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Serbian Tech Market Research 2025 - Top Takeaways

Tech Market in Serbia

Pay, Perks & Perspectives

Here's a **snapshot** of our latest **Technology Compensation & Benefits Survey** — featuring a **selection of key findings** that shaped Serbia's tech market this year.

This preview includes a **curated set of highlights** from our full research, based on responses from **2,453 professionals** across more than **700 companies**.

It's designed to give you a **clear sense of the themes we explored** and the kind of insights you can expect in the complete report.

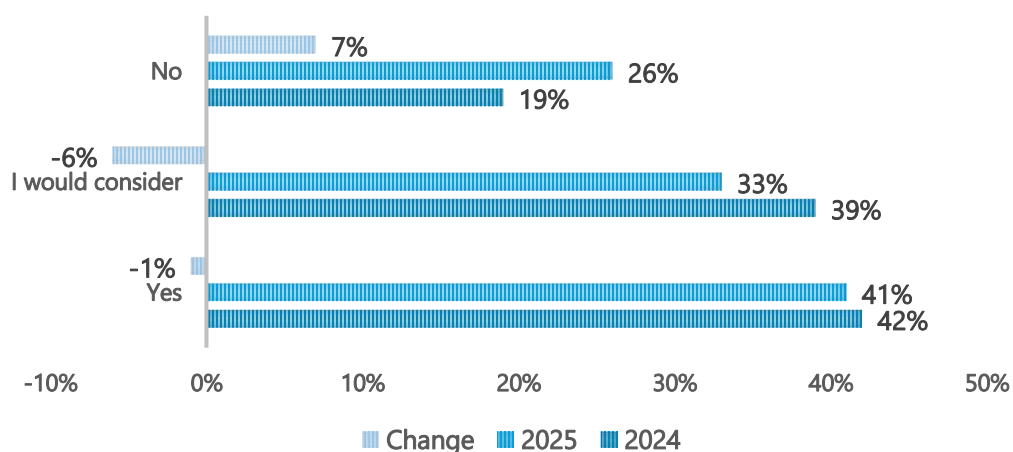


How Would Employees Respond to a Strict Return to Office?

While fewer employees than last year say they would immediately quit if office days increased, and the percentage of those who stated they would not leave has grown, still, the majority (74%) indicate they would either leave or consider leaving under such conditions. This suggests that, although there are some shifts in favor of returning to the office, stricter office requirements are still seen by most employees as a dealbreaker. Flexibility remains a non-negotiable factor in retaining IT talent.



Would a switch to office-only work be a reason for you to leave the company? YoY

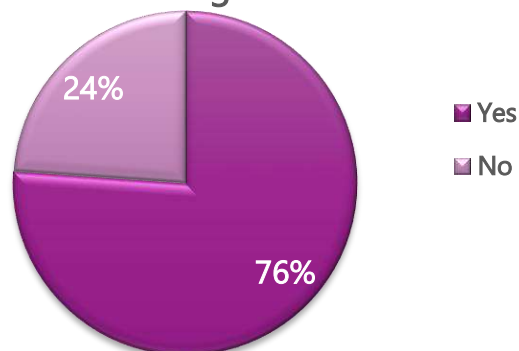


Further analysis confirms this pattern: employees currently working fully remotely—especially those with global flexibility—show the highest likelihood of leaving if an office-only policy were introduced. Hybrid employees demonstrate a more moderate stance, while those working remotely within Serbia fall in between. These findings reinforce that the degree of flexibility employees currently enjoy strongly influences their retention risk, making it an important consideration for any return-to-office strategy.

Employment Attitudes Toward B2B Engagement

Most of our participants are **employed under standard employment contracts**, which is expected given the tightening of regulations in recent years regarding the engagement of developers through B2B arrangements.

If you were to change jobs, would you agree to the terms of switching to a B2B contract?



Majority of respondents are open to switching to a B2B contract.

This openness likely reflects the fact that many professionals in the tech industry are already familiar with the specifics of B2B engagements.

