

# CONSUMER BRANDS SALARY & MARKET TRENDS

A close-up photograph of two hands. The left hand is palm up, and a dollop of white cream is being applied to the back of the hand by the index finger of the right hand. The background is a dark, solid color.

2025

**BEAUTY**

**WELLNESS**

**SUPPLEMENTS**

An inside look at the salaries of the most in-demand beauty and wellness roles, insider job market commentary, and trends in compensation.

POWERED BY *Force*

# THE CONTENTS

INTRODUCTION	3
THE DETAILS	4
TRENDS IN COMPENSATION	5-11
C-SUITE SALARIES	12-13
MARKETING SALARIES	14-15
OPERATIONS SALARIES	16
HUMAN RESOURCES SALARIES	17
SALES SALARIES	18
FINANCE SALARIES	19
INSIDER MARKET COMMENTARY	20-21
CONCLUSION	22



*Force*

# SALARY & MARKET TRENDS

Securing top talent hinges on competitive compensation offers. Our latest salary insights empower your talent strategy by providing detailed salary data for the most sought-after roles, organized by functional area.

We have curated information that will help position your company as the employer of choice, renowned for competitive compensation and an enviable workplace.

Dive into the salary and job market data now to better attract and nurture exceptional talent.



# THE DETAILS

## RESEARCH

The fair market salary data in this report was compiled from internal recruiting placements made over the past year across major hiring markets (e.g. New York City and Los Angeles), as well as publicly available resources in the United States.



If you would like to adjust the salaries in this report for your specific metro area, please visit the U.S. Bureau of Labor Statistics: [bls.gov/bls/blswage.htm](https://bls.gov/bls/blswage.htm).

## BASE SALARY

The salaries presented are averages for the listed positions and do not include any additional variable compensation that individuals may receive as part of their employment.

All salaries were rounded to the nearest 500 for simplicity.



## SALARY CALCULATOR

The numbers listed in this report are based on companies that generate 21-50M revenue, however ForceBrands most often supports companies in the \$50-500M range. To find the average salary for titles at your sized company, please use the following conversion chart:

COMPANY REVENUE	SALARY MULTIPLIER
\$0-10M	X 0.96
\$11-20M	X 0.98
\$21-50M	X 1.00
\$51-100M	X 1.08
\$101-500M	X 1.10
\$500M+	X 1.13

### EXAMPLE :

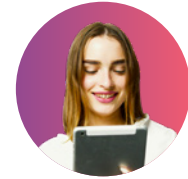
If you are a Chief Marketing Officer for a \$500M+ company, multiply the listed salary of \$383,000 by 1.13 to get your salary of \$432,790.

COMPANY REVENUE	SALARY MULTIPLIER	ADJUSTED CMO SALARY
\$500M+	\$383,000 X 1.13	= \$432,790

# THE TRENDS



# THE RESULTS ARE IN



## *Force* CONSUMER BRAND TALENT COMPENSATION SURVEY

Our consumer Brand Talent Compensation Survey explores how **raises, bonuses, and overall pay satisfaction shape workplace dynamics.**

The findings reveal a strong link between compensation strategy and key factors like employee engagement, loyalty, and retention. If you're an employer, you'll learn that **competitive pay is crucial to keeping top talent.** And if you're a professional navigating your career, you may recognize how compensation directly impacts your employment satisfaction and career decisions.

Whether you're managing a team or planning your next career move, our research offers valuable insights into the powerful role compensation plays in today's workplace.

# THE TRENDS

## COMPENSATION

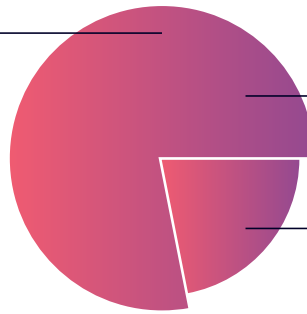
### COMPENSATION IS UP!

Salaries and bonuses are on the rise! Over 60% of professionals got a raise last year, with most coming from annual increases rather than job changes. While many received bonuses, more than half would prefer a bigger base salary instead.

