



The geography of Europe's brain business jobs: 2026 Index

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Foreword: **Klas Tikkanen**

The mapping of the geography of Europe's knowledge-intensive jobs has been ongoing since 2017. Over time, this work has gained increasing attention from national and regional governments, educators, researchers, and businesses across Europe. For example, the governments of Ireland and Estonia have leveraged the brain business jobs index for their innovation policy planning. Chambers of commerce, regional governments, universities and scholars also rely on the insights provided from the index. Its impact extends globally, serving as university course literature in countries such as India and Mexico, helping students and researchers better understand the shifting economy of Europe.

This year's index includes the UK again. One finding is that while the UK has a higher share of its adult population in brain business jobs than other large European countries such as Germany, France, Spain, and Italy, a number of smaller European countries rank higher. More broadly, the European countries with the highest shares of adults in knowledge-intensive jobs tend to be small or medium-sized.

Large countries might be expected to succeed best due to economies of scale, but the growth is mainly happening in smaller countries such as Portugal, Malta and numerous Central European nations. A challenge is to understand the driving factors for the changing geography of Europe's brain business jobs. Over the years, around a dozen scientific studies have been written referring to the brain business jobs project, and this year, for the first time, we are submitting research to a scientific journal examining how expert density and taxes are shaping Europe's knowledge-intensive geography.

As a leading private equity investor in Europe, Nordic Capital is committed to supporting research that explores how knowledge can enhance investment conditions. Europe is increasingly becoming an integrated marketplace, with knowledge-intensive jobs growing rapidly in regions that offer attractive conditions.

Brain business jobs typically sit high in the value chain, in advanced industries that create regional export values. They also create positive ripple effects by stimulating demand for supplier industries, boosting local purchasing power, and increasing tax revenues. These, in turn, fund more service-sector employment and allow municipalities and regions to expand staffing. Comparisons across Europe consistently show that regions with higher shares of brain business jobs also tend to have lower unemployment.

Knowledge-intensive jobs are therefore essential for a well-functioning labor market. Fostering them remains a crucial challenge for national and regional policymakers. Nordic Capital is pleased to contribute to this understanding, with the hope that it supports the continued growth of knowledge-intensive jobs across Europe.



Klas Tikkanen, Chairman of Corporate Affairs, Nordic Capital Advisors.

Summary

- **Brain business jobs remain highest in Switzerland, followed by Ireland. Sweden and Denmark share now third position, followed closely after by Malta and the Netherlands.**
- **Estonia and Cyprus also have a high share of adults employed in highly knowledge-intensive brain business jobs. All eight European countries where about one tenth or more of adults are employed in brain business jobs are smaller or medium sized nations.**
- **Amongst larger countries the UK has higher share of adults in brain business jobs, followed by Germany, France, Italy, and Spain.**
- **The region with the highest concentration of brain business jobs is Bratislava (24.8 percent of adults employed in brain business jobs), followed by Prague and Budapest (22.2), Lisbon (20.5), Bucharest (19.9), Zagreb (19.5), Copenhagen (19.1), Warsaw (18.0), Stockholm (17.9), and Brabant wallon (16.4).**
- **6 out of the top 10 regions with the highest share of brain business jobs regions are found in Central Europe, 2 in the Nordics, 1 in Western, and 1 in Southern Europe.**
- **All ten regions with highest share of brain business jobs in Europe, except Brabant wallon, are capital regions. Utrecht, Hamburg, and Oberbayern are other non-capital regions with many brain business jobs. Brain business jobs matter, since regions which have a high share of adults employed in knowledge-intensive brain business jobs have lower unemployment.**
- **In total numbers, most brain business jobs can be found in Paris (1 092 000), followed by London (792 700). Madrid (609 500), and Lombardia (558 700), also have more than half a million brain business jobs.**

The study *The geography of Europe's brain business jobs* measures the share of the working-age population across Europe employed in highly knowledge-intensive enterprises. The data is compiled through an analysis of detailed structural business statistics for European countries and regions. This is the ninth edition of the index, which is used by national governments, regional governments, universities, and businesses to better understand the changing geography of enterprise in Europe.

By looking at the share of the population employed in high-value-creating sectors in 34 European countries and 244 regions within these countries, this study finds a significant link to regional unemployment. Regions that have a high share of brain business jobs tend to have lower level of unemployment than those with a lower share of knowledge-intensive jobs.

Switzerland remains to brain business country, followed by Ireland, with Sweden and Denmark sharing third position. The significant change since the last index is that Sweden which already has fallen behind Ireland now is nearly caught up by Denmark. The distance is small in share of adults in brain business jobs, so the Nordic neighbors now share third place.

Malta, Netherlands, Estonia and Cyprus are strong brain business jobs nations. These countries have grown with knowledge intensive jobs, so that they now also have close to or above one tenth of adults employed in brain business jobs. The trend in Europe is clearly that smaller and medium sized countries tend to have a higher share of adults in brain business jobs. While larger countries in theory have economics of scale benefits, the smaller and medium sized countries of Europe tend to have more competitive taxation and business policy. Smaller and medium sized European nations focus more on talent supply, retention and attraction.

Amongst larger countries the UK is ahead with higher share of adults in brain business jobs. In total during 2026 an estimated 8.6 percent of adults in the UK are employed in knowledge-intensives brain business jobs in the tech sector, ICT, advanced services, and creative professions. This can be compared to 8.2 percent in Germany, 6.5 percent in France, and 5.6 percent in Italy and Spain.

Cyprus, Portugal and Croatia have between 2014 and 2026 more than doubled the share of adults employed in brain business jobs. The most significant increase in share of adults employed in brain business jobs has occurred in Cyprus, where the share has increased by fully 159 percent between 2014 and 2026, as shown in table 1. Portugal ranks second, with 110 percent increase, followed by 102 percent in Croatia. In Lithuania, Poland, Bulgaria, Romania, Malta, and Estonia the share has increased by more than 75 percent between 2014 and 2026.

6 out of the top 10 regions with the highest share of brain business jobs regions are found in Central Europe, 2 in the Nordics, 1 in Western and 1 in Southern Europe. Bratislava remains the position as the region with the highest share of adults in brain business jobs (24.8 percent of adults employed in brain business jobs), followed by Prague and Budapest (22.2), Lisbon (20.5), Bucharest (19.9), Zagreb (19.5), Copenhagen (19.1), Warsaw (18.0), Stockholm (17.9), and Brabant wallon. All ten regions with highest share in Europe, except Brabant wallon, are capital regions. Utrecht (16.4), Hamburg (16.0), and Oberbayern (15.3), are other non-capital regions with many brain business jobs.

Fostering high-value-creating jobs remains important for the regional labor markets of Europe. Each percentage point higher share of the population of European regions employed in brain business jobs is linked to 0.18 percentage points lower regional unemployment. Meaning that in a region where 10

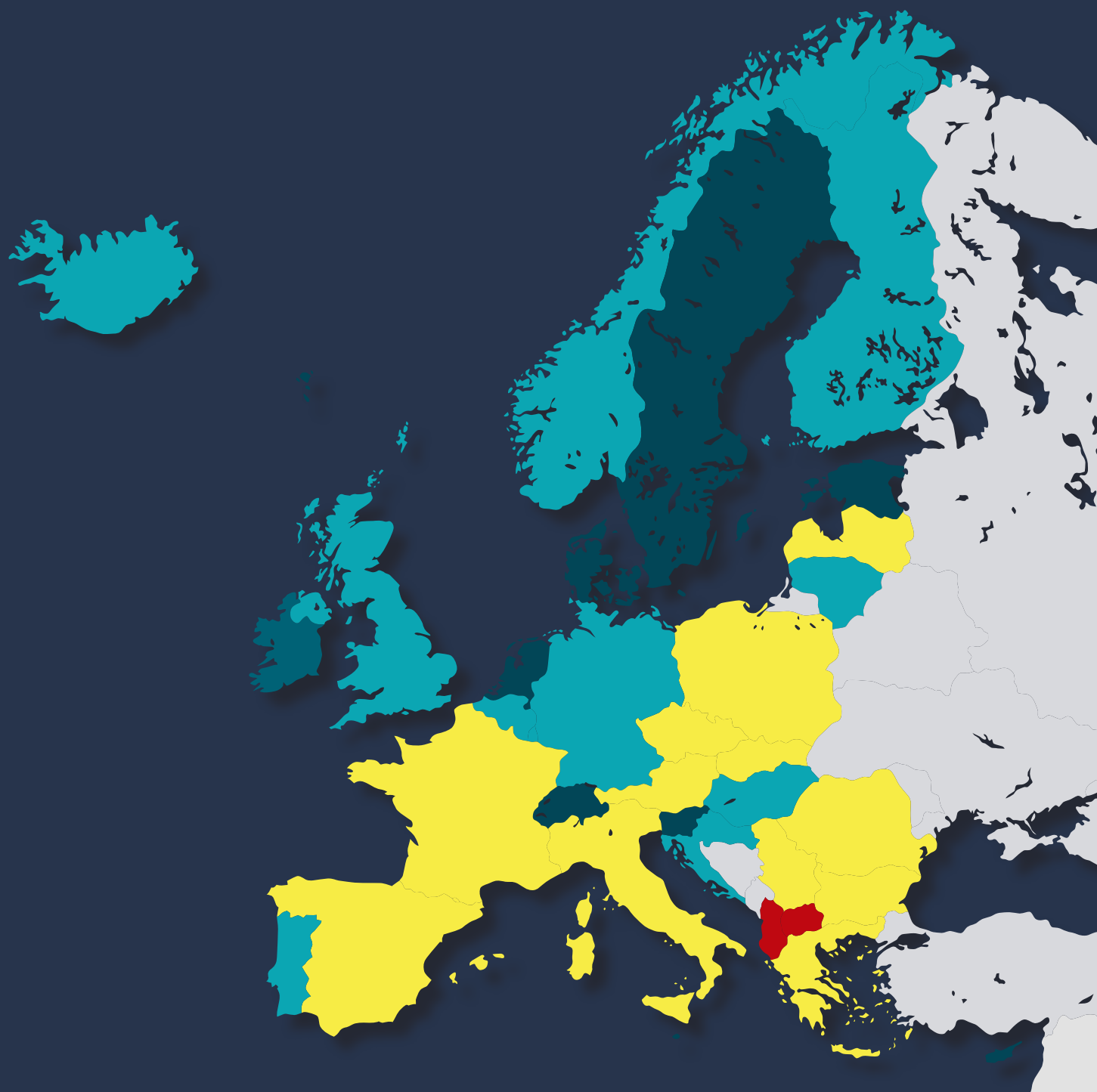
percentage points more of the population is employed in brain business jobs, the average unemployment is 1.8 percent lower, compared to the typical European region.

**Table 1. Rate of change in brain business jobs concentration
(per capita working-age inhabitants) between 2014 and 2026**

Cyprus	159%
Portugal	110%
Croatia	102%
Lithuania	83%
Poland	81%
Bulgaria	78%
Romania	77%
Malta	77%
Estonia	76%
Slovenia	68%
Slovakia	65%
Spain	54%
Hungary	54%
Latvia	53%
Italy	48%
Greece	42%
Czechia	39%
Belgium	33%
Netherlands	29%
Austria	24%
Norway	23%
Germany	20%
France	18%
Sweden	16%
Finland	16%
Denmark	15%
Switzerland	12%
Iceland	3%
Luxembourg	3%

Source: Own analysis of Eurostat structural business statistics, short-term business statistics, and population data. For countries which long data series on brain business jobs exist.

Figure 1. Share of the workforce in brain business jobs



Leading brain business jobs regions of Europe

Slovakian capital region of Bratislava, remains the European region with highest share of adults in highly knowledge-intensive brain business jobs, as shown in table 2. The Czech capital region Prague comes in second place, and the Hungarian capital region Budapest in third, with narrow difference between the two. The capital region of Portugal, Lisbon, climbs rapidly in the ranking to fourth place, and is followed by Romania's capital region Bucharest. Then follow in the ranking the Croatian capital region Zagreb, the Danish capital region Copenhagen, the Polish capital region Warsaw, the Swedish capital region Stockholm, and Brabant wallon in Belgium which uniquely amongst the top ten is a non-capital region. The Danish capital region of Copenhagen now has surpassed Stockholm in concentration of knowledge-intensive jobs.

Four out of the top five regions in terms of brain business jobs concentration are Central European capital regions. Ample supply of talents, lower costs and lower taxes benefit these regions. The fifth region in the group, Lisbon, has similar advantages of lower cost of labor, attraction for digital nomads, and lower living and wage costs.

In total numbers, there are 1 092 000 n brain business jobs in the French capital region Paris, followed by 792 700 in London, 609 500 in Madrid, and 558 700 in Lombardia. These are the four regions with more than half a million brain business jobs in total.

Table 2. Regional Ranking of brain business jobs

Rank	Region	Percentage of the adult (20-64 years old) population employed in brain business jobs
1	Bratislava	24.8%
2	Prague	22.2%
3	Budapest	22.2%
4	Lisbon	20.5%
5	Bucharest	19.9%
6	Zagreb	19.5%
7	Copenhagen	19.1%
8	Warsaw	18.0%
9	Stockholm	17.9%
10	Brabant wallon	16.4%
11	Utrecht	16.4%
12	Vilnius	16.2%
13	Hamburg	16.0%
14	Amsterdam	15.5%
15	Oberbayern	15.3%
16	London	14.8%
17	Sofia	14.7%
18	Berlin	14.7%
19	Paris	14.6%
20	Dublin	14.1%
21	Madrid	13.7%
22	Helsinki	12.7%
23	Darmstadt	12.1%
24	Vienna	12.1%
25	Ljubljana	12.1%

Rank	Region	Percentage of the adult (20-64 years old) population employed in brain business jobs
26	Oslo	12.0%
27	Brussels	11.2%
28	Vlaams-Brabant	11.1%
29	Stuttgart	10.4%
30	Antwerpen	10.4%
31	Mittelfranken	10.3%
32	Karlsruhe	10.3%
33	Malta	10.2%
34	Köln	10.2%
35	Athens	10.1%
36	Estonia	9.9%
37	Cyprus	9.9%
38	Southern Ireland	9.8%
39	Tübingen	9.8%
40	Västsverige	9.7%
41	Zuid-Holland	9.6%
42	Noord-Brabant	9.5%
43	Lombardia	9.5%
44	Bremen	9.1%
45	Sydsverige	9.1%
46	Dresden	8.7%
47	Luxembourg	8.5%
48	Rome	8.3%
49	Gelderland	8.2%
50	Małopolskie	8.2%

Capital regions are marked in blue. Smaller countries such as Iceland and Malta make up single NUTS2 regions and are marked in orange. Countries with regional data of high quality included.

Mapping Europe's brain business jobs

For an investor, a business, or an employee choosing where to locate, the characteristics of regions and countries matter. Previous studies that have attempted to identify knowledge-intensive industries tend to end up with the following four knowledge-intensive types of business, namely the *tech sector*, *ICT (information and communications technology)*, *advanced services*, and *creative professions*.

These broad fields are in the data analysis divided into twelve subfields, as shown below. This comprehensive way of defining brain business jobs includes not only those who work with novel technological solutions but also the creators and advanced service providers who play a key role in modern societies. Table 3 shows the definition of brain business jobs.

Table 3. Division of brain business jobs

Tech sector	High-tech Manufacturing Engineering/Architecture Research and Development Pharmaceutical industry
ICT	Telecom IT Services Computer Programming
Advanced services	Head office Management Advertising and Market Research
Creative professions	Publishing Media Design and other Creative Work

The source of the data is structural business statistics, published by the European statistics agency Eurostat, for all countries except the UK. Data for UK is from the Office of National Statistics. Through this comprehensive database of activity in the business sector, the share of people who work in *highly specialized knowledge-intensive workplaces or local units of firms* is measured. Structural business statistics are highly detailed, but since they rely on firms' annual accounts, and firms have different accounting years, the data measures the situation two years previously. Quarterly employment statistics are added to the analysis to estimate brain business jobs also during the latter two years. The technical source of regional data is SBS data by NUTS 2 regions and NACE Rev. 2, as shown in table . Other data, such as unemployment levels, energy usage and electricity prices, are also gathered from Eurostat databases.

The statistical unit used for regional SBS is the local unit, which is an enterprise or part of an enterprise situated in a geographically identified place. Local units are usually classified under NACE according to their main activity. Short-term and long-term business data, as well as population data, all have Eurostat as their source. National data for 34 countries are included in this study. These countries are the 27 EU member states plus Switzerland, Norway, Iceland, Serbia, Albania, North Macedonia, and the UK. The UK is again added in this study, after Brexit, with estimates for the country as well as for the London capital region.

Data over the working-age (20-64 years old) population is calculated for the corresponding years in each region and country—again with Eurostat as the source. Data for brain business jobs across Europe as measured for 2026 is summarized in table 4. In total, 8.3 percent of the working-age population of the 34 studied European countries work in brain business jobs.

Table 4. Detailed brain business jobs, manufacturing jobs, and professional services jobs rating for European nations in 2026

	Tech sector BBJ	ICT sector BBJ	Advanced services BBJ	Creative professions BBJ	BBJ per capita total
Switzerland	5.9%	2.7%	1.8%	0.9%	11.4%
Ireland	3.6%	3.6%	2.3%	1.7%	11.1%
Sweden	3.1%	3.4%	2.1%	1.8%	10.4%
Denmark	4.0%	2.8%	2.0%	1.7%	10.4%
Malta	2.7%	3.4%	2.9%	1.3%	10.2%
Netherlands	2.4%	3.0%	3.1%	1.4%	10.1%
Estonia	2.1%	4.3%	1.9%	1.6%	9.9%
Cyprus	1.2%	3.8%	3.3%	1.5%	9.9%
Slovenia	3.4%	2.5%	2.1%	1.0%	9.1%
UK	2.0%	2.8%	2.7%	1.1%	8.6%
Luxembourg	2.1%	4.4%	1.3%	0.7%	8.5%
Hungary	2.9%	2.5%	1.6%	1.2%	8.2%
Germany	3.1%	2.6%	1.5%	1.0%	8.2%
Norway	2.7%	2.6%	1.4%	1.3%	8.1%

Portugal	1.8%	2.8%	2.2%	1.2%	8.1%
Iceland	2.4%	3.3%	0.9%	1.5%	8.0%
Finland	2.7%	2.8%	1.2%	1.3%	7.9%
Lithuania	1.7%	3.1%	1.8%	1.2%	7.8%
Belgium	2.0%	2.1%	2.6%	0.7%	7.5%
Croatia	2.3%	2.9%	1.3%	1.0%	7.5%
Austria	2.6%	2.1%	1.6%	1.0%	7.4%
Czechia	2.5%	2.5%	1.2%	1.2%	7.4%
Latvia	1.5%	3.6%	1.2%	1.0%	7.3%
Slovakia	1.8%	2.5%	2.1%	0.8%	7.2%
France	2.0%	2.0%	1.2%	1.2%	6.5%
Bulgaria	1.2%	3.4%	0.8%	1.0%	6.4%
Serbia	1.6%	2.6%	1.1%	0.7%	5.9%
Greece	2.0%	1.5%	1.6%	0.8%	5.8%
Poland	1.4%	2.4%	1.1%	0.8%	5.6%
Italy	1.7%	1.8%	1.1%	1.0%	5.6%
Spain	1.5%	2.0%	1.2%	0.9%	5.6%
Romania	1.4%	2.2%	0.9%	0.7%	5.2%

North Macedonia	1.2%	1.9%	0.5%	0.4%	4.1%
Albania	0.6%	0.5%	0.6%	0.5%	2.2%

Brain business jobs and unemployment

There is a link between brain business jobs, on a regional level, and unemployment. A comparison of European regions shows that those regions where a high share are employed in brain business jobs also tend to have lower unemployment levels.

This is explained by the fact that these jobs are high on the value chain, creating regional exports and stimulating the local economy also indirectly. Brain business jobs tend to stimulate other jobs in the businesses that are under suppliers. Additionally, since brain business jobs are typically well-paid, they indirectly also boost the local purchasing power and create tax revenues. In turn this creates more demand for local private service work, and more resources for municipalities and regions hiring public employees.

