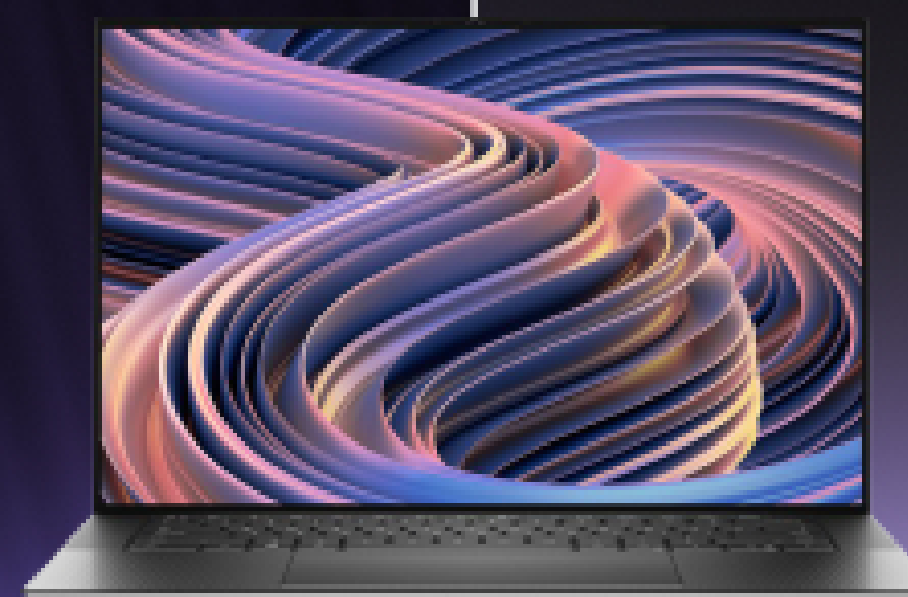


The world at work in 2024

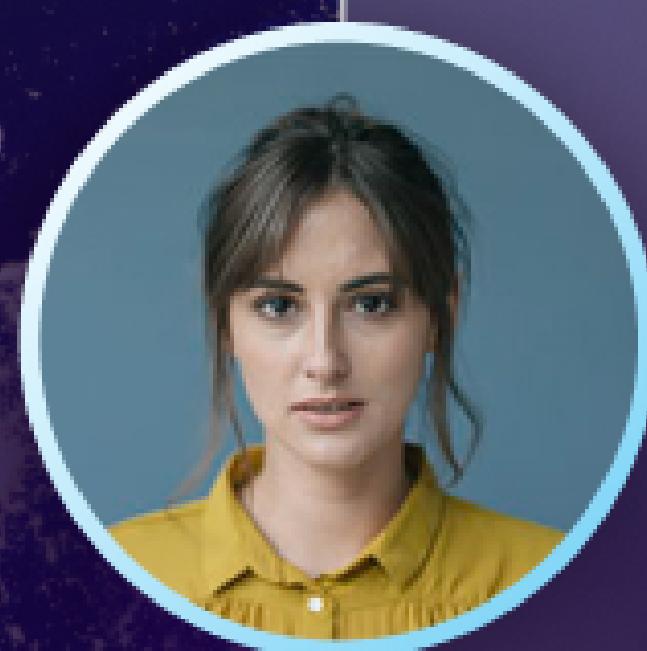
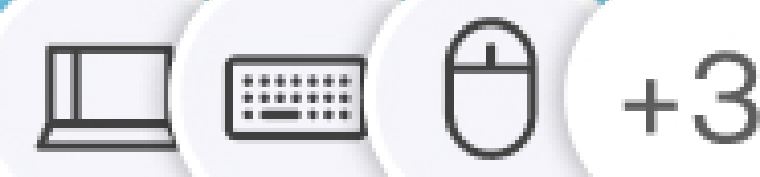
Insights into hiring and IT procurement patterns from the **Hofy ecosystem**

Device management



Dell Latitude 5420

- ✓ Lock device
- ✓ Wipe device



Marie Collonvillé

 Paris, France

 Engineering team

Contents

Global hiring

Despite increasing return-to-office mandates, distributed hiring continues to climb. We delivered to new destinations across Europe, Asia, South & Central America, the Middle East and Africa in 2023.

[More on page 3](#)

Global procurement

Delving into order history on Hofy, we see an overwhelmingly preference for Apple products globally. The Apple MacBook Air is the device of choice - but when it comes to monitors, headsets and furniture, other brands take the lead.

