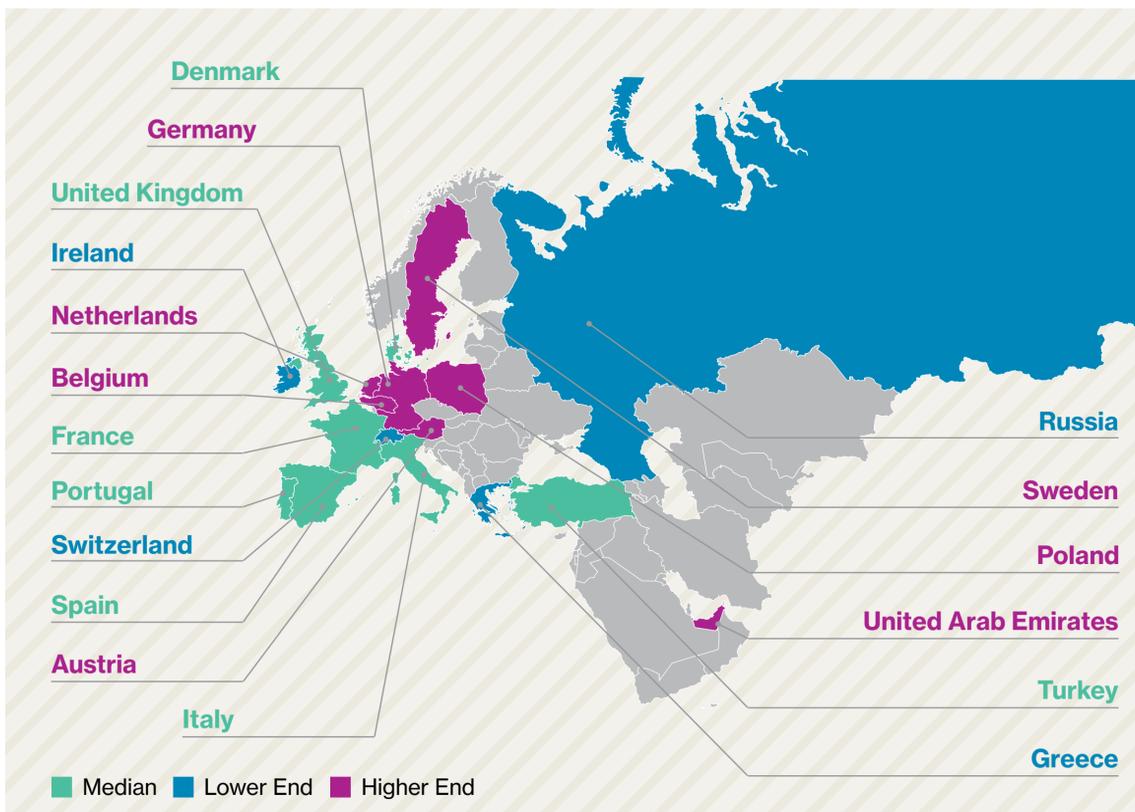


# What does retail compensation look like in Europe, Middle East and Africa?

## How do the retail sector's salary increase budget compare to the general market?



Source: Willis Towers Watson Salary Budget Planning Report, Quarter 1 Edition 2017.



### Online sales

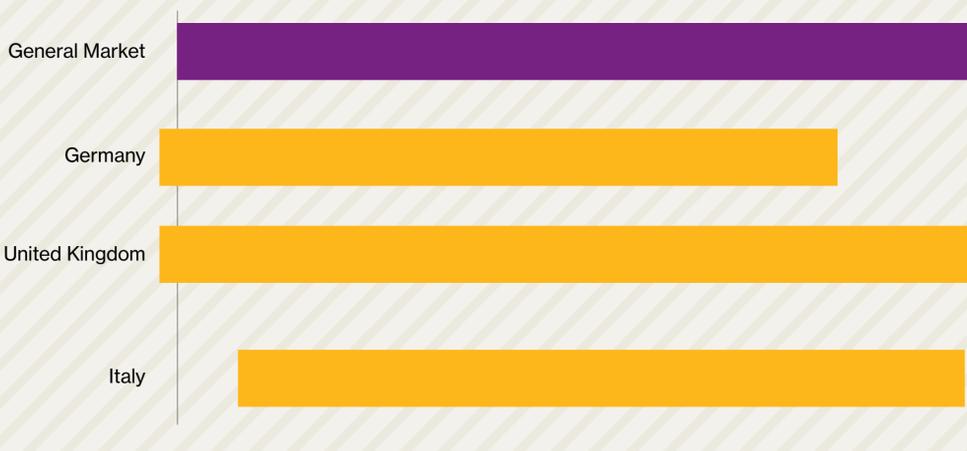
2016 recorded a strong growth of online sales across Europe at 12% y-o-y.

