

This month's special

## 110 years of Currywurst — from a patent to a job creation engine

Herta Heuwer from Berlin is credited with inventing the Currywurst in 1949. She came up with the idea after acquiring ketchup, perhaps Worcestershire sauce, and curry powder from British soldiers stationed in Germany. Combining these with other spices, she drizzled it over grilled pork sausage. By 1951, she had secured a patent for her unique sauce. To celebrate her 110th birthday, let's find out how her patent impacts today's labor market. But first, we'll start with some general global labor market insights.



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## Global labor market insights presented by HRForecast – August 2023

**This month, we observed a total of 20.9m job postings globally**

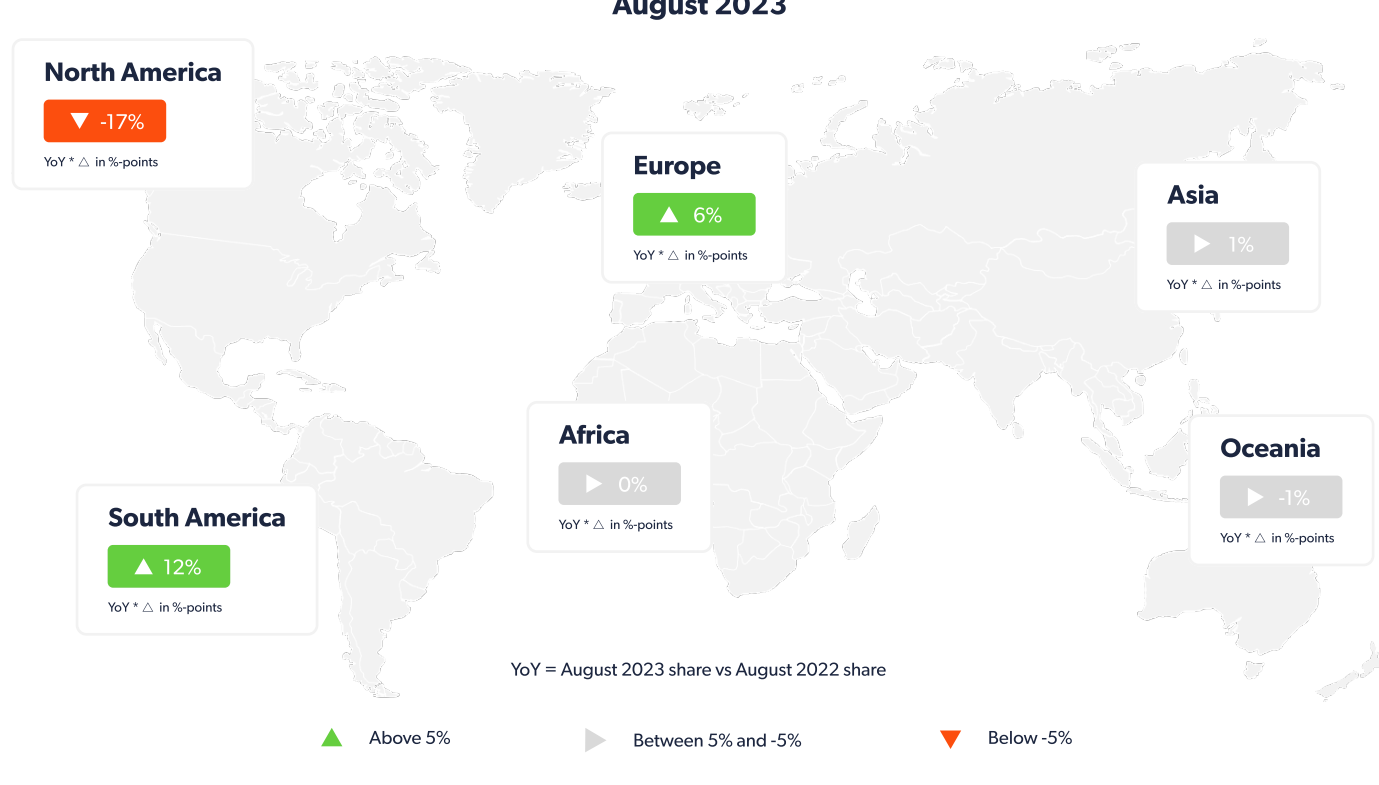
Total number of job postings processed by HRForecast (in millions)



Global labor market figures remain relatively unchanged compared to last month, finishing 17% above August 2022.

