

SALARY REPORT 2025

FMCG & CONSUMER

PIE



EXPRESS CO

Our 2025 Market Report contains up to date data on salary level research for sales and marketing roles in the FMCG & Consumer sector.

This information has been obtained directly from candidates operating within the UK market, principally within food, beverage and health & wellness businesses and provides a salary range from the most recent candidates qualified by PIE Recruitment across different categories.

The candidates surveyed operate in a wide range of business operating stages but the majority are working within SMEs and blue chips.

The FMCG team at PIE is always happy to give you individually tailored salary advice according to your own growth stage. Should you require something more bespoke please get in touch – click below to contact us.



fmcg@pie-recruitment.com



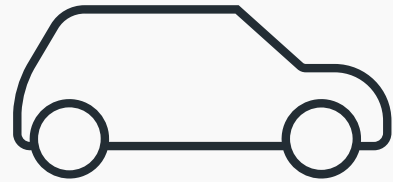
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[pie-recruitment.com](https://www.pie-recruitment.com)

BENEFITS PACKAGES

KEY TAKEAWAYS



A CAR ALLOWANCE IS EXPECTED ACROSS FIELD BASED OR MID/SENIOR LEVEL ROLES - COMPANIES THAT CAN OFFER A CHOICE WILL ATTRACT MORE TALENT.



THE AVERAGE HOLIDAY ENTITLEMENT ACROSS OUR SURVEY WAS 25+ DAYS EXCLUDING BANK HOLIDAYS. ANYTHING BELOW THIS IS A HUGE DETRACTOR TO A ROLE. OPTIONS TO BUY MORE ANNUAL LEAVE ARE INCREASINGLY POPULAR.



FLEXIBLE WORKING IS STILL A VERY IMPORTANT REQUIREMENT. OFFICE BASED ROLES - EVEN 4 DAYS/WEEK - ARE ATTRACTING CONSIDERABLY LESS INTEREST FROM CANDIDATES.



PRIVATE HEALTHCARE IS BECOMING A STANDARD EXPECTATION. COMPANIES WANTING TO SET THEMSELVES APART NEED TO OFFER SPOUSE/FAMILY COVER (COULD BE SELF FUNDED) PLUS CRITICAL ILLNESS AND/OR DENTAL COVER.

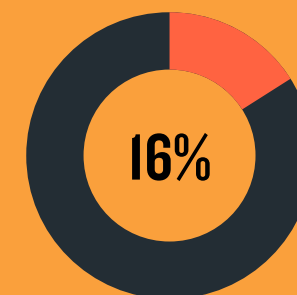


PENSIONS ARE HIGH PRIORITY FOR CANDIDATES WITH MANY BEING MORE CONSCIOUS OF SAFEGUARDING THEIR FUTURE. HAVING A FLEXIBLE PENSION BENEFIT IS FAR MORE APPEALING THAN OFFERING STATUTORY REQUIREMENTS.

