



DATA SOURCED FROM  
**35,705 jobs analyzed**  
Sep 2025 - May 2026



QSERVICES INTELLIGENCE REPORT

# 2026 Software Buyer Demand Report

35,705 Upwork jobs analyzed. What buyers actually want, vertical by vertical.

**35,705**

Jobs analyzed

**17**

Verticals mapped

**8 mo**

Sept 25 - May 26

**qservicesit.com**

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# Three findings drive everything below.

The same patterns show up across 35,705 jobs and 17 verticals. Read them as one buyer asking for the same thing.

## 01

### Demand is horizontal.

53% of jobs name no industry. Clients have an idea or a product and need engineering capacity. That is the buying trigger.

53% of jobs

## 02

### Five pains repeat everywhere.

Integration, scaling, automation, AI, and dashboards show up in every vertical. These are the real, monetisable demand signals.

5 patterns

## 03

### AI is now table stakes.

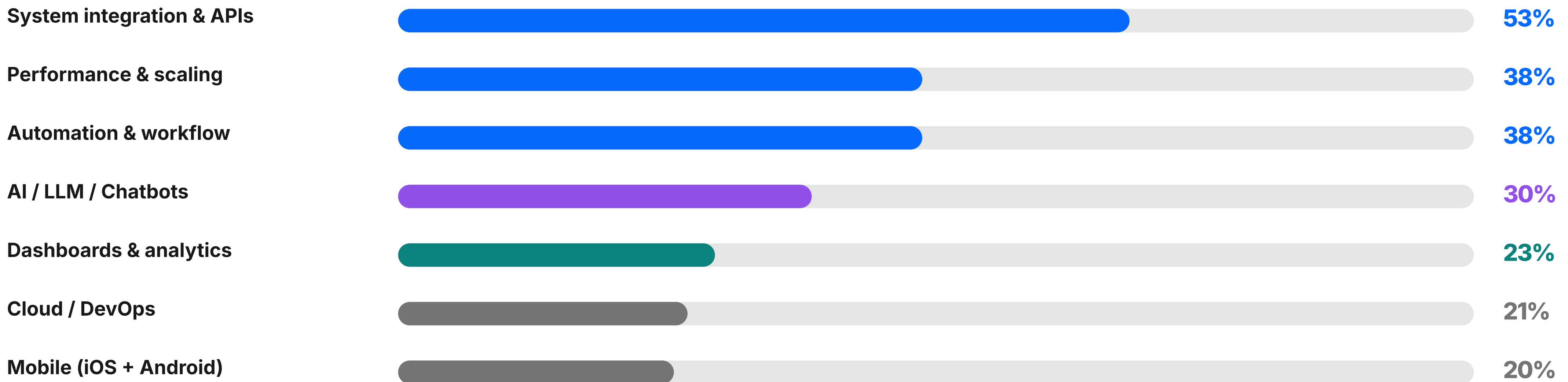
30% of all jobs mention AI. 40 to 50% in Marketing, Healthcare, Real Estate, Insurance, Legal. Buyers are past the should-we phase.

30% of jobs



# What buyers ask for, no matter the industry.

Share of all 35,705 jobs that mention each theme. Jobs can mention several.



Integration + automation + AI + dashboards = the modern client's core problem. Connect the tools, automate the manual work, add intelligence.

# Where the volume is.

Top six industries by job volume. Each card shows the share of demand and the dominant buying patterns.

15%

## Marketing & AdTech

5,281 jobs | ~\$25/hr

Landing pages, ad-platform APIs, marketing automation, AI ad optimisation. Drowning in disconnected ad accounts and CRMs.

**PAIN:** ad data > dashboard > automated report

13%

## E-commerce & Retail

4,634 jobs | ~\$22.50/hr

Shopify and WooCommerce builds, payments, PWAs, performance fixes, B2B niche commerce. Lots of ongoing maintenance.

**PAIN:** slow stores + tool integration

9%

## Fintech & Finance

3,141 jobs | ~\$30/hr | Expert-led

Accounting/ERP integration, trading apps, AI over financial documents. Highest migration share. Legacy modernisation money.

**PAIN:** data trapped + compliance heavy

5%

## Healthcare & MedTech

1,770 jobs | ~\$30/hr | Fixed median ~\$500

HIPAA platforms, telehealth, AI receptionists, EHR/EMR integrations. Clinics run on paper. Compliance is the moat, not price.

