

Enquête sur les salaires du secteur  
de la consommation en France 2015

# Que valez-vous?





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Welcome to Nigel Wright Group's French Consumer Sector Salary Survey 2015, which is specifically designed to provide you with an insight into the salaries commanded by professionals within this sector. Nigel Wright Group has earned a strong reputation within the consumer sector across Europe for providing a high quality recruitment service that is built upon our industry knowledge. We consider it important to continue to bring you relevant, useful information that you can use, in an accessible format.

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Les données du présent sondage ont été recueillies auprès de 1,000 personnes qui ont répondu à notre questionnaire en ligne au dernier trimestre 2014 et au premier trimestre 2015 et sont complétées par des informations en provenance de notre vaste base de données candidats.

The survey represents a cross-section of respondents with the following profile:

- Consumer sub-sector: Food & Drink, Health & Beauty, Consumer Electronics, DIY, Fashion and Apparel, Household Products, Luxury Goods, OTC pharmaceuticals, Leisure & Entertainment, Media and publishing, Retail and E-commerce and Travel;
- Homme 63%, Femme 37%;
- Âge moyen 40;
- 83% ont fait des études supérieures;
- 19% des personnes interrogées travaillent pour leur employeur actuel depuis moins d'un an; 45% for between one and three years, 22% for between three and five years and 10% for more than five years.

The first three parts of the survey focuses on some general points of interest, such as levels of satisfaction, respondents' motivation to change jobs as well as attitudes towards skill shortages and the qualities needed to succeed in the industry. This is followed by discipline-specific analyses of salaries.

**Pour obtenir de plus amples informations ou pour demander des conseils, n'hésitez pas à vous adresser au consultant spécialiste de votre discipline en appelant le +33 1 76732980. For more information on our services please visit [www.nigelwright.com](http://www.nigelwright.com).**



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## Respondent's Profile



**63%**

HOMME



**37%**

FEMME

Âge moyen: **40**



**83%**

ont fait des études  
supérieures



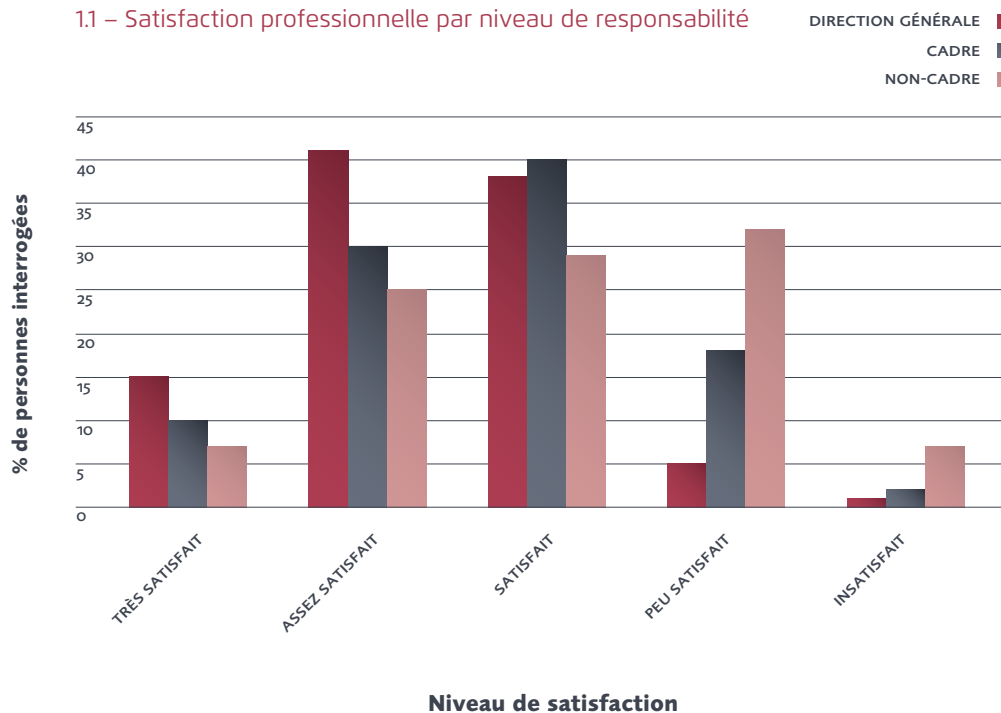
# 1. Indicateurs qualitatifs

## 1.1 Satisfaction professionnelle par niveau de responsabilité

Nous avons demandé aux personnes interrogées d'attribuer une note, de 1 à 5, à leur niveau de satisfaction professionnelle:

- 1 = Très satisfait
- 2 = Assez satisfait
- 3 = Satisfait
- 4 = Peu satisfait
- 5 = Insatisfait

1.1 – Satisfaction professionnelle par niveau de responsabilité



Les résultats montrent que, dans l'ensemble, les salariés Français sont assez satisfaits, malgré des variations entre les niveaux de satisfaction. À chaque niveau des organisations, plus de 80 % des personnes interrogées se disent satisfaites ou très satisfaites, ce qui est encourageant pour les professionnels et les dirigeants RH. The challenge, then, is to find out why those at non-management level are dissatisfied and what can be done to change this, whilst ensuring that the satisfaction level of the rest of the workforce is maintained.



