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# NON-FOOD & FASHION RETAIL SALARY GUIDE

# 2024



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2024

## NON-FOOD & FASHION RETAIL KEY TRENDS

In 2023, recruiting talent has presented challenges for many companies, but a positive outcome has been a significant improvement in employee retention. Companies are investing in succession planning, internal training, and development, resulting in increased employee satisfaction. Additionally, employers and employees are working together in delivering best place to work practices from salaries, benefits and culture. This year has been marked by transformative reforms as companies engage in reflection, change, and innovation to better cater to their employees' needs. Employers are actively listening to their teams and implementing changes and a notable shift in employee priorities is evident, with a focus on more than just fair compensation but also a desire for time off and an improved work-life balance.

### Key trends in the retail sector over the last year include:

- 1.Reduced Working Hours:** Non-food and fashion retail sectors are reverting to a standard 37.5 to 40-hour working week, reflecting a commitment to promoting work-life balance.
- 2.Flexible Weekend Rotations:** Saturday and Sunday schedules are now commonly rotated, with a 2-in-4 schedule being the most popular, providing employees with flexibility and time for personal activities.
- 3.Increased Holidays:** Companies are offering more vacation days, with the average ranging from 22 to 23 days. Some progressive companies are even extending this to 25 days, recognising the importance of downtime for employee well-being.

In addition to these work-related changes, there is a notable emphasis on employee wellness and support:

- 1.Maternity and Paternity Supports:** Companies are providing comprehensive support for employees during maternity and paternity periods, recognising the importance of family and work-life integration.
- 2.Mind and Body Wellness Focus:** Employers are prioritising employee well-being by offering a range of physical and online support services, including counseling, yoga, and meditation.
- 3.Pension Scheme Contributions:** Companies are enhancing their employee benefits by contributing to pension schemes, acknowledging the long-term financial well-being of their workforce.



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## CHALLENGES AND OUTLOOK FOR 2024

The high cost of living adds to the challenge, making it imperative for businesses to offer competitive financial packages.

Smaller businesses, in particular, are grappling with the task of competing with larger stores that often have more resources at their disposal. To stay in the game, smaller businesses are forced to increase salaries by 10-12%, putting a strain on their budgets.

In senior management roles, while salaries might not see significant increases, candidates are placing greater emphasis on clear career progression, comprehensive benefits, and a healthy work-life balance. This shift in priorities reflects a changing landscape where employees seek more than just monetary compensation.

For retailers, especially smaller ones, the challenge lies in attracting and retaining junior talent, such as Sales Assistants and Supervisors. This necessitates a concerted effort to educate potential candidates about the opportunities for growth within the industry, the company culture, and the flexibility offered by the workplace.

In summary, the current dynamics in the retail job market demand a strategic approach from businesses. Whether it's adapting to the rising cost of living, competing with larger chains, or addressing the evolving expectations of job seekers, retailers need to navigate these challenges to attract and retain the best talent in the industry.

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 Aislinn, our Director of Non-Food & Fashion Retail at [aislinn@excelrecruitment.com](mailto:aislinn@excelrecruitment.com).

Role	Small	Medium	Large
<b>DIY / Builders Providers</b>			
Operations Manager / Regional Managers	€55k - €65k	€65k - €80k	€80k - €100k
Store Manager	€42k - €45k	€50k - €60k	€65k - €80k
Assistant Manager	€35k - €38k	€38k - €45k	€50k - €55k
Duty Manager	N/A	€32 - €34k	€35k - €38k
<b>Non-Food &amp; Electronics</b>			
Regional Manager	N/A	N/A	€85k - €100k
Area Manager / District Manager	€55k - €60k	€65k - €70k	€75k - €80k
Store Manager	€35k - €42k	€45k - €55k	€60k - €75k
Assistant Manager	€32k - €33k	€35k - €38k	€42k - €50k
Duty Manager	N/A	€32k - €33k	€34k - €38k
Supervisor / Team Leader	€28 - €30k	€28 - €30k	€28k - €30k
<b>Pharmacy/Healthcare Retail</b>			
Regional Manager / Area Manager	€55k - €65k	€65k - €75k	€80k - €95k
Store Manager	€38k - €42k	€42k - €50k	€55k - €70k
Assistant Manager	€32k - €34k	€35k - €38k	€40k - €45k
Supervisor	N/A	€28 - €30K	€28 - €30K
<b>High Street Fashion Retail</b>			
Regional Manager / Area Manager	€55k - €60k	€60k - €70k	€70k - €80k
Store Manager	€38k - €42k	€42k - €50k	€55k - €65k
Assistant Manager	€31k - €34k	€36k - €40k	€40k - €45k
Supervisor / Team Leader	€28k - €30K	€28k - €30K	€32k - €34k
<b>Sports Fashion Retail</b>			
Regional Manager/ Area Manager	€55k - €60k	€60k - €70k	€75k - €85k
Store Manager	€38k - €42k	€45k - €50k	€55k - €65k
Assistant Manager	€33k - €34k	€36k - €40k	€42k - €46k
Supervisor/ Team Leader	€28k - €30k	€28k - €30k	€33k - €39k
<b>Premium/Luxury Retail</b>			
Regional Manager /Area Manager	€55k - €60k	€60k - €70k	€70k - €80k
Store Manager	€40k - €45k	€50k - €60k	€60k - €70k
Assistant Manager	€35k - €40k	€40k - €45k	€45k - €50k
Supervisor / Team Leader	€29k - €31K	€31k - €34k	€35k - €36k
<b>Charity / Not for Profit Retail</b>			
Regional Manager	€60k - €70k	N/A	N/A
Area Manager	€50k - €55k	N/A	N/A
Store Manager	€29k - €35k	N/A	N/A
Assistant Manager	€27k - €28k	N/A	N/A
<b>Retail Department Store</b>			
Store Manager	N/A	€60k - €70k	€80k - €120k
Deputy Manager	N/A	€50k - €60k	€70k - €80k
Asssitant Manager	N/A	€45k - €50k	€60k - €65k
Senior Department Manager	N/A	N/A	€50k - €55k
Department Manager	N/A	€36k - €43k	€45k - €50k
<b>Entertainment &amp; Telco</b>			
Regional Manager / Area Manager	€55k - €60k	€55k - €65k	€65k - €75k
Store Manager	€35k - €36k	€40 - €45k	€45k - €55k
Assistant manager	€30k - €32k	€32k - €34k	€35k - €38k
Duty Manager / Supervisor	N/A	N/A	€30k - €32k

Role	1+ Years Experience	3+ Years Experience	6+ Years Experience
<b>Other Roles</b>			
Furniture Sales	€13.50 - €14.00 ph	€15.00 - €16.00 ph	€16.00 - €16.50 ph
OTC	€12.70 - €13.50 ph	€13.50 - €16.00 ph	€16.00 - €16.50 ph
Beauty	€12.70 - €13.50 ph	€13.50 - €16.00 ph	€16.00 - €16.50 ph
High Street fashion retail	€12.70 - €13.00 ph	€13.50 - €14.00 ph	€14.50 - €16.00 ph
Premium / Luxury retail	€12.70 - €13.75 ph	€14.00 - €15.00 ph	€15.00 - €16.50 ph

# Get In Touch...

You can contact Aislinn Lea, the Director of Non-Food and Fashion Retail at: [aislinn@excelrecruitment.com](mailto:aislinn@excelrecruitment.com) or call Aislinn on 086 807 3544.



## Contact the office at:

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