

# State of Student Recruitment

## GERMANY

Recruitment trends,  
student preferences  
and barriers for  
students interested  
in **studying in  
Germany.**



# State of Student Recruitment 2024

## Data from international student interested in Germany

Data & insights from 1,300 students interested in studying in Germany. Data collected Feb–April 2024.

### WHY INTERNATIONAL STUDENTS WANT TO STUDY IN GERMANY

## Motivations to study

- 1 Career progression 50%
- 2 Qualify for further study 45%
- 3 Qualify for a specific career 35%
- 4 Interested in my subject 34%
- 5 To have an adventure 26%
- 6 To challenge myself 23%
- 7 Better my earnings 23%



### ANALYSIS



**Career progression** is a bigger motivating factor for students interested in Germany, compared to other countries. It is the top motivating factor for 50%, compared to 45% globally.



The **campus lifestyle** is also more important to students interested in German than other demographics.



Make sure to highlight the typical events international students can expect on campus at your institution in your marketing communications, and pinpoint how your programs will help better their careers opportunities.

We asked students interested in Germany:

### What are the most important factors...

#### ...in a school

|     |                            |
|-----|----------------------------|
| 55% | Employment outcomes        |
| 48% | Reputation & ranking       |
| 36% | Unique/specialist programs |
| 34% | Campus lifestyle           |
| 31% | Accommodation              |

#### ...in a program

|     |                                       |
|-----|---------------------------------------|
| 58% | Work placements /internships          |
| 51% | Funding opportunities                 |
| 50% | Affordable fees                       |
| 46% | Opportunities for academic networking |
| 19% | Teaching staff                        |





Germany has maintained its popularity in 2024 as a higher education study destination, **ranking 4th** in the overall in our survey of 27,500 students, behind the UK, US and Canada. Plus, it's popularity as a study destination **has grown by 33% from 2023 to 2024.**

## Barriers to studying in Germany



The biggest concern for students studying in Germany is cost – 72% are concerned about affordability.



Cost will be a concern for the majority of students – that can't be changed. Instead, highlight the **return on investment** international students get from your degree. Students will acquire the skills needed to be successful in their chosen career and 'earn their money back'.



**65%**

said unclear or missing information on a website would stop them applying to a German university.

## Popular subjects

|      |                      |
|------|----------------------|
| 16%  | Engineering          |
| 15%  | Business & Economics |
| 12%  | Life Sciences        |
| 12%  | Clinical & Health    |
| 10%  | Computer Science     |
| 9%   | Arts & Humanities    |
| 8%   | Social Sciences      |
| 5%   | Physical Sciences    |
| 4.8% | Education            |

Globally, Business & Economics is the most popular subject, but this drops to 2nd for Germany.

### We asked:

## How many universities are you applying to?



**All students**



**German interest**

|     |     |     |
|-----|-----|-----|
| 1   | 16% | 13% |
| 2-3 | 42% | 38% |
| 4+  | 42% | 49% |

Students interested in studying in Germany are applying to more universities than in other countries, with nearly half applying to 4+. How can you stand out against the competition?

Speed and quality of response to students is a factor, plus through highlighting the employment outcomes of your degrees.\*

\*Data on page 1

### We asked students:

## Do you follow a university on social media?

|   |           |     |
|---|-----------|-----|
|  | Facebook  | 38% |
|  | Instagram | 30% |
|  | LinkedIn  | 29% |
|  | TikTok    | 4%  |

It may seem students aren't on Facebook anymore, but 37% of students interested in Germany said they follow a university on the platform.

## COMMUNICATING WITH STUDENTS INTERESTED IN GERMANY



**72%**

**Email** is the top channel – 72% of students interested in Germany said it was the preferred way to speak with universities.



**84%**

of Germany study students expect a response to their initial inquiry within 24 hours or less, with 14% expecting a response immediately.



**45%**

found their preferred program on via online search e.g. Google, Baidu.

Make sure your websites are SEO-optimized.