## 1.2 Satisfaction professionnelle par discipline

Nous avons demandé aux personnes interrogées d'attribuer une note, de 1 à 5, à leur niveau de satisfaction professionnelle:

- 1 = Très satisfait
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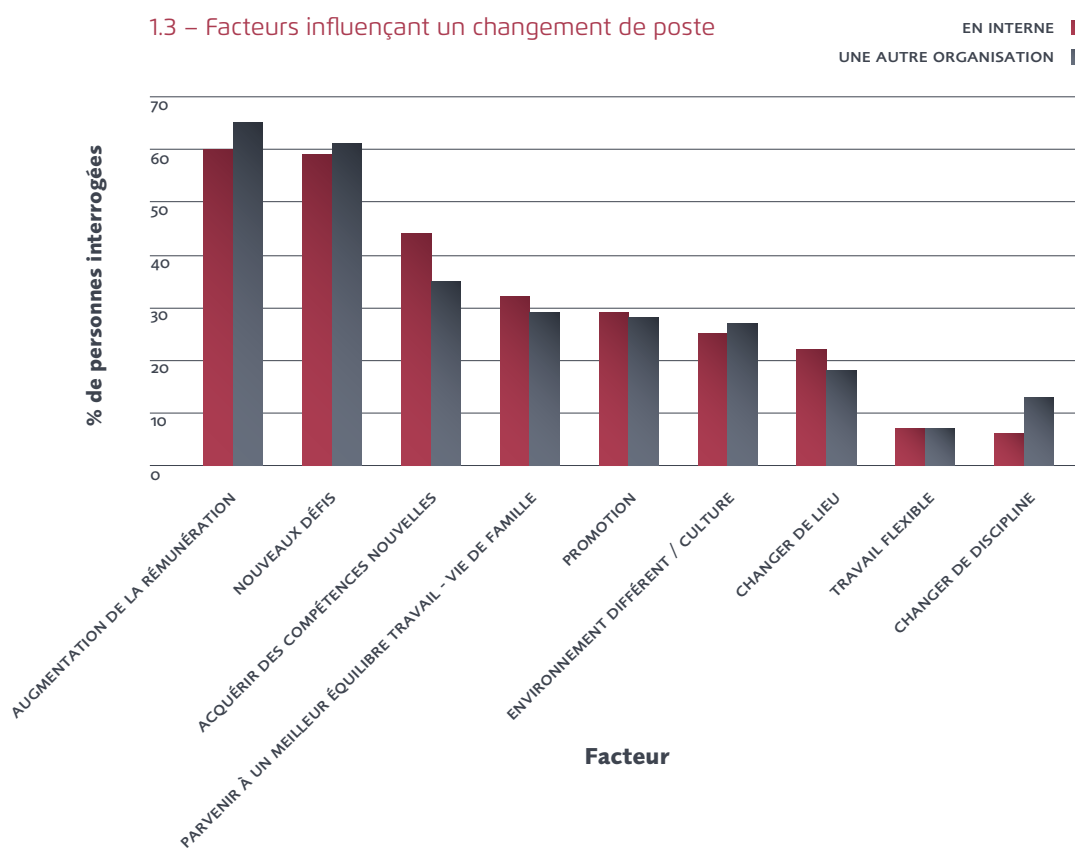
### 1.2 – Satisfaction professionnelle par discipline



Sales people are marginally happier in their jobs with 76% stating they were at least satisfied in their current role. Those working in operations, however, were more inclined to be less satisfied than their peers in sales and marketing.