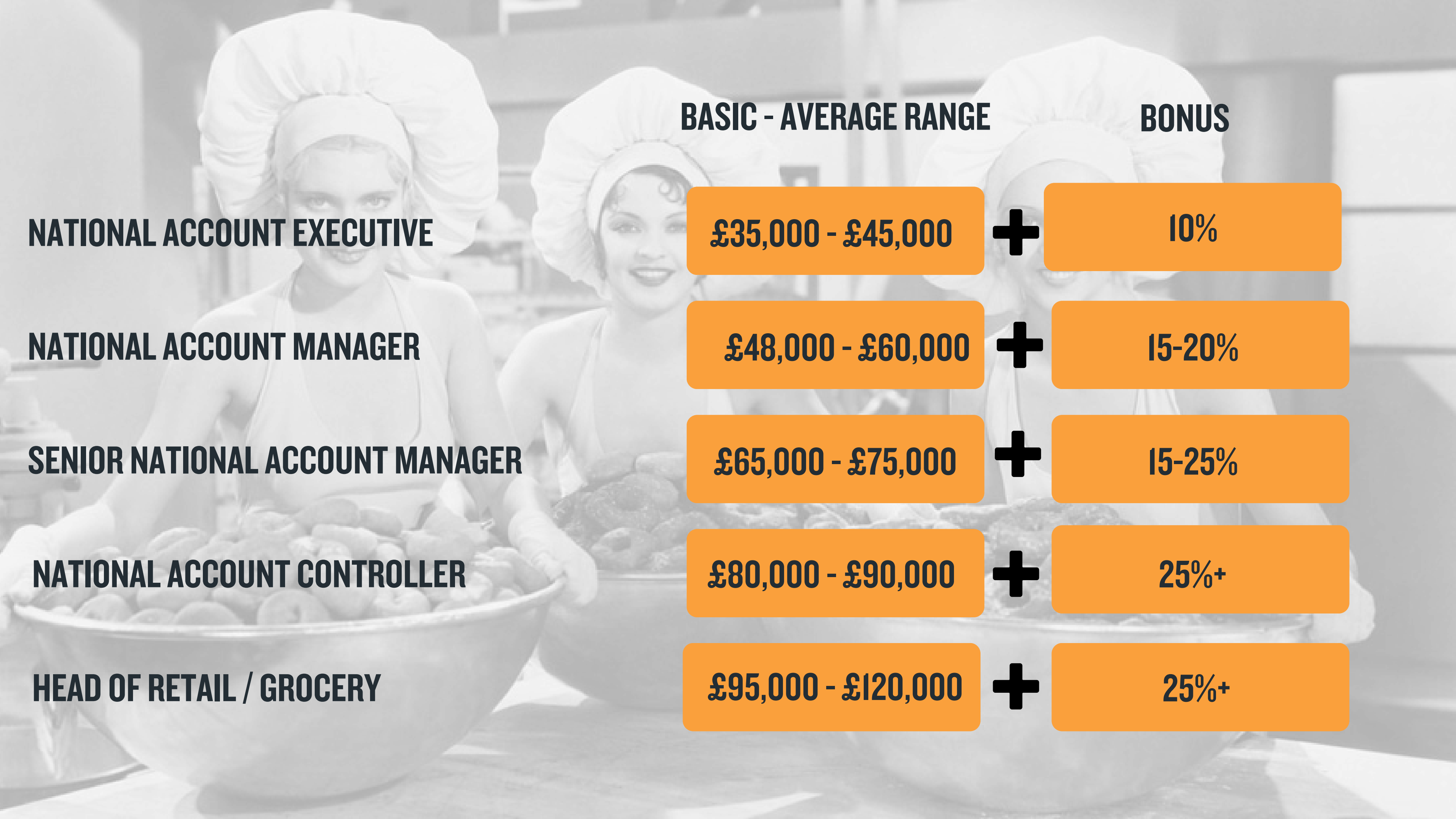
SALES & COMMERCIAL ROLES



**39% FEMALE / 61% MALE
TALENT POOL**



**16% OF TALENT POOL (C.
25.5K PROFESSIONALS)
HAS CHANGED ROLE IN
LAST 12 MONTHS**



BASIC - AVERAGE RANGE

BONUS

NATIONAL ACCOUNT EXECUTIVE

£35,000 - £45,000

+

10%

NATIONAL ACCOUNT MANAGER

£48,000 - £60,000

+

15-20%

SENIOR NATIONAL ACCOUNT MANAGER

£65,000 - £75,000

+

15-25%

NATIONAL ACCOUNT CONTROLLER

£80,000 - £90,000

+

25%+

HEAD OF RETAIL / GROCERY

£95,000 - £120,000

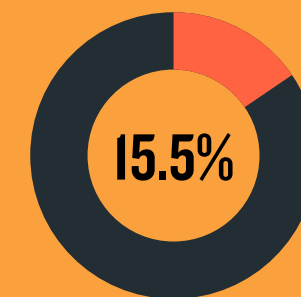
+

25%+

MARKETING ROLES



**47% FEMALE / 53% MALE
TALENT POOL**



**15.5% OF TALENT POOL (C. 14K
PROFESSIONALS) HAS
CHANGED ROLE IN LAST 12
MONTHS**



ASSISTANT BRAND MANAGER

BASIC - AVERAGE RANGE

BONUS

£35,000 - £45,000

+

10%+

BRAND MANAGER

£45,000 - £55,000

+

10%+

SENIOR BRAND MANAGER

£60,000 - £70,000

+

20%

MARKETING MANAGER

£70,000 - £80,000

+

20%

HEAD OF MARKETING

£80,000 - £105,000

+

25%+

CATEGORY EXECUTIVE

BASIC - AVERAGE RANGE

£35,000 - £45,000

+