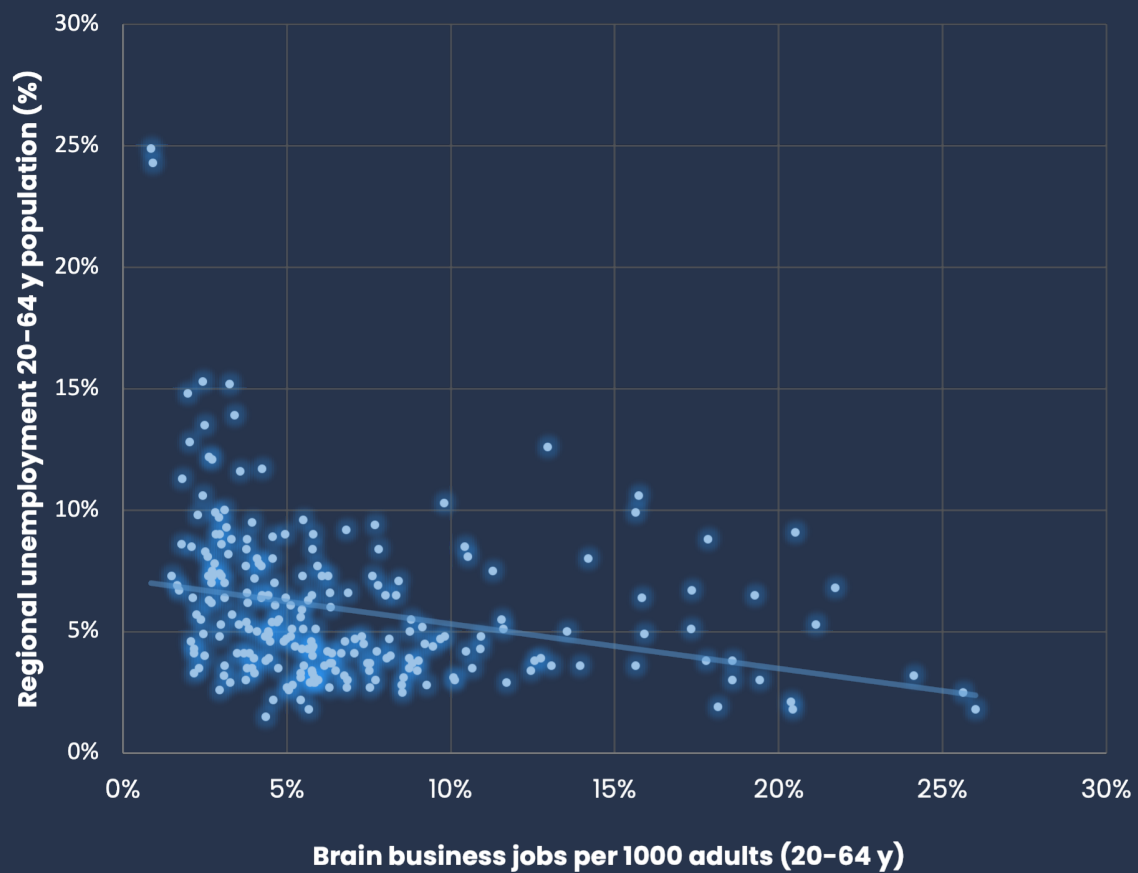
Each percentage point higher share of the population of European regions employed in brain business jobs

is linked to 0.18 percentage points lower regional unemployment. This is shown through comparison of those European regions for which data exists. The results mean that in a region where 10 percentage points more of the population is employed in brain business jobs, the average unemployment is 1.8 percent lower, compared to the typical European region. It is therefore crucial for local competitiveness, and jobs, to attract and maintain brain business jobs.



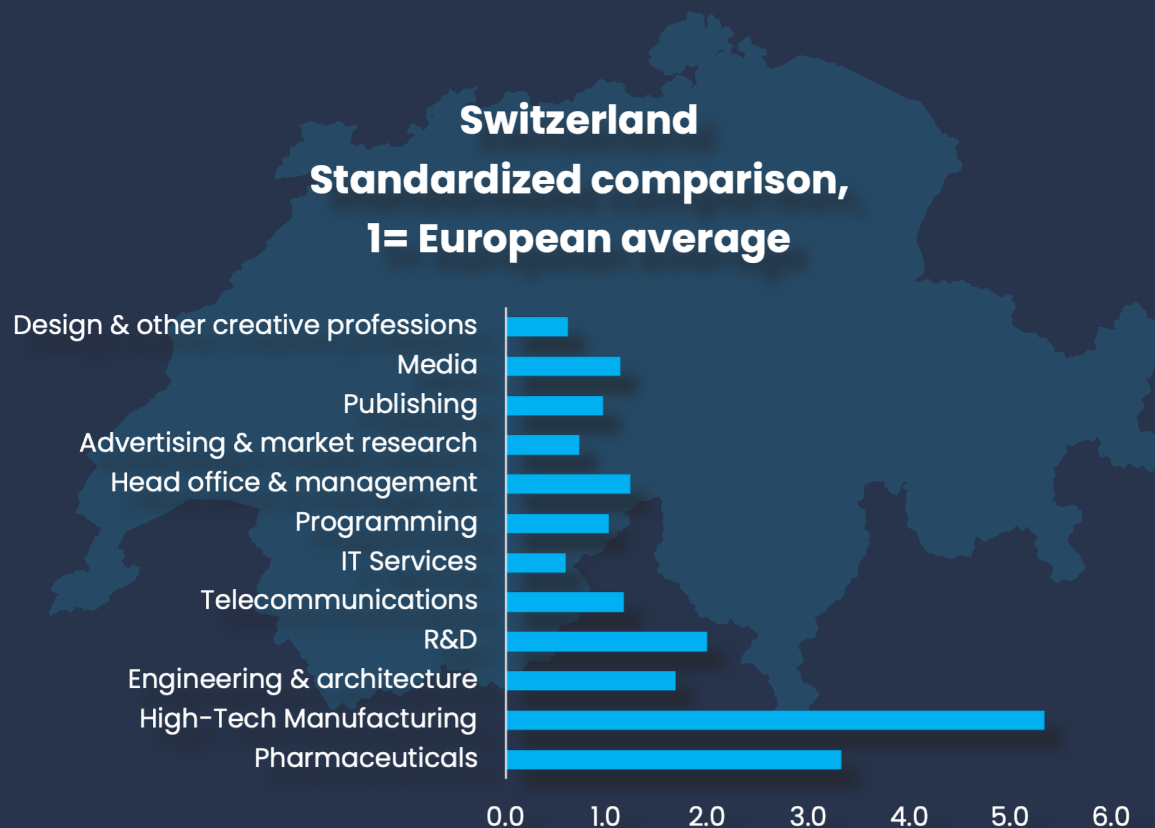
The results mean that in a region where 10 percentage points more of the population is employed in brain business jobs, the average unemployment is 1.8 percent lower, compared to the typical European region.

Figure 2. European regions with high share of brain business jobs have lower unemployment



Switzerland

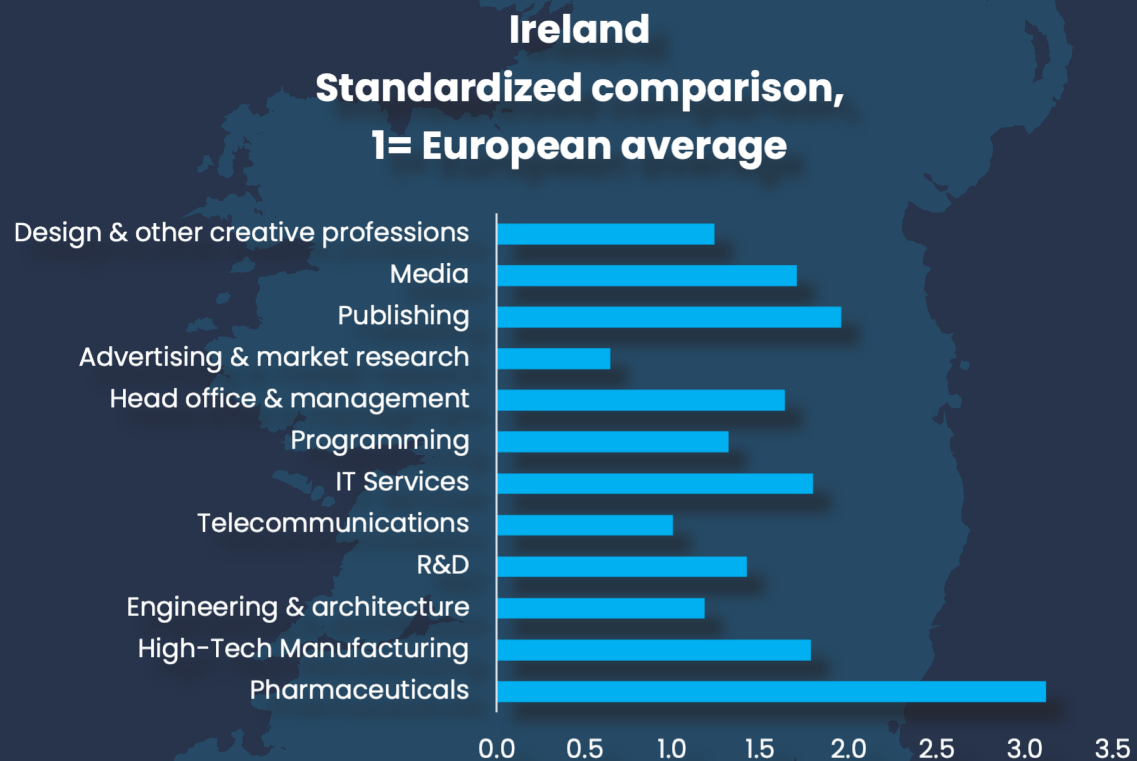
- In 2026, 11.4 percent of the working-age adults of Switzerland are employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an improvement from 11.2 percent the previous year. Long-term the share of brain business jobs has grown from 10.1 percent in 2014.
- Switzerland has particular relative strengths in high-tech manufacturing, with some 122 600 jobs in this sector. Pharmaceuticals is another strength of Switzerland, where 56 850 are employed.
- Switzerland remains, as in all previous editions of this index, the European country with the highest concentration of knowledge-intensive jobs. Ireland is however gradually catching up.



Ireland

- In 2026, 11.1 percent of the working-age adults of Ireland were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a slight reduction from 11.2 percent the previous year.
- Ireland is now the country in Europe with second-highest concentration of knowledge-intensive jobs, closely behind Switzerland in first spot.
- In the Dublin capital region 14.1 percent are employed in brain business jobs, the 21st highest share in a regional comparison, with all European regions that data exists for. Southern Ireland also has a high share of adults employed in brain business jobs, 9.8 percent.
- Ireland has particular relative strengths in pharmaceuticals, where 31 250 are employed. The country also has a relatively strong IT services sector, with 17 000 employees.

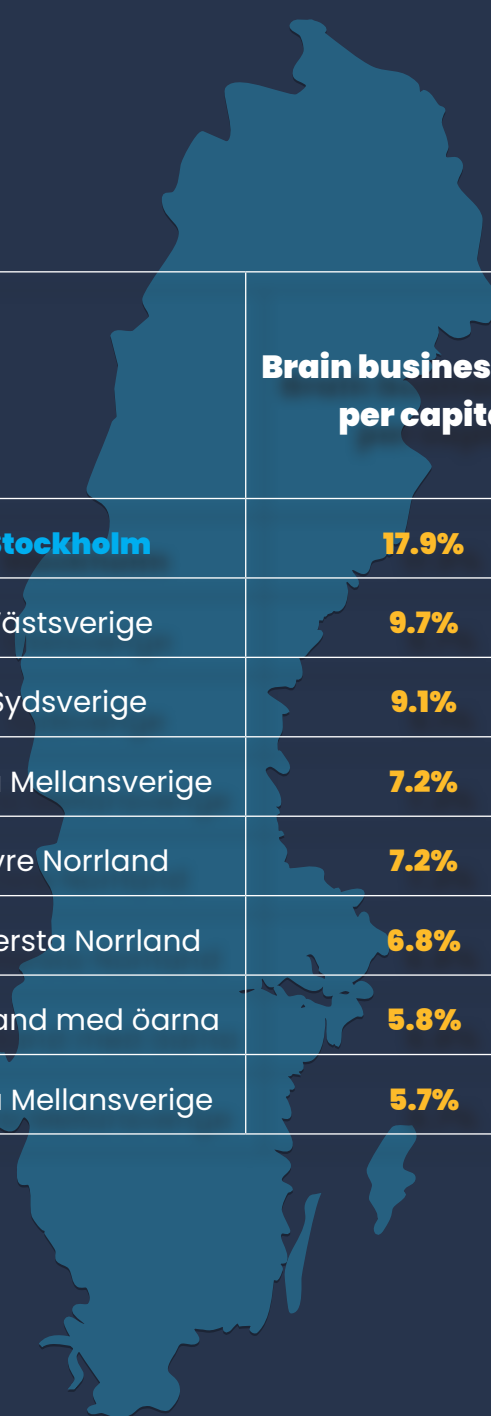
	Brain business jobs per capita
Dublin	14.1%
Southern Ireland	9.8%
Northern and Western Ireland	5.0%



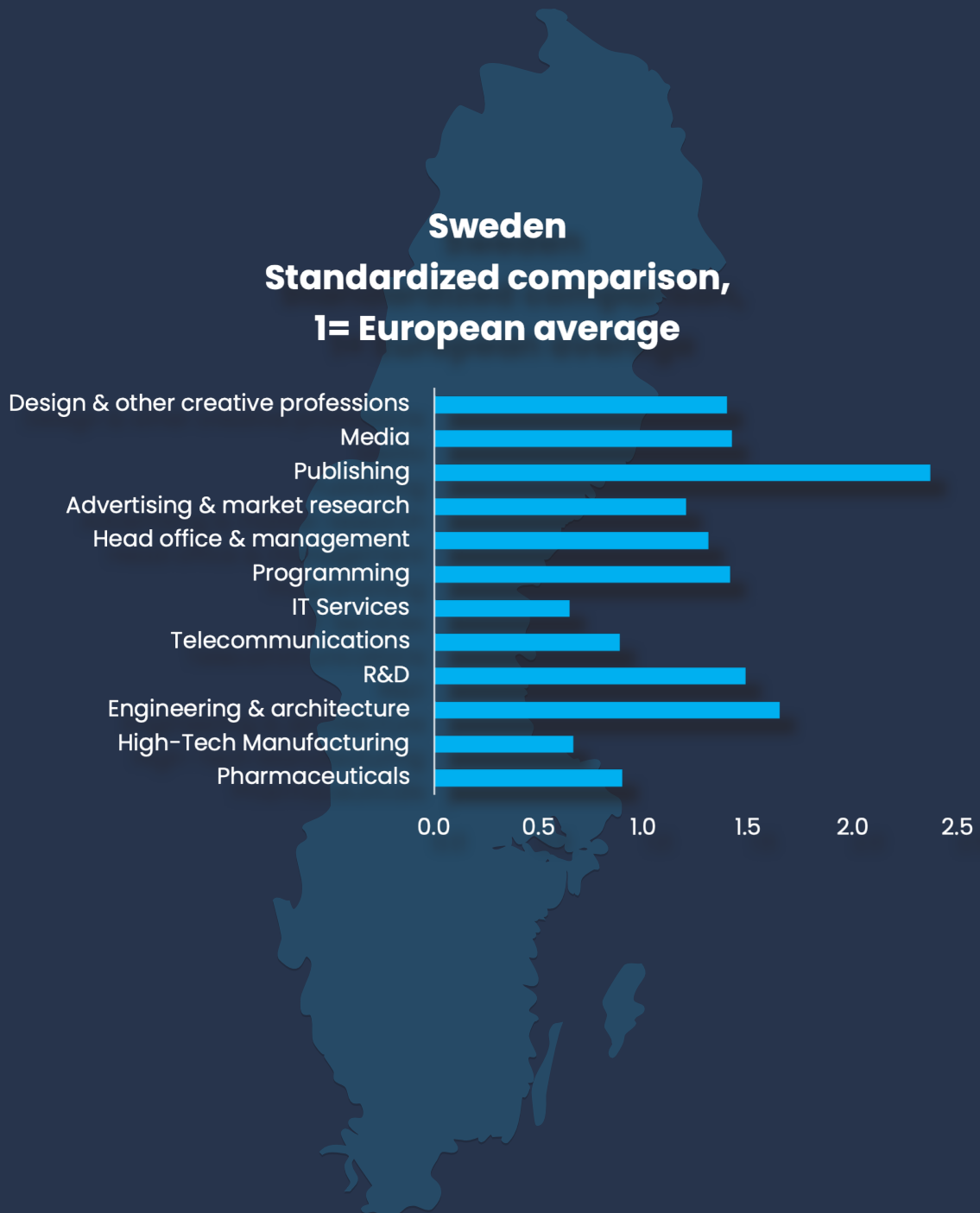
Sweden

- In 2026, 10.4 percent of the working-age adults of Sweden were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a slight increase from 10.3 percent the year before.
- Sweden used to be the EU-nation with the highest share but has been outpaced by Ireland which thanks to competitive taxes and business climate has had a strong growth.
- In the capital region of Stockholm, fully 17.9 percent of adults are employed in brain business jobs. This is the 9th highest share in a regional comparison, with all European regions that data exists for. Västsverige and Sydsverige regions also have high shares, 9.7 and 9.1 percent, respectively.
- Sweden has particular relative strengths in publishing, where 42 300 are employed. The country also has a relatively strong research and development sector, with 19 900 employees.





	Brain business jobs per capita
Stockholm	17.9%
Västsverige	9.7%
Sydsverige	9.1%
Östra Mellansverige	7.2%
Övre Norrland	7.2%
Mellersta Norrland	6.8%
Småland med öarna	5.8%
Norra Mellansverige	5.7%

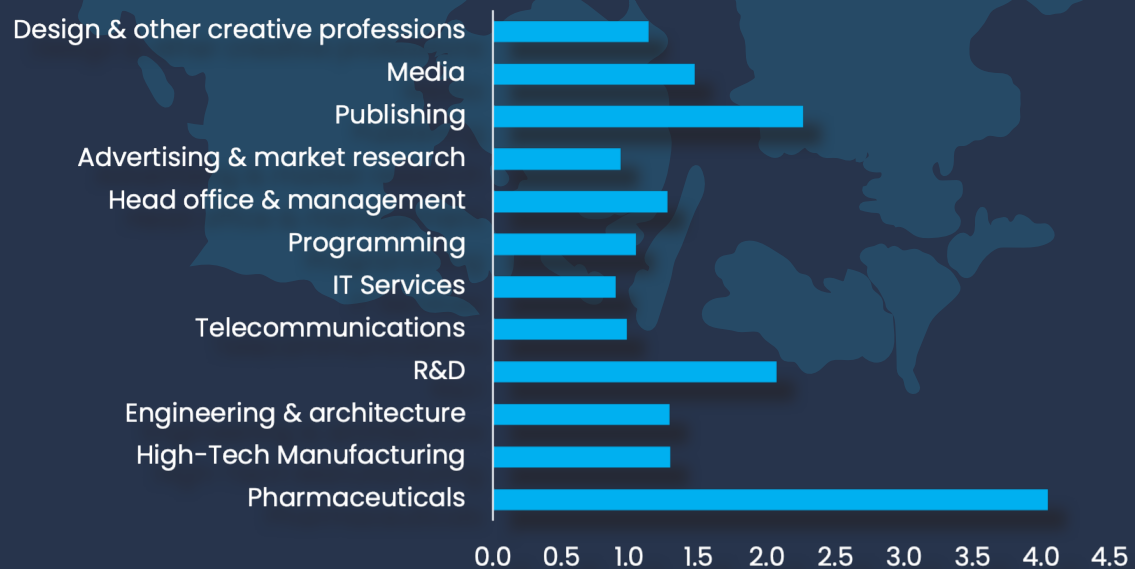


Denmark

- In 2026, 10.4 percent of the working-age adults of Denmark were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a significant increase from 9.9 percent the year before.
- Denmark is now the country in Europe with fourth-highest concentration of knowledge-intensive jobs. The share of adults in knowledge-intensive jobs is almost the same rate as in Sweden, with Denmark growing strongly in areas such as pharmaceuticals.
- In the Copenhagen region, 19.1 percent of the adults are employed in brain business jobs, this is the 7th highest share in a regional comparison, with all European regions that data exists for. Midtjylland also has a high share of brain business jobs, 7.5 percent of adults.
- Denmark has particular relative strengths in pharmaceuticals, where 43 650 are employed. The country also has an advanced research and development sector, with 16 000 employees.

