

CONSUMER BRANDS

# SALARY & MARKET TRENDS

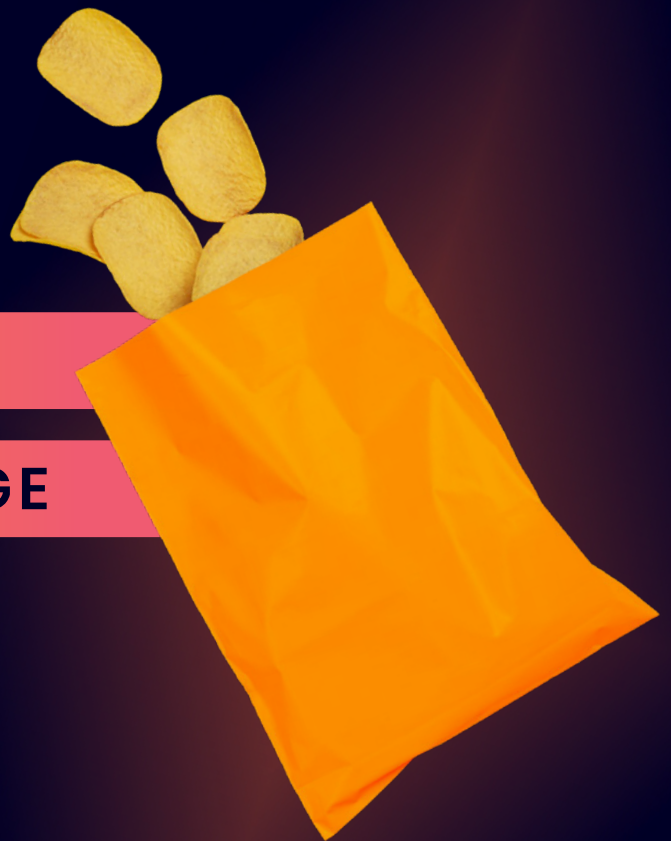
2025

**FOOD**

**NON-ALC BEVERAGE**

An inside look at the salaries of the most in-demand food and non-alcoholic beverage 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
E-COMMERCE SALARIES	20
INSIDER MARKET COMMENTARY	21-22
CONCLUSION	23



# *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 \$324,500 by 1.13 to get your salary of \$366,685.

COMPANY REVENUE	SALARY MULTIPLIER	ADJUSTED CMO SALARY
\$500M+	—	\$324,500 X 1.13 = \$366,685

# 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

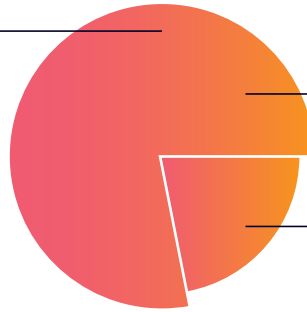
### COMPENSATION IS UP!

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



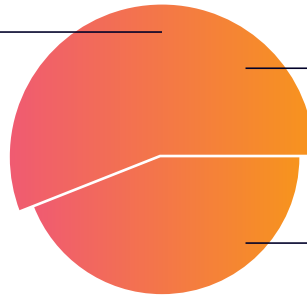
**78%** of increases were due to annual raises

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

#### BONUSES RECEIVED

**64%**

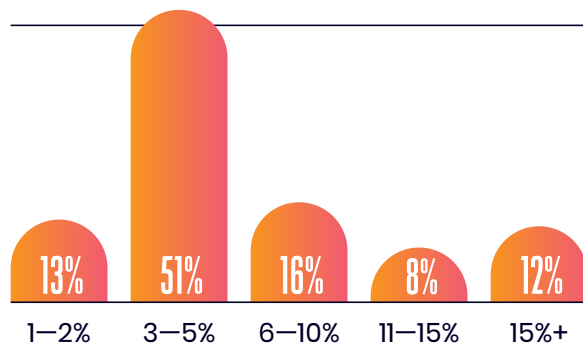
received a bonus in the last year



**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 and behavior when it came to work. Then, we looked at how compensation satisfaction impacts those beliefs.



Compensation Satisfied



Compensation Dissatisfied

#### 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

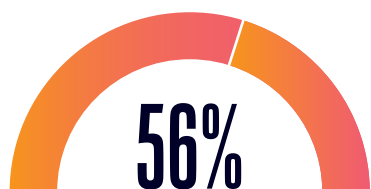
When asked directly, most employees reported that their compensation significantly influences their loyalty, engagement, and trust in their employer.