For those who said they **would not switch**, the reasons were grouped into several main categories:

Security and Benefits of Employment Contracts

- Preference for stability, social and health rights, paid leave, pension, and credit eligibility for housing loans

Bureaucracy

- Avoidance of administrative tasks, bookkeeping, and paperwork and concerns about VAT, agency limits, and compliance tests
- Negative past experiences with B2B, agencies, or Ltd models

Lack of Information and Perceived Risk

- Insufficient knowledge of the B2B model with perceived risks due to lack of clarity in the legal framework

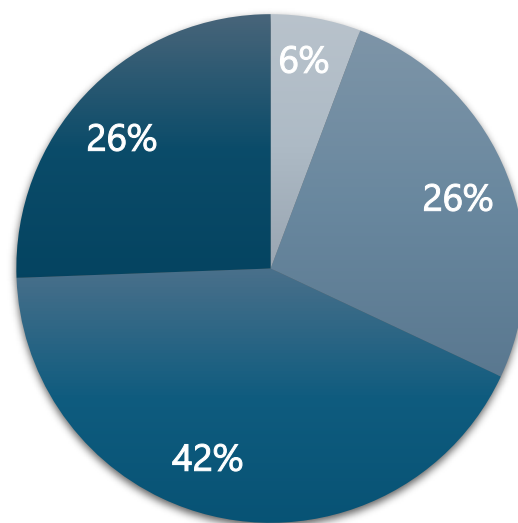
Personal Reasons and Preferences

- Lack of interest, affinity, or time to run a business
- Satisfied with current status, no desire for change

Financial Concerns

- Fear of higher taxes, lower contributions affecting pensions, or increased personal liability

Distribution of Mandatory Office Days Among Companies



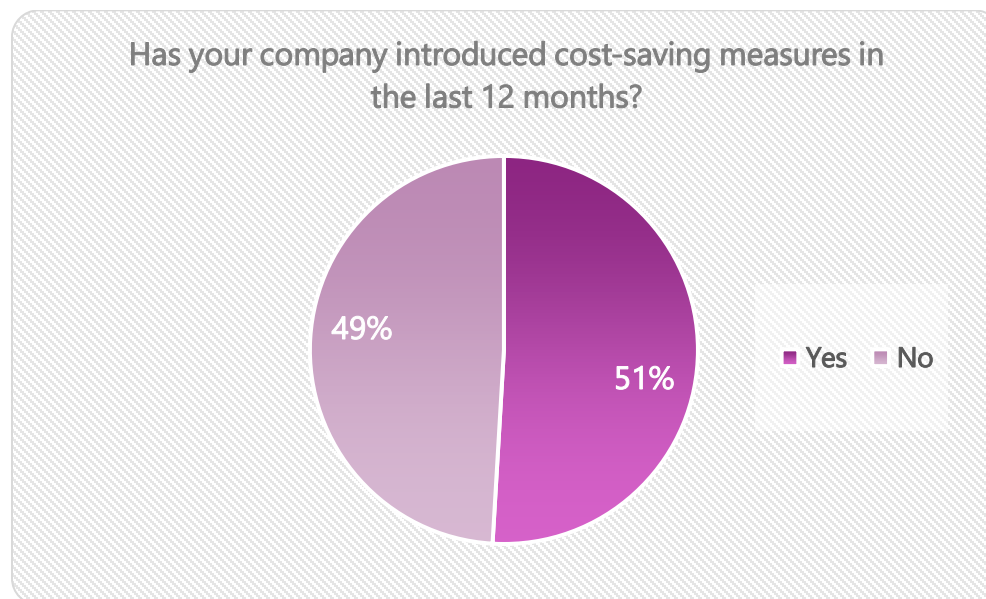
This distribution shows that hybrid work models are the most prevalent in Serbia, with **three days in the office** being the most common arrangement.