[More on page 4](#)

Global offboarding

Device collections were up from 2022 as businesses weathered the recession storm. That being said, we saw businesses offboard & recover devices from all across the globe in 2023 - another nod to the continued popularity of distributed work.

[More on page 5](#)

Methodology

Hofy's report aggregates data from Hofy's 21,000+ users and 700+ customers across more than 110 countries.

This year's report reveals an important shift: within the Hofy community, IT teams are adapting to meet changing hiring needs within their organizations.

This evolution isn't just about technology; it's about aligning the operational support available to all their colleagues throughout the shifting dynamics of recruitment strategies – focusing on a more distributed model of the workforce.

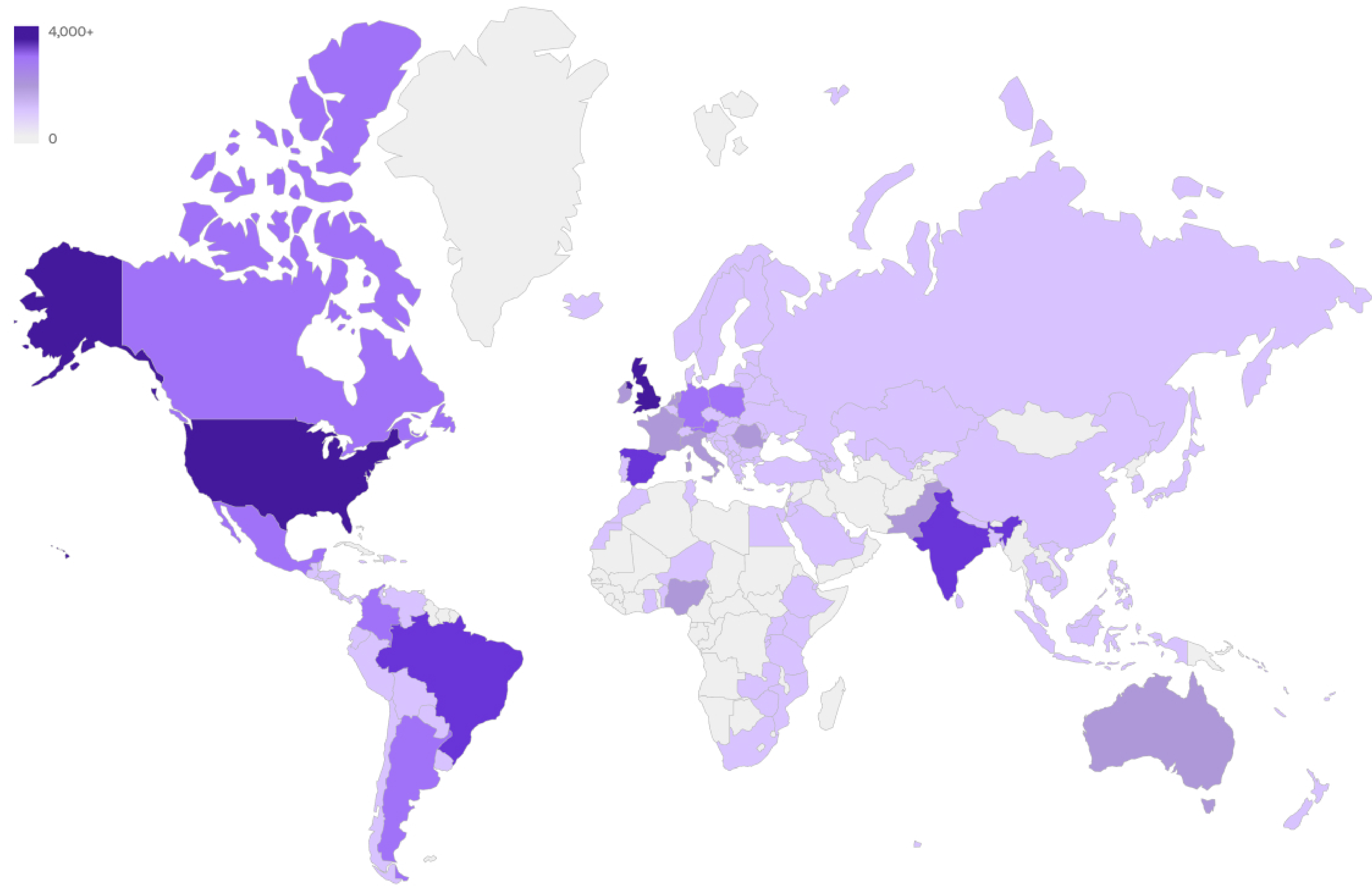
Despite some companies insisting on a return-to-office mandate, we continue to see many more companies embrace the opportunity presented by global working, and by doing so they're not just staying relevant — **they're positioning themselves for long-term success and the pick of the global talent pool."**

Sami Bouremoum
Co-Founder & CEO, Hofy

Global hiring insights

Where are businesses equipping team members across the world?

