



excel recruitment

GROCERY RETAIL SALARY GUIDE

2024



www.excelrecruitment.com





Nikki Murran
Director | Grocery Retail

NONA

GROCERY RETAIL KEY TRENDS

2023 has continued to see a steady demand for talent across the grocery sector. The increase in the National Minimum Wage (NMW) in January 2023 saw a knock-on effect across the rates for all junior- level management, trainee, and fresh food roles. With a further 12% NMW increase scheduled for January 2024, we expect to see this continued impact across the grocery industry. The demand for candidates with fresh food experience continues to be high – with deli managers being particularly sought after. Many retailers are opting to fill these deli roles with trained chefs who are looking for more palatable hours. Bakers and butchers are still highly sought after but the market here has slightly levelled out, with more candidates available now than at any other time over the last 18 months.

WHAT ARE EMPLOYERS DOING?

With a 21% NMW increase in just 24 months, many retailers are seeking alternative ways to attract talent outside of additional monetary commitments. The last couple of years has seen a special focus on WorkLife Balance and working hours. Many big retailers have reduced their working hours from 48 or 45 weekly hours to 39. With 40 fast becoming the new industry norm. Small benefits such as vouchers, “birthday days”, and discounts are becoming more important to candidates when accepting job offers, causing retailers to think creatively around their entire package on offer. A number of retailers are also expanding their portfolio into the rental market in order to secure accommodation for candidates coming from overseas, or indeed relocating throughout Ireland. Much like last year, 2024 looks set to be a challenging but exciting time for the Irish grocery retail market. Despite real challenges stemming from NMW, the cost of an additional Bank Holiday, enforced sick pay, and a near- perfect level of unemployment, 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**. Alternatively, you can call us on **01 814 8747** or email Nikki, our Director of Grocery Retail 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 to the current market prices for the various roles within the Irish grocery market.

Role	1+	3+	10+
Forecourt/Convenience			
Regional Manager	€60k	€70k	€90k
Area Manager	€45k	€55k	€65k
Store Manager	€38k	€45k	€50k
Assistant Manager	€33k	€35k	€35k
Trainee Manager	€30k	€32k	n/a
Supervisor	€13.50p/h	€14.00p/h	n/a
Small/Medium Supermarket			
Regional Manager	€70k	€80k	€90k
Area Manager	€50k	€60k	€70k
Store Manager	€40k	€50k	€60k
Assistant Manager	€34k	€36k	€38k
Department Manager	€32k	€35k	€38k
Trainee Manager	€32k	€33k	n/a
Supervisor	€13.50p/h	€14.00p/h	n/a
Large Supermarket			
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	€32k	€33k	n/a
Supervisor	€13.50p/h	€14.00p/h	n/a
Hard Discounter			
Area Manager	€69k	€76k	€104k
Store Manager	€59k	€66k	€86k
Assistant Manager	€45k	€48k	€54k
Supervisor	€14.00p/h + Supplements	€15.00p/h + Supplements	€16.00p/h + Supplements

Role	1+	3+	10+
Forecourt/Convenience			
Deli Manager	€35k	€37k	€40k
Deli Supervisor	€14.50 p/h	€15.00 p/h	€16.00 p/h
Night Manager	€32k	€34k	€34k
Small / Medium Supermarket			
Fresh Food Manager	€34k	€38k	€40k
Deli Manager	€35k	€37k	€42k
Deli Supervisor	€14.50 p/h	€15.00 p/h	€16.00
Produce Manager	€32k	€33k	€35k
Butcher	€14.50 p/h	€15.50 p/h	€17 p/h
Butcher Manager	€40	€42k	€45k
Baker/Confectioner	€15.00	€15.50	€16p/h
Baker Manager	€40k	€42k	€45k
Fish Specialist	€35k	€38k	€40k
Cheese Monger	€13.50p/h	€14.00p/h	€15.00p/h
Off-Licence Manager	€32k	€34k	€36k
Checkout Manager	€33k	€34k	€36k
Night Manager	€33k	€34k	€36k
Large Supermarket			
Fresh Food Manager	€38k	€43k	€48k
Deli Manager	€37k	€42k	€46k
Deli Supervisor	€15.00p/h	€15.50 p/h	€16.00 p/h
Produce Manager	€33k	€34k	€36k
Butcher	€14.50p/h	€15.50 p/h	€17.00 p/h
Butcher Manager	€40k	€42k	€45k
Baker /Confectioner	€15.00 p/h	€15.50 p/h	€16.00 p/h
Baker Manager	€40k	€42k	€45k
Fish Specialist Cheese	€35k	€38k	€40k
Monger Off-Licence	€13.50p/h	€14.00p/h	€15.00p/h
Manager Checkout	€34k	€38k	€45k
Manager Night	€34k	€38k	€45k
Manager	€35k	€38k	€45k

Role	1+	3+	10+
Forecourt/Convenience			
Sales Assistant	€12.70p/h NMW*	€13.50p/h	€14.50p/h
Supermarket			
Sales Assistant	€12.70p/h NMW*	€13.50p/h	€14.50p/h
Sales Assistant	€14.00p/h	€15.00p/h	€16.00p/h

Role	1+	3+	10+
Forecourt			
Deli Assistant	€13.50p/h	€14.00p/h	€15.00p/h
Supermarket			
Deli Assistant	€13.50p/h	€14.00p/h	€15.00p/h

*NMW - National Minimum Wage

Get In Touch...

You can contact Nikki Murrán, the Director of Grocery Retail at: nikki@excelrecruitment.com or call nikki on 086 729 9956.



Contact the office at:

 www.excelrecruitment.com

 01 814 8747

 info@excelrecruitment.com

 The Capel Building, Mary's Abbey, Dublin 7, D07 DH99