

# CONSUMER BRANDS SALARY & MARKET TRENDS

2025

## PET

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



POWERED BY *Force*

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# *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).

## 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            |

## 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.

### EXAMPLE :

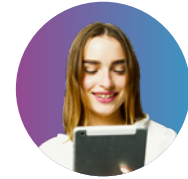
If you are a Chief Marketing Officer for a \$500M+ company, multiply the listed salary of \$324,500 by 1.13 to get your salary of \$366,685.

| 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

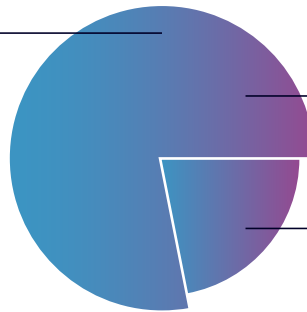
### COMPENSATION IS UP!

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



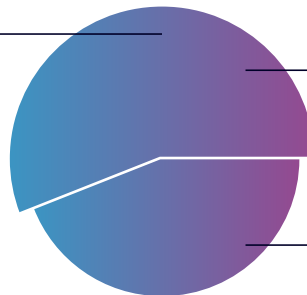
**78%** of increases were due to annual raises

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

#### BONUSES RECEIVED

**64%**

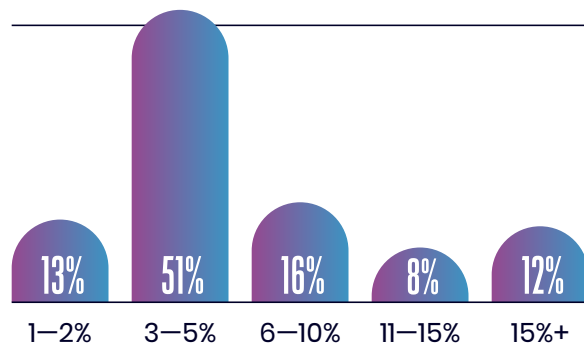
received a bonus in the last year



**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

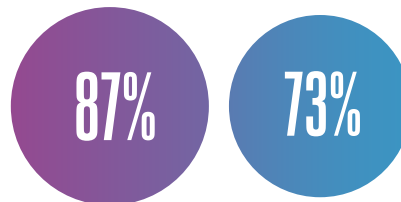
Compensation satisfaction impacts workplace dynamics for the better. Satisfied employees are more engaged, loyal, and believe their pay is fair. In contrast, dissatisfaction doubles the likelihood of talent quitting, highlighting the crucial role compensation plays in employee retention.

#### COMPENSATION SATISFACTION

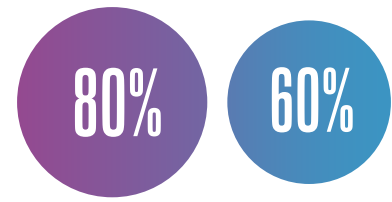
We asked employees about their general attitudes and behavior when it came to work. Then, we looked at how compensation satisfaction impacts those beliefs.



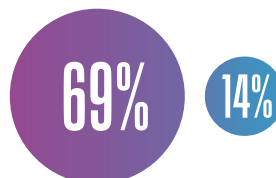
#### Engaged at work



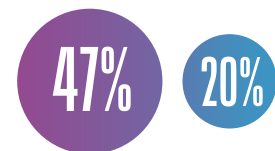
#### Loyal to their employer



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



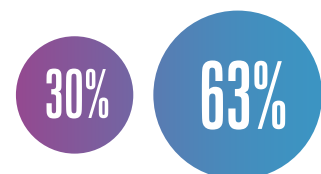
#### Believe their employer is transparent about compensation



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





# THE TRENDS

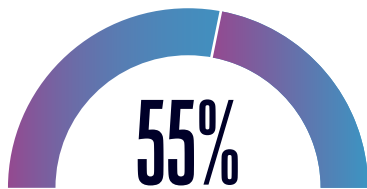
## COMPENSATION

### 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 from their direct supervisor's influence.

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%.



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

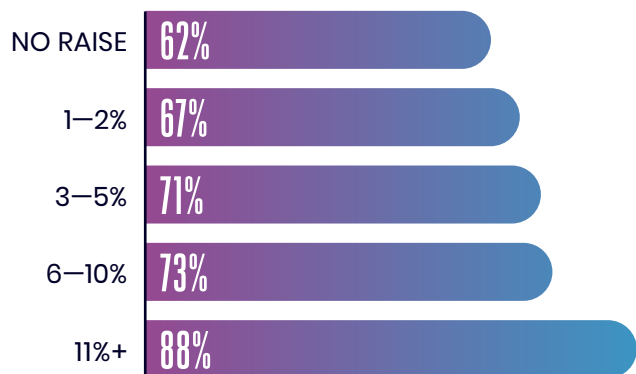
### RAISE RANGE/WORKPLACE MINDSET CORRELATION