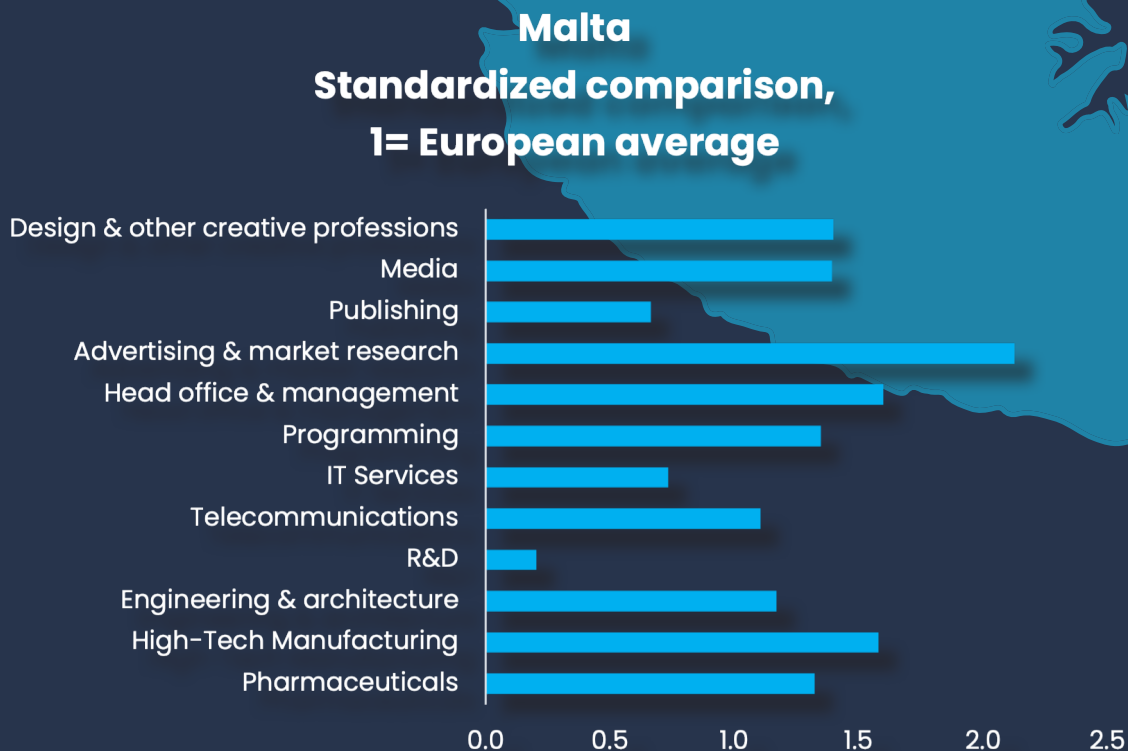
	Brain business jobs per capita
Copenhagen	19.1%
Midtjylland	7.5%
Nordjylland	5.5%
Syddanmark	5.0%
Sjælland	4.4%

Denmark
Standardized comparison,
1= European average



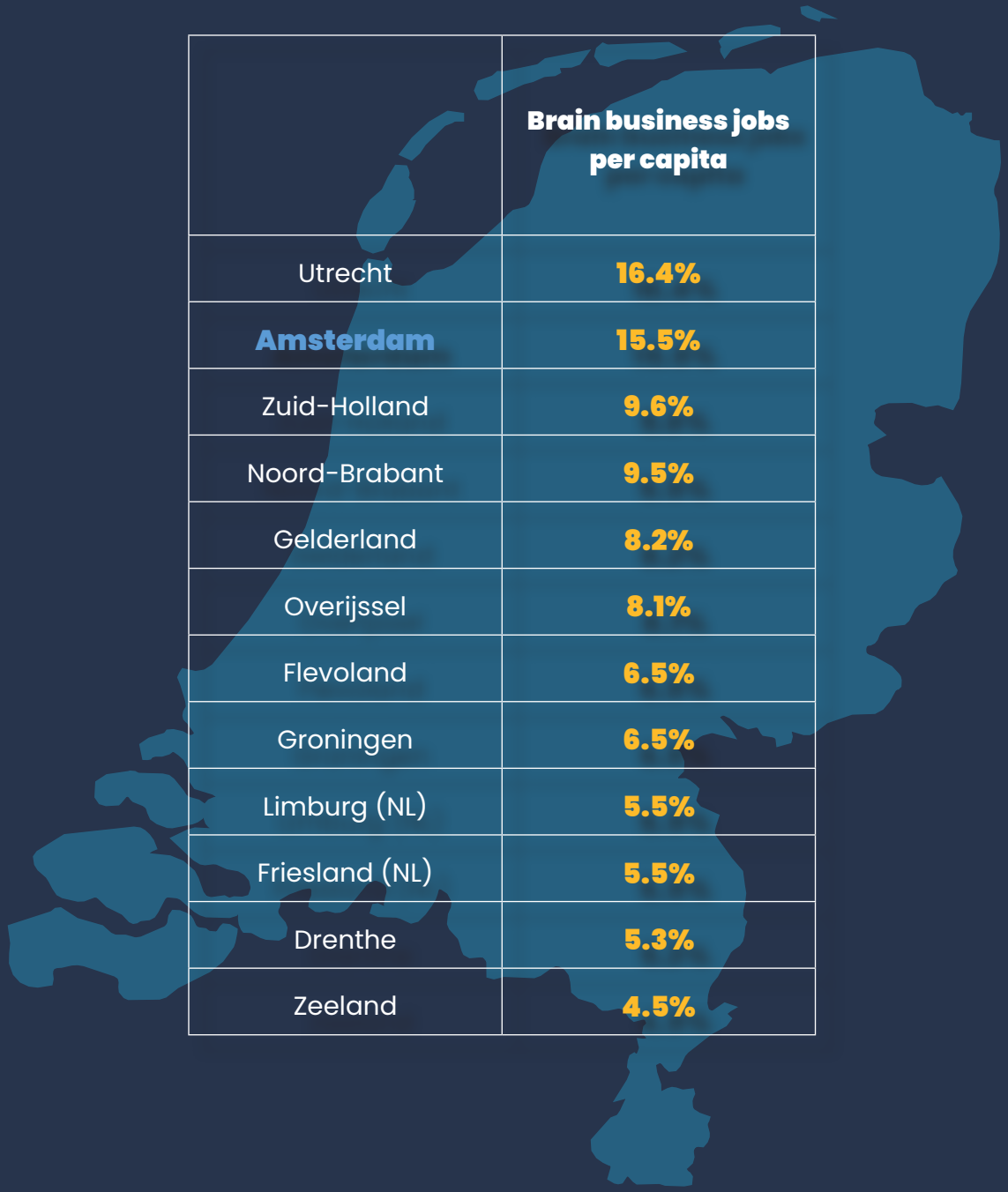
Malta

- In 2026, 10.2 percent of the working-age adults of Malta were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a major improvement from 9.4 percent the previous year.
- Malta is now the country in Europe with fifth-highest concentration of knowledge-intensive jobs, and the top country in the Southern European region.
- Malta has particular relative strengths in head office and management, 7 200 are employed. The country has also developed a relatively strong high-tech manufacturing sector, by attracting advanced electronic producers, with 2 500 employees in this knowledge-intensive industry.



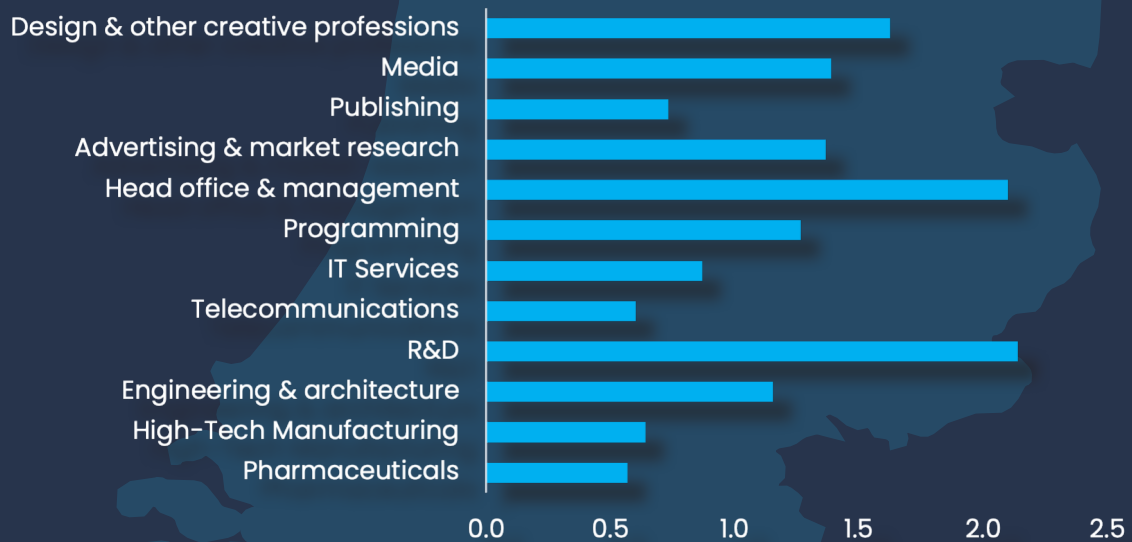
Netherlands

- In 2026, 10.1 percent of the working-age adults of the Netherlands were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a clear improvement from 9.8 percent last year.
- The Netherlands is now the country in Europe with sixth-highest concentration of knowledge-intensive jobs.
- In the Amsterdam region fully 15.5 percent of the adults are employed in brain business jobs. This is the 14th highest share in comparison of European regions that data exists for.
- Utrecht has a unique position as a non-capital region which has the highest share of employees in brain business jobs. Fully 16.4 percent in adults of the Utrecht region are employed in highly knowledge-intensive brain business jobs, the 11th highest share in comparison of European regions that data exists for.
- The Netherlands has particular relative strengths in head office & management sector, where 266 900 are employed. The country also has a strong research & development sector, where 50 500 are employed.



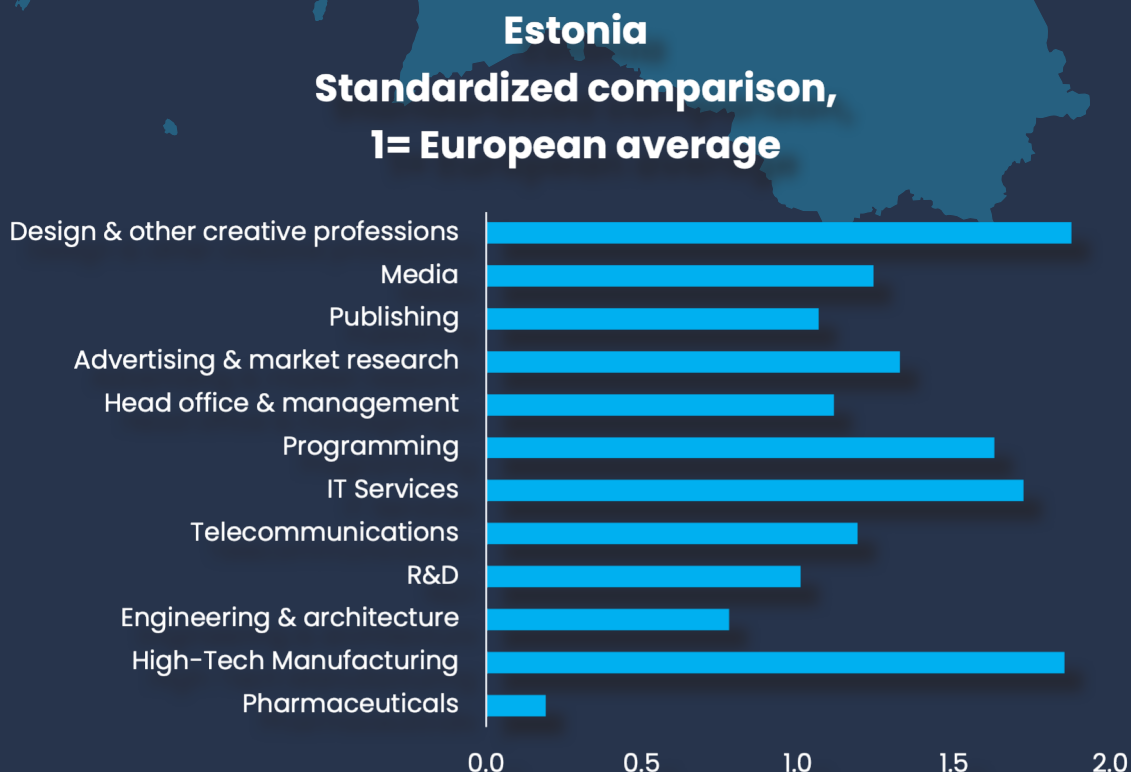
	Brain business jobs per capita
Utrecht	16.4%
Amsterdam	15.5%
Zuid-Holland	9.6%
Noord-Brabant	9.5%
Gelderland	8.2%
Overijssel	8.1%
Flevoland	6.5%
Groningen	6.5%
Limburg (NL)	5.5%
Friesland (NL)	5.5%
Drenthe	5.3%
Zeeland	4.5%

Netherlands
Standardized comparison,
1= European average



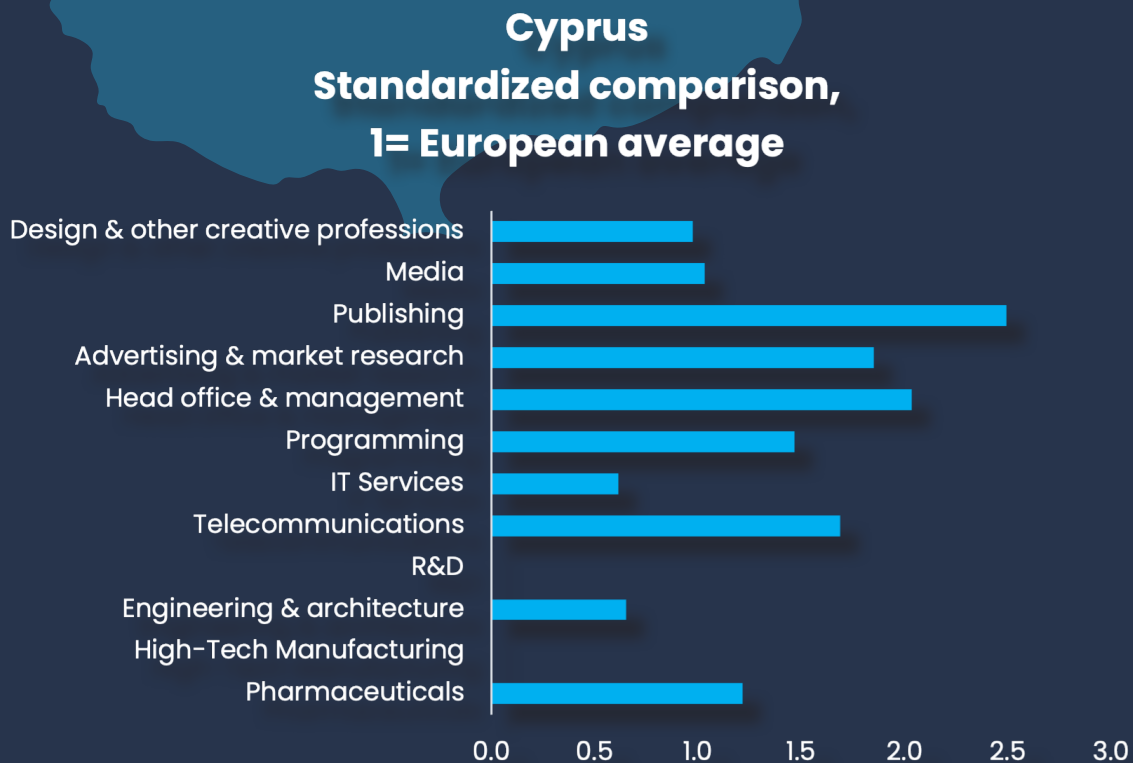
Estonia

- In 2026, 9.9 percent of the working-age adults of Estonia were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a significant increase from 9.4 percent the previous year.
- Estonia has the seventh-highest share of brain business jobs in Europe. The share of adults employed in highly knowledge-intensive jobs is higher in Estonia than in any other Central European country.
- Estonia has particular relative strengths in high-tech manufacturing, where 6 550 are employed. The country has also developed a relatively strong design & other creative professions sector, with 7 250 employees.



Cyprus

- In 2026, 9.9 percent of the working-age adults of Cyprus were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a significant growth from 8.2 percent in 2024. The level has increased from 3.8 percent in 2014, an astonishing rate of growth. Cyprus is the European countries with the eight highest share of brain business jobs in Europe.
- Cyprus has particular relative strengths in head office & management, where 14 800 are employed. The country has also developed a relatively strong publishing sector, with 4 500 employees.



Slovenia

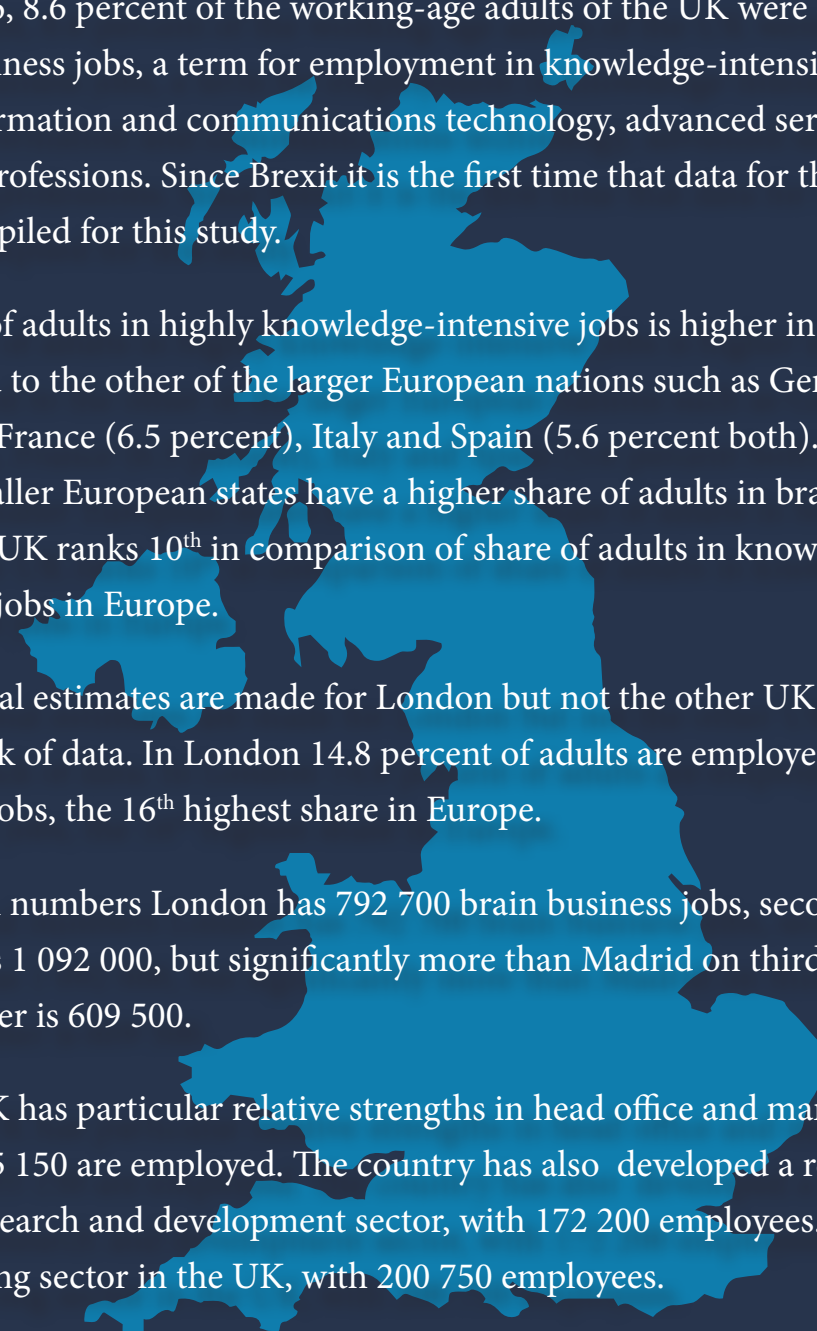
- In 2026, 9.1 percent of the working-age adults of Slovenia were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a slight reduction from 9.2 percent the year before. The level has grown from 5.4 percent in 2014.
- Slovenia has the ninth-highest share of brain business jobs in Europe. In comparison of Central European countries, only Estonia has a higher share of its adults employed in highly knowledge-intensive jobs.
- In the Ljubljana capital region, fully 12.1 percent of adults are employed in brain business jobs. This is significantly higher than 5.3 percent in the Vzhodna Slovenija region.
- Slovenia has particular relative strengths in pharmaceuticals, where 13 000 are employed. Slovenia has also developed a relatively strong research & development sector, with 4 750 employees.

