

2025

ASIA CAREER OUTLOOK & SALARY TRENDS

2025 CGP 集团亚洲职场展望与薪酬趋势

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前言：
Preface:



洞察未来 引领变革

Insight into the Future, Leading Transformation

CGP 集团为您呈现 2025 亚洲薪酬趋势

CGP Group Presents the 2025 Asia Salary Trends

Unleashing Talent, Enabling Entrepreneurs.

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全球经济形势的不断变化使得企业的运营环境日益复杂，薪酬管理在企业战略中的重要性也越发突出。CGP 集团一年一度的《亚洲职场展望与薪酬趋势》继续聚焦各行业的核心岗位，以期通过前瞻性的薪酬数据与趋势分析，帮助企业组织在竞争激烈的人才市场中保持竞争力。

在这本《2025 CGP 集团亚洲职场展望与薪酬趋势》中，我们的职场专家们基于业务实践，回顾与分析了过去一年内各行业薪酬结构、薪酬增长、福利政策以及人才吸引与保留等方面呈现出的新趋势；同时，我们也展望未来，基于当前的经济走向、行业发展趋势及劳动力市场的变化，提供有针对性的人才招聘与薪酬管理建议。

感谢您选择阅读《2025 CGP 集团亚洲职场展望与薪酬趋势》。我们相信，您将从中获得有价值的视角与数据支持，为您的薪酬战略提供有力的决策依据。

The ongoing shifts in the global economic landscape are making the business environment increasingly complex, elevating the role of compensation management as a strategic pillar within organizations. CGP Group's annual *Asia Career Outlook & Salary Trends* continues to focus on key roles across industries, aiming to provide forward-looking compensation data and trend analysis that help organizations maintain competitiveness in a fiercely competitive talent market.

In the *2025 CGP Group Asia Career Outlook & Salary Trends*, our career experts, based on their business practices, have reviewed and analyzed the new trends observed over the past year in areas such as compensation structure, salary growth, benefits policies, and talent attraction and retention across various industries. At the same time, we look ahead to the future, offering targeted recommendations for talent recruitment and compensation management, based on the current economic outlook, industry development trends, and shifts in the labor market.

Thank you for choosing to read the *2025 CGP Group Asia Career Outlook & Salary Trends*. We believe that you will gain valuable insights and data to support your compensation strategy and make informed decisions.



2025 TALENT TRENDS IN CHINESE MAINLAND

Unleashing Talent, Enabling Entrepreneurs.

消费品

Consumer

**CGP Insight**

Talent Trends in Chinese Mainland

2024 年，全球都在关注中国的消费市场。我们看到了大量的数据，其中有一些是相互矛盾的，说明在各个产品类别、地域和消费者群体之间存在着显著的复杂性和细微差别。消费者信心依然是一个问题，国家和地缘政治政策的变化也未能为行业在 2025 年或 2026 年的表现提供清晰的指引。

国内和国际对消费领域的私营及公共投资依然低于往年。跨国公司对中国市场的关注更加集中于底线利润，而不仅仅是销售和增长。与此不同，本地公司仍然更加注重营收增长，因此采取了激进的定价和促销策略。这些动态为大多数消费品类别的盈利能力带来了重大而特殊的挑战。许多公司已经实施了招聘和薪资冻结政策，且大多数公司只会奖励顶尖表现者，而不是全体员工。这使得本行业的平均薪资涨幅约为 2%。

随着企业对组织转型需求的提升，高管招聘变得越来越重要和频繁。所有职能部门都急需具有出色韧性、能够推动积极损益结果的变革型领导者。这自然导致了具备双语能力的销售领导者、注重底线的市场营销人员，以及与商务部门同事同样熟悉业务的供应链和支持职能人才的短缺。我们看到许多公司正在经历重组，这在中国过去是比较少见的，而这也导致了裁员的现象。很多情况下，这些裁员的公司同时也在招聘新兴职能部门的人员，尤其是直播方面的专业人士。

目前行业内有很多高技能人才面临失业，尤其是中层及以上。因为竞争非常激烈，长期远离就业市场的求职者会发现很难重新进入最抢手的职位和公司。对于候选人来说，工作安全性已成为首要考虑因素，许多之前持续寻求外部机会的候选人，现在转而驻守当前的岗位。被认为有风险的公司会发现很难吸引顶尖人才，因而需要大幅提高薪资才能实现人员的更替。

消费品 Consumer

**CGP Insight**

Talent Trends in Chinese Mainland

In 2024, the world has been watching China's consumer markets. We have seen ample data points, which at times appear conflicting and thus there is substantial complexity and nuance across product categories, geographies and consumer classes. Consumer confidence remains a concern and national and geopolitical policies and changes offer little clarity into how the industry will respond in 2025/2026.

Domestic and international private and public investment into the consumer sector remains lower than in previous years. Multinational companies are approaching the market with greater focus on bottom line results rather than just sales and growth. Local companies still appear to have greater emphasis on top line growth and thus are adopting aggressive pricing and promotion strategies. These dynamics are a major challenge to profitability across most consumer categories and create particular challenges. Hiring and salary freezes are in place in many companies, with most companies focusing on rewarding only top performers rather than their entire workforce. Average salary increases are around 2%.

Executive recruitment is becoming more critical and frequent as organizations are becoming impatient with current leadership teams and recognize the need to transform. Transformative leaders with proven resilience who are exceptional at driving positive P&L results are in high demand across all functions. This naturally drives a shortage of qualified bilingual sales leaders, bottom line conscious marketers and supply chain and supporting functions who are as familiar with the business as their commercial colleagues. We see many companies going through restructurings which have been rare in China up until this point. This has resulted in layoffs in the sector. In many cases the same companies are also still hiring and especially so for livestreaming functions.

There is a significant amount of highly skilled talent facing unemployment in the sector, particularly those who are in the middle of their careers and above. Candidates who find themselves outside of the employment market for too long will find it very difficult to reenter with high competition for the most sought-after roles and companies. Job security is the paramount consideration for candidates with many candidates who have previously been looking for better opportunities outside now willing to stay put in their current positions. Companies who are considered risky will find it unusually difficult to attract top talent and need to pay significantly higher salary increases to change roles.

Sales - 销售

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Sales VP	销售副总裁	15-20	-	2.5M	4M	-	-	-	80
Sales Director	销售总监	15-20	1.2M	1.8M	2.5M	700K	1.3M	1.8M	80
Sales Manager	销售经理	8+	350K	450K	550K	250K	440K	600K	85
Sales Operations Manager	销售运营经理	5+	350K	550K	800K	-	-	-	70
Key Account Director	大客户总监	10+	1M	1.5M	2M	-	-	-	70
Key Account Manager	大客户经理	5+	350K	450K	750K	250K	350K	650K	80
Business Development Director	业务发展总监	10+	700K	1M	1.2M	500K	670K	850K	75
Business Development Manager	业务发展经理	5+	350K	400K	500K	300K	460K	600K	75
E-Commerce Director	电子商务总监	10+	800K	1.5M+	2M	-	1M+	-	85
E-Commerce Group Leader	电子商务负责人	6+	700K	880K	1.2M	550K	720K	900K	95
E-Commerce Manager	电子商务经理	4+	400K	550K	800K	250K	410K	550K	95
E-Commerce Channel Manager	电商渠道经理	4+	300K	420K	700K	-	-	-	95
Trade Marketing Director	通路行销总监	8+	800K	1.2M	1.5M	-	-	-	70
Trade Marketing Manager	通路行销经理	3-5+	400K	550K	800K	300K	420K	550K	85
EC-Trade Marketing Manager	电商通路行销经理	3-5+	400K	600K	800K	-	-	-	90

Executive - 管理

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

GM/BU Head/ Commercial Head	总经理 / 部门负责人 / 商务负责人	15-20	1.2-1.5M	1.5-3M	5M	80
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* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80分表示平均水平，也就是企业的需求和人才的数量持平。小于80表示企业需求小于市场上人才的数量。反之，大于80表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Marketing - 市场营销

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数	
		Min	Med	Max	Min	Med	Max		
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市				
Marketing VP/CMO	市场营销副总裁 / 首席营销官	16+	1.5M	2.5M	5M	-	-	-	85
Marketing Director	市场营销总监	12+	1M	1.7M	2.5M	800K	1.1M	1.5M	90
Marketing Manager	市场营销经理	8+	600K	800K	1.2M	500K	660K	800K	90
Brand Manager	品牌经理	4+	250K	400K	600K	200K	300K	400K	90
CRM Manager	客户管理经理	5+	300K	430K	900K	300K	410K	500K	85
E-Commerce Marketing Manager	电子商务市场经理	5+	300K	600K	900K	300K	400K	500K	95
Digital Marketing Director	数字营销市场总监	12+	800K	1.4M	2M	600K	900K	1.2M	95
Digital Marketing Manager	数字营销市场经理	8+	400K	650K	1M	200K	350K	500K	95
PR Director	公关总监	10+	800K	1.2M	2M	600K	700K	800K	80
PR Manager	公关经理	5+	350K	600K	800K	300K	375K	450K	75
Media Manager	媒介经理	6+	300K	500K	800K	250K	325K	400K	80
Market Insights Manager	市场洞察经理	7+	300K	400K	600K	200K	300K	400K	85

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* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

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Supply Chain, Procurement & Operations - 供应链，采购与运营

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Supply Chain VP	供应链副总裁	20+	2M+	2.5M+	4M+	1.5M+	2M+	3M+	70
Supply Chain/Demand & Supply Planning Director/Logistics Director	供应链 / 需求与供应规划总监 / 物流总监	15+	1M	1.4M	1.8M	600K	800K	1M	80
Supply Chain/Demand & Supply Planning Manager/Logistics Manager	采购 / 需求与供应规划经理 / 物流经理	8	400K	500K	700K	300K	400K	600K	85
Procurement VP	采购副总裁	20	2M+	2.5M+	3M+	-	-	-	75
Procurement Director	采购总监	15	1M	1.2M	1.5M	800K	1M	1.2M	85
Procurement Manager	采购经理	8	450K	550K	650K	300K	400K	550K	90
Quality Director	质量总监	15	1M	1.5M	2M	-	-	-	80
Quality Manager	质量经理	8	400K	500K	600K	300K	400K	-	85
Plant GM	工厂总经理	20	1M	1.5M	2.5M	400K	500K	1.5M	80



* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80分表示平均水平，也就是企业的需求和人才的数量持平。小于80表示企业需求小于市场上人才的数量。反之，大于80表示是企业紧缺的人才，市场上这样的人才并不充足。

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地产与设计

Design and Property

**CGP Insight**

Talent Trends in Chinese Mainland

2025 年中国房地产市场预计将受到政策支持、市场预期改善、房价结构性企稳、去库存新周期等因素的影响，同时市场分化和居住需求的变化也是不可忽视的趋势。

展望 2025，中国超大规模市场的优势依然存在；尤其在以北上广深为代表的特大城市，由于总部经济的示范作用和各类实体支持性政策持续落地，预计将刺激楼宇经济的复苏。而伴随着消费行为与习惯的迭代，一些新的商业业态也随之产生，如宠物经济、线下体验店等。商业体正在探索一些能够持续赋能的融合业态，如夜市经济、数字经济、首店经济等，以期为商圈注入新的活力。

市场的回暖过程中需要大量营销工作的投入；但同时，房地产行业利润率下降导致营销工作的资金投入将下降，这意味着地产广告公司已经全面进入低毛利时代，无法应对日益增长的人力成本。地产设计行业的前景不容乐观，行业人才正面临行业转型与艰苦留守两种选择。

地产行业的整体下行导致周边产业同样受到打击，房地产行业与地产设计是相互依托的行业关系，期房销售的模式导致作为核心供应商的地产广告公司很难获得一个健康的资金链，公司的高风险运营会对地产设计人才的就业稳定性与自身的行业发展产生负面影响。对于地产设计人才而言，应回归职位的核心价值，以视觉传达与创意启发的职能为核心价值，可以尝试在更多的外延性产业中寻求更具潜力的岗位。

地产与设计

Design and Property



CGP Insight

Talent Trends in Chinese Mainland

In 2025, China's real estate market is expected to be affected by factors such as policy support, improved market expectations, structural stabilization of housing prices, and a new inventory destocking cycle. At the same time, market differentiation and changes in residential demand are also trends that cannot be ignored.

Looking forward to 2025, China's ultra-large market advantages still exist, especially in megacities represented by Beijing, Shanghai, Guangzhou and Shenzhen. Due to the demonstration role of the headquarters economy and the continued implementation of various support policies, it is expected to stimulate the recovery of the building economy. With the iteration of consumption behavior and habits, new consumption scenarios have also emerged, such as the pet economy, offline experience stores, etc. Commercial entities are exploring some integrated formats that can continue to empower business, such as night market economy, digital economy, first store economy, etc., in order to inject new vitality into the business district.

The recovery of the market requires a lot of investment in marketing. At the same time, the decline in the profit margin of the real estate industry will lead to a decline in the capital investment in marketing, which means that real estate advertising companies have entered the era of low gross profit and cannot cope with the growing labor cost. The prospect of the real estate design industry is not optimistic. In recent years, talents in the real estate industry are usually faced with two choices: transfer to other relevant industries or stick in the current one.

The downturn of the real estate industry has caused the surrounding industries to be hit as well. The real estate industry and real estate design are interdependent industries. As a core supplier, it is difficult for real estate advertising companies to obtain a healthy capital chain due to off-plan sales model. The company's high-risk operations will have a profound negative impact on the employment stability and talents' development. For real estate design talents, they should return to the core value of the position and try to find more potential positions in extensive industries if possible.

Commercial & Industrial Property - 商业及产业地产

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
Retail Leasing Director 商业招商总监	12+	700K	860K	1M	90
Retail Leasing Sr. Manager 商业招商高级经理	8+	500K	600K	700K	95
Retail Leasing Manager 商业招商经理	6+	300K	460K	500K	95
Office Leasing Director 办公招商总监	12+	600K	880K	1M	90
Office Leasing Sr. Manager 办公招商高级经理	10+	500K	600K	700K	80
Office Leasing Manager 办公招商经理	6+	300K	400K	500K	90
Industrial Leasing Director 产业招商总监	12+	600K	800K	1M	95
Industrial Leasing Sr. Manager 产业招商高级经理	8+	500K	540K	600K	95
Industrial Leasing Manager 产业招商经理	6+	300K	400K	500K	95
Consulting Director 咨询总监	15+	600K	800K	1M	60
Consulting Manager 咨询经理	8+	300K	440K	600K	60
Operation Director 运营总监	12+	600K	800K	1M	85
Operation Manager 运营经理	6+	300K	360K	400K	80
Mall General Manager 商场总经理	15+	1M	1.4M	2M	85
Property Director 物业总监	15+	700K	950K	1.2M	90
Property Senior Manager 物业高级经理	10+	500K	650K	700K	85
Property Manager 物业经理	8+	300K	400K	500K	85
Marketing Director 市场总监	15+	600K	900K	1.5M	85
Marketing Senior Manager 市场高级经理	10+	500K	600K	700K	80
Marketing Manager 市场经理	6+	400K	440K	500K	80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80分表示平均水平，也就是企业的需求和人才的数量持平。小于80表示企业需求小于市场上人才的数量。反之，大于80表示是企业紧缺的人才，市场上这样的人才并不充足。

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* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Project Management - 项目管理

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
Project Head 项目负责人	18+	1.2M	2M	3M	85
Project Director 项目总监	15+	800K	1M	1.5M	85
Project Manager 项目经理	8+	500K	570K	650K	85
MEP Director 机电总监	15+	800K	1.2M	1.5M	70
MEP Senior Manager 机电高级经理	10+	600K	700K	800K	70
MEP Manager 机电经理	8+	500K	560K	600K	70
Cost Director 成本总监	12+	700K	1.1M	1.5M	70
Cost Manager 成本经理	8+	400K	500K	600K	80
BIM Manager BIM 经理	5+	500K	570K	650K	50
Structural Director 结构总监	15+	700K	840K	1M	50
Structural Senior Manager 结构高级经理	10+	600K	675K	750K	50
Structural Manager 结构经理	8+	500K	540K	600K	50
EHS Director EHS 总监	15+	800K	1M	1.2M	70
EHS Manager EHS 经理	8+	520K	580K	650K	70
Scheduling Manager 计划经理	8+	400K	520K	600K	50

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Residential Property - 住宅地产

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数	
		Min	Med	Max		
Residential Salas VP	住宅地产销售副总裁	15+	1M	1.5M	2.5M	75
Residential Salas Director	住宅地产销售总监	10+	700K	1M	1.5M	85
Residential Salas Manager	住宅地产销售经理	7+	400K	480K	600K	70
Marketing Director	营销总监	12+	800K	900K	1M	80
Marketing Senior Manager	营销高级经理	8+	500K	540K	600K	75
Marketing Manager	营销经理	5+	200K	300K	400K	75
City GM	城市总经理	15+	-	2M+	-	70



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Investment & Asset Management - 投资及资管

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
Chief Investment Officer 首席投资官	15+	2M	4M	6M	30
Investment Director 投资总监	10+	700K	1.4M	2M	50
Investment Manager 投资经理	5+	300K	500K	700K	60
Investment Analyst 投资分析师	3+	200K	320K	500K	70
Asset Management Director 资产管理总监	15+	800K	1.5M	2M	70
Asset Management Senior Manager 资产管理高级经理	10+	600K	700K	800K	85
Asset Management Manager 资产管理经理	6+	500K	550K	600K	85
Valuation Director 估值总监	15+	600K	700K	800K	40
Valuation Manager 估值经理	6+	300K	440K	600K	40



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Design Management - 设计管理

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
Design Head 设计负责人	15+	1M	2.5M	3M	60
Archi Design Director 建筑设计总监	15+	600K	1M	1.5M	85
Archi Design Senior Manager 建筑设计高级经理	12+	500K	600K	800K	80
Archi Design Manager 建筑设计经理	8+	400K	500K	700K	80
Urban Planning Director 城市规划总监	15+	800K	1.4M	2M	30
Urban Planning Senior Manager 城市规划高级经理	10+	500K	600K	700K	30
Urban Planning Manager 城市规划经理	6+	400K	450K	500K	30
Landscape Design Director 景观设计总监	15+	700K	950K	1.2M	30
Landscape Design Senior Manager 景观设计高级经理	10+	500K	550K	600K	30
Landscape Design Manager 景观设计经理	6+	300K	400K	500K	30
Interior Design Director 室内设计总监	15+	700K	800K	900K	80
Interior Design Senior Manager 室内设计高级经理	10+	400K	500K	600K	90
Interior Design Manager 室内设计经理	6+	200K	300K	400K	90



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新兴技术与互联网

Emerging Technologies and Internet

**CGP Insight**

Talent Trends in Chinese Mainland

2025 年，随着政策调整及国内经济复苏，新基建需求及伴随推动内需的数字、信息化需求将赋予互联网及科技行业新的发展机遇。从中长期来看，中国互联网及科技行业未来增长的驱动因素包括客户端消费需求及频次的提升、中国企业出海业务的拓展与技术革新推动。

多重趋势将引领 2025 年中国科技行业发展，例如：

中国将推动未来产业创新发展，包括发展下一代操作系统、推广开源技术、构建开源生态体系，以及探索以区块链为核心技术的下一代互联网创新应用和数字化生态。同时，中国将加快实施重大技术装备攻关工程，突破人形机器人、量子计算机等高端装备产品，打造全球领先的高端装备体系。

人工智能的深度应用: Gartner 副总裁高挺解读了 2025 年十大战略技术趋势，其中包括代理型 AI 的前景与挑战、AI 治理平台的作用以及虚假信息安全的紧迫性。

云计算与 AI 的协同: 云计算的广泛应用使得 AI 和大数据得以更好地协同发展。云计算平台将不断优化其数据处理能力，提供 AI 模型的训练服务，使企业能够更快、更经济地部署 AI 技术。

科技绿色化发展: 波士顿咨询集团的报告中提到，科技绿色化愿景包括环境友好、高效、可持续三个维度，并与企业数字化和 IT 战略形成有效衔接。

生物计算市场: 资本市场加快生物计算领域布局，越来越多的公司正借助大量生物数据集开发算法，来更加深入地了解疾病，并从根本上改变药物发现和开发过程。

基于这些发展趋势，国家尤其重视创新研发能力，在海外顶尖技术人才引进的同时，致力于本土创新研发及研发人才的培养。而对于企业来说，解决技术人才与企业数字化升级之间的鸿沟将很大程度的影响企业接下去几年的发展。企业数字化转型及运营人才需求持续上升，包括技术型岗位如架构工程师，数据分析师及数据科学家等。同时，伴随企业降本增效以及提升客户使用体验的数字化需求，兼具技术能力与市场化运营管理能力的职业经理人将备受青睐。

新兴技术与互联网

Emerging Technologies and Internet

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Talent Trends in Chinese Mainland

In 2024, with policy adjustments and the recovery of the domestic economy, the demand for new infrastructure and the digital growth to drive domestic demand will give the Internet and technology industries new opportunities for development. In the medium and long term, the future growth drivers of China's Internet and technology industry include the increase in customer consumption demand and frequency, the expansion of Chinese enterprises' overseas business, and the promotion of technological innovation.

Multiple trends will lead the development of China's technology and Internet industry in 2025: China will promote the innovative development of future industries, including developing the next generation of operating systems, promoting open-source technology, building an open-source ecosystem, and exploring the next generation of Internet innovative applications and digital ecology with blockchain as the core technology. At the same time, China will accelerate the implementation of major technical equipment research projects, break through high-end equipment products such as humanoid robots and quantum computers, and build a world-leading high-end equipment system.

In-depth application of AI: Gartner Vice President Gao Ting interpreted the top ten strategic technology trends in 2025, including the prospects and challenges of agent-based AI, the role of AI governance platforms, and the urgency of false information security.

Synergy between cloud computing and AI: The widespread application of cloud computing enables AI and big data to develop better in a coordinated manner. Cloud computing platforms will continue to optimize their data processing capabilities, provide training services for AI models, and enable enterprises to deploy AI technology faster and more economically.

Green development of science and technology: The Boston Consulting Group's report mentioned that the vision of green science and technology includes three dimensions: environmental friendliness, efficiency, and sustainability, and forms an effective connection with corporate digitalization and IT strategies.

Biocomputing Market: The capital market is accelerating its layout in the field of biocomputing. More and more companies are using large biological data sets to develop algorithms to gain a deeper understanding of diseases and fundamentally change the drug discovery and development process.

Based on these development trends, China pays special attention to innovative R&D capabilities. While introducing top overseas technical talents, the country is committed to the cultivation of local innovative R&D talents. For enterprises, solving the gap between technical talents and digital upgrading will greatly affect their growth in the next few years. The demand for enterprise digital transformation and operational talents continues to rise, including technical positions such as architecture engineer, data analyst and data scientist. At the same time, with the digital needs of enterprises to reduce costs and increase efficiency and improve customer experience, professional managers with both technical capabilities and market-oriented management capabilities will be favored

AI - 人工智能

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

AI Chief Scientist	AI 首席科学家	15+	2M	3M	5M	1M	1.6M	2.M	90
Deep Learning Expert	深度学习专家	8+	800K	1M	1.8M	500K	800K	1.5M	90
Deep Learning Senior Engineer	深度学习高级工程师	5+	450K	600K	700K	400K	500K	600K	95
Deep Learning Engineer	深度学习工程师	3+	300K	375K	500K	250K	320K	400K	85
Computer Vision Expert	计算机视觉专家	8+	650K	800K	1.5M	550K	750K	1M	90
Computer Vision Senior Engineer	计算机视觉高级工程师	5+	450K	530K	750K	400K	475K	600K	95
Computer Vision Engineer	计算机视觉工程师	3+	350K	420K	500K	250K	360K	500K	80
NLP Expert	自然语言处理专家	8+	700K	900K	1.5M	600K	800K	1M	90
NLP Senior Engineer	自然语言处理高级工程师	5+	450K	520K	600K	400K	470K	600K	95
NLP Engineer	自然语言处理工程师	2+	350K	420K	500K	250K	320K	400K	85
Machine Learning Expert	机器学习专家	8+	800K	1M	1.5M	650K	820K	1M	90
Machine Learning Senior Engineer	机器学习高级工程师	5+	500K	650K	800K	450K	560K	650K	95
Machine Learning Engineer	机器学习工程师	3+	300K	420K	550K	250K	330K	450K	85
Speech Recognition Expert	语音算法专家	8+	700K	1M	2M	650K	900K	1.1M	95
Speech Recognition Senior Engineer	语音算法高级工程师	5+	500K	630K	800K	450K	550K	700K	95
Speech Recognition Engineer	语音算法工程师	2+	350K	400K	500K	300K	360K	450K	90
Data Algorithm Expert	数据算法专家	8+	700K	900K	1.5M	600K	800K	1M	90
Data Algorithm Senior Engineer	数据算法高级工程师	6+	450K	550K	900K	400K	500K	600K	85
Data Algorithm Engineer	数据算法工程师	3+	300K	400K	500K	250K	320K	400K	80
AI Open Source Expert	AI 开源平台开发专家	7+	1M	1.7M	2.5M	800K	1.2M	1.5M	90
AI Product Director	AI 产品总监	8+	800K	1M	1.6M	650K	820K	1.2M	85
AI Product Senior Manager	AI 产品高级经理	5+	500K	640K	800K	400K	530K	700K	90
AI Product Manager	AI 产品经理	3+	300K	400K	600K	250K	325K	400K	80

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AI - 人工智能

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Intelligent Driving Chief Scientist 智能驾驶首席科学家	12+	1.5M	2.2M	3M	800K	1.1M	1.5M	80
ADAS Technical Director ADAS 技术总监	12+	800K	1.2M	1.5M	800K	900K	1.3M	80
System Control Expert 控制系统专家	6+	400K	510K	800K	350K	420K	600K	85
Algorithm Expert 算法专家	7+	600K	700K	1M	500K	580K	800K	80
Cloud Computing Engineer 云计算工程师	5+	500K	700K	800K	450K	500K	600K	85
Information Security Engineer 信息安全工程师	5+	500K	600K	700K	350K	400K	500K	80
Function Security 功能安全	5+	400K	520K	700K	350K	450K	550K	85
Sensor Fusion Algorithms 传感器融合算法	7+	500K	700K	1M	400K	520K	700K	80
Positioning Algorithm 定位算法	5+	450K	570K	800K	350K	460K	700K	80
Path Planning Algorithm 路径规划算法	5+	450K	575K	700K	350K	450K	600K	85
HD Map Engineer 高精地图开发	5+	450K	520K	650K	400K	500K	600K	85
Millimeter Wave Radar Algorithm 毫米波雷达算法	6+	450K	550K	700K	400K	500K	600K	80

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IoT - 物联网

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Product VP/Director	产品副总裁 / 总监	10+	1.5M	2M	3.5M	800K	1.5M	2M	90
Product Manager	产品经理	8+	500K	800K	1M	400K	450K	800K	95
Technical Director	技术总监	10+	1.5M	1.8M	2M	800K	1.2M	1.5M	80
Platform Development Architect	平台开发架构师	8+	800K	1.1M	1.5M	600K	750K	1M	85
WiFi/BT Technology Expert	WiFi / 蓝牙技术专家	8+	450K	520K	800K	400K	600K	700K	90
Software Development Engineer	软件开发工程师	5+	350K	450K	600K	300K	400K	500K	95
Industry Solutions Architect	行业解决方案架构师	8+	700K	900K	1.5M	450K	550K	700K	80
Project Director	项目总监	10+	500K	650K	800K	450K	520K	700K	85
Project Manager	项目经理	5+	300K	400K	800K	200K	300K	400K	90
COO	首席运营官	10+	1.5M	2M	2.5M	700K	850K	1.5M	85
Operation Director	运营总监	8+	800K	900K	1.5M	600K	700K	800K	90
Operation Manager	运营经理	5+	500K	600K	800K	300K	400K	500K	80
UX/UI Designer	交互设计师	5+	400K	600K	800K	250K	400K	600K	90
Visual Designer	视觉设计师	5+	400K	600K	800K	300K	400K	600K	90
BD Director	业务拓展总监	10+	600K	820K	1.5M	400K	500K	800K	80
Sales Manager	销售经理	5+	400K	500K	600K	200K	300K	400K	85
Data Platform Architect	数据平台架构师	8+	700K	1.1M	1.5M	600K	780K	1M	95
Data Warehouse Architect	数据仓库架构师	8+	600K	1.1M	1.5M	500K	750K	1M	90
Data Analyst	数据分析师	8+	500K	900K	1.2M	300K	550K	800K	95

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80分表示平均水平，也就是企业的需求和人才的数量持平。小于80表示企业需求小于市场上人才的数量。反之，大于80表示是企业紧缺的人才，市场上这样的人才并不充足。

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* Min.: Minimum, Med.: Medium, Max.: Maximum

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ICT Chip Manufacturing - ICT 芯片制造

