

Grocery Retail Salary Survey 2018

Foreword

By Nikki Murran- Head of Grocery, Excel Recruitment

2017 was most definitely an interesting year for retail and recruitment. The economy is growing, wages are rising and the unemployment rate is currently sitting at 6.1%. This is obviously great news but in recruitment terms, it means we are definitely seeing a shift towards a candidate's market.

Candidate's Market

The competition for top talent is fierce and counter-offers are becoming more and more frequent, with employers working hard to keep talented staff. While rising salaries are an effective way of both attracting and retaining staff, we're seeing more and more the importance of benefits. Savvy employers are looking at the entire package in an effort to ensure retention and a happy, dedicated workforce. Bonuses, employees' work-life balance and their level of autonomy are all being assessed, ensuring key staff feel valued and are rewarded for their contribution to the business. We are also seeing increases in profit sharing for Store Managers, linking financial gains directly to meeting individual and store goals and ensuring managers are directly invested in their store's success.

The increase in minimum wage in January has had a significant impact on the entire grocery retail industry. We have witnessed incremental increases across the industry as the minimum wage hike has caused a knock-on effect across all levels of junior staff in the trade.

Another noticeable side-effect of the recent economic growth is the distinct pattern of young talent leaving retail in favour of other industries. These workers, mainly at trainee level, are often college-educated and eager to pursue a career in their field of study. Others are leaving as they are turned off pursuing a retail career by the idea of long-hours and unsociable shifts or simply don't see enough progression in their current role. Some retailers are combatting this by nurturing talent, mentoring their teams to allow people to explore their path within the business and highlighting just how rewarding a career in retail can be.

Grocery Salaries

In terms of grocery salaries, we have seen a noticeable increase in the salaries for Convenience Store Managers. Even more noticeable, however, is the increases across the industry in the area of fresh foods, particularly for Deli Managers, Deli Supervisors, Fresh Food Managers, Bakers and Butchers.

It's an interesting time for fresh foods, with a renewed excitement and passion for the category visible across the industry. Savvy retailers are focused on energising, innovating and expanding their offering and we are seeing a substantial investment in fresh food talent as a result. We have noticed a shift in managers targets to include Fresh Food Participation over the past 12 months. This has been one of the most significant areas of growth in the trade and subsequently where some of the most exciting concepts and developments can be seen.

Much like last year, 2018 looks set to be a challenging but exciting time for Irish grocery retail. I hope you have a successful and enjoyable 2018. If you wish to discuss the findings of this survey or how we can assist with your recruitment needs, please feel free to ask your Excel Recruitment consultant or email me directly at nikki@excelrecruitment.com.

We have compiled this guide which is supported by data from the best Retail Managers across the country. This guide is designed to give our clients a guide as to the current market prices for the various roles within the Irish grocery market.

“
The competition
for top talent is
huge and
counter-offers
are becoming
more and more
frequent ”

Grocery Retail Specialists

Excel Recruitment Salary Survey 2018

Salary Scale - Grocery Sector - 0-3 Years Experience

	Forecourt	Convenience	Small Supermarket	Med. Supermarket	Large Supermarket	Hard Discounter
Fresh Food Manager	n/a	€27k	€29k	€32k	€34k	n/a
Deli Manager	€24k	€25k	€26k	€27k	€30k	n/a
Deli Supervisor	€22k	€23k	€24k	€25k	€26k	n/a
Produce Manager	n/a	€24k	€25k	€26k	€28k	n/a
Butcher Manager	n/a	€26k	€28k	€30k	€32k	n/a
Butcher	n/a	€12.50 ph	€12.50 ph	€13.50 ph	€14 ph	n/a
Baker Manager	n/a	€27k	€30k	€32k	€35k	n/a
Baker / Confectioner	n/a	€12.50 ph	€12.50 ph	€13.50 ph	€13.50 ph	n/a
Fish Specialist	n/a	n/a	€12.50 ph	€13.50 ph	€13.50 ph	n/a
Cheese Monger	n/a	n/a	€11.50 ph	€12 ph	€12.50 ph	n/a
Off-Licence Manager	n/a	n/a	€25k	€27k	€33k	n/a
Checkout Manager	n/a	n/a	€25k	€27k	€33k	n/a
Night Manager	€26k	n/a	€26k	€28k	€35k	n/a