	Brain business jobs per capita
Ljubljana	12.1%
Vzhodna Slovenija	5.3%

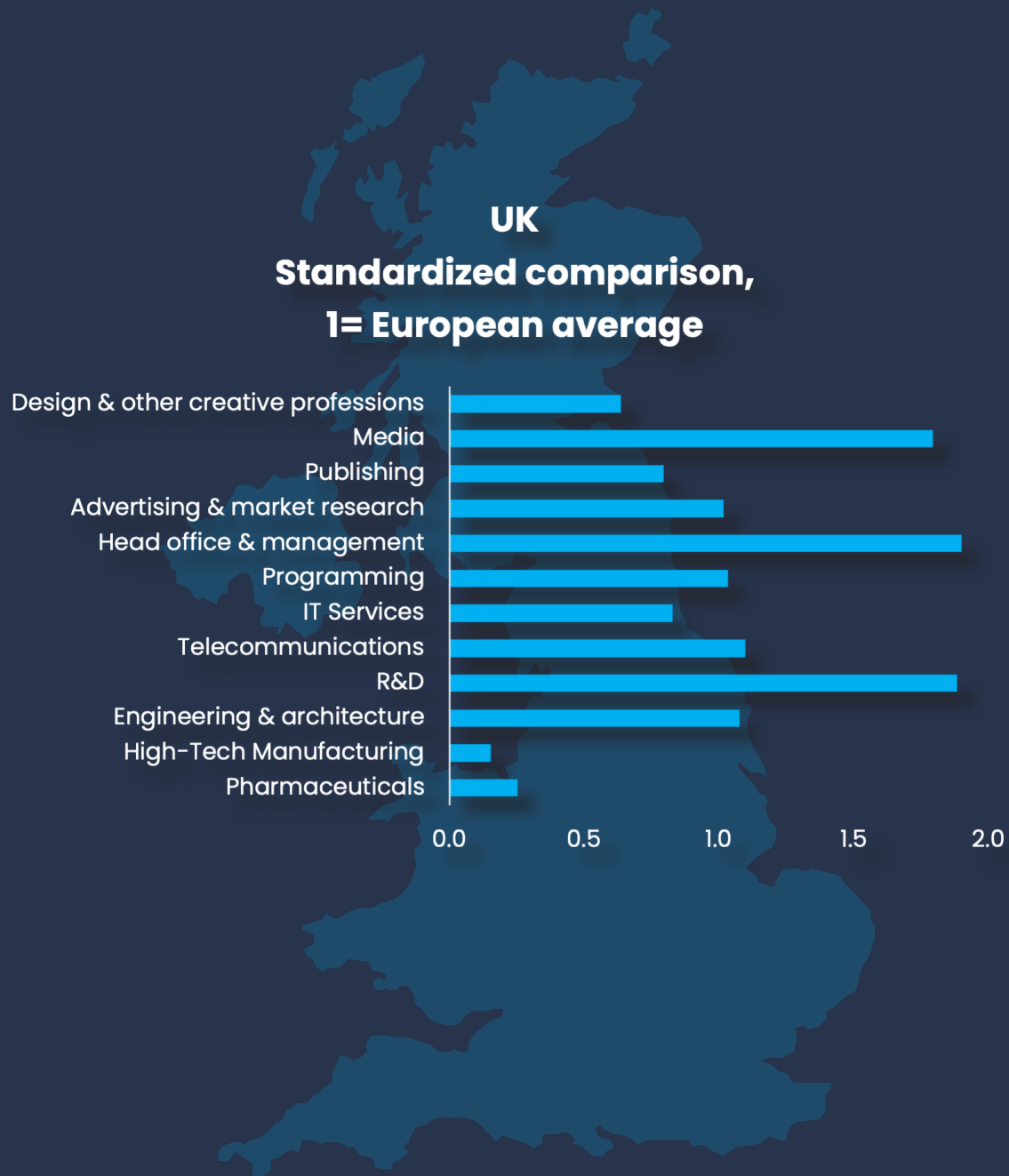
Slovenia
Standardized comparison,
1= European average



UK

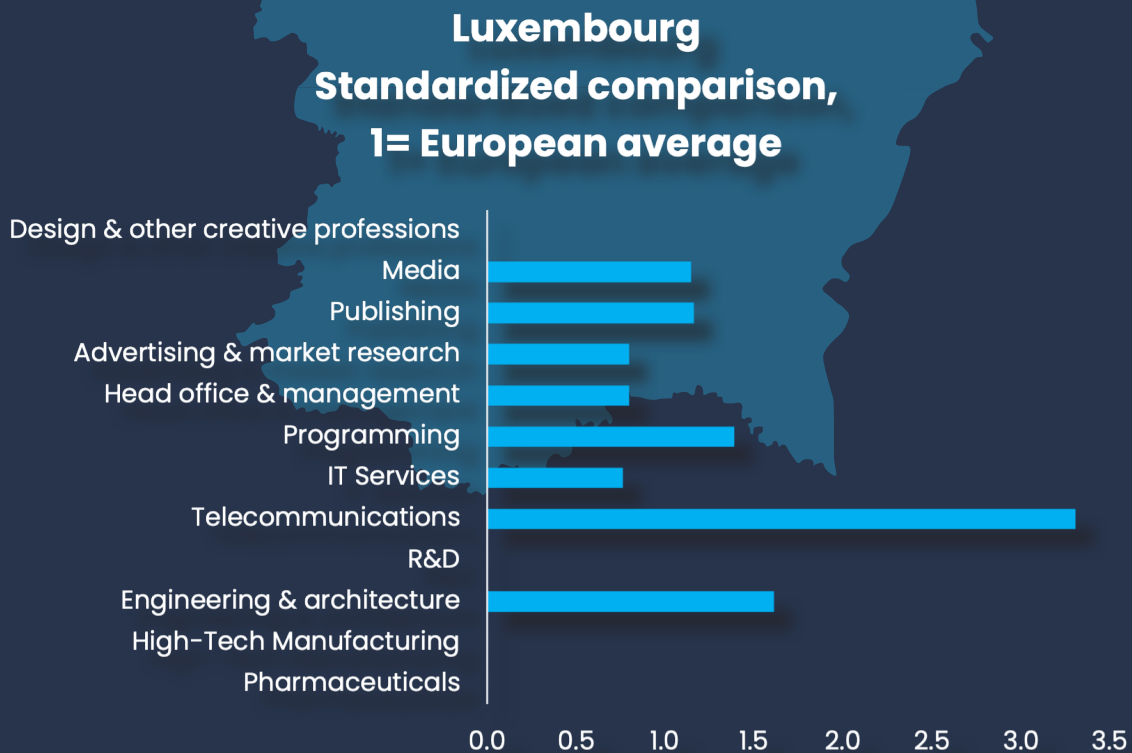


- In 2026, 8.6 percent of the working-age adults of the UK were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. Since Brexit it is the first time that data for the UK has been compiled for this study.
- Share of adults in highly knowledge-intensive jobs is higher in the UK compared to the other of the larger European nations such as Germany (8.2 percent), France (6.5 percent), Italy and Spain (5.6 percent both). However, many smaller European states have a higher share of adults in brain business jobs. The UK ranks 10th in comparison of share of adults in knowledge-intensive jobs in Europe.
- Regional estimates are made for London but not the other UK regions, due to lack of data. In London 14.8 percent of adults are employed in brain business jobs, the 16th highest share in Europe.
- In total numbers London has 792 700 brain business jobs, second to Paris which has 1 092 000, but significantly more than Madrid on third place where the number is 609 500.
- The UK has particular relative strengths in head office and management, where 935 150 are employed. The country has also developed a relatively strong research and development sector, with 172 200 employees. Media is a third strong sector in the UK, with 200 750 employees.



Luxembourg

- In 2026, 8.5 percent of the working-age adults of Luxembourg were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a slight increase from 8.4 percent the year before. The level has increased from 8.2 percent in 2014.
- Luxembourg has just fallen out of the top 10 league, and ranks as having the eleventh highest share of adults in brain business jobs in Europe currently.
- Luxembourg has particular relative strengths in telecommunications, where nearly 5 800 are employed. Luxembourg has developed a relatively strong engineering & architecture sector, with 9 250 employees.



Hungary

- In 2026, 8.2 percent of the working-age adults of Hungary were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 8.0 percent the year before. The level has risen from 5.3 percent in 2014, a significant rate of growth, yet followed by stagnation lately.
- In the Budapest region 22.2 percent of the adults are employed in brain business jobs. This is the third highest share in a regional comparison, with all European regions that data exists for. In Budapest 22.15 percent of adults are employed in brain business jobs, just behind second place Prague where the level is 22.25 percent.
- The share of adults employed in knowledge-intensive jobs is also high in the Pest region, where 6.5 percent work in brain business jobs.
- Hungary has particular relative strengths in high-tech manufacturing, where 54 850 are employed. The country has also developed a relatively strong design and other creative professions sector, with close to 43 400 employees.

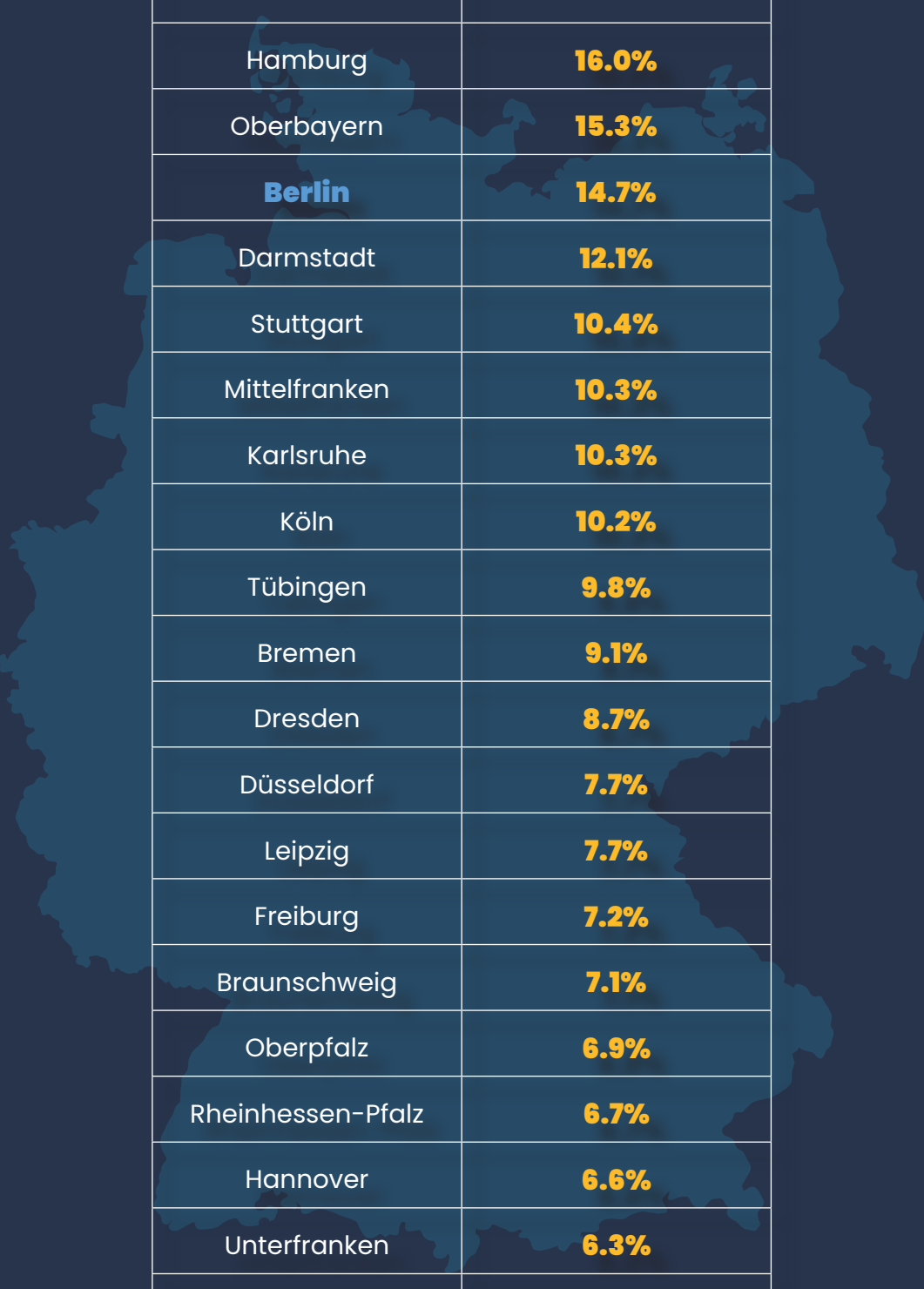
	Brain business jobs per capita
Budapest	22.2%
Pest	6.5%
Közép-Dunántúl	5.6%
Nyugat-Dunántúl	5.2%
Dél-Dunántúl	4.9%
Észak-Magyarország	4.6%
Észak-Alföld	4.5%
Dél-Alföld	4.2%

Hungary
Standardized comparison,
1= European average

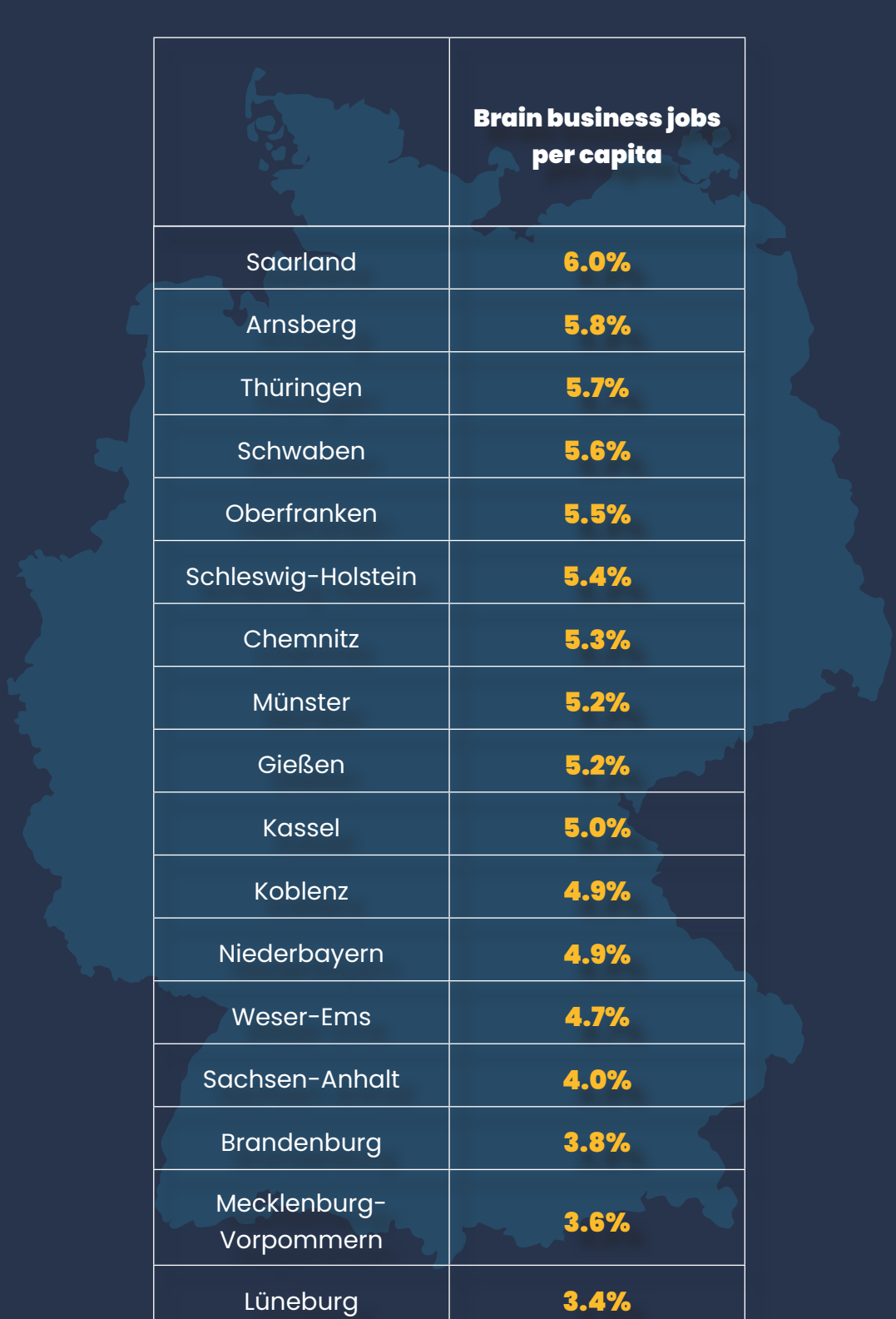


Germany

- In 2026, 8.2 percent of the working-age adults of Germany were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a reduction from 8.7 percent in 2022. The level has increased from 6.8 percent in 2014.
- In the Hamburg region fully 16.0 percent of the adults are employed in brain business jobs, this is the 13th highest share in a regional comparison, with all European regions that data exists for. The share is also high in Oberbayern and Berlin, 15.3 and 14.7 percent, respectively. Berlin is unique in Europe as a capital region, which has two other regions in the same country with higher shares of brain business jobs.
- Germany has particular relative strengths in high-tech manufacturing, where 393 450 are employed. The country has developed a relatively strong publishing sector, with 218 800 employees.