■ 1 day ■ 2 days ■ 3 days ■ 4 days

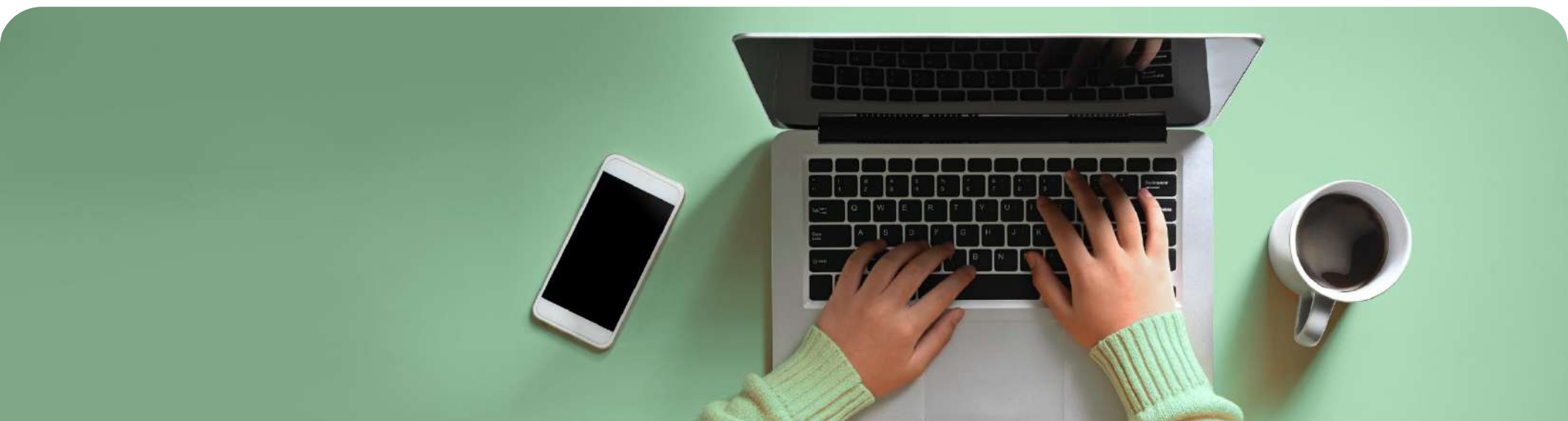


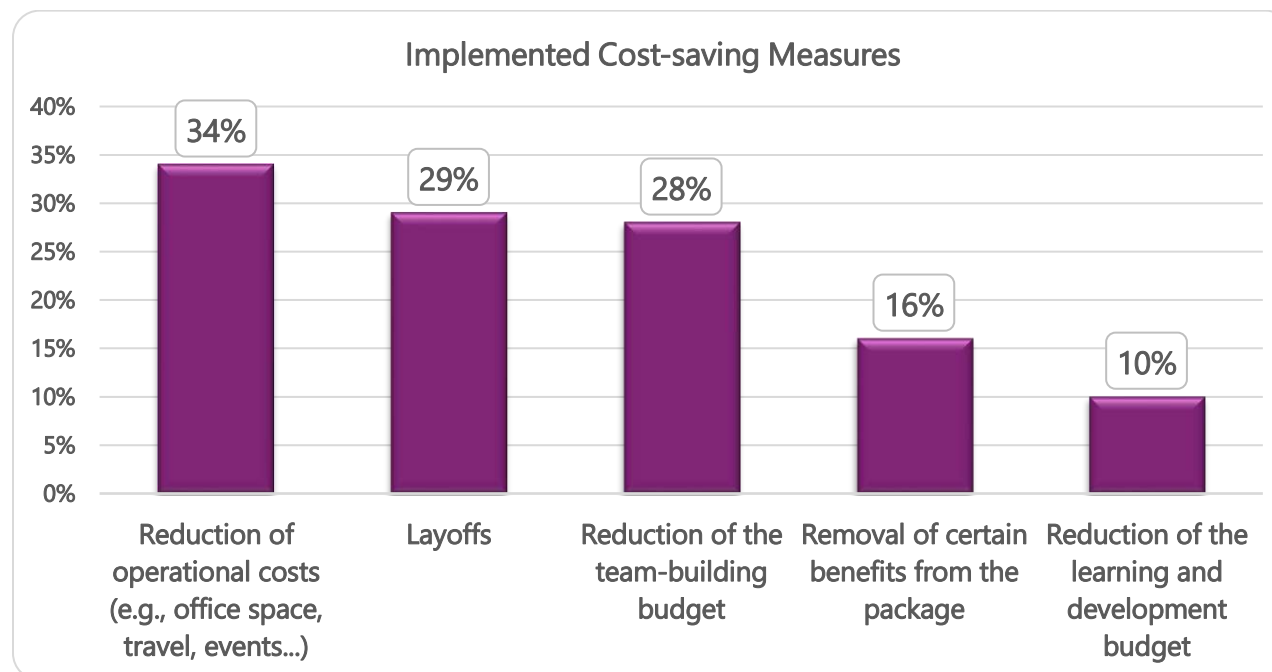
Response to Market Uncertainty

When asked whether their company had implemented cost-saving measures in the past year, half of the respondents said that some measures had been introduced, while the other half said they had not.



We will now take a closer look at what those cost-saving measures were and how they were applied in the market.





The results are showing that companies continue to rely on the same cost-saving strategies like last year. The most common step remains reducing operational costs such as office space, travel, or events — measures that affect business infrastructure rather than employees directly.

At the same time, many organizations have also turned to workforce-related measures, with layoffs and cuts to team-building budgets appearing at almost equal levels. Less frequent, but still present, are reductions in benefits and learning budgets, which, although smaller in share, can have longer-term implications for employee motivation and development.