Source: <http://pdf.euro.savills.co.uk/sweden/savills-european-retail-market--2016-17.pdf>

## As the increase of online sales reshapes the retail business and organisations' skill requirements, is your pay positioning in a good place to attract the required talent?

Base salary spread for Digital Marketing Professional covers a wide variety of pay practices in the retail sector. Aligning compensation to the general market will only give you part of the reality, the full picture is much more complex. Casting your eyes on the graph below will show that spread of pay in retail can be larger or narrower; starting lower and ending higher than the general market. There is no one size fits all, retail has its own specific dynamics you need to be aware of.

### Base Salary Spread



Source: Willis Towers Watson 2016 Retail and General Industry/Manufacturing, Distribution and Services Compensation Surveys.

## Industry Challenges

- 1 High customer expectations
- 2 Rising omni channel retailing
- 3 United Kingdom Brexit – uncertainty and outlook



## The Europe Middle East and Africa Retail Compensation Survey at a glance



18 countries

New countries:  
Denmark  
United Arab Emirates



1,213 organizations

(+20% vs 2015)



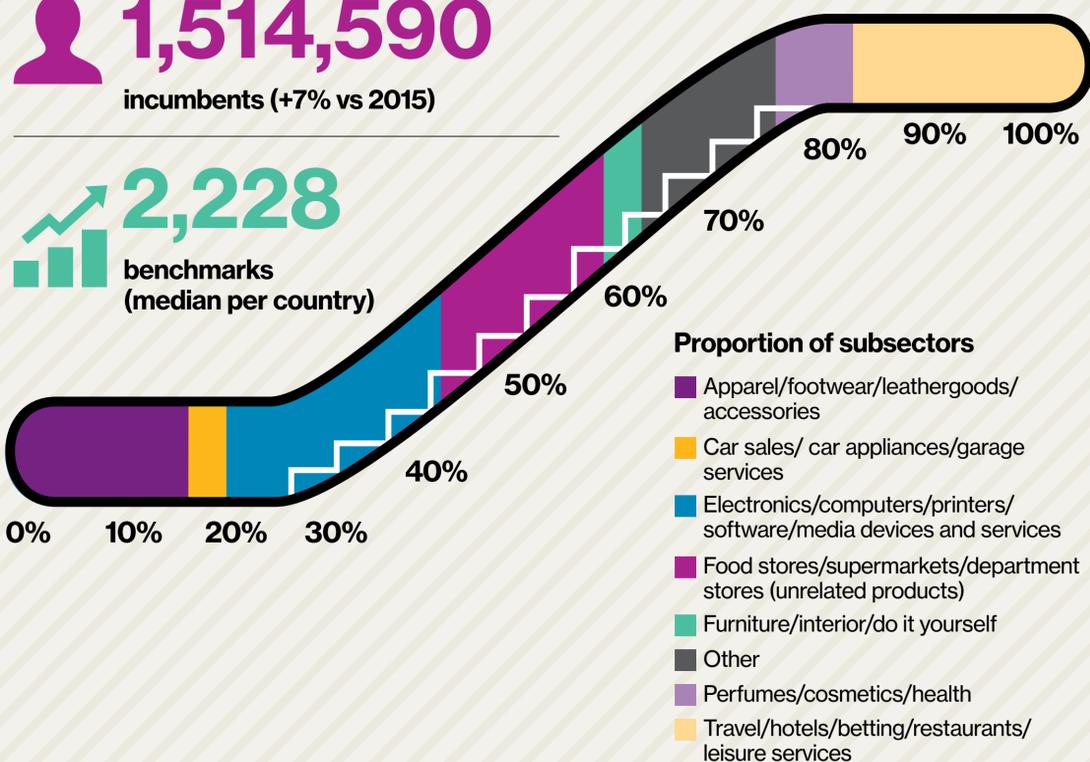
1,514,590 incumbents

(+7% vs 2015)



2,228 benchmarks

(median per country)



If you want to find out more about what these trends mean for you and your organisation please contact your local account manager