

The US Freelancer Market: Size, Trends & Forecasts (2019-2023)

September 2019



The US Freelancer Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

The US Market Analysis

Dynamics

Competitive Landscape

Company Profiling

The US Freelancer Market: Coverage

Scope of the Report

Attributes	Details
Title	The US Freelancer Market: Size, Trends & Forecasts (2019-2023)
Coverage	The US
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2019-2023
Competition in the Market	Fragmented
Key Players	Fiverr International Ltd., Upwork Inc., Freelancer Limited, Toptal LLC

The US Freelancer Market

Executive Summary

Freelancer, freelance worker and gig worker are terminologies that are commonly used for a person who is self-employed. It is in no way necessary for freelancers to be committed to a particular employer for a long-term. Freelancing platforms are used by businesses and independent professionals to connect and collaborate with remote clients. Many a times, freelance workers are represented by a company or a temporary agency that resells freelance labor to clients. Others work independently or use professional associations or websites in order to get work.

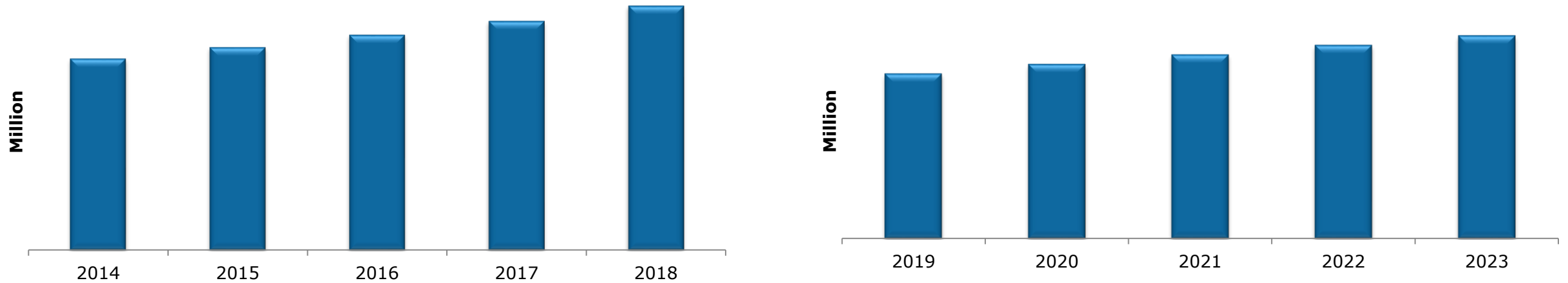
The gig economy/ freelancer market can be split into according to the type of services a freelancer provides. The four types are asset sharing services, transportation services, professional services and handmade goods, households and miscellaneous services (HGHM). Web, mobile, software development, design, writing, translation, market research, consulting, admin support are few examples of services out of many that are offered through freelancing.

The US freelancer market is expected to showcase a growing trend over the years (2019-2023). The market is supported by various growth drivers such as desire to have control over flexibility and independence, upsurge in cost of living in the US forcing people to look for additional income sources, benefits to employers and widening educational gap contributing to hiring of freelancers in larger numbers. The freelancer market is also confronted by challenges such as unpredictability in generation of income, deadline pressures and cost of training.

Greater adoption of freelancing by youngsters, growing popularity of online freelancing, scope of artificial intelligence (AI) in freelancing and incorporation of portable benefits such as retirement benefits, health insurance etc. are some of the latest trends existing in the freelance market in the US that have been captured in this report.

The US Freelancer Market: An Analysis

The US Freelancer Market by Volume



CAGRs

2019-2023	xx%
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The US Freelancer Market: An Analysis

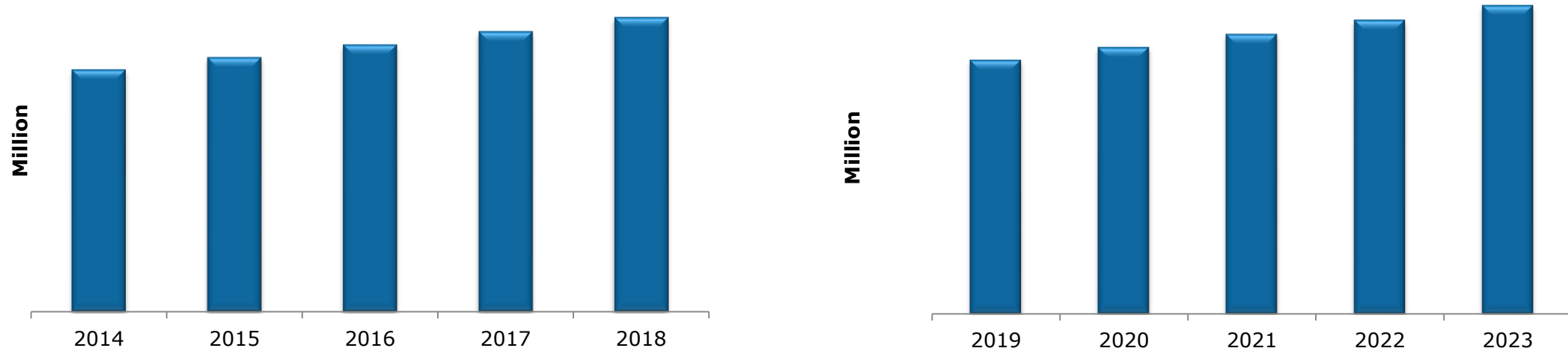
The US Freelancer Market Volume by Segments; 2018



