



# Grocery Retail

## 2025 Salary Guide, Ireland

# Grocery Retail Market Overview

## Increasing operational costs

The Irish grocery market is heading into 2025 with a mix of challenges and optimism. With another minimum wage increase to €13.50 coming in January, retailers - especially smaller ones - face added pressure on already tight margins. New regulations on pension auto-enrolment and expanded sick leave benefits further drive up labour costs, making it increasingly tough for stores to keep prices steady and absorb these extra expenses without affecting their bottom lines.

This strain comes on top of last year's rollout of Deposit Return Scheme (DRS) equipment, which was a major capital expense for many stores and now requires on-going maintenance. Coupled with a rise in retail crime, including theft and anti-social behaviours, where grocery stores are now investing in extra security measures to keep employees and customers safe, adding yet another layer of costs.

## Wage increases and the shift toward attracting key talent

As with 2024, the real impact of the national minimum wage increase isn't limited to entry-level staff; it has a ripple effect across the entire business. The 6.3% increase expected in 2025 is likely to lead to at least a 5% increase in wages across most stores, considering the need to maintain competitive hourly rates for employees based on their experience. Notably, the minimum wage has surged 32% since 2020.

With these forced increases, retailers are now shifting their focus to attracting and compensating top talent. They are willing to invest more in key roles to secure higher-calibre candidates, understanding that the salary for lower-skilled or less experienced employees still remains remarkably high.

## Investment in fresh food offerings & quality talent for a competitive advantage

Despite these pressures, many retailers remain optimistic about trade in 2025. Recent store revamps or planned renovations reflect a commitment to freshening up the in-store experience. With a growing focus on fresh foods, retailers are doubling down on hiring skilled talent for deli and fresh food sections, seeing these areas as key to drawing in customers and enhancing their margin.

Some stores are even bringing chefs on board for the first time to elevate their food offerings, a move expected to increase both customer satisfaction and overall profitability. Bakers and butchers are also in high demand, with stores willing to pay more for candidates who bring this expertise.

Even in a tight labour market, retailers are prioritising these roles as they strengthen the fresh food sections that many believe will set them apart in a competitive landscape. With a focus on quality and an elevated in-store experience, retailers are betting that these investments in people and fresh offerings will foster customer loyalty and help balance out rising operational costs. While the path ahead may be challenging, the sector's commitment to adaptability and quality shows a clear drive to keep the Irish grocery market vibrant and resilient in the face of mounting financial pressures.





# Key Trends Shaping the Grocery Retail Industry

## **Increase in Fresh Food Roles:**

There has been a 20% rise in fresh food roles registered in the last quarter of 2024, indicating a growing focus on fresh produce and sustainable practices within retail

## **Contract Hours Adjustment:**

60% of retailers have reduced contract hours since 2019 to attract candidates looking for better work-life balance, reflecting a significant shift in employee expectations

## **Flexibility as a Priority:**

25% of candidates state flexibility as their top priority when considering a career move, highlighting the importance of flexible working conditions in recruitment

## **Impact of Comprehensive Offers:**

Candidates are twice as likely to accept a job offer when provided with a full contract & a comprehensive overview of benefits at the offer stage, underscoring the need for transparency

## **Attraction of Senior Candidates:**

The overall compensation package is increasingly significant in attracting senior candidates, with retailers recognising the necessity of competitive offers in a tight labour market

## **Emphasis on Diversity and Inclusion:**

Retailers are actively prioritising diversity and inclusion in hiring processes, seeking to build a workforce that reflects their customer base and enhances the team as a whole

## **Focus on Employer Branding:**

Companies are investing in their employer branding to highlight their culture, values, and work environment, helping them stand out in a competitive labour market.

## **Technology in Recruitment:**

The use of technology, such as AI and data analytics, is on the rise, helping retailers streamline their hiring processes and reach a broader candidate pool

Grocery Retail Salary Guide	Salary 1 Years Exp +	Salary 3 Years Exp +	Salary 5 Years Exp +
Forecourt/Convenience			
Regional Manager	€65k	€75k	€90k
Area Manager	€55k	€60k	€65k
Store Manager	€40k	€47k	€55k
Assistant Manager	€35k	€36k	38k
Trainee Manager	€32k	€34k	n/a
Supervisor	€14.25- €14.50 ph	€14.50 - €15.00 ph	n/a
Small/Medium Supermarket			
Regional Manager	€70k	€80k	€90k
Area Manager	€65k	€70k	€75k
Store Manager	€45k	€50k	€60k
Assistant Manager	€38k	€40k	€45k
Department Manager	€34k	€36k	€38k
Trainee Manager	€33k	€34k	n/a
Supervisor	€14.25 - €14.50 ph	€14.50 - €15.00 ph	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	€33k	€34k	n/a
Supervisor	€14.50 - €15.00 ph	€15.00 - €16.00 ph	€16.00 - €17.00 ph
Hard Discounter			
Area Manager	€70k	€85k	€115k
Store Manager	€63k	€75k	€95k
Assistant Manager	€48k	€52k	€60k
Supervisor	€14.80 + Supplements	€15.35 + Supplements	€16.90 + Supplements

Grocery Retail Salary Guide	Salary 1 Years Exp +	Salary 3 Years Exp +	Salary 5 Years Exp +
Forecourt/Convenience			
Deli Manager	€35k	€37k	€40k
Deli Supervisor	€15.00 ph	€15.50 ph	€16.50 ph
Night Manager	€34k	€36k	€36k
Small/Medium Supermarket			
Fresh Food Manager	€35k	€38k	€42k
Deli Manager	€35k	€38k	€42k
Deli Supervisor	€15.00 ph	€15.50 ph	€16.50 ph
Produce Manager	€33k	€34k	€36k
Butcher Manager	€40k	€42k	€45k
Butcher	€14.50 ph	€15.00 ph	€17.00 ph
Baker Manager	€40k	€42k	€45k
Baker/ Confectioner	€16.00 ph	€16.50 ph	€17.00 ph
Fish Specialist	€36k	€38k	€40k
Cheese Monger	€35k	€38k	€40k
Off-Licence Manager	€33k	€35k	€37k
Checkout Manager	€35k	€36k	€38k
Night Manager	€33k	€34k	€36k

Grocery Retail Salary Guide	Salary 1 Years Exp +	Salary 3 Years Exp +	Salary 5 Years Exp +
Large Supermarket			
Fresh Food Manager	€38k	€43k	€48k
Deli Manager	€37k	€42k	€46k
Deli Supervisor	€15.00 ph	€15.50 ph	€16.50 ph
Produce Manager	€34k	€35k	€37k
Butcher Manager	€40k	€42k	€45k
Butcher	€14.50 ph	€15.00 ph	€17.00 ph
Baker Manager	€40k	€42k	€45k
Baker/ Confectioner	€16.00 ph	€16.50 ph	€17.50 ph
Fish Specialist	€36k	€38k	€40k
Cheese Monger	€35k	€38k	€40k
Off-Licence Manager	€33k	€35k	€37k
Checkout Manager	€35k	€38k	€45k
Night Manager	€34k	€38k	€45k
Forecourt/Convenience			
Sales Assistant	€14.00 ph	€15.00 ph	€16.00 ph
Supermarket			
Sales Assistant	€14.00 ph	€15.00 ph	€16.00 ph
Security			
Retail Security Officers	€14.50 ph	€16.50 ph	€19.50 ph



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