



# Retail Buying & Merchandising

2025 Salary Guide, Ireland

# Retail Buying & Merchandising Market Overview

## **Demand Beyond Salaries: The Rise of Benefits Packages**

In today's competitive Irish job market, candidates are increasingly prioritising benefits packages over salary alone. With a growing focus on employee well-being and work-life balance, companies are adapting their strategies to attract top talent by offering perks. Flexible work arrangements, wellness initiatives, and generous leave policies are now at the forefront of job seekers' considerations.

## **Generous Benefits & Wellness Initiatives**

Organisations that offer broad benefits packages are more likely to enhance employee retention and satisfaction. Benefits such as private health insurance, childcare support, enhanced parental leave, and flexible working arrangements significantly help employees balance their work and family commitments. Pension schemes with employer matching contributions are increasingly valued, as they provide long-term financial security. Furthermore, educational benefits like reimbursement for university courses and professional development programmes are highly attractive to candidates eager to advance their careers. Additionally, innovative perks such as pet-friendly workplaces and casual dress codes are gaining popularity for adopting a positive workplace culture. Other benefits may include subsidised canteens, team-building activities, and on-site amenities like gyms or social spaces, all of which contribute to a more supportive work environment. In essence, a workplace that prioritises employee well-being has proven to be an excellent strategy for attracting and retaining top talent.

## **The Surge in Remote Work Demand**

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The demand for remote and hybrid work options has surged in recent years, transforming workforce dynamics where employees value the flexibility to choose their own working hours and locations. It is no surprise that companies who offer these arrangements are better positioned to attract and retain talent. This flexibility allows individuals to manage personal responsibilities, such as childcare or commuting, leading to improved job satisfaction and overall well-being.

Remote work eliminates barriers often faced in traditional office settings, such as physical accessibility issues, which can be particularly challenging for individuals with mobility impairments or health conditions. The demand for remote work is not just a passing trend but a fundamental shift in how people want to work in this industry and beyond.

As the trend continues to evolve, companies that adapt to these preferences will be better positioned to secure a committed and satisfied workforce.



## Industry Outlook: A Candidate's Market

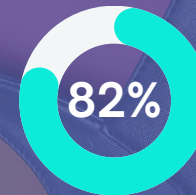
The current employment landscape has significantly shifted in favour of job seekers, establishing a true candidates' market. With low unemployment rates and a high demand for skilled professionals in Ireland, candidates now hold the reins in salary negotiations and benefit discussions. Interestingly, many candidates are prioritising benefits packages over higher salaries, particularly when looking for long-term financial security and a balanced lifestyle. Moreover, companies need to streamline their recruitment processes; delays can result in losing top talent to competitors that offer faster decision-making and more attractive packages. The challenge is particularly important for junior roles, with 82% of hiring managers reporting difficulty in finding skilled candidates for entry-level administrative positions.

Today's candidates are well-informed, often comparing benefits across potential employers and actively seeking roles that align with their personal values and lifestyles. In this evolving landscape, organisations must adapt to meet the expectations of job seekers, ensuring they remain competitive and attractive in the eyes of potential employees.

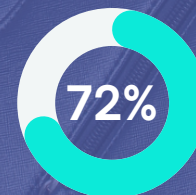
If you wish to discuss the findings of this guide or how we can assist with your recruitment needs, please feel free to contact us at [www.excelrecruitment.com](http://www.excelrecruitment.com). Alternatively, you can call us on **01 814 8747** or email Aoife at [aoife.clarke@excelrecruitment.com](mailto:aoife.clarke@excelrecruitment.com).



of job seekers consider benefits and perks as critical factors in their job acceptance decisions.



of hiring managers are reporting difficulty in finding skilled candidates for entry-level administrative positions.



of candidates looking for buying & merchandising roles opt for hybrid or remote work.