BONUS

10%

CATEGORY MANAGER

£45,000 - £55,000

+

15%

SENIOR CATEGORY MANAGER

£60,000 - £70,000

+

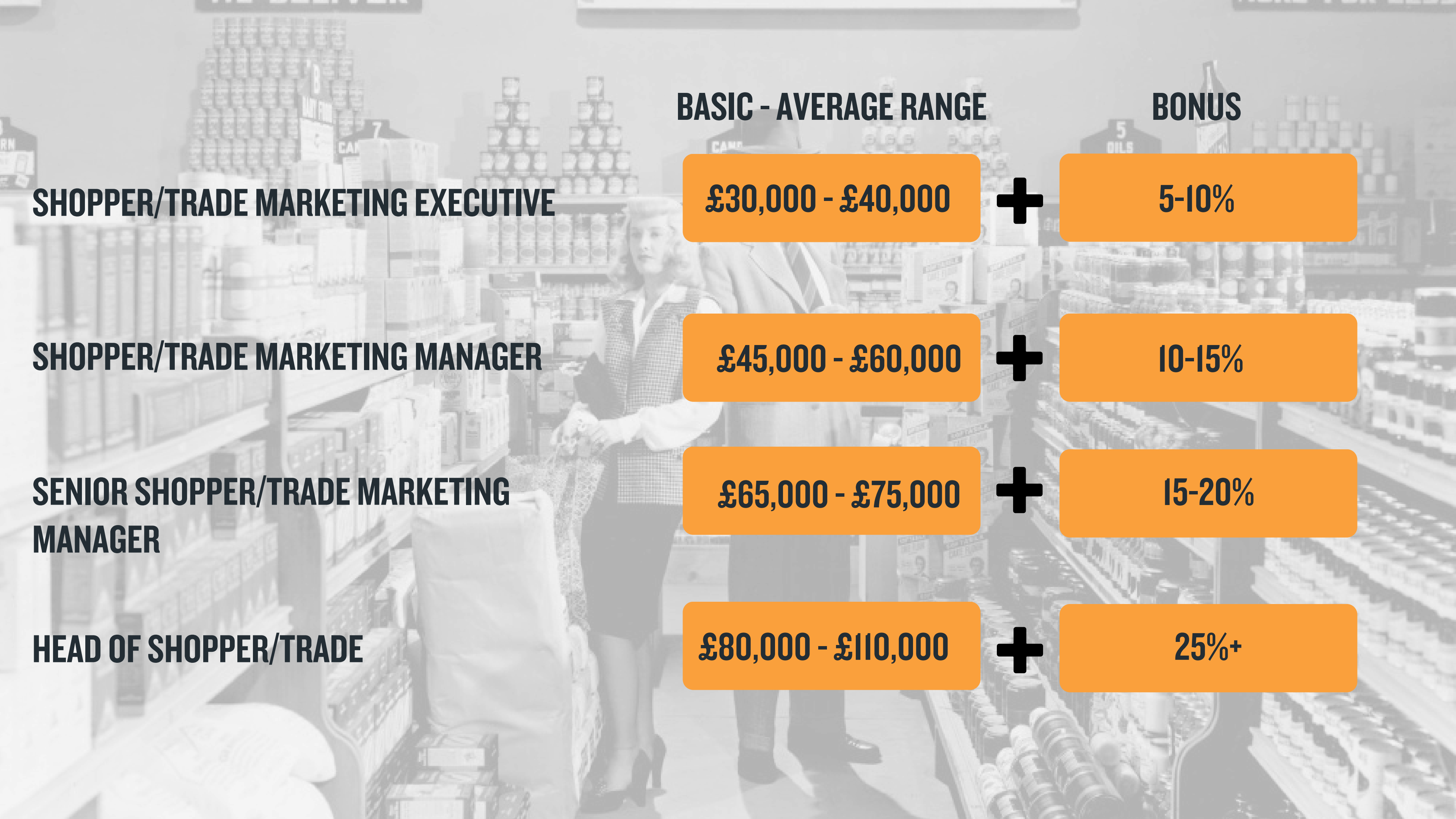
15-20%

HEAD OF CATEGORY

£75,000 - £100,000

+

25%+



BASIC - AVERAGE RANGE

BONUS

SHOPPER/TRADE MARKETING EXECUTIVE

£30,000 - £40,000

+

5-10%

SHOPPER/TRADE MARKETING MANAGER

£45,000 - £60,000

+

10-15%

**SENIOR SHOPPER/TRADE MARKETING
MANAGER**

£65,000 - £75,000

+

15-20%

HEAD OF SHOPPER/TRADE

£80,000 - £110,000

+

25%+

DIGITAL MARKETING EXECUTIVE

BASIC - AVERAGE RANGE

£30,000 - £40,000

+

BONUS

5-10%

DIGITAL MARKETING MANAGER

£45,000 - £60,000

+

10-15%

SENIOR DIGITAL MARKETING MANAGER

£65,000 - £75,000

+

20%

HEAD OF DIGITAL

£80,000 - £110,000

+

20-25%

ECOMMERCE EXECUTIVE

£35,000 - £45,000

+

5-10%

ECOMMERCE MANAGER

£50,000 - £70,000

+

15%

HEAD OF ECOMMERCE

£80,000 - £120,000

+

25-30%

GET IN TOUCH



Will Gardner
Managing Director



George Robinson
Managing Consultant - FMCG & Consumer



Corri Fox
Consultant - FMCG & Consumer