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数	
		Min	Med	Max	Min	Med	Max		
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市				
BU General Manager	事业部总经理	10+	1M	2.5M	5M	900K	1.3M	1.8M	86
R&D Director	研发总监	12+	900K	1M	1.2M	500K	700K	1M	90
R&D Manager	研发经理	8+	500K	750K	1.5M	300K	500K	800K	90
Chief Scientist	首席研究科学家	8+	800K	1.4M	2M	700K	950K	1.5M	88
IC Design Expert (Digital/Artificial Circuit)	IC 设计专家 (数字 / 模拟电路)	8+	1.1M	1.3M	1.5M	1M	1.3M	1.2M	90
IC Process Development Expert	IC 工艺开发专家	8+	500K	1M	1.5M	400K	800K	1.2M	85
FPGA Expert	FPGA 专家	8+	800K	1.3M	1.5M	900K	1.1M	1.3M	84
SOC Architect	SOC 架构师	8+	1.3M	1.5M	2M	1.3M	1.5M	1.8M	90
SI/PI Expert	SI/PI 专家	8+	500K	650K	900K	400K	530K	800K	84
IC Verification Expert	IC 验证专家	8+	1.1M	1.5M	2M	1.1M	1.2M	1.3M	86
PD Design Expert	PD 设计专家	8+	400K	600K	800K	400K	500K	700K	86
Hardware Design Manager	硬件设计经理	10+	500K	650K	1M	400K	500K	700K	90
Hardware Engineer	硬件工程师	3+	250K	375K	500K	200K	275K	400K	80
Software Design Manager	软件设计经理	8+	500K	660K	800K	400K	500K	600K	90
Software Engineer	软件工程师	3+	250K	375K	500K	200K	275K	400K	80
Product Director/Manager	产品总监 / 经理	5+	500K	750K	1M	400K	500K	700K	90
Project Director/Manager	项目总监 / 经理	5+	350K	500K	700K	250K	375K	500K	90
Production Director	生产总监	12+	800K	1M	1.2M	600K	740K	900K	90
Production Manager	生产经理	8+	600K	750K	900K	400K	500K	600K	90
Quality Director	质量总监	12+	550K	770K	1.2M	450K	660K	900K	85
Quality Manager	质量经理	8+	400K	570K	800K	350K	470K	600K	90
Sales Manager	销售总监	10+	600K	800K	1.2M	400K	550K	700K	80
Regional Sales Manager	区域销售经理	5+	300K	450K	600K	250K	375K	500K	85
Overseas Sales Manager	海外销售经理	5+	400K	550K	700K	300K	450K	600K	90
Supply Chain Director	供应链总监	10+	700K	1M	1.5M	450K	570K	700K	82
Supply Chain Planning Manager	供应链计划经理	8+	400K	500K	600K	350K	450K	550K	84
Supply Chain Development Manager	供应链开发经理	8+	400K	500K	700K	300K	400K	450K	84
Planning Manager	物料计划经理	8+	400K	500K	600K	300K	350K	450K	84

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System & IT Supporting - 系统 & IT 支持

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
CTO 首席技术官	12+	1.5	2M+	3.5	82
IT Director IT 总监	10+	800k	1.5M	2M	84
IT Manager IT 经理	5+	400K	650K	800K	84
Infrastructure/Engineering Manager 基础架构 / 工程经理	8+	360K	500K	800K	82
IT Service/Helpdesk Manager IT 服务 / 帮助台经理	8+	300K	500K	700K	80
Infrastructure Team Lead 基础架构组长	5+	250K	375K	800K	82
Network/Server Engineer 网络 / 服务器工程师	2+	200K	350K	500K	80
Application Manager 应用经理	8+	450K	575K	700K	82
System Analyst 系统分析员	3+	250K	420K	600K	84
CISO 首席信息安全官	10+	1.5M	2.5M+	5M	85
Cyber Security Manager 信息安全经理	8+	600K	900K	1.2M	83
SAP (ERP) Director SAP 总监	8+	1M	1.4M	1.8M	85
SAP (ERP) Project Manager SAP 项目经理	5+	400K	600K	800K	82
SAP (ERP) Consultant/Business Analyst SAP 顾问 / 商业分析师	2+	300K	430K	600K	82

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Developer & Architect - 架构开发

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
Head of Architect 首席架构师	10+	1M	1.5M	2M	90
Solution/Application/Mobile Architect 解决方案 / 应用程序 / 移动架构师	8+	600K	900K	1.2M	88
Cloud Architect 云端架构师	5+	400K	700K	1.2M	90
IT Programme Manager IT 开发经理	10+	1M	1.2M	1.5M	86
IT Project/Product Manager IT 项目 / 产品经理	8+	400K	700K	1M	85
IT Business Analyst IT 商业分析员	2+	300K	510K	700K	86

Internet - 互联网

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
Data Scientist 数据科学家	5+	500K	1M	1.5M	91
Data Architect 数据架构师	5+	400K	700K	1.2M	92
BI Architect 商业分析架构师	5+	400K	700K	1.2M	90
Algorithm (Research) - Ph.D 算法工程博士 (理论研究)	2+	400K	820K	1.2M	94
Algorithm (Development) - Ph.D 算法工程博士 (开发)	2+	400K	600K	800K	94
UX/UI Director 交互设计总监	10+	600K	1M	1.8M	88
UX/UI Manager 交互设计经理	5+	400K	600K	800K	88
Product Manager 产品经理	3+	400K	600K	800K	90
Operation Manager 运营经理	3+	300K	500K	700K	88

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工业 Industrial

**CGP Insight**

Talent Trends in Chinese Mainland

截至 2024 年，中国大陆工业行业在技术进步和政府推动高质量发展的政策支持下，保持了稳健的增长态势。半导体、可再生能源、电动汽车等高新技术产业取得显著进展，制造业的数字化转型也已初具规模，不少企业开始应用智能制造技术并探索绿色生产模式。然而，劳动力成本上升、全球供应链波动以及日益严格的环保法规，凸显了行业在创新与结构升级方面的迫切需求。

在这样的背景下，2025 年中国大陆工业行业的格局将发生深刻变化。智能制造、数字化转型和绿色制造等趋势，将引领工业行业走向一个全新的发展阶段。新技术的广泛应用，如 5G、人工智能、大数据和物联网，将推动生产模式的革新。越来越多的制造企业将采用智能工厂模式，通过自动化和数据驱动的生产流程，显著提高生产效率和产品质量。人工智能和机器学习技术也将在生产环节中发挥重要作用，帮助企业实现精准的生产调度和质量控制。

与此同时，随着环保要求的日益严格，绿色制造将成为行业发展的重点之一。为了实现碳中和，应对气候变化，工业企业将加快绿色转型，推广使用清洁能源、绿色材料以及节能减排技术。此外，企业还将加强循环经济的实践，推动废弃物回收和资源再利用。这一过程中，环保技术和低碳排放的创新将成为企业提升竞争力的关键。

在供应链管理方面，智能化和数字化技术的应用也将迎来爆发式增长。大数据和 AI 将帮助企业优化供应链、提高库存管理效率，并且利用先进的预测技术更好地适应市场需求的变化。区块链等技术的运用，将为供应链的透明度和安全性提供保障，进一步推动行业的创新与进步。同时，工业互联网将促进制造业与其他行业的深度融合，推动智能化生产和全生命周期管理的落地。

随着工业自动化和智能化的普及，传统岗位的需求将减少，特别是低技能的劳动力岗位。自动化生产线、工业机器人、无人驾驶技术等将逐步替代人工，生产过程中的许多环节将由智能设备完成。比如，机器人将承担重复性较高的生产任务，而无人机和无人车将在物流和配送领域发挥重要作用。因此，企业对高端技术人才的需求将显著增长，尤其是 AI 工程师、数据科学家、机器人技术工程师和系统集成专家等岗位将成为企业争夺的焦点。

在这一过程中，“快裁慢招”的策略将被更多企业所采纳。快速裁减不符合企业未来需求的低绩效岗位员工，以减少组织冗余，提高运营效率；同时，对核心岗位和高潜力人才的招聘，将采取更加审慎的态度，投入更多时间与资源，确保引入的人才能够与企业战略高度匹配。

为了应对这一趋势，职场人才正面临更高的技能要求，终身学习和不断提升自己的专业能力将成为常态。特别是在 AI、大数据、机器人技术等领域，人才需要掌握最新的技术和工具，以便在竞争激烈的市场中占据一席之地。同时，跨学科的复合型人才也将变得更加稀缺和宝贵，因为对于企业来说，拥有同时具备技术能力和管理、创新和跨领域合作能力的人才，将成为其核心竞争力之一。

工业 Industrial

**CGP Insight**

Talent Trends in Chinese Mainland

总体来看，2025年中国大陆工业行业的快速发展，将为企业招聘和人才职业发展带来巨大机遇和挑战。随着智能化、绿色化和数字化趋势的推进，人才结构的变化将推动工业行业实现更高效、更可持续的发展。企业需要紧跟行业趋势，提升人力资源战略，才能在激烈的市场竞争中立于不败之地。同时，员工也应积极提升自己的技能水平和跨学科能力，以适应行业转型和职业发展的新需求。

As of 2024, Chinese Mainland's industrial sector has maintained steady growth under the support of technological advancements and government policies aimed at promoting high-quality development. High-tech industries such as semiconductors, renewable energy, and electric vehicles have made significant progress. The digital transformation of manufacturing is also taking shape, with many enterprises beginning to adopt intelligent manufacturing technologies and exploring green production models. However, rising labor costs, global supply chain disruptions, and increasingly stringent environmental regulations have highlighted the urgent need for innovation and structural upgrades in the industry.

Against this backdrop, Chinese Mainland's industrial landscape is expected to undergo profound changes in 2025. Trends such as intelligent manufacturing, digital transformation, and green manufacturing will lead the industry into a new phase of development. The widespread application of new technologies, including 5G, artificial intelligence (AI), big data, and the Internet of Things (IoT), will drive innovation in production models. More manufacturing enterprises will adopt smart factory models, optimizing production processes through automation and data-driven workflows, significantly improving both production efficiency and product quality. AI and machine learning technologies will also play an important role in production, helping enterprises achieve precise production scheduling and quality control.

Meanwhile, as environmental requirements become increasingly stringent, green manufacturing will emerge as a key focus of industry development. To achieve carbon neutrality and address climate change, industrial enterprises will accelerate green transformations by promoting the use of clean energy, sustainable materials, and energy-saving technologies. Additionally, enterprises will strengthen their practices in the circular economy, advancing waste recycling and resource reuse. In this process, innovations in environmental technology and low-carbon emissions will become crucial for companies to enhance their competitiveness.

In supply chain management, the application of intelligent and digital technologies is set to experience explosive growth. Big data and AI will help companies optimize their supply chains, improve inventory management efficiency, and better adapt to changing market demands through advanced predictive technologies. The use of blockchain technology will ensure greater transparency and security in supply chains, further driving innovation and progress across industries. At the same time, industrial internet technologies will facilitate the deep integration of manufacturing with other sectors, promoting intelligent production and full lifecycle management.

工业 Industrial



CGP Insight

Talent Trends in Chinese Mainland

As industrial automation and intelligent manufacturing continue to advance, the demand for traditional roles, particularly low-skilled labor, will decrease. Automated production lines, industrial robots, and autonomous driving technologies will gradually replace human labor, with many processes being carried out by intelligent devices. For example, robots will handle repetitive tasks on production lines, while drones and autonomous vehicles will play critical roles in logistics and delivery. As a result, the demand for high-end technical talent will rise significantly, with positions such as AI engineers, data scientists, robotics engineers, and system integration specialists becoming key focuses for talent competition among enterprises.

In this process, the "fast fire, slow hire" strategy will be adopted by more companies. Low-performing employees in positions no longer aligned with the company's future needs will be quickly laid off to reduce organizational redundancies and enhance operational efficiency. Simultaneously, recruitment for core positions and high-potential talent will be approached more cautiously, with greater time and resources invested to ensure that new hires align closely with the company's strategic goals.

To adapt to this trend, professionals face increasing skill requirements, making lifelong learning and continuous professional development the norm. In fields such as AI, big data, and robotics, individuals must keep up with the latest technologies and tools to maintain their competitiveness in an intensifying job market. Furthermore, interdisciplinary talent will become increasingly rare and valuable. For companies, individuals who possess not only technical expertise but also management, innovation, and cross-sector collaboration capabilities will be key to maintaining a competitive edge.

Overall, the rapid development of Chinese Mainland's industrial sector in 2025 will present significant opportunities and challenges for enterprise recruitment and talent career development. As trends in intelligent, green, and digital transformations accelerate, changes in talent structures will drive the industry toward more efficient and sustainable growth. Companies must align their human resource strategies with these industry trends to remain competitive in an increasingly dynamic market. Simultaneously, employees should actively enhance their skillsets and interdisciplinary abilities to meet the demands of industrial transformation and career advancement.

Production & Operation 生产与运营

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
Production Engineer 生产工程师	5+	150K	200K	250K	70
Production Manager 生产经理	10+	250K	300K	400K	75
Production Director 生产总监	20+	450K	550K	700K	65
Quality Engineer 质量工程师	5+	120K	180K	250K	70
Quality Manager 质量经理	10+	300K	350K	400K	75
Quality Director 质量总监	20+	450K	550K	700K	70
Processing Engineer 工艺工程师	5+	120K	180K	250K	75
Processing Manager 工艺经理	10+	250K	350K	450K	70
Equipment Engineer 设备工程师	3+	120K	180K	250K	75
Equipment Manager 设备经理	10+	250K	350K	450K	70
Project Manager 项目经理	8+	300K	450K	600K	85
Engineering Manager 工程经理	10+	300K	350K	400K	70



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R&D- 研发

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
R&D Director	研发总监	20+	1M	1.5M	2.5M	85
R&D Manager	研发经理	10+	500K	700K	1M	80
R&D Engineer	研发工程师	3+	150K	200K	300K	80
Mechanical R&D Director	机械研发总监	15+	600K	800M	1M	70
Mechanical R&D Manager	机械研发经理	10+	250K	400K	500K	80
Mechanical R&D Engineer	机械研发工程师	3+	120K	180K	250K	75
Electrical Manager	电子研发经理	10+	300K	450K	600K	85
Electrical Engineer	电子研发工程师	3+	150K	200K	300K	80
Software Manager	软件经理	10+	400K	500K	650K	80
Software Engineer	软件工程师	3+	180K	250K	350K	95
Hardware Manager	硬件经理	10+	350K	450K	600K	80
Hardware Engineer	硬件工程师	3+	150K	250K	300K	90
Testing Manager	测试经理	10+	250K	300K	350K	65
Testing Engineer	测试工程师	3+	100K	150K	200K	65
Validation Engineer	认证工程师	3+	120K	180K	250K	70
Application Manager	应用经理	10+	250K	350K	450K	70
Application Engineer	应用工程师	3+	120K	180K	250K	75
Technical Support Manager	技术支持经理	10+	250K	350K	450K	75
Technical Support Engineer	技术支持工程师	3+	120K	180K	250K	75
Product Development Manager	产品开发经理	10+	300K	400K	500K	80
Product Development Engineer	产品开发工程师	5+	150K	250K	300K	80

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* 最小值、中位值、最大值

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* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Supply Chain & Procurement 供应链与采购

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
Sourcing Director 采购总监	15+	800K	1M	1.2M	70
Strategy Sourcing Manager 战略采购经理	10 -15+	400K	600K	800K	75
Project Sourcing Manager 项目采购经理	8 -12+	300K	400K	500K	75
Commodity Manager 成品采购经理	8 -12+	350K	450K	550K	75
Project Sourcing Engineer 项目采购工程师	5+	200K	300K	400K	85
Commodity Sourcing Engineer 采购工程师	5+	200K	300K	400K	85
Supply Chain Director 供应链总监	15+	800K	1M	1.2M	70
Supply Chain Manager 供应链经理	10+	500K	600K	800K	70
Logistics Manager 物流经理	8 -12+	300K	400K	500K	70
Planning Manager 计划经理	8 -12+	350K	450K	550K	75
Warehouse Manager 仓储经理	8 -12+	300K	400K	500K	70
Planner 计划员	3+	120K	200K	250K	80
Buyer 订单执行	3+	120K	200K	250K	70

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80分表示平均水平，也就是企业的需求和人才的数量持平。小于80表示企业需求小于市场上人才的数量。反之，大于80表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

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IT & Digitalization - 信息技术和数字化

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
IT Director	IT 总监	15+	800K	1.2M	1.5M	70
IT Manger	IT 经理	10+	450K	650K	800K	75
SAP Manager	SAP 经理	8+	300K	500K	600K	70
SAP PP/MM/QM/WM/PO	SAP 顾问	3-5+	200K	250K	350K	80
Lims Manager	Lims 系统经理	8+	400K	450K	550K	50
Lims Engineer	Lims 系统工程师	5+	380K	400K	420K	50
Cyber Security	网络安全	3-5+	350K	400K	450K	75
Front-End Developer	前端开发	3-5+	300K	350K	400K	75
Back-End Developer	后端开发	3-5+	300K	350K	400K	75
Senior Architect	高级架构师	8-10+	400K	500K	600K	75
Junior Architect	初级架构师	3-5+	350K	400K	450K	75
Infra/Helpdesk	网络基础	3-5+	150K	200K	250K	70
Web Operation	网络运维	3-5+	150K	200K	250K	70
Data Scientist	数据科学家	8+	400K	500K	600K	70
Data/Business Analysis	数据分析师	3-5+	300K	350K	400K	70



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Sales & Marketing - 市场 & 销售

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min		Max	
Sales VP	销售副总裁	20+	1M	2.5M	50
Sales Director	销售总监	15+	800k	1.5M	60
BDM (Individual role)	BD 经理	8+	400K	600K	70
Marketing Director/Head	市场总监 / 市场负责人	15+	900K	2.5M	60
Service Director/Head	服务总监 / 服务负责人	15+	900K	1.8M	70
New Business Manager	新业务业务经理	10+	600K	900K	70



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国内企业出海日本招聘重点职位 & 行情介绍

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
Sales Director/Country GM 销售总监 / 国家经理	15+	10M	12M	13M	80
Sales Manager 销售经理	10+	8M	10M	11M	85
Software Engineer 软件技术服务工程师	10+	8M	9M	10M	80
Service Engineer 服务工程师	10+	6M	8M	10M	80
Application Engineer 应用工程师	10+	9M	10M	12M	90

1. 外籍劳动者：

日本就业市场中外籍劳动者的比例逐年增加，特别是在 2022 年和 2023 年。2023 年国籍比率：从外国人劳动者的国籍来看，其中以中国的人最多，其次依序为越南、菲律宾人。2023 年年外籍劳动人数 1,663,750, 2023 年增长到 2,048,675 人（同比增长 1.2 倍），2024 年暴增到 5,910,000 人（同比增长 2.8 倍以上），截止目前人才缺口仍有 970,000 人。

2. 日本就业人口老龄化的特殊性对比中国：这些数据反映了日本就业市场对外籍劳动者的依赖程度逐渐增加，特别是在应对人口老龄化和劳动力短缺问题上。在日本劳动力市场中，65 岁或以上工人的比例为 13.5%，即劳动力中每七人中就有一人年龄在 65 岁或以上；在中国就业总人口中，60 岁及以上在职人员占比为 8.8%，其中 65 岁及以上占比为 5%。也就是说，每 20 个就业人员中，就有 1 人为 65 岁及以上。



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国内企业出海迪拜 / 阿联酋招聘重点职位 & 行情介绍

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Mid	Max	
Sales Director/Country GM 销售总监 / 国家经理	10+	400K	450K	500K	80
Sales & BD Manager 业务拓展经理	10+	350K	380K	400K	85
Financial Planning Director 财务规划总监	10+	900K	-	1.1M	80
Financial Planning Analysis 财务规划分析	10+	350K	-	400K	80
Tax Manager 税务经理	10+	350K	-	400K	80
Tax Director 税务总监	10+	900K	-	1.1M	80

迪拜：薪酬水平相对较高，新入职员工的月薪一般在 AED 6000 至 10000 之间，相当于人民币 1.2 万至 2 万左右。此外，迪拜还提供不错的职业福利和年终奖金等。

职业机会：迪拜提供了丰富的职业机会，尤其是在金融、科技、医疗、酒店管理和旅游等领域。

阿联酋的平均工资为 233,900 AED/ 年（约 63,680 USD/ 年）。

阿联酋员工的平均月工资为 3,663 美元（约合 1.34 万迪拉姆），在中东和阿拉伯世界中是 最高的，并且预计在 2024 年将进入全球前 20 名，排名第 18 位。

国内企业出海东南亚招聘重点职位 & 行情介绍

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Mid	Max	
LEAN Six Sigma 精益生产	10+	500K	700K	800K	75
Supply Chain Director 供应链总监	20+	600K	800K	1M	85
Plant Manager 工厂厂长	20+	700K	800K	1M	90
Country Manager 国家经理	20+	500K	800K	1M	90

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

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金融服务

Financial Service

**CGP Insight**

Talent Trends in Chinese Mainland

2024 年，金融监管持续强化，金融市场维持稳健运行。监管部门合理引导预期，提振市场信心，人民币汇率稳定运行，股票市场止跌回升。金融行业正加速向数字化、智能化转型。大数据、云计算、人工智能等技术在风险管理、客户服务、产品创新等方面发挥着重要作用。

- 金融服务金融科技融合创新：**金融服务行业正迎来金融科技的深度融合与创新发展。大数据、人工智能、区块链和云计算等新兴技术的应用，将显著提升金融服务的效率和质量，降低成本，并为用户提供更加便捷、智能的金融服务体验。
- 金融科技企业加速出海：**近年来越来越多的中国的金融科技企业正积极寻求全球扩张，尤其是在东南亚、中东和拉丁美洲等地。出海企业为当地提供包括移动支付、数字银行、跨境支付、在线贷款平台、财富管理服务等的服务。国金融科技企业出海是技术能力和市场需求的双重推动结果。中国在云计算、大数据、人工智能等技术应用方面相对成熟，这些经验可以在海外市场复制。同时，东南亚、中东等地区的数字化发展迅速，对金融科技的需求不断增长。
- 金融服务实体经济能力提升：**金融服务行业在支持实体经济方面将扮演更加重要的角色。金融机构被鼓励发展知识产权质押融资、科技保险等科技金融产品，并开展科技成果转化贷款风险补试点，以支持高科技制造业、绿色产业、普惠金融等领域的发展。
- 行业监管与风险管理强化：**金融服务行业将继续加强行业监管与风险管理的强化，以确保金融市场的稳定和健康发展。
- 金融细分市场发展趋势：**金融细分市场将继续发展，包括银行业、证券业、保险业和信托业等。这些细分市场的发展趋势将反映当前市场现状、趋势和规律，是企业布局金融市场服务的重要决策参考依据。
- 金融服务行业产业链发展：**金融服务行业产业链将继续发展，上游主要由资金供应方组成，包括政府部门、实体企业、投资机构等，下游为金融服务平台，包括银行、保险、租赁等多种业务形态。这些平台依托资金，打造金融服务生态圈，为客户提供金融信贷、融资租赁、担保、企业财务、保理业务以及新衍生的其他新型形态业务。
- 金融科技创新：**金融服务行业将继续探索新型商业模式来适应可持续消费的趋势，如线上销售渠道的快速发展。

金融服务

Financial Service

**CGP Insight**

Talent Trends in Chinese Mainland

随着金融科技的快速发展，对专业人才的需求呈现出多元化和高标准的特点。具备跨学科背景和创新能力强的人才相对稀缺，特别是在 AI 大模型等革命性技术的普及下，新型金融人才的需求明显增多。数字化将成为金融科技企业的核心竞争力，企业将不断提高数字化水平，提供更加高效便捷的金融服务，这要求金融人才具备更高的数字素养与技能。

In 2024, financial supervision continues to be strengthened, and the financial market in China maintains a stable operation. The regulatory authorities reasonably guide expectations and boost market confidence. The RMB exchange rate operates stably, and the stock market stop falling and rebound. The financial industry is accelerating its transformation to digitalization and intelligence. Technologies such as big data, cloud computing, and artificial intelligence play an important role in risk management, customer service, and product innovation.

1. Financial services, fintech integration and innovation: The financial services industry is ushering in the in-depth integration and innovative development of fintech. The application of emerging technologies such as big data, artificial intelligence, blockchain and cloud computing will significantly improve the efficiency and quality of financial services, reduce costs, and provide users with a more convenient and intelligent financial service experience.

2. Improving the ability of financial services to serve the real economy: The financial services industry will play a more important role in supporting the real economy. Financial institutions are encouraged to develop technology financial products such as intellectual property pledge financing and technology insurance, and carry out risk compensation pilot projects for scientific and technological achievements transformation loans to support the development of high-tech manufacturing, green industries, inclusive finance and other fields.

3. Fintech companies are accelerating their overseas expansion: In recent years, more and more Chinese fintech companies are actively seeking global expansion, especially in Southeast Asia, the Middle East, and Latin America. Overseas companies provide local services including mobile payments, digital banking, cross-border payments, online loan platforms, wealth management services, etc. The overseas expansion of Chinese financial technology companies is the result of the dual promotion of technical capabilities and market demand. China is relatively mature in the application of cloud computing, big data, artificial intelligence and other technologies, and these experiences can be replicated in overseas markets. At the same time, digitalization in Southeast Asia, the Middle East and other regions is developing rapidly, and the demand for financial technology continues to grow.

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4. Strengthening of industry supervision and risk management: The financial services industry will continue to strengthen industry supervision and risk management to ensure the stability and healthy development of the financial market.

5. Development trend of financial market segments: Financial market segments will continue to develop, including banking, securities, insurance and trust industries. The development trends of these market segments will reflect the current market status, trends and laws, and are important decision-making references for enterprises to deploy financial market services.

6. Development of the financial services industry chain: The financial services industry chain will continue to develop. The upstream is mainly composed of capital suppliers, including government departments, physical enterprises, investment institutions, etc., and the downstream is the financial service platform, including banks, insurance, leasing and other business forms. These platforms rely on funds to create a financial service ecosystem and provide customers with financial credit, financial leasing, guarantees, corporate finance, factoring and other new forms of business.

7. Financial technology innovation: The financial services industry will continue to explore new business models to adapt to the trend of sustainable consumption, such as the rapid development of online sales channels.

With the rapid development of financial technology, the demand for professional talents has become diversified and high-standard. Talents with interdisciplinary backgrounds and innovative capabilities are relatively scarce. Especially with the popularization of revolutionary technologies such as AI big models, the demand for new financial talents has increased significantly. Digitalization will become the core competitiveness of financial technology companies. Companies will continue to improve their digitalization level and provide more efficient and convenient financial services, which requires financial talents to have higher digital literacy and skills.