Where are Hofy users based?

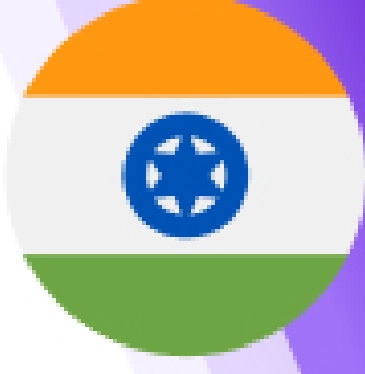


Top 10 countries

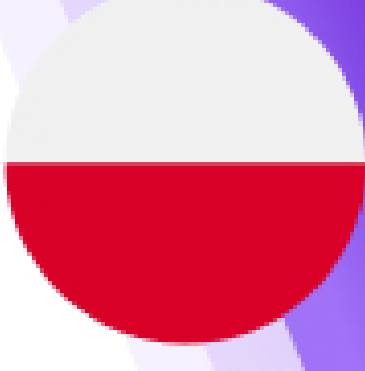
Key highlights



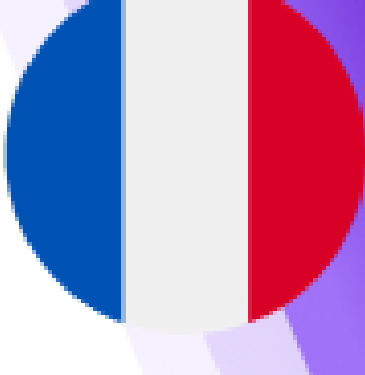
UK
Top ranked
1st



India
Biggest climber
↑6



Poland
New entry
8th



France
Biggest drop
↓9

Where are global businesses hiring & equipping workers?

Countries with the most users on Hofy

2022	2023	
UK	UK	1
USA	USA	2
Brazil	India <i>↑6</i>	3
Spain	Spain	4
Philippines	Brazil <i>↓2</i>	5
France	Mexico <i>New entry</i>	6
Germany	Germany	7
Canada	Canada	8
India	Philippines <i>↓4</i>	9
Portugal	Portugal	10

