

The Remote Friendly Industries Study 2025

Charting the UK's most
remote-friendly sectors



Contents

- 03** Topline summary
- 04** Introduction
- 06** The Remote Friendly Industries Study
- 08** The most remote-friendly industries
- 09** The least remote-friendly
- 10** Remote role availability
- 11** Accessibility & inclusion
- 12** Top-paying remote roles
- 15** Key takeaways & top tips
- 19** Vestd
- 20** Methodology

Short on time?

Here's a quick summary.

- **Remote work options remain limited:** Out of 113,874 UK job listings analysed, under 5% were advertised as fully remote.
- **Demand for remote jobs remains strong:** Demand for remote work remains significantly higher than for office-based roles, with Google Trends showing 91,000 searches for “UK remote jobs” in comparison to 21,000 for “office jobs UK” over the past year.
- **Top remote-friendly sectors:** The financial sector leads in remote opportunities (24.6%), followed by leisure & tourism (20.3%), insurance (17.7%), sales (13.6%), and estate agency (11.4%), highlighting the sectors most likely to embrace flexible work.
- **Type of remote roles:** Positions and pay vary across industries. The majority of jobs are offered as full-time roles, while part-time remote opportunities remain limited. Meanwhile, high-paying remote roles are concentrated in a few industries, while lower-rate positions offer more flexibility.
- **Business advantage:** Employers can leverage remote-friendly policies to attract and retain talent, as well as improve productivity to build a collaborative, inclusive team.

Introduction

We have always championed some form of remote working, even before it became mainstream during the pandemic. Early on, we operated from a WeWork space in London, but within a year, we had transitioned to a fully remote setup.

Our talent pool now reaches far beyond the confines of the M5. Our team works in a way that truly fits around home, family, and life. And together, we've developed a new way of working — one that's flexible, but also calls for clear accountability, intentional interactions and robust processes.

It's not without its challenges, but it's part of our fabric.

As you'll read in this report, the demand for remote work remains strong — yet it continues to face scrutiny. Big names like Amazon, Boots, and even the Civil Service are calling staff back to the office, despite over **23 million Brits** now working from home at least part of the time.

Our own [Workplace Values Study](#) revealed that flexibility is the second most important factor for job seekers, and for around one in six, a lack of flexible options directly harms their work-life balance.

The impact is real. In the face of office mandates, over a million UK employees have changed roles, with many citing the absence of flexible or remote options as a key reason.

This report highlights which industries are leading the way in remote and flexible working, and shows how, even when fully remote isn't practical, offering flexibility to some degree can benefit both people and business outcomes. And the sort of [meaningful incentives](#), that align teams, no matter where they work.

Ifty Nasir

Co-founder and CEO at [Vestd](#)

The Remote Friendly Industries Study

To explore how shifting attitudes to flexible working are affecting the UK workforce, our ‘Remote Friendly Industries Study’ dives into why demand for remote working remains high and which sectors are truly embracing it.

Using data from job listing site, Reed, we analysed 113,874 jobs across 29 industries to identify which are most remote-friendly ahead of 2026 and where employers are more likely to advertise remote roles.

We found that out of 113,874 listings available on Reed, just under 5% (5,404) of those were listed solely as remote working jobs. Despite this, demand for these positions is significantly high. According to Google Trends results, there were 91,000 searches for “UK remote jobs” in comparison to “Office jobs UK” (at 21,000) over the last year.

Both search terms saw a slight dip compared to the year prior, with remote jobs down by 3% and office roles falling by 7%, indicating that while interest in both types of roles has eased slightly, remote work continues to attract substantially more attention from job seekers.

So, which industries are best for remote working?

