

# Report on Manpower Situation of the Hong Kong Retail Industry - Salary Trends for 2016

## 2016年香港零售業人力資源報告 - 薪酬趨勢



The Association conducts the Survey on Salary Trends on a yearly basis to provide a comprehensive overview on the salary trends of various frontline and managerial staff of the Hong Kong's retail industry.

### About the Survey

1. The Survey was conducted in July and August 2016. A total of 100 companies participated in the Survey, involving 6,371 retail outlets with employment of 147,868 staff, representing 56% of local retail workforce (266,151) in Hong Kong.
2. The analysis was categorized into 10 types of retail businesses including Beauty/Cosmetics, Catering/Food, Department Stores, Electronic & Electrical Appliances/ Telecommunications, Fashion & Accessories, Furniture & Home Accessories, Personal Health Care/Drugs Stores, Specialty Stores, Supermarkets/ Convenience Stores, and Watch & Jewellery. Each retail category comprised of at least 6 participating companies.

### Key Survey Highlights

1. Around 90% of the participating companies gave salary increase to their staff in 2016 with average salary increase for frontline and managerial staff was 3.7% and 4.2% respectively.
2. When compared to 2015, the Average Commissions provided to Sales Persons (1.9%) and Store Supervisors (6.1%) were increased, while for Store Managers (-6.3%), Area/District Managers (-18%) and Retail/Operations Managers (-9%), the rates registered a negative growth.
3. The Average Guaranteed Bonus registered substantial increase for Sales Persons (29.9%), Store Managers (8.4%) and Area/ District Managers (26%) positions; while those for Store Supervisors (-3.9%) and Retail/Operations Managers (-9%) were decreased.

### Other Findings in the Report:

1. Salary Increase in year 2016 by categories
2. Basic Salaries offered to the new entry and existing staff
3. Commissions, Bonus and Remuneration Packages of Sales Persons, Store Supervisors, Store Managers, Area / District Managers, and Retail / Operations Managers.
4. Average Age of Frontline Staff
5. Vacancies of Frontline Staff
6. Overall Annual Staff Turnover Rate
7. Ratio of Full-Time to Part-Time Staff
8. Education Background of New Entry Level Sales Staff

### Subscription

Interested parties are welcomed to subscribe to the full report with details below:

Members: HK\$1,300 per copy  
Non-member: HK\$4,800 per copy

### Enquiry

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協會每年均進行香港零售業薪酬趨勢調查，以了解本港零售業前線員工和管理層的薪酬趨勢。

### 薪酬調查概要

1. 調查於2016年7月至8月期間進行，參與機構共有100間，包括6,371間零售店舖，僱用147,868名員工，佔全港266,151零售僱員的56%。
2. 數據以10個零售類別作分析，包括：化粧品店、飲食店／食品店、百貨公司、電子及電器店／電訊、時裝飾物店、傢俱及居室用品、個人護理／藥房、專門店、超級市場／便利店、鐘錶及珠寶店。

### 調查結果摘要

1. 在參與機構中，約90%的零售商於2016年曾加薪給其員工，前線及管理人員的平均加薪幅度分別是3.7%及4.2%。
2. 平均佣金方面，售貨員及店舖主管分別增加1.9%及6.1%；相反，店舖經理(-6.3%)、分區／區域經理(-18%)，和零售／營運經理(-9%)的平均佣金則下跌。
3. 平均保證花紅方面，售貨員(29.9%)、店舖經理(8.4%)及分區／區域經理(26%)均有增加；相反，店舖主管和零售／營運經理則分別下跌3.9%和9%。

### 其他調查結果

1. 2016年各零售類別的加薪情況
2. 新入職員工及現有員工的基本薪金水平
3. 售貨員、店舖主管、店舖經理、分區／區域經理，以及零售／營運經理的佣金、花紅及福利情況
4. 前線員工的平均年齡
5. 前線員工的職位空缺情況
6. 整體員工流失率
7. 全職及半職員工比例
8. 新入職員工的學歷背景

### 訂購

協會歡迎其他機構或人士訂購：

會員：每本港幣1,300元  
非會員：每本港幣4,800元

### 查詢

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