### Job demand by continent

August 2023



Last month's trend continued in August, as the share of job postings in North America decreased for the third month while South America rose. European companies are accelerating out of the summer break, as the share of job postings is rising now.

### Job postings by country (in millions)



The low number of job postings in the US significantly changes the global labor market demand. 2.0m is the lowest number we have recorded this year. The other countries remain relatively stable. Japan has returned to the top 10 for the first time since April 2023.

### Current most common job titles

If you are an accountant or accounting assistant, you occupy the globally most demanded job in August 2023. Besides this change in the top spot, the other jobs on this list look familiar compared to the analyses of the last months.

- Cashier
- Administrative assistant
- Accountant
- Letter carrier for parcels & letters
- Forklift operator
- Receptionist
- Customer service representative
- Maintenance technician
- Project manager
- Business analyst
- Account manager
- Finance manager
- Warehouse worker
- Marketing manager
- Sales executive
- Geriatric nurse
- Registered nurse
- Business development manager

## 110 years of Currywurst - from a patent to a job creation engine

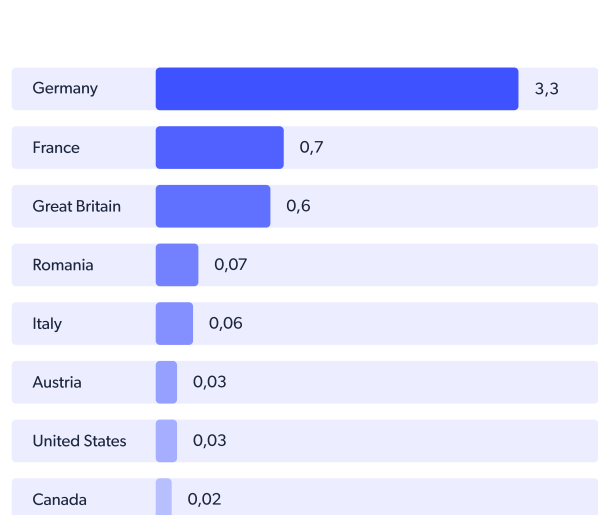
*Did you know? Since 1973, the Volkswagen car company has been producing its brand of sausage, known as the Volkswagen currywurst? Made at their Wolfsburg facility, it's available at the eateries within six German factories. Outside the factories, you can find this Currywurst in supermarkets and football arenas, and it's even gifted to some Volkswagen customers. It's labeled "Volkswagen Original Part" with part number 199 398 500 A.*

### Total number of job postings processed by HRForecast (related to the keyword 'currywurst') from August 2021 to August 2023



Currywurst is gaining popularity beyond Volkswagen employees, as the number of job postings around 'Currywurst' has sky-rocketed in the second half of 2023. Despite being recognized by our customers for shedding insights into data, this time, we must admit that we have no idea how this trend can be explained. Can you explain it?

### Demand for 'currywurst' related jobs (top 10 countries)



To no surprise, Germany is the global labor market leader in 'Currywurst' jobs. Haute cuisine in France seems to be affected by this delicious sausage as well nowadays, while the rest of the world focuses on burgers-, sushi-, paella- and Pho-Bo-specialists.

Time period: 08/2021 – 08/2023; based on HRForecast global job posting database and the keyword 'currywurst'

### Highest demanded job titles around 'currywurst'

Also, to no surprise, jobs requiring currywurst skills all relate to cuisine and gastronomy jobs. We wonder what Pizza Currywurst might taste like. We'd give it a try.

- Seller
- Food vendor
- Kitchen helper
- Service staff
- Bartender
- Pizza baker
- Chef

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