The UK's most remote-friendly industries in 2025

Industry	Number of job listings	% of jobs listed as remote
Financial Services	4,390	24.62%
Leisure & Tourism	634	20.35%
Insurance	2,336	17.77%
Sales	4,607	13.63%
Estate Agency	2,529	11.47%
IT & Telecoms	7,338	10.68%
Energy	646	9.13%
Charity & Voluntary	611	7.69%
Scientific	402	6.22%
Media	658	5.78%
Marketing & PR	1,750	5.31%
Legal	6,323	4.84%
Banking	1,657	4.35%
Administration	4,668	4.20%
Construction & Property	6,340	4.10%
Customer Service	2,187	3.89%
Recruitment Consultancy	2,026	3.46%
Health & Medicine	2,184	3.02%
Human Resources	2,241	2.95%
Engineering	9,903	2.93%
Security & Safety	459	2.61%
Accountancy (Qualified)	5,906	1.61%
Hospitality & Catering	1,990	1.41%
Education	17,679	0.85%
Transport & Logistics	8,365	0.65%
Social Care	6,176	0.62%
Motoring & Automotive	1,807	0.61%
Manufacturing	2,701	0.44%
Retail	5,361	0.07%

Industries with the most remote roles

Finance at the forefront of flexibility

Our research shows that those wanting to work remotely in the **financial** sector had the highest chance of finding a viable position, with nearly a quarter of advertised roles being labelled as WFH.

Following closely behind is the **leisure & tourism** sector with the second largest number of remote positions at just over 20%. Interestingly, the industry also scored in the top half of the [Employee Benefits Index](#), which reflects a broader trend towards improved perks and flexibility within the sector.

Insurance, sales and **estate agencies** also made the top five, each offering a noticeably higher proportion of remote roles compared to the national average, highlighting how certain sectors are leading the shift toward location-flexible working.

Rank	Industry	Proportion of remote roles
1	Financial Services	24.62%
2	Leisure & Tourism	20.35%
3	Insurance	17.77%
4	Sales	13.63%
5	Estate Agency	11.47%



Industries where remote work is rare

Predictable results for hands-on roles

There are cases where certain industries have little to no remote working options due to the intangible nature of the roles, which require an on-site presence.

These industries included **retail, manufacturing, automotive, social care, transport, and education**, where each had fewer than 1% of remote positions available.

Although remote roles remain low, research from Schools Week found that flexible working is slowly increasing in some areas. For example, just over half of teachers and school leaders now have a flexible working schedule in place this year.

Because these sectors depend heavily on face-to-face interaction or specialised equipment, most roles simply cannot be replicated remotely.

However, this lack of flexibility is said to be creating a '[two-tier system](#)' where frontline workers are at a disadvantage in accessing remote opportunities compared to those in office-based and managerial positions.

In these cases, it's worth employers exploring alternative reward structures, such as [growth shares](#) or [share options](#). A [company share scheme](#) is a great way to align teams and motivate staff, regardless of location, and often tax-friendly too!



Remote role availability

Part-time remote opportunities are limited

Around 88% of remote roles were full-time, with only 12% offered on a part-time basis, showing a strong preference for traditional working patterns even in remote settings.

Industries such as IT & telecoms (99% full-time) and financial services (94% full-time) provided the highest share of full-time remote roles, offering stability for those seeking more hours.

In comparison, sectors like hospitality and catering (79% part-time) and estate agency (34% part-time) offered a disproportionately higher share of part-time remote roles, although these opportunities were limited in number.



Accessibility & inclusion

Part-time remote opportunities are limited

According to the [Government's Select Committee report](#), one of the biggest benefits of flexible or remote working is how much it helps people with caring responsibilities, like parents or carers. It makes juggling childcare and schedules a lot easier.

It can also open doors for disabled people, removing barriers such as commuting, navigating inaccessible workplaces, or managing health needs around strict office hours.

This can also help to make work more accessible for neurodivergent employees who might otherwise struggle in a traditional work environment.

In addition, the report recommended that employers be supported to invest in management training for effective remote and hybrid working, including a review of proposed cuts to leadership-focused apprenticeship programmes.



What are the top-paying remote industries in the UK?

As remote working becomes more common, a key question for job seekers is not only where remote roles are available, but also where they pay the most.

We're witnessing an emerging [executive remote trend](#), with senior leaders increasingly reassessing traditional office-based expectations.

At the same time, our [C-Suite Churn Report](#) highlights rising turnover and shorter tenure among senior leaders, suggesting that offering enhanced flexibility could become a key factor in attracting and retaining top talent.

From the analysis, it's clear that remote work is not evenly distributed across pay bands.