#### SALARY INCREASES

**62%**

reported a salary increase in the last year



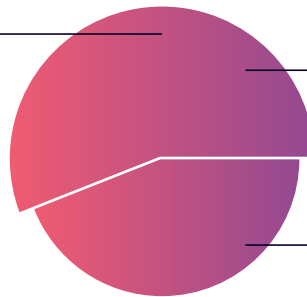
**78%** of increases were due to annual raises

**22%** of increases were due to a job move

#### BONUSES RECEIVED

**64%**

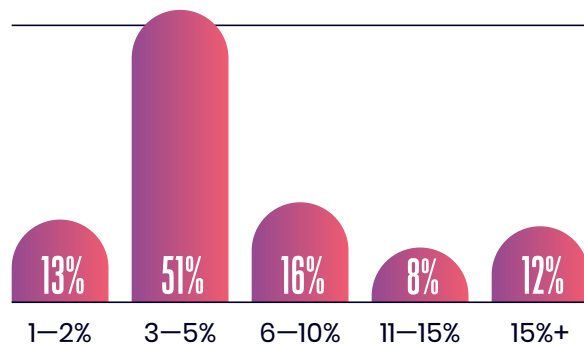
received a bonus in the last year



**56%** of bonus recipients prefer to skip the bonus and receive a higher base salary

**44%** prefer bonuses

#### ACTUAL RAISE RANGES



#### 2025 EXPECTATIONS

Over one-third of employees are hoping for a 6%+ boost next year

# THE TRENDS

## COMPENSATION

### ROLLING THE COMPENSATION DICE

Compensation satisfaction impacts workplace dynamics for the better. Satisfied employees are more engaged, loyal, and believe their pay is fair. In contrast, dissatisfaction doubles the likelihood of talent quitting, highlighting the crucial role compensation plays in employee retention.

#### COMPENSATION SATISFACTION

We asked employees about their general attitudes & behavior when it came to work. Then, we looked at how compensation satisfaction impacts those beliefs.



#### Engaged at work

87%

73%

#### Loyal to their employer

80%

60%

#### Believe compensation is set fair at their company

69%

14%

#### Believe their employer is transparent about compensation

47%

20%

Compared to their satisfied peers, employees who are not happy with their compensation...

- Are more disengaged at work
- Are twice as likely to leave their employer within the year
- Don't believe compensation is fair and transparent at their company

#### Likely to switch employers in the next 12 months

30%

63%



# THE TRENDS

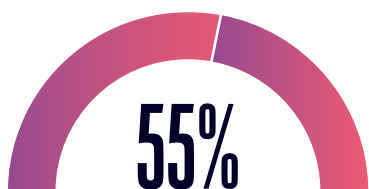
## COMPENSATION

### HOW PAY SHAPES TRUST, LOYALTY & ENGAGEMENT AT WORK

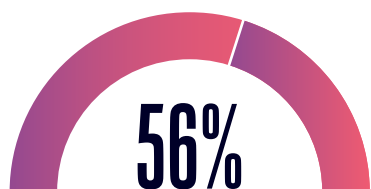
When asked directly, most employees reported that their compensation significantly influences their loyalty, engagement, and trust in their employer.

Interestingly, fewer respondents felt that compensation affected their loyalty to their manager, suggesting that employees see compensation decisions as largely separate.

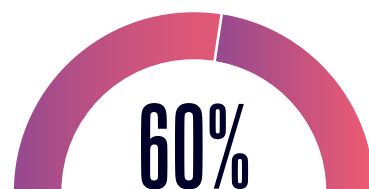
Loyalty to their employer



Engagement at work



Trust in their employer



**ONLY 4 IN 10**

said compensation influenced their loyalty to their manager

### IT'S GOOD TO BE AN EXECUTIVE: RAISE RANGES BY ORGANIZATION LEVEL

Executives are winning the raise game, with nearly half enjoying raises above 5%.

