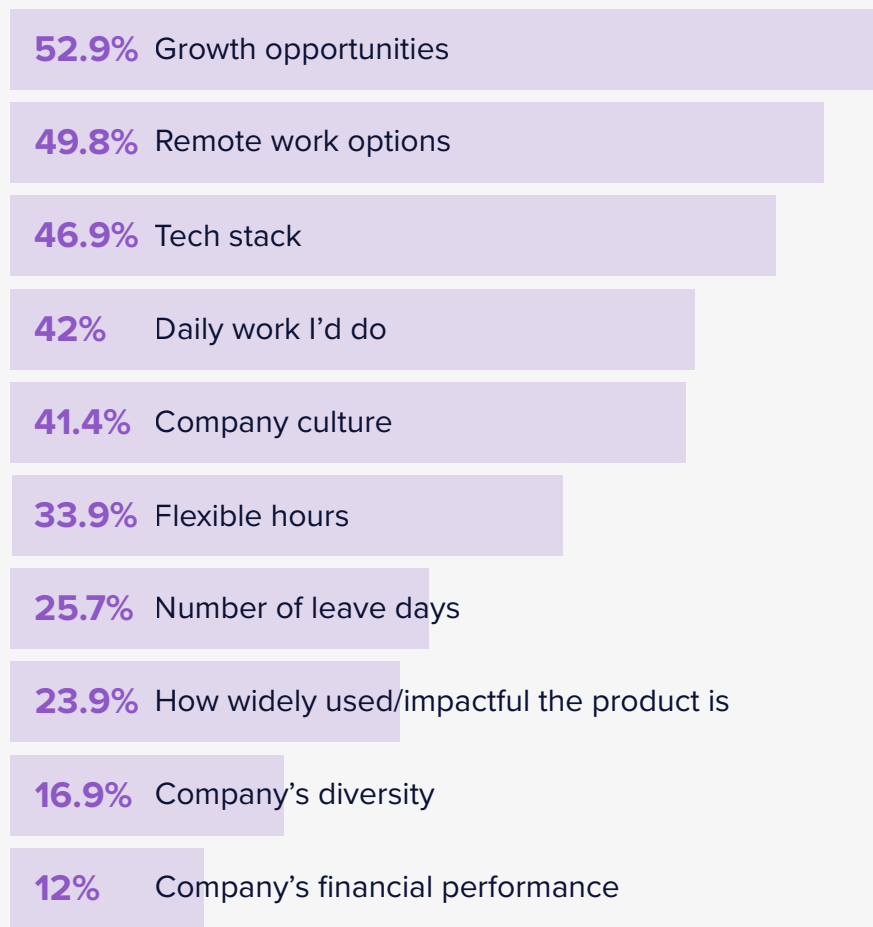
**There's more to an attractive
role than salary and benefits**



What makes developers stay in a role? | There's more to an attractive role than salary and benefits


Growth opportunities and remote options matter most when developers in the Netherlands choose a new job

Top non-monetary benefits when choosing a job



Growth opportunities may be the fourth most common reason why developers in the Netherlands leave a role, but it is the most important non-monetary factor they consider when assessing a job offer.