Certain sectors stand out for offering high-paying remote opportunities, while others provide more flexibility in lower-rate roles, reflecting the different needs and priorities of employees.

Let's break it down.

Sectors with the highest remote work in 'Additional Rate' tax bands

Remote working opportunities appeared to be largely available within the highest-paying job bands.

Estate agency roles were found to have the highest number of remote jobs in the 'Additional Rate' tax bracket, with nearly 10% of all roles in the sector.



Financial services come in second, despite having the largest growth in the number of remote roles.

Banking, energy and **administration** complete the top five, highlighting that a diverse range of industries now offer remote opportunities for top-paying positions, while also increasing competition for senior and leadership talent.

Rank	Industry	Proportion of remote roles	% of sector jobs in this bracket WFH
1	Estate Agency	11.47%	7.30%
2	Financial Services	24.62%	4.80%
3	Banking	4.35%	3.40%
4	Energy	9.13%	2.60%
5	Administration	4.20%	2.40%

Sectors with the highest remote work in 'Higher Rate' tax bands

A small number of industries dominate the mid to upper-paying remote roles. Financial services tops the list, leaving a widening gap behind, with almost 20% of remote jobs falling into the 'High-Rate' tax bracket.

Rank	Industry	Proportion of remote roles	% of sector jobs in this bracket WFH
1	Financial Services	24.62%	19.90%
2	Insurance	17.77%	11.10%
3	Estate Agency	11.47%	9.80%
4	IT & Telecoms	10.68%	8.10%
5	Sales	13.63%	7.20%

Sectors with the highest remote work in low-pay bands

The findings also show that remote work is no longer concentrated at the top of the pay scale. A significant share of remote roles now sits within the 'Basic Rate' tax bracket, signalling that employers are extending flexibility to entry-level positions as well as senior talent.

Rank	Industry	Proportion of remote roles	% of sector jobs in this bracket WFH
1	Leisure & Tourism	20.35%	16.70%
2	Financial Services	24.62%	16.70%
3	Insurance	17.77%	12.20%
4	Sales	13.63%	9.90%
5	Energy	9.13%	6.50%

Key takeaways & top tips

What business leaders can learn from these findings

For leaders looking to keep staff happy and improve benefits, it's key to understand how remote work is changing what people want from their jobs.

With that in mind, we've put together some practical recommendations from our findings to help shape a benefits package and environment that works for both your people and your business.

Collaboration and knowledge sharing across teams

Remote working comes with the need for employees to have a self-motivated attitude, but it can also unlock greater productivity when the right structures are in place.

There is often the fear that remote working can cause loneliness if it's not implemented correctly, which means employers must proactively build systems that encourage collaboration and support.

However, without the distractions of a traditional office environment, Senior Product Manager Hester Griffin noted how employees often report a self-determination to succeed as they're able to work in the comfort of their home.



“ Remote working doesn’t just change where we work – it changes how people feel about their work. With the right support, people become more focused and confident in delivering results.”

Hester Griffin

Senior Product Manager



To ensure team members feel supported and motivated, regular check-ins and employee benefits packages for small businesses and larger ones, which include mental health support or wellbeing resources, can help bridge the gap and maintain a more connected workforce.

Companies’ benefits packages are increasingly expected to include, as [our study with YouGov](#) revealed, that 40% of Brits believe health and wellbeing policies are critical to workplace happiness – a reminder that flexibility and mental health support are now key drivers of a positive employee experience.

Market talent & hiring

Remote working is increasingly a key factor for attracting and retaining top talent, particularly in creative and leadership-focused roles.

Companies that offer flexible work options can stand out in competitive markets, appealing to professionals who prioritise a healthy work-life balance.

Keeping flexibility front and centre can not only help to attract skilled staff but may also improve retention and reduce turnover by maintaining a motivated workforce, whose preferred ways of working are respected.



Share schemes and long-term growth incentives

Share incentive plans help boost retention and reward long-term commitment, especially for companies that might have restricted flexible working offerings.

Companies across different sectors have also adopted similar initiatives. DIY retail chain [Wickes rewarded their employees](#) at the end of 2025 with a collective £14.1 million windfall, illustrating the role of schemes such as Save as You Earn ([SAYE](#)) in boosting workforce morale and retention.

