

Amazon's Future of Work & Career Development Study: Europe



For the 10-year anniversary of Amazon's Career Choice upskilling programme in Europe, Amazon conducted a study with Ipsos to explore current and future career development insights and workplace trends in Europe.



74%

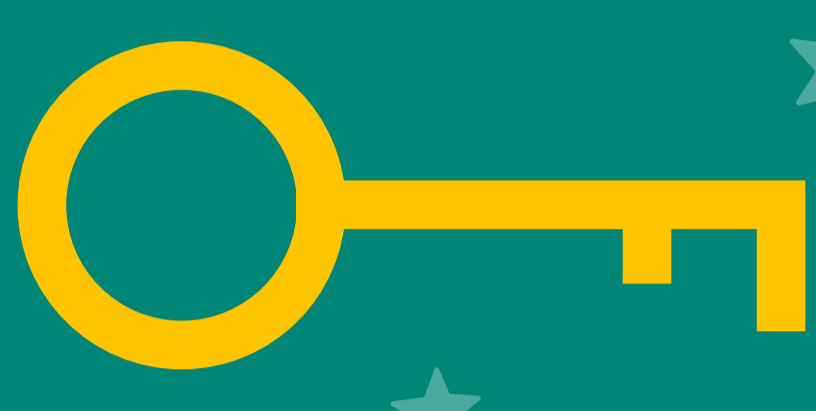
of European working adults agree it's important for companies to offer training programmes to employees to advance their skills and careers.



While only **39%** think a traditional university degree is as essential as it was 10 years ago.

54%

believe that apprenticeships or on-the-job-skills training are more valuable for preparing young people for work than a university degree.



79%

would feel **positively** about a company that provides **career development training**.



Working for a company that provides access to career development training would make people feel:



motivated
39%



encouraged
32%

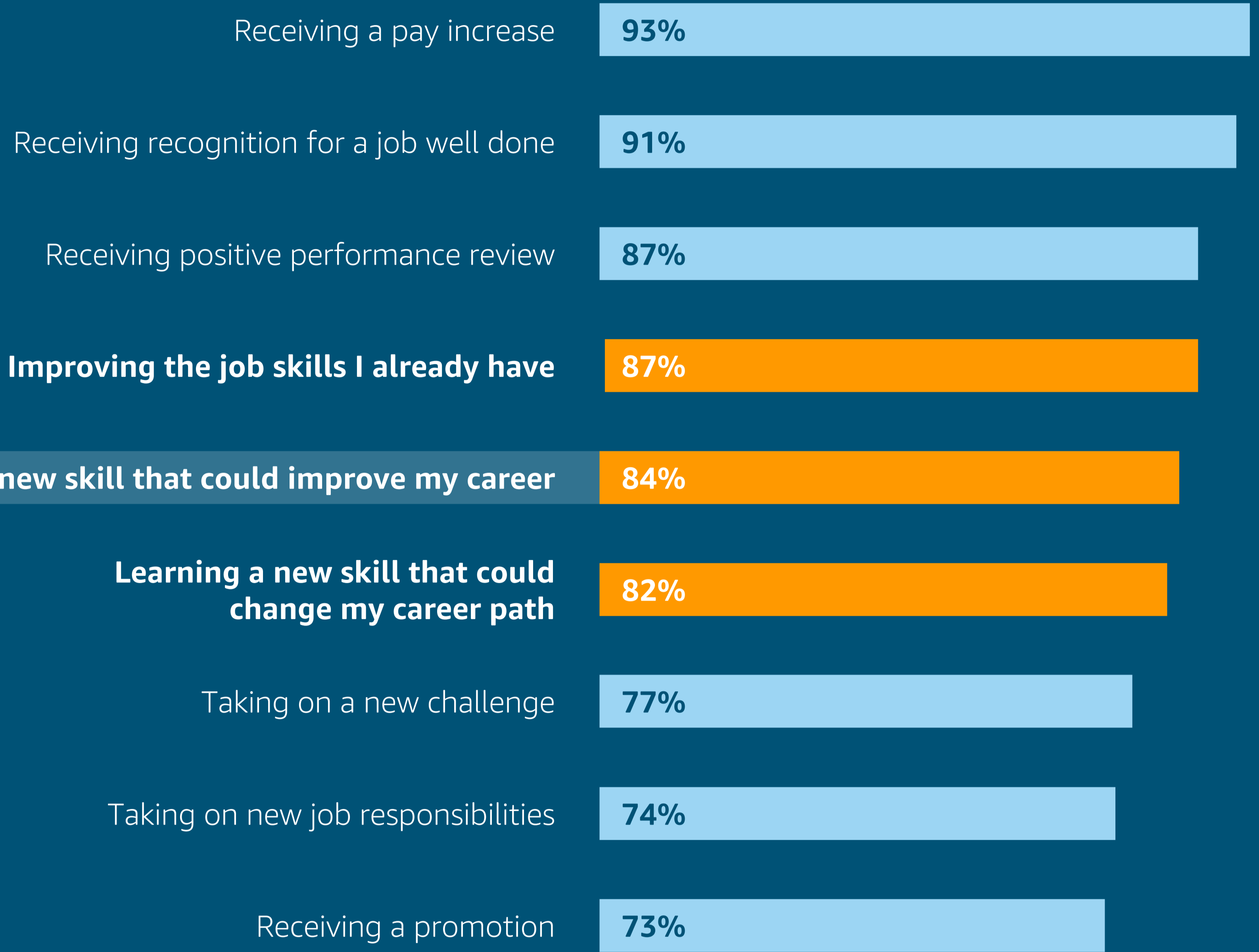


valued
31%



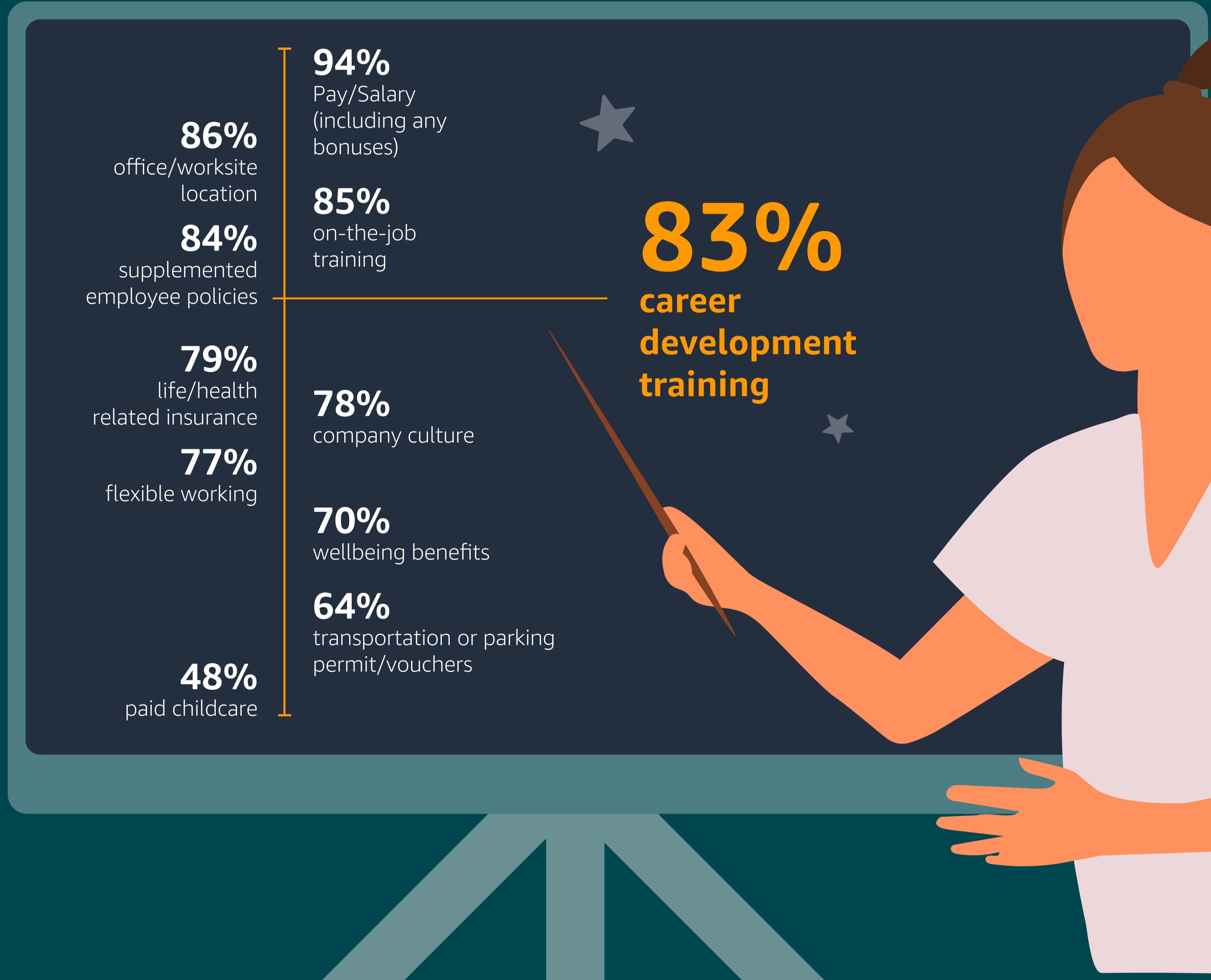
supported
30%

Over the next year, European employees say the following are important to them:



When **looking for a new job** or role, **83% of European adults** say **career development training** is important.

In fact, most say it's a **more important** factor than **flexible working** and **company culture**.



Just under **3 out of 4 (67%)** European workers believe people will need to continue to **retrain** and **update their skills** to continue working in the future.



32% of European workers are worried they won't have the **training and skills** to be relevant in their job in the coming years.

Only 15% of employees say they have **access to training** to help them change their career path.



A **fifth (19%)** of European workers say they **'can't afford to pay for training'**.



Workers aged 16-44 in Europe are more likely to say that **career development training** is **essential or very important** compared to those aged 45-75.



2 in 10 (22%) European employees say they don't think they have any access to training with their current employer.

To mark the 10-year anniversary of Career Choice in Europe, Amazon aims to add more than **25 new programmes** across Europe to support current and future job needs.



In 2024, Amazon plans to **invest €40MM in training programmes** for **in-demand jobs** like information security analyst, software tester and a supply chain specialist.

Sources

The research was carried out by Ipsos UK on behalf of Amazon. Ipsos UK interviewed a representative quota sample of 16,482 adults using its online omnibus, and within that a sample of 9,686 employees. Fieldwork was carried out in 8 markets across Europe, including Spain, Germany, UK, France, Italy, Slovakia, Czech Republic, Poland. The sample achieved is representative of the population aged 16-75 in all markets except Czech Republic and Slovakia, where the participants were aged 16-65. Interlocking quotas were set on Age within Gender, and on Region and Working status. The data has been weighted to the known offline population proportions for interlocking cells of gender within age and working status, as well as region and education to reflect the adult population of each market. A country average weight was also applied. Fieldwork was carried out between the 26th April and 27th May 2024. This research was conducted as part of a global study across Australia, Canada, Czech Republic, France, Germany, Italy, Poland, South Africa, Slovakia, Spain, and the UK.