Destinations to watch

New countries delivered to in 2023

+ Average delivery time with Hofy



Andorra
5 days



Montenegro
4 days



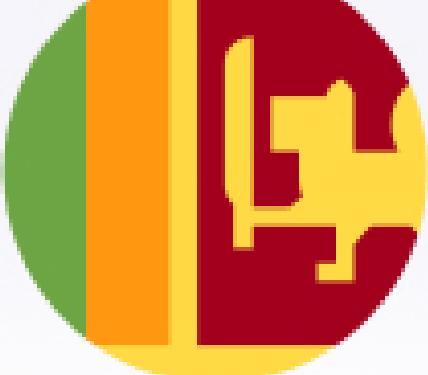
Guatemala
4 days



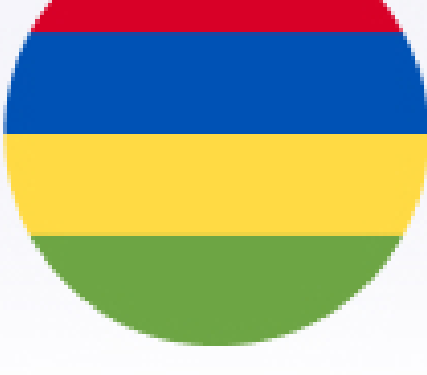
Qatar
3 days



Iceland
4 days



Sri Lanka
3 days



Mauritius
5 days

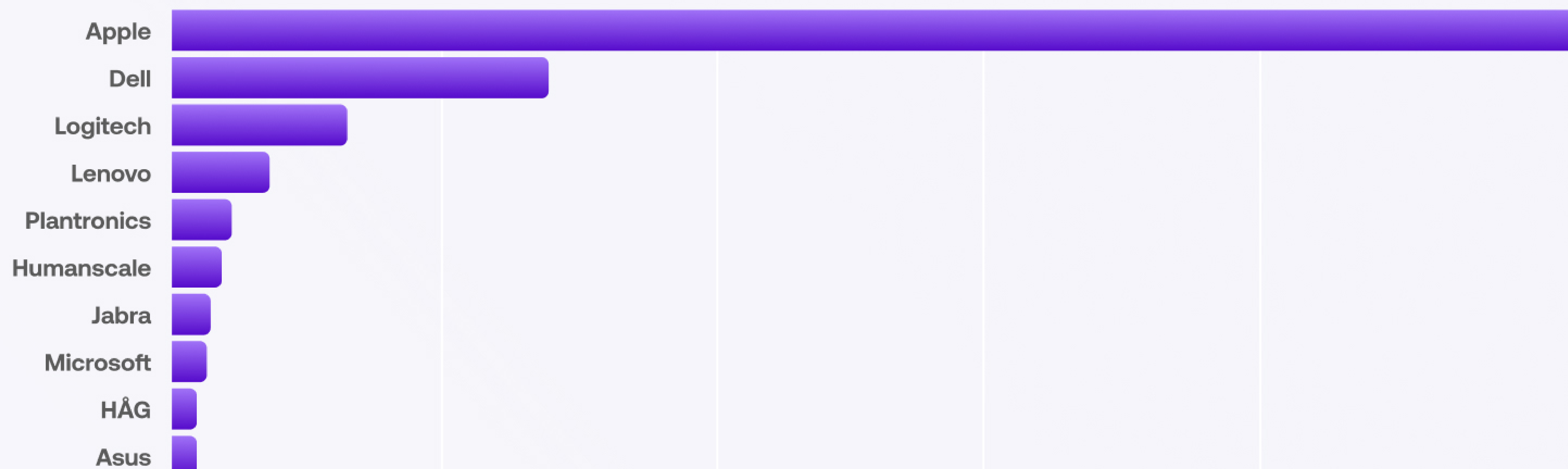


Uzbekistan
3 days

Global procurement insights

What equipment are global teams using to power their success?