Fin-tech - 金融科技

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

CRO	首席风险官	10+	1.0M	1.5M	3.0M	800K	1.2M	1.8M	50
Credit Risk Expert	信贷风险专家	5+	400K	600K	1.8M	300K	700K	1.2M	85
Payment Risk Head	支付风险总监	10+	800K	1.2M	2.5M	400K	800K	1.5M	90
Payment Risk Expert	支付风险专家	5+	400K	800K	1.5M	250K	600K	1.2M	95
Wealth Management Digital Head	财富管理数字化负责人	12+	800K	1.5K	3.0M	500K	700K	1.2M	90
Portfolio Data Management Director	投后数据分析总监	8+	800K	1.0M	2.5M	500K	700K	1.2M	90
User Growth Lead	用户运营负责人	8+	1.5M	1.8M	2.5M	900K	1.0M	1.5M	85
Digital Product Director	数字化产品总监	10+	700K	1.0M	1.2M	600K	800K	1.1M	90
Fintech Pre-sales Expert	金科售前专家	5+	450K	700K	1.5M	400K	600K	900K	95
Digital Strategy/PMO Director	数字化转型战略/ 项目管理总监	8+	700K	1.0M	2.5M	700K	900K	1.5M	90

Fund Investment - 基金投资 (二级)

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Investment Director	投资总监	8+	1.5M	2.2M	5M	1M	1.5M	2M	80
Investment Manager	投资经理	5+	800K	1.2M	2M	500K	700K	1M	82
Fund Manager	基金经理	3+	500K	550K	700K	300K	400K	550K	85
Researcher	研究员	1+	280K	410K	550K	150K	165K	280K	80

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Venture Capital - 风险投资

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Partner/Managing Director	合伙人 / 董事总经理	15+	5M+	5M+	5M+	around 2M - 3M			60
Executive Director	执行董事	10+	1.2M	1.5M	2.5M	800K	1M	1.5M	70
VP	副总裁	6+	800K	1M	1.2M	450K	500K	650K	80
Senior Associate	高级投资经理	4+	600K	750K	800K	350K	400K	450K	60
Associate	投资经理	3+	350K	450K	600K	250K	300K	350K	70
Analyst	分析师	1+	200K	300K	400K	120K	150K	250K	80

Private Equity - 私募股权

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

Partner/Managing Director	合伙人 / 董事总经理	15+	3.5M	4.5M+	5.5M	60
Executive Director/Director	执行董事 / 董事	10+	2.5M	3M	3.5M	60
VP	副总裁	6+	1.4M	1.9M	2.5M	70
Senior Associate	高级投资经理	4+	800K	1M	1.5M	60
Associate	投资经理	3+	700K	850K	1M	60
Analyst	分析师	1+	400K	550K	700K	60

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

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Investor Relationship - 投资者关系

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
		Tier 1 Cities 一线城市			

Partner/Managing Director	合伙人 / 董事总经理	10+	1.2M	2M	4M	70
Investor Relation Director	投资者关系总监	5+	600K	1M	2M	90
Investor Relation VP	投资者关系副总裁	3+	500K	700K	1.2M	90
Investor Relation Manager	投资者关系经理	1+	300K	500K	700K	50



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生命科学

Life Science

**CGP Insight**

Talent Trends in Chinese Mainland

2024 年，在政策支持、技术创新和市场需求的推动下，中国的生物医药、医疗技术、精准医疗、数字健康等多个领域持续发展。多个生物医药公司在基因编辑和细胞疗法领域取得突破性进展，数字健康技术和人工智能（AI）也在这一领域实现了应用的加速。

展望 2025 年，中国大陆生命科学行业将继续沿着创新和技术驱动的道路前进，同时也在技术、政策、市场需求等方面迎来新的变化。这些变化在推动行业发展的同时，也影响着相关企业的组织架构与人才流动。

作为生物医药领域的一项前沿技术，细胞和基因治疗（CGT）将继续在 2025 年加速发展。政府的监管改革以及资金的持续投入将推动基因编辑、细胞治疗等新一代疗法的产业化，使得中国在 CGT 领域的创新和应用迎来爆发期。生物医药企业将更加注重吸引具备细胞治疗、基因编辑等前沿技术背景的研发人员，并且关注人才的技术创新能力；而具备基因编辑、细胞工程等前沿技能的专业人才将拥有更多的职业机会。

随着新兴技术的持续进步，人工智能、大数据和数字医疗在生命科学行业中的应用将进一步加深。从药物研发到疾病诊断、治疗方案的个性化，AI 和大数据将成为生命科学创新的核心动力。AI 在药物发现、精准医学、患者管理等方面的广泛应用，将有助于提升研发效率和治疗效果。因此，生命科学企业对具备数字化技能的高技术人才的需求将有所增大，尤其是同时具备生物医药和数据科学背景的人才；而对于该领域的人才来说，拓展数字技术和数据分析能力，具备跨学科的复合型能力将极大地提升其职场竞争力。

2025 年，中国对生命科学行业的政策支持将持续深化，尤其是在创新药物研发、数字医疗和生物医药产业的激励措施方面。同时，随着数字化转型和数据隐私等方面的法规逐步完善，生命科学企业也将面临更高的合规压力。企业将更加注重人才在合规与监管方面的知识储备，尤其是在药品研发、数据保护及医疗伦理等领域。因此，生命科学专业的人才应该保持对医疗法规、药品监管、数据隐私等方面政策动态的关注，这将有利于其职业发展。

在年轻一代对美丽和健康日益关注的背景下，医美行业近年来在中国大陆持续快速增长。2024 年，医美市场规模持续扩大，皮肤光电类、注射类等项目热度居高不下。不断推出的新产品，如新型的玻尿酸填充剂、胶原蛋白产品等处于高景气度，竞争格局火热；再生材料领域形成了一定竞争态势，国外进口与国产自研待上市产品增多。医美行业还呈现出明显的出海趋势，部分国产上游厂家开始拓展海外市场，如美柏生物的胶原蛋白产品在越南获批，锦波生物的皮下填充剂获得越南注册证，一些皮肤设备品牌海外订单增长高于国内。

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2025年, 医美行业厂家将继续开拓海外市场, 尤其是在东南亚、中东、欧洲等潜力地区提升中国品牌国际影响力, 加大研发投入, 推出更具竞争力的产品。因此, 医美企业会增加对既懂技术又懂市场的跨学科复合型人才的需求, 对高端研发创新人才的争夺也会更激烈, 以此推动企业技术创新与产品升级。同时, 具备国际化视野和经验的人才将受到更多重视, 因为他们能助力企业拓展海外业务。

总体来看, 生命科学行业的快速发展推动了多学科融合的需求, 使得企业投入更多于引进和培养具备跨学科能力的复合型人才, 特别是对于生物医药、人工智能、数据科学等领域的结合。在技术研发和创新项目中, 这样的需求愈加突出。

同时, 随着中国生命科学行业的国际化步伐加快, 跨国公司与本土企业之间将产生更多的合作机会, 人才的全球流动性和跨文化交流能力将成为企业扩展全球业务的必要条件。企业将会需要更多具备全球化视野的管理者和技术专家, 专注于跨国合作和全球市场拓展。因此, 具备国际化背景和跨文化经验的人才将成为生命科学行业的稀缺资源, 跨国工作经验将成为职场竞争力的一部分。

In 2024, driven by policy support, technological innovation, and market demand, China's biopharmaceutical, medical technology, precision medicine, and digital health sectors will continue to grow. Several biopharmaceutical companies have made breakthrough progress in gene editing and cell therapy, while digital health technologies and artificial intelligence (AI) have accelerated their applications in these fields.

Looking ahead to 2025, China's life sciences industry will continue to advance along the path of innovation and technology-driven development, while also facing new changes in technology, policies, and market demand. These changes will not only drive the industry's development but also affect the organizational structures and talent mobility of relevant companies.

As a cutting-edge technology in the biopharmaceutical field, cell and gene therapies (CGT) will continue to accelerate in 2025. Government regulatory reforms and continued funding investments will drive the industrialization of new-generation therapies like gene editing and cell therapy, leading to a boom in innovation and application in China's CGT sector. Biopharmaceutical companies will focus more on attracting researchers with expertise in cutting-edge technologies like cell therapy and gene editing, emphasizing the innovation capabilities of talent. Professionals with expertise in gene editing, cell engineering, and similar advanced skills will have more career opportunities.

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With the continued advancement of emerging technologies, the application of artificial intelligence, big data, and digital health in the life sciences industry will deepen further. From drug development to disease diagnosis and personalized treatment plans, AI and big data will become the core drivers of innovation in life sciences. AI's widespread applications in drug discovery, precision medicine, and patient management will help improve R&D efficiency and treatment outcomes. As a result, life sciences companies will have a growing demand for high-tech talent with digital skills, especially those with a background in both biopharmaceuticals and data science. For professionals in this field, expanding their digital technology and data analysis abilities and possessing interdisciplinary skills will significantly enhance their competitiveness in the job market.

In 2025, the Chinese government's policy support for the life sciences sector will continue to deepen, especially in the areas of innovative drug research and development, digital healthcare, and incentives for the biopharmaceutical industry. At the same time, as regulations on digital transformation and data privacy evolve, life sciences companies will face increasing compliance pressures. These companies will place more emphasis on the regulatory and compliance knowledge of their talent, particularly in areas like drug development, data protection, and medical ethics. Therefore, life sciences professionals should stay informed about the dynamic policies regarding healthcare regulations, drug supervision, and data privacy, as this will benefit their career development.

In recent years, the medical aesthetics industry in China has experienced rapid growth, driven by the younger generation's increasing focus on beauty and health. In 2024, the market size of medical aesthetics continues to expand, with high demand for treatments such as skin photorejuvenation and injection-based procedures. New products, including novel hyaluronic acid fillers and collagen-based products, are in high demand, creating a competitive landscape. The regenerative materials sector has also seen emerging competition, with an increasing number of imported products and domestically developed products awaiting launch. The medical aesthetics industry is also showing a clear trend toward international expansion. Some domestic manufacturers have begun exploring overseas markets, such as Meibo Bio's collagen products being approved in Vietnam and Jinbo Bio's subcutaneous fillers obtaining registration certificates in Vietnam. Additionally, some skin care device brands have seen a higher growth in overseas orders than in the domestic market.

In 2025, manufacturers in the medical aesthetics industry will continue to expand into overseas markets, especially in regions with high potential such as Southeast Asia, the Middle East, and Europe, in order to enhance the international influence of Chinese brands. They will increase investment in research and development and introduce more competitive products. As a result, there will be a growing demand for interdisciplinary talents who understand both technology and the market. The competition for high-end R&D and innovative talents will also intensify, driving technological innovation and product upgrades within companies. At the same time, talents with international experience and vision will be highly valued, as they can assist companies in expanding their overseas business.

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Overall, the rapid development of the life sciences industry is driving the demand for multidisciplinary integration, prompting companies to invest more in recruiting and cultivating talent with interdisciplinary capabilities, particularly in the combination of biopharmaceuticals, artificial intelligence, and data science. This need is becoming increasingly prominent in technological R&D and innovation projects.

Meanwhile, with the accelerated internationalization of China's life sciences sector, there will be more opportunities for collaboration between multinational corporations and domestic companies. The global mobility of talent and the ability to engage in cross-cultural communication will become essential for companies looking to expand globally. Therefore, professionals with an international background and cross-cultural experience will become a rare resource in the life sciences industry, and experience working across borders will enhance one's competitive edge in the job market.

C-Level 级别职位

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪	
		Min	Max
CEO 首席执行官	16+	3M	10M
COO 首席运营官	16+	3M	8M
CSO 首席科学官	16+	3M	7M
CTO 首席技术官	16+	2.5M	4M
CMO 首席医学官	16+	2.5M	4M
CCO 首席商业官	16+	3M	6M
CBO 首席商务拓展官	16+	2.5M	4M

Business Development - 商务拓展

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪	
		Min	Max
BD Vice President 商务拓展副总裁	15+	1.5M	2.5M
(Senior) BD Director 商务拓展 (高级) 总监	8+	800K	1.5M
(Senior) BD Manager 商务拓展 (高级) 经理	3+	400K	800K
Alliance Management (Senior) Director 联盟管理 (高级) 总监	10+	800K	1.4M

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Drug Discovery - 早期药物发现

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪	
			Min	Max
Biology Vice President (ED/VP)	生物执行总监 - 副总裁	15+	1.6M	2.3M
Biology Director (D/SD)	生物总监 - 高级总监	8-14	1M	1.8M
Biology (M/AD)	生物经理 - 副总监	5-8	550K	1.2M
Biology Scientist - Senior Scientist	生物科学家 - 高级科学家	0-4	300K	500K
MedChem Vice President (ED/VP)	药物化学执行总监 - 副总裁	15+	1.8M	2.5M
MedChem Director (D/SD)	药物化学总监 - 高级总监	8-14	1.2M	1.8M
MedChem (M/AD)	药物化学经理 - 副总监	5-8	600K	1.1M
MedChem Scientist - Senior Scientist	药物化学科学家 - 高级科学家	0-4	320K	600K
Antibody Vice President (ED/VP)	抗体执行总监 - 副总裁	15+	1.8M	2.5M
Antibody Director (D/SD)	抗体总监 - 高级总监	8-14	1.2M	2M
Antibody (M/AD)	抗体经理 - 副总监	5-8	600K	1.1M
Antibody Scientist - Senior Scientist	抗体科学家 - 高级科学家	0-4	3.2M	600K
Bioinformatics Vice President (ED/VP)	生物信息执行总监 - 副总裁	15+	1.5M	2M
Bioinformatics Director (D/SD)	生物信息总监 - 高级总监	8-14	1M	1.4M
Bioinformatics (M/AD)	生物信息经理 - 副总监	5-8	500K	1M
Bioinformatics Scientist - Senior Scientist	生物信息科学家 - 高级科学家	0-4	350K	500K
CADD Vice President (ED/VP)	CADD 执行总监 - 副总裁	13+	1.2M	2.2M
CADD Director (D/SD)	CADD 总监 - 高级总监	7-12	1.2M	1.5M
CADD (M/AD)	CADD 经理 - 副总监	3-6	700K	1.2M
CADD Scientist - Senior Scientist	CADD 科学家 - 高级科学家	0-3	400K	750K

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Pre-clinical Development - 临床前药物研发

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪	
		Min	Max
Preclinical Development (ED/VP) 临床前开发执行总监 - 副总裁	14+	1.5M	2.5M
Pharmacology (D/SD) 药理总监 - 高级总监	7-12	900K	1.5M
Pharmacology (M/AD) 药理经理 - 副总监	3-6	550K	900K
Pharmacology Scientist - Senior Scientist 药理科学家 - 高级科学家	0-3	300K	550K
Toxicology (D/SD) 毒理总监 - 高级总监	7-12	900K	1.5M
Toxicology (M/AD) 毒理经理 - 副总监	3-6	550K	900K
Toxicology Scientist - Senior Scientist 毒理科学家 - 高级科学家	0-3	300K	550K
DMPK (D/SD) 药代总监 - 高级总监	8-12	800K	1.4M
DMPK (M/AD) 药代经理 - 副总监	3-7	500K	800K
DMPK Scientist - Senior Scientist 药代科学家 - 高级科学家	0-3	300K	500K

Translation - 转化医学

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪	
		Min	Max
Translation (ED/VP) 转化医学执行总监 - 副总裁	13+	1.5M	2.5M
Translation (D/SD) 转化医学总监 - 高级总监	7-12	900K	1.5M
Translation (M/AD) 转化医学经理 - 副总监	3-6	550K	900K
Translation Scientist - Senior Scientist 转化医学科学家 - 高级科学家	0-3	300K	550K

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Clinical Operation - 临床运营

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			
		Tier 1 Cities 一线城市		New Tier 1 Cities 新一线城市	
		Min	Max	Min	Max
CO Head 临床运营负责人	20+	1.5M	3M	1M	2M
PM Director 临床运营总监	15+	800K	1.5M	600K	1.2M
PM Assistant Director 临床运营助理总监	10+	600K	1.2M	500K	900K
SPM 临床运营高级经理	8+	600K	900K	500K	800K
PM 临床运营经理	6+	500K	750K	500K	600K
APM 临床运营助理经理	5+	350K	500K	300K	450K
CRA Head 临床监察负责人	15+	1M	1.5M	800K	1.2M
CRA Director 临床监察总监	13+	900K	1.2M	800K	1M
CRA Assistant Director 临床监察助理总监	10+	900K	1M	700K	900K
SCRM 临床监察高级经理	8+	700K	900K	600K	800K
CRM 临床监察经理	6+	400K	600K	350K	550K
SCRA 高级临床监察员	3+	300K	450K	250K	350K
CRA 临床监察员	1+	150K	350K	120K	250K



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GCP QA - 临床质量

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			
		Tier 1 Citie 一线城市		New Tier 1 Citie 新一线城市	
		Min	Max	Min	Max
GCP QA (Assistant) Director 临床质量保证 (副) 总监	10+	800K	1M	600K	800K
GCP QA Senior Manager 临床质量保证高级经理	8+	600K	800K	500K	700K
GCP QA Manager 临床质量保证经理	6+	400K	600K	300K	500K
GCP QA Auditor 临床质量审计员	4+	200K	400K	150K	350K
GCP QC Head 临床质量控制负责人	18+	1.2M	2M	800K	1.2M
GCP QC (Assistant) Director 临床质量控制总监	10+	800K	1.2M	700K	1M
GCP QC Senior Manager 临床质量控制高级经理	8+	600K	800K	400K	600K
GCP QC Manager 临床质量控制经理	6+	350K	600K	300K	500K
GCP QC Specialist 临床质量控制专员	3+	200K	350K	150K	300K

Clinical Pharmacology - 临床药理

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪	
		Min	Max
Clinical Pharmacology (ED/VP) 临床药理执行总监 - 副总裁	15+	1M	3M
Clinical Pharmacology (D/SD) 临床药理总监 - 高级总监	7-12	900K	1.5M
Clinical Pharmacology (M/AD) 临床药理经理 - 副总监	3-6	700K	900K
Clinical Pharmacology Scientist - Senior Scientist 临床药理科学家 - 高级科学家	0-3	350K	600K

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Biometrics & Stats - 临床统计

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪	
		Min	Max
Biometrics Head 生物统计负责人	10+	1.2M	3.5M
Stats Director 统计总监	9+	900K	1.2M
Stats Manager 统计经理	5+	650K	900K
Senior Stats 高级统计师	2+	500K	650K
Stats 统计师	0+	400K	500K
Programming Head 编程负责人	10+	800K	2M
Programming Senior Manager 编程高级经理	8+	600K	800K
Programming Manager 编程经理	5+	400K	600K
Senior Programmer 高级程序员	3+	150K	400K
Data Management Head 数据管理负责人	10+	750K	1M
Data Management Senior Manager 数据管理高级经理	8+	500K	700K
Data Management Manager 数据管理经理	5+	350K	500K
Data Management 高级数据管理员	3+	150K	350K

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PV - 临床药物安全

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			
			Tier 1 Citie 一线城市		New Tier 1 Citie 新一线城市	
			Min	Max	Min	Max
PV Senior Director	PV 高级总监	14+	1.4M	2M+	1.3M	1.7M
PV Director	PV 总监	12+	1.2M	1.6M	900K	1.3M
Senior PV Physician	高级 PV 医生	8+	850K	1.4M	700K	1.2M
PV Physician	PV 医生	4+	500K	1M	400K	700K
PV Operation Assistant Director/ Director	PV 运营副总监 / 总监	10+	750K	1.3M	500K	1M
PV Operation Senior Manager/ Manager	PV 运营经理 / 高级经理	5+	500K	800K	400K	700K
PV Operation Supervisor	PV 运营主管 / 高级主管	3+	350K	650K	280K	550K
PV Operation Specialist	PV 运营专员 / 高级专员	2+	180K	400K	150K	350K



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Clinical Development - 临床医学

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			
		Tier 1 Cities 一线城市		New Tier 1 Cities 新一线城市	
		Min	Max	Min	Max
Clinical Development Vice President 临床开发副总裁	15+	1.5M	2.5M	1.3M	1.8M
(Senior) Medical Director (高级) 医学总监	12+	900K	1.5M	800K	1.2M
Associate Medical Director 医学副总监	9+	600K	900K	500K	800K
Senior Physician 高级临床研究医师	5+	500K	600K	400K	500K
Clinical Research Physician 临床研究医师	2+	350K	500K	200K	400K

Medical Writing - 医学写作

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			
		Tier 1 Cities 一线城市		New Tier 1 Cities 新一线城市	
		Min	Max	Min	Max
Medical Writing Director 医学写作总监	10+	800K	1.2M	650K	800K
Medical Writing Manager 医学写作经理	5+	400K	600K	300K	500K
Medical Writing Supervisor 医学写作主管	3+	250K	350K	300K	300K
Medical Writing Specialist 医学写作专员	1+	120K	250K	300K	200K

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CMC

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪		
		Min	Max	
CMC Vice President (ED/VP)	CMC 执行总监 - 副总裁	15+	1.6M	3M
CMC Director (D/SD)	CMC 总监 - 高级总监	8-13	1M	1.6M
CMC (M/AD)	CMC 经理 - 副总监	4-8	550K	1.2M
CMC Scientist - Senior Scientist	CMC 科学家 - 高级科学家	0-3	300K	550K



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Manufacturing / Quality 生产和质量

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			
		Tier 1 Cities 一线城市		New Tier 1 Cities 新一线城市	
		Min	Max	Min	Max
Manufacturing Vice President 生产副总裁	20+	1.5M	3M	1M	2.5M
Manufacturing Manager 生产经理	8+	400K	700K	350K	700K
Chief QA Officer 首席质量官	25+	1.8M	3M	1.5M	2.5M
Quality Vice President 质量副总裁	20+	1.4M	2M	1.2M	1.8M
Quality Assurance Director 质量保证总监	15+	800K	1.2M	600K	1M
Quality Control Director 质量控制总监	15+	900K	1.3M	700K	1.2M
Quality Control Manager 质量控制经理	10+	500K	800K	300K	600K
Procurement Director 采购总监	15+	700K	1.2M	600K	1M
Procurement Manager 采购经理	8+	400K	600K	300K	500K
Supply Chain Director 供应链总监	16+	800K	1.5M	700K	1.2M
Supply Chain Manager 供应链经理	8+	500K	700K	400K	600K
Operations Director 运营总监	15+	900K	1.8M	700K	1.5M



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Regulatory Affairs - 注册

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪	
			Min	Max
RA Head	注册负责人	20+	1.5M	3.7M
Regulatory VP	注册副总裁	18+	1.2M	2.6M
RA Director	注册总监	15+	800K	1.6M
RA Assistant Director	注册副总监	10+	700K	1.1M
RA Senior Manager	注册高级经理	8+	500K	750K
RA Manager	注册经理	6+	400K	600K
RA Assistant Manager	注册副经理	3+	300K	600K
RA Specialist	注册专员	1+	150K	300K



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Commerical - 商业化

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			
		Tier 1 Cities 一线城市		New Tier 1 Cities 新一线城市	
		Min	Max	Min	Max
Chief Commercial Officer/BU VP 商业化负责人	20+	3M	6M	1.5M	3M
National Sales Director 全国销售总监	18+	1.5M	2.5M	1M	1.8M
Regional Sales Director/Manager 区域销售总监 / 经理	10+	600K	1.2M	400K	900K
Marketing Director 市场总监	15+	1.5M	3M	1.2M	2M
Marketing Manager 市场经理	12+	800K	1.2M	700K	900K
(Senior) Product Manager (高级) 产品经理	5+	500K	800K	400K	600K
Strategic Planning Director 战略规划总监	12+	1.2M	2.5M	1M	2M
New Product Planning Manager 新产品规划经理	8+	700K	1M	500K	800K
National Government Affairs & Market Access VP 全国政务准入副总裁	25+	2M	4.5M	1.5M	3M
National Market Access Director 市场准入总监	15+	900K	1.8M	600K	1.3M
Central/Regional Market Access Manager 市场准入经理	5+	400K	700K	300K	550K
HEOR and Access Strategy Manager 药物经济学及准入策略经理	5+	450K	800K	350K	650K
National Government Affairs VP 全国政府事务副总裁	20+	1.5M	3.5M	1M	2M
National Government Affairs Director 全国政府事务总监	15+	800K	2M	600K	1.2M
Government Affairs Manager 政府事务经理	8+	650K	850K	450K	700K
National Commercial Director 全国商务渠道总监	15+	1M	3M	800K	1.8M
Regional Commercial Manager 区域商务渠道经理	5+	600K	1.2M	500K	900K
National KA Director 全国大客户总监	15+	1M	2.5M	800K	1.5M
Regional KA Manager 区域大客户经理	5+	500K	1M	450K	750K
National Commercial Excellence VP 全国商业卓越副总裁	25+	1.8M	3M	1M	2M
SFE Director 销售卓越总监	10+	1M	2M	700K	1.5M
SFE Manager 销售卓越经理	5+	350K	700K	250K	500K
Corporate University/Sales Development Head 企业大学校长 / 培训负责人	20+	1M	2.5M	800K	1.5M
Sales Training Manager 高级培训经理	8+	500K	900K	400K	600K

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Clinical Development - 临床医学

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			
		Tier 1 Cities 一线城市		New Tier 1 Cities 新一线城市	
		Min	Max	Min	Max
Market Research Director 市场调研总监	18+	900K	1.8M	700K	1.5M
Market Research Manager 市场调研经理	5+	500K	800K	400K	700K
Digital Innovation Director 数字化营销总监	15+	1M	3M	800K	1.5M
Digital Innovation Manager 数字化营销经理	5+	700K	1M	500K	800K



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Medical Affairs - 医学事务

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			
		Tier 1 Cities 一线城市		New Tier 1 Cities 新一线城市	
		Min	Max	Min	Max
Medical Affairs Head 医学事务负责人	15+	2M	3M	-	-
Therapeutic Area Head 治疗领域负责人	10+	800K	2M	-	-
MA Manager 医学顾问经理	8+	600K	1M	-	-
MSL Head 医学联络官负责人	8+	600K	1M	600K	800K
MSL Manager 医学联络官经理	5+	500K	750K	450K	650K
Medical Advisor 医学顾问	3+	400K	800K	400K	600K
Medical Science Liaison 医学联络官	1-3	300K	550K	250K	450K



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Medical Aesthetics - 医疗美容

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪	
		Min	Max

CCO	首席商务官	20+	2M	5M
BU GM	事业部总经理	15+	1.5M	3M
Marketing Director	市场总监	15+	1.2M	2.5M
Marketing Manager	市场经理	12+	700K	1.2M
Strategic Marketing Manager	战略市场经理	10+	700K	1 M
Product Manager	产品经理	6+	400K	700K
Local marketing manager	区域市场经理	4+	300K	500K
Digital Marketing Manager	数字营销市场经理	8+	400K	600K
National Sales Director	全国销售总监	15+	1.2M	2.5M
Regional Sales Manager/AD	区域销售副总监	12+	700K	1.5M
District Sales Manager	区域销售经理	8+	400K	700K
National KA Director	全国大客户经理	12+	700K	1.2M
KA Manager	大客户经理	5+	300K	500K
Commercial Operation Director	商务运营总监	12+	800K	1 M
Commercial Operations Manager	商务运营经理	8+	300K	500K
SFE Manager	销售赋能经理	8+	300K	600K
CMO	首席医学官	15+	2M	4M
Medical Director	医学总监	12+	800K	1.8M
Medical Manager	医学经理	8+	500K	800K
MSL	区域医学经理	8+	400K	600K
Clinical Training Manager	临床培训经理	5+	300K	800K
R&D head	研发负责人	15+	1.2M	2.5M
Clinical Project Manager	临床项目经理	8+	400K	600K
RA Manager	注册经理	8+	400K	700K
Supply Chain Director	供应链总监	15+	800K	2M
Supply Chain Manager	供应链经理	8+	400K	700K
Training Director	培训总监	15+	700K	900K
Training Manager	培训经理	8+	300K	600K
Service Manager	售后服务经理 售后服务经理	5+	450K	800K

零售与奢侈品

Retails & Luxury

**CGP Insight**

Talent Trends in Chinese Mainland

2024 年，“消费降级”成为自媒体最常见的热搜关键词，看起来消费者信心总体较为低迷。然而深挖细分市场，可以看到中国消费者信心仍深具潜力，消费增长仍有亮点可挖。例如境外奢侈品消费已逐步恢复至疫情前水平；国外品牌仍对中国消费者拥有巨大吸引力，高端和奢侈品领域尤为如此。尽管面临一些不确定性，中国奢侈品消费的基础依然坚实。预计至 2029 年，中国消费者对全球奢侈品消费总额的贡献率将达到约 50%，市场规模达到 9022 亿元人民币左右。

2025 年，中国奢侈品市场将继续朝着数字化、个性化、可持续性和客户体验的方向发展。

- 1. 可持续发展（ESG）：**可持续发展已成为全球奢侈品行业的重要议题。奢侈品牌如开云集团正在与学术机构合作，推动奢侈品行业的可持续转型。可持续时尚不仅是流行趋势，也是品牌赋能的关键，是商业与社会责任共生的表现。
- 2. 细分市场发展强劲：**虽然商品消费总体乏力，但部分细分行业，如运动服装、城市户外装备和健康消费品，在 2024 年已实现两位数增长，反映出这类市场的持续强劲。
- 3. 消费者行为变化：**中国奢侈品消费者的选择和品味逐渐成熟，他们自信且需求明确，愿意为符合自己个性的产品买单。随着市场日渐成熟，奢侈品消费者画像更加多样化，包括奢侈品新手、身份象征者、认同感追求者等。
- 4. 消费者个性化需求：**随着 Z 世代消费者进入消费市场，他们对个性化和定制化服务的需求日益增长，这也对产品及营销策略提出了新的要求。零售商需要利用数据分析和人工智能技术来满足这些需求。
- 5. 数字化营销：**数字化进程不断推进，对中国消费者的购物行为产生了巨大影响。奢侈品零售商通过新渠道收集信息和购物，消费者对奢侈品的认识不断增加，他们的品味也随之发生变化。
- 6. 线上线下融合：**奢侈品行业将继续探索新型商业模式来适应可持续消费的趋势，线上线下相结合的复合型消费方式将得到持续发展。
- 7. 环保举措增加：**环保举措增加和教育程度提高，中国消费者的态度从“独善其身”转为“兼济天下”。品牌应创造更多发挥社交货币功能的产品，追求共创更加美好的世界。
- 8. 供应链优化：**随着消费者对快速配送和便捷服务的需求增加，零售商需要优化供应链管理以提高效率和降低成本。

零售与奢侈品

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正如贝恩公司合伙人、EMEA 地区奢侈品与时尚业务负责人 Federica Levato 在分析奢侈品行业未来十年关键趋势时所表达的：“2030 年来临前，奢侈品牌将需要利用其文化先锋地位和反叛精神克服未来挑战并塑造世界。”时尚与奢侈品行业内蕴的前瞻性和文化与艺术属性将在未来得到更多彰显，行业也将继续探索跨界发展的可能性。在此过程中，富有创造力和设计思维，并且拥有的多行业经历的人才将更多地获得品牌方的青睐；而对于人才来说，有意识地拓宽眼界，增进自己对文化、艺术领域的了解，或者在工作中主动寻求转岗、跨界项目的机会，有利于及时在未来抓住行业发展的更多机遇。

In 2025, the Chinese luxury market will continue to develop in the direction of digitalization, personalization, sustainability and customer experience.