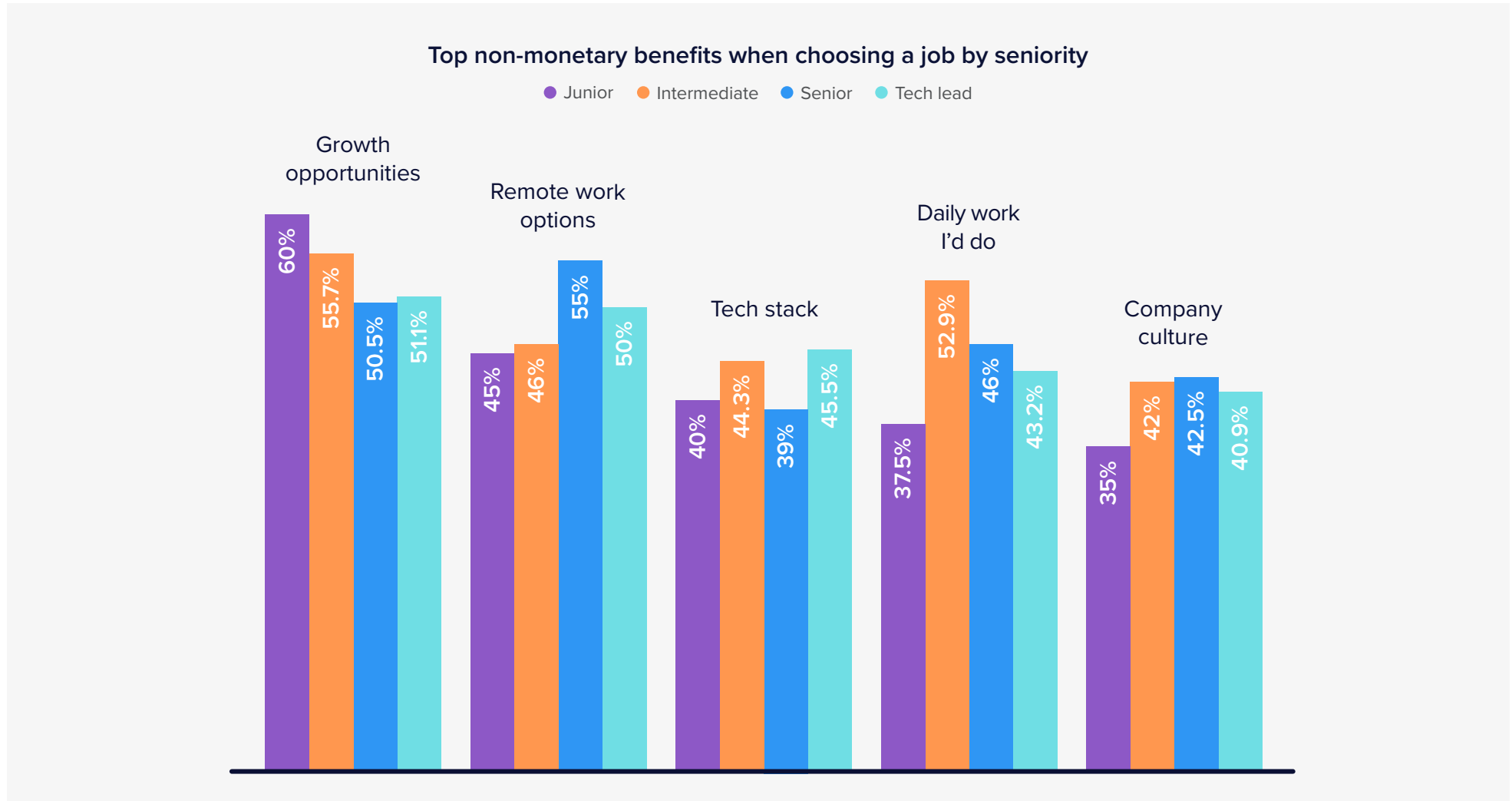
We've also seen that developers want to be able to work remotely and are now more likely to leave a role if they aren't able to: Nearly half of developers in the Netherlands consider a company's remote work options when evaluating a role. Companies that don't provide scope for remote work risk losing out in an extremely competitive hiring environment.

Attract great developers with the ultimate company profile 

Your OfferZen company profile shares your benefits, tech stack, and more, so developers are engaged when you reach out.

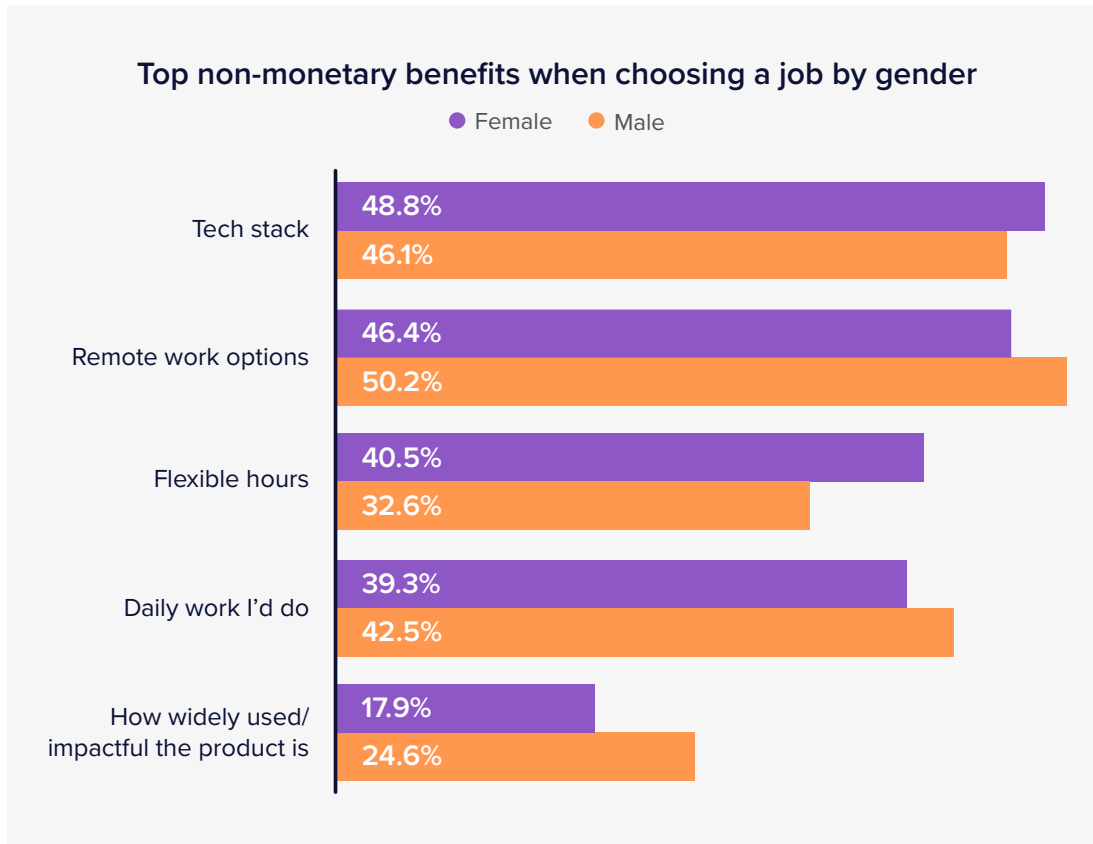
[Start hiring developers](#)