The most popular equipment brands on Hofy



Overview: The Hofy Catalog

200+ items

40+ laptop options

24 categories

123+ delivery countries

The most popular products on Hofy in 2023



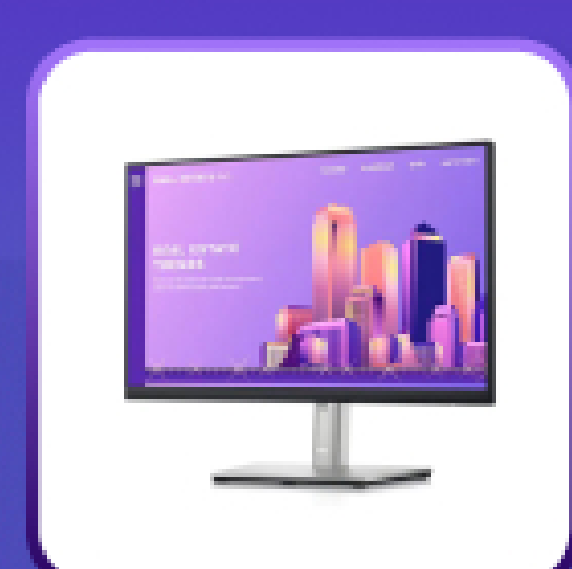
Apple MacBook Air

13.6", M2 8GB 256GB



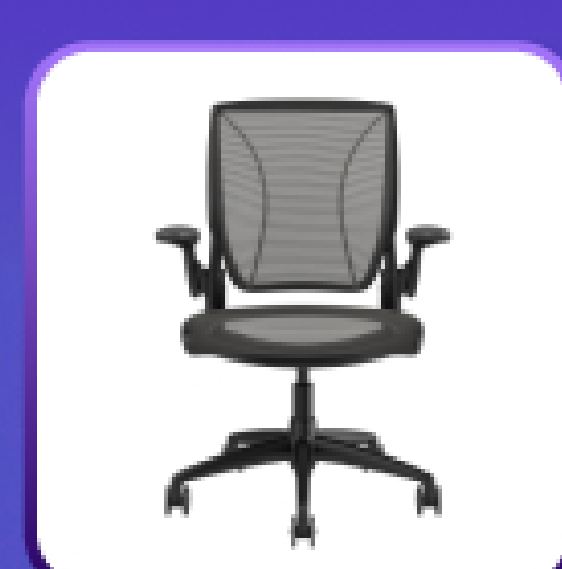
Plantronics Voyager Focus

Noise-cancelling headset



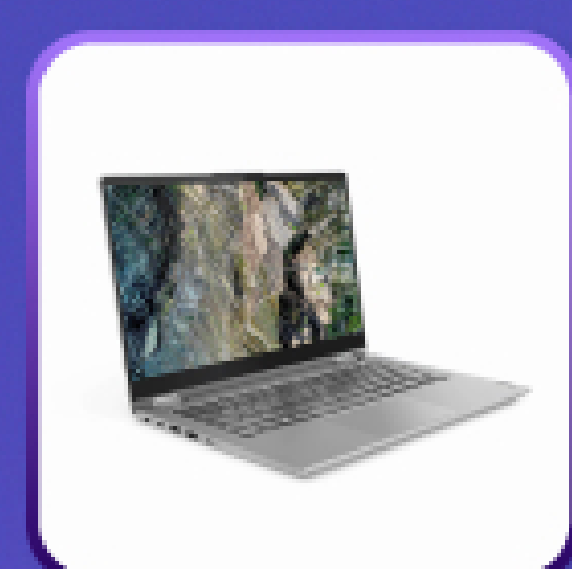
Dell P2222H 21.5"

Full HD LED Monitor



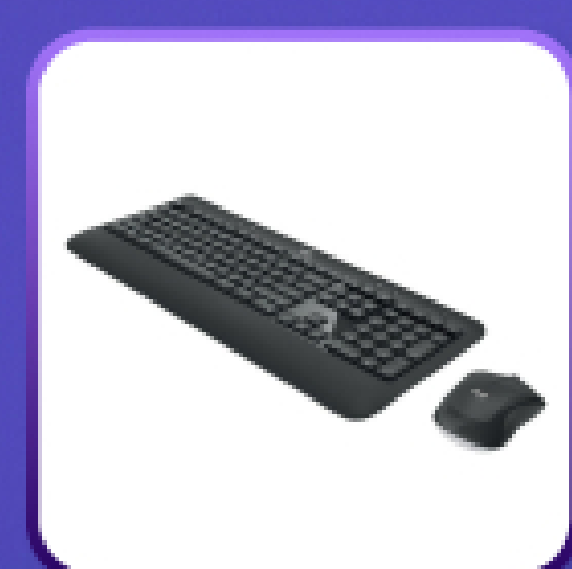
Humanscale Diffrient World

Full-functioning task chair



Lenovo Thinkbook

14s Yoga 14.0", i5 8GB 256GB



Logitech MK540

Wireless Keyboard & Mouse Combo



Global offboarding insights

Where are distributed businesses recovering their devices from?

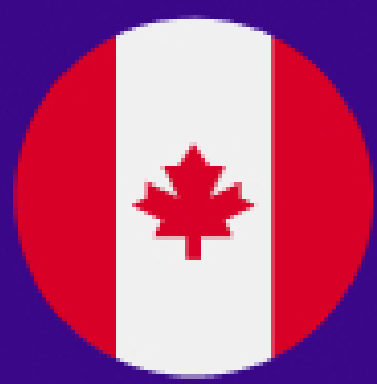
2022	2023
UK	UK 1
USA	USA 2
Spain	India ↑ ² 3
Germany	Spain ↓ ¹ 4
India	Germany ↓ ¹ 5
Brazil	Brazil 6
Poland	Canada ↑ ² 7
France	France 8
Canada	Portugal ↑ ¹ 9
Portugal	Philippines New entry 10

Key highlights

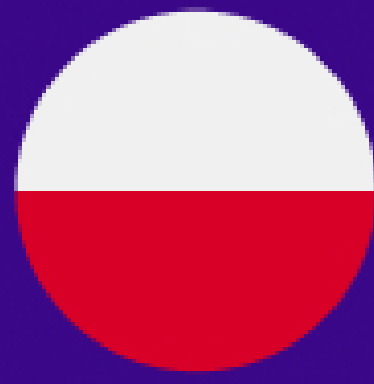
Top 10 countries



UK
Top ranked
1st



Canada
Biggest climber
↑2



Poland
Biggest drop
↓8



Philippines
New entry
10th

Offboarding

What would you like to do with this asset?