1. Sustainable Development (ESG) : Sustainable development has become an important issue in the global luxury industry. Luxury brands such as Kering are working with academic institutions to promote the sustainable transformation of the luxury industry. Sustainable fashion is not only a popular trend, but also the key to brand empowerment, and a manifestation of the symbiosis of business and social responsibility.
2. Changes in consumer behavior: The choices and tastes of Chinese luxury consumers are gradually maturing. They are confident and have clear needs, and are willing to pay for products that suit their personality. As the market matures, the portrait of luxury consumers is more diverse, including luxury novices, status symbols, and identity seekers.
3. Consumer personalized needs: As consumers' demand for personalized and customized services grows, retailers need to use data analysis and artificial intelligence technologies to meet these needs.
4. Digital marketing: The continuous advancement of digitalization has had a huge impact on the shopping behavior of Chinese consumers. Luxury retailers collect information and shop through new channels, consumers' awareness of luxury goods continues to increase, and their tastes are changing accordingly.
5. Market growth potential: Despite some uncertainties, the foundation of China's luxury consumption remains solid. It is estimated that by 2029, Chinese consumers will contribute about 50% of the total global luxury consumption, and the market size will reach about 902.2 billion yuan.
6. Online and offline integration: The luxury industry will continue to explore new business models to adapt to the trend of sustainable consumption, such as the rapid development of online sales channels.

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7. Increased environmental protection initiatives: With the increase in environmental protection initiatives and improved education, Chinese consumers' attitudes have changed from "self-improvement" to "benefiting the world". Brands should create more products that play the role of social currency and pursue the creation of a better world together.

8. Supply chain optimization: As consumers' demand for fast delivery and convenient services increases, retailers need to optimize supply chain management to improve efficiency and reduce costs.

As Federica Levato, partner at Bain & Company and head of luxury and fashion in EMEA, expressed in her analysis of the key trends in the luxury industry over the next decade: "Before 2030, luxury brands will need to leverage their cultural avant-garde and rebellious spirit to overcome future challenges and shapes the world." The inherent forward-looking and cultural and artistic attributes of the fashion and luxury goods industry will be more prominent in the future, and the industry will continue to explore the possibility of cross-border development. In this process, talents with creativity and design thinking and experience in multiple industries will be more favored by the brands; for talents, consciously broaden horizons, enhance understanding of culture and art fields, or actively seek opportunities for job transfers and cross-border projects at work will enable them to seize more opportunities for industry development in a timely manner.

Marketing - 市场

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数	
		Min	Mid	Max		
CMO/Marketing VP	首席营销官 / 市场副总裁	15+	2.2M	2.8M	5M	90
Marketing Director	市场总监	10+	1.2M	2M	3M	95
Marketing Manager (Overall)	市场经理 (整体)	6+	600K	820K	1M	95
PR Manager	公关经理	6+	500K	660K	1M	85
CRM Manager	客户关系管理经理	5+	600K	800K	1M	100
Retail Marketing Manager	零售市场经理	6+	400K	620K	800K	85
Digital Manager	数字经理	5+	400K	610K	1M	95
Store Development VP	店铺发展副总裁	15+	2.2M	2.5M+	4M	80
Store Development Director	店铺发展总监	10+	1.2M	2M	3M	95
Store Development Manager	店铺发展经理	5+	400K	620K	800K	95
Visual Merchandising Director	视觉营销总监	10+	800K	1.2M	2M	90
Visual Merchandising Manager	视觉营销经理	6+	400K	610K	800K	85
Construction Director	工程总监	10+	800K	1M+	2M	90
Construction Manager	工程经理	6+	400K	610K	800K	85

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* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80分表示平均水平，也就是企业的需求和人才的数量持平。小于80表示企业需求小于市场上人才的数量。反之，大于80表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Merchandising - 商品

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
			Min	Mid	Max	
Merchandising VP	商品副总裁	20+	2M	2.5M	3.5M	75
Merchandising Director	商品总监	15+	1.2M	1.6M	2.5M	90
Merchandising Manager	商品经理	8+	450K	550K	650K	90
Luxury Buyer	奢侈品采购	5+	200K	280k	350K	95
Ecommerce Merchandising Director	电商商品总监	12+	800K	1.2M	1.5M	80
Ecommerce Merchandising Manager	电商商品经理	6+	400K	550K	900K	90
Planning & Allocation Director	计划 & 配货总监	15+	800K	1.2M	1.5M	80
Planning & Allocation Manager	计划 & 配货经理	8+	400K	570K	700K	80
Planning Director	计划总监	15+	800K	1.2M	2M	80
Planning Manager	计划经理	8+	400K	650K	800k	90
Allocation Director	配货总监	15+	800K	1M	1.2M	80
Allocation Manager	配货经理	8+	400K	500K	600K	90

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Sales Operation - 销售运营

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Mid	Max	
Wholesale VP 批发副总裁	20+	1.5M	2M+	3M+	80
Wholesale Director 批发总监	15+	1.2M	1.7M	2M	80
Wholesale Manager 批发经理	6+	500K	660K	800K	95
Retail VP 零售副总裁	18+	1.8M	2M+	3.2M+	80
Retail Director 零售总监	12+	1M	1.6M	2M	80
Retail Manager 零售经理	8+	800K	970K	1.2M	95



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* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Supply Chain - 供应链

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Mid	Max	
Supply Chain VP 供应链副总裁	20+	-	2M+	-	75
Supply Chain Director 供应链总监	15+	1M	1.6M	2M	70
Supply Chain Manager 供应链经理	8+	400K	510K	600K	80
Logistics Director 物流总监	15+	1M	1.6M	2M	75
Logistics Manager 物流经理	8+	300K	460K	600K	80
Warehousing Manager 仓储经理	8+	300K	460K	600K	80
Transportation Manager 运输经理	8+	300K	460K	600K	80
Demand Planning Manager 需求计划经理	8+	300K	450K	600K	80



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E-commerce - 电商

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Mid	Max	
Ecommerce VP/GM 电商副总裁 / 总经理	20+	2.5M	3M	3.5M	80
Ecommerce Director/Senior Director 电商总监 / 高级总监	15+	1.8M	2M	2.5M	80
Ecommerce Manager/Senior Manager 电商经理 / 高级经理	8-12	600K	900K	1.2M	95
Ecommerce Operation Director 电商运营总监	12+	800K	1M	1.6M	80
Ecommerce Operation Manager 电商运营经理	6+	450K	500K	800K	95
Ecommerce Merchandising Director 电商营销总监	12+	800K	1M	1.6M	95
Ecommerce Merchandising Manager 电商营销经理	6+	450K	600K	800K	95
Ecommerce Content/Creative Director 电商内容 / 创意总监	12+	800K	1M	1.3M	95
Ecommerce Content/Creative Manager 电商内容 / 创意经理	6+	500K	600K	900K	95



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旅游与休闲

Travel & Leisure

**CGP Insight**

Talent Trends in Chinese Mainland

过去三年，中国旅游与休闲行业受疫情冲击较深。2024 到 2025 年，随着进一步扩大开放和国际航线恢复，以及国内各类消费刺激政策的发布，预计旅游与休闲业将在 2025 年开始迎来真正的复苏期。

同时，中国旅游与休闲行业还呈现以下发展趋势：

- 1. 旅游目的地的进一步个性化：**随着消费者对旅游体验的需求日益多样化，以及消费群体年轻化，旅游目的地需要提供更多个性化的选择。这包括提供更多种类的旅游活动，如户外冒险、生态旅游、文化探索等，以及提供更个性化的服务，如定制旅行计划、私人导游服务等。
- 2. 旅游产品的在线化：**随着直播等新营销模式的普及，越来越多的消费者选择在线预订旅游产品，包括机票、酒店、门票等。此外，消费者也越来越倾向于通过在线平台寻找旅游攻略、了解景点信息等。因此，旅游行业需要加强线上服务，提供更便捷的预订和支付方式。
- 3. 旅游演艺的进一步发展：**近年来，沉浸式演艺以其独特的观演方式和观众互动体验，正在受到越来越多游客的欢迎。旅游演艺的形式也在不断发展和创新，从最初的室内剧场形式，到现在的行进式演艺和夜游模式，以及正在兴起的专属情境、沉浸式、观众与演员互动、行进式演艺体验向 IP 化、平台化发展等新形式。这些新形式不仅能满足游客对文化审美、视觉震撼、场景艺术的追求，也能为游客创造深度的体验环境，并可在游客观演的前期、过程中以及后期巧妙的植入多元的消费场景，实现目的地与游客强黏性及二次消费可能的提升。
- 4. 健康旅游的兴起：**随着健康意识的提高，越来越多的消费者开始关注健康旅游。这意味着旅游目的地需要提供更多健康相关的服务和活动，如健康饮食、健身活动、健康疗养等。
- 5. 绿色旅游的推广：**环保意识的提高使得绿色旅游成为趋势。旅游目的地需要关注环保和可持续发展，推广绿色旅游产品和服务，如生态旅游、绿色出行等。

总的来说，2025 年中国旅游与休闲行业可能会呈现出旅游目的地的进一步个性化、旅游产品的在线化、健康旅游的兴起以及绿色旅游的推广等趋势。这些趋势将为行业带来新的机遇和挑战。

In the past three years, China's tourism and leisure industry has been deeply affected by the epidemic. From 2023 to 2024, with the further expansion of opening up and the resumption of international routes, as well as the release of domestic mass consumption stimulus policies, it is expected that the tourism and leisure industry will begin to usher in a real recovery period in 2024.

旅游与休闲

Travel & Leisure



CGP Insight

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At the same time, China's tourism and leisure industry also shows the following development trends:

1. Further personalization of tourist destinations: As consumers' demands for travel experiences become increasingly diverse and consumer groups become younger, tourist destinations need to provide more personalized choices. This includes offering a wider variety of travel activities, such as outdoor adventures, ecotourism, cultural exploration, etc., as well as providing more personalized services, such as customized travel plans, private tour guide services, etc.
2. Online travel products: With the popularity of new marketing models such as live broadcasts, more and more consumers choose to book travel products online, including air tickets, hotels, tickets, etc. In addition, consumers are increasingly inclined to use online platforms to find travel guides and learn about attraction information. Therefore, the tourism industry needs to strengthen online services and provide more convenient booking and payment methods.
3. Further development of tourism performing arts: In recent years, immersive performing arts are becoming more and more popular among tourists with their unique viewing methods and interactive audience experience. The forms of tourism performing arts are also constantly developing and innovating, from the initial indoor theater form to the current marching performing arts and night tour models, as well as the emerging exclusive situations, immersion, interaction between audience and actors, and marching performing arts experience to IP new forms such as diversification and platform-based development. These new forms can not only satisfy tourists' pursuit of cultural aesthetics, visual shock, and scene art, but also create an in-depth experience environment for tourists, and can cleverly implant diverse consumption scenes in the early stage, process, and later stages of tourists' viewing, as such to achieve strong stickiness between destinations and tourists and increase the possibility of secondary consumption.
4. The rise of health tourism: With the improvement of health awareness, more and more consumers are paying attention to health tourism. This means that tourist destinations need to provide more health-related services and activities, such as healthy eating, fitness activities, health treatments, etc.
5. Promotion of green tourism: The improvement of environmental awareness has made green tourism a trend. Tourist destinations need to pay attention to environmental protection and sustainable development, and promote green tourism products and services, such as eco-tourism, green travel, etc.

In general, China's tourism and leisure industry may show trends such as further personalization of tourist destinations, online travel products, the rise of healthy tourism, and the promotion of green tourism in 2025. These trends will bring new opportunities and challenges to the industry.

Cultural & Tourism, Destination - 文旅，目的地

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Mid	Max	

General Manager	总经理	12-15+	600K	900K	1.5M	80
Product Development VP	产品发展创新副总裁	12-15+	700K	1.1M	1.5M	60
Director of Marketing & Sales	市场与销售总监	10+	500K	700K	1M	70
Director of Retail Business	零售业务总监	10+	550K	700K	1M	50
Operation Director	运营总监	10+	500K	700K	1.2M	80
Marketing Director	市场总监	10+	650K	800K	1.3M	80
PR Director	公关总监	10+	600K	800K	1M	80
Director of Revenue Management	收益管理总监	10+	500K	700K	1M	60
F&B Director	餐饮总监	10+	550K	700K	1M	50
Senior Digital Marketing Manager	数字营销资深经理	8-10+	450K	600K	700K	80



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* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

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Hotels & Resorts Group, Cruise Line, Travel Technology Service Provider 酒店度假集团, 邮轮, 旅游技术服务商

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Mid	Max	
Hotel General Manager 酒店总经理	15+	500K	700K	1.2M	70
Corporate Operation VP 运营副总裁	15+	900K	1.2M	2.5M	70
Corporate Operation Director 运营总监	10+	500K	800K	1.2M	80
Corporate Marketing & Sales Director 集团市场与销售总监	10+	600K	900K	1.1M	70
Regional/Corporate Revenue Director 区域收益管理总监	15+	550K	700K	1M	60
Digital Marketing Director 数字营销总监	10+	600K	850K	1.3M	70
Corporate Communication Director 公关沟通总监	8-10+	500K	700K	1M	80
Executive Chef 行政主厨	10+	500K	700K	1.2M	80
F&B Director 餐饮总监	10+	400K	600K	900K	70
Director of Rooms 房务总监	10+	350K	500K	800K	50
Senior E-Commerce Manager 电商运营资深经理	10+	400K	500K	700K	70
Product Manager 产品经理	8+	400K	600K	700K	70
Product/Service Innovation Manager 产品 / 服务创新经理	10+	400K	550K	700K	70
Key Account Manager 大客户管理经理	8+	300K	500K	650K	70
Procurement Manager 采购经理	10+	300K	450K	600K	50
Social Media Manager 社交媒体经理	6-8+	300K	400K	600K	80

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Corporate Finance - 企业财务

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
			Min	Mid	Max	
			Tier 1 Cities 一线城市			
Compliance Director	合规总监	10+	1M	1.2M	1.5M	70
M&A Director	投资并购总监	8+	800K	1.2M	2M	75
CFO	首席财务官	10+	1M	2M	5M	80
Finance Director	财务总监	10+	600K	1M	2M	80
Accounting Manager	会计经理	8+	250K	400K	600K	90
Finance Manager	财务经理	8+	300K	500K	700K	90
FP&A Manager	财务分析经理	8+	400K	600K	800K	80
Finance BP	财务业务伙伴	8+	400K	600K	1M	80
Finance Reporting Manager	财务报表经理	7+	400K	500K	700K	70
Finance System Manager	财务系统经理	7+	400K	600K	800K	70
Treasury Director	资金总监	10+	600K	800K	1.5M	60
Treasury Manager	资金经理	5+	250K	350K	500K	70
Tax Director	税务总监	10+	600K	800K	1.6M	60
Tax Manager	税务经理	5+	250K	350K	500K	70
Audit Director	审计总监	10+	800K	1.2M	2M	70
Audit Manager	审计经理	5+	300K	450K	600K	70
Internal Control Manager	内控经理	5+	300K	450K	600K	70
IT Audit Manager	IT 审计经理	5+	400K	600K	800K	70
Investor Relations Director	投资者关系总监	8+	800K	1.2M	2M	70
Investor Relations Manager	投资者关系经理	8+	400K	500K	800K	70
Secretary of the Board	董事会秘书	8+	500K	800K	3M	70
Securities Representative	证券事务代表	8+	250K	400K	700K	70
Compliance Manager	合规经理	8+	400K	600K	800K	70

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Corporate Finance - 企业财务

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数	
		Min	Mid	Max		
		Tier 2 Cities 二线城市				
CFO	首席财务官	10+	600K	1.2M	2M	80
Finance Director	财务总监	10+	500K	800K	1.2M	70
Accounting Manager	会计经理	5+	180K	250K	350K	80
Finance Manager	财务经理	8+	200K	300K	450K	80
FP&A Manager	财务分析经理	8+	250K	400K	500K	80
Finance BP	财务业务伙伴	8+	300K	450K	550K	80
Finance Reporting Manager	财务报表经理	5+	200K	300K	600K	70
Finance System Manager	财务系统经理	5+	300K	500K	600K	70
Treasury Director	资金总监	10+	400K	500K	700K	70
Treasury Manager	资金经理	5+	200K	300K	400K	70
Tax Director	税务总监	10+	400K	500K	700K	70
Tax Manager	税务经理	5+	200K	300K	400K	70
Audit Director	审计总监	10+	500K	700K	1M	70
Audit Manager	审计经理	5+	250K	350K	450K	70
Internal Control Manager	内控经理	5+	250K	350K	450K	70
IT Audit Manager	IT 审计经理	5+	350K	450K	550K	70

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Human Resources- 人力资源

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

CHO/HRVP 首席人力资源官 / 人力资源副总裁	15+	1.5M	2M	2.5M-3M	1M	1.2M-1.4M	1.7-1.8M	70
Head of HRBP 人力资源伙伴负责人	15+	800K	1M	1.3M-1.4M	500K-600K	700K	900K-1M	75
HRBP 人力资源伙伴	8+	300K	500K	700K	300K	400K-500K	600K	75
Rewards Head 薪酬福利负责人	15+	800K	1M	1.3-1.5M	500K-600K	700K	900K-1M	75
Rewards Manager 薪酬负责经理	8+	400K	600K	800K	300K	400K-500K	600K	75
OD/TD/LD Head 组织 / 人才 / 培训发展负责人	15+	800K	1M	1.3-1.5M	500K-600K	700K	900K-1M	75
OD/TD/LD Manager 组织 / 人才 / 培训发展经理	8+	400K	600K	800K	300K	400K-500K	600K	75
Talent Acquisition Head 招聘负责人	15+	800K	1M	1.3M-1.4M	500K-600K	700K	900K-1M	60
Talent Acquisition Manager 招聘经理	8+	300K	500K	700K	300K	400K-500K	600K	60
HRSSC Head 人力资源共享中心负责人	15+	800K	1M	1.3M-1.4M	500K-600K	700K	900K-1M	60
HRSSC Manager 人力资源共享中心经理	8+	300K	500K	700K	300K	400K-500K	600K	60

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In-house - 企业

Position Title 职位名称	Years of Experience 从业年数				
	Less than 3 Years < 3 年	4-6 Years 4-6 年	7-9 Years 7-9 年	10-15 Years 10-15 年	Over 15 Years 15 年或以上
Legal Counsel/Compliance 法务 / 合规	100-300K	250-600K	500K-1M	700K-2M	1.2-4.5M
IP 知识产权	-	120-350K	300-800K	600K-1.5M	1-3M

Financial Legal - 金融机构

Position Title 职位名称	Years of Experience 从业年数				
	Less than 3 Years < 3 年	4-6 Years 4-6 年	7-9 Years 7-9 年	10-15 Years 10-15 年	Over 15 Years 15 年或以上
Legal/Compliance Consultants 金融机构法务合规顾问	200-350K	300-600K	300-600K	600K-1M	800K-2.4M



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Firm - 事务所

Position Title 职位名称	Years of Experience 从业年数				
	1 Years 1 年	3 Years 3 年	5 Years 5 年	7 Years 7 年	Junior Partner/ Counsel 初级合伙人/ 高级顾问
US/UK Law Firms 外资（英美资）事务所	480-640K	800-960K	1-1.4M	1.4-1.8M	-
Non-US/UK Foreign Law Firms 外资（非英美资）事务所	200-240K	280-480K	440-600K	560-960K	960K-1.4M
Red-Circle Law Firms 红圈所	288-336K	344-384K	520-640K	640K-1.2M	960K-14M
Tier-2 Chinese Mainland Law Firms 第二梯队中资律师事务所	144-200K	200-320K	360-600K	440-800K	640-960K



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Regional Summary



2025 TALENT TRENDS IN HONG KONG SAR

Unleashing Talent, Enabling Entrepreneurs.

Investment Banking



CGP Insight

Talent Trends in Hong Kong SAR

Given the market uncertainties, sell-side institutions such as investment banks and brokerage firms faced a challenging year. Many of these firms were generally adopting a cautious stance toward talent acquisition in 2024. While a few had downsized their workforce slightly, the majority were focused on recruiting individuals capable of driving deals and executing investment banking projects for front office roles. They also sought those proficient in risk management, compliance, and technology who could enhance their corporate governance or integrate AI technology into their daily operations for mid-to-back-office positions. This selective approach was shaping hiring trends in the investment banking sector.

(1) Hiring demands for investment banking talent have increased since Q3. The capital market exhibited significant weakness in the first half of 2024 but showed signs of recovery in the latter half of the year. This resurgence was primarily driven by the listing of a major Chinese home appliance manufacturer in Q3, marking the largest IPO in Hong Kong since 2022. It also signaled the return of confidence and investor interest. In Q3, Hong Kong regained its position among the top five global IPO venues. Combined with the interest rate cut and stimulus measures by the Chinese government in Q3, this further supported the market rebound, positively impacting the hiring market. Investment banks tended to recruit more Corporate Finance and Capital Market professionals with strong capabilities in deal origination and execution to cope with the market recovery.

(2) Hiring demands for risk management and compliance talent remained high. The stability of the risk and compliance market persisted, primarily driven by the replacement of permanent positions. For risk management positions, larger financial institutions continued to prioritize credit risk and market risk. Candidates with robust technical skills in risk management were highly sought after, particularly those with programming abilities or a strong grasp of product risk. This demand had notably increased compared to earlier this year. Concerning compliance positions, the hiring for compliance roles showed a careful sense of positivity, prioritizing the addition of junior to mid-level talent to enhance compliance capabilities cost-effectively.

(3) Hiring demands for AI specialists significantly increased. The demand for specialists with AI skills/programming skills in the financial sector saw a dramatic rise. Companies sought individuals who could merge technological proficiency with a profound comprehension of financial processes. This distinctive blend empowered the creation of AI-driven solutions that were not only cutting-edge technically but also significantly automated daily operational processes, enhancing efficiency and streamlining workflows.

Investment Banking

Position Title	Years of Experience	Annual Package Range (HKD)					
		Min	Med	Max	Min	Med	Max
		Local Company			Foreign Company		
Investment Banking - IPO, M&A, ECM & DCM Director	10+	1.5M	2M	3M+	2.2M	2.5M	3M+
Investment Banking - IPO, M&A, ECM & DCM Vice President	7+	780K	1.1M	1.5M	1.3M	1.8M	2.2M
Investment Banking - IPO, M&A, ECM & DCM Analyst	2+	350K	500K	780K	780K	1.1M	1.3M
Equity Research - Director	12+	1.4M	2M	2.5M+	1.8M	2M	2.5M+
Equity Research - Vice President	7+	620K	1M	1.4M	1.1M	1.5M	1.8M
Equity Research - Analyst	2+	300K	400K	620K	500K	800K	1.1M
Equity & FICC Trader - Director	12+	1M	1.5M	2M+	1.8M	2M	2.5M+
Equity & FICC Trader - Vice President	7+	500K	700K	1M	1.2M	1.5M	1.8M
Equity & FICC Trader - Analyst	2+	300K	380K	500K	500K	800K	1.2M
Institutional Sales - Director	10+	1.5M	1.8M	2.5M+	1.8M	1.9M	2.5M+
Institutional Sales - Vice President	7+	650K	1M	1.5M	1.2M	1.6M	1.8M
Institutional Sales - Analyst	2+	300K	450K	650K	500K	800K	1.2M



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Investment Banking & Brokerage - Front Office

Position Title	Years of Experience	Annual Package Range (HKD)					
		Min	Med	Max	Min	Med	Max
		Local Company			Foreign Company		
Investment Banking - IPO, M&A, ECM & DCM Director	10+	1.5M	2M	3M+	2.2M	2.5M	3M+
Investment Banking - IPO, M&A, ECM & DCM Vice President	7+	780K	1.1M	1.5M	1.3M	1.8M	2.2M
Investment Banking - IPO, M&A, ECM & DCM Analyst	2+	350K	500K	780K	780K	1.1M	1.3M
Equity Research - Director	12+	1.4M	2M	2.5M+	1.8M	2M	2.5M+
Equity Research - Vice President	7+	620K	1M	1.4M	1.1M	1.5M	1.8M
Equity Research - Analyst	2+	300K	400K	620K	500K	800K	1.1M
Equity & FICC Trader - Director	12+	1M	1.5M	2M+	1.8M	2M	2.5M+
Equity & FICC Trader - Vice President	7+	500K	700K	1M	1.2M	1.5M	1.8M
Equity & FICC Trader - Analyst	2+	300K	380K	500K	500K	800K	1.2M
Institutional Sales - Director	10+	1.5M	1.8M	2.5M+	1.8M	1.9M	2.5M+
Institutional Sales - Vice President	7+	650K	1M	1.5M	1.2M	1.6M	1.8M
Institutional Sales - Analyst	2+	300K	450K	650K	500K	800K	1.2M



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Investment Banking & Brokerage - Middle & Back Office

Position Title	Years of Experience	Annual Package Range (HKD)					
		Min	Med	Max	Min	Med	Max
		Local Company			Foreign Company		
Operations - KYC/ Client On-boarding Vice President	5+	540K	750K	1.3M+	500K	800K	1.2M+
Operations - KYC/ Client On-boarding Analyst	1+	300K	450K	540K	300K	400K	500K
Operations - Trade Support & Project Management Vice President	5+	600K	780K	1.4M+	600K	780K	1.4M+
Operations - Trade Support & Project Management Analyst	1+	300K	450K	600K	300K	450K	600K
Operations - Settlement Vice President	5+	500K	650K	1.2M+	580K	750K	1.2M+
Operations - Settlement Analyst	1+	240K	400K	500K	300K	450K	580K
Risk Management - Operational Risk Vice President	5+	650K	960K	1.5M+	700K	880K	1.5M+
Risk Management - Operational Risk Analyst	1+	240K	480K	650K	360K	540K	700K
Risk Management - Credit Risk Vice President	5+	550K	930K	1.6M+	700K	880K	1.5M+
Risk Management - Credit Risk Analyst	1+	240K	400K	550K	360K	540K	700K
Risk Management - Market Risk Vice President	5+	650K	1M	1.8M+	800K	1.1M	1.7M+
Risk Management - Market Risk Analyst	1+	240K	520K	650K	360K	540K	800K
Compliance - General Compliance Vice President	5+	650K	1.5M	2.5M+	580K	1M	2.5M+
Compliance - General Compliance Analyst	1+	300K	500K	650K	360K	500K	580K
Compliance - Investment Compliance Vice President	5+	600K	1.4M	2M+	750K	1.5M	2.5M+
Compliance - Investment Compliance Analyst	1+	300K	450K	600K	360K	500K	750K
Compliance - Trade Surveillance & AML Vice President	5+	550K	950K	1.8M+	650K	1M	2.5M+
Compliance - Trade Surveillance & AML Analyst	1+	300K	480K	550K	360K	500K	650K
Compliance - Control Room Vice President	5+	600K	1M	1.8M+	600K	1M	2.5M+
Compliance - Control Room Analyst	1+	300K	450K	600K	360K	500K	600K
Legal - Legal Counsel	5+	600K	1.2M	2.5M+	960K	1.4M	2.5M+
Legal - Paralegal	2+	300K	550K	800K	350K	600K	800K

*Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

*Min.:Minimum, Med.:Medium, Max.:Maximum

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Investment Banking & Brokerage - Middle & Back Office

Position Title	Years of Experience	Annual Package Range (HKD)					
		Min	Med	Max	Min	Med	Max
		Local Company			Foreign Company		
Company Secretary	3+	250K	600K	1M+	400K	600K	1M+
Finance - Regulatory Reporting Vice President	7+	700K	950K	1.5M+	650K	800K	1.5M+
Finance - Regulatory Reporting Analyst	2+	300K	450K	700K	300K	450K	650K
Finance - Management Reporting Vice President	7+	700K	1M	1.5M+	600K	900K	1.5M+
Finance - Management Reporting Analyst	2+	300K	450K	700K	300K	450K	600K
Finance - Product Control & Valuation Vice President	7+	750K	1.1M	1.5M+	800K	1.2M	1.5M+
Finance - Product Control & Valuation Analyst	2+	300K	580K	750K	400K	620K	800K
Finance - Treasury Management Vice President	7+	650K	900K	1.5M+	650K	900K	1.5M+
Finance - Treasury Management Analyst	2+	250K	480K	650K	250K	480K	650K
HR Director	10+	1.2M	1.5M	1.8M+	1.2M	1.5M	1.8M+
HR Vice President	7+	550K	800K	1.2M	550K	800K	1.2M
HR Analyst	1+	250K	450K	550K	300K	450K	550K



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Corporate Banking



CGP Insight

Talent Trends in Hong Kong SAR

In the bustling financial hub of Hong Kong, the field of corporate banking stands as a vital pillar supporting the region's economic landscape. As businesses expand and global trade thrives, the demand for skilled professionals in corporate banking remains robust, shaping the job market and influencing salary trends in this dynamic sector.