Senior developers in the Netherlands rank remote work as the most important consideration when choosing a new role



As we saw with their reasons for leaving a role, a developer's seniority affects what matters to them. Junior and intermediate developers are looking to grow as coders and rank growth opportunities as the most important factor when evaluating a role. Senior developers in the Netherlands are most likely to consider remote work options when choosing their next role.

Female developers in the Netherlands want an exciting tech stack in their next job



Apart from seniority, gender is another factor affecting what developers consider important when changing roles.

Women, on average, rank a company's tech stack as their most desired non-monetary benefit when assessing an offer. They are also more likely to place greater importance on flexible hours than their male counterparts.

Men list remote work opportunities as their top non-monetary benefit, and are more likely to consider a product's impact when choosing their next role.

Hire developers excited to join your company's mission 🏆

On OfferZen, in-depth candidate profiles ensure that you get insight into a developer's career goals and preferences before you reach out.

[Start hiring developers](#)

Further reading on the OfferZen blog



On reaching out to tech candidates:

- [Tech Hiring 101: Preparing to Reach Out to a Candidate](#)
– Robyn Luyt, OfferZen
- [Tech Hiring 101: Writing the First Message to a Candidate](#)
– Robyn Luyt, OfferZen
- [3 Tips for Writing an Effective Job Spec](#) – Lara Bower, OfferZen
- [How to Use Collaboration to Engage With Devs More Meaningfully](#) – Mark Deubel, Elastic

On negotiating salary or job offers:

- [How to Negotiate a Job Offer that's More than Just Money](#)
– Adriaan Venter, OfferZen
- [How to Align with Candidate Motivations and Expectations](#)
– Oliver Short, SEEKR
- [A Developer's Learnings: There's More to a Good Job Than Money](#) – René Chunilall

On improving candidate experience:

- [Hiring Developers: Why the Candidate Experience Matters](#)
– Brett Jones, OfferZen

On improving candidate experience (cont.):

- [3 Tips to Get Your Remote Candidate Experience Right](#)
– Dominik Grzegorzewski and Monica Ciovičă, Recruitee
- [Levelling Up Tech Hiring: Advice from Developers](#)
– Brendan Jansen op de Haar, OfferZen
- [4 Hiring Strategies Luno Uses to Set Realistic Candidate Expectations](#)
– Neil Kelly, Luno

On hiring remotely:

- [4 Tips to Maintain Human Connection in Remote Hiring](#)
– Leonard Mahlangu, Investec
- [Panel discussion: Why Showcasing Your Remote Work Culture Through Hiring Matters](#) – Rachel Whitehead, Codility and Stephen van der Heijden, OfferZen
- [Online Meetup: How to Humanise Your Employer Brand Through Storytelling](#) – Emily Firth, Recruitee and Bailey Kropman, OfferZen
- [FAQs: How to Win at Onboarding Candidates Remotely](#)
– Marcelle van Niekerk, OfferZen
- [FAQs: How to Win at Interviewing Candidates Remotely](#)
– Marcelle van Niekerk, OfferZen

Get involved to win at growing your tech team



Accelerate your developer hiring

OfferZen is a specialised developer job marketplace where 1000+ tech companies get access to 100+ new developers every week who are ready to interview.

[Help me hire developers](#)



Explore our 2021 Netherlands Developer report

Catch up on last year's data report into developer salaries, skills, tech and more.

[Read report](#)

Methodology



OfferZen conducted a survey to find out more about skills, work experience and job search behaviour of developers. The survey itself was hosted on Typeform. Respondents were recruited via emails sent to software makers in the OfferZen community and social media posts to the public.

A total of 860 people took the online survey between 18 October 2021 and 21 January 2022. Of these responses, 510 responses were counted as valid because they were from developers who are currently employed or have work experience in the Netherlands.

Data was anonymised in accordance with GDPR guidelines and is housed separately to any and all of OfferZen's platform data. Percentages may not always add to 100% due to rounding or where multiple choices were offered.

About OfferZen



OfferZen is a developer talent marketplace by developers for developers. Our platform matches top software talent with exciting opportunities at companies, but this effort actually encompasses a much wider mission: To help developers and their teams thrive in the tech ecosystem.

Over the last five years, this mission has manifested in a multitude of ways from our core business of helping software makers find awesome new jobs, to hosting local maker evenings and tech events or helping makers share their experiences on our blog. We want to help build an inclusive, transparent, and thriving tech ecosystem.



Sign up to OfferZen to [Hire tech talent](#) or [Find a tech job](#)



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