## 1.3 Facteurs influençant un changement de poste

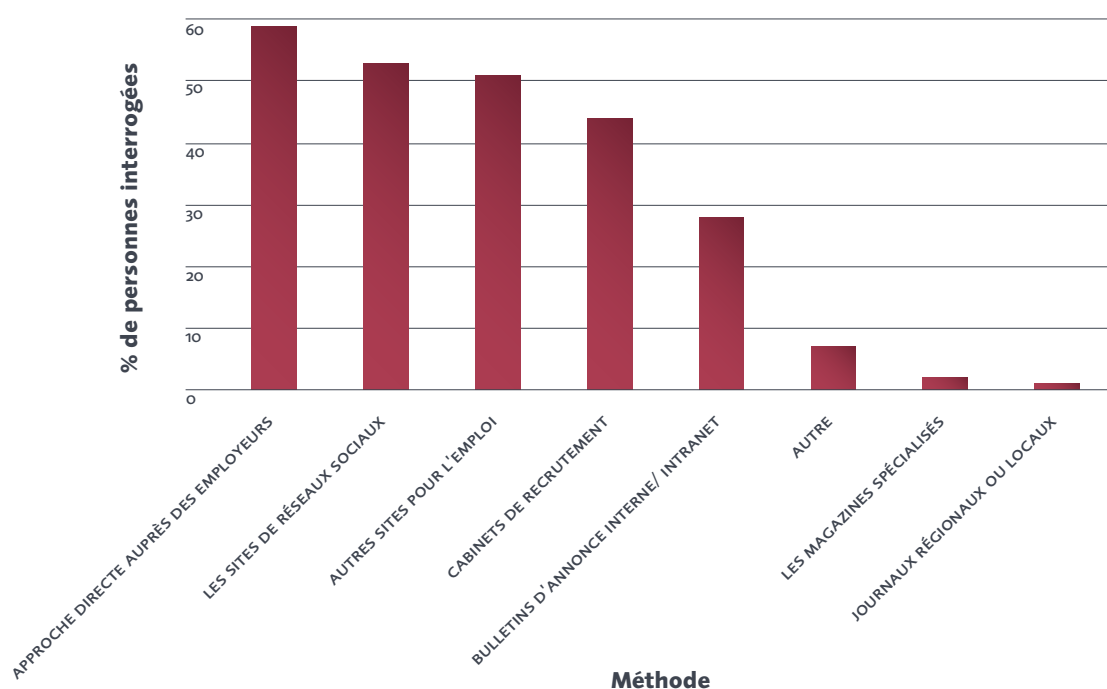


Nous avons demandé aux personnes interrogées de choisir les trois facteurs les plus susceptibles de les faire changer d'emploi au sein de leur entreprise actuelle (en interne) et pour entrer dans une autre organisation (externe). In the consumer sector, although money is important, the opportunity to gain new skills and experience new challenges are also persuasive factors for employees considering their next move. Achieving an improved work-life balance is also an increasingly important factor for job seekers today.



## 1.4 Méthodes employées pour chercher un nouveau poste

1.4 – Méthodes employées pour chercher un nouveau poste



Nous avons demandé aux personnes interrogées de sélectionner les méthodes auxquelles elles auraient recours pour chercher un nouveau poste. Those working in the French consumer sector compliment traditional job seeking methods such as approaching recruitment firms, with using job boards and social networking sites, as well as proactively approaching prospective employers themselves. En France, les chercheurs d'emploi se tournent de plus en plus vers les sites de réseaux sociaux qu'ils consultent pour identifier les possibilités d'emploi de préférence aux medias traditionnels, comme les journaux et les magazines.

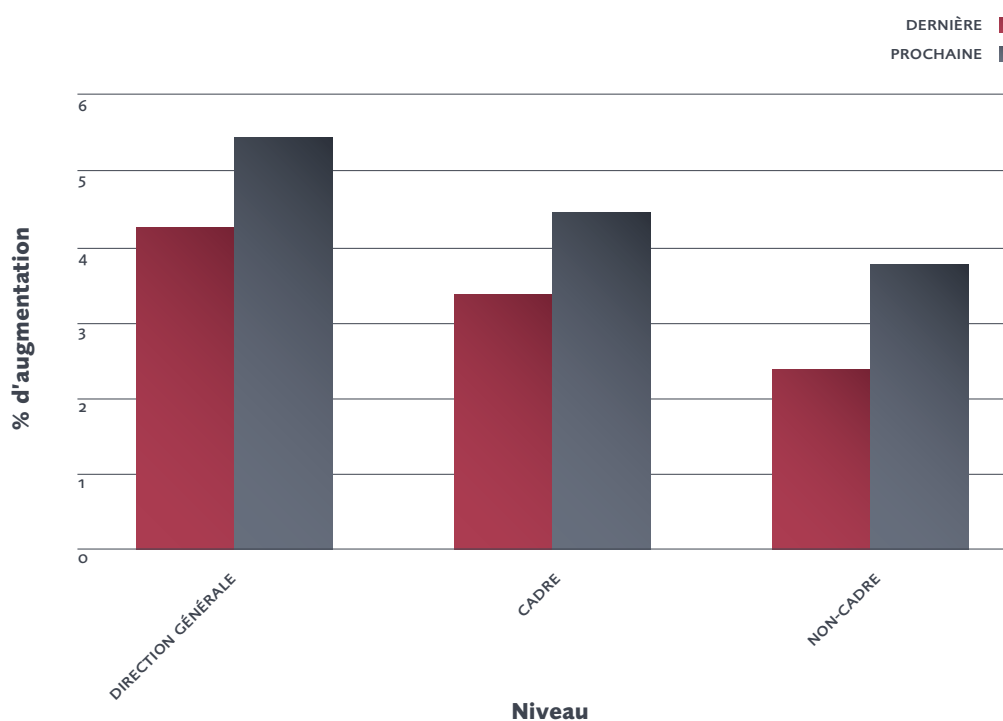


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# Salaires, avantages et primes

