

Companies With Fewer Than 50 Employees Are the Fastest-Growing Segment of Latin America Hiring

New data shows small businesses driving nearshore hiring growth, using the region to bring in experienced talent they couldn't otherwise afford to hire.

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[Hire With Near](#), a staffing and recruiting firm that helps U.S. companies [hire remote talent in Latin America](#), today released midyear hiring data showing that small businesses are the fastest-growing segment of nearshore hiring in Latin America.



According to the firm's placement data for the first half of 2026, more than half of all placements went to companies with 50 or fewer employees. The fastest-growing segment was companies with 26 to 50 people, where placements grew more than 70% over the previous six months. Overall placements rose 31% in the same period and 67% year over year.

The data shows small companies hiring for growth, and hiring up. Four of the ten most-placed roles in the first half of 2026 were sales positions, accountant rose to second among all roles, and the share of placements at manager level roughly doubled in six months. These are the hires that drive revenue — salespeople, finance leads, team managers — at an experience level a company of a few dozen people often cannot afford domestically. [Latin American salary ranges](#) typically run 30–70% below U.S. equivalents for the same roles, which puts senior candidates within reach of small-business budgets.

Customers describe the same pattern in public reviews. "Hire with Near helped me source and hire a great candidate in a week and is easy to work with. This new hire is key for our revenue growth," wrote Max P. in a five-star G2 review in March 2026. Another reviewer, Josh B., wrote in April 2026: "I appreciate their cost-effectiveness, offering highly qualified candidates at a much lower entry point than hiring equivalent candidates in the US."

"The fastest-growing group of companies we work with has 26 to 50 employees," said Hayden Cohen, CEO of Hire With Near. "At that size every hire has to count. Latin America lets a 30-

person company bring in a senior salesperson or an experienced finance lead — the caliber of person that would normally be out of reach at their budget — and have them working within weeks. That is the difference between growing this year and growing eventually."

Hire With Near's own trajectory backs up the strategy it is reporting on. The firm ranked No. 118 on the 2026 Inc. 5000, Inc.'s annual list of the fastest-growing private companies in America — the top 2.4% of the list — after earlier placing No. 3 in the Southwest on the 2026 Inc. Regionals and No. 14 on the Clutch 100. The company has served 950+ customers, built a network of 160,000+ pre-vetted candidates and holds a 4.9 rating on G2 with a 97% placement success rate.

For a company with a few dozen employees, a single hire represents a meaningful share of headcount and budget, and a three-to-six-month U.S. search is time the business does not have. Hiring in Latin America compresses that timeline while keeping teams in overlapping working hours. It also raises the ceiling on who a small business can hire, turning roles that once meant settling for junior candidates into openings a seasoned operator fills. Companies increasingly treat the region as a source of full-time, long-term team members across departments.

The full midyear hiring data breakdown, including role rankings and country trends, is available on the Hire With Near blog: <https://www.hirewithnear.com/midyear-hiring-report>

About Hire With Near

Hire With Near is a full-service recruiting and staffing partner for U.S. companies hiring top-performing remote talent in Latin America. Over 950 companies, like Jersey Mike's, Expensify, and Deel, work with Hire With Near to build their teams and save hundreds of thousands in overhead. With a 97% placement success rate, a 4.9 G2 rating, 80% retention rate beyond two years, and a 9.1/10 client satisfaction score, the firm handles everything from sourcing and screening to payroll and ongoing support. They deliver shortlists in three to five days, and most companies hire in under three weeks. For more information, visit <https://www.hirewithnear.com>

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