**PAIN:** secure, compliant patient platforms

3%

## Logistics & Supply Chain

1,232 jobs | ~\$27.50/hr | 49% dashboards

ETL + BI, inventory and warehouse systems, delivery and dispatch apps, AI assistants for ops teams.

**PAIN:** ops data > live dashboard

3%

## Real Estate & PropTech

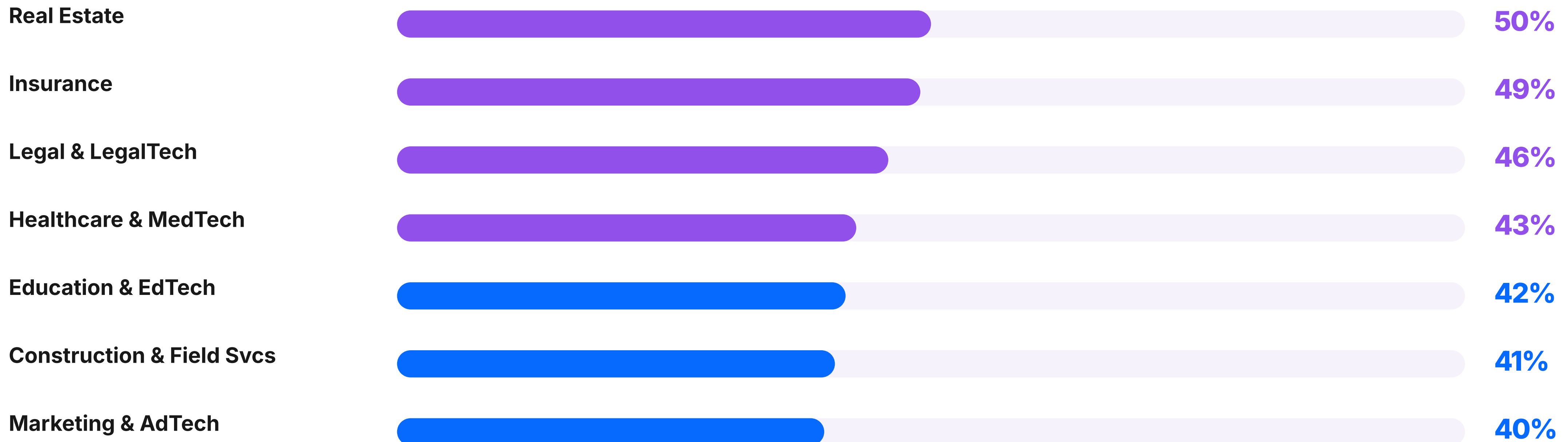
1,038 jobs | ~\$27/hr | 50% AI / 62% automation

Tenant portals, AI matching engines, agent CRM automation, KPI dashboards. One of the most AI-ready verticals in the data.

**PAIN:** agents on spreadsheets + manual follow-up

# Where AI is the default ask.

Share of jobs in each vertical that explicitly mention AI, LLM, chatbot, or agent. Overall average: 30%.



Buyers in these verticals are no longer asking should we use AI. They want it wired into their existing systems and workflow.



# Three offers the data says to ship.

01

## Connect & Automate

APPEARS IN 50 to 72% OF JOBS

Connect their CRM, accounting, ads, and ops. Automate the manual work via Make, n8n, Zapier, or custom APIs. First workflow live in two weeks.

Starter offer

**\$1,500**

per workflow | 2-week delivery

02

## AI Into Workflow

30% OF JOBS, 50% IN AI-READY VERTICALS

Chatbots, AI agents, RAG over their own documents, bolted onto existing tools. With HITL governance so humans approve what the AI does.

Operations Intelligence Program

**\$6K - \$9K**

90 days | Dashboard + automation + AI

03

## Codebase Takeover

FOR THE 53% HORIZONTAL LAYER

For SaaS founders, agencies needing overflow, and founders moving from prototype to production. We take ownership and keep shipping.

Monthly retainer

**\$2K - \$4K**

per month | Continuous build





BUILT ON UPWORK DATA  
35,705 jobs, 17 verticals



YOUR NEXT MOVE

# Stop guessing. Start selling what buyers ask for.

Book a 30-minute call. We'll show you which two workflows in your stack are costing the most manual hours, and what it takes to connect, automate, and add AI on top.

[Book a 30-min call →](#)

[See case studies](#)

DIRECT LINE

[qservicesit.com](https://qservicesit.com)

[hello@qservicesit.com](mailto:hello@qservicesit.com)



Services

Intelligence Automated