## 2.1 Pourcentage moyen d'augmentation reçue et attendue par poste

2.1 – Pourcentage moyen d'augmentation reçue et attendue par poste

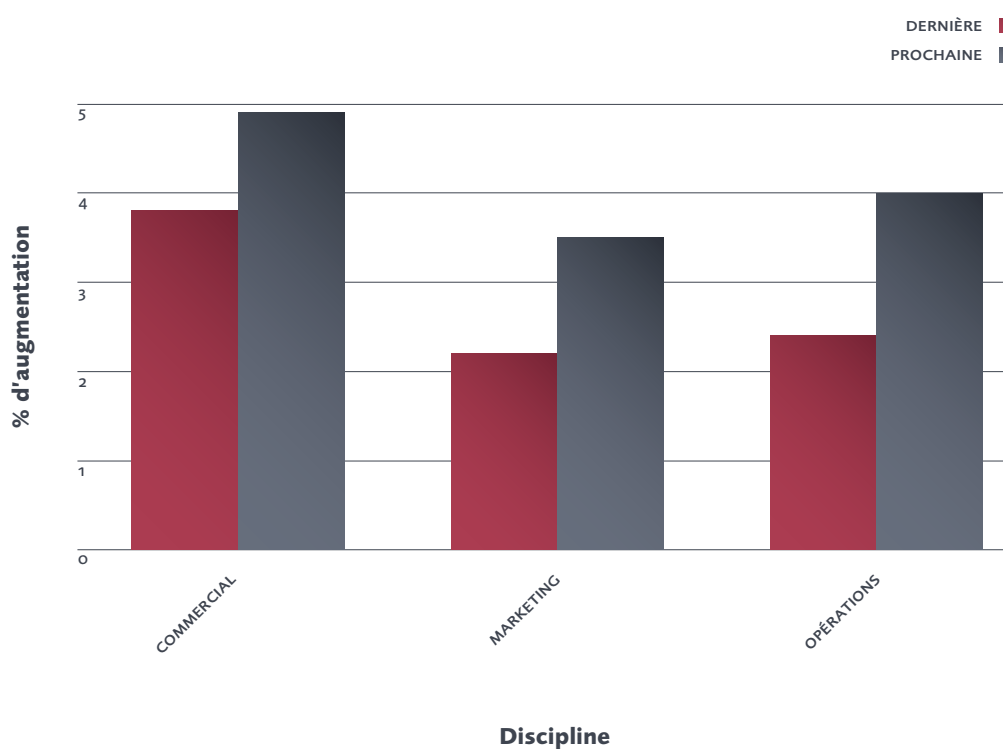


Lors de leur dernière révision salariale, les personnes interrogées ont reçu, en moyenne, une augmentation de 3,2 %. At all levels there is degree of positivity regarding this year's annual raise, with those working in executive, management and non-management roles all anticipating over a 1% increase in their next review.



## 2.2 Pourcentage moyen d'augmentation reçue et attendue par discipline

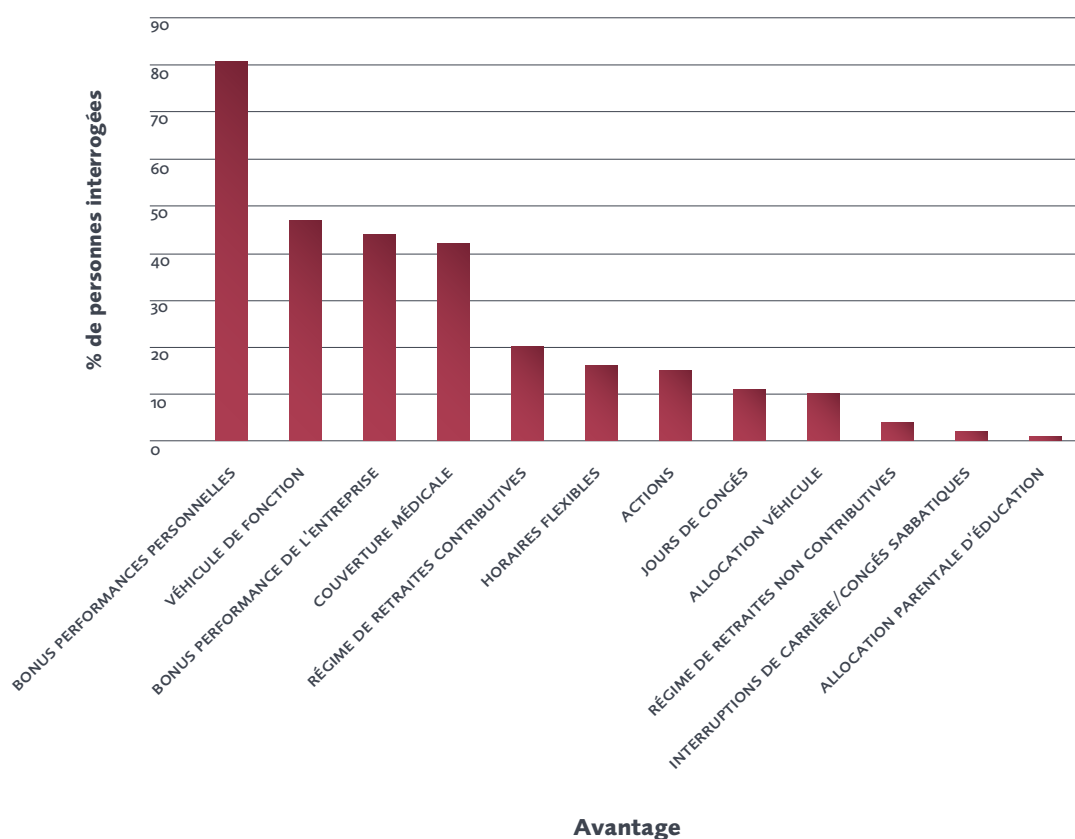
2.2 – Pourcentage moyen d'augmentation reçue et attendue par discipline