Revenue Diversification- Corporate Banking:

In the evolving landscape of corporate banking in Hong Kong, the revenue streams of banks are shifting away from traditional interest income due to the prevailing high interest rates in 2024. Instead, there is a growing emphasis on cross-selling various banking products and services to generate revenue. This includes offering a range of services such as Foreign Exchange (FX), Transaction Banking, Treasury services, investment products, and Insurance solutions. By leveraging these diversified revenue streams, banks aim to enhance profitability and provide comprehensive financial solutions to their corporate clients.

Job Market Dynamics:

The job market for corporate banking roles in Hong Kong is characterized by a blend of traditional banking practices and the integration of modern financial technologies. Corporations seek individuals with a diverse skill set ranging from financial analysis and risk management to client relationship building and regulatory compliance. The evolving regulatory environment and increasing focus on sustainable finance have further reshaped the job market, creating opportunities for experts in ESG (Environmental, Social, and Governance) practices.

Salary Trends:

Salary trends in corporate banking roles reflect the competitive nature of the industry and the demand for specialized skills. Entry-level positions, such as Corporate Banking Asso/ Junior Relationship Managers, typically offer salaries ranging from HK\$20,000 to HK\$35,000 per month. As professionals progress in their careers and assume higher responsibilities, salaries can escalate significantly. Senior roles like Corporate Banking Directors or Heads of Corporate Banking can command salaries upwards of HK\$100-150K per month, inclusive of bonuses and incentives.

Corporate Banking

Talent Trends in Hong Kong SAR



CGP Insight

Factors Influencing Salaries:

Several factors influence salary levels in corporate banking in Hong Kong. The reputation and size of the financial institution play a significant role, with international banks generally offering higher compensation packages compared to local or regional banks. Additionally, educational qualifications, professional certifications (such as CFA/ FRM/ ACCA), industry experience, and language proficiency (especially in Mandarin and Cantonese) can impact salary negotiations. Moreover, expertise in areas like trade finance, syndicated lending, or treasury management often commands premium salaries due to the specialized nature of these roles.

Emerging Trends:

Looking ahead, the job market in corporate banking is expected to witness further evolution driven by technological advancements and changing customer preferences. The rise of digital banking solutions, automation of processes through AI and machine learning, and the increasing emphasis on data analytics are reshaping job roles within corporate banking. Professionals with a blend of financial acumen and technological proficiency are likely to be in high demand, influencing salary structures and career progression opportunities.

In conclusion, the job market and salary trends in corporate banking in Hong Kong reflect a dynamic industry that rewards expertise, innovation, and adaptability. As the sector continues to evolve in response to market forces and regulatory changes, professionals in corporate banking can anticipate a challenging yet rewarding career path with ample opportunities for growth and development.

Corporate Banking - Front Office

Position Title	Years of Experience	Annual Package Range (HKD)					
		Min	Med	Max	Min	Med	Max
		Local Company			Foreign Company		
Relationship Manager	3+	300K	400K	600K	360K	450K	700K
Relationship Management VP	9+	780K	1.1M	1.5M	1.3M	1.8M	2.2M
Relationship Management Director	15+	1M	1.5M	2.2M	1.2M	1.8M	2.5M
Structured Finance Manager	3+	300K	400K	620K	500K	800K	1.1M
Structured Finance VP	9+	620K	1M	1.4M	1.1M	1.5M	1.8M
Structured Finance Director	15+	1.2M	1.7M	2.5M	1.5M	1.8M	3M



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Corporate Banking - Middle & Back Office

Position Title	Years of Experience	Annual Package Range (HKD)					
		Min	Med	Max	Min	Med	Max
		Local Company			Foreign Company		
Operations - KYC/ Client On-boarding Vice President / Director	10+	540K	750K	1M+	500K	800K	1.2M+
Operations - KYC/ Client On-boarding Analyst	1+	300K	350K	440K	300K	400K	500K
Operations - Settlement Vice President / Director	10+	500K	650K	1.2M+	580K	750K	1.2M+
Operations - Settlement Analyst	1+	240K	400K	500K	300K	450K	500K
Risk Management - Operational Risk Vice President / Director	10+	650K	960K	1.5M+	700K	880K	2.2M+
Risk Management - Operational Risk Analyst	1+	240K	480K	650K	360K	540K	700K
Risk Management - Credit Risk Vice President / Director	10+	550K	930K	1.6M+	700K	880K	1.6M+
Risk Management - Credit Risk Analyst	1+	240K	400K	550K	360K	540K	700K
Risk Management - Market Risk Vice President / Director	10+	650K	1M+	1.8M+	800K	1.1M	2.5M+
Risk Management - Market Risk Analyst	1+	240K	520K	650K	360K	540K	800K
Compliance - General Compliance Vice President / Director	10+	650K	1.5M	2M+	580K	1M	2.5M+
Compliance - General Compliance Analyst	1+	300K	380K	500K	360K	500K	580K
Compliance - AML Vice President / Director	10+	550K	850K	1.2M+	650K	1M	2.5M+
Compliance - AML Analyst	1+	300K	480K	550K	360K	500K	650K
Legal - Legal Counsel	5+	600K	1.2M	2.5M+	960K	1.4M	2.5M+



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Asset Management

**CGP Insight***Talent Trends in Hong Kong SAR*

The Hong Kong asset management industry has undergone significant changes in recent years, transitioning from a traditional financing centre to a global hub for asset and wealth management. This trend is expected to continue in 2025, presenting new opportunities and challenges in various areas.

Key Trends

1. Steady Growth of Public Funds

Hong Kong's public fund market has continued to grow over the past five years, reaching \$1.76 trillion in the first quarter of 2023. The rapid development of thematic products such as ESG and cryptocurrency funds is particularly noteworthy. With policy guidance and increasing investor demand for diversified asset allocation, these emerging product categories are expected to continue growing in the coming years.

2. Transformation of Retail Channels

Banks remain the main sales channel for retail funds in Hong Kong, but the rise of internet brokers may change this landscape. Internet brokers like Futu are attracting customers by not charging subscription and redemption fees, and their asset management scale is growing rapidly, which may challenge traditional banking channels.

3. Rise of Chinese Institutions

Although foreign institutions currently dominate the Hong Kong market, Chinese institutions are gradually gaining momentum. Chinese Asset management institutions are strengthening their presence in Hong Kong, particularly showing strong growth potential in currency and bond products.

4. Technology and Innovation Driven

With advances in fintech and the acceleration of digital trends, the Hong Kong asset management industry is undergoing a technology-driven transformation. The application of technologies such as blockchain and artificial intelligence is changing the way the asset management industry operates, further enhancing the industry's efficiency and competitiveness.

5. ESG and Sustainable Development

ESG investment has become an important trend in the asset management industry. Although it faces challenges such as inconsistent standards and data acquisition difficulties, ESG investment is expected to continue to grow with increased regulatory requirements and investor demand.

Asset Management

Talent Trends in Hong Kong SAR



CGP Insight

Opportunities and Challenges

Opportunities:

- **Opening of Mainland Markets:** As a bridge between the mainland and international markets, Hong Kong will continue to benefit from the mainland's open policies. With the opening of the Chinese mainland market, Hong Kong asset management companies are well-positioned to serve Chinese investors, leveraging their global experience to help develop the mainland asset management industry.
- **Expansion into Southeast Asian Markets:** Hong Kong's close ties with Southeast Asian countries provide asset management companies with opportunities to further expand their markets. The diversity and growing investment demand in Southeast Asia make it an important target for Hong Kong asset management companies, with rising middle-class demands for investment services.
- **Cooperation and Opportunities with Middle Eastern Funds:** Hong Kong has recently strengthened its ties with the Middle East, and these efforts have begun to bear fruit. The Middle East region shows broad economic growth potential, which Hong Kong can leverage to increase intra-Asian asset allocation.
- **Growth of Family Offices:** With the increasing number of high-net-worth individuals (HNWI), the demand for family offices continues to grow. The Hong Kong government has introduced a series of measures to attract family offices, including exempting qualified transactions from profits tax and providing more funding support for family offices.
- **Development Trends of Chinese Funds:** With the opening of the Chinese mainland market, Hong Kong asset management companies are well-positioned to serve Chinese investors. Policy support, such as the Greater Bay Area plan, facilitates cross-border capital flows, further promoting the development of Chinese funds.
- **Reform of Wealth Management Connect:** In February 2024, Wealth Management Connect was updated, expanding the scope of the program to include securities companies, increasing individual investor quotas, and relaxing the range of eligible products.

Challenges:

- **Intensified Competition and Geopolitical Risks:** Increased competition from other financial centres like Singapore requires Hong Kong to strengthen its advantages to maintain competitiveness. Geopolitical factors may impact Hong Kong also.
- **Challenges of ESG Investment:** Although ESG investment has become a major trend, it still faces challenges such as inconsistent standards and the risk of greenwashing.

Asset Management - Front Office

Position Title	Years of Experience	Annual Package Range (HKD)					
		Min	Med	Max	Min	Med	Max
		Local Company			Foreign Company		
Head of Investment/ CIO	15+	1.8M	2.5M	3.5M	2.2M	3M	3.5M
Portfolio Manager (Equity/ Fixed Income)	10+	1M	1.8M	2.5M	1.2M	2M	3M
Assistant Portfolio Manager	5+	600K	800K	1M	650K	900K	1.2M
ETF Portfolio Manager	10+	800K	1.2M	2M	1M	1.4M	2M
Equity Analyst	3+	350K	500K	700K	550K	800K	1M
Fixed Income Analyst	3+	400K	550K	750K	550K	750K	900K
Senior Trader	8+	600K	800K	1M	700K	900K	1.2M
Trader	3+	300K	450K	600K	500K	800K	1.6M
Fund Sales (Institutions)	8+	850K	1M	1.8M	800K	1.2M	1.8M
Fund Sales (Distribution)	8+	650K	850K	1.1M	700K	900K	1.2M
Junior Sales/ Sales Support	3+	400K	550K	620K	450K	550K	650K
Client Services	5+	450K	580K	650K	500K	600K	750K



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Asset Management - Middle & Back Office

Position Title	Years of Experience	Annual Package Range (HKD)					
		Min	Med	Max	Min	Med	Max
		Local Company			Foreign Company		
Legal Counsel	5+ PQE	900K	1.3M	1.6M	1.1M	1.7M	2M
General Compliance	8+	700K	800K	950K	800K	1M	1.2M
Investment Compliance	8+	750K	800K	900K	850K	1M	1.3M
Compliance Associate/ Senior Officer	2+	300K	420K	500K	400K	450K	480K
Market Risk VP	8+	700K	800K	1.2M	800K	1M	1.4M
Credit Risk VP	8+	650K	750K	1M	700K	850K	1M
Product Manager	5+	400K	550K	700K	400K	500K	700K
Product Associate	3+	350K	450K	580K	400K	500K	600K
Fund Operations Manager	5+	350K	420K	580K	480K	520K	600K
Human Resources Manager	6+	500K	600K	750K	600K	720K	800K
Finance VP	8+	420K	600K	1.2M	600K	800K	1M



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Technology & Fintech Sector

**CGP Insight***Talent Trends in Hong Kong SAR*

The recruitment landscape in Hong Kong's Technology and Fintech sectors is experiencing notable shifts in 2024. While traditional finance recruitment remains sluggish, emerging areas like cryptocurrency and gaming are witnessing robust growth.

Key Findings

1. Recruitment Trends

- Traditional Finance: Recruitment activity is down by approximately 20% compared to 2023, as firms reevaluate their hiring strategies amid economic uncertainties.
- Emerging Sectors:
 - Cryptocurrency: Job openings have increased by 30%, driven by innovative startups and established firms entering the space.
 - Gaming Industry: Growth in this sector has surged by 10%, with demand for game developers and designers on the rise.

2. Role Movement

Senior-Level Roles:

- There is minimal movement in senior positions, with less than a 5% turnover rate, reflecting a cautious approach among established professionals.

Junior to Middle-Level Roles:

- Strong demand for hands-on roles such as developers, cloud engineers, and architects, with a 15% increase in job openings.
- Salaries for junior developers have seen an average increase of 10%, while mid-level roles have risen by less than 5%.

3. Cross-Border Opportunities

Due to the slowdown of the mainland Chinese economy, many Chinese firms are seeking to expand internationally. This has led to:

- A 35% increase in job postings for roles focused on overseas market entry.
- Hong Kong positioned as a crucial hub, with many companies using it as a launchpad for global expansion.

Technology & Fintech Sector



CGP Insight

Talent Trends in Hong Kong SAR

Talent Market Dynamics

Immigration Trends:

- Despite ongoing emigration of tech talents, there has been an increase in professionals looking to return to Hong Kong over the past two years.
- The Hong Kong government's Top Talent Visa Scheme has successfully attracted a diverse influx of skilled workers, particularly from the mainland Chinese internet sector, with a reported 40% of new visa holders coming from Internet & IT industry.

Conclusion

The 2024 salary trends in Hong Kong's Technology and Fintech sectors reflect a dynamic shift towards emerging industries while traditional finance faces challenges. With increased cross-border opportunities and a growing influx of talent, Hong Kong is poised to strengthen its regional hub position to attract international tech talents.

IT: FS(Financial Service) Domain

Leadership

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
CIO/CTO	15+	-	2.575M+	-	20
IT Director	12+	1.03M	1.442M	2.06M	30

Application & Product

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
Application Manager	8+	721K	927K	1.236M	60
System Analyst	5+	515K	721K	1.03M	60
Full Stack Developer (react.js + node.js)	5+	618K	927K	1.236M	80
Frontend Developer (react.js)	3 - 5+	412K	824K	927K	85
Backend Developer (node.js)	3 - 5+	515K	824K	927K	85
Backend Developer (Java)	5+	515K	772.5K	1.03M	80
Mobile Developer (react.native)	3 - 5	515K	824K	1.03M	90
Mobile Developer	3+	515K	721K	927K	90
IT Product Manager	5 - 8+	618K	927K	1.339M	85
Agile Coach	8+	927K	1.2875M	1.854M	50
Scrum Master	3 - 8	638.6K	927K	1.236M	90
Agile Business Analyst	3 - 8	412K	679.8K	916.7K	90

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Corporate IT Infrastructure

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
Infrastructure/Engineering Manager	10+	690.1K	947.6K	1.1845M	50
Network/System Team Head	6+	515K	618K	824K	50
Network/Server Engineer	2+	412K	535.6K	721K	50
Cloud Engineer	2+	442.9K	669.5K	915.67K	90
DevOps Engineer	1	566.5K	916.7K	1.339M	80
IT Service/Helpdesk Manager	8+	412K	772.5K	1009.4K	60
Helpdesk Support Analyst	2+	309K	412K	618K	60

Project Management

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
IT Programme Manager	10+	1.03M	1.236M	1.545M	60
IT Project Manager	8+	618K	927K	1.236M	60
PMO Manager	5+	412K	515K	927K	65

*Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency,ex: use RMB In China.

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Architecture

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
Head of Architect	10+	1.236M	1.648M	2.06M	80
Enterprise Architect	10+	1.03M	1.442M	1.854M	80
Solution Architect	8+	824K	1.133M	1.545M	75
Cloud Architect	8+	824K	1.133M	1.545M	85
Mobile Architect	8+	721K	978.5K	1.236M	70
Cyber Security Architect	8+	1.03M	1.236M	1.545M	85

Cyber Security

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
CISO	10+	-	1.545M+	-	50
IT Security Operation Manager	8+	772.5K	1.03M	1.339M	90
Technology Risk Manager	8+	824K	1.133M	1.442M	80
IT Audit	3+	515K	927K	1.339M	80

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Data & Analytics

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
Head of Data & Analytics	10+	906.4K	1.236M	1.9055M	50
Data Scientist	5 - 10+	824K	1.0815M	1.339M	50
Data Engineer	5+	597.4K	824K	1.236M	50
ETL Engineer	1+	494.4K	741.6K	916.7K	50

Non-FS Domain

Leadership

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
CIO/CTO	15+	-	2.163M	-	30
IT Director	12+	927K	1.339M	2.06M	30

*Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

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Application & Product

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
Application Manager	8+	556.2K	648.9K	1.1124M	90
System Analyst	5+	463.5K	602.55K	741.6K	90
Software Engineer	5+	463.5K	556.2K	741.6K	90
Mobile Developer	3+	370.8K	602.55K	927K	90
IT Business Analyst	2+	370.8K	602.55K	741.6K	90

Corporate IT Infrastructure

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
Infrastructure/Engineering Manager	10+	639.63K	927K	1.2051M	90
Network/System Team Head	6+	533.025K	695.25K	852.84K	90
Network/Server Engineer	2+	370.8K	533.025K	741.6K	90
Cloud Engineer	2+	463.5K	639.63K	852.84K	90
DevOps Engineer	1+	533.025K	927K	1.6686M	90
IT Service/Helpdesk Manager	8+	533.025K	741.6K	927K	90

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Project Management

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
IT Programme Manager	10+	1.0197M	1.4832M	2.0394M	72
IT Project/Product Manager	8+	741.6K	1.0197M	1.3905M	72
PMO Manager	5+	648.9K	0.927M	1.3905M	72

Architecture & Cloud

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
Head of Architect	10+	1.1124M	1.6686M	1.9467M	90
Enterprise Architect	10+	0.927M	1.2978M	1.6686M	90
Solution Architect	8+	778.68K	1.2051M	1.6686M	90
Cloud Architect	8+	889.92K	1.2051M	1.6686M	90
Mobile Architect	5+	667.44K	0.927M	1.1124M	90
Cyber Security Architect	8+	1.1124M	1.2978M	1.6686M	90



*Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

*Min.:Minimum, Med.:Medium, Max.:Maximum

*Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Cyber Security

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
CISO	10+	-	1.6686M	-	90
Cyber Security Manager	8+	889.92K	1.2978M	1.6686M	90
Security Operation Engineer	1+	333.72K	667.44K	0.927M	90

Data & Analytics

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
Head of Data & Analytics	10+	-	0.927M	-	90
Data Scientist	8+	463.5K	695.25K	0.927M	90
Data Engineer	5+	370.8K	556.2K	741.6K	90
ETL Engineer	1+	324.45K	556.2K	741.6K	90
BI Function Consultant	3+	324.45K	509.85K	741.6K	90

Blockchain (Overseas)

Position Title	Years of Experience	Annual Package Range (HKD)			Need Indicator (0-100)
		Min	Med	Max	
Blochain Tech Development	2+	82.4K	164.8K	247.2K	
Product Development/Management	2+	82.4K	148.32K	206K	
Cyber Security	2+	82.4K	164.8K	247.2K	
Community Management	4+	65.92K	123.6K	164.8K	
Partnership/Business Development	3+	123.6K	181.28K	247.2K	
Growth Marketing	3+	74.16K	107.12K	164.8K	

*Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency,ex: use RMB In China.

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Finance & Accounting



CGP Insight

Talent Trends in Hong Kong SAR

Tread in Accounting and finance area:

1. System Enhancement – More banks are keep upgrading their system to enhance the work efficiency. Big banks are looking for some finance professional with strong project management skills or some programming skills to fulfil the needs.
2. Control Mindset – Lots of changes in accounting standard and policies these days. Finance professional with a stronger control mindset or proper accounting training will be desired.
3. Hybrid working – After COVID, talents are looking for a more flexible working environment to fulfil their personal life goal. Some banks offer better flexibility to their staff in order to retain and motivate the talents.

Finance / Accounting

Position Title	Years of Experience	Annual Package Range (HKD)					
		Min	Med	Max	Min	Med	Max
		Local Company			Foreign Company		
Finance Manager	7+	700	-	950	700	-	1M
Finance Director	15+	1M	-	1.5M	1M	-	1.8M



*Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB in China.

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HR Admin and Business Support

Talent Trends in Hong Kong SAR

CGP Insight

The HR & Administration industry in Hong Kong has indeed undergone significant changes in recent years, influenced by various factors such as environmental and economic shifts, as well as the digital transformation taking place across industries.

One of the notable changes in the industry is the increasing adoption of technology solutions to facilitate remote working and improve operational efficiency. HR departments have been leveraging automation and AI technologies to automate processes, enhance employee experiences, and streamline workflows. This has led to advancements in AI-powered recruitment tools, including the use of chatbots for candidate interactions, data analytics for self-service candidate portals, HR analytics for decision-making, and workforce planning.

Another important aspect that has gained prominence is the focus on employee well-being. Professionals and job seekers are placing greater emphasis on mental health support and work-life balance initiatives. Organizations are recognizing the need to invest in wellness programs and virtual resources and tools to support their employees' well-being. These initiatives reflect the evolving role of HR professionals in driving organizational success by effectively managing talent and prioritizing employee engagement. To succeed in this changing landscape, candidates and HR professionals need to stay informed about emerging trends and adapt their practices accordingly. By staying updated on industry developments and incorporating new approaches, individuals can better meet evolving needs and contribute to successful outcomes for their companies.

Human Resources, Administration & Business Support

Position Title	Annual Package Range (HKD)		
	Min	Med	Max
HR Director	980K	1.5M	2.5M
HR Manager/HKBP	480K	780K	1.2M
HR Specialist- TA or C&B	264K	480K	576K
HR Executive-Senior Officer	216K	360K	540K
Office Manager	400K	570K	720K
Executive Assistant	325K	468K	650K
Personal Assistant	325K	533K	767K
Administration	240K	420K	600K
Secretary	260K	360K	660K
Receptionist	180K	264K	360K
Legal Secretary	240K	360K	480K
Company Sec	480K	780K	1.2M
CS/Call Centre	180K	300K	420K



*Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency,ex: use RMB In China.

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Regional Summary



2025 TALENT TRENDS IN SOUTHEAST ASIA

Unleashing Talent, Enabling Entrepreneurs.



A Word from Our Managing Director

Southeast Asia continues to be a resilient and dynamic region, bolstered by robust growth projections, diversified investments, and evolving labor market dynamics. In 2024, the businesses continued to experience notable shifts, driven by economic headwinds, technological advancements, and shifting workforce expectations.

Layoffs in the technology and manufacturing sectors created challenges but also opportunities for reskilling and redeploying talent. Meanwhile, talent shortages in specialized fields like renewable energy, data analytics, and ESG compliance led employers to pivot toward contracting, flexible staffing, and retention strategies.

A slowdown in hiring was observed across traditional industries due to global market uncertainties. This cautious approach prompted businesses to adopt more cost-efficient and adaptive hiring practices.

Despite these challenges, Southeast Asia remains an investment hotspot. Thailand, for instance, recorded its highest FDI inflows in a decade, spurred by investments in electronics, data centers, and green energy projects. Other countries, such as Vietnam and Indonesia, also saw growth as firms diversified supply chains to capitalize on the region's strategic economic position. However, global inflation and geopolitical tensions tempered growth in some traditional sectors, influencing labor demand and recruitment strategies.



Evolving Talent Strategies

In response to market uncertainties, employers recalibrated their approaches. Talent shortages prompted a greater reliance on contracting and project-based roles, allowing companies to address immediate needs without long-term commitments. Layoffs further encouraged investments in reskilling initiatives to enhance workforce agility. Additionally, businesses prioritized employee retention, focusing on flexible work arrangements, competitive compensation, and enriched employee experiences. Job seekers, in turn, are placing a greater emphasis on stability, work-life balance, and roles that align with their personal values and career growth aspirations.

Outlook for 2025

As economic recovery gains momentum, Southeast Asia labor market is poised for continued transformation. Employers will focus on attracting a digitally skilled, mobile workforce while enhancing retention strategies to mitigate skill shortages. Employees will continue to seek roles offering purpose, growth, and flexibility, underscoring the importance of aligning business goals with workforce expectations. And thus, employers will need to adopt innovative talent acquisition & management strategies to meet evolving demands.

In conclusion, the economic and investment outlook in Southeast Asia positions recruitment firms as indispensable partners for businesses navigating talent acquisition complexities in 2025. By leveraging these insights and salary benchmarks shared below, CGP continues to help businesses address hiring challenges and seize emerging opportunities, solidifying our role as a strategic talent solutions provider in a competitive labor market. We are committed to assisting our clients in finding the right talent despite current challenges in the market. At CGP, we continue to actively engage with our clients to help them navigate the evolving landscape and find the talent they need to succeed.

Sean Ng



Co-founder and MD, APAC
Cornerstone Global Partners (CGP Group)

Country Summary



2025 TALENT TRENDS IN SINGAPORE

Unleashing Talent, Enabling Entrepreneurs.



The recruitment landscape across Singapore and Southeast Asia (SEA) in 2025 continues to reflect a riding wave from 2024 across a region experiencing transformation amidst **economic stabilization, digital acceleration, and global economic headwinds.**

Businesses are prioritizing **specialized talent** to drive **innovation, sustainability, and organizational agility**, particularly in sectors like technology, professional services, and manufacturing. Regional hubs like Singapore are doubling down on their positions as centres of excellence for commercial, marketing, finance, digital transformation, and green initiatives, further influencing talent strategies across SEA.

Projected Salary Trends in 2025:

Businesses in Singapore and Southeast Asia (SEA) are navigating a competitive talent market while adapting to **sustainability, digital transformation, and geopolitical pressures.**

Salary adjustments and workforce strategies will evolve to address both talent shortages and emerging opportunities and are expected to reflect a moderate but steady upward trend. In Singapore, Mercer projects an average salary increment of 4.2%, slightly below the 5.2% regional average across SEA. Sectors such as technology, financial services, and banking are expected to lead these increases, driven by the need for specialized skill sets and leadership roles in addition to employers turning to enhanced non-monetary benefits to remain competitive in attracting talent while managing wage pressures .

Anticipated Challenges within the Talent Landscape:

• Hard-to-Fill Roles

The demand for niche skills in areas such as ESG, digital transformation, and compliance continues to outpace supply making roles like ESG specialists, legal compliance officers, and tech architects particularly challenging to recruit.

• Oversupplied Roles

Conversely, positions in HR and marketing, such as HR generalists, recruiters, and brand managers, face intense competition among candidates, providing employers with a broader selection of talent pool.

• Geopolitical Tensions

Increase in tariffs and escalation of conflicts in the Middle East, Ukraine as well as the continued slowdown in China could dampen cross-border trade and supply chain efficiencies, leading to widespread decisions on re-organizational movements.

• Adapting to Market Dynamics

As hiring becomes more competitive for specialized roles, employers are leveraging automation and AI in recruitment processes to improve efficiency. Upskilling initiatives and strategic benefits, such as hybrid working models and health incentives, are emerging as essential tools to attract and retain high caliber professionals

Anticipated Opportunities within the Talent Landscape:

• Economic Recovery & Market Shifts

- SEA's economies are stabilizing post-pandemic, with GDP growth projected to outpace global averages, driven by rising consumer demand, supply chain optimization, and increased foreign investments in the region. According to forecasts, we expect 2025 to reflect continued cautiousness, amidst heightened global economic uncertainties. However, based on growth driven in the 3rd quarter of 2024 primarily by manufacturing, wholesale trade, finance and insurance sectors, optimism against this backdrop remains.
- Singapore remains pivotal as a strategic hub for multinational companies, leveraging its regulatory environment, infrastructure, and talent ecosystem to attract high-value industries like fintech, biotechnology, and green energy.



• Talent Dynamics

- Talent shortages persist in high-skill areas such as technology integration, ESG compliance, and data analytics, pushing companies to adopt regional hiring strategies and invest in reskilling programs.
- Countries like Malaysia, Vietnam, and Indonesia are emerging as key markets for cost-efficient talent pools, particularly for shared services, engineering, and digital transformation roles.
- A trend toward hybrid and remote work models is enabling companies to tap into a broader talent base, although retention remains a challenge due to increased competition across borders. This is in line with us witnessing an increasing group of multinational organizations looking to re-design and develop robust succession plans to manage attrition at the executive / C-Suite level.

• Digitalization and ESG Priorities

- The integration of AI and automation is reshaping roles across industries, necessitating candidates skilled in digital transformation and data-driven decision-making.
- Government and companies in SEA are accelerating their focus on sustainability, driving demand for professionals experienced in ESG strategy, green finance, and compliance.

• Compensation Trends

- Salary increments in specialized roles (e.g., tech, ESG, and compliance) are expected to outpace broader market averages, with Singapore projecting growth of 8–15% in high-demand areas.
- Entry-level and transactional roles will see moderate increases of 3–5%, reflecting automation-driven efficiencies and a surplus of junior talent.
- The rise for greater pay transparency will also surely be on the minds of both HR practitioners and C-Suite Leaders to ensure they continue to retain top talent in their organizations. There begs the question of internal pay equity and with more readily accessible information amongst today's generation of talents, having concrete and mature conversations around salary equity will be critical as the economy moves towards skills-based approach towards hiring vs a jobs-first approach.