2X



Executives received twice as many raises above 5% as employees at the non-managerial level

	1—2%	3—5%	6—10%	11—15%	>15%	TOTAL ABOVE 5%
C-SUITE or EXECUTIVE	6%	45%	25%	11%	13%	49%
SENIOR MANAGER or DIRECTOR	13%	50%	16%	9%	12%	37%
MANAGER	17%	54%	12%	4%	14%	30%
NON-MANAGERIAL	19%	57%	11%	8%	5%	24%

# THE TRENDS

## COMPENSATION

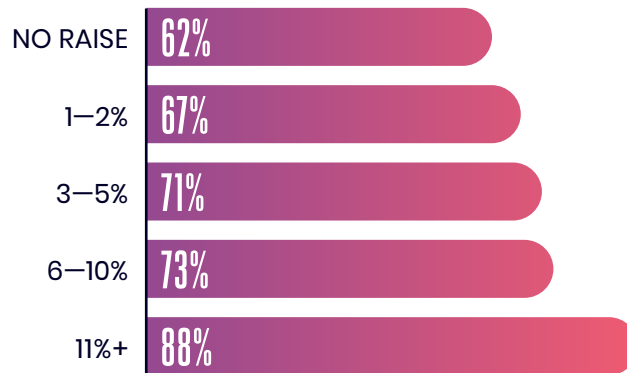
### RAISE RANGE/WORKPLACE MINDSET CORRELATION

Higher raises mean happier employees! Those who received 6%+ raises are more likely to express a positive workplace outlook.

On the flip side, minimal or no raises lead to employer mistrust and a stronger desire to find new opportunities

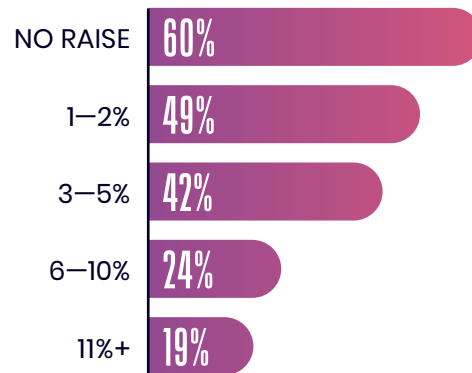
#### LOYALTY

I am loyal to my employer



#### WANDERLUST

I am likely to switch employers in the next year



#### RAISES MOVE THE LOYALTY NEEDLE

Pay for a bump now, or potentially face the significantly higher cost of replacing, onboarding, and training a new person.

#### EMPLOYERS TAKE NOTE!

Wanderlust is slashed by half when employees receive raises 6% or higher.

### THE RIPPLE EFFECT OF INADEQUATE RAISES

Small or no raises trigger a chain reaction, highlighting how crucial regular, fair compensation is for maintaining talent happiness and loyalty. Those receiving the lowest or no raises are the most likely to:



- ➡ 1 Distrust company fairness
- ➡ 2 Doubt compensation transparency
- ➡ 3 Consider leaving their employer within the next year