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

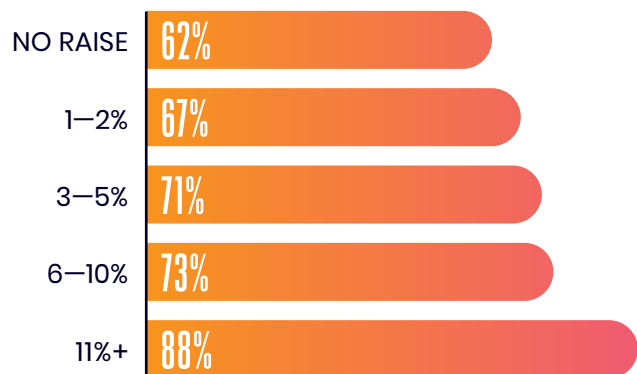
### RAISE RANGE/WORKPLACE MINDSET CORRELATION

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

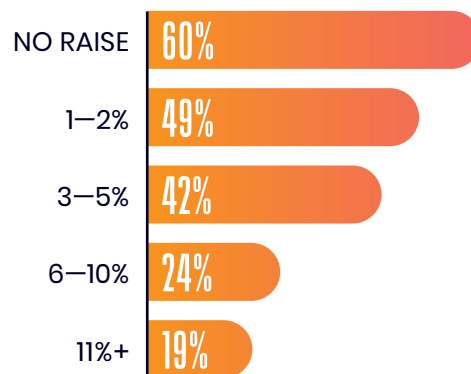
#### LOYALTY

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

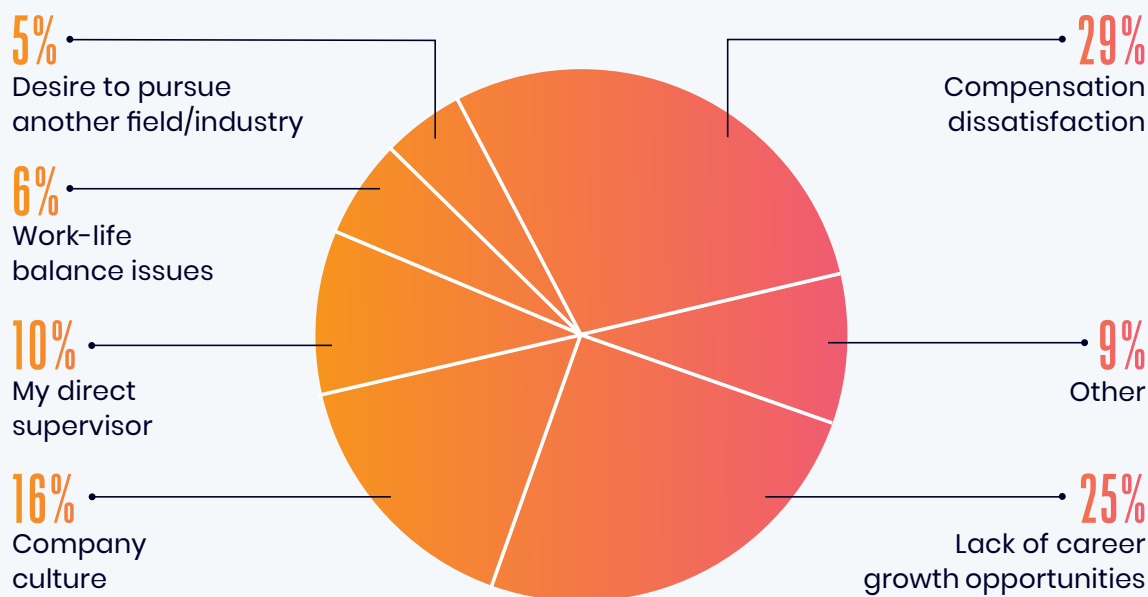
Compensation dissatisfaction and lack of career growth drive employee turnover, significantly outweighing factors like company culture and management. Employers must focus on both competitive pay and clear career advancement opportunities to effectively retain their talent.