When we consider salary increase by discipline, on average those working in Operations and Marketing roles experienced a slightly lower rate than those working in Sales. Despite that, those working across all disciplines are expecting higher annual salary raises this year.

## 2.3 Importance des avantages dans la rémunération globale

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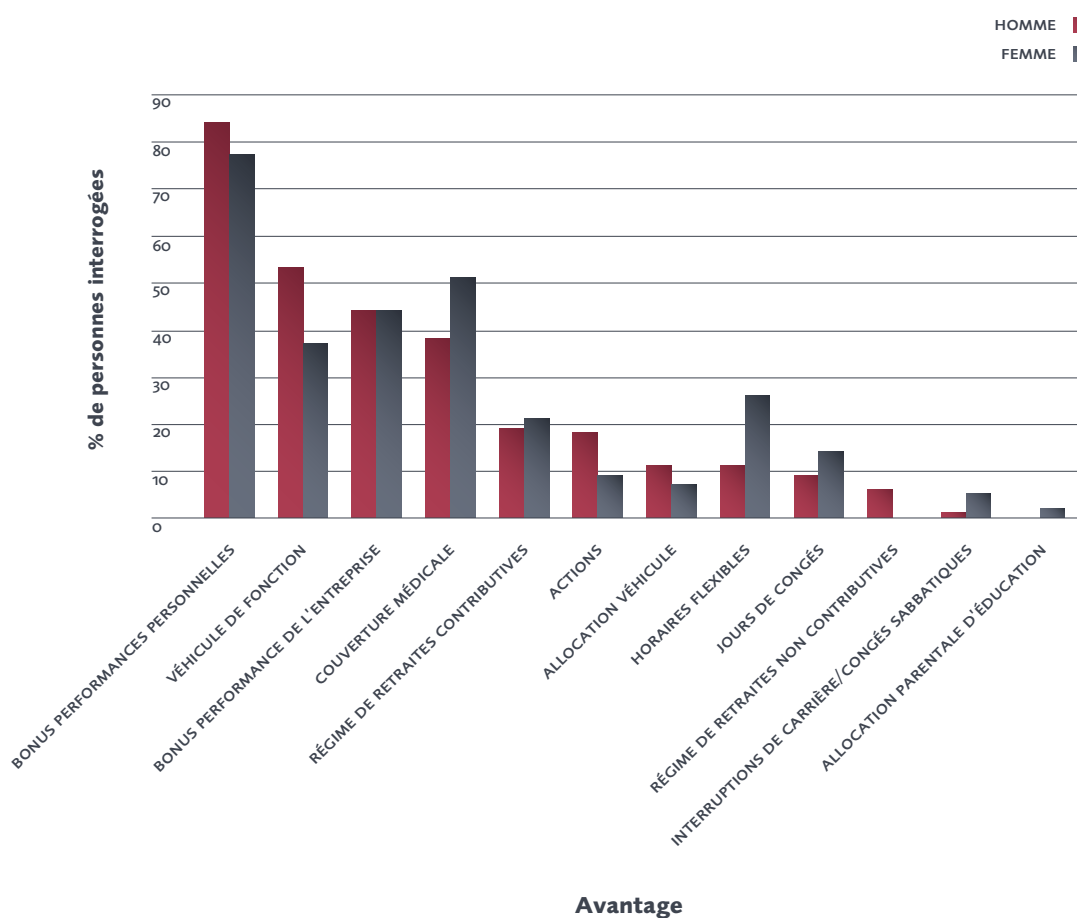


Les personnes interrogées estiment que les trois avantages les plus importants reçus dans le cadre de leur rémunération globale sont la prime de performance personnelle (81%), le véhicule de fonction (47%), et la prime de performance entreprise (44%). La couverture médicale (42%) est très appréciée, elle aussi.