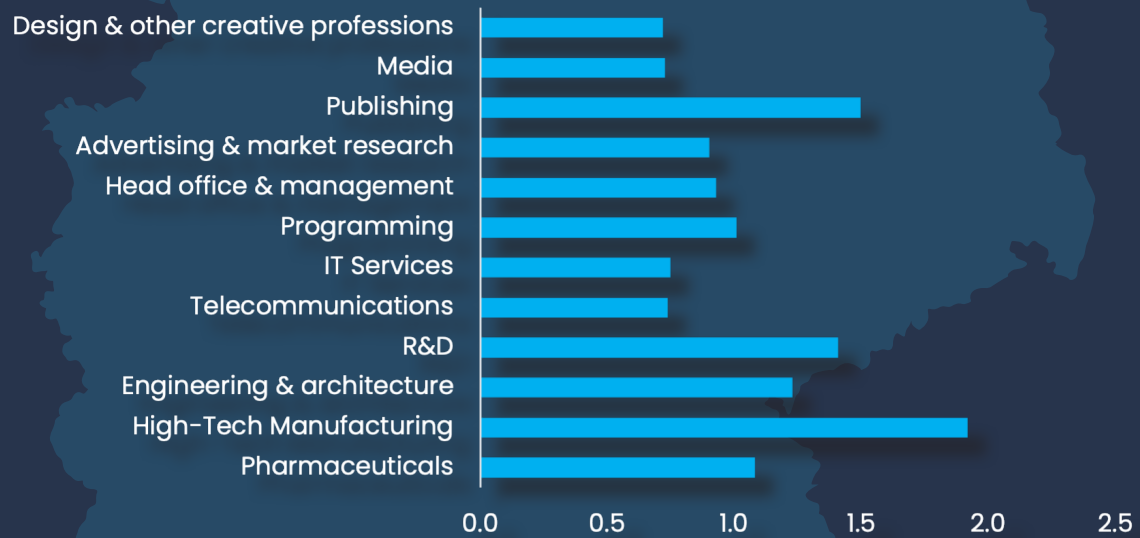


	Brain business jobs per capita
Hamburg	16.0%
Oberbayern	15.3%
Berlin	14.7%
Darmstadt	12.1%
Stuttgart	10.4%
Mittelfranken	10.3%
Karlsruhe	10.3%
Köln	10.2%
Tübingen	9.8%
Bremen	9.1%
Dresden	8.7%
Düsseldorf	7.7%
Leipzig	7.7%
Freiburg	7.2%
Braunschweig	7.1%
Oberpfalz	6.9%
Rhein Hessen-Pfalz	6.7%
Hannover	6.6%
Unterfranken	6.3%
Detmold	6.0%



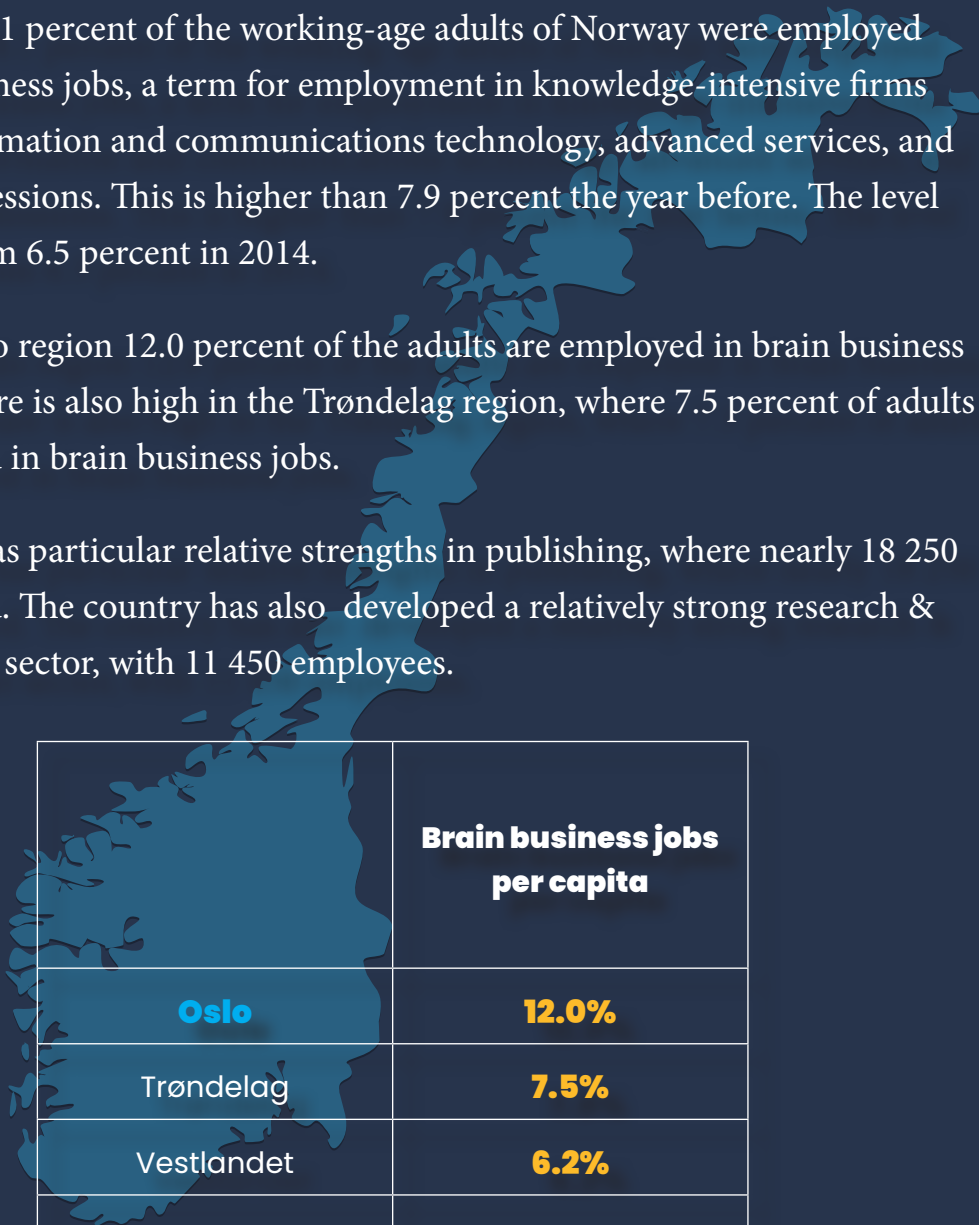
	Brain business jobs per capita
Saarland	6.0%
Arnsberg	5.8%
Thüringen	5.7%
Schwaben	5.6%
Oberfranken	5.5%
Schleswig-Holstein	5.4%
Chemnitz	5.3%
Münster	5.2%
Gießen	5.2%
Kassel	5.0%
Koblenz	4.9%
Niederbayern	4.9%
Weser-Ems	4.7%
Sachsen-Anhalt	4.0%
Brandenburg	3.8%
Mecklenburg- Vorpommern	3.6%
Lüneburg	3.4%
Trier	2.9%

Germany
Standardized comparison,
1= European average



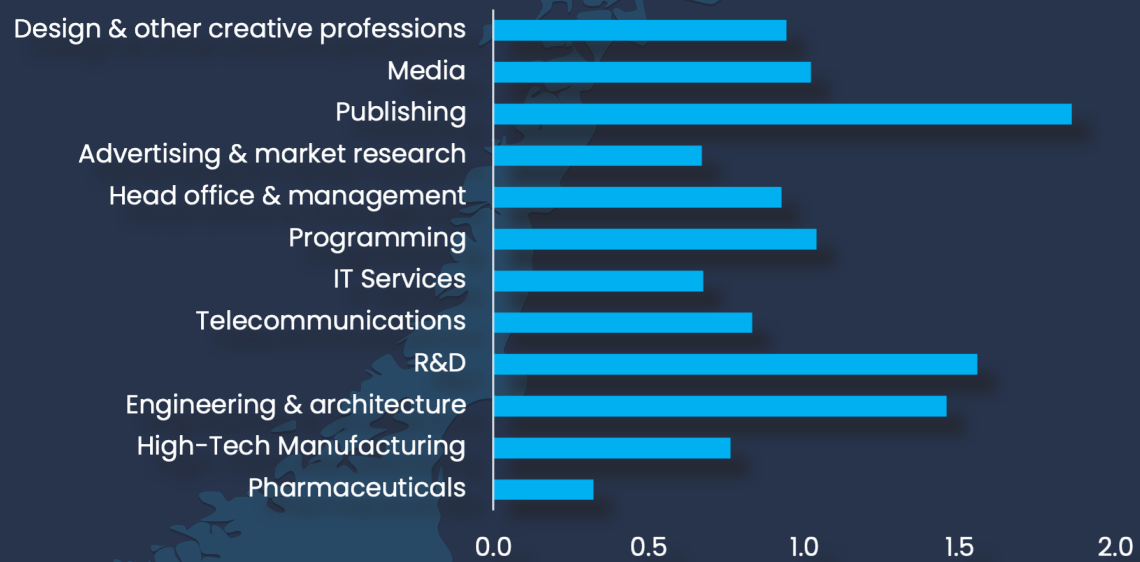
Norway

- In 2026, 8.1 percent of the working-age adults of Norway were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is higher than 7.9 percent the year before. The level has risen from 6.5 percent in 2014.
- In the Oslo region 12.0 percent of the adults are employed in brain business jobs. The share is also high in the Trøndelag region, where 7.5 percent of adults are employed in brain business jobs.
- Norway has particular relative strengths in publishing, where nearly 18 250 are employed. The country has also developed a relatively strong research & development sector, with 11 450 employees.



	Brain business jobs per capita
Oslo	12.0%
Trøndelag	7.5%
Vestlandet	6.2%
Agder og Sør-Østlandet	5.6%
Innlandet	3.6%
Nord-Norge	3.6%

Norway
Standardized comparison,
1= European average

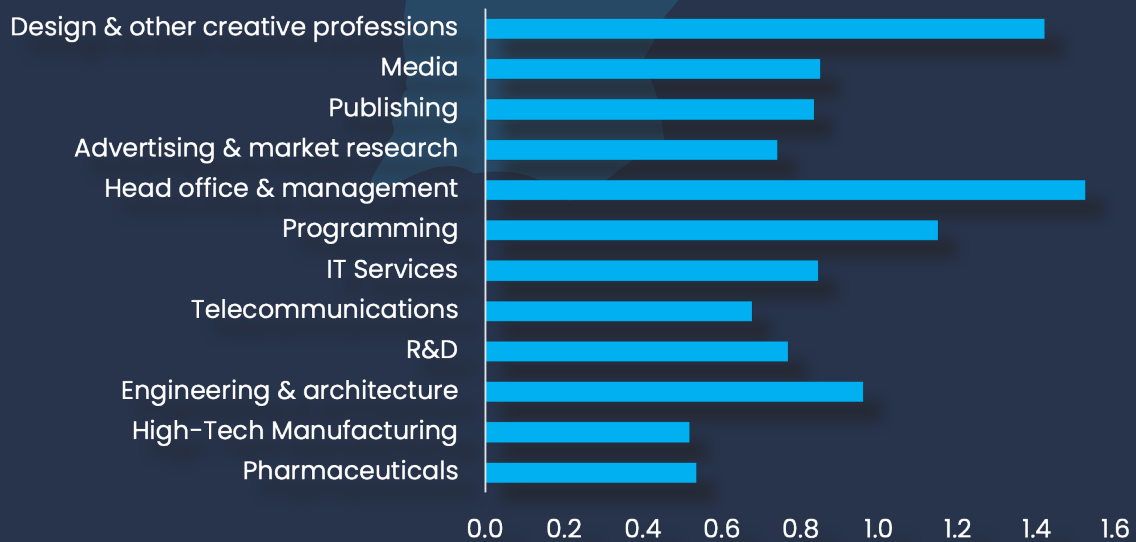


Portugal

- In 2026, 8.1 percent of the working-age adults of Portugal were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 7.8 percent the year before.
- The level has risen from 3.8 percent in 2014, a significant improvement over time. Over time Portugal has evolved significantly with brain business jobs, attracting talents and jobs from across Europe.
- In the Lisbon region fully 20.5 percent of the adults are employed in brain business jobs. This is the fourth highest rate amongst all European regions for which data exists. The Norte region also has a high share of brain business jobs per capita, with 7.2 percent of adults employed in highly knowledge-intensive jobs.
- Portugal has particular relative strengths in head office and management, where nearly 114 450 are employed. The country has also developed a relatively strong design and other creative professions sector, with 46 350 employees.

	Brain business jobs per capita
Lisbon	20.5%
Norte	7.2%
Centro	5.5%
Região Autónoma da Madeira	4.7%
Algarve	4.5%
Alentejo	3.3%
Região Autónoma dos Açores	3.0%

Portugal
Standardized comparison,
1= European average



Iceland

- In 2026, 8.0 percent of the working-age adults of Iceland were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a decrease from 8.4 percent in 2024.
- The level has increased from 7.8 percent in 2014. Overall Iceland has a stagnation of brain business jobs.
- Iceland has particular relative strengths in pharmaceuticals, where nearly 1 050 are employed. The country has also developed a relatively strong research & development sector, with 800 employees.

Iceland Standardized comparison, 1= European average



Finland

- In 2026, 7.9 percent of the working-age adults of Finland were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a slight increase from 7.8 in 2024. The level has risen from 6.8 percent in 2014.
- In the Helsinki region fully 12.7 percent of the adults are employed in brain business jobs. The share is also high in the Länsi-Suomi and Åland regions, 6.0 and 5.8 percent, respectively.
- Finland has particular relative strengths in high-tech manufacturing, where nearly 22 800 are employed. The country has also developed a relatively strong publishing sector, with 19 950 employees.

	Brain business jobs per capita
Helsinki	12.7%
Länsi-Suomi	6.0%
Åland	5.8%
Pohjois- ja Itä-Suomi	5.3%
Etelä-Suomi	4.9%

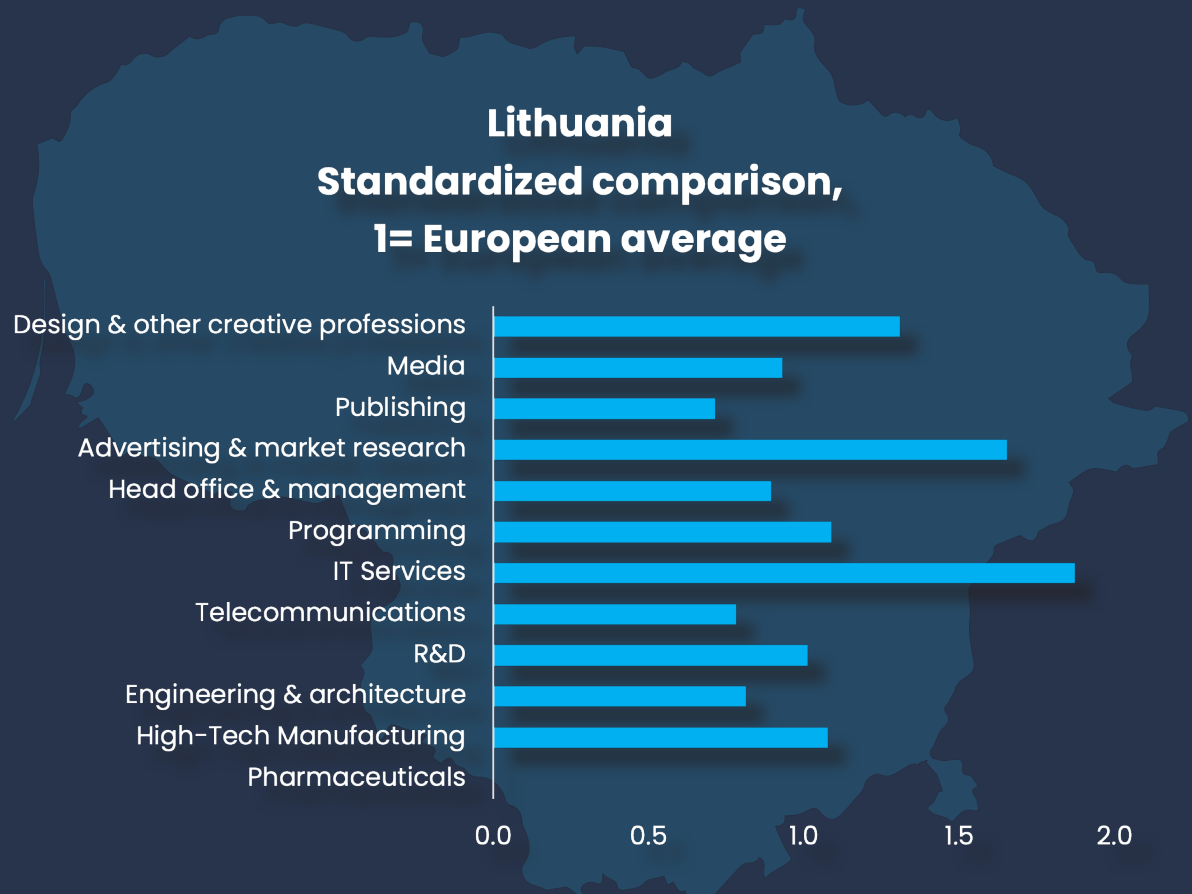
Finland
Standardized comparison,
1= European average



Lithuania

- In 2026, 7.8 percent of the working-age adults of Lithuania were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a slight increase from 7.7 percent in 2024. The level has risen from 4.3 percent in 2014, a significant improvement over time.
- In the Vilnius region fully 16.2 percent of the adults are employed in brain business jobs. This is the 12th highest share in Europe, amongst all regions for which data exists. In the Vidurio region, 4.0 percent of adults work in knowledge-intensive brain business jobs.
- Lithuania has particular relative strengths in IT services, where nearly 9 550 are employed. The country has also developed a relatively strong advertising & market research sector, with above 13 100 employees.

	Brain business jobs per capita
Vilnius	16.2%
Vidurio	4.0%



Belgium

- In 2026, 7.5 percent of the working-age adults of Belgium were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 7.3 percent the previous year. The level has risen from 5.7 percent in 2014.
- In the Brabant wallon region as many as 16.4 percent of the adults are employed in brain business jobs, this is the 10th highest share in a regional comparison, with all European regions that data exists for. In the capital region of Brussels, 11.2 percent are employed in brain business jobs. Vlaams-Brabant also has a high share, 11.1 percent.
- Belgium has particular relative strengths in head office and management, with some 158 600 jobs in this sector. Belgium is further strong in pharmaceuticals, where 31 950 are employed.

	Brain business jobs per capita
Brabant wallon	16.4%
Brussels	11.2%
Vlaams-Brabant	11.1%
Antwerpen	10.4%
Oost-Vlaanderen	7.3%

	Brain business jobs per capita
West-Vlaanderen	5.7%
Limburg (BE)	5.5%
Liège	3.8%
Namur	3.5%
Hainaut	2.7%
Luxembourg (BE)	1.6%

Belgium
Standardized comparison,
1= European average

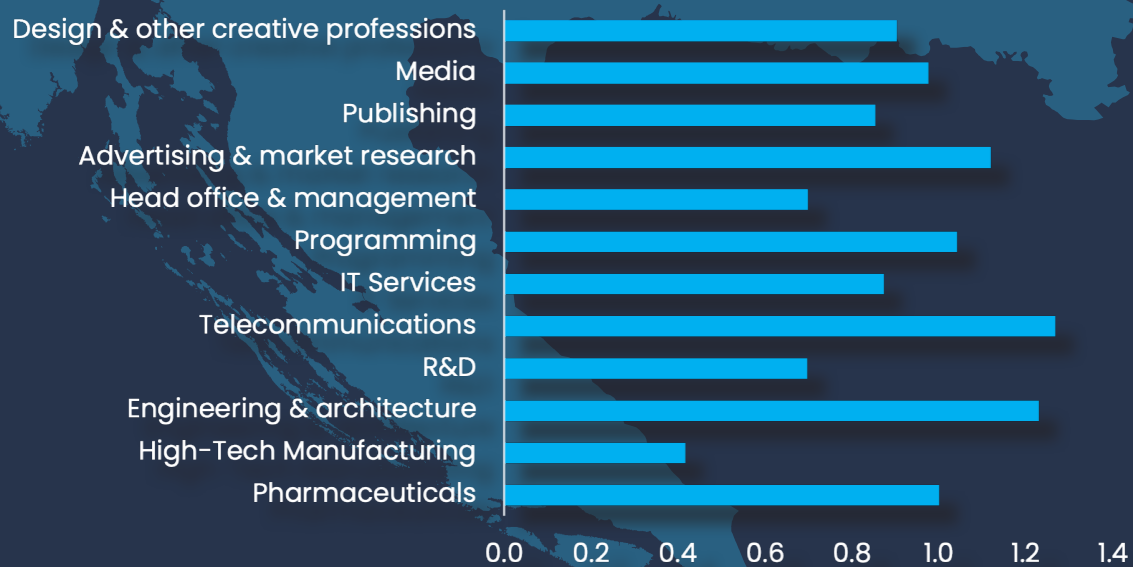


Croatia

- In 2026, 7.5 percent of the working-age adults of Croatia were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a major increase from 6.6 percent in 2024. The level has risen from 3.7 percent in 2014, nearly doubling since.
- In the Zagreb region as many as 19.5 percent of the adults are employed in brain business jobs, this is the 6th highest share in a regional comparison, with all European regions that data exists for. Zagreb is increasingly one of Europe's most brain business jobs dense regions.
- Jadranska Hrvatska also has a relatively high share of adults in brain business jobs, 5.3 percent.
- Croatia has particular relative strengths in telecommunications, where 11 450 are employed. The country has developed a relatively strong engineering & architecture sector, with 36 300 employees.