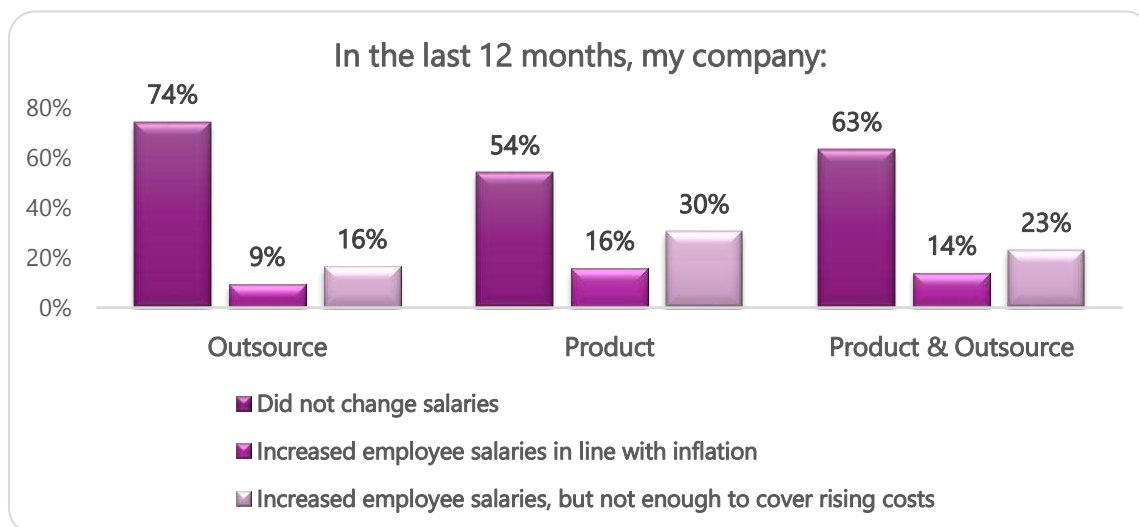
Since respondents could select more than one cost-cutting measure, the percentages reflect multiple responses rather than a mutually exclusive distribution. This highlights that organizations rarely rely on a single strategy but instead combine different measures depending on their priorities and circumstances.

Overall, it seems that companies seek savings across both operational and people-related areas, while largely maintaining the same hierarchy of priorities as in previous years.

Salary Adjustments



Most respondents said their **companies did not change salaries** in the past year. Let's now look at the distribution across different business models.



Statistical analysis: A chi-square test was conducted to examine the relationship between the company's business model and its response to inflation.

The results indicated a **statistically significant association** ($p < 0.05$) between a company's business model and its response to inflation (chi-square = 13.6, $p = 0.01$). This confirms that salary adjustment practices vary by business model.

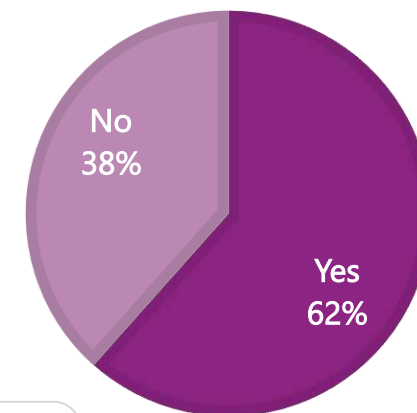
Outsourcing companies were significantly more likely to keep salaries unchanged, reflecting a more conservative approach to cost management. Product companies were more inclined to increase salaries, although in many cases these adjustments did not fully offset rising costs and inflation. Mixed-model companies showed a distribution closest to the expected pattern, with salary increases present but generally more moderate compared to pure product companies.