## 2.4 Importance des avantages dans la rémunération globale en fonction du sexe

2.4 – Importance des avantages dans la rémunération globale en fonction du sexe

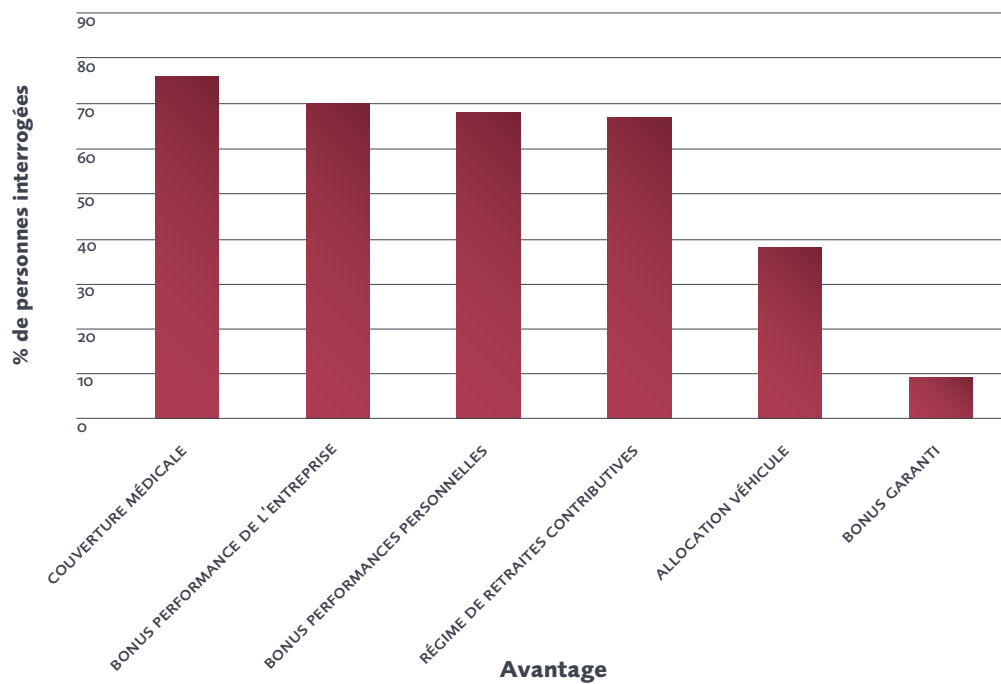


For men and woman, a personal bonus is considered to be the most important benefit in an overall remuneration package. Men tend to value car allowances and share options as important factors in their overall benefits package. Woman value flexible working and health insurance more so than those factors.



## 2.5 Benefits and bonus entitlement

### 2.5 – Benefits and bonus entitlement



Overall 80% of those surveyed receive some form of benefit or bonus. The most common being healthcare (76%), a company performance related bonus (70%) and a personal bonus (68%).



## 2.6 Bonus rates received and expected



Those respondents that received a bonus last year gained, on average, 13.4%. There was a slight degree of positivity about this year's bonus, with respondents indicating, on average, that their bonus would increase by 0.2% to 13.6%. Guaranteed and personal bonuses were generally expected to rise this year. With regards to company bonuses, respondents were less inclined to express confidence that their bonus would rise this year.





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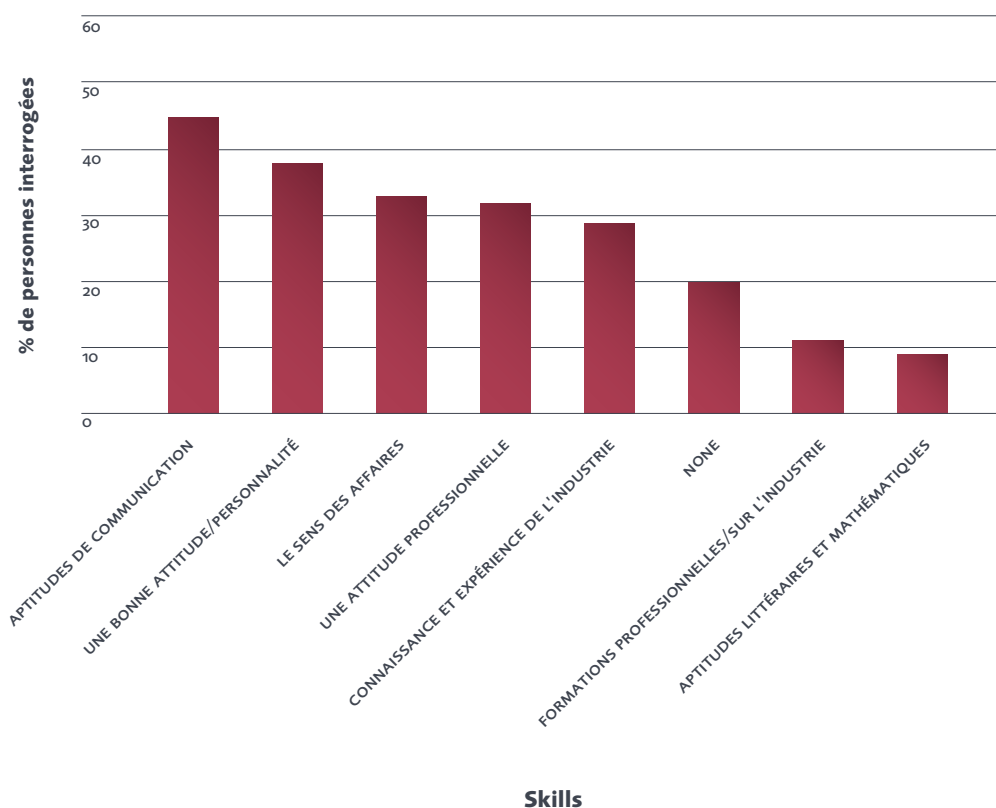
# Skills and attitudes