| Buying Salary Guide          | Salary 1 Years Exp + | Salary 3 Years Exp + | Salary 6 Years Exp + |
|------------------------------|----------------------|----------------------|----------------------|
| <b>Department Store</b>      |                      |                      |                      |
| Head of Buying               | €120k                | €150k                | €180k                |
| Buyer                        | €70k                 | €75k                 | €85k                 |
| Assistant Buyer              | €50k                 | €55k                 | €65k                 |
| Buying Admin/ Assistant      | €36k                 | €40k                 | €45k                 |
| <b>High Volume Lifestyle</b> |                      |                      |                      |
| Head of Buying               | €120k                | €180k                | €200k                |
| Buyer                        | €70k                 | €75k                 | €85k                 |
| Assistant Buyer              | €55k                 | €60k                 | €65k                 |
| Trainee Buyer                | €38k                 | €43k                 | €45k                 |
| Buying Admin/ Assistant      | €36k                 | €40k                 | €45k                 |
| <b>Lifestyle Retailer</b>    |                      |                      |                      |
| Head of Buying               | €120k                | €150k                | €180k                |
| Buyer                        | €70k                 | €75k                 | €85k                 |
| Assistant Buyer              | €50k                 | €55k                 | €65k                 |
| Buying Admin/ Assistant      | €36k                 | €40k                 | €43k                 |
| <b>Grocery Retailer</b>      |                      |                      |                      |
| Head of Buying               | €120k                | €150k                | €180k                |
| Buyer                        | €80k                 | €85k                 | €95k                 |
| Assistant Buyer              | €50k                 | €55k                 | €65k                 |
| Buying Admin/ Assistant      | €36k                 | €40k                 | €45k                 |
| <b>Non-Food Retail</b>       |                      |                      |                      |
| Head of Buying               | €100k                | €150k                | €180k                |
| Buyer                        | €70k                 | €75k                 | €85k                 |
| Assistant Buyer              | €50k                 | €55k                 | €65k                 |
| Buying Admin/ Assistant      | €36k                 | €40k                 | €45k                 |

| Merchandising Salary Guide   | Salary 1 Years Exp + | Salary 3 Years Exp + | Salary 6 Years Exp + |
|------------------------------|----------------------|----------------------|----------------------|
| Department Store             |                      |                      |                      |
| Head of Merchandising        | €120k                | €150k                | €180k                |
| Merchandiser                 | €70k                 | €75k                 | €85k                 |
| Assistant Merchandiser       | €50k                 | €55k                 | €65k                 |
| Merchandise Admin/ Assistant | €36k                 | €40k                 | €45k                 |
| High Volume Lifestyle        |                      |                      |                      |
| Head of Merchandising        | €120k                | €180k                | €200k                |
| Merchandiser                 | €70k                 | €75k                 | €85k                 |
| Assistant Merchandiser       | €55k                 | €60k                 | €65k                 |
| Trainee Merchandiser         | €38k                 | €43k                 | €45k                 |
| Merchandise Admin/ Assistant | €36k                 | €40k                 | €43k                 |
| Lifestyle Retailer           |                      |                      |                      |
| Head of Merchandising        | €120k                | €150k                | €180k                |
| Merchandiser                 | €70k                 | €75k                 | €85k                 |
| Assistant Merchandiser       | €50k                 | €55k                 | €65k                 |
| Merchandise Admin/ Assistant | €36k                 | €40k                 | €45k                 |



### For further information contact:

Aoife Clarke  
Senior Recruitment Consultant

 086 8030255

 [aoife.clarke@excelrecruitment.com](mailto:aoife.clarke@excelrecruitment.com)

 [www.excelrecruitment.com](http://www.excelrecruitment.com)



### **Dublin Office:**

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

### **Cork Office:**

Unit 1C, Ground Floor, Penrose Wharf, Co. Cork, T23VP9T

### **Kildare Office:**

Unit C3, Wolfe Tone House, Naas Town Centre, Co. Kildare, W91 C8X0

### **Galway Office:**

7a Raven's Terrace, Fr. Griffin road, Galway, H91THF9

### **Belfast Office:**

Suite 301, Arthur House 41 Arthur Street Belfast BT1 4GB