**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	\$324,500	\$425,000
Chief Commercial Officer	\$216,500	\$355,000
Chief Financial Officer	\$297,500	\$390,000
Chief Human Resources Officer / Chief People Officer	\$243,500	\$351,500
Chief Marketing Officer	\$234,000	\$324,500
Chief of Staff	\$162,500	\$243,500
Chief Operations Officer	\$265,000	\$375,000
Chief Revenue Officer	\$235,000	\$353,000
Chief Sales Officer	\$240,000	\$375,500
General Manager	\$216,500	\$351,500
Head of People	\$162,500	\$243,500

\* BASE SALARY

# MARKETING

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

	LOW*	HIGH*
VP of Digital Marketing	\$205,500	\$281,500
VP of Growth	\$205,500	\$281,500
VP of Marketing	\$212,000	\$281,500
Director of Acquisition / Performance	\$151,500	\$200,000
Director of Brand Growth	\$157,000	\$199,000
Director of Corporate Communications	\$151,500	\$200,000
Director of Digital Marketing	\$146,000	\$184,000
Director of Innovation	\$146,000	\$177,500
Director of Marketing	\$157,000	\$189,500
Creative Director	\$140,000	\$180,000

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

## MANAGER (5-7 YEARS EXPERIENCE)

	LOW*	HIGH*
Associate Brand Manager	\$99,500	\$140,500
Brand Manager	\$140,500	\$188,500
Communications Marketing Manager	\$94,000	\$147,000
Community Manager	\$70,500	\$103,000
Content Development Manager	\$99,500	\$147,000
CRM Manager	\$94,000	\$147,000
Digital Content – Writer	\$94,000	\$117,000
Digital Marketing Manager	\$103,000	\$157,000
Digital Project Manager	\$94,000	\$147,000

**BONUS** | 10 – 25%

\* BASE SALARY

# MARKETING (CONTINUED)

MANAGER (5-7 YEARS EXPERIENCE)	LOW*	HIGH*
Email Marketing Manager	\$94,500	\$129,000
Field Marketing Manager	\$70,500	\$117,000
Influencer Marketing Manager	\$106,000	\$152,500
Innovation Brand Manager	\$130,000	\$164,500
Insights Manager	\$117,000	\$165,500
Integrated Marketing Manager	\$117,000	\$152,500
Lifecycle Marketing Manager / Senior Manager	\$140,500	\$176,500
Marketing Acquisition Manager	\$106,000	\$151,500
Paid Media Manager	\$106,000	\$140,500
Performance Marketing Manager	\$108,000	\$152,500
Retention / Loyalty Manager / Senior Manager	\$140,500	\$176,500
Search Marketing (SEO / SEM)	\$76,000	\$147,000
Senior Brand Manager	\$152,500	\$200,000
Senior Digital Marketing Manager	\$135,500	\$176,500
Senior Insights & Innovation Manager	\$152,500	\$188,500
Shopper Marketing Manager	\$117,000	\$164,500
Social Media Marketing Manager	\$94,000	\$147,000
Strategic Planning Manager	\$106,000	\$151,500
Trade Marketing Manager	\$117,000	\$152,500

BONUS | 10 – 25 %

\* BASE SALARY

# OPERATIONS

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

	LOW*	HIGH*
VP of Operations	\$206,500	\$292,500
VP of Supply Chain	\$173,500	\$243,500
Director of Manufacturing	\$157,000	\$200,500
Director of Plant Operations	\$162,500	\$206,000
Director of Quality	\$154,000	\$188,500
Director of Research & Development	\$176,500	\$193,000
Director of Supply Chain	\$154,000	\$206,000
Director of Operations	\$162,500	\$206,000
Director of Supply Planning	\$165,500	\$188,500

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

## MANAGER (5-7 YEARS EXPERIENCE)

	LOW*	HIGH*
Customer Service Logistics Manager	\$97,500	\$141,000
Food Science Manager	\$130,000	\$164,500
Inventory Manager	\$142,000	\$165,500
Plant Manager	\$141,000	\$195,000
Plant Manufacturing Engineer	\$106,000	\$164,500
Portfolio & Innovation Manager	\$118,000	\$152,500
Process Engineer	\$118,000	\$141,000
Quality Assurance Manager	\$97,500	\$135,500
Quality Assurance / Quality Control Manager	\$100,500	\$151,500
Quality Assurance / Safe Quality Food Practitioner	\$97,500	\$119,000

**BONUS** | 15 – 20 %

\* BASE SALARY



# OPERATIONS (CONTINUED)

MANAGER (5-7 YEARS EXPERIENCE)	LOW*	HIGH*
Research & Development Product Innovation / Commercial	\$142,000	\$164,500
Research & Development / Product Development Manager	\$141,000	\$176,500
Senior Quality Assurance Manager	\$151,500	\$173,500
Supply Chain Manager	\$119,000	\$151,500
Supply Planning Manager	\$142,000	\$164,500
BONUS   15 – 20 %		