## 3.1 Pénuries de compétence

This section presents information from respondents on skill shortages and what qualities they believe are needed to be successful in their industry.

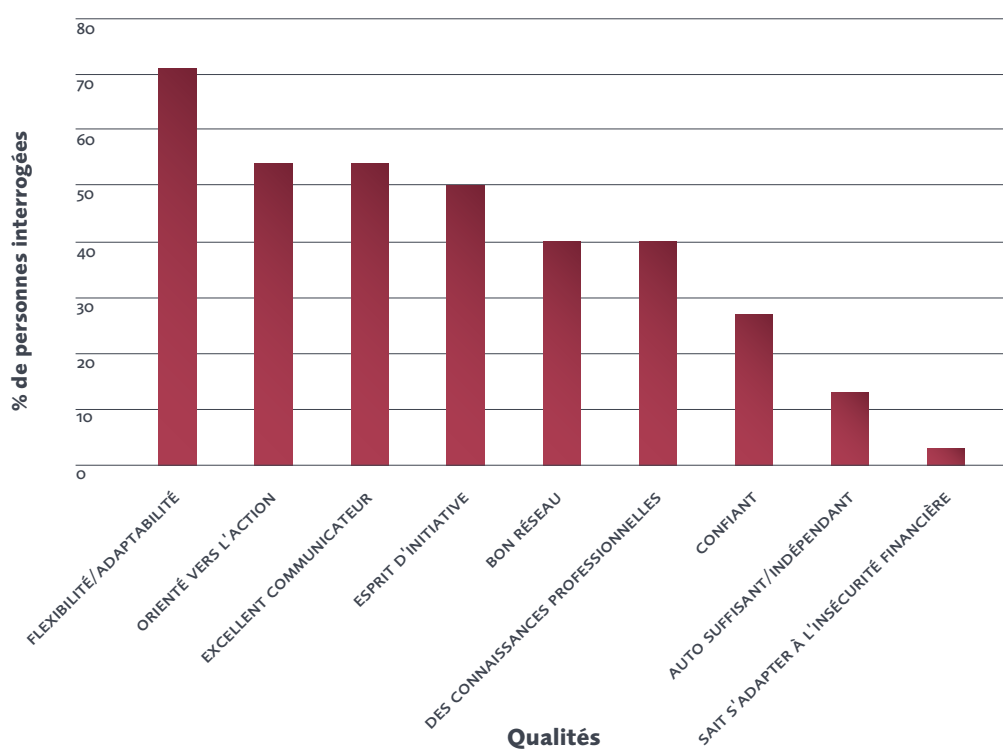
### 3.1 – Pénuries de compétence



Respondents were asked to select which skills they thought were lacking in the consumer industry. Overall, communication skills (45%) and having the right attitude and personality (38%) were the most commonly selected skills, followed by commercial acumen (33%).

## 3.2 Qualités requises pour réussir

### 3.2 – Qualités requises pour réussir



Again, respondents were asked to select what qualities they felt were the most important for those working in the consumer sector. Being Flexible/adaptable (71%), action oriented (55%) and an excellent communicator (55%) were considered the most significant.



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# Analyse des salaires en fonction des disciplines



## 4.1 Haute direction

The Nigel Wright French Consumer sector salary review is based on the details we hold on our database and is supplemented with the information we have collected as part of this survey. Whilst we make every possible attempt to ensure the data we provide is accurate it should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline.

FONCTION	Min.	Max.	Moyen
Président Directeur Général	200,000	450,000	240,000
Directeur Général	150,000	300,000	188,000
Directeur Commercial	100,000	150,000	124,000
Directeur Marketing	100,000	150,000	108,000
Directeur des Ventes	90,000	150,000	112,000
Directeur des Opérations	90,000	150,000	115,000
Directeur Supply Chain	100,000	150,000	136,000
Directeur des Achats	100,000	150,000	115,000
Directeur des Clients Nationaux	80,000	120,000	94,000
Directeur Industriel	90,000	150,000	100,000
Directeur Technique	80,000	120,000	88,000



## 4.2 Marketing

The Nigel Wright French Consumer sector review is based on the details we hold on our database and is supplemented with the information we have collected as part of this survey. Whilst we make every possible attempt to ensure the data we provide is accurate it should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline.