	Brain business jobs per capita
Zagreb	19.5%
Jadranska Hrvatska	5.3%
Sjeverna Hrvatska	3.9%
Panonska Hrvatska	3.3%

Croatia
Standardized comparison,
1= European average

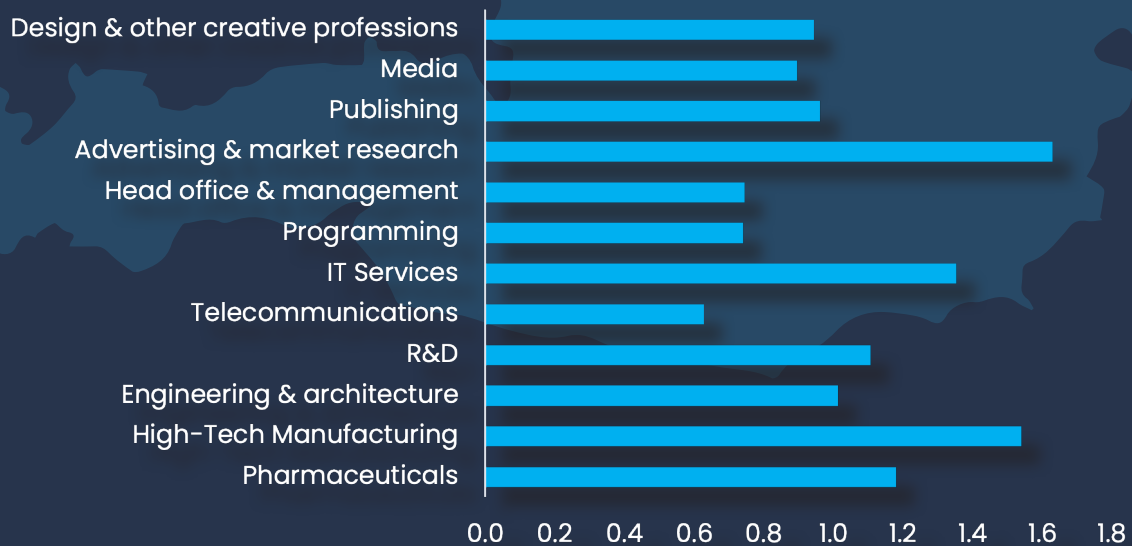


Austria

- In 2026, 7.4 percent of the working-age adults of Austria were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a decrease from 7.5 percent in 2024. The level has risen from 6.0 percent in 2014.
- In the Vienna region as many as 12.1 percent of the adults are employed in brain business jobs. Steiermark and Tirol regions also have high shares of brain business jobs per capita, 7.6 percent.
- Austria has particular relative strengths in high-tech manufacturing, where 35 950 are employed. The country has also developed a relatively strong advertising & market research sector, with 41 400 employees.

	Brain business jobs per capita
Vienna	12.1%
Steiermark	7.6%
Tirol	7.6%
Salzburg	7.3%
Kärnten	6.8%
Oberösterreich	5.6%
Vorarlberg	4.7%
Niederösterreich	4.4%
Burgenland	3.8%

Austria
Standardized comparison,
1= European average



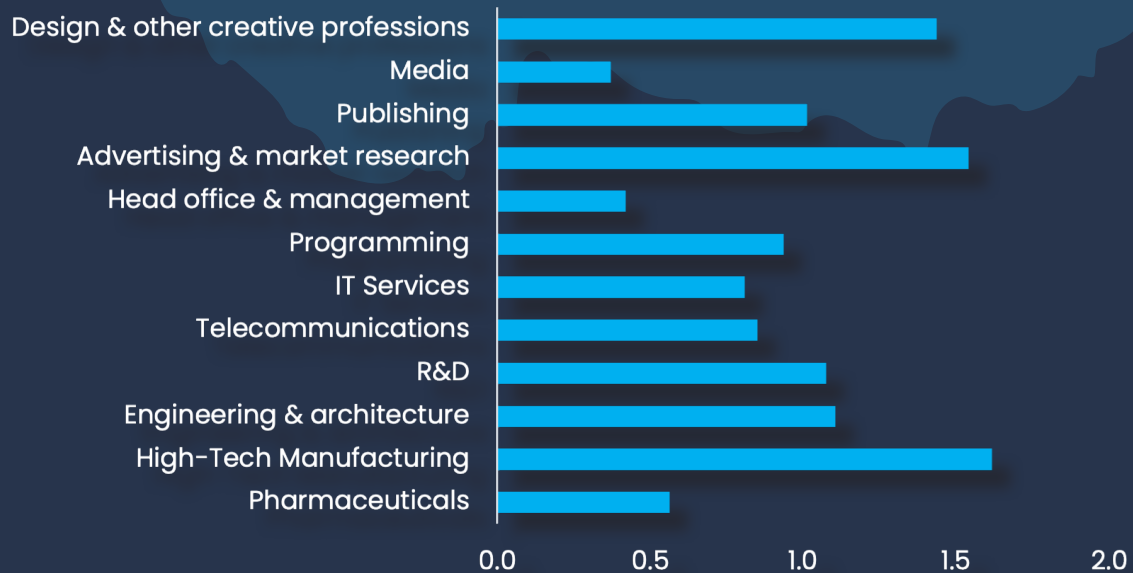
Czechia

- In 2026, 7.4 percent of the working-age adults of Czechia were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 7.0 percent in 2023. The level has risen from 5.3 percent in 2014, a major economic transformation.
- In the Prague region as many as 22.2 percent of the adults are employed in brain business jobs, this is the 2nd highest share in a regional comparison, with all European regions that data exists for. Competition from Budapest in third spot is significant, since the share of adults in brain business jobs is nearly the same (22.25 in Prague versus 22.15 in Budapest).
- Jihovýchod also has a high shares of brain business jobs per capita, 7.8 percent of adults are employed in this region in highly knowledge-intensive jobs.
- Czechia has particular relative strengths in high-tech manufacturing, with some 42 950 jobs in this sector. Croatia as well has strengths in advertising & market research, where 44 550 are employed.

	Brain business jobs per capita
Prague	22.2%
Jihovýchod	7.8%
Severovýchod	5.3%
Moravskoslezsko	5.1%

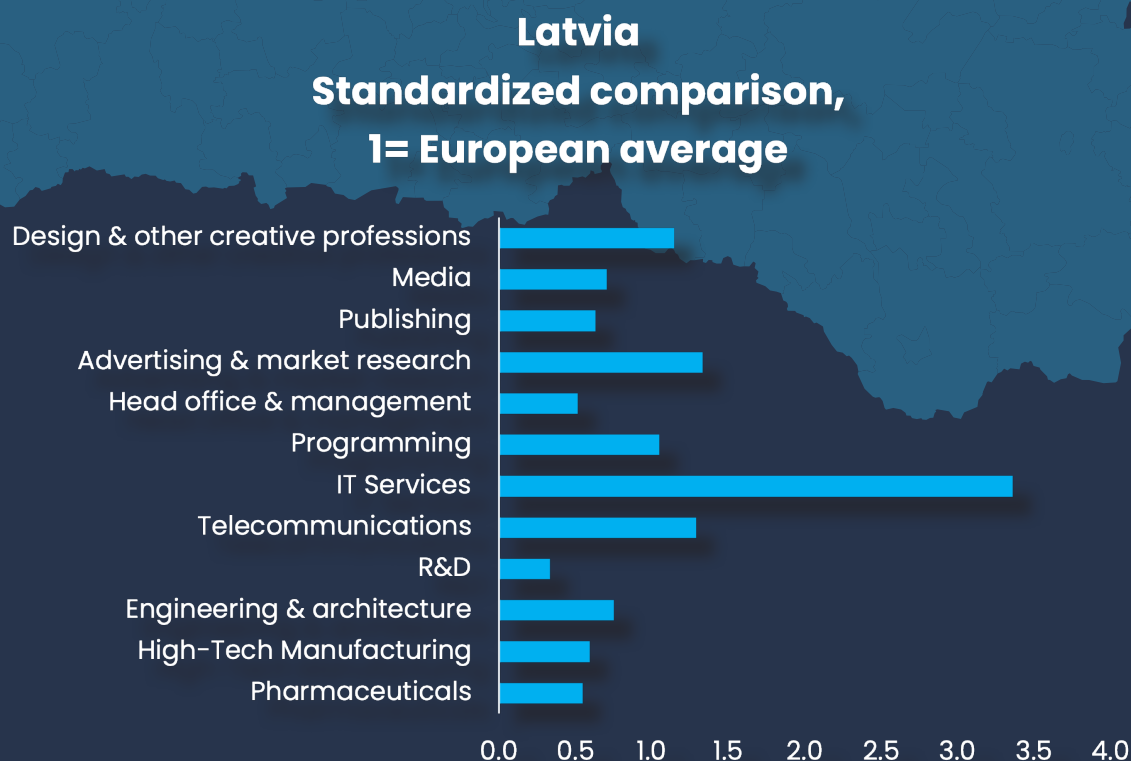
	Brain business jobs per capita
Střední Morava	4.6%
Jihozápad	4.2%
Střední Čechy	3.9%
Burgenland	3.8%

Czechia
Standardized comparison,
1= European average



Latvia

- In 2026, 7.3 percent of the working-age adults of Latvia were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 7.0 percent in 2024. The level has risen from 4.8 percent in 2014, which represents a significant economic transformation.
- Latvia has particular relative strengths in IT services, where 10 550 are employed. The country has also developed a relatively strong advertising & market research sector, with 6 500 employees.

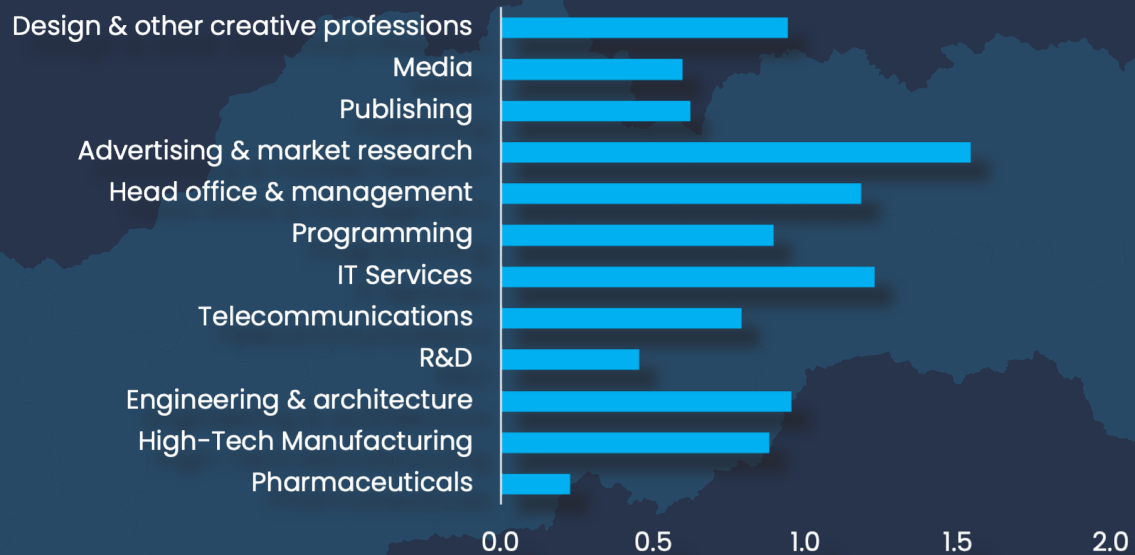


Slovakia

- In 2026, 7.2 percent of the working-age adults of Slovakia were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 6.7 percent in 2024. The level has risen from 4.4 percent in 2014, which represents a significant economic shift.
- In the Bratislava region as many as 24.8 percent of the adults are employed in brain business jobs, this is the highest share in a regional comparison, with all European regions that data exists for. Bratislava tends to be ranked as the most knowledge-intensive region in Europe, with competition from Prague and Budapest (22.2 percent).
- Slovakia has particular relative strengths in advertising & market research, where 22 950 are employed. The country has also developed a relatively strong in head office & management sector, with 46 450 employees.

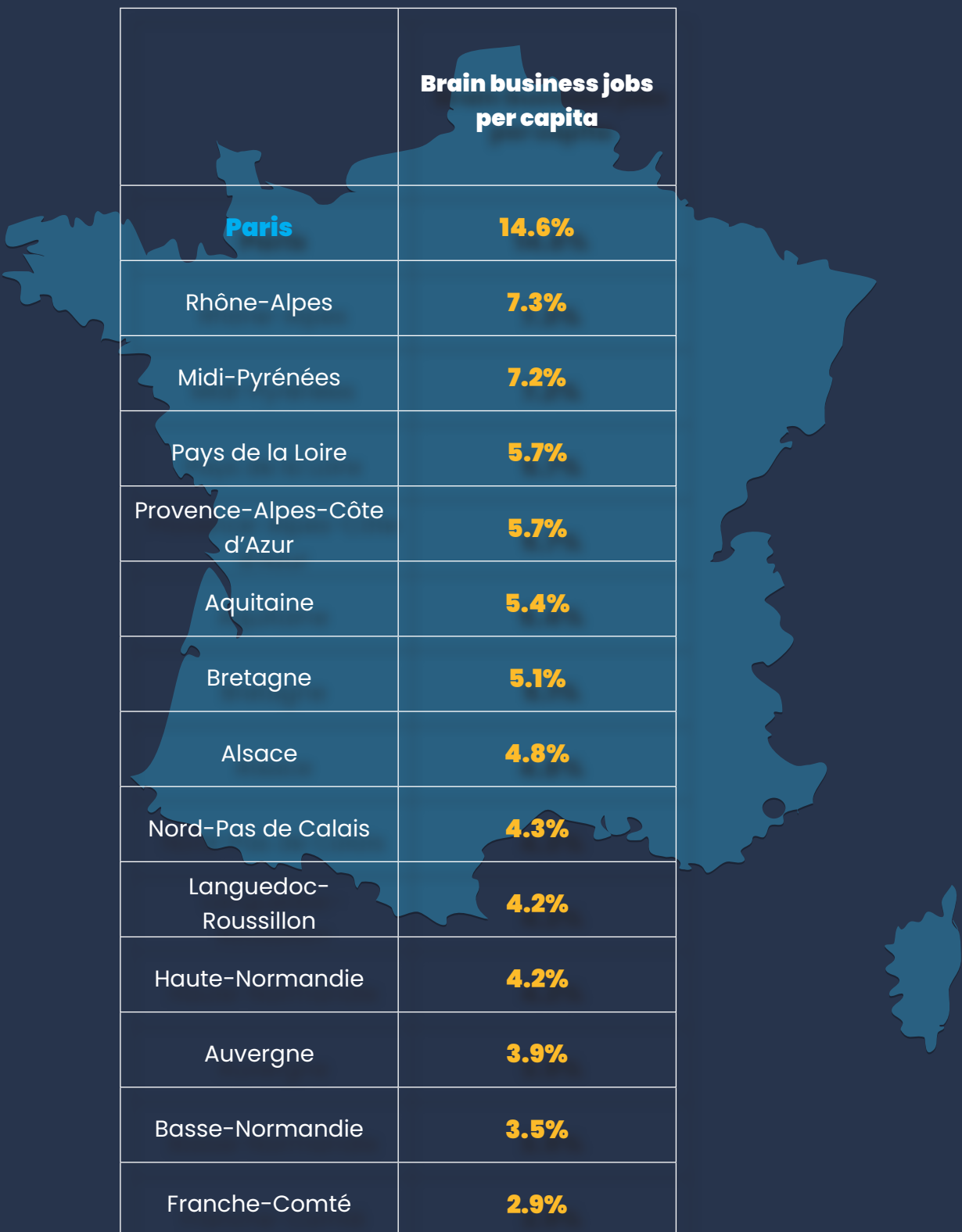
	Brain business jobs per capita
Bratislava	24.8%
Západné Slovensko	5.1%
Stredné Slovensko	4.5%
Východné Slovensko	3.8%

Slovakia
Standardized comparison,
1= European average



France

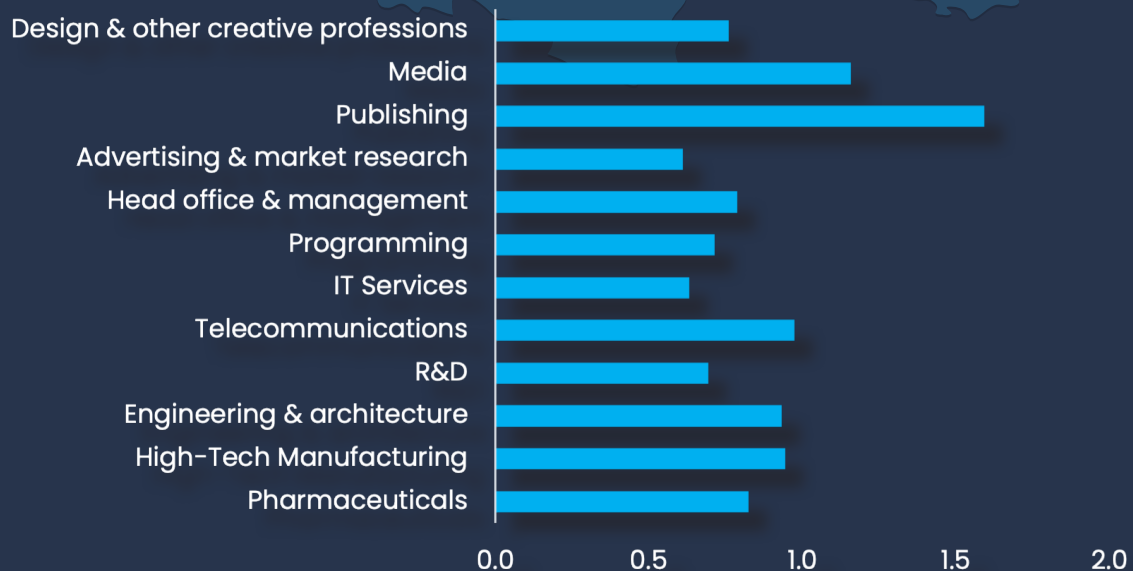
- In 2026, 6.5 percent of the working-age adults of France were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 6.4 percent the year before. The level has risen from 5.5 percent in 2014.
- In the Paris region 14.6 percent of the adults are employed in brain business jobs. No other European region has as many brain business jobs in total as Paris, which is the only European region with more than a million brain business jobs. In the Paris region there are 1 092 000 brain business jobs, compared with 792 700 in London, and 609 500 in Madrid, which rank second and third in Europe.
- Rhône-Alpes and Midi-Pyrénées also have relatively high shares of adults employed in brain business jobs, 7.3 and 7.2 percent, respectively.
- France has particular relative strengths in publishing, where 181 100 are employed. The country has also developed a relatively strong media sector, with 120 650 employees.



	Brain business jobs per capita
Paris	14.6%
Rhône-Alpes	7.3%
Midi-Pyrénées	7.2%
Pays de la Loire	5.7%
Provence-Alpes-Côte d'Azur	5.7%
Aquitaine	5.4%
Bretagne	5.1%
Alsace	4.8%
Nord-Pas de Calais	4.3%
Languedoc- Roussillon	4.2%
Haute-Normandie	4.2%
Auvergne	3.9%
Basse-Normandie	3.5%
Franche-Comté	2.9%

	Brain business jobs per capita
Poitou-Charentes	2.9%
Bourgogne	2.8%
Limousin	2.6%
Champagne-Ardenne	2.5%
Lorraine	2.5%
Picardie	2.4%
Corse	2.3%

France
Standardized comparison,
1= European average



Bulgaria

- In 2026, 6.4 percent of the working-age adults of Bulgaria were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 6.1 percent in 2023. The level has risen from 3.6 percent in 2014, significantly transforming the knowledge intensity of the economy.
- In the Sofia region fully 14.7 percent of the adults are employed in brain business jobs, this is the 17th highest rate amongst the European regions that data exists for.
- Bulgaria has particular relative strengths in IT services, with some 16 850 jobs in this sector. Bulgaria is further strong in design & other creative professions, a sector that employs 27 400.