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

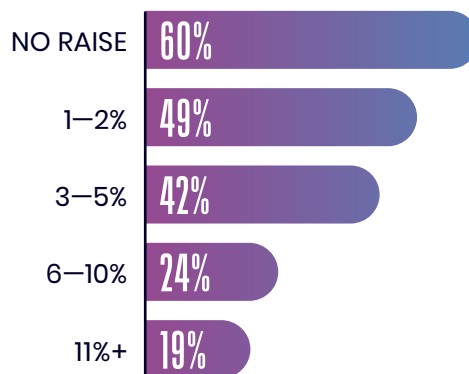
#### LOYALTY

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

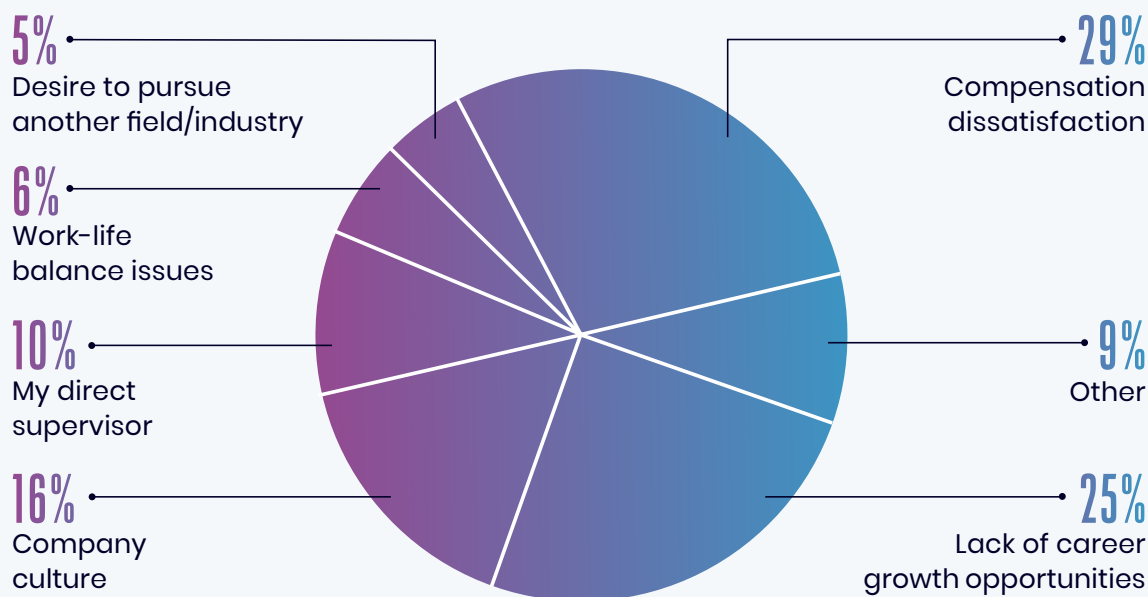
Compensation dissatisfaction and lack of career growth drive employee turnover, significantly outweighing factors like company culture and management. Employers must focus on both competitive pay and clear career advancement opportunities to effectively retain their talent.

**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 | \$375,000 |
| 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 |
| Retail & Trade Marketing Manager             | \$98,000  | \$135,500 |
| Growth Marketing Manager                     | \$115,000 | \$155,000 |
| Content Creator                              | \$70,500  | \$123,500 |
| Performance Marketing Manager                | \$117,000 | \$153,000 |

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 Supply Chain & Logistics | \$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 |

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 |

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 %

# 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 |
| Senior E-Commerce Manager                   | \$119,500 | \$157,000 |
| Amazon Brand Director                       | \$117,000 | \$176,500 |

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

## MANAGER (5-7 YEARS EXPERIENCE)

LOW\*

HIGH\*

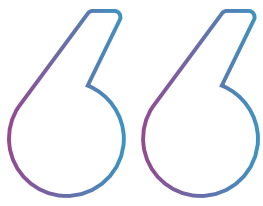
|  |           |           |
|--|-----------|-----------|
| Digital Shopping Manager                   | \$117,000 | \$153,000 |
| E-Commerce Marketing Manager               | \$118,000 | \$177,000 |
| E-Commerce Operations Manager              | \$147,500 | \$176,500 |
| Insights Director (Shopper, category, etc) | \$176,500 | \$224,500 |

**BONUS** | 15 – 25 %

# INSIDER MARKET COMMENTARY

& CONCLUSIONS





# THE PET INDUSTRY IS EXPERIENCING REMARKABLE GROWTH,

fueling a rising demand for skilled consumer brand professionals. Numerous pet companies are increasingly pursuing talent with expertise from traditional food, high growth consumer companies, or from the beauty and wellness sectors. These industries provide transferable skills in crucial areas such as operations, sales, marketing, and finance. This trend will likely persist as investors commit to the pet sector, and multinational corporations increasingly acquire pet food and supplement brands.

– SEAN CONNER



## MEET OUR EXPERT: SEAN CONNER

Sean Conner is the Co-Founder and Chief Progress Officer of ForceBrands, the leader in strategic hiring for consumer brands. Sean provides leadership and direction for the company's client experience, overseeing key touchpoints on the customer journey. Sean has successfully executed a full spectrum of assignments on behalf of clients that include identifying growth strategies and opportunities through thoughtful organization design sessions; developing strategic ways to elevate a process within a search; or building customized hiring solutions in collaboration with the sales team.

Sean has 15 years of consumer brand hiring subject matter expertise. He works with growth stage and middle-market businesses to support executive-level and board placements at brands that include Hu, Wana Brands, HumanCo, NotCo, AB InBev, Open Farm, True Terpenes, and Cora Life, among others.

Contact Sean  
[sean@forcebrands.com](mailto:sean@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.
- Evaluate current career development approach and augment with improved career pathing (with aspirational milestones), mentorship or shadowing assignments, and continuous learning opportunities.
- Examine company culture through a satisfaction and retention lens and identify gaps in values alignment, inclusivity, recognition programs, and team dynamics.
- Invest in management and interpersonal skills development across all hierarchical levels — harmonious reporting relationships mitigate flight risk from entry-level to executive.
- Assess how leaders are trained and developed as effective management can significantly influence employee satisfaction and retention.

## 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**