# THE TRENDS

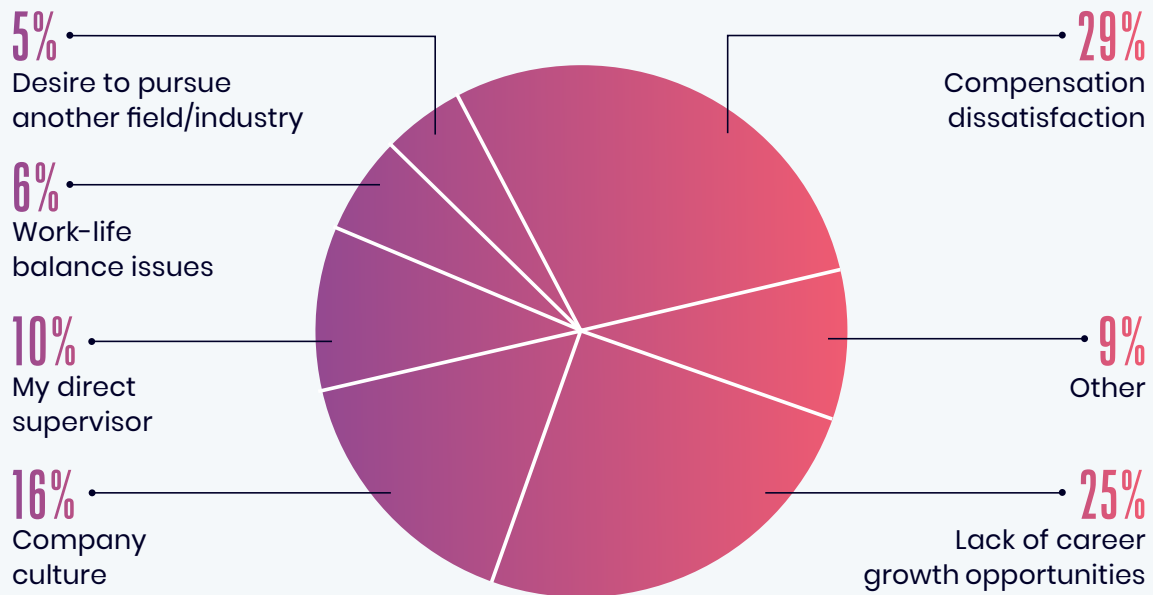
## COMPENSATION

### GREENER PASTURES ARE CALLING & I MUST GO

Compensation dissatisfaction and lack of career growth drive employee turnover, significantly outweighing factors like company culture and management. Employers must focus on both competitive pay and clear career advancement opportunities to effectively retain their talent.

**4 IN 10** respondents plan to switch jobs in the next year

**2/3** of employees planning to flee in the next year are middle managers seeking to grow their wallets and careers



### THE HIGH-STAKES GAME OF EXECUTIVE RETENTION

For executives, compensation is the top reason for leaving, followed by who they report to—making leadership relationships more critical than professional growth (which is the second leading reason for the broader workforce). Interestingly, for executives and non-execs, company culture ranks third, highlighting its consistent importance across all levels of the organization.

### TOP REASONS FOR EXECUTIVE FLIGHT

- 1 COMPENSATION DISSATISFACTION
- 2 DIRECT SUPERVISOR
- 3 COMPANY CULTURE

# THE SALARIES



# C-SUITE

## C-SUITE (15+ YEARS EXPERIENCE)

	LOW*	HIGH*
Chief Executive Officer	\$325,000	\$425,500
Chief Commercial Officer	\$312,000	\$375,000
Chief Financial Officer	\$312,000	\$390,000
Chief Human Resources Officer / Chief People Officer	\$265,000	\$303,000
Chief Marketing Officer	\$313,000	\$350,000
Chief of Staff	\$162,500	\$216,500
Chief Operations Officer	\$314,000	\$420,000
Chief Revenue Officer / Chief Sales Officer	\$312,000	\$400,000
General Manager	\$271,000	\$375,000
President	\$270,500	\$379,000

\* BASE SALARY

# MARKETING

DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)	LOW*	HIGH*
VP of Brand	\$205,500	\$265,000
VP of Digital Marketing	\$206,500	\$271,500
VP of E-commerce	\$205,500	\$294,500
VP of Growth	\$205,500	\$286,000
VP of Marketing	\$235,000	\$312,000
VP of Product Marketing	\$195,000	\$243,500
Art Director	\$151,500	\$195,000
Creative Director	\$162,500	\$216,500
Director of Acquisition / Performance	\$176,500	\$235,000
Director of Corporate Communications	\$147,000	\$212,000
Director of Digital Marketing	\$176,500	\$234,000
Director of E-Commerce	\$176,500	\$243,500
Director of Growth	\$176,500	\$234,000
Director of Innovation	\$176,500	\$216,500
Director of Loyalty / Retention	\$153,500	\$195,000
Director of Marketing	\$176,500	\$217,500
Director of Product Marketing	\$159,000	\$200,000