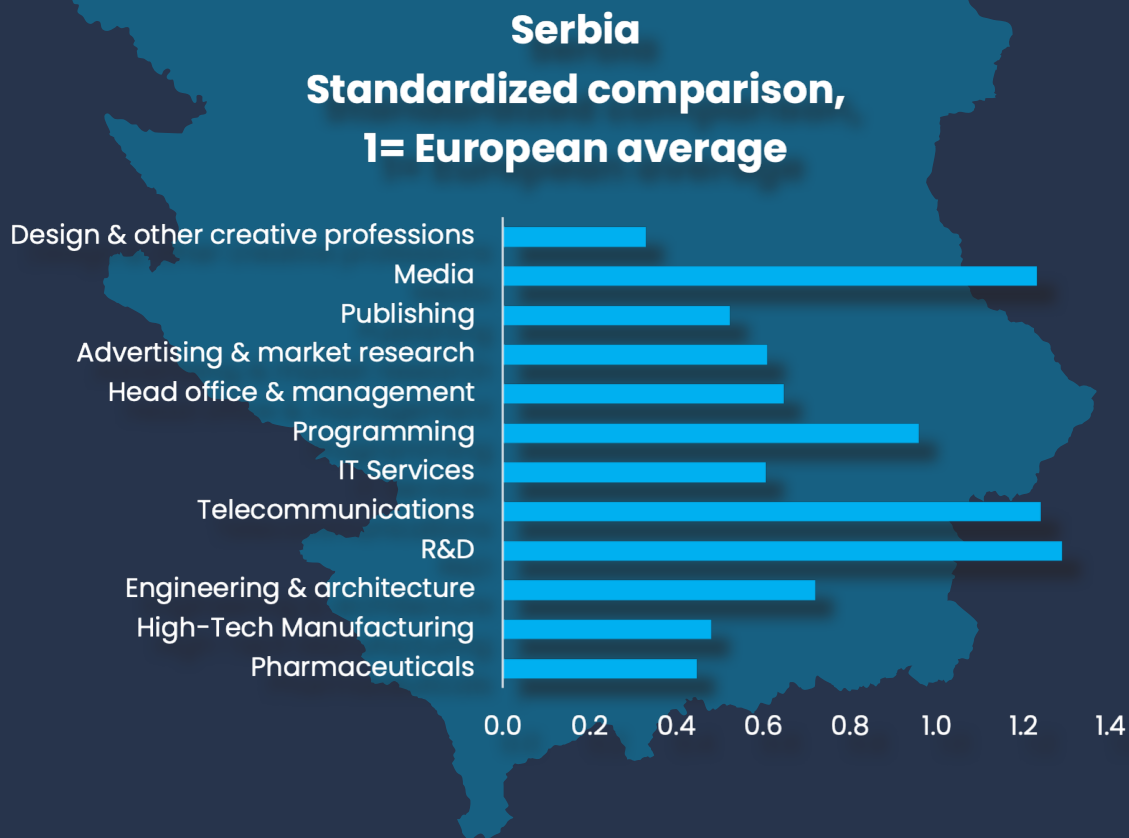
	Brain business jobs per capita
Sofia	14.7%
Severoiztochen	3.4%
Yuzhen tsentralen	2.6%
Severen tsentralen	2.2%
Yugoiztochen	1.8%
Severozapaden	1.3%

Bulgaria
Standardized comparison,
1= European average



Serbia

- In 2026, 5.9 percent of the working-age adults of Serbia were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a significant increase from 5.4 percent the year before.
- Serbia has particular relative strengths in research & development, where 10 950 are employed. The country also has developed a relatively strong telecommunications sector, with 19 000 employees.



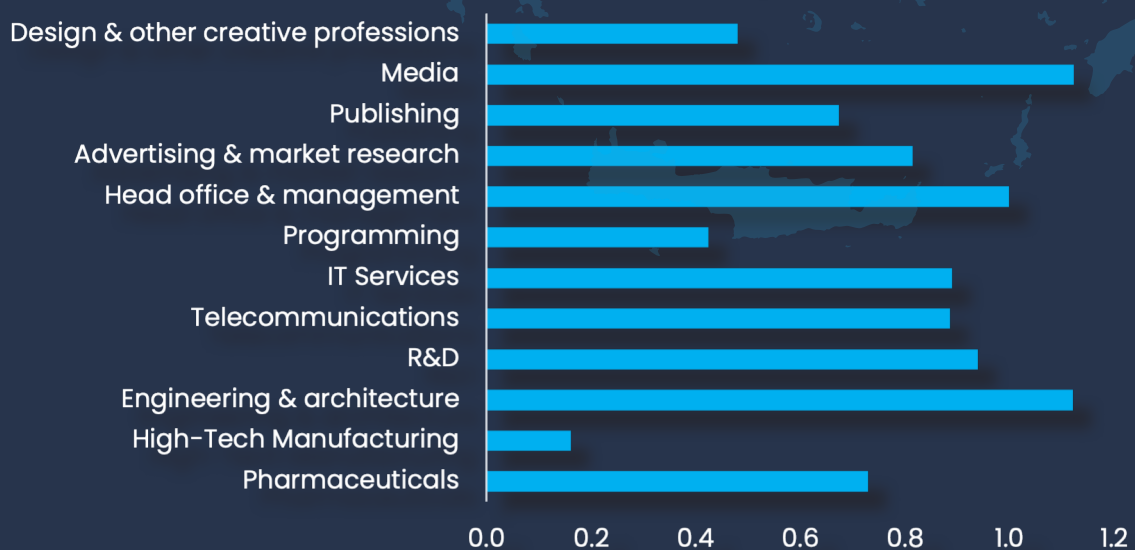
Greece

- In 2026, 5.8 percent of the working-age adults of Greece were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This represents a significant rise over time. The level has risen from 4.1 percent in 2014.
- In the Athens region fully 10.1 percent of the adults are employed in brain business jobs. Kentriki Makedonia and Kriti regions have 4.2 and 3.8 percent respectively of adults in brain business jobs.
- Greece has grown strongly with head offices & management, which now employs 72 300 persons. The country has also developed a relatively strong research & development sector, with 12 650 employees.

	Brain business jobs per capita
Athens	10.1%
Kentriki Makedonia	4.2%
Kriti	3.8%
Ionia Nisia	3.0%
Ipeiros	3.0%
Notio Aigaio	3.0%
Dytiki Elláda	2.9%

	Brain business jobs per capita
Thessalia	2.7%
Peloponnisos	2.6%
Dytiki Makedonia	2.5%
Anatoliki Makedonia. Thraki	2.4%
Voreio Aigaio	2.2%
Stereia Elláda	2.1%

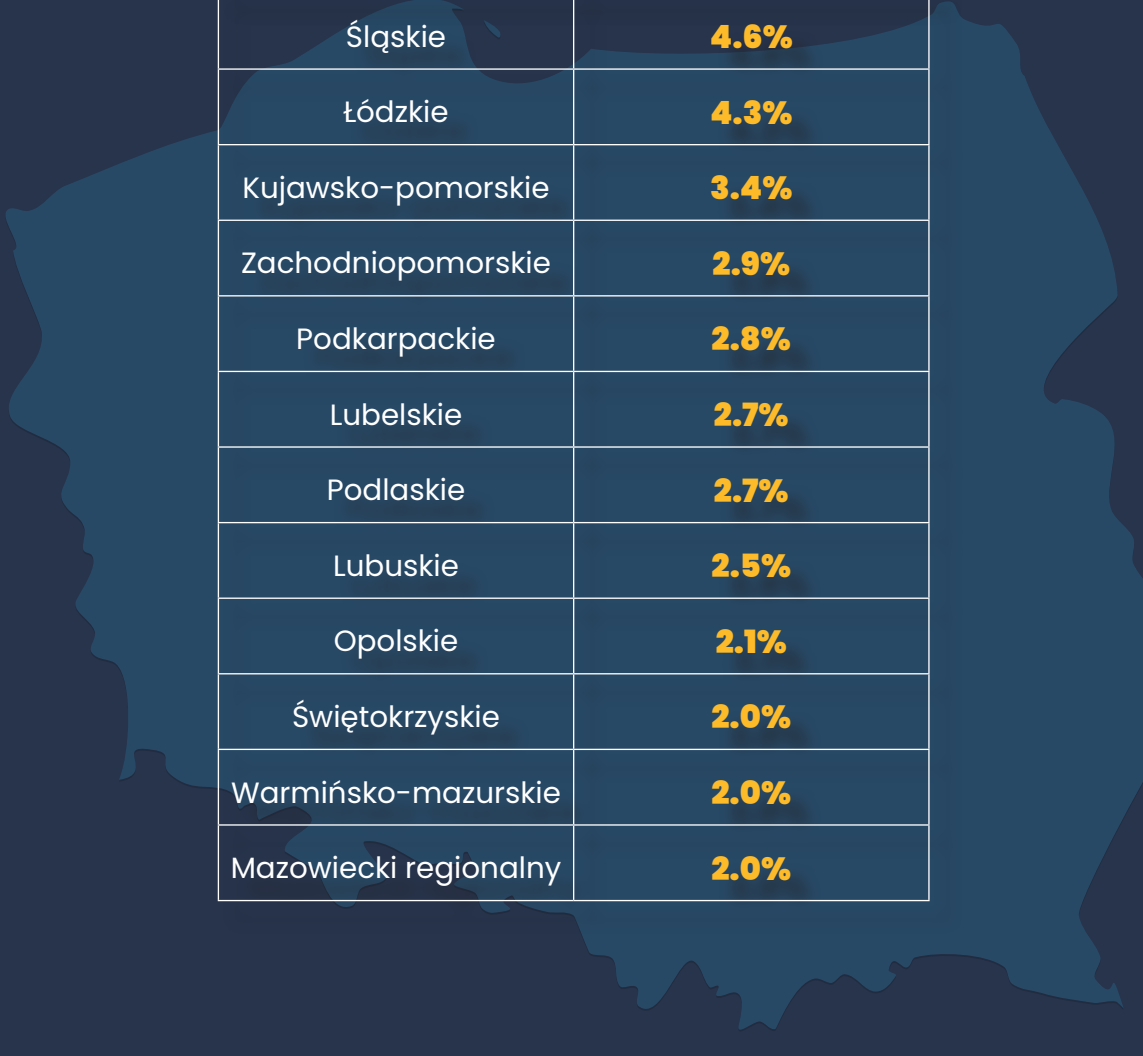
Greece
Standardized comparison,
1= European average



Poland

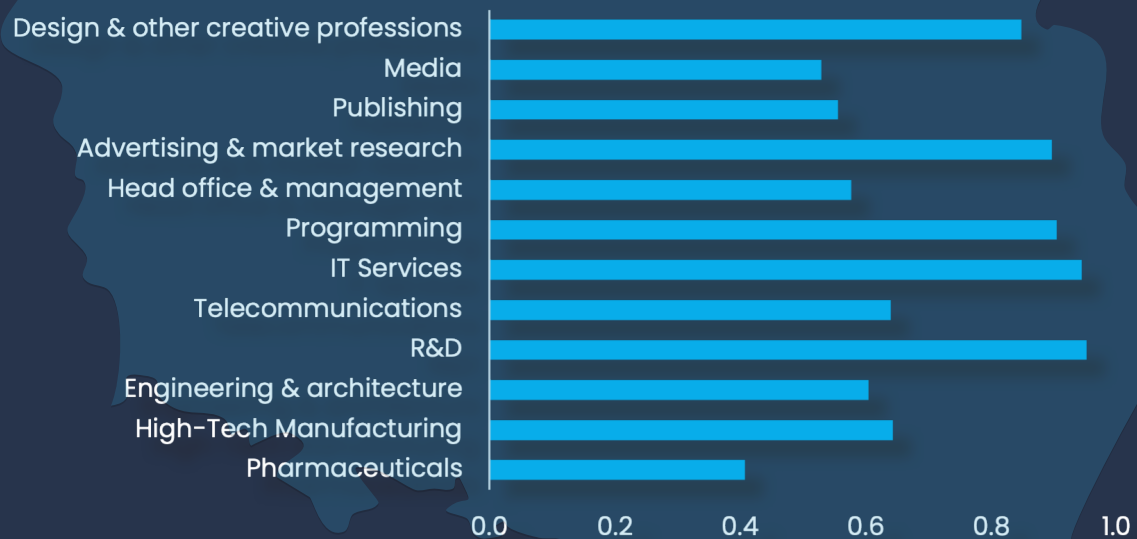
- In 2026, 5.6 percent of the working-age adults of Poland were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 5.1 percent in 2024. The level has risen from 3.1 percent in 2014.
- In the Warsaw region fully 18.0 percent of the adults are employed in brain business jobs, this is the 8th highest share in a regional comparison, with all European regions that data exists for. Małopolskie, Dolnoslaskie and Pomorskie regions also have a high share of brain business jobs per adult, with 8.2, 6.7 and 6.6 percent, respectively.
- Poland has particular relative strengths in research & development, where 45 800 are employed. The country also has developed a relatively strong programming sector, with 392 500 employees.

	Brain business jobs per capita
Warsaw	18.0%
Małopolskie	8.2%
Dolnośląskie	6.7%
Pomorskie	6.6%
Wielkopolskie	4.6%



	Brain business jobs per capita
Śląskie	4.6%
Łódzkie	4.3%
Kujawsko-pomorskie	3.4%
Zachodniopomorskie	2.9%
Podkarpackie	2.8%
Lubelskie	2.7%
Podlaskie	2.7%
Lubuskie	2.5%
Opolskie	2.1%
Świętokrzyskie	2.0%
Warmińsko-mazurskie	2.0%
Mazowiecki regionalny	2.0%

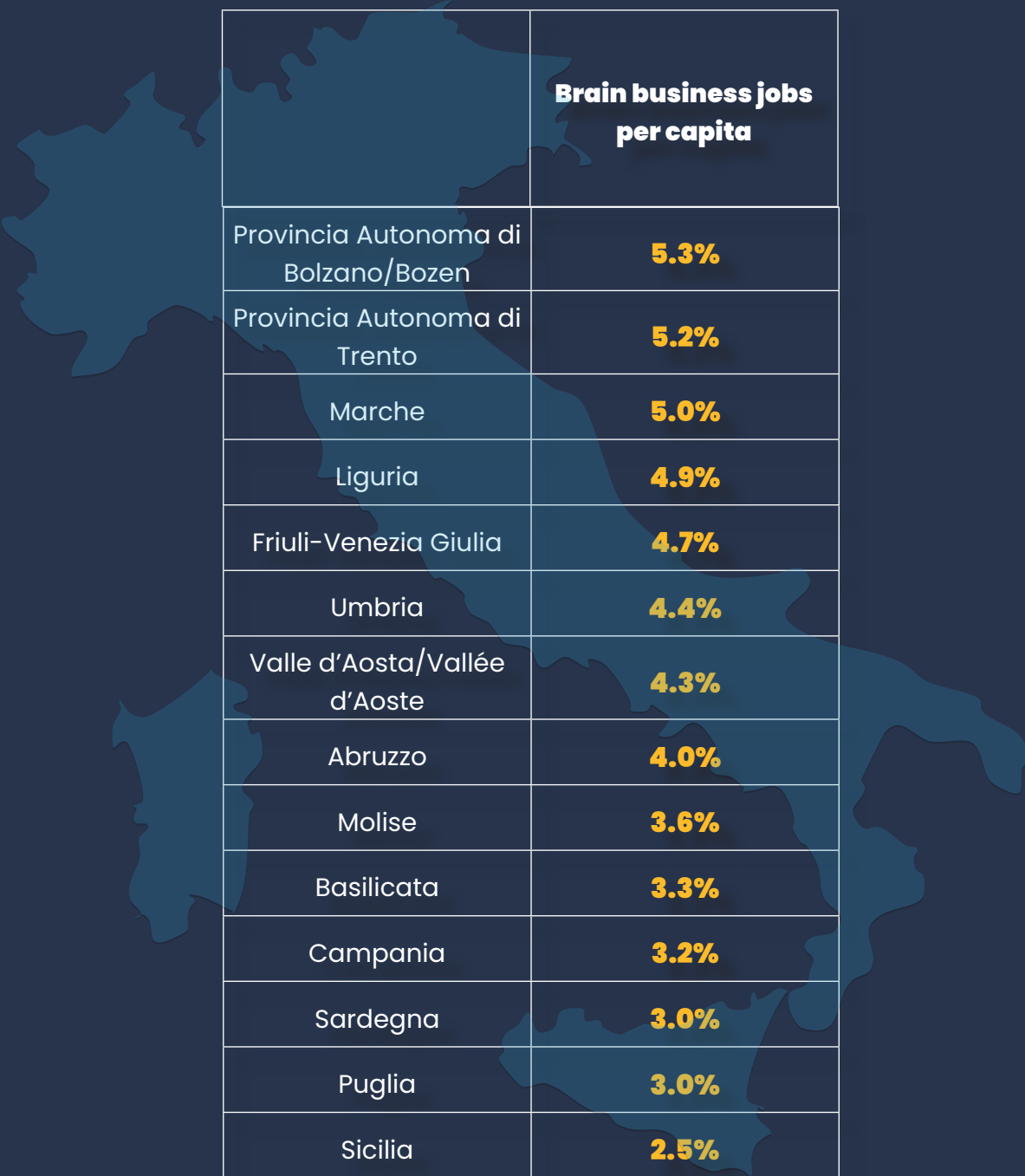
Poland
Standardized comparison,
1= European average



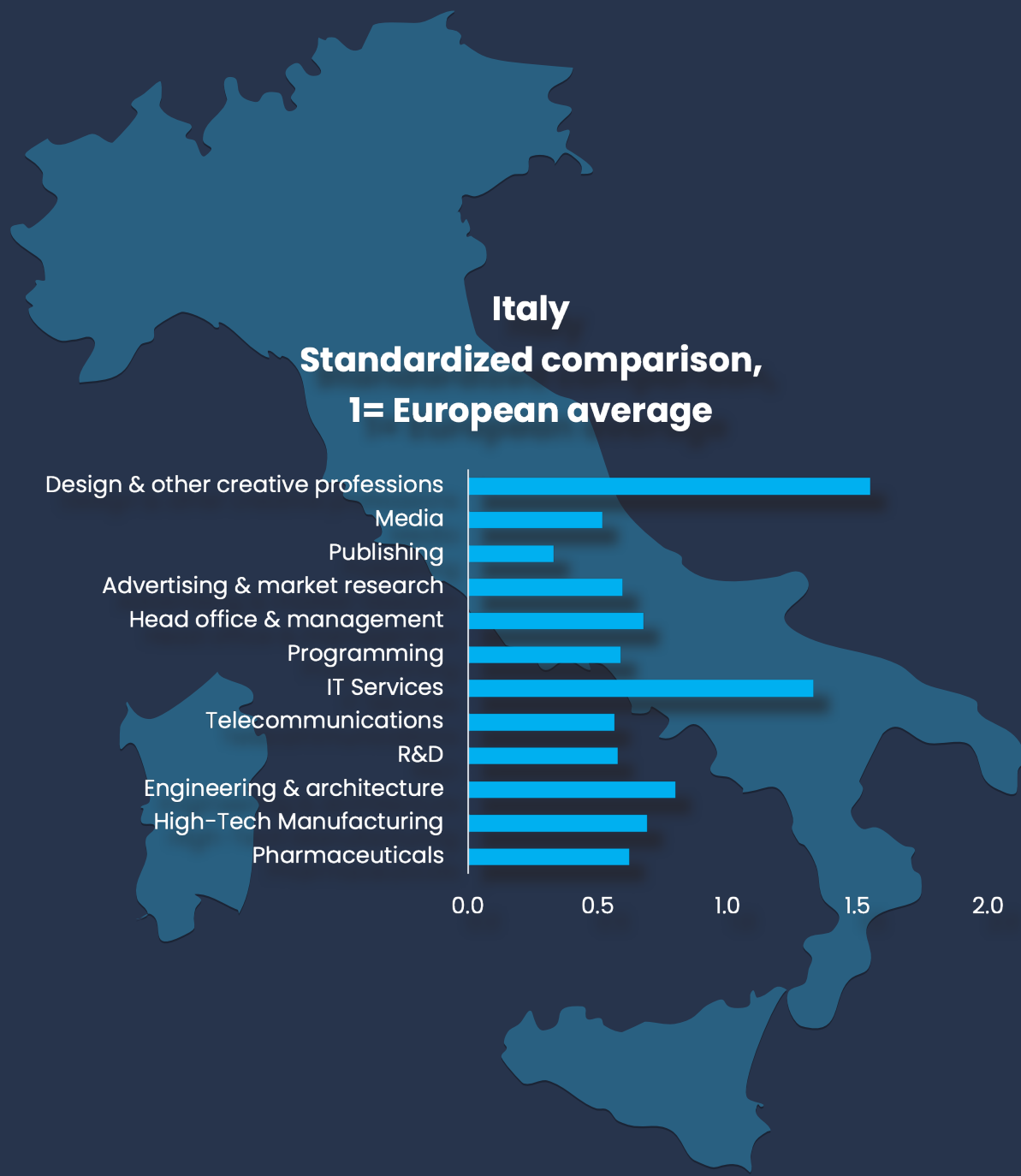
Italy

- In 2026, 5.6 percent of the working-age adults of Italy were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 5.5 percent the year before. The level has risen from 3.8 percent in 2014.
- In the Lombardia region 9.5 percent of the adults are employed in brain business jobs, while the rate is 8.3 percent in the Rome capital region. Piemonte and Emilia-Romagna regions also have a high share of brain business jobs per adult, 6.1 and 6.0 percent, respectively.
- Italy has particular relative strengths in IT services, where 134 200 are employed. The country has also developed a relatively strong design & other creative works sector, with 278 000 employees.