Salary Adjustments and Relocation

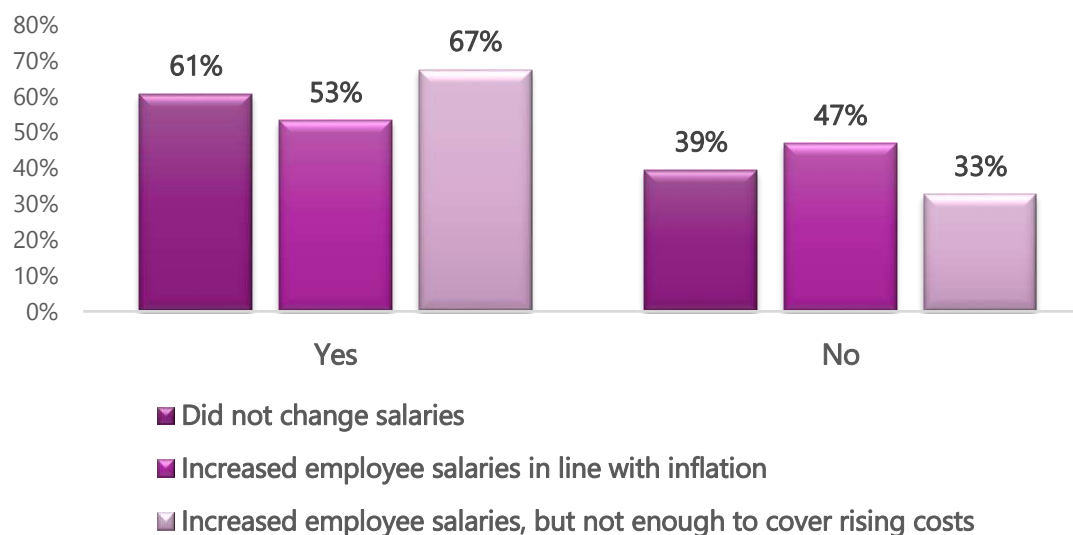
After establishing that 62% of respondents are open to relocating abroad, we examined whether openness to relocation varies by recent salary dynamics.

Employees whose pay has stagnated or failed to keep pace with rising costs show a higher propensity to consider relocation, whereas those whose salaries were adjusted in line with inflation exhibit a comparatively lower, yet still notable, willingness to move. Although the differences are small, they are significant enough (chi-square = 6.51, $p = 0.089$) to warrant attention to this important question.

Open to Relocation?



Relocation and Salary Changes



Trends in Employee Turnover

Compared to last year, there is a clear positive shift — fewer employees are considering leaving, while the share of those planning to stay has increased.

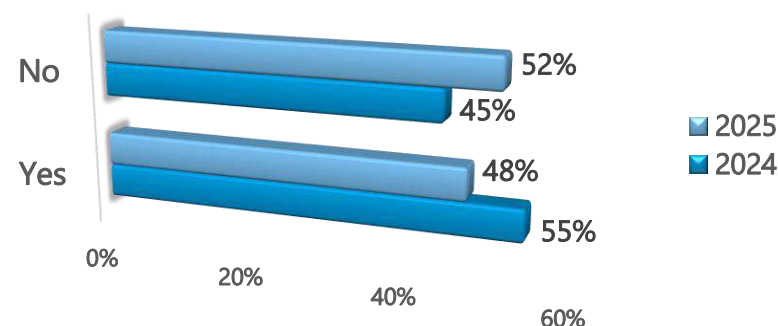
This trend may signal greater stability and employee satisfaction within companies throughout 2025, but it could also reflect heightened caution due to uncertainty and concerns about potential layoffs, particularly in light of the ongoing AI-driven transformation of the industry.

The situation is similar when looking

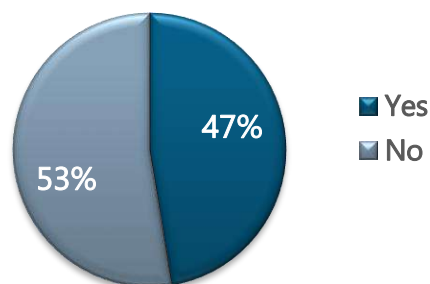
ahead: **over the next two years, more than half of employees plan to leave their current employer.** The main driver behind this intention is financial conditions, which strongly correlate with declining job satisfaction—primarily due to insufficient compensation.



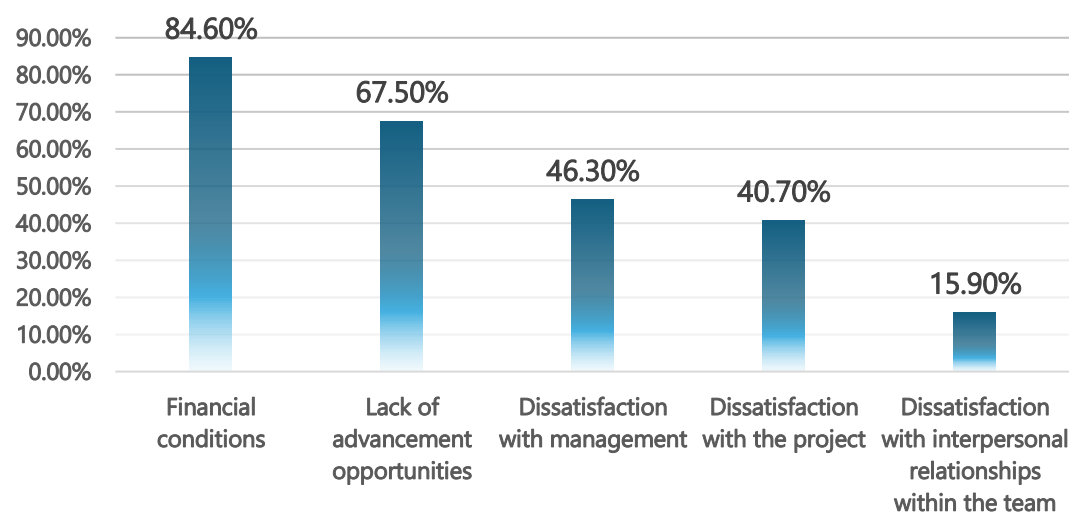
Are You Currently Considering Leaving Your Company? YoY



