

A black and white photograph of a rocket launch. The rocket is ascending vertically, leaving a thick trail of white smoke and fire. A large, billowing cloud of smoke and debris is visible at the base of the launch. In the foreground, there is a body of water reflecting the scene. A large, blue, stylized 'X' graphic is overlaid on the right side of the image, partially obscuring the rocket's trail and the smoke cloud.

Our role is to help you excel

Grocery Retail Salary Guide 2022

# Grocery Retail Salary Outlook

## Key Trends

Over the last 12 months, we have yet again seen how robust and adaptive the Irish grocery retail sector really is. Not only have we witnessed the growth in sales across the industry as a whole, but we've also watched as this incredible industry, and the people in it, spectacularly met the ever-changing challenges that 2021 brought!

In the second half of the year, Retailers faced peaks in demand for top talent in all areas of the grocery sector. The re-opening of the non-food and hospitality sectors carried further challenges as retailers encountered staff shortages in many of their entry level roles.

This, coupled with an exodus of many staff to their home countries saw pressure across many stores to keep their staffing levels at a rate that could match their store needs.

The areas most impacted are mainly in fresh foods with delicatessens, bakeries, and butchers. The salary increases across 2021 reflect this.

We have also seen an increase in the entry level management roles since the rise in the minimum wage in 2020 along with the Pandemic Unemployment Payment which forced retailers to up the entry-level hourly rates in many circumstances.

This has caused a knock-on effect for many of the Supervisor and Trainee Manager salaries in the last 12 months.

## What Are Employers Doing?

Across the industry, employers are still seeking ways to grow, retain and attract top talent. Similar to previous years, employers are still working hard and trying to think 'outside the box' to keep talented staff.

Furthermore, there is a particular focus on work-life balance, culture, and progression. Another important aspect that employers should place a strong focus on is keeping his/her staff safe whilst in the workplace.

Much like last year, 2022 looks set to be a challenging but exciting time for the Irish grocery retail. Despite a testing 2021 and facing into a somewhat uncertain 2022, retailers remain as passionate and as energetic about the industry as ever.

## What's Next?

If you wish to discuss the findings of this guide or how we can assist with your recruitment needs, please feel free to contact us at [www.excelrecruitment.com](http://www.excelrecruitment.com).

Alternatively, you can call us on 01 814 8747 or email Nikki, our Director of Grocery Retail at [nikki@excelrecruitment.com](mailto: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 to the current market prices for the various roles within the Irish grocery market.



# Grocery Retail Salary Guide

| Forecourt/Convenience    | 1+        | 3+        | 5+    |
|--------------------------|-----------|-----------|-------|
| Regional Manager         | €60k      | €70k      | €80k  |
| Area Manager             | €45k      | €55k      | €65k  |
| Store Manager            | €35k      | €45k      | €50k  |
| Assistant Manager        | €30k      | €32k      | €35k  |
| Department Manager       | n/a       | n/a       | n/a   |
| Trainee Manager          | €28k      | €30k      | n/a   |
| Supervisor               | €12.50p/h | €14p/h    | n/a   |
| Small/Medium Supermarket | 1+        | 3+        | 5+    |
| Regional Manager         | €70k      | €80k      | €90k  |
| Area Manager             | €50k      | €60k      | €70k  |
| Store Manager            | €40k      | €50k      | €60k  |
| Assistant Manager        | €32k      | €34k      | €38k  |
| Department Manager       | €32k      | €34k      | €36k  |
| Trainee Manager          | €29k      | €32k      | n/a   |
| Supervisor               | €12.50p/h | €14p/h    | n/a   |
| Large Supermarket        | 1+        | 3+        | 5+    |
| Regional Manager         | €110k     | €120k     | €130k |
| Area Manager             | €80k      | €100k     | €120k |
| Store Manager            | €70k      | €90k      | €120k |
| Assistant Manager        | €45k      | €50k      | €55k  |
| Department Manager       | €35k      | €40k      | €50k  |
| Trainee Manager          | €30k      | €32k      | n/a   |
| Supervisor               | €12.50p/h | €13.50p/h | n/a   |

| Hard Discounter    | 1+        | 3+        | 5+        |
|--------------------|-----------|-----------|-----------|
| Area Manager       | €65k      | €76k      | €104k     |
| Store Manager      | €55k      | €66k      | €86k      |
| Assistant Manager  | €41k      | €48k      | €54k      |
| Department Manager | n/a       | n/a       | n/a       |
| Trainee Manager    | n/a       | n/a       | n/a       |
| Supervisor         | €13.50p/h | €15ph     | €16.50p/h |
| Hard Discounter    | 1+        | 3+        | 5+        |
| Area Manager       | €30k      | €32k      | €35k      |
| Store Manager      | €13.50p/h | €14.50p/h | €15.50p/h |
| Assistant Manager  | €30k      | €32k      | €34k      |