Segments	Share
Freelance Diversified Workers	xx%
Freelance Independent Contractors	xx%
Freelance Moonlighters	xx%
Freelance Business Owners	xx%
Freelance Temporary Workers	xx%

The US Freelancer Market: An Analysis

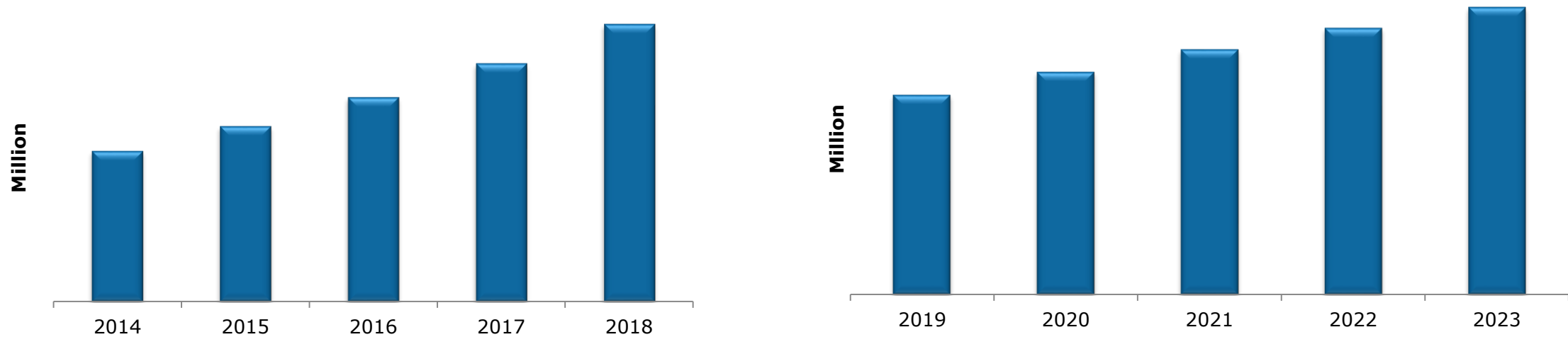
The US Freelance Independent Contractor Market by Volume



CAGRs	
2019-2023	xx%

The US Freelancer Market: An Analysis

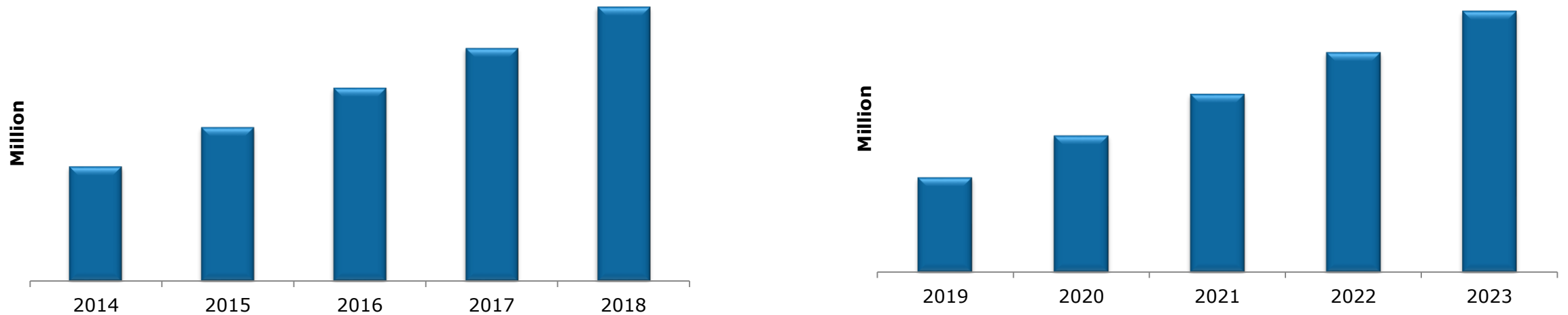
The US Freelance Diversified Worker Market by Volume