**BONUS** | DIRECTOR 15 – 20 % | VP 25 – 30 %

\* BASE SALARY

# MARKETING (CONTINUED)

MANAGER (5-7 YEARS EXPERIENCE)	LOW*	HIGH*
Amazon Manager	\$130,000	\$162,500
Associate Brand Manager	\$130,000	\$151,500
Brand Manager	\$140,500	\$173,000
Community Manager	\$87,500	\$124,500
Copywriter	\$94,000	\$142,000
Creative Project Manager	\$106,000	\$140,500
CRM Manager	\$94,000	\$147,000
Digital Content Manager	\$94,000	\$129,000
Digital Marketing Manager	\$135,500	\$178,500
E-Commerce Marketing Manager	\$118,000	\$130,500
Email Marketing Manager	\$94,000	\$140,500
Graphic Designer	\$87,500	\$129,000
Growth Marketing Manager	\$135,500	\$178,500
Influencer Marketing Manager	\$119,000	\$152,500
Insights Manager	\$118,000	\$140,500
Marketing Manager	\$129,000	\$142,000
Paid Media Manager	\$106,000	\$140,500
Performance Marketing Manager	\$130,500	\$177,500
Retention / Loyalty Manager	\$135,500	\$162,500
Senior Brand Manager	\$152,500	\$188,000
Senior Graphic Designer	\$140,500	\$173,000
Social Media Manager	\$94,000	\$147,000
Strategic Planning Manager	\$106,000	\$147,000
Trade Marketing Manager	\$117,000	\$152,500
Web Content Manager / Producer	\$70,500	\$123,500

**BONUS** | 7 – 15 %

\* BASE SALARY

# OPERATIONS

DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)	LOW*	HIGH*
VP of Operations	\$206,000	\$295,000
VP of Supply Chain	\$236,500	\$265,500
Director of Manufacturing	\$153,000	\$188,500
Director of Operations	\$177,000	\$207,000
Director of Plant Operations	\$167,000	\$209,000
Director of Product Development	\$165,000	\$206,000
Director of Quality	\$153,000	\$188,500
Director of Research & Development	\$176,500	\$219,500
Director of Supply Chain	\$153,000	\$188,500

**BONUS** | DIRECTOR 15 – 20 % | VP 25 – 30 %

MANAGER (5-7 YEARS EXPERIENCE)	LOW*	HIGH*
Customer Service Manager	\$89,000	\$130,000
Demand Planner	\$94,000	\$125,500
Inventory Manager	\$130,500	\$165,000
Logistics Manager	\$125,500	\$141,000
Operations Manager	\$125,500	\$141,000
Product Development Manager	\$119,500	\$152,000
Quality Assurance / Quality Control Manager	\$100,000	\$141,000
Quality & Safety Director	\$87,000	\$141,000
Retail Operations Manager	\$86,500	\$141,000
Supply Chain Manager	\$94,500	\$142,000
Supply Planning Manager	\$142,000	\$165,000

**BONUS** | 7 – 15 %

\* BASE SALARY



# HUMAN RESOURCES

DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)	LOW*	HIGH*
VP of Experience	\$153,000	\$177,000
VP of Human Resources	\$206,000	\$266,000
Director of Human Resources	\$177,000	\$201,000
Director of Talent	\$153,000	\$189,000
Head of People	\$177,000	\$207,500
Senior Manager of Diversity & Inclusion	\$117,000	\$147,500

**BONUS** | DIRECTOR 15–20% | VP 25–30%

MANAGER (5-7 YEARS EXPERIENCE)	LOW*	HIGH*
Executive Assistant	\$82,500	\$129,000
Human Resources Business Partner	\$147,500	\$177,000
Human Resources Manager	\$117,000	\$147,500

**BONUS** | 7–15%

\* BASE SALARY

# SALES

## DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)

LOW\*

HIGH\*

VP of Sales	\$190,000	\$271,000
Director of Business Development	\$165,000	\$200,500
Director of Sales	\$162,500	\$217,000

BONUS

| DIRECTOR 20 – 25 %

| VP 30 – 40 %

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

Area Sales Manager / Market Manager	\$81,500	\$108,500
Business Development Manager	\$92,000	\$152,000
Category Manager	\$108,500	\$152,000
Merchandising Manager	\$94,500	\$147,500
National Account Manager	\$135,500	\$188,500
Regional Account Manager	\$106,500	\$147,500
Sales Manager	\$92,000	\$146,500

BONUS

| 15 – 20 %

\* BASE SALARY

# FINANCE

## DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)

	LOW*	HIGH*
VP of Finance	\$206,000	\$286,500
Director of Finance	\$162,500	\$203,500
Controller	\$141,000	\$200,500