Do You See Yourself In Your Current Company In The Next Two Years?

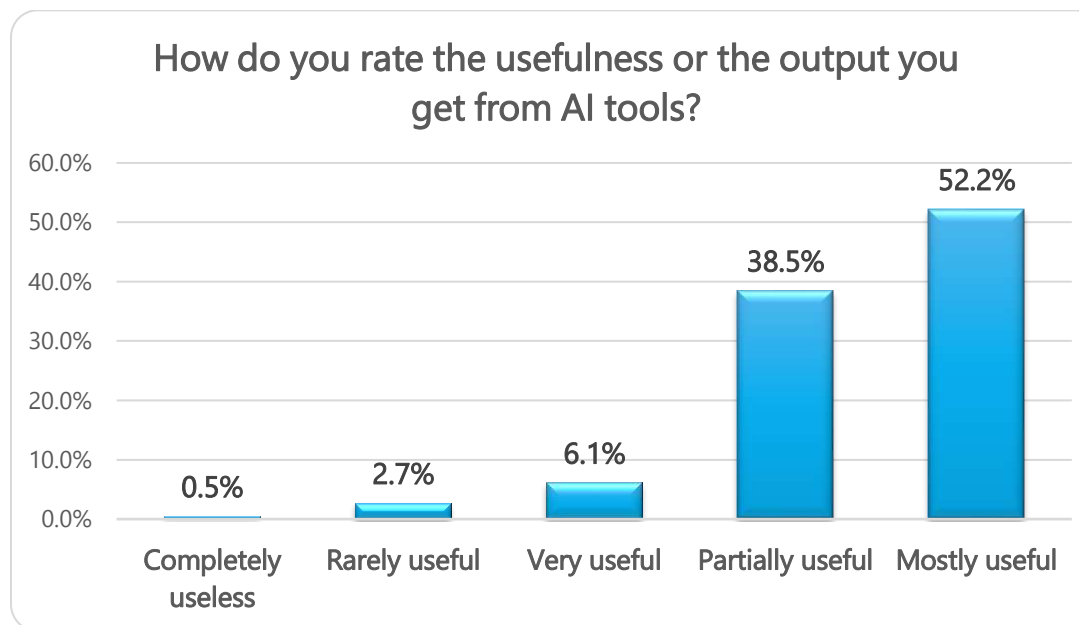


Main Reasons for Considering a Job Change



Adoption and Perception of AI Tools Across the Workforce

The feedback from respondents paints a nuanced picture of how AI tools are being adopted in practice.