CAGRs	
2019-2023	xx%

The US Freelancer Market: An Analysis

The US Freelance Moonlighter Market by Volume

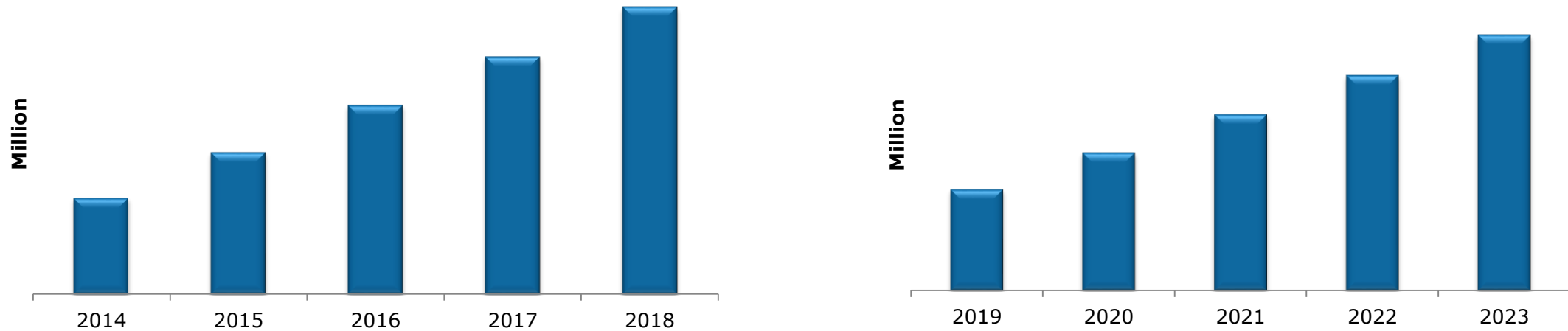


CAGRs

2019-2023	xx%
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The US Freelancer Market: An Analysis

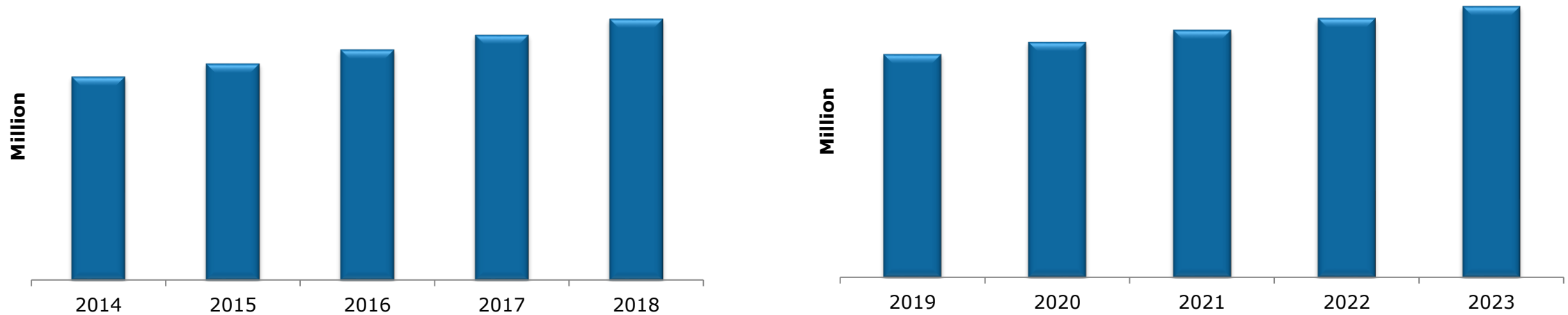
The US Freelance Temporary Worker Market by Volume



CAGRs	
2019-2023	xx%

The US Freelancer Market: An Analysis

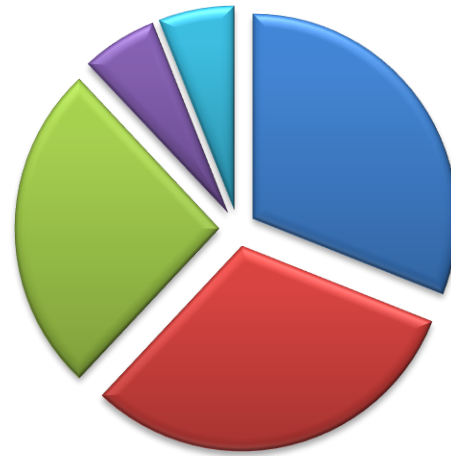
The US Freelance Business Owner Market by Volume