• Regional Workforce Trends

- Companies are increasingly offering regional roles and cross-functional responsibilities to attract top-tier professionals, positioning jobs in SEA as platforms for international career growth.
- The demand for soft skills, including adaptability, cross-cultural communication, and stakeholder management, is growing alongside technical expertise.

Conclusion:

Amidst the current geopolitical conflicts and economic uncertainties moving into 2025, Singapore and SEA will continue to present a dual challenge of navigating talent shortages in high-demand areas while managing abundant competition for mid-tier roles, businesses that prioritize flexible hiring models, competitive compensation packages, and clear career progression will gain a strategic edge in this rapidly evolving market.

With Singapore retaining a strategic leverage as a Southeast Asia (SEA) hub and with abundance of mid-tier competition amongst talents, functions in HR, marketing, and sales face an oversupply and oversaturation of candidates, talents and organizations alike are recognizing the need to differentiate their value propositions and improving their organizational agility to keep up with evolving technological advancements.

Regional Adaptability and Digital Integration in executive search will depend on adaptability to regional nuances, as markets across SEA differ significantly in their economic and workforce dynamics. For example, Vietnam and Indonesia have been emerging as growth markets due to their young, tech-savvy populations and increasing foreign investments, while Singapore retaining a strategic hub for regional operations .

With this strategic retention, we can expect continued foreign investment to tap into our diverse workforce for both commercial and operational needs and growth to be underpinned by the ongoing global tech and economic upcycles and interest rate cuts and this spillover to our external-facing sectors, such as manufacturing, wholesale trade, transport and storage, finance and insurance, and information and communications. In conclusion, this combined with businesses that continue to emphasize agility, prioritize skills development, and offer a balanced mix of financial and non-financial incentives will be best positioned to thrive in SEA's complex recruitment landscape in 2025.

Jarrold Lin

General Manager
Executive Search & Permanent Recruitment
Cornerstone Global Partners Singapore

Accounting & Finance

Talent Trends in Singapore



CGP Insight

Hiring Trends in Accounting & Finance for Commercial and Industrial Segments (2024–2025)

• Current Trends (2024)

The Accounting & Finance industry in the Commercial and Industrial sectors has experienced robust hiring activity in 2024, driven by factors such as regulatory changes, digital transformation, and the demand for financial transparency amid economic volatility. Employers are focusing on roles that emphasize strategic financial planning, compliance, and data-driven decision-making. Skills in digital finance tools (e.g., SAP, Oracle, Power BI) and automation technologies (e.g., RPA) are highly sought after as organizations aim to enhance efficiency and scalability.

Sustainability reporting (ESG) is also shaping hiring trends, with companies actively seeking finance professionals proficient in green finance, ESG frameworks, and regulatory compliance. The shift toward leveraging advanced analytics and AI tools has further underscored the demand for candidates adept at turning financial data into actionable insights.

• Predictions for 2025

The hiring landscape in 2025 is anticipated to be shaped by continued technological integration and the growing importance of sustainability and risk management. Emerging technologies such as blockchain for audits and predictive analytics for forecasting will influence demand, with organizations prioritizing professionals capable of navigating these innovations. As global tax reforms evolve, especially in APAC, there will be heightened demand for specialists in global tax compliance and BEPS 2.0 frameworks.

Professionals with expertise in ESG reporting, financial cybersecurity, and digital finance transformation will be particularly valuable. While difficult-to-hire roles will include ESG finance specialists, automation leads, and global tax advisors, generalist positions like financial analysts, payroll specialists, and general accountants will remain competitive due to an abundant talent pool.

• In-Demand Skills for 2025

- **Data Analytics & Visualization:** Proficiency in Tableau, Power BI, or SQL for transforming financial data into insights.
- **Sustainability Reporting:** Expertise in ESG frameworks and regulatory compliance.
- **Automation & AI:** Knowledge of RPA tools like UiPath or Blue Prism for process efficiency.
- **Global Tax Compliance:** Familiarity with cross-border tax frameworks and digital tax regulations.
- **Cybersecurity Awareness:** Safeguarding financial systems and ensuring data integrity.
- **Strategic Communication:** Effectively presenting financial data to non-finance stakeholders.

Companies that prioritise upskilling, employer branding, and competitive compensation packages will gain a competitive edge in attracting top talent in this dynamic landscape.

Accounting & Finance

Position Title	Annual Package Range(SGD)			Need Indicator (0-100)
	Min 4-8 years	Med	Max 12+ years	
	Tier 1 Cities			
CFO	-	-	230 - 420K	90
Finance Director	-	190 - 230K	230 - 420K	90
Finance / Business Controller	85 - 125K	125 - 185K	185 - 210K	90
Finance Manager (Senior)	62 - 85K	85 - 125K	125 - 145K	90
Accountant (Senior)	52 - 72K	72 - 95K	95 - 125K	80
FP&A / Finance Business Partner	85 - 125K	125 - 185K	230 - 290K	90
Tax	62 - 105K	105 - 165K	190 - 310K	90
Treasury	60 - 100K	100 - 160K	180 - 300K	90
Credit Control	52 - 85K	85 - 105K	125 - 190K	80
Internal Audit	62 - 105K	105 - 165K	190 - 310K	80



* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Government & Public Sector

**CGP Insight***Talent Trends in Singapore*

The public sector in Singapore is adapting to broader economic and technological trends:

Upskilling and Digital Transformation: In line with Singapore's Smart Nation initiative, government agencies are prioritizing employee upskilling, particularly in digital skills. This is essential to close competency gaps and enhance job security in an evolving workplace. Automation and AI are key levers prioritised for this digital transformation roadmap.

Emphasis on Work-Life Balance: Government roles are increasingly offering flexible work options and wellness programs to attract talent who prioritize well-being alongside career development. The whole-of-government movement policy and talent framework remain a respected and robust framework that encourage continuous learning and career development for talents wanting to contribute meaningfully to the development of Singapore.

Human Resources

Position Title	Years of Experience	Annual Package Range (SGD)			Need Indicator (0-100)
		Min	Med	Max	
		Tier 1 Cities			

Head of HR	20+	216K	286K	325K	70
HR Director	15+	156K	195K	260K	75
HR Manager / Business Partner	10+	78K	104K	143K	85
Head of C&B	20+	195K	234K	315K	70
C&B Director	15+	156K	195K	260K	75
C&B Manager	10+	78K	104K	156K	85
Head of L&OD	20+	195K	234K	300K	70
L&OD Director	15+	156K	195K	260K	80
L&OD Manager	10+	78K	104K	143K	85
HRIS Lead	15+	156K	195K	260K	85
HRIS Manager	10+	78K	104K	143K	90
HR Analytics Lead	15+	156K	195K	234K	85
HR Analytics Manager	10+	78K	104K	143K	90
Head of Payroll	15+	130K	156K	208K	70
Payroll Manager	10+	78K	104K	130K	75



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Accounting & Finance

Position Title	Years of Experience	Annual Package Range (SGD)			Need Indicator (0-100)
		Min	Med	Max	
		Tier 1 Cities			
Head of Finance	20+	216K	286K	325K	70
Finance Director	15+	156K	195K	260K	75
FP&A Director	15+	156K	195K	260k	75
Finance Manager	10+	78K	104K	143K	85
FP&A Manager	10+	78K	104K	156K	85
Finance Business Partner	10+	78K	104K	156K	85
Head of Finance Shared Services	15+	156K	195K	260K	75
Shared Services Manager, Finance	10+	78K	104K	156K	80



* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

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* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Marketing & Communications

Position Title	Years of Experience	Annual Package Range (SGD)			Need Indicator (0-100)
		Min	Med	Max	
		Tier 1 Cities			

Head of Marketing Communications	20+	216K	286K	325K	70
Head of Communications	20+	216K	286K	325K	70
Marketing Communications Director	15+	156K	195K	260K	75
Communications Director	15+	156K	195K	260K	75
Marketing Communications Manager	10+	78K	104K	156K	80
Communications Manager	10+	78K	104K	156K	80
Digital Marketing Manager	10+	78K	104K	156K	85
Digital Product Director	15+	195K	235K	286K	85
Digital Product Manager	10+	117K	156K	195K	85
Digital Program Director	15+	195K	234K	260K	85
Digital Program Manager	10+	130K	156K	195K	85
Digital Transformation Lead	15+	195K	234K	260K	90
Digital Transformation Manager	10+	130K	156K	195K	90
Strategy Director	15+	195K	234K	260K	80
Strategy Manager	10+	130K	156K	195K	80



* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

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Healthcare & Clinical



CGP Insight

Talent Trends in Singapore

The healthcare sector in Singapore will continue their transformation journey, especially for public healthcare with the lofty mission of securing the nation's health index. These transformation projects straddle across digital, policy, and structural/system, driven technological advancements, workforce challenges, and an aging population.

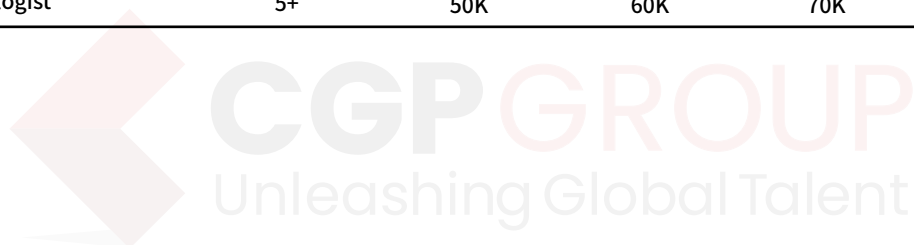
Technology Integration: Telehealth and virtual care delivery are becoming mainstream, creating demand for healthcare professionals skilled in remote care. This would also act as a key initiative to decongest saturation of primary health infrastructure – clinics/polyclinics etc. In addition, the interest to harness the capabilities of AI and automation continue to grow in healthcare, with the target to achieve administrative efficiency and improve patient care, necessitating new skill sets in the workforce as well as reducing manpower costs with the goal of ensuring healthcare accessibility and affordability for Singaporeans.

Virtual Recruitment: Virtual screening platforms and AI-driven processes are of interest to senior management and HR leadership, with the objective to improve candidate experience while streamlining hiring. This approach allows for a geographically broader talent pool and reduced time-to-hire.

Healthcare & Clinical

Position Title	Years of Experience	Annual Package Range (SGD)			Need Indicator (0-100)
		Min	Med	Max	
		Tier 1 Cities			

Head of Pharmacy	12+	104K	130K	156K	80
Pharmacy Manager	8+	78K	90K	100K	80
Senior Pharmacist	5+	65K	72K	78K	85
Head of Audiology	10+	120K	135K	156K	70
Audiology Manager	8+	98K	52K	110K	70
Senior Audiologist	5+	63K	73K	84K	80
Head of Physiotherapy	10+	120K	130K	144K	70
Physiotherapy Manager	8+	91K	100K	112K	70
Senior Physiotherapist	4+	63K	72K	77K	90
Head of Radiology	10+	80K	92K	110K	70
Radiology Manager	7+	56K	62K	72K	70
Head of Podiatry	10+	120K	132K	144K	70
Podiatry Manager	8+	90K	100K	112K	70
Senior Podiatrist	4+	63K	70K	77K	85
Head of Respiratory Therapy	10+	104K	122K	144K	70
Respiratory Therapy Manager	7+	80K	85K	96K	70
Senior Respiratory Therapist	3+	64K	70K	78K	85
Principal Psychologist	8+	78K	95K	120K	75
Senior Psychologist	5+	50K	60K	70K	85



* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

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Human Resources

**CGP Insight**

Talent Trends in Singapore

Hiring Trends in Human Resources, Corporate Functions, and Business Solutions (2024–2025)

This year, hiring trends in HR, Corporate Functions, and Business Solutions across SEA, APAC, and Singapore have been driven by the growing adoption of digital transformation, workforce agility, and a focus on employee well-being. Organizations have sought professionals who can balance strategic thinking with operational efficiency, particularly in roles focused on talent retention, diversity, and digital integration.

For 2025, HR, Corporate Functions, and Business Solutions sectors in Singapore and SEA are set to undergo significant transformations driven by digitalization, economic shifts, and the evolving priorities of businesses. As businesses strive to enhance efficiency while navigating complex geopolitical and economic environments especially in corporate functions, there will be an increased need for roles that support sustainability goals, cybersecurity, and advanced business analytics.

Key Trends for Singapore and SEA in 2025

1. Accelerated Digital Transformation in HR

- Companies in Singapore and SEA are rapidly adopting HR tech platforms like Workday, SAP SuccessFactors, and BambooHR to streamline processes such as payroll, recruitment, and performance management.
- Professionals with expertise in HR analytics, automation, and AI-based talent management will be in high demand, particularly in Singapore, a hub for innovation in digital HR solutions.
- In SEA, markets like Malaysia, Indonesia, and Vietnam will focus on catching up digitally, driving demand for professionals with implementation and training skills.

2. Focus on Talent Retention and Workforce Upskilling

- High turnover rates and a shortage of niche skills will push companies to prioritize retention strategies, offering competitive salaries, hybrid work models, and structured learning pathways.
- Upskilling initiatives will grow, particularly in cybersecurity, sustainability, and data analytics, with governments and organizations co-investing in talent development programs.

3. Rise in ESG and DEI Roles

- Singapore, with its sustainability-driven policies, will see increased demand for Sustainability Managers and ESG Specialists who can navigate complex reporting and compliance requirements.
- Across SEA, Diversity, Equity, and Inclusion (DEI) roles will gain prominence as global companies aim to align with international best practices.

4. Greater Focus on Organizational Agility

- The shift towards project-based work and agile structures will boost demand for Organizational Development Consultants and Change Management Specialists to help businesses adapt quickly to market changes. In SEA, countries with developing economies will increasingly seek such roles to restructure traditional corporate hierarchies.

5. Expansion of Shared Services Models

- Regional hubs like Singapore and Malaysia will see growth in shared service centers for corporate functions, driving demand for professionals in finance, HR, and IT operations with cross-border expertise.

Salary Trends in 2025

The HR industry in 2025 is poised for further salary shifts as organizations continue to prioritize digital transformation, employee retention, and ESG-related goals.

1. Significant Salary Growth for Specialized HR Roles

- HR Data Analysts and HR Technology Specialists will see 10–15% increases, driven by demand for professionals skilled in HR automation, AI-based analytics, and predictive workforce planning.
- Compensation & Benefits Managers: Salaries are likely to rise by 8–12%, particularly for those adept at designing competitive pay structures to address retention in a high-inflation environment.
- Diversity, Equity, and Inclusion (DEI) Leaders: Increased corporate focus on DEI will result in salary increments of 10% or more, especially in multinational corporations seeking to align with global ESG standards.

2. Regional Variations in Salary Trends

- Singapore

HR roles with regional or cross-functional responsibilities will see higher-than-average salary growth of 12–15%, particularly in HR strategy, organizational design, and change management.

oRoles requiring digital transformation expertise will command premium salaries as Singapore continues to position itself as a hub for innovation in HR technology.

- SEA (Malaysia, Indonesia, Thailand, Vietnam)

Salary increments of 6–10% are expected in markets focusing on developing digital HR capabilities and localized talent strategies.

oSpecialized roles, such as Talent Development Leads and HRIS Specialists, will attract higher-than-average salaries in these emerging markets.

3. Slower Growth for Transactional Roles

- Salaries for transactional HR roles (e.g., Recruitment Executives, Payroll Specialists) will grow modestly, around 3–5%, due to a larger talent pool and increasing automation.
- However, roles with a customer-facing or employee engagement focus will see slightly higher increments in line with company culture and retention goals.

4. Skills That Command Premium Salaries

- HR Analytics & AI: Professionals skilled in leveraging data-driven insights will command 15–20% higher salaries than peers.
- Change Management: With companies undergoing organizational redesign, HR professionals who can navigate workforce transformation are in high demand.
- Cross-Border Talent Management: As hybrid and remote work models grow, expertise in managing global teams will continue to attract a premium.
- Sustainability & ESG: Knowledge of integrating ESG goals into workforce strategies will drive salary increments in senior HR roles.

The industry's future will hinge on its ability to attract digitally adept, empathetic leaders who can align workforce priorities with business imperatives. The 2025 hiring landscape in Singapore and SEA will be shaped by digital innovation, sustainability mandates, and workforce agility. While Singapore will lead the charge in integrating technology and sustainability into corporate functions, SEA markets will focus on developing foundational infrastructure and skills. Companies that invest in upskilling, offer hybrid work environments, and focus on inclusive culture will have a competitive edge in attracting and retaining top talent.

Human Resources

Position Title	Annual Package Range (SGD)			Need Indicator (0-100)
	Min	Med	Max	
	Tier 1 Cities			
Head of HR / HR Director	-	150 - 220K	220 - 350K	90
HR Business Partner	80 - 120K	120 - 180K	180 - 240K	90
Total Rewards	80 - 120K	150 - 200K	180 - 300K	80
Talent Acquisition	80 - 120K	120 - 180K	180 - 240K	90
Learning & Development	80 - 120K	120 - 180K	180 - 240K	80
HR Shared Services	80 - 120K	120 - 180K	180 - 220K	80
HR Operations	60 - 100K	100 - 150K	150 - 200K	80
Employee Relations	60 - 100K	100 - 150K	150 - 200K	70
Diversity & Inclusion	80 - 120K	120 - 180K	180 - 220K	90
HR Analytics	80 - 120K	120 - 180K	180 - 240K	90
Global Mobility	80 - 120K	120 - 180K	150 - 220K	70



* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Legal & Compliance

Talent Trends in Singapore



CGP Insight

The year 2024 has marked a shift in hiring trends for legal professionals in Singapore, with a noticeable decline in senior positions and a surge in demand for junior to mid-level in-house counsel roles. As companies adopt more cost-conscious strategies, there has been an accelerated trend toward "juniorisation" across various industry sectors. This shift has also contributed to the rise of in-house counsel positions in Malaysia, both for local and regional roles, a trend expected to continue in the foreseeable future.

In the banking and financial services sector, European and US-headquartered institutions have largely implemented hiring freezes throughout 2024. However, the final quarter of the year has seen some movement, with replacement roles and junior positions becoming available. There are optimistic signs that recruitment will increase in 2025, particularly in Singapore. In contrast, Asia-based banks, especially those involved in private banking, have maintained steady hiring, focusing on junior to mid-level positions.

Outside of financial services, demand for junior to mid-level talent remains strong across various industries. Notably, Singapore has become an attractive hub for China-based companies establishing international headquarters, as well as European companies setting up their first APAC branches. These new market entrants have contributed to the robust demand for in-house legal talent.

In terms of expertise, there continues to be high demand for legal professionals with experience in EPC (Engineering, Procurement, and Construction), real estate, data privacy, and the commodities sectors. This is driven by hiring needs in renewable energy, data centers, and commodities-focused businesses. In addition, ethics and compliance roles have been on the rise as some companies are increasing bandwidth by increasing headcount or setting up separate functions to navigate local market specific regulations on whistleblowing, anti-bribery and corruption matters.

As operational costs come under increasing scrutiny, companies are looking to fill "entry-level" in-house counsel positions with lawyers at the junior level (less than 8 years of Post-Qualification Experience, or PQE). These roles often focus on execution and team support functions. The trend toward more junior hires is also fuelled by replacement positions that come with tighter salary budgets. However, the challenge for companies is to balance the need for cost savings with effective risk management.

Legal

GENERAL CORPORATES (MONTHLY, SGD)		
EXPERIENCE (YEARS)	SALARY RANGE	VARIABLE BONUS*
2 - 4 PQE	8.5 - 10.8K	1 - 2.5 Months
5 - 7 PQE	11.5 - 14.5K	2 - 3 Months
8 - 10 PQE	15 - 16.5K	3 - 3.5 Months
10 - 15 PQE	16.5 - 19K	3 - 4 Months
15 - 25 PQE	20 - 28.5K	3 - 4 Months*

Legal

Experience (Years)	1-3 PQE	3-5 PQE	5-8 PQE	8-12 PQE	12-15 PQE	GC/HoL
Title	Associate	Associate	AVP	VP/SVP	SVP/D	ED/MD

Corporate Institutional Banking	80 - 120K	100 - 160K	160 - 220K	200 - 280K	250 - 350K	250 - 350K
Private Banking	80 - 120K	120 - 160K	160 - 220K	250 - 280K	280 - 350K	380 - 380K+
Retail Banking	70 - 110K	80 - 140K	120 - 180K	160 - 220K	250 - 300K	320 - 320K+
Securities Services/Funds	90 - 130K	120 - 180K	180 - 220K	250 - 300K	280 - 380K	360 - 360K+
Investment Banking	90 - 120K	120 - 180K	160 - 220K	250 - 320K	280 - 380K	380 - 380K+
Global Markets	90 - 120K	130 - 180K	160K - 220K	250 - 300K	280 - 380K	380 - 380K+
Insurance	70 - 110K	80 - 140K	120 - 180K	160 - 220K	180 - 240K	300 - 300K+
Asset Management	90 - 120K	120 - 180K	180 - 220K	250 - 300K	280 - 350K	380 - 380K+
Private Equity & Venture Capital	100 - 140K	120 - 180K	180 - 250K	220 - 300K	300 - 360K	420 - 420K+
Fintech	80 - 100K	90 - 150K	140 - 220K	180 - 260K	200 - 280K	350 - 350K+

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Compliance - Financial Services

Experience (Years)	1-3 years	3-5 years	7-10 years	12-15 years	>15 years
Title	Compliance officer	AVP/Senior Officer	VP/ Compliance	SVP/Senior Manager	Head of Compliance

Corporate Institutional Banking	4 - 6K	6 - 9K	10 - 15K	12 - 16K	20 - 35K
Private Banking	4 - 7K	7 - 10K	8 - 12K	12 - 17K	18 - 35K
Retail Banking	4 - 6K	6 - 9K	10 - 15K	12 - 16K	20 - 35K
Investment Banking	5 - 7K	7 - 10K	10 - 15K	14 - 18K	20 - 40K
Insurance	4 - 6K	6 - 9K	10 - 15K	12 - 16K	20 - 30K
Asset Management/Funds/Securities	4 - 7K	7 - 10K	8 - 12K	12 - 17K	18 - 30K
Private Equity & Venture Capital	4 - 7K	7 - 10K	8 - 12K	12 - 17K	18 - 30K
Fintech	4 - 7K	7 - 10K	8 - 11K	12 - 15K	15 - 35K

Compliance - Commerce

Experience (Years)	1-3 years	3-5 years	7-10 years	12-15 years	>15 years
Title	Compliance officer	AVP/Senior Officer	VP/ Compliance	SVP/Senior Manager	Head of Compliance

All other industry sectors	5 - 7K	6.5 - 8K	10 - 17K	15 - 25K	18 - 35K+
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Sales, Marketing & Digital

**CGP Insight**

Talent Trends in Singapore

2024 has seen a significant drop in hiring activities in the FMCG, Beauty, and Retail sectors, driven by businesses adapting to post-pandemic consumer behaviour shifts and digital transformation. Companies are focusing on customer-centric strategies, leveraging data-driven insights, omnichannel marketing, and sustainable practices to meet evolving consumer demands. Employers are also emphasizing diversity, equity, and inclusion (DEI) and employer branding to attract top talent.

As we approach 2025, hiring trends across APAC markets and in Singapore will reflect the region's diverse economic landscapes and rapid digitalization. Businesses across FMCG, Beauty, and Retail will focus on adapting to market-specific consumer behaviours while responding to global pressures such as sustainability, technological disruption, and talent shortages.

We anticipate a continued emphasis on e-commerce growth, personalization powered by advanced CRM systems, and AI-driven marketing. Companies will seek professionals adept at utilizing data analytics, automation tools, and content personalization technologies to drive engagement. As sustainability becomes more central to brand identity, roles involving green marketing and corporate social responsibility (CSR) will gain prominence.

APAC Market Trends:

1. E-Commerce Leadership

- E-commerce will remain a significant growth driver across APAC. Markets like China, India, and Southeast Asia (e.g., Indonesia and Vietnam) will demand E-commerce Managers and Digital Transformation Specialists who can integrate regional platforms (e.g., Lazada, Shopee, and JD.com) with global marketplaces (e.g., Amazon).
- Skills in cross-border trade, local payment systems, and last-mile delivery solutions will be highly valued.

2. Personalization & Data-Driven Marketing

- With the proliferation of data, there will be a heightened need for CRM Specialists and Performance Marketers. The ability to deliver tailored campaigns using advanced analytics and customer insights will be a key competitive differentiator.
- Markets like Singapore, Japan, and South Korea will prioritize CRM roles to drive loyalty in mature markets, while emerging markets will seek talent to establish foundational CRM strategies.

3. Green Marketing & ESG Compliance

- Sustainability will continue to influence hiring trends as global and regional brands face increasing scrutiny over their environmental and social impact. Companies in markets like Singapore, Australia, and South Korea will look for Sustainability Marketing Leads who can embed ESG principles into branding and communications.

4. Rise of Localization in Global Strategies

- APAC's cultural and linguistic diversity will drive demand for Localization Specialists who can adapt global campaigns to resonate with local audiences. This role will grow in prominence as global brands increase investment in nuanced, culturally sensitive marketing.

Sales, Marketing & Digital

— FMCG, Consumer, Retail, Beauty —

Position Title	Years of Experience	Annual Package Range (SGD)			Need Indicator (0-100)
		Min	Med	Max	
		Tier 1 Cities			

Country Manager	12+	120K	152K	300K	90
Managing Director	15+	300K	400K	500K	90
Head of eCommerce	8+	180K	220K	300K	100
eCommerce Manager	5+	120K	140k	160K	100
Head of Digital	15+	180K	220K	300K	90
Marketing Director	10+	160K	220K	350K	90
Marketing Manager	8+	80K	120K	150K	95
Head/VP of Growth	15+	180K	220K	240K	95
Business Development VP	18+	180K	220K	240K	90
Business Development Director	10+	120K	150K	180K	90
Business Development Manager	5+	80K	150K	120K	95
Account Manager	5+	80K	100K	120K	90
Analytics Director	10+	120K	152K	180K	80
Analytics Manager	5+	80K	102K	120K	80
Communications/PR Director	10+	120K	150K	180K	70
Communications/PR Manager	5+	65K	84K	120K	70
Head of Retail	15+	140K	175K	220K	70
Retail Manager	8+	80K	110K	140K	80
Merchandising Director	10+	140K	180K	250K	70
Merchandising Manager	6+	80K	100K	120K	70

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Sales, Marketing & Digital

— eCommerce, B2C Technology —

Position Title	Years of Experience	Annual Package Range (SGD)			Need Indicator (0-100)
		Min	Med	Max	
		Tier 1 Cities			

SEO Manager	5+	50K	75K	90K	80
SEO Director	8+	100K	125K	150K	70
Growth Marketing Manager	4+	55K	80K	100K	85
Growth Lead	8+	100K	120K	160K	85
Digital Marketing Manager	4+	60K	80K	120K	90
Digital Marketing Lead	8+	80K	110K	140K	90
Performance Marketing Manager	4+	60K	80K	100K	90
Performance Marketing Lead	8+	90K	120K	150K	90
Business Development Specialist	2+	60K	75K	90K	90
Business Development Manager	5+	80K	75K	90K	90
Business Development Director	8+	90K	120K	150K	80
CRM Manager	5+	60K	80K	100K	95
Head of CRM	8+	108K	130K	160K	95
Product Marketing Specialist	2+	55K	70K	70K	80
Product Marketing Manager	4+	70K	95K	120K	70
Key Account Manager	3+	72K	80K	90K	90
Partnerships Manager	3+	60K	72K	90K	70
Category Manager	3+	50K	65K	100K	90
Social Media Manager	5+	60K	80K	100K	100

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Sales, Marketing & Digital

— Media, Advertising, Professional Services —

Position Title	Years of Experience	Annual Package Range (SGD)			Need Indicator (0-100)
		Min	Med	Max	
		Tier 1 Cities			

Account Director	8+	90K	120K	150K	85
Account Manager	3+	60K	78K	90K	90
Creative Manager	4+	60K	80K	95K	80
Creative Director	8+	90K	120K	150K	80
Art Director	8+	90K	110K	130K	70
SEO Specialist	3+	54K	72K	90K	80
SEM Specialist	3+	54K	72K	90K	80
Performance Marketing Specialist	3+	60K	75K	96K	80
Marketing Automation Specialist	3+	51K	63K	76K	70
Public Relations Manager	5+	72K	90K	100K	85
Public Relations Director	7+	96K	115K	140K	80
Social Media Manager	4+	48K	60K	72K	90
Media Buyer	5+	54K	78K	90K	70
Media Planner	4+	58K	72K	96K	70
Media/Data Analyst	3+	51K	60K	72K	75
Digital Strategist	5+	60K	70K	80K	80
Copywriter	2+	40K	66K	80K	70
Content Creator/Manager	4+	50K	65K	78K	90

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

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Country Summary



2025 TALENT TRENDS IN THAILAND

Unleashing Talent, Enabling Entrepreneurs.