Salary Scale - Grocery Sector - 3 - 10 Years Experience

	Forecourt	Convenience	Small Supermarket	Medium Supermarket	Large Supermarket	Hard Discounter
Fresh Food Manager	n/a	€30k	€32k	€35k	€38k	n/a
Deli Manager	€26k	€28k	€30k	€32k	€35k	n/a
Deli Supervisor	€24k	€26k	€28k	€30k	€32k	n/a
Produce Manager	n/a	€26k	€27k	€28k	€33k	n/a
Butcher Manager	n/a	€30k	€32k	€34k	€37k	n/a
Butcher	n/a	€13 ph	€13.50ph	€14.50 ph	€16 ph	n/a
Baker Manager	n/a	€29k	€32k	€34k	€37k	n/a
Baker / Confectioner	n/a	€13 ph	€13 ph	€15 ph	€15 ph	n/a
Fish Specialist	n/a	n/a	€13 ph	€15 ph	€15 ph	n/a
Cheese Monger	n/a	n/a	€12 ph	€12.50 ph	€13.50 ph	n/a
Off-Licence Manager	n/a	n/a	€27k	€29k	€35k	n/a
Checkout Manager	n/a	n/a	€27k	€30k	€35k	n/a
Night Manager	€28k	n/a	€28k	€30k	€38k	n/a

Grocery Managers

Excel Recruitment Salary Survey 2018

Salary Scale - Grocery Sector - 0-3 Years Experience

	Forecourt	Convenience	Small Supermarket	Medium Supermarket	Large Supermarket	Hard Discounter
Regional Manager	€60k	€60k	€70k	€90k	€110K	€50k
Area Manager	€45k	€45k	€50k	€65k	€80k	€60k
Store Manager	€33k	€35k	€40k	€45k	€60k	€50k
Assistant Manager	€28k	€28k	€30k	€35k	€40k	€38k
Department Manager	n/a	n/a	€25k	€28k	€35k	n/a
Trainee Manager	€23k	€23k	€24k	€24k	€26k	n/a
Supervisor	€10.50 ph	€10.50 ph	€11.00 ph	€11.50 ph	€12.00 ph	€13.50 ph

Salary Scale - Grocery Sector - 3 - 10 Years Experience

	Forecourt	Convenience	Small Supermarket	Medium Supermarket	Large Supermarket	Hard Discounter
Regional Manager	€70k	€80k	€90k	€110K	€130k	€100
Area Manager	€60k	€60k	€70k	€90k	€120k	€90k
Store Manager	€40k	€42k	€50k	€65	€120k	€80k
Assistant Manager	€32k	€32k	€34k	€40k	€55k	€50k
Department Manager	n/a	n/a	€28k	€35k	€40k	n/a
Trainee Manager	€25k	€25k	€26k	€26k	€28k	n/a
Supervisor	€11.00 ph	€11.00 ph	€11.50 ph	€12.00 ph	€12.50ph	€15.50 ph

Sales Assistants

Excel Recruitment Salary Survey 2018

Salary Scale - Sales and Deli Assistants - Per Hour

	Forecourt	Convenience	Small Supermarket	Medium Supermarket	Large Supermarket	Hard Discounter
Sales Assistant Year 1	€9.55	€9.55	€9.55	€10.00	€10.00	€11.50
Sales Assistant Year 2	€9.55	€9.55	€9.55	€10.20	€10.30	€12.30
Sales Assistant Year 3	€9.75	€9.75	€10.00	€10.50	€11.00	€12.80
Sales Assistant Year 4	€9.75	€9.75	€10.00	€10.80	€11.30	€13.30
Sales Assistant Year 5	€10.00	€10.00	€10.50	€11.20	€11.80	€13.80

Deli Assistant Year 1	€9.55	€9.55	€9.55	€10.00	€10.30	n/a
Deli Assistant Year 2	€9.75	€9.75	€10.00	€10.20	€10.80	n/a
Deli Assistant Year 3	€10.00	€10.00	€10.20	€10.50	€11.30	n/a
Deli Assistant Year 4	€10.20	€10.20	€10.50	€11.00	€11.80	n/a
Deli Assistant Year 5	€10.50	€10.50	€11.00	€11.30	€12.50	n/a



Meet the Team



**BARRY
WHELAN**

CEO



**NIKKI
MURRAN**

**HEAD OF
GROCERY**



**SEAN
THOMAS**

**SENIOR
CONSULTANT**



**CHRISTABELLE
PIERCE**

**GROCERY
CONSULTANT**



If you wish to discuss the findings of this survey, are looking for your next move or want to discuss your recruitment needs, please feel free to get in contact with any of Excel's expert hospitality consultants.

FIND US ON

www.excelrecruitment.com (01) 8148747