CAGRs	
2019-2023	xx%

The US Freelancer Market: An Analysis

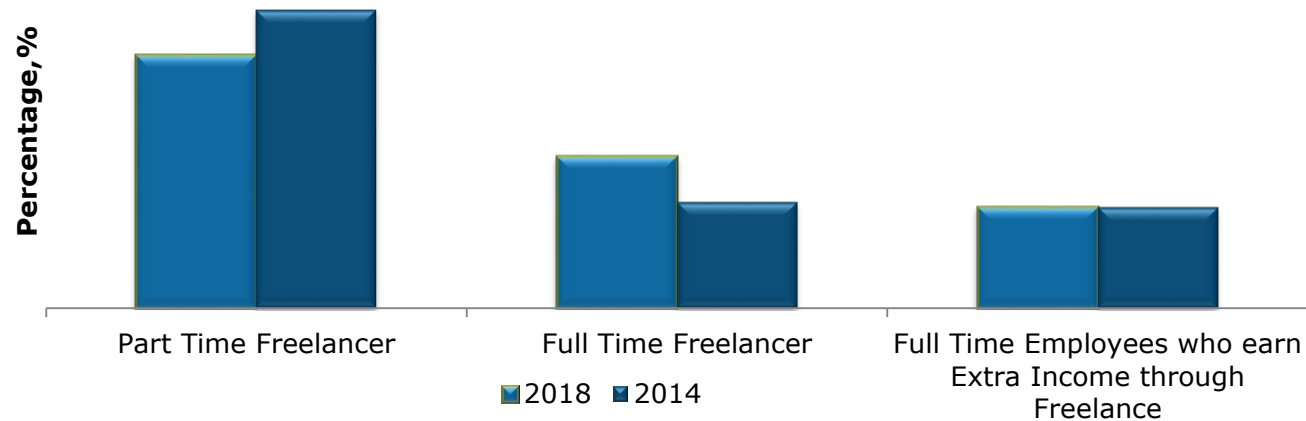
The US Freelancer Market Volume by Region; 2018



Region	Share
South	xx%
West	xx%
Midwest	xx%
North East	xx%

The US Freelancer Market: An Analysis

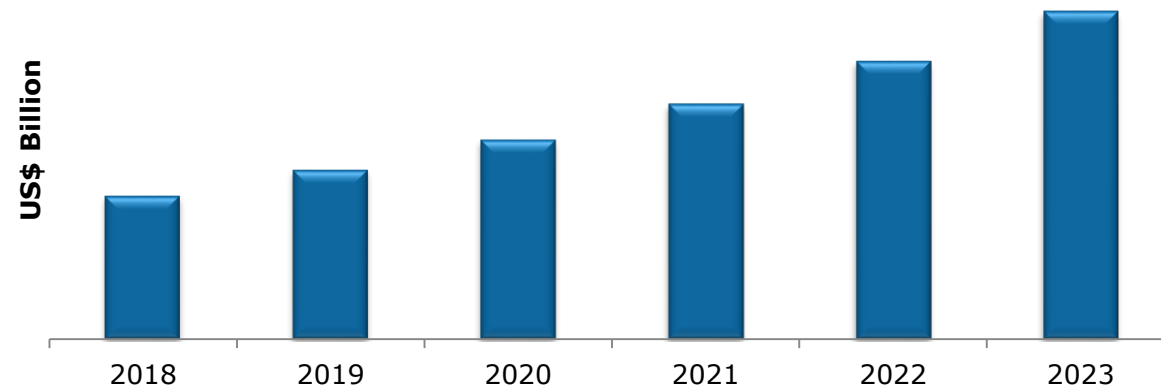
The US Freelancer Market by Type of Employment



In 2018, freelancing in the US on a part time basis decreased by ... percentage points to ...% from ...% in 2014. On the other hand, freelancing on a full time basis was done by ...% of the freelancers in 2014 which increased to ...% in 2018. Full time employees earning extra income through freelancing were ...% of the total US freelancer population in 2014 as well as 2018.

The US Freelancer Market: An Analysis

The US Freelancer Market by Annual Gross Volume (AGV)



CAGRs	
2019-2023	xx%

The US Freelancer Market: Dynamics



Growth Driver

- Control over Flexibility and Independence
- Benefits to Employers

Challenges

- Unpredictability in Generation of Income
- Cost of Training

Market Trends

- Growing Popularity of Online Freelancing
- Scope of Artificial Intelligence in Freelancing

The US Freelancer Market: Competitive Landscape

Players Profiled

- Fiverr International Ltd.



- Upwork Inc.



- Freelancer Limited



- Toptal



Note: The above graphs are for pictorial representation only