Demonstrating this kind of investment and long-term progression reassures employees that staying with the company can lead to long-term financial rewards.

Startup and Investment Consultant, Amber Nasir, said that enabling employees to have a long-term investment in the company doesn't just benefit the business but also creates a stronger self-belief to work towards shared success.



Giving employees a stake in the company's future creates a deeper sense of commitment. It allows people to become more engaged and dedicated to the business when they benefit directly from the value they help create."

Amber Nasir

Startup and Investment Consultant



Additional benefits

Even in roles where remote or flexible working isn't possible, there are many ways employers can support and engage their workforce through alternative benefits.

Options include:

- Wellbeing and lifestyle perks – gym memberships, wellbeing apps, mental health support, or private healthcare.
- Professional development – training budgets, community programmes, or mentoring schemes.
- Family-friendly policies – childcare support, enhanced parental leave, or carers' leave.
- Financial support – cycle-to-work schemes, subsidised transport, generous pension contributions, or financial wellness workshops.
- Recognition and reward – awards, gift vouchers, or cash bonuses.

[View the full list of employee benefits](#)

This is on top of a thoughtfully designed share scheme, of course!

By creating a holistic package that combines financial, professional, and wellbeing incentives, employers can ensure employees feel valued and motivated, regardless of where or how they work.



Vestd, the ShareTech platform

Our findings show just how much people value remote and flexible work — and how few jobs actually offer it.

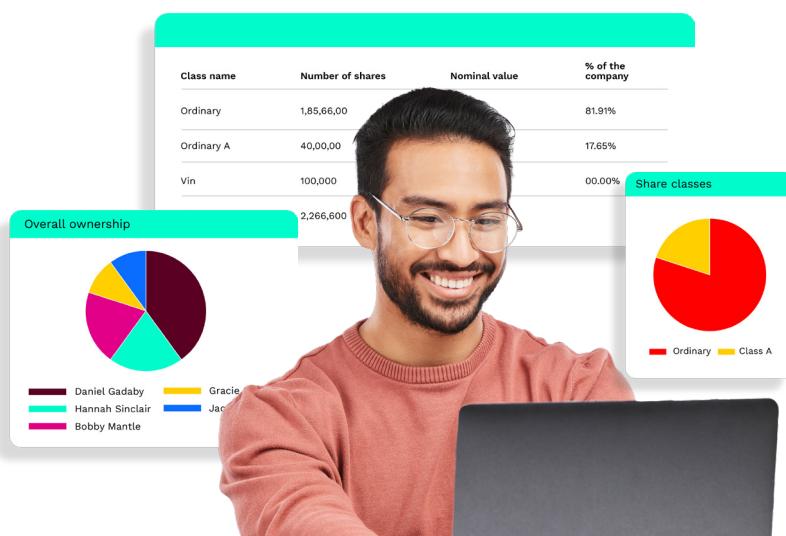
For businesses looking to attract, retain and motivate their teams in this changing landscape, share schemes can be a simple, effective way to reward commitment and give employees a stake in the company's success.

Our platform provides clear, accessible dashboards that demystify share ownership, making it tangible and motivating for employees - and a million times easier for you to manage!

See it in action

Consultations are free, with no obligation to sign up after.

For more reports like this, you know where to find us. Follow us on socials or head to our [website](#) for the latest insights.



Methodology

We analysed data from Reed in November 2025, filtering 113,874 job listings across 29 industries by position type and remote working availability.

The analysis reviewed each industry's remote job availability, comparing the number of total roles with those advertised as remote. Previously collected data from 2022 was also used to assess changes in flexibility over time.

We looked at industries including marketing, law, finance, HR, tech and more, analysing multiple roles where possible. We also compared average salaries by role and level of flexibility to see whether any patterns emerged.

Tax band brackets were compared using the Government's [income tax rates](#) in relation to the salary listed on the job advertisement via Reed.

Additionally, Google Trends data was used to compare public interest in "remote jobs" versus "office jobs," providing a broader perspective on evolving demand for remote working. Full findings are available upon request. All data is correct as of November 2025.



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