Nikki Murran

Director | Grocery Retail

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# Grocery Retail Salary Guide

| Small/Medium Supermarket | 1+        | 3+        | 5+        |
|--------------------------|-----------|-----------|-----------|
| Fresh Food Manager       | €32k      | €35k      | €36k      |
| Deli Manager             | €30k      | €32k      | €35k      |
| Deli Supervisor          | €13.50p/h | €14.50p/h | €15.50p/h |
| Produce Manager          | €28k      | €30k      | €34k      |
| Butcher                  | €13.50p/h | €14.50p/h | €16p/h    |
| Butcher Manager          | €38k      | €42k      | €45k      |
| Baker/ Confectioner      | €13.50p/h | €14.50p/h | €16p/h    |
| Baker Manager            | €37k      | €40k      | €45k      |
| Fish Specialist          | €35k      | €38k      | €40k      |
| Cheese Monger            | €13.50p/h | €14p/h    | €15p/h    |
| Off-Licence Manager      | €29k      | €32k      | €34k      |
| Checkout Manager         | €29k      | €32k      | €35k      |
| Night Manager            | €30k      | €34k      | €36k      |

| Role                         | 1+        | 3+        | 5+        |
|------------------------------|-----------|-----------|-----------|
| <b>Forecourt/Convenience</b> |           |           |           |
| Sales Assistant              | €11.50p/h | €12.50p/h | €14p/h    |
| <b>Supermarket</b>           |           |           |           |
| Sales Assistant              | €11.50p/h | €12.50p/h | €14p/h    |
| <b>Hard Discounter</b>       |           |           |           |
| Sales Assistant              | €12.80p/h | €13.80p/h | €13.80p/h |

| Large Supermarket   | 1+        | 3+        | 5+        |
|---------------------|-----------|-----------|-----------|
| Fresh Food Manager  | €35k      | €38k      | €38k      |
| Deli Manager        | €33k      | €35k      | €36k      |
| Deli Supervisor     | €13.50p/h | €14.50p/h | €15.50p/h |
| Produce Manager     | €32k      | €33k      | €35k      |
| Butcher             | €13.50p/h | €14.50p/h | €16p/h    |
| Butcher Manager     | €38k      | €42k      | €45k      |
| Baker/ Confectioner | €13.50p/h | €14.50p/h | €16p/h    |
| Baker Manager       | €37k      | €40k      | €45k      |
| Fish Specialist     | €35k      | €38k      | €40k      |
| Cheese Monger       | €13.50p/h | €14p/h    | €15p/h    |
| Off-Licence Manager | €34k      | €38k      | €45k      |
| Checkout Manager    | €33k      | €38k      | €45k      |
| Night Manager       | €35k      | €38k      | €45k      |

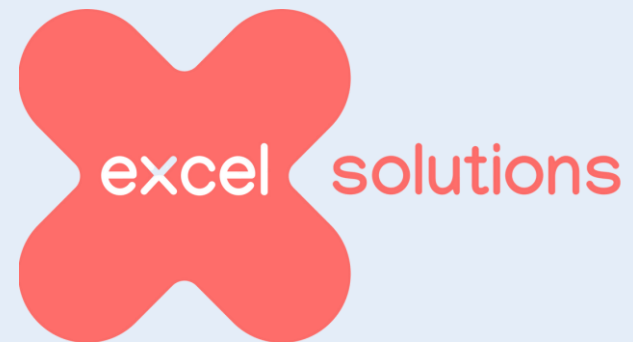
| Role                   | 1+     | 3+        | 5+     |
|------------------------|--------|-----------|--------|
| <b>Forecourt</b>       |        |           |        |
| Deli Assistant         | €12p/h | €13.50p/h | €15p/h |
| <b>Supermarket</b>     |        |           |        |
| Deli Assistant         | €12p/h | €13.50p/h | €15p/h |
| <b>Hard Discounter</b> |        |           |        |
| Deli Assistant         | n/a    | n/a       | n/a    |



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