



Grocery Retail

2026 Salary Guide, Ireland

Grocery Retail Market Overview

Rising Costs, Resilient Retail: Navigating Wage Increases and Operational Pressures in 2026

Another year, another jump in costs - the National Minimum Wage at €14.15 marks a 4.8% increase on 2025 and a total rise of nearly 40% since 2020.

For full-time retail employees, that's an increase of roughly €8,200 per year in just six years. Add in auto-enrolment, enhanced sick pay, higher insurance premiums, rising energy costs, and the ongoing maintenance of Deposit Return Scheme infrastructure, and it's no surprise that retailers are asking: how do we stay competitive, compliant, and still make a margin?

This is before we even touch on the escalation of retail crime over the past 18 months - a trend that continues to drive up security costs, shrink, and overall operational pressure across the sector.

Despite all this, the industry continues to show remarkable resilience. Grocery remains Ireland's largest private-sector employer, and recruitment data shows that store managers' salaries rose by an average of 5% in 2025, while fresh food and specialist roles continue to command strong premiums due to ongoing skill shortages

Compensation Strategy 2026: What Works

Focus on Total Rewards, Not Just Pay

- Pay rises are inevitable, but perks, recognition, flexibility, and career progression are what truly retain people. Offering predictable scheduling, health cover, or profit-share schemes can help offset the wage pinch.

Protect the Pay Hierarchy

- With minimum wage rising faster than inflation, internal relativities are under threat. The jump from General Assistant to Supervisor must remain meaningful - otherwise, your Supervisors will be next out the door.

Regional Pay Differentiation

- Dublin and commuter-belt stores continue to face approximately 10% higher salary expectations than rural or regional stores. Competitive premiums are now essential for stores in high-rent or hard-to-fill locations.

Retention Over Recruitment

- It can cost up to 30% of annual salary to replace a mid-level manager. Investing in structured development plans, mentorship, and internal promotions is far more cost-effective than constant external hiring.

Performance-Linked Pay

- More retailers are adopting tiered bonus schemes tied to KPIs such as shrink, waste, and customer satisfaction. Linking a portion of pay to store performance helps maintain motivation without inflating base costs



Key Trends Shaping the Grocery Retail Industry

Trainee Managers:

The continued rise in the National Minimum Wage has again pushed up Trainee Manager salaries, with average market increases of 5 - 7%.

Department and Duty Managers:

Also benefiting from the ripple effect of higher entry-level rates, these roles have seen more modest increases of 4 - 6% across most banners.

Store Managers:

After two years of movement at lower levels, 2025 saw Store Manager salaries begin to creep upwards, with an average increase of around 5% expected to carry into 2026.

Fresh Food Roles:

Fresh food talent remains in high demand, with retailers investing heavily in deli, bakery, and kitchen operations. Deli Managers have seen modest pay increases and greater flexibility, often setting their own schedules as retailers use work-life balance to attract experienced staff.

Bakers and Butchers:

Still firmly on the “most wanted” list. Interestingly, many supermarkets found themselves priced out of the market by specialist operators, such as craft butcher shops and independent bakeries. As a result, several retailers have turned to upskilling existing sales assistants, often with impressive success stories.

Specialised Retail Security Officers:

Unsurprisingly, there’s been a notable increase in demand for these roles. However, due to a healthy supply of trained officers, salaries have remained relatively stable over the past 12 months.

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	€45k	€50k - €55k	€60k
Assistant Manager	€36k	€37k	38k
Trainee Manager	€35k	€36k	n/a
Supervisor	€15.00 - €15.50 ph	€15.50 - €16.00 ph	n/a
Small/Medium Supermarket			
Regional Manager	€70k	€80k	€90k
Area Manager	€65k	€70k	€75k
Store Manager	€50k	€50k - €55k	€60k - €65k
Assistant Manager	€38k	€40k	€45k
Department Manager	€37k	€38k	€40k
Trainee Manager	€35k	€36k	n/a
Supervisor	€15.00 - €15.50 ph	€15.50 - €16.00 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	€38k	€42k	€50k
Trainee Manager	€35k	€36k	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	€36k	€38k	€40k
Deli Supervisor	€15.50 ph	€16.00 ph	€16.50 ph
Night Manager	€35k	€36k	€36k
Small/Medium Supermarket			
Fresh Food Manager	€37k	€38k	€42k
Deli Manager	€36k	€38k	€42k
Deli Supervisor	€15.50 ph	€16.00 ph	€16.50 ph
Produce Manager	€35k	€35k	€36k
Butcher Manager	€40k	€42k	€45k
Butcher	€15.50 ph	€16.00 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	€35k	€36k	€37k
Checkout Manager	€35k	€36k	€38k
Night Manager	€35k	€36k	€36k

Grocery Retail Salary Guide	Salary 1 Years Exp +	Salary 3 Years Exp +	Salary 5 Years Exp +
Large Supermarket			
Fresh Food Manager	€40k	€43k	€48k
Deli Manager	€38k	€42k	€46k
Deli Supervisor	€15.50 ph	€16.50 ph	€17.00 ph
Produce Manager	€35k	€35k	€37k
Butcher Manager	€40k	€42k	€45k
Butcher	€15.50 ph	€16.00 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	€35k	€37k	€38k
Checkout Manager	€35k	€38k	€45k
Night Manager	€35k	€38k	€45k
Forecourt/Convenience			
Sales Assistant	€14.15 ph	€15.15 ph	€16.15 ph
Supermarket			
Sales Assistant	€14.15 ph	€15.15 ph	€16.15 ph
Security			
Retail Security Officers	€16.00 ph	€17.50 ph	€19.50 ph



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