Talent Trends in Thailand:

Thailand is experiencing moderate economic growth, with GDP forecasts of 2.7% for 2024 and 3% for 2025, according to the Ministry of Finance's Fiscal Policy Office. Additionally, the Thailand Board of Investment reports a 42% increase in investment applications from January to September 2024 compared to the same period in 2023. Electronic manufacturing and data center projects are driving this growth, with the total value of investment applications reaching 723 billion baht—the highest in the past decade. Singapore and China remain the top two investors.

In 2024, Thailand welcomed approximately 36 million international tourists, including around 7 million from China. This figure is slightly below the earlier forecast of 8 million, primarily due to three factors: China's economic slowdown, increasing global competition in tourism, and evolving travel preferences among Chinese tourists. Despite this decline, tourism remains robust, supported by visitors from countries such as India and the Middle East. This growth in tourism is expected to positively impact the retail, business services, hospitality, and luxury sectors in the country.

Given these economic dynamics, here are the key talent trends to watch in 2025:

- **Digital Transformation Driving Demand for Tech Talent**

As Thailand accelerates its digital transformation, the demand for tech professionals across various sectors continues to grow. Government initiatives to establish Thailand as a regional hub for data centers and artificial intelligence (AI) are creating opportunities for skilled experts in software development, data science, cybersecurity, and AI. Additionally, companies are seeking specialists in emerging technologies such as blockchain, IoT, and 5G.

- **E-commerce and Video Commerce Surge**

The e-commerce sector is thriving, fuelled by the rapid rise of video commerce. This trend is driving demand for digital marketing specialists, content creators, and customer engagement experts to enhance the online shopping experience through interactive and immersive platforms. The expanding e-commerce infrastructure is also increasing the need for logistics and supply chain professionals.

- **Financial Services Embrace Fintech Innovations**

Thailand's financial services sector is rapidly adopting fintech solutions, creating a high demand for professionals skilled in digital payments, blockchain technology, and financial analytics. The development of the nationwide digital wallet program highlights the importance of financial inclusion, further driving demand for experts in digital finance and regulatory compliance.



• **Tourism Sector Rebounds with a Focus on Sustainability**

Thailand's tourism sector is recovering, supported by new visa initiatives aimed at boosting inbound travel. These measures include expanded visa exemptions, a digital nomad visa program, and visa-on-arrival schemes. Sustainable and eco-conscious travel is also becoming a significant trend, with travellers increasingly seeking eco-friendly accommodations and responsible tourism experiences.

• **Manufacturing Industry Adopts Advanced Technologies**

Thailand's manufacturing sector is evolving with the adoption of advanced technologies such as automation, robotics, and Industry 4.0 practices. This transformation is driving demand for engineers, technicians, and managers with expertise in these areas. Additionally, professionals skilled in supply chain optimization, quality control, and production management are in high demand.

• **Thailand as a Luxury Shopping Hub for APAC**

Thailand is positioning itself as a premier luxury shopping destination in the Asia-Pacific region. The growing luxury sector, driven by high-end brands and affluent consumers, is creating demand for talent in luxury retail management, brand management, and customer experience. Professionals with expertise in sales, marketing, and personalized services are essential to cater to the tastes of luxury shoppers.

As Thailand continues its push for digital transformation, AI is at the forefront of talent demand. Government efforts to position the country as a leader in data centers and AI innovation are fueling the need for highly skilled professionals in AI development, machine learning, and data analytics. The growth of AI-driven industries such as fintech, e-commerce, and cybersecurity, combined with the increased adoption of AI across sectors, underscores the urgency for AI talent. Companies aiming to remain competitive must prioritize attracting and retaining top AI experts to stay ahead of technological advancements. AI talent is not just a future trend—it is an immediate priority for businesses across all sectors in Thailand.

Wipawat Panutyothin

—
Director of Recruitment
Cornerstone Global Partners Thailand

Finance & Accounting



CGP Insight

Talent Trends in Thailand

In 2024, the hiring landscape for finance and accounting roles in Thailand has been significantly influenced by digital transformation, regulatory changes, and the push for IPO readiness among local companies. The demand for professionals skilled in financial digitalization, strategic planning, and compliance has surged as businesses increasingly adopt advanced analytics, automation, and ESG (Environmental, Social, and Governance) frameworks.

Looking ahead to 2025, Thailand's finance and accounting job market is expected to become even more specialized. As businesses expand and prepare for IPOs, the need for expertise in areas such as IPO advisory, corporate finance, and data-driven decision-making will grow. Additionally, skills in financial technology (FinTech), AI-driven forecasting, and sustainability reporting will be critical to meet both local and global trends.

Retention Strategies: Internal mobility and flexible working models, including hybrid arrangements, are key to retaining healthcare talent amid high burnout rates especially within Nursing and Allied health. Organizations are also focusing on work-life balance and tailored working arrangements to meet employee needs.

In-Demand Skills for 2025:

- Proficiency in advanced financial modeling and data analytics tools.
- Strong knowledge of regulatory frameworks, particularly IPO compliance and ESG mandates.
- Expertise in cloud-based ERP systems such as SAP or Oracle.
- Strong strategic and commercial acumen to drive impactful business decisions.

Finance & Accounting

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
CFO	15+	3.0M	11.0M
Finance Director	12+	3.0M	8.5M
Head of Commercial Finance	10+	3.0M	6.2M
Commerical Finance Manager	10+	1.8M	3.8M
Accounting Director	12+	3.0M	3.8M
Accounting Manager	6+	1.2M	2.4M
Internal Audit Director	10+	3.6M	6.0M
Internal Audit Manager	5+	1.2M	3.0M
Tax Director	10+	3.6M	5.5M
Tax Manager	6+	1.4M	3.2M
Financial Controller	8+	1.8M	3.7M
Finance and Accounting Manager	6+	1.8M	3.0M
Senior FP&A Manager	8+	1.8M	4.4M
FP&A Manager	6+	1.2M	2.4M
Plant Controller	8+	2.1M	3.8M
Cost Controller	5+	1.2M	2.6M
Treasury Manager	7+	1.4M	3.2M
Head of Investor Relations	8+	2.4M	4.5M
Head of Invesment	8+	3.6M	6.2M
Investment Manager	5+	1.8M	2.6M
Business Development Manager	5+	1.5M	3.2M
Business Development Director	8+	3.6M	7.5M
Corporate Finance Manager	6+	1.5M	3.8M
Financial Analyst	5+	960k	2.0M
Supply Chain Finance Manager	7+	2.2M	3.8M
Credit Control and Collection Manager	6+	1.4M	2.6M
Regional Finance Manager	5+	3.0M	5.0M

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Human Resources

**CGP Insight**

Talent Trends in Thailand

The HR job market in Thailand this year has been shaped by a strong emphasis on digital transformation, employee well-being, and the shift to hybrid and flexible work models. Companies are increasingly seeking HR professionals who can harness technology for talent acquisition, performance management, and data-driven decision-making. Furthermore, HR teams are playing strategic roles in promoting diversity, equity, and inclusion (DEI) and ensuring HR practices align with overall business objectives.

Looking ahead to 2025, the demand for specialized HR skills is expected to rise as organizations focus on retention, enhancing employee experience, and upskilling the workforce. With AI and automation becoming integral to HR processes, professionals capable of combining technological expertise with human-centric approaches will be in high demand. Additionally, the move towards sustainable workforce practices and adherence to ESG frameworks will further shape hiring trends in the HR sector.

In-Demand Skills for 2025:

- Proficiency in HRIS tools to manage and optimize workforce data.
- Expertise in organizational design and workforce planning.
- Strong interpersonal and change management capabilities to navigate evolving workplace dynamics.
- Knowledge of emerging trends in ESG compliance and sustainable workforce practices.

Human Resources

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	

Head of HR/HR Director	15+	2.4M	8.6M
HR Manager	10+	1.2M	2.6M
Plant HR Manager	12+	1.2 M	4.4M
HR Business Partner	6-12	720K	2.0M
HR Business Partner	12+	1.8 M	4.4M
Total Rewards	6-12	720k	1.5M
Total Rewards	12+	1.44M	4.4M
Organisation Development	10+	1.44M	5.0M
Talent Acquisition	6-12	600K	1.5M
Talent Acquisition	12+	1.44M	3.0M
Learning & Development	6-12	600K	1.6
Learning & Development	12+	1.44K	2.6M
HR Share Service & Payroll	6-12	720k	1.4M
HR Share Service & Payroll	12+	1.2M	2.8M
HRIS	6+	720k	2.6M



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Industrial & Manufacturing



CGP Insight

Talent Trends in Thailand

The industrial and manufacturing sectors are poised for transformative shifts in 2025, driven by advancements in technology, a heightened focus on sustainability, and global market dynamics. These changes are reshaping hiring patterns and the skills demanded by employers.

1. Demand for Automation and Robotics Specialists

The adoption of Industry 4.0 technologies like automation, robotics, and IoT continues to drive efficiency and reduce costs in manufacturing. Companies are increasingly seeking experts to design, program, and maintain these advanced systems, creating strong demand for roles such as robotics engineers, automation specialists, and process automation managers.

2. Focus on Sustainability and Green Manufacturing

Environmental regulations and consumer expectations are pushing industries toward sustainable practices. This trend has heightened demand for professionals skilled in energy efficiency, waste reduction, and carbon footprint management. Key roles include sustainability engineers, green manufacturing specialists, and environmental compliance officers.

3. Expansion of Data-Driven Roles

The reliance on big data, AI, and machine learning to optimize production processes and supply chains is accelerating. Manufacturing organizations are prioritizing hiring data analysts, AI process optimization specialists, and predictive maintenance engineers to harness these technologies effectively.

4. Growth in Additive Manufacturing

The expanding use of 3D printing in prototyping and small-batch production is driving demand for specialists in additive manufacturing. Roles such as additive manufacturing engineers, 3D printing technicians, and materials specialists are gaining prominence in the sector.

5. Advanced Supply Chain Management

Global supply chain disruptions have highlighted the need for strategic planning and risk mitigation. Professionals adept at using AI-driven tools and incorporating sustainability into supply chain practices are highly sought after, with positions like logistics optimization specialists and circular supply chain managers emerging.

6. Health and Safety Prioritization

Stringent regulations and a focus on employee well-being are propelling demand for health and safety experts. Employers are investing in roles such as occupational health specialists, safety compliance managers, and ergonomics consultants to ensure workplace safety standards are met.

Industrial & Manufacturing

**CGP Insight***Talent Trends in Thailand*

7. Hybrid Workforce Management

As automation blends human and machine labor, the need for managers skilled in coordinating these hybrid teams is growing. Roles such as digital factory managers and AI-human collaboration specialists are becoming vital for operational efficiency.

8. Rise of Multidisciplinary Engineers

Modern manufacturing demands engineers with cross-functional expertise in mechanical, electrical, software, and data engineering. Multidisciplinary roles like mechatronics engineers and systems integration engineers are crucial for managing complex systems.

9. Maintenance and Reliability Roles

Minimizing downtime and optimizing equipment lifecycle are core practices in the sector. Predictive maintenance and condition monitoring are fueling demand for reliability engineers and equipment health monitoring specialists.

10. Cybersecurity in Manufacturing

With the digitalization of manufacturing processes, cybersecurity has become a critical concern. Professionals specializing in securing smart factories and industrial control systems, such as manufacturing cybersecurity specialists, are in high demand.

11. Reskilling and Talent Gaps

Rapid technological advancements are creating skill gaps, particularly in AI, IoT, and robotics. Companies are focusing on reskilling initiatives, hiring workforce development managers and technical trainers to bridge these gaps.

12. Global Talent Mobility

As manufacturing hubs diversify across regions, businesses are seeking professionals with expertise in international markets and cross-cultural collaboration. Roles like regional plant managers and cross-border supply chain specialists are increasingly valued.

Industrial & Manufacturing

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Key Skills and Top Sectors:

The demand for technical skills such as AI, IoT, robotics, and data analytics is rising, alongside soft skills like adaptability, collaboration, and leadership. Industries like advanced manufacturing, renewable energy, healthcare equipment, automotive production, and aerospace are expected to drive recruitment.

Conclusion:

The recruitment landscape for industrial and manufacturing roles in 2025 will emphasize adaptability to technological advancements, sustainability, and strategic workforce management. Professionals with the right mix of technical expertise and leadership skills will thrive in this evolving environment. Businesses must stay agile, leveraging innovative hiring practices to meet the demands of a competitive labor market.

Hiring Trends for Sales Roles in Industrial & Manufacturing

The manufacturing and industrial sales sectors are set for notable transformations in 2025, influenced by technological advancements, sustainability imperatives, and global competition. Sales teams will play a pivotal role in navigating these shifts, requiring both technical acumen and strategic adaptability.

Digital Sales Transformation is becoming essential as companies integrate advanced sales platforms, CRM systems, and AI-powered tools to enhance efficiency and personalize customer interactions. Roles such as digital sales specialists and AI sales insights analysts are in high demand, emphasizing the growing importance of virtual sales expertise.

Industry-Specific Technical Knowledge is a key differentiator for sales professionals in manufacturing. Deep understanding of technical specifications, processes, and products enables teams to provide value-added consultations to clients. Positions like technical sales engineers and industrial solutions consultants are crucial in this domain.

The transition to **consultative and solution-based selling** reflects the industry's focus on meeting customer challenges with tailored solutions rather than standalone products. Sales professionals who excel in understanding client needs are highly sought after for roles such as solution sales managers and key account managers.

The **growing emphasis on sustainability** is driving demand for sales professionals skilled in communicating the environmental benefits of products and technologies. Sustainability sales consultants and green manufacturing sales specialists are emerging as critical roles, aligning with companies' ESG goals.

Industrial & Manufacturing

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With increased globalization, global sales roles are expanding. **Multilingual professionals** with cross-cultural communication skills are in demand to manage international markets and cross-border transactions, taking on roles such as international sales managers and regional business development managers.

Data-driven decision-making is transforming the sales function, as teams use analytics to optimize lead generation and customer acquisition. Sales data analysts and revenue optimization specialists are integral to organizations adopting these strategies.

As hybrid and remote work environments become the norm, virtual selling skills are paramount. Sales professionals adept in virtual engagement tools are filling roles like online client engagement specialists and remote sales consultants.

Increased emphasis on **after-sales service and relationship building** highlights the need for customer retention and long-term satisfaction strategies. Roles such as after-sales service managers and customer success specialists are growing in importance as companies prioritize ongoing client engagement.

The integration of AI tools into sales processes is enhancing efficiency through predictive analytics and automated lead qualification. Professionals who can leverage these technologies effectively are stepping into roles like AI sales optimization specialists.

Finally, relationship management remains critical in industries with long sales cycles. Soft skills such as empathy and communication are essential for roles like strategic account managers and client relationship managers, ensuring trust-building and repeat business.

Key Skills and Sectors

Sales roles in manufacturing require a combination of technical skills—such as expertise in CRM, ERP systems, and data analytics tools—and soft skills, including negotiation, relationship management, and cross-cultural communication for global roles. Industries driving recruitment include:

- Advanced Manufacturing and Automation.
- Renewable Energy and Green Technologies.
- Automotive and Electric Vehicles.
- Healthcare Equipment and Pharmaceuticals.
- Aerospace and Defense.

Conclusion

The future of manufacturing and industrial sales lies in the ability to integrate technology, deliver customer-centric solutions, and adapt to the global push for sustainability. Professionals with technical expertise, data-driven approaches, and exceptional relationship-building skills will thrive in this competitive and evolving market.

Industrial & Manufacturing

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Hiring Trends for Logistics Roles in 2025

The logistics industry is undergoing rapid transformation driven by advancements in technology, the continued growth of e-commerce, and a heightened global focus on supply chain sustainability and resilience. These changes are shaping hiring trends, creating demand for both technical and strategic skill sets.

Technology-Driven Logistics is at the forefront, with companies investing in automation, IoT, AI, and blockchain to enhance supply chain efficiency and transparency. Professionals skilled in data analytics, supply chain modeling, and process automation are in high demand, particularly for roles such as logistics automation specialists and blockchain logistics coordinators.

The **rise of e-commerce** is fueling the need for expertise in last-mile delivery optimization and on-demand logistics platforms. As the e-commerce sector grows, roles like last-mile delivery managers and e-commerce logistics specialists are becoming pivotal to ensure operational efficiency and customer satisfaction.

The **push for sustainability** in supply chains has made green logistics and renewable energy integration key priorities. Professionals with expertise in carbon footprint reduction, reverse logistics, and circular economies are increasingly sought after for roles such as sustainable supply chain managers and green logistics specialists.

In response to post-pandemic disruptions, supply chain resilience is a critical focus. Logistics professionals who can manage risk, diversify suppliers, and implement contingency plans are highly valued for positions such as supply chain risk analysts and global sourcing managers.

The need for **omni-channel expertise** continues to grow, as companies integrate physical and digital sales channels. This shift requires logistics professionals adept in inventory synchronization and multi-channel distribution to take on roles like omni-channel logistics managers and distribution network analysts.

Robotics and automation are transforming warehouse and fulfillment operations, with companies investing in automated storage and retrieval systems. Roles like robotics operations managers and warehouse automation specialists are vital to manage these technologies effectively.

Cross-border logistics and trade compliance specialists are in demand due to the complexities of global trade. Multilingual professionals with expertise in customs regulations and regional trade agreements are particularly valued for roles such as international trade compliance specialists and customs brokers.

Real-time visibility is another priority, with companies seeking real-time tracking solutions to improve customer satisfaction and operational control. Professionals skilled in logistics software integration are stepping into roles such as visibility solutions managers and logistics IT system integrators.

Industrial & Manufacturing

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Talent Trends in Thailand

The industry also emphasizes soft skills and leadership as logistics operations become more complex. Roles like logistics operations managers and supply chain strategists require strong leadership, problem-solving, and communication abilities to navigate challenges and lead cross-functional teams.

Finally, the rise of on-demand and gig logistics highlights the need for flexible delivery models and crowdsourced logistics networks. Professionals managing these dynamic systems are filling roles like gig logistics coordinators, On-Demand Delivery Manager and shared mobility logistics specialists.

Skills and Sectors in Demand

Key skills for logistics professionals include:

- **Technical Skills:**
Proficiency in logistics software (e.g., SAP, Oracle, TMS).
Knowledge of AI, data visualization, and predictive analytics tools.
- **Soft Skills:**
Problem-solving, adaptability, and communication.
Strong leadership and project management abilities.

Top Sectors for Logistics Roles in 2025

- E-commerce and Retail.
- Third-Party Logistics (3PL) Providers.
- Manufacturing and Automotive.
- Renewable Energy and Green Tech.
- Healthcare and Pharmaceuticals.

Conclusion

As the logistics industry evolves, success in 2025 will require a blend of technological proficiency, sustainability-driven strategies, and the ability to adapt to global challenges. Candidates with the right mix of technical skills, industry expertise, and adaptability will thrive in this dynamic and evolving field.

General Management

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
Chief Executive Office (CEO)	12+	3.8M	10M
Chief Operating Officer (COO)	12+	2.6M	6.9M
Chief Marketing Officer (CMO)	12+	1.3M	3.6M
Chief Supply Chain Officers (CISO)	12+	2.5M	7M
Managing Director (MD)	12+	3.2M	6M
General Manager (GM)	12+	6.5M	7M

Directors

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
Operation Director	8+	1.8M	3.5M
Marketing Director	8+	1.5M	2.5M
Supply Chain Director	8+	2.4M	4M
Engineering Director	8+	2.2M	3.5M
Sales Director	8+	3.35M	4M
Factory Director	8+	1.8M	3.5M
Commercial Director	8+	2.1M	7M
QA Director	8+	2M	4M
R&D Director	8+	1.5M	3.2M
Production Director	8+	1.1M	3M
Safety, Health, and Environmental (SHE) Director	8+	1.5M	3M

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Managers

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
Operation Manager	8+	860K	3.6M
Marketing Manager	8+	1.2M	2.1M
Supply Chain Manager	8+	1.2M	2.5M
Engineering Manager	5+	1.6M	2.5M
Sales Manager	5+	720K	2.4M
Factory Manager	5+	960K	2M
Commercial Manager	8+	1.2M	3M
QA Manager	8+	1.4M	2.5M
R&D Manager	8+	1.2M	2.5M
Production Manager	8+	1.1M	2.5M
Safety, Health, and Environmental (SHE) Manager	8+	1.2M	2.5M



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IT Outsourcing Sector



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Talent Trends in Thailand

The IT outsourcing sector in Thailand has undergone significant transformation, influenced by post-pandemic adjustments and prevailing economic conditions. During the COVID-19 pandemic, the industry experienced rapid growth as companies ramped up hiring to meet the surging demand for digital transformation.

However, as the pandemic receded and Thailand faced economic challenges, many organizations shifted their focus toward restructuring and cost-efficiency. This shift gave rise to a growing trend: hiring outsourcing professionals over permanent staff. Outsourcing offers businesses greater flexibility and reduced long-term costs, making it an appealing solution for adapting to fluctuating project demands and economic uncertainties.

Looking ahead to 2025, this preference for outsourcing is expected to continue expanding, as businesses increasingly prioritize agility and scalability in their operations.

Web Development

Position Title	Years of Experience	Total Package (THB)/Contract (Months)		
		3	6	12

Full Stack Developer	5+	255K	510K	1,020K
Frontend Developer	5+	210K	420K	840K
Backend Developer	5+	240K	480K	960K
Team Lead	8+	300K	600K	1,200K

Mobile Development

Position Title	Years of Experience	Total Package (THB)/Contract (Months)		
		3	6	12

iOS Developer (Swift)	4+	240K	480K	960K
Android Developer (Kotlin)	4+	240K	480K	960K
Flutter Developer	4+	210K	420K	840K
React Native Developer	4+	210K	420K	840K
Team Lead	8+	330K	660K	1,320K

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

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Data Development

Position Title	Years of Experience	Total Package (THB)/Contract (Months)		
		3	6	12

Business Intelligence	5+	210K	420K	840K
Data Analytic	5+	225K	450K	900K
Data Scientist	5+	240K	480K	960K
Data Engineer	5+	240K	480K	960K
Database Administrator	5+	180K	360K	720K

Software Tester/QA

Position Title	Years of Experience	Total Package (THB)/Contract (Months)		
		3	6	12

Manual Tester	5+	180K	360K	720K
Automate Tester	5+	240K	480K	960K
QA Engineer (Manual&Automate)	5+	210K	420K	840K
Test Lead	5+	300K	600K	1,200K

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

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Digital Transformation and Product Development

Position Title	Years of Experience	Total Package (THB)/Contract (Months)		
		3	6	12
DevOps Engineer	5+	270K	540K	1,080K
System Analyst	5+	240K	480K	960K
Business Analyst	5+	240K	480K	960K
Project Manager	5+	240K	480K	960K
Product Manager	5+	255K	510K	1,020K
UX/UI Designer	5+	180K	360K	720K



* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Legal



CGP Insight

Talent Trends in Thailand

In 2024, the legal job market in Thailand has been shaped by the expansion of multinational corporations, the influence of regional trade agreements, and evolving domestic regulations. Companies are increasingly seeking legal professionals with expertise in corporate governance, regulatory compliance, and cross-border transactions, reflecting Thailand's ongoing economic and legal modernization.

The country's emphasis on digital transformation and ESG (Environmental, Social, and Governance) initiatives has further driven demand for tech-savvy legal advisors and those with a strong focus on sustainability.

Looking ahead to 2025, this trend is expected to persist. Organizations will place greater value on legal professionals proficient in emerging fields such as fintech, data privacy, and ESG compliance, as businesses navigate the complexities of these growing sectors.

Legal

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	

General Counsel	15+	4.2M	16M
Legal Director	15+	3M	11.4M
Regional Legal Counsel	12+	3.3M	10 M
Senior Legal Counsel	10+	2.5M	5.5M
Legal and compliance manager	8+	1.8M	3.6M
Senior Legal Manager	8+	1.4M	3M
Compliance Manager	10+	1.6M	5M
Legal Manager	7+	1.4M	2.4M
Regional Legal Counsel	7+	1.6M	3.3M
Legal Counsel	5+	1.4M	2.4M
Company Secretary	5+	1.6M	4.2M
Counsel (law firm)	10+	4.2M	10.6M
Senior Assocate (law firm - tier 1)	5+	3M	6M
Senior Assocate (law firm)	5+	1.6M	3.2M
Assocaite (law firm - tier 1)	5+	1.2M	4.2M
Assocate (law firm)	5+	720K	2.4M



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Sales & Marketing

**CGP Insight***Talent Trends in Thailand*

Fast-Moving Consumer Goods (FMCG)

The FMCG sector is experiencing rapid transformation, driven by evolving consumer preferences and technological advancements:

1. E-commerce and Direct-to-Consumer (DTC) Channels

The continued growth of online shopping and e-commerce has led FMCG companies to invest heavily in digital platforms and DTC channels. These strategies enable direct consumer engagement and offer personalized shopping experiences.

2. Sustainability and Eco-Friendly Products

With increasing consumer demand for sustainable products, companies are prioritizing efforts to reduce packaging waste, adopt sustainable sourcing and manufacturing practices, and introduce greener product alternatives.

3. Health-Conscious Consumers

As health awareness grows, there is rising demand for functional and healthier food and beverage products. FMCG companies are reformulating existing offerings and launching new products with enhanced health benefits.

4. Customization and Personalization

Brands are leveraging data-driven insights to tailor products and marketing efforts to individual consumer preferences, making personalization a key trend.

5. Digital Marketing and Social Media

The importance of digital marketing continues to grow, with FMCG companies investing in online advertising, influencer marketing, and social media strategies to engage consumers effectively.

Sales & Marketing

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Retail

The retail sector in Thailand is balancing the physical and digital realms to create a seamless consumer experience:

1. In-Person Shopping Preferences

Despite the rise of e-commerce, many consumers value the in-person shopping experience, leading to increased demand for talent in offline retail operations, including Sales, Marketing, and Operations roles.

2. Omnichannel Strategies

Retailers are blending online and offline experiences to create seamless shopping journeys, allowing consumers to research online and purchase in-store or vice versa.

3. Emerging Technologies

The integration of emerging technologies like augmented reality (AR) and virtual reality (VR) is revolutionizing the traditional retail environment. These tools enable consumers to visualize products, experience virtual try-ons, and receive tailored recommendations in-store. This technological evolution not only elevates the shopping experience but also offers retailers insights into consumer behavior and preferences, aiding inventory and marketing strategies.

4. Global Expansion

In addition to refining local markets, many retailers are focusing on global expansion to tap into emerging economies and new customer bases. This often involves establishing physical stores in high-growth regions, adapting product offerings to local preferences to diverse cultural contexts. Countries in Southeast Asia are becoming attractive destinations for retail expansion due to their growing middle class, increasing disposable income, and urbanization trends.

Retailers are also leveraging franchise models and joint ventures to reduce risks and partner with local experts who understand the market dynamics.

Furthermore, cross-border e-commerce complements physical store expansions by allowing retailers to test demand in international markets before making significant investments in infrastructure. This dual approach ensures retailers can scale effectively while responding to consumer needs and global market trends.

By integrating technological innovation, omnichannel strategies, and thoughtful international expansion, the retail sector is poised for sustained growth and global relevance.

Sales & Marketing

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Industrial Business to Business (B2B)

The industrial B2B sector was expected to continue its digital transformation journey. This includes adopting technologies like the Internet of Things (IoT), data analytics, and automation to enhance operational efficiency, track supply chain performance, and provide data driven insights for decision making.

The industrial sales and marketing sector has a strong emphasis on performance marketing, including digital marketing, SEO, Google Analytics, e commerce, and corporate website enhancements. This focus reflects the industry's commitment to achieving measurable results, optimizing online visibility, and providing an enhanced user experience on their corporate websites.

Key Skills for Sales and Marketing Candidates Across Industries

As industries adapt to technological advancements, shifting consumer behaviors, and global trends, the skills required for sales and marketing professionals are becoming increasingly diverse and specialized. By 2025, successful candidates across industries will need a robust mix of technical expertise, strategic thinking, and interpersonal abilities.

- **Digital and Data Proficiency**

Technology is transforming sectors from retail to healthcare, finance, and manufacturing. Professionals must understand digital tools, analytics platforms, and CRM systems to gather insights and track customer journeys.

- **Customer-Centric Approach**

Whether in B2B or B2C, placing the customer at the center of all strategies is essential. This includes empathy, active listening, and designing solutions tailored to customer pain points.

- **Omnichannel Expertise**

Consumers now expect seamless integration between online and offline channels. Professionals must design cohesive experiences that meet customers wherever they are.

- **Sustainability and ESG Communication**

Consumers increasingly expect brands to demonstrate social and environmental responsibility. Marketing and sales professionals must articulate these commitments authentically.