**BONUS** | DIRECTOR 15–20% | VP 25–30%

## MANAGER (5-7 YEARS EXPERIENCE)

	LOW*	HIGH*
Accountant	\$94,500	\$151,500
Accounting Manager	\$129,000	\$152,000
Accounts Payable	\$58,500	\$94,500
Accounts Receivable	\$58,500	\$94,500
Assistant Controller	\$106,500	\$176,500
Business Insights & Analytics Manager	\$94,500	\$153,000
Collections	\$27,000	\$50,000
Finance Analyst	\$94,500	\$129,000
Finance Manager	\$129,000	\$176,500
Financial Planning & Analysis	\$117,000	\$165,000
Payroll Manager	\$89,000	\$106,500
Tax Accountant	\$88,000	\$129,000
Trade Deductions	\$94,500	\$117,000

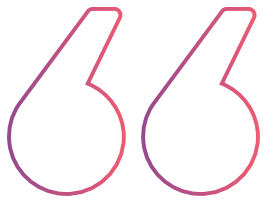
**BONUS** | 7–15%

\* BASE SALARY

# INSIDER MARKET COMMENTARY

& CONCLUSIONS





# IN THE CONTINUALLY EVOLVING BEAUTY & WELLNESS SECTOR,

brands that focus on digital transformation, personalized offerings, and sustainable practices are spearheading industry progress. Companies seek leaders who can innovate where health, beauty, and technology converge to dominate their category. As demand for specialized roles—from e-commerce to supply chain—continues to rise, winning over the right talent with competitive offers becomes crucial. It's not merely about filling positions; it's about assembling the highest caliber teams that align with the brand's mission and future vision, and can swiftly adapt to changing consumer behaviors.

– ANNETTE KIM



## MEET OUR EXPERT: ANNETTE KIM

Annette Kim is a Director of Client Strategy who specializes in developing growth strategies for lifestyle brands, from traditional ones to today's most innovative consumer companies across cannabis, fitness, consumer tech, and DTC. She helps brands unlock their next stage of growth and takes pride in placing the right person in the right company beyond the job description — it's about finding the perfect culture-add, personality, and skill fit.

Annette brings experience working in advertising, marketing, and sales within food and beverage to her role at ForceBrands. She previously held various roles in marketing, media/digital programming, and most recently on-premise sales for Red Bull. She also was a part of Sweetgreen's national expansion and helped build and grow presence in California with their first five stores.

Contact Annette  
[akim@forcebrands.com](mailto:akim@forcebrands.com)

# IN CONCLUSION: RECALIBRATE

## WHAT EMPLOYERS CAN DO TO MITIGATE TOP TALENT FLIGHT

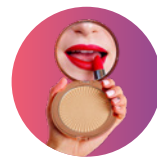
To keep your best employees, focus on competitive salaries, clear career paths, a strong company culture, and effective management:

- Accept the importance of competitive salary structures and conduct regular market comparisons to ensure compensation packages attract and retain talent. Adjust as needed.
- Examine company culture through a satisfaction and retention lens and identify gaps in values alignment, inclusivity, recognition programs, and team dynamics.
- Assess how leaders are trained and developed as effective management can significantly influence employee satisfaction and retention.
- Evaluate current career development approach and augment with improved career pathing (with aspirational milestones), mentorship or shadowing assignments, and continuous learning opportunities.
- Invest in management and interpersonal skills development across all hierarchical levels — harmonious reporting relationships mitigate flight risk from entry-level to executive.

## ABOUT *Force*

ForceBrands is the preferred strategic talent partner for consumer brands. Our suite of hiring solutions — Executive Search, Professional Recruitment, and Consumer Brand Job Board — offers a consultative experience designed to connect high growth companies with executive leaders and top-tier consumer brand professionals.

ForceBrands has been pivotal in identifying and placing transformative talent for the most innovative brands across the food, beverage, beauty, cannabis, pet, and consumer tech sectors.



Our specialized focus, extensive network, team of functional experts, and dedication to customer happiness keep ForceBrands at the industry's forefront, driving the success of our clients. We hope the insights from this report will guide your unique hiring journey. For further assistance in developing your talent and leadership strategy, reach out to us.

We look forward to collaborating with you.

**HELLO@FORCEBRANDS.COM**