# HUMAN RESOURCES

DIRECTOR & ABOVE (7-10 YEARS & 11+ YEARS EXPERIENCE)	LOW*	HIGH*
VP of Experience	\$153,000	\$177,000
VP of Human Resources	\$217,000	\$271,500
Director of Human Resources	\$177,000	\$217,000
Director of Talent	\$163,000	\$244,000
BONUS   DIRECTOR 15 – 25 %   VP 20 – 25 %		

MANAGER (5-7 YEARS EXPERIENCE)	LOW*	HIGH*
Human Resources Business Partner	\$163,000	\$206,000
Senior Manager of Diversity & Inclusion	\$119,500	\$173,500
BONUS   15 – 20 %		

# SALES

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

LOW\*

HIGH\*

VP of National Accounts	\$141,500	\$188,500
VP of Sales	\$213,500	\$277,000
Director of Business Development	\$152,000	\$200,500
Director of Sales	\$163,000	\$217,000
Director of Sales, Food Service	\$174,000	\$236,500

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

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

Business Development Manager	\$92,500	\$147,500
Category Manager	\$148,000	\$176,500
Customer Service Representative	\$65,000	\$92,000
Inside Sales Manager	\$76,000	\$103,000
Key Account Manager	\$136,000	\$176,500
Merchandising Manager	\$65,000	\$103,000
National Account Manager	\$147,000	\$188,500
Regional Sales Manager	\$119,500	\$162,500
Retail & Trade Marketing Manager	\$98,000	\$135,500
Senior E-Commerce Manager	\$119,500	\$157,000

**BONUS** | 10 – 25 %

\* BASE SALARY

# FINANCE

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

LOW\*

HIGH\*

VP of Finance	\$198,000	\$271,000
Director of Finance	\$151,500	\$206,000
Controller	\$135,500	\$200,500

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

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

Accountant	\$86,500	\$124,500
Accounting Manager	\$108,500	\$146,000
Accounts Payable	\$65,000	\$97,500
Accounts Receivable	\$58,500	\$94,000
Assistant Controller	\$119,000	\$151,500
Bookkeeper	\$53,000	\$77,000
Business Insights & Analytics Manager	\$119,000	\$152,500
Collections	\$27,000	\$51,000
Finance Analyst	\$103,000	\$135,500
Finance Manager	\$129,000	\$176,500
Financial Planning & Analysis	\$124,500	\$184,000
Payroll Manager	\$87,500	\$106,000
Senior Accountant	\$118,000	\$184,000
Tax Accountant	\$89,000	\$129,000
Trade Deductions	\$94,000	\$117,000

**BONUS** | 10 – 25 %

\* BASE SALARY

# E-COMMERCE

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

LOW\*

HIGH\*

VP of E-commerce	\$206,000	\$295,000
Director of Amazon / Amazon Channel Manager	\$176,500	\$235,500
Director of E-Commerce	\$178,000	\$235,500
Amazon Brand Director	\$117,000	\$176,500

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

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

Digital Shopping Manager	\$117,000	\$153,000
E-Commerce Marketing Manager	\$118,000	\$177,000
E-Commerce Operations Manager	\$147,500	\$176,500
Insights Director (Shopper, category, etc)	\$176,500	\$224,500
Performance Marketing Manager	\$117,000	\$153,000
Web Content Manager / Producer	\$70,500	\$123,500

**BONUS** | 15 – 25 %

\* BASE SALARY

# INSIDER MARKET COMMENTARY

& CONCLUSIONS





# HEADING INTO 2025,

companies are prioritizing strategic leadership in sales and commercial roles as they position themselves for growth. While salaries have stabilized, competition for top talent remains fierce. Successful brands will be those that offer not just attractive compensation, but also flexibility and a clear mission to navigate a volatile market. Relocating talent remains challenging, with hybrid models becoming the new and preferred norm. Organizations that can adapt quickly to evolving work dynamics and invest in resilient leadership teams will emerge as industry leaders.

– ANNA JOHNSON



## MEET OUR EXPERT: ANNA JOHNSON

Anna is a Senior Partner, Retained Search at ForceBrands who specializes in sales, marketing, and C-Suite searches and oversees a team of retained search recruiters.

With more than a decade of experience at ForceBrands, Anna assists professionals from the C-Suite level to board members in their career searches. Among her accomplishments in her current role, Anna has built out ForceBrands' fully retained search division and established the company as a respected authority in the natural products industry.

Contact Anna  
[anna@forcebrands.com](mailto:anna@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**