Sales & Marketing

Talent Trends in Thailand



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- **Global and Cross-Cultural Communication**

As businesses expand globally, understanding cultural nuances is critical to successfully entering new markets.

- **AI and Personalization Mastery**

AI-powered personalization enhances customer engagement by tailoring offerings to individual preferences.

- **Agility and Innovation**

Rapid market changes require professionals who can think creatively, adapt quickly, and innovate effectively.

Sales & Marketing

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
Marketing Director	12+	3.5M	6M
Marketing Manager	8+	2.0M	3.2M
Brand/Product Manager	5+	600K	1.9M
Trade Marketing Director	12+	3.0M	4M
Trade Marketing Manager	6+	850K	2.0M
Head of Corporate Communications	10+	1.8M	3.9M
Public Relations Manager	5+	840K	1.5M
Head of Digital	12+	3.0M	4.8M
Digital Marketing Manager	6+	1.44K	2.4M
E-Commerce Manager	5+	960K	1.68M
Account Manager	3+	840K	1.2M
Performance Marketing Manager	5+	960K	2.4M



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* Min.: Minimum, Med.: Medium, Max.: Maximum

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FMCG & Retail Sale

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
Chief Executive Officer / Managing Director, Country Manager	15+	6M	13M
General Manager	15+	4.4M	6M
Sales Director	15+	4M	5.6M
Regional Sales Manager	10+	1M	2M
Head of Modern Trade	10+	3M	5M
National Sales Manager	10+	3M	3.2M
Key Account Manager	10+	960K	2.2M
Commercial Planning Director	10+	2.4M	4M
Business Development Director	10+	2.4M	4M
Business Development Manager	10+	1.5M	3M
Area Sales Manager	5+	840K	1.5M
Retail Manager	10+	1.44K	1.8M
Boutique Manager	10+	960K	1.44M
Merchandising Manager	10+	960K	1.44M



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Industrial Business to Business

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	

Managing Director	15+	3.6M	9.6M
General Manager	15+	3M	4.8M
Marketing Director	15+	3M	6M
Marketing Manager	10+	2M	3.2M
Brand/Product Manager	10+	960K	1.8M
Head of Corporate Communications	10+	1.8M	3.9M
Public Relations Manager	5+	840K	1.5M
Head of Digital	15+	3M	4.8M
Digital Marketing Manager	6+	1.44K	2.4M
Account Manager	3+	960K	1.8M



* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

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* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Technology



CGP Insight

Talent Trends in Thailand

The rapid evolution of technology will define the business landscape in 2025, bringing unprecedented opportunities and challenges. Understanding these trends is vital to align hiring strategies with market needs. Here are the key technology trends shaping the industry and their implications for talent acquisition:

- **Generative AI and Hyperautomation**

Generative AI will continue revolutionizing industries with its ability to create content, optimize workflows, and innovate processes. Hyperautomation, combining AI, robotic process automation (RPA), and other tools, will automate complex business workflows at scale.

- **Sustainability and Green Technologies**

As industries prioritize sustainability, green technology development—ranging from renewable energy solutions to climate tech—will accelerate.

- **Biotech and Healthtech**

Breakthroughs in personalized medicine, wearable health tech, and gene editing will dominate healthcare innovation. Biotechnology startups and Healthtech firms will seek experts to develop and implement these solutions.

- **Advanced Connectivity**

With the expansion of 5G and the potential of 6G, real-time IoT applications and edge computing will grow. These technologies enable autonomous systems and faster, more efficient operations across sectors.

- **Immersive Technologies (XR)**

Extended Reality (XR)—encompassing AR, VR, and MR—will transform industries like training, healthcare, and entertainment.

- **Decentralized Systems**

Blockchain technology will expand beyond cryptocurrency to revolutionize supply chains, digital identity, and secure transactions.

Technology

Talent Trends in Thailand



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- **Quantum and Neuromorphic Computing**

These cutting-edge technologies will address complex challenges in AI, material science, and cryptography.

As we move toward 2025, the rapid advancement of technology will continue to reshape industries, creating new possibilities and redefining the skills landscape. Companies that understand and adapt to these key trends—such as generative AI, green technologies, biotech, advanced connectivity, immersive experiences, decentralized systems, and next-generation computing—will gain a competitive edge.

For organizations, staying ahead means not only adopting these technologies but also aligning talent acquisition strategies to attract and retain the expertise needed to harness their potential. By embracing these shifts proactively, businesses can position themselves as leaders in the evolving technological landscape.

General Management

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
Chief Technology Office (CTO)	12+	2.4M	6M
Chief Information Officer (CIO)	12+	3.6M	7.2M
Chief Data Technology (CDO)	12+	2.4M	4.8M
Chief Information Security Officer (CISO)	12+	2.4M	4.8M

IT Application, ERP, CRM

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
IT Application Lead	10+	1.8M	3M
IT Service Delivery	8+	1.8M	3M
Solution Architect (ERP/CRM)	5+	960K	3M
Function Consultant	5+	960K	1.8M
Technical Consultant	5+	960K	1.8M

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Network and Infrastructure

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
Infrastructure Management	10+	1.2M	2.4M
Infrastructure & Cloud Architect	8+	1.8M	3.6M
DevOps	5+	960K	3M
Network and System Engineer	5+	840K	1.2M
IT Service and Operation	5+	600K	1.2M
IT Change and Transformation	8+	1.2M	2.1M

IT Security, IT Risk and IT Audit

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
Information Security Officer	5+	960K	1.8M
Cyber Security Engineer	5+	960K	1.8M
Penetration Tester	5+	1.2M	2.5M
Information Technology Audit	8+	1.2M	2.4M
Information Technology Risk	8+	1.2M	2.4M
Data Governance Specialist	3+	1.2M	2.0M
Security Architect Specialist	3+	1.5M	2.2M

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

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Software Development

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
Full Stack Developer	5+	840K	2.1M
Frontend Developer	5+	840K	2.1M
Backend Developer	5+	840K	2.1M
Mobile Developer	5+	1M	1.8M
Quality Assurance	5+	1M	1.8M
Solutions Architect	5+	1.2M	3M

Business Intelligence and Data Technology

Position Title	Years of Experience	Annual Package Range(THB)	
		Min	Max
		Tier 1 Cities	
Business Intelligence	5+	840K	2.4M
Data Analytic	5+	840K	2.4M
Data Scientist	5+	840K	2.4M
Data Engineer	5+	840K	2.4M
Database Administrator	5+	840K	1.8M

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

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Country Summary



2025 TALENT TRENDS IN VIETNAM

Unleashing Talent, Enabling Entrepreneurs.

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In 2025, Vietnam's hiring landscape promises dynamic opportunities across high-growth sectors as the market accelerates in digitalization and modernization. The Industrial sector will actively seek skilled professionals in automation and supply chain to drive modernization and operational efficiency. FMCG and Retail companies will prioritize digital marketing, e-commerce, and customer engagement roles to keep pace with the booming e-commerce market and meet shifting consumer demands.

The Tech sector will be in high demand for software developers, data scientists, and cybersecurity experts, with digital transformation at the forefront of Vietnam's economic strategy. However, the shortage of seasoned tech talent will encourage companies to explore flexible work models and competitive compensation packages to attract top talent. Meanwhile, Healthcare's expansion is creating a demand for clinical and health IT professionals, including digital health experts, to enhance the quality of services in this growing field.

Corporate support roles in HR, Legal, and Finance will see steady growth as organizations prioritize compliance and workforce planning amid regulatory shifts. With competition for specialized talent intensifying across sectors, companies that invest in skill development, offer competitive packages, and embrace digital transformation will position themselves for success in Vietnam's evolving talent landscape.

Hao Vi

—
Managing Director
Cornerstone Global Partners Vietnam

Accounting & Finance



CGP Insight

Talent Trends in Vietnam

The Accounting and Finance sector is experiencing a shift towards specialized roles demanding technological proficiency, particularly in automation and sustainability. Employers seek candidates with strong analytical thinking and adaptability to a fast-paced, globalized workplace. Local talent and Vietnamese professionals returning from abroad are highly sought-after. For senior roles, CFOs with strategic decision-making experience are in high demand.

Attracting and retaining top finance talent remains a challenge, prompting companies to enhance benefits packages and offer competitive salaries. Salary increases of 20-30% are common, with even higher increases for senior or specialized positions. This trend is expected to persist due to high demand and inflation.

Job mobility is high, with professionals changing jobs every 2 to 3 years for better opportunities and career growth. Candidates typically expect a salary increase of 10-30% when considering new roles.

Accounting & Finance

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
Chief Financial Officer	15+	80K	150K
Finance Director	10 - 15	60K	120K
Financial Controller	7 - 10	40K	80K
Finance Manager	5 - 8	25K	50K
Internal Audit Director	12 - 15	70K	120K
Internal Audit Manager	7 - 10	40K	75K
Tax Manager	5 - 8	30K	55K
Chief Accountant/Accounting Manager	7 - 10	25K	45K

Banking

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
Head of Corporate Banking	12 - 15	100K	180K
Head of Retail Banking	12 - 15	90K	150K
Internal Audit Director	10 - 15	70K	120K
Head of Collection	8 - 12	50K	90K

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Sales & Marketing - FMCG



CGP Insight

Talent Trends in Vietnam

In 2024, hiring in the FMCG and Retail sectors has been marked by a strong focus on roles that enhance digital engagement, streamline supply chains, and respond to sustainability trends. From a hiring manager's perspective, companies are prioritizing candidates with experience in digital marketing, data analytics, e-commerce, and supply chain management, as these skills are crucial for meeting evolving consumer demands. There's also a notable rise in demand for professionals in sustainability and ESG roles, as brands aim to build more responsible and transparent operations. Moving into 2025, emerging skills in AI, automation, and customer data management are anticipated to be highly sought-after, reflecting a trend toward data-driven and technology-enhanced operations.

From a candidate's perspective, job mobility remains high, with professionals frequently switching roles to pursue growth opportunities, improved benefits, and better work-life balance. Candidates are typically expecting a 20-30% salary bump when transitioning to a new role. Beyond pay, job seekers are increasingly prioritizing flexible work arrangements, career development opportunities, and positive workplace culture. These expectations are shaping how companies attract talent and build competitive, attractive work environments. Overall, as 2025 approaches, both candidates and employers are adjusting to a market that values digital expertise, flexibility, and purpose-driven work.

FMCG

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
Country Manager/CEO/MD	20+	100K	300K
Commercial Director	15+	75K	100K
Head of Sales	15+	75K	100K
Regional Sales Manager	8 - 15	45K	80K
Area Sales Manager	5 - 8	30K	50K
Modern Trade Head	8 - 15	45K	80K
Key Account Manager	5 - 8	30K	50K
Head of Trade Marketing	10+	50K	90K
Trade Marketing Manager	5 - 10	36K	60K
Marketing Director	15+	75K	100K
Marketing Manager / Category Lead	8 - 15	45K	90K
Brand Manager	5 - 8	30K	50K



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Luxury

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
Country Manager	20+	110K	180K
Group Brand Manager	15	70K	100K
Brand Manager	5 - 10	40K	75K
Marketing Director	15	90K	120K
Marketing Manager	8 - 15	50K	100K

Retail

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
Head Of Marketing (Retail)	15+	60K	120K
Purchasing Director	8 - 15	60K	100K
Merchandise / Category Manager	5 - 10	36K	70K
Store Manager	5 - 8	24K	46K

Sales & Marketing - Industrial



Talent Trends in Vietnam

CGP Insight

The industrial sector demands candidates with strong leadership and business development skills, particularly those with extensive industry networks. The hiring process is highly selective due to the competitive landscape.

In 2025, the talent shortage in specialized roles is expected to persist. Companies are prioritizing reskilling initiatives and emphasizing sustainability to attract talent. Sought-after skills include business development, networking, data-driven decision-making, and leadership.

Attracting and retaining talent requires competitive salaries, comprehensive training, and clear career paths. Salary increases range from 15-25% and may increase in 2025.

Industrial

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
General Manager/Country Manager/CEO/MD	12+	80K	130K
Head of BU	12+	65K	100K
Marketing Director/Head of Marketing	12+	60K	80K
Sales Director/Head of Sales	10+	43K	65K
Sales Manager/ Regional SM/ Senior SM	5	25K	35K
Sales Engineer	5	15K	20K
Technical Sales Engineer	5	15K	20K
Marketing Manager	5 - 7	30K	45K
Key Account Manager	5 - 7	30K	40K
Business Development Manager	5 - 7	30K	40K



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Sales & Marketing – Healthcare

Talent Trends in Vietnam

CGP Insight

Healthcare hiring trends in 2024 reflect a push toward digital health and improved patient care. Companies are actively seeking talent with a mix of medical and tech skills, especially in areas like health informatics, telemedicine, and data analytics. Key skills in demand include AI, patient data management, and regulatory compliance. Looking ahead to 2025, skills in AI-based diagnostics and remote care are expected to grow in importance as technology advances. Attracting and retaining healthcare talent remains challenging, especially for nurses and digital health professionals. To compete, companies are offering flexible schedules, ongoing training, and better work-life balance.

On candidate's perspective, job mobility is high, driven by burnout, career growth, and interest in digital roles. Candidates expect salary hikes of 15-20% when moving jobs and prioritize flexibility, career development, and supportive work environments over salary alone. These priorities are expected to remain as the industry advances in 2025.

Healthcare

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
General Manager	15+	80K	150K
Head of BU	10 - 15	70K	130K
Sales Director	10 - 16	60K	110K
Sales Manager / Regional SM / Senior SM	7 - 12	45K	70K
Marketing Director	10 - 15	60K	100K
Group Product Manager	8 - 12	40K	65K
Head of Medical Affairs	10 - 15	70K	120K
Medical Affairs Manager / Advisor	5 - 10	50K	80K
Head of Regulatory Affairs	10 - 15	65K	100K
Regulatory Affairs Manager	5 - 10	45K	75K
Product Manager / Senior Product Manager	5 - 10	40K	65K



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Sales & Marketing – Digital & Technology



CGP Insight

Talent Trends in Vietnam

Hiring in the Tech & Digital sector in the past year has focused heavily on roles that drive digital transformation, such as AI and machine learning engineers, cybersecurity specialists, and cloud computing experts. Hiring managers have noticed a strong demand for these skills as companies work to enhance their digital capabilities and improve data security. Additionally, skills in blockchain, automation, and data analysis are increasingly sought-after, and by 2025, emerging fields like quantum computing and advanced AI are expected to become more prominent. The challenge of attracting and retaining top talent remains a primary concern, especially as companies compete for a limited pool of highly skilled tech professionals. Many firms are addressing this by offering flexible work arrangements, remote work options, and professional development opportunities. Salary increases for these roles currently range from 15-20%, with competitive compensation expected to remain a trend into 2025 as companies aim to retain critical talent in a competitive market.

For candidates, job mobility in tech is relatively high, driven by a combination of career growth opportunities, rising salary expectations, and rapid advancements in technology that make skills quickly outdated. Candidates moving to new roles often seek a 20-25% salary increase, with many prioritizing work-life balance, a strong company culture, and meaningful career development opportunities over compensation alone. Looking toward 2025, these priorities are likely to hold, with tech professionals continuing to value roles that offer flexibility, impactful projects, and career progression.

Digital

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
General Manager/Country Head	15+	90K	140K
Marketing Director	8 - 12	60K	80K
Marketing Manager	5 - 8	40K	55K
Senior Brand/Product Manager	5 - 8	40K	80K
Trade Marketing Director	8 - 12	60K	80K
Trade Marketing Manager	5 - 7	30K	60K
Head of Corporate Communications	8 - 12	50K	90K
Public Relations Manager	5 - 8	30K	50K
Head of Digital	8 - 12	60K	100K
Digital Marketing Manager	5 - 8	40K	65K
E-Commerce Manager	5 - 8	40K	65K
Account Manager	5 - 8	30K	48K

Technology

Board of Management (CTO, CIO, CDO, CISO)	15+	100K	130K
Engineering Director	8 - 12	70K	90K
Solutions Architect	5 - 8	45K	70K
Product Manager/Product Owner	5 - 8	45K	70K
Program Manager	5 - 8	40K	70K
QA/QC Manager	5 - 8	40K	70K
ERP/SAP Consultant Lead	5 - 8	50K	90K
Head of IT/IT Director	8 - 12	70K	100K
IT Manager	5 - 8	30K	50K

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Manufacturing & Engineering

**CGP Insight**

Talent Trends in Vietnam

In Vietnam's Manufacturing & Engineering sector, hiring trends in 2024 are heavily shaped by the shift toward Industry 4.0 and sustainable practices. Hiring has increasingly focused on roles in automation, robotics, and data analytics, alongside traditional fields like production management and quality control. Employers are seeking candidates with proficiency in data-driven decision-making, process automation, and project management skills, and by 2025, demand is expected to grow for skills in AI, cybersecurity, and green engineering as companies work toward more sustainable operations.

Companies are prioritizing attitude, commitment, and willingness in candidates. Soft skills and adaptability are highly valued. Attracting and retaining talent is challenging due to factors like leadership gaps and uncompetitive compensation.

Salary increases range from 25-40% and are often customized. Job mobility is high, with professionals seeking better opportunities and career growth. Candidates value good working conditions, clear strategies, and strong leadership.

Manufacturing & Engineering

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
Factory/Plant Director	17+	95K	150K
Engineering Director/Head of Engineering	15+	80K	120K
Production Director	15+	80K	120K
Continuous Improvement Manager	10+	45K	70K
Head of HSE/HSE Manager	10+	45K	70K
Design Manager	7+	45K	70K
Lean Manager	7+	45K	70K
Engineering Manager Industrial Engineer Manager Process Engineer Manager Technical Program Manager	7+	45K	70K
QA/QC Director	13+	78K	100K
QA/QC Manager/Supplier Quality Manager	7+	40K	65K
R&D Manager	7+	45K	70K
Project Manager	7+	45K	70K
Technical Service Manager	7+	45K	65K
Site Manager	7+	45K	65K



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HR & Legal



CGP Insight

Talent Trends in Vietnam

The HR and legal sectors are experiencing a surge in demand for specialized roles in compliance and risk management. Companies seek professionals with expertise in data protection and corporate governance, as well as tech-savvy lawyers. HR leaders who can drive strategic initiatives are also highly sought after.

In-demand HR skills include workforce planning, HR analytics, and employee experience. For legal roles, expertise in regulatory compliance and corporate governance is essential, along with knowledge of digital contracts and cybersecurity laws.

Attracting and retaining top talent is challenging, so companies are offering competitive compensation, development opportunities, and enhanced work-life balance programs.

HR and legal professionals can expect salary increases of 15-25%, with higher increases for senior roles. Job mobility is high, with professionals changing roles every 2-4 years for career advancement and better compensation.

Candidates typically request a 10-30% salary increase when moving to a new position. They are motivated by career advancement, higher compensation, and impactful roles. Work-life balance and a positive company culture are also key priorities. Beyond salary, candidates value flexibility, growth potential, and clear pathways to promotion.

HR

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
HR Director	12 - 15	80K	150K+
HR Manager	5 - 8	30K	50K
HR Business Partner Manager	8 - 12	40K	70K
C&B Manager	5 - 8	35K	60K
Total Reward Manager	5 - 8	35K	60K
Office Manager	3 - 5	15K	30K
Executive Assistant	3 - 5	12K	25K

Legal

Position Title	Years of Experience	Annual Package Range(USD)	
		Min	Max
Head of Legal	12 - 15	90K	180K+
Head of Compliance/Audit (Banking & Financial Services)	12 - 15	90K	150K+
Head of Compliance/Audit (Commerce Industries)	10 - 15	80K	130K
Senior Legal Counsel (Banking & Financial Services)	8 - 12	50K	90K
Senior Legal Counsel (Commerce Industries)	8 - 12	45K	80K
Compliance/Risk/Audit Senior Manager/Manager (Commerce)	6 - 10	40K	70K

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

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2025 SALARY TRENDS IN JAPAN

Unleashing Talent, Enabling Entrepreneurs.

Consumer

Sales & Marketing

Position Title	Years of Experience	Annual Package Range (JPY)			Need Indicator (0-100)
		Min	Med	Max	
Sales Director	10 - 15+	10M	15M	20M	90
Sales Manager	5 - 10+	7M	10M	12M	100
Marketing Manager	5 - 10+	7M	10M	12M	80
Marketing Director	10 - 15+	10M	15M	20M	90
Merchandising Manager	5 - 10+	7M	10M	12M	80
Merchandising Director	10 - 15+	10M	15M	20M	90
VMD Director	5 - 10+	10M	15M	20M	90
VMD Manager	5 - 10+	7M	10M	12M	100
Trade Marketing Director	10 - 15+	10M	15M	20M	100
Trade Marketing Manager	5 - 10+	7M	10M	12M	100
Digital Marketing Director	10 - 15+	10M	15M	20M	100
Digital Marketing Manager	5 - 10+	7M	10M	12M	100
Business Development Director	10 - 15+	10M	15M	20M	90
Business Development Manager	5 - 10+	7M	10M	12M	80
Sales Planning Director	10 - 15+	10M	15M	20M	80
Sales Planning Manager	5 - 10+	7M	10M	12M	90



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Finance & Accounting

Sales & Marketing

Position Title	Years of Experience	Annual Package Range (JPY)		Need Indicator (0-100)
		Min	Max	
Accountant	1+	3.5M	5M	90
Senior Accountant	3+	3.5M	8M	90
Analyst	1+	3.5M	8M	80
Finance Manager	4+	7M	12M	60
FP&A Manager	4+	7M	12M	60
Accounting Manager	4+	7M	12M	60
Finance Director	6+	8M	15M	60
CFO	10+	12M	25M	50



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Financial Services

Sales - Asset Management

Position Title	Years of Experience	Annual Package Range (JPY)						Need Indicator (0-100)
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities			Tier 2 Cities			
Managing Director	18+	25M	28M	30M	18M	20M	22M	75
Director/Senior Manager	10 - 15+	18M	20M	22M	12M	13M	15M	80
Vice President/Manager	6 - 10+	14M	16M	18M	10M	11M	12M	85
Associate/AVP	3 - 6+	10M	12M	15M	8M	9M	10M	90
Analyst	1 - 3+	8M	10M	12M	6M	7M	8M	80



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Financial Services

M&A

Position Title	Years of Experience	Annual Package Range (JPY)						Need Indicator (0-100)
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities			Tier 2 Cities			
Managing Director	15+	25M	38M	50M	20M	25M	30M	80
Director/Executive Director	10 - 15+	20M	28M	35M	16M	19M	22M	75
Vice President	6 - 10+	15M	20M	25M	12M	15M	18M	85
Associate/AVP	3 - 6+	12M	15M	18M	9M	10.5M	12M	80
Analyst	1 - 3+	8M	10M	12M	6M	7.5M	9M	85

Financial Services

Private Equity

Position Title	Years of Experience	Annual Package Range (JPY)						Need Indicator (0-100)
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities			Tier 2 Cities			
Managing Director	20+	35M	42M	50M	25M	27.5M	30M	80
Director	10 - 20+	22M	26M	30M	18M	19M	20M	80
Vice President/Principal	6 - 10+	18M	21M	25M	12M	13.5M	15M	80
Senior Associate	5 - 8+	15M	17.5M	20M	10M	11M	12M	85
Associate	3 - 6+	12M	13.5M	15M	8M	9M	10M	90
Analyst	1 - 3+	10M	11M	12M	7M	8M	9M	95

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Human Resources & Office Professional

Human Resources

Position Title	Years of Experience	Annual Package Range (JPY)						Need Indicator (0-100)
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities			Tier 2 Cities			
Head of HR/HR Director	10+	18M	25M	30M	13M	15M	28M	90
HR Manager	6+	12M	15M	20M	8M	10M	13M	90
HRBP	3+	10M	12M	20M	6M	8M	11M	85
Talent Acquisition Manager	6+	10M	12M	20M	8M	12M	15M	90
Talent Acquisition Specialist	3+	6.5M	8.5M	12M	5M	6.5M	8M	90
Talent Acquisition Coordinator	3+	5M	6M	7M	4M	5M	6M	70
C&B Manager/Director	10+	12M	16M	22M	8M	10M	13M	60
C&B/Reward Specialist	3+	6M	8M	13M	5M	6.5M	8M	70
Payroll Specialist	3+	6M	7M	9M	5M	6M	7M	80
L&D Manager	6+	10M	12M	20M	8M	12M	15M	70
Training Specialist	3+	6.5M	8.5M	12M	5M	6.5M	8M	70



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Human Resources & Office Professional

Office Administration Professional

Position Title	Years of Experience	Annual Package Range (JPY)						Need Indicator (0-100)
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities			Tier 2 Cities			
Executive Assistant	5+	6.5M	8M	12M	4.5M	6M	8M	80
Sales/Marketing/Group Assistant	3+	5M	6M	7M	4M	5M	6M	90
Office Manager	5+	10M	11M	15M	6M	8M	10M	80
Receptionist	Entry Level	4M	5M	6M	3.5M	4.2M	5M	70
Office General Administration	3+	5M	6M	7M	4M	5M	6M	80
Translator	5+	6M	8M	13M	5M	7M	9M	80
Interpreter	5+	6M	8M	13M	5M	7M	9M	80



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Information Technology

R&D

Position Title	Years of Experience	Annual Package Range (JPY)						Need Indicator (0-100)
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities			Tier 2 Cities			
IT Manager	5+	9M	10M	15M	7M	8M	9M	30
Data Scientist	5+	10M	12M	14M	7M	8M	9M	70
UI/UX	3+	7M	8M	9M	4M	6M	7M	40
Web Developer	3+	6M	8M	9M	4M	6M	7M	90
IT Helpdesk	2+	5M	7M	10M	3.5M	4.5M	5.5M	80
ERP Specialist	5+	9M	10M	13M	7M	8.5M	10M	90
Project Manager	5+	10M	12M	25M	8M	10M	12M	80
AI Engineer	3+	8M	10M	12M	5M	6M	7M	60
Infrastructure Engineer	5+	8M	10M	14M	6M	9M	11M	70



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Life Science

Sales & Marketing

Position Title	Years of Experience	Annual Package Range (JPY)	
		Min	Max
Application Specialist	5 - 10+	8M	15M
Business Development/Licensing	2 - 10+	7M	18M
CMC/Regulatory Affairs	3 - 10+	8M	15M
CRA/CRC	3 - 10+	6M	12M
Clinical Pharmacology/Drug Discovery	2 - 10+	4M	16M
Clinical Project Manager	5 - 10+	7M	16M
Clinical Trial/GCP/CRA	2 - 7+	4M	10M
Commercial Excellence	5 - 15+	8M	15M
Data Management /Biostats	2 - 7+	6M	14M
Field Engineer	5 - 10+	8M	14M
Field Service/Technical Support	5 - 10+	8M	12M
GCP Audit	5 - 12+	8M	15M
Health Outcomes (HEOR)/RWE	2 - 15+	8M	14M
MR	2 - 10+	5M	15M
MSL/Scientific Expert	3 - 7+	8M	16M
Medical Affairs	5 - 15+	10M	16M
Medical Director/Medical Affairs Head	3 - 7+	15M	30M
Medical Doctors	2 - 15+	10M	35M
Medical Information	3 - 10+	6M	12M
Medical Writing	2 - 10+	6M	14M
Pharmacovigilance	3 - 12+	10M	16M
Pricing	3 - 10+	8M	17M
QA/QC	5 - 10+	6M	18M
Regulatory Affairs	3 - 12+	6M	18M
Research & Development	1 - 5+	4M	8M
Sales Training/SFE	2 - 10+	8M	18M

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Industrial

Sales & Marketing

Position Title	Years of Experience	Annual Package Range (JPY)		
		Min	Med	Max
President / Country Manager	10+	23M	36M	60M
Sales Director / Head of Sales	8+	14M	25M	36M
Sales Manager / Team Leader	5+	7M	10M	16M
Account Executive	2+	5M	10M	10M
Account Manager	5+	9M	15M	15M
Business Development	8+	9M	20M	20M
Technical Customer Success Manager	5+	8M	13M	13M
Product Manager	5+	10M	13M	16M
Field Application Engineer	5+	10M	13M	16M



* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Supply Chain

Sales & Marketing

Position Title	Years of Experience	Annual Package Range (JPY)		Need Indicator (0-100)
		Min	Max	
Director Supply Chain and Logistics	10+	12M	18M	100
Manager Supply Chain and Logistics	6+	7M	13M	100
Supply Chain Analyst	3+	4M	7M	80
Demand planner	3+	6M	7M	80
Supply Chain Fulfillment Manager	8+	8M	12M	80
Supply Chain Planning Analyst	4+	4M	7M	70
Transportation and Distribution Logistics Manager	8+	7M	13M	70
Procurement Specialist	4+	4M	6M	80
Procurement Officer	2+	3.5M	5M	80
Purchasing Manager	6+	8M	10M	100
Senior Procurement Manager	8+	10M	14M	90



* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

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