FONCTION	Min.	Max.	Moyen
Senior Marketing Manager	60,000	90,000	88,000
Responsable Marketing	60,000	80,000	77,000
Responsable du Trade Marketing	50,000	70,000	62,000
Senior Brand Manager	50,000	70,000	60,000
Senior Product Manager	50,000	65,000	56,000
Directeur Marque	45,000	55,000	53,000
Chef de Produit	45,000	55,000	48,000
Responsable du numérique	45,000	70,000	67,000
Assistant Brand Manager	35,000	50,000	41,000



## 4.3 Commercial

The Nigel Wright French Consumer sector salary review is based on the details we hold on our database and is supplemented with the information we have collected as part of this survey. Whilst we make every possible attempt to ensure the data we provide is accurate it should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline.

FONCTION	Min.	Max.	Moyen
Senior Sales Manager	40,000	90,000	83,000
Directeur des Ventes	40,000	80,000	66,000
Categorie Manager	30,000	60,000	58,000
Business Development Manager	50,000	95,000	93,000
Responsable Regional des Ventes	37,000	65,000	60,000
National Account Manager	30,000	70,000	67,000
Compte Clé	50,000	80,000	67,000
Chef de Secteur	40,000	70,000	51,000
Responsable E-Commerce	45,000	65,000	56,000
Responsable Clientèle	30,000	60,000	59,000



## 4.4 Opérations

The Nigel Wright French Consumer sector salary review is based on the details we hold on our database and is supplemented with the information we have collected as part of this survey. Whilst we make every possible attempt to ensure the data we provide is accurate it should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline.

FONCTION	Min.	Max.	Moyen
Responsable d'Exploitation	60,000	90,000	75,000
Engineering Manager	60,000	90,000	72,000
Responsable de Production	40,000	60,000	54,000
Responsable Supply Chain	40,000	80,000	72,000
Responsable Qualité	40,000	80,000	74,000
Responsable Maintenance	30,000	60,000	51,000
Responsable Logistique	40,000	60,000	56,000
Senior Buyer	40,000	70,000	64,000
Acheteur	30,000	60,000	53,000





## 5. Contact details

For more information on the French Consumer Sector Salary Survey 2015, please contact the Marketing department at Nigel Wright Group on the details below:

### **Nigel Wright Group**

Lloyds Court  
78 Grey Street  
Newcastle upon Tyne  
NE1 6AF

**T:** +44 (0)191 222 0770

**E:** [creative@nigelwright.com](mailto:creative@nigelwright.com)

**W:** [www.nigelwright.com](http://www.nigelwright.com)

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#### **NEWCASTLE UPON TYNE**

LLOYDS COURT  
78 GREY STREET  
NEWCASTLE UPON TYNE  
NE1 6AF

**T:** +44 (0)191 222 0770

#### **LONDON**

PALLADIA CENTRAL COURT  
25 SOUTHAMPTON BUILDINGS  
LONDON  
WC2A 1AL

**T:** +44 (0)207 405 3921

#### **ABERDEEN**

RIVERSIDE HOUSE  
RIVERSIDE DRIVE  
ABERDEEN  
AB11 7LH  
SCOTLAND

**T:** +44 (0)1224 224 830

#### **COPENHAGEN**

HAVNEGADE 39  
1058 COPENHAGEN K  
DENMARK

**T:** +45 7027 8601

#### **AARHUS**

INGE LEHMANN'S GADE 10, 6. SAL  
8000 AARHUS C  
DENMARK

**T:** +45 7027 8601

#### **STOCKHOLM**

GREV TUREGATAN 3, 4 TR  
114 46 STOCKHOLM  
SWEDEN

**T:** +46 (0)8 400 264 35

#### **MALMÖ**

KÄRLEKSGATAN 2A  
211 45 MALMÖ  
SWEDEN

**T:** +46 (0)8 400 264 35

#### **OSLO**

DRONNINGEUFEMIAS GATE 16  
0191 OSLO  
NORWAY

**T:** +47 238 97 773

#### **HELSINKI**

BULEVARDI STREET 7  
00120 HELSINKI  
FINLAND

**T:** +45 7027 8601

#### **PARIS**

29 RUE DE BASSANO  
75008 PARIS  
FRANCE

**T:** +33 1 76 73 29 80

#### **DÜSSELDORF**

GRAF-ADOLF PLATZ 15  
40213 DÜSSELDORF  
GERMANY

**T:** +49 211 882 42 364

#### **MADRID**

PALACIO DE MIRAFLORES  
CARRERA DE SAN JERÓNIMO, 15 - 2ª  
28014 MADRID  
SPAIN

**T:** +34 91 788 3172

