



# Non-Food & Fashion Retail

## 2025 Salary Guide, Ireland

# Non-Food & Fashion Retail Market Overview

The Irish fashion and non-food retail market is experiencing steady growth, driven by a combination of brick-and-mortar stores and e-commerce as consumer confidence stabilises. Although the wider economy is performing well, rising labour costs remain a significant challenge for retailers. Therefore, to succeed in this evolving landscape, businesses must re-evaluate their models, taking into account digital transformation, sustainability, and geopolitical factors. AI is already improving customer journeys and supply chain efficiencies, enabling retailers to deliver more personalised, in-store experiences where technology and human interaction blend seamlessly. As part of this shift, retailers are investing in staff training and development to ensure top-tier service and remain competitive in a fast-changing market.

In 2024, candidates were taking a more cautious and deliberate approach to job changes, asserting greater control over their career decisions. Location remains the top priority, with commuting distance and salary as key factors. Work-life balance is critical, with many seeking manageable schedules and reduced stress. Flexibility in hours and hybrid working options are increasingly attractive. The minimum wage increase to €13.50 in January 2025 benefits workers but may put pressure on smaller retailers. However, AI integration could alleviate some challenges by automating repetitive tasks, allowing employees to focus on higher-value activities. To attract and retain talent, retailers must offer competitive pay, flexibility, and a supportive work environment.

## Recruitment Trends

With the retail job market stabilising in 2024, both employers and employees are approaching recruitment efforts in 2025 with greater consideration and strategic focus.

**Salaries:** Salaries across the sector largely plateaued, with only modest adjustments for certain roles. Early 2024 saw a surge in demand for duty managers and team managers, leading to salary increases of 10-12% for these positions. While overall salary growth was limited throughout the year, there was a slight upward shift towards the end of 2024, especially for senior management roles.

**Strategy:** In the last quarter of 2024, there was a growing demand for skilled senior leadership capable of providing a more strategic commercial and operational focus to businesses, while supporting their strategic direction in terms of engagement and standards.

**Benefits:** Benefit packages remain strong, featuring Salary, Pension, Bonus, Healthcare, Holidays, Well-being support, Charity affiliations, and expanded family leave options. By implementing these strategies, businesses alleviate some of the challenges faced when it comes to recruiting new staff..

## Retail Talent Remains Challenging in Ireland

The retail talent market in Ireland remains challenging, with a shortage of highly experienced and skilled candidates. This talent gap is pushing companies to rethink their recruitment strategies and invest more in internal progression, training, and development. Employers are increasingly offering attractive incentives to bring new talent on board, including competitive benefits and career growth opportunities. Many retailers are adopting a long-term approach, emphasising strong investment in succession planning to nurture and retain their workforce. These companies aim to become employers of choice by creating clear paths for advancement, ensuring that employees see a future within the organisation. By promoting from within and enhancing skillsets through training, businesses can mitigate the risk of talent shortages and improve employee retention.

Incentive packages now commonly include structured development programs, mentorship, and leadership training to ensure that employees feel valued and equipped for future roles. This strategic focus on growth and development is not only addressing the current talent challenges but also strengthening the foundation for sustained success.

By focusing on long-term career progression and becoming more attractive employers, Irish retailers are positioning themselves to compete effectively for the best talent in a competitive market.

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 at [aislinn@excelrecruitment.com](mailto:aislinn@excelrecruitment.com).

A donut chart with a teal outer ring and a white inner section, representing 35% of the total.


35%

35% of fashion and non-food retailers in Ireland will prioritise hiring candidates with strong digital skills, such as e-commerce management and data analytics in 2025, reflecting the industry's shift towards online retail.

A donut chart with a teal outer ring and a white inner section, representing 15% of the total.

15%

There was an increase of 15% more senior management roles registered in the last quarter of 2024.

A donut chart with a teal outer ring and a white inner section, representing 25% of the total.