	Brain business jobs per capita
Lombardia	9.5%
Rome	8.3%
Piemonte	6.1%
Emilia-Romagna	6.0%
Toscana	5.5%
Veneto	5.4%



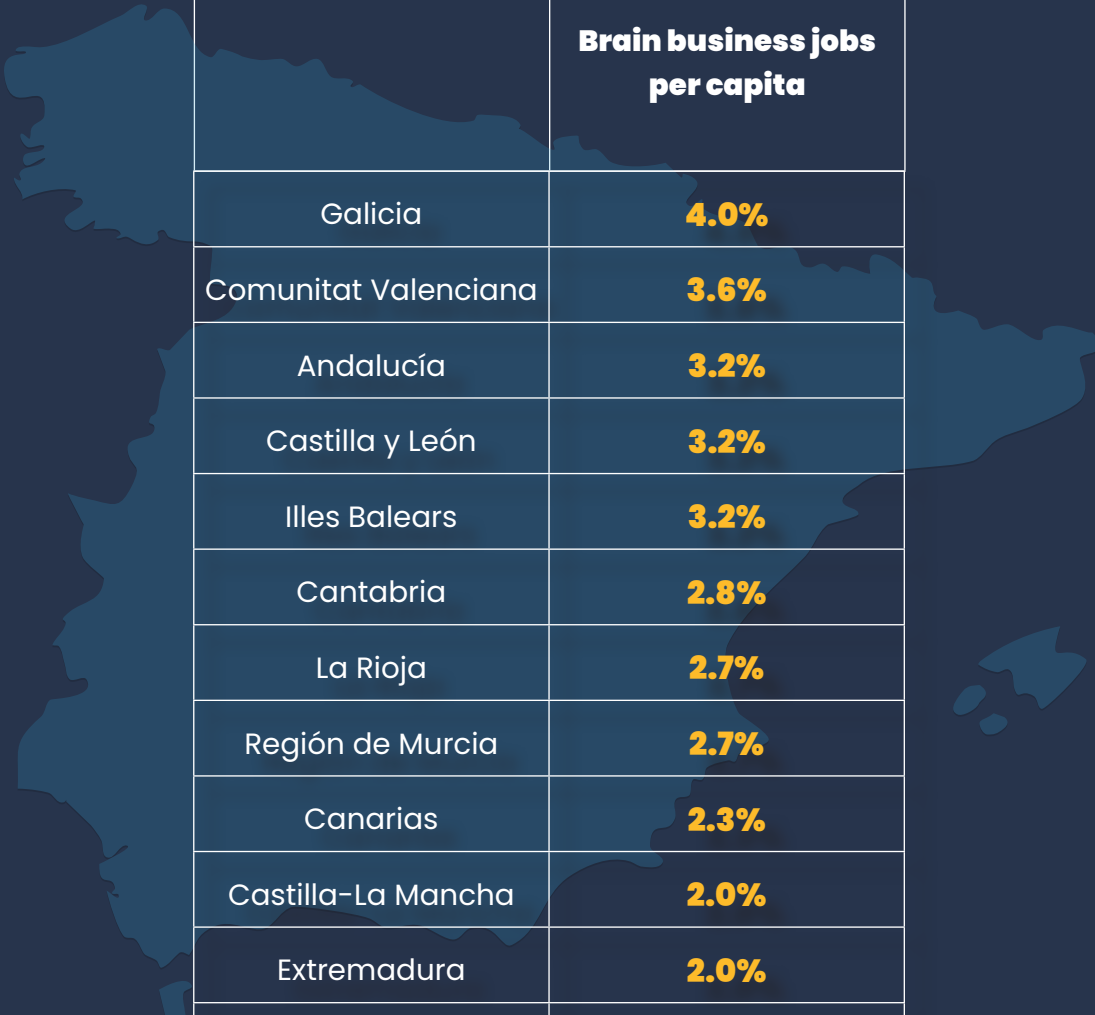
	Brain business jobs per capita
Provincia Autonoma di Bolzano/Bozen	5.3%
Provincia Autonoma di Trento	5.2%
Marche	5.0%
Liguria	4.9%
Friuli-Venezia Giulia	4.7%
Umbria	4.4%
Valle d'Aosta/Vallée d'Aoste	4.3%
Abruzzo	4.0%
Molise	3.6%
Basilicata	3.3%
Campania	3.2%
Sardegna	3.0%
Puglia	3.0%
Sicilia	2.5%
Calabria	2.2%



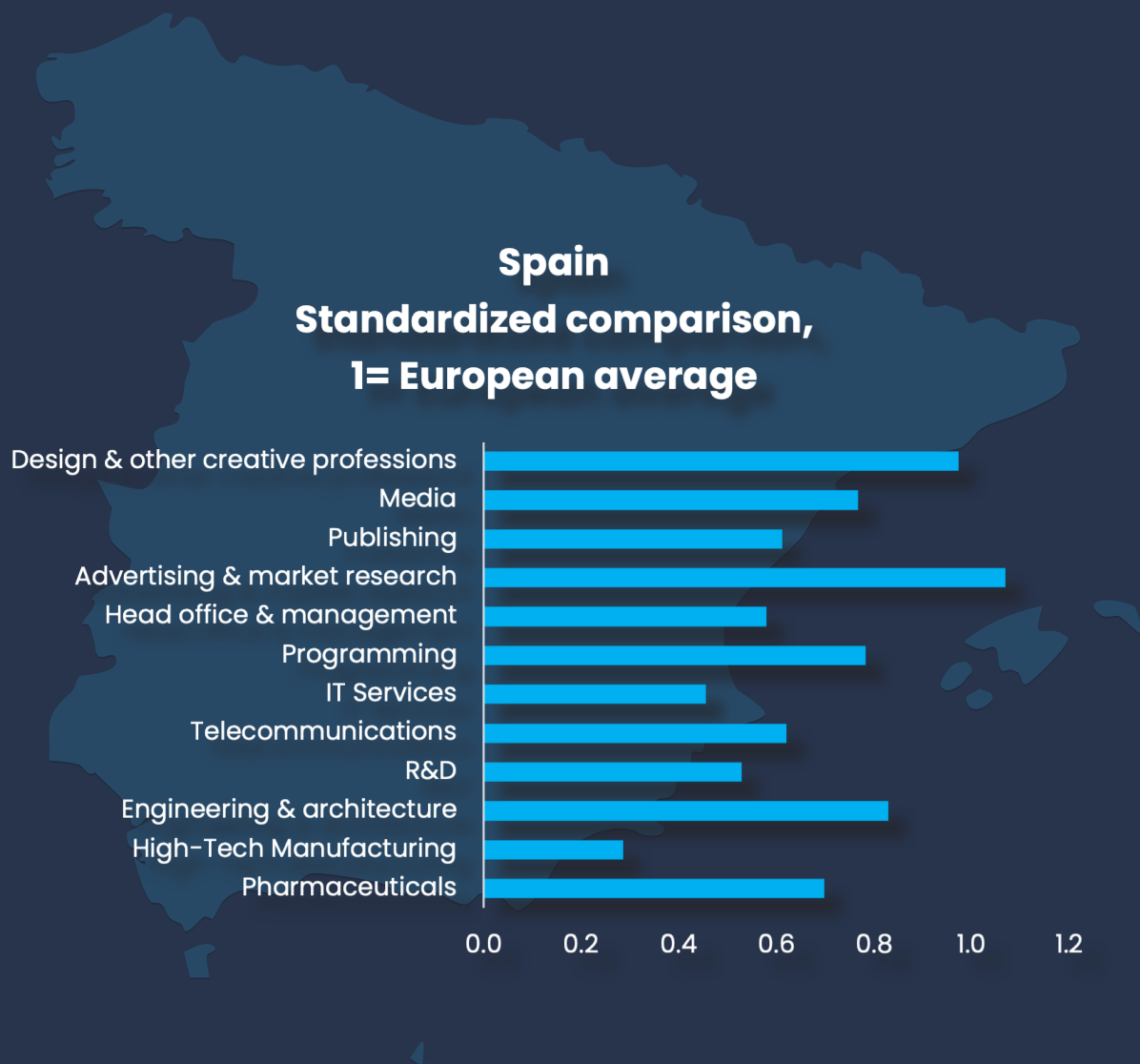
Spain

- In 2026, 5.6 percent of the working-age adults of Spain were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is an increase from 5.4 percent the year before. The level has risen from 3.6 percent in 2014.
- In the Madrid region fully 13.7 percent of the adults are employed in brain business jobs. Cataluña and País Vasco regions also have a high share of brain business jobs per adult, 7.7 and 5.6 percent respectively.
- Spain has particular relative strengths in design & other creative professions, where 152 050 are employed. The country has also developed a relatively strong engineering & architecture sector, with 326 750 employees.

	Brain business jobs per capita
Madrid	13.7%
Cataluña	7.7%
País Vasco	5.6%
Comunidad Foral de Navarra	4.3%
Aragón	4.1%
Principado de Asturias	4.0%



	Brain business jobs per capita
Galicia	4.0%
Comunitat Valenciana	3.6%
Andalucía	3.2%
Castilla y León	3.2%
Illes Balears	3.2%
Cantabria	2.8%
La Rioja	2.7%
Región de Murcia	2.7%
Canarias	2.3%
Castilla-La Mancha	2.0%
Extremadura	2.0%
Ciudad de Ceuta	1.0%
Ciudad de Melilla	0.9%



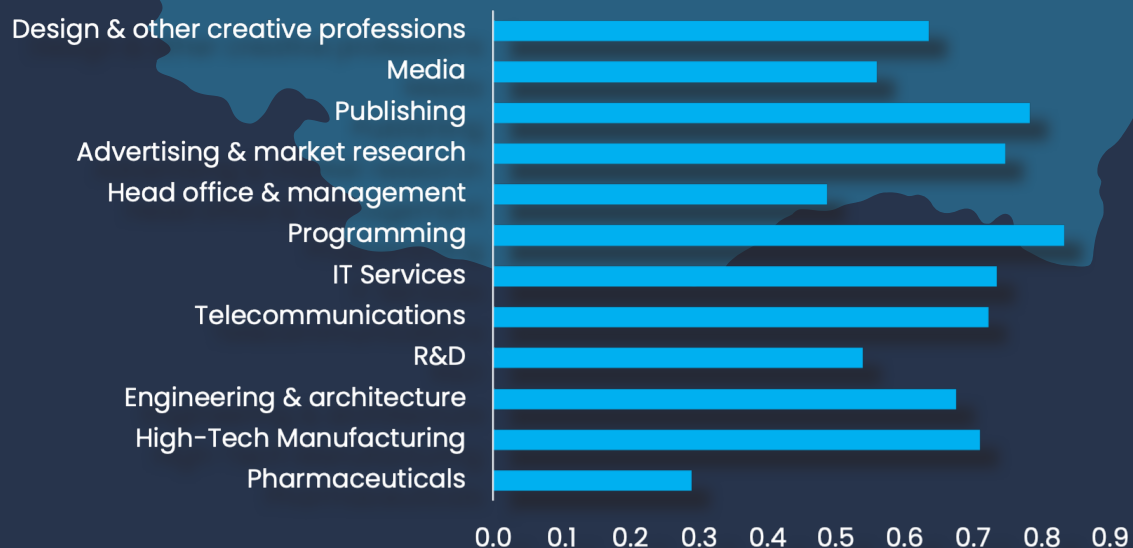
Romania

- In 2026, 5.2 percent of the working-age adults of Romania were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions.
- This represents a decrease from 5.4 percent in 2025. However, over longer perspective, the level has risen from 3.0 percent in 2014, a significant growth.
- In the Bucharest region 19.9 percent of the adults are employed in brain business jobs, this is the 5th highest share in a regional comparison, with all European regions that data exists for. Vest and Nord-Vest regions also have a high share of brain business jobs per adult, 5.7 and 5.3 percent respectively.
- Romania has particular relative strengths in programming, where 186 800 are employed. The country has also developed a relatively strong high-tech manufacturing sector, with 33 100 employees.

	Brain business jobs per capita
Bucharest	19.9%
Vest	5.7%
Nord-Vest	5.3%
Centru	3.6%

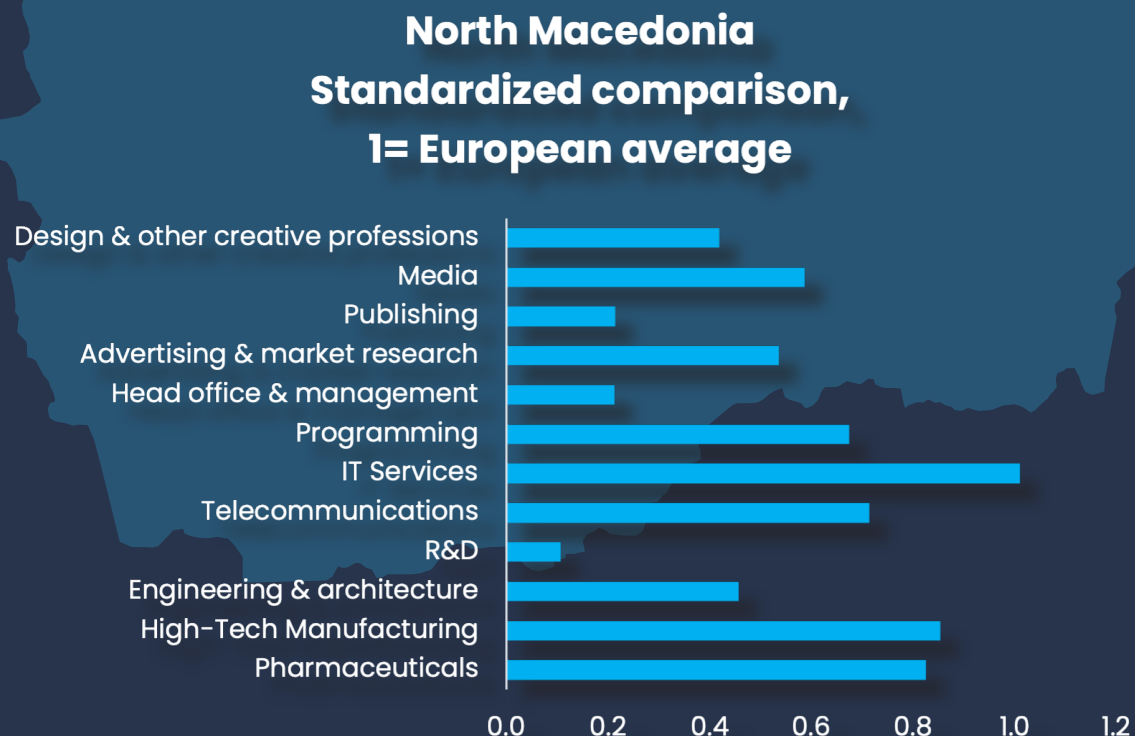
	Brain business jobs per capita
Nord-Est	2.3%
Sud-Est	1.9%
Sud-Muntenia	1.8%
Sud-Vest Oltenia	1.7%

Romania
Standardized comparison,
1= European average



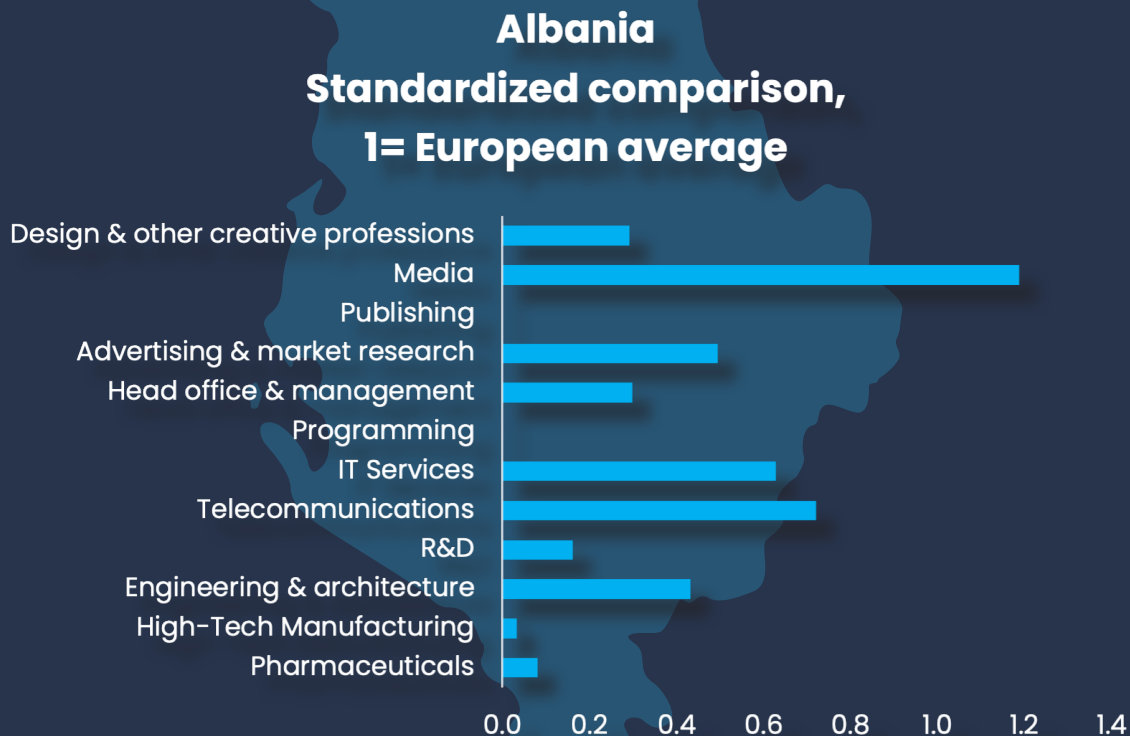
North Macedonia

- In 2026 4.1 percent of the working-age adults of North Macedonia were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions. This is a significant increase from 4.1 percent in 2024.
- North Macedonia has particular relative strengths in IT services, where 3 200 are employed. The country has also developed a relatively strong pharmaceutical sector, with 2 800 employees.



Albania

- In 2026, 2.2 percent of the working-age adults of Albania were employed in brain business jobs, a term for employment in knowledge-intensive firms in tech, information and communications technology, advanced services, and creative professions.
- This is a massive increase from 1.7 percent in 2025, and 1.4 percent in 2024. In short time the share of Albanian adults working in highly knowledge-intensive jobs has nearly doubled.
- Albania has particular relative strengths in telecommunications, where 4 450 are employed. The country has also developed a relatively strong telecommunications sector, with 4 000 employees.



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