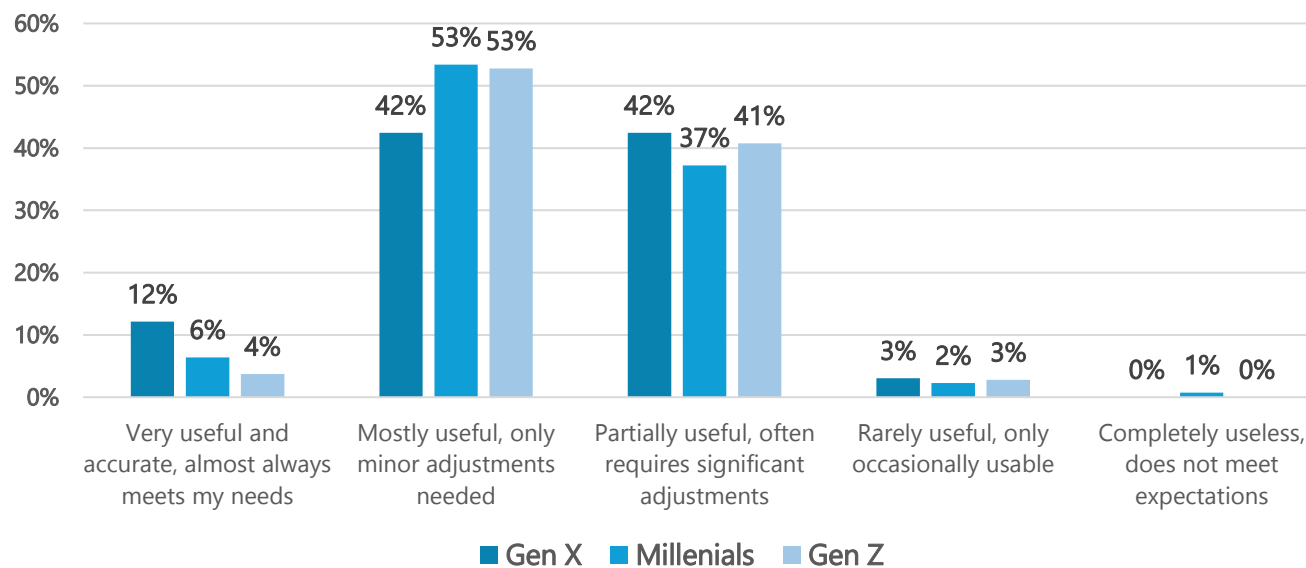


The majority of professionals use AI tools successfully as a starting point, though the outputs typically require some level of adjustment before they can be fully applied. A very small group (6.1%) describe AI as consistently accurate enough to rely on without much intervention, which highlights the gap between the promise of AI and its everyday performance.

Overall, the perception is one of cautious optimism: **AI tools are already embedded into daily workflows, but their role is still that of an assistant rather than a replacement for human expertise.**

We also found a link between how employees perceive the usefulness and accuracy of AI today and their expectations for its future impact. **Those who currently see AI as accurate and beneficial also tend to expect positive effects on their work going forward, rather than viewing it as a threat.** This is notable given that one might anticipate the opposite—that those who trust AI most could also fear it might eventually replace them. Instead, our findings suggest that positive perceptions of AI are closely tied to confidence in its future value.

How Different Generations Evaluate AI Tool Effectiveness



Statistical analysis: A chi-square test was conducted to examine the relationship between generational differences and attitudes toward the effectiveness of AI tools.

The results indicated a **statistically significant association** between age and perceptions of AI tools (chi-square = 26.76, $p = 0.0008$). The result was statistically significant at the $p < 0.05$ level, confirming that depending on the generational differences, there were differences in attitudes toward the effectiveness of AI tools.

Gen Z and Millennials show a more positive attitude, while older groups (Gen X) more frequently assess AI as less useful. This suggests that generational differences in perceptions of AI are about familiarity with technology. Younger professionals (Gen Z and Millennials), who have grown up with rapid tech adoption, view AI as a natural extension of their workflows, while older groups (Gen X) are more cautious, reflecting the novelty of such tools for them.

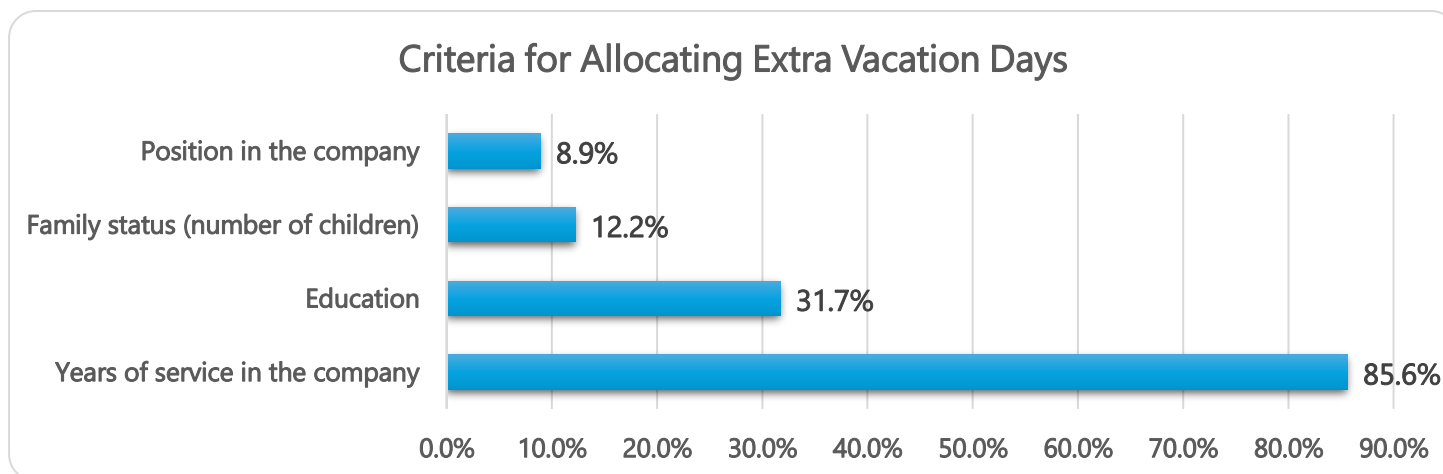
Another assumption is that AI tends to be less useful for people in more senior positions, as their roles are often managerial rather than operational. For example, AI can easily assist with drafting an email, but it is far less effective as a coach for one-on-one conversations or leadership tasks.