Apple MacBook Air
13.6", M2 8GB 256GB

☐ Transfer device

☐ Store device

☒ Reuse device



Why Hofy?

Hofy is on a mission to make remote work work anywhere with a SaaS platform dedicated to full lifecycle management of employee equipment.

By empowering organizations to more easily manage, move, secure and procure their equipment anywhere in the world, Hofy makes it faster, safer, and more cost effective to equip distributed teams, no matter where they work.



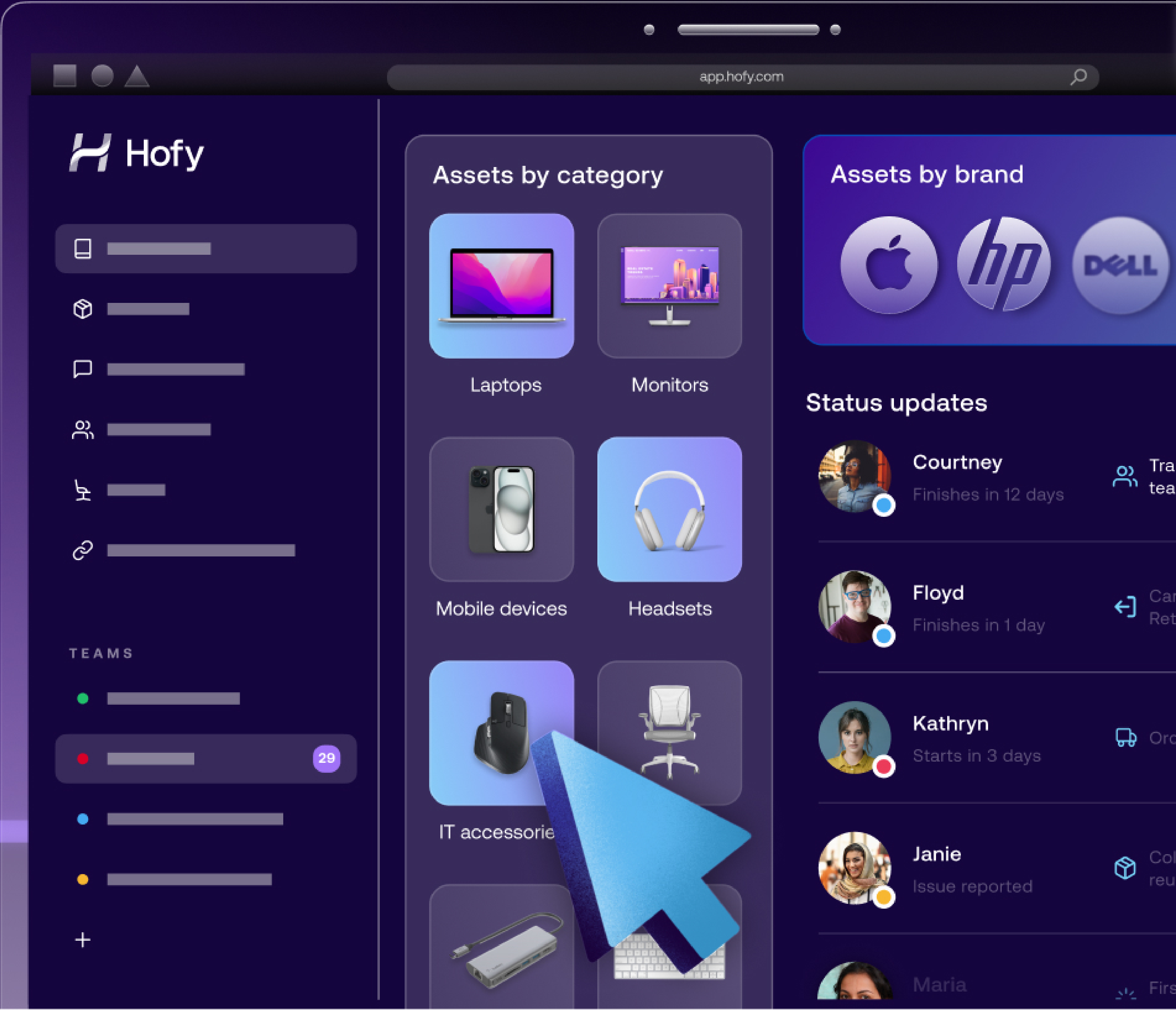
ISO 27001 accredited



SOC2 | Type II certified



Authorized Reseller



Learn more at [Hofy.com](https://hofy.com)