25%

of senior retail positions in Ireland's fashion and non-food sectors is projected to prioritise candidates with experience in sustainability and digital transformation, as retailers adapt to evolving consumer expectations and environmental regulations.

Non-Food & Fashion Retail Salary Guide	Small	Medium	Large
<b>DIY / Builders Providers</b>			
Operations Manager / Regional Managers	€55K - €65K	€65K - €80K	€80K - €100k+
Store Manager	€45K - €50K	€50K - €60K	€65K - €80K
Assistant Manager	€35K - €40K	€40K - €45K	€50K - €55K
Duty Manager	N/A	€33K - €36K	€36K - €40K
<b>Non-Food &amp; Electronics</b>			
Operations Manager/ Regional Manager	€65K - €70K	€70K - €85K	€85K - €105k
Area Manager / District Manager	€55K - €65K	€65K - €70K	€75K - €80K
Store Manager	€40K - €45K	€45K - €55K	€60K - €75K
Assistant Manager	€35K - €38K	€38K - €45K	€45K - €50K
Duty Manager	N/A	€33K - €36K	€36K - €40K
Supervisor / Team Leader	€29K - €30K	€29K - €30K	€29K - €30K
<b>Pharmacy/ Healthcare Retail</b>			
Regional Manager / Area Manager	€55K - €65K	€65K - €75K	€80K - €95K +
Store Manager	€38K - €45K	€45K - €52K	€55K - €70K
Assistant Manager	€32K - €34K	€35K - €38K	€40K - €45K
OTC	€13.50 - €14.00 ph	€14.00 - €16.00 ph	€16.00 - €16.50 ph
Beauty Advisors	€13.50 - €14.00 ph	€14.00 - €16.00 ph	€16.00 - €16.50 ph
<b>High Street Fashion Retail</b>			
Regional / Operations manager	N/A	€80K - €85K	€85K - €100K +
Area Manager	€55K - €60K	€65K - €70K	€75K - €85K+
Store Manager	€38K - €42K	€45K - €50K	€55K - €65K
Assistant Manager	€32K - €35K	€36K - €40K	€42K - €48K
Supervisor / Leam Leader	€29K - €30K	€29K - €30K	€32K - €35K

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Sports Fashion Retail			
Regional / Operations manager	N/A	€80K - €85K	€85K - €100k +
Area Manager	€55K - €60K	€65K - €70K	€75K - €85K
Store Manager	€38K - €42K	€45K - €50K	€55K - €65K
Assistant Manager	€32K - €35K	€36K - €40K	€40K - €48K
Supervisor/ Team Leader	€29K - €30K	€29K - €30K	€33K - €39K
Premium/ Luxury Retail			
Regional / Area Manager	€55K - €60K	€60K - €70K	€75K - €85K
Store Manager	€40K - €45K	€50K - €60K	€60K - €70K
Assistant Manager	€35K - €40K	€40K - €45K	€45K - €50K
Supervisor / Team Leader	€30K - €32K	€32K - €35K	€35K - €36K
Charity / Not for Profit Retail			
Regional Manager / Area Manager	€60K - €70K	N/A	N/A
Area Manager	€50K - €55K	N/A	N/A
Store Manager	€30K - €35K	N/A	N/A
Assistant Manager	€28K - €29K	N/A	N/A
Retail Department Store			
Store Manager	N/A	€60K - €70K	€80K - €120K +
Deputy Manager	N/A	€50K - €60K	€70K - €85K
Asssitant Manager / Divisional Manager	N/A	€45K - €50K	€60K - €70K
Senior Department Manager	N/A	N/A	€55K - €65K
Department Manager	N/A	€38K - €45K	€45K - €50K
Entertainment & Telco			
Area Manager / Regional Manager	€55K - €55K	€60K - €65K	€65K - €80K
Store Manager	€35K - €38K	€40K - €45K	€45K - €55K
Assistant manager	€30K - €32K	€32K - €35K	€35K - €40K
Duty Manager	N/A	N/A	€30K - €35K



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