Vacation Days

As in last year's findings, the majority of companies grant 21–25 vacation days, followed by the legally mandated minimum of 20 days, while very few companies include more than 26 days as a standard entitlement.



However, **61% of companies offer additional days based on specific criteria**. When it comes to structuring vacation entitlements, the majority adjust the number of days based on factors such as seniority, role, education, and family status (number of children).



Did you like what you've seen so far?

This was just a glimpse.

In the full **2025/26 Serbian Tech Salary & Benefits Report**, you'll discover the following:

- **Market & Context**

A look at global trends — including layoffs and shifts in the international tech sector — and how these developments are potentially influencing Serbia's tech ecosystem.

- **Research Methodology**

An overview of our approach, sample design, and analytical framework — ensuring transparency and reliability behind every data point.

- **Top Insights**

- **Workforce Insights**

How employees perceive side jobs, hybrid and office-only work, and how attitudes vary by generation and seniority level.

- **Market Uncertainty & Job Satisfaction**

How companies are adjusting hiring pace, navigating layoffs, and how these changes affect employee satisfaction and workplace dynamics.

- **AI Adoption**

How employees are integrating AI tools into their work and how this is shaping productivity and expectations.

- **Benefits**

The most common benefits offered, what employees actually value, and where the biggest gaps lie — including bonuses and private health insurance trends.

- **Compensations**

(See below what to expect in this part of the report.)

Salary Overview - What to Expect

Our 2025/26 Serbian Tech Salary & Benefits Report provides a clear view of compensation trends across **58 roles** in **15 key sectors**, based on insights from **2,453 professionals** in **700+ tech companies**.

Each role includes clear and actionable data:

- **Net and gross salary ranges** (min-max, median, average)
- **90th percentile** — what top 10% of professionals earn
- **95% confidence interval** — how reliable each average truly is
- **Comparisons by seniority and role type**

Roles Covered:

- 1. Software Development**
Backend, Frontend, Full-Stack development.
- 2. Mobile Development**
Android, iOS, Cross-platform development.
- 3. Embedded & Hardware Engineering**
- 4. Quality Assurance**
Manual & Automation.
- 5. Agile**
Product Owner, Scrum Master, Agile Coach.
- 6. Product & Project Management**
- 7. Delivery & Operations Management**
- 8. Business Analysis**
ICT Business Analysis, Business Process Analysis.
- 9. Data Solutions**
Machine Learning, Data Science, Data Engineering, Business Intelligence, Data Analysis.
- 10. UI & UX Design | Visual Design**
- 11. SAP | Salesforce**
- 12. Infrastructure & IT Operations**
System Engineering, Cloud Engineering, DevOps, SRE, Cyber Security, IT Support, Network Engineering.
- 13. Sales & Account Management**
- 14. Customer & Technical Support**
- 15. Human Resources/People & Culture**
Talent Acquisition, People Services, People Operations, HR Business Partnership, Compensation & Benefits, Learning & Development.

Pricing Structure

Comprehensive Market Report



Standard Price: €2,199

- In-depth analysis of compensations, benefits, and trends in the Serbian tech sector.
- Exclusive insights into employee satisfaction and workforce dynamics.

Special Price: €1,099

- A loyalty discount extended to all active Jaka Lounge clients.

Tailored Insights

Custom Selection Price: €200 per position

- An a la carte option for targeted insights on specific positions.
- Flexibility to pay just for the positions you choose.



Benefits Analysis: €699

- Detailed analysis of the benefits landscape in the Serbian IT sector.
- Current trends and expectations in employee benefits packages.

Custom Analysis: Starting from €499

- Fully customizable reports by industry, company size, or other criteria.

Please Note: All fees are exclusive of VAT and will be subject to applicable VAT charges.



Want the full picture?

Explore the complete **2025/26 Serbian Tech Salary & Benefits Report** with full salary ranges, benefits analysis, and in-depth workforce insights.

Get in touch at info@jakalounge.com to learn more or order your copy.

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