

# REPORT ON MANPOWER SITUATION OF THE HONG KONG RETAIL INDUSTRY – SALARY TRENDS FOR 2023

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## EXECUTIVE SUMMARY

### 1. About the 2023 Salary Survey of Retail Staff

- 1.1 The Hong Kong Retail Management Association conducts the Salary Survey of Retail Staff (“The Survey”) on a yearly basis. The Survey aims to provide a comprehensive overview on the latest salary trends of frontline and managerial staff of the Hong Kong’s retail industry.
- 1.2 The Survey was conducted between August and November 2023; and the data covered the period from 1 April to 30 June 2023.
- 1.3 A total of 58 companies participated in the Survey, involving 3,357 retail outlets with employment of 58,390 staff, representing 23% of local retail workforce (251,926) in Hong Kong.
- 1.4 The Survey covered 3 frontline positions, namely Sales Person, Store Supervisor, and Store Manager, and 2 managerial positions including Area/District Manager and Retail/Operations Manager.
- 1.5 The participating companies were grouped into 10 retail categories.

Type of Retail Business	No. of Outlets	Total Employment Size
Beauty / Cosmetics	110	1,918
Catering / Food	168	6,847
Department Stores	119	4,502
Electronic & Electrical Appliances / Telecommunications	96	3,181
Fashion & Accessories	338	3,892
Furniture & Home Accessories	62	1,701
Personal Health Care / Drugs Stores	625	6,194
Specialty Stores <sup>#</sup>	5	300
Supermarket / Convenience Stores	1,669	26,131
Watch & Jewellery	165	3,724
<b>OVERALL INDUSTRY</b>	<b>3,357</b>	<b>58,390</b>

<sup>#</sup> ‘Specialty Stores’ sector includes retailers in tourisit service.

- 1.6 Among the 58 participating companies, 12.5% were SMEs employing staff of 50 or fewer; and 44.5% were companies with employment size exceeding 500 persons.

Employment Size (Persons)	Ratio of Participating Companies
50 and below	12.5%
51-100	14%
101-200	9%
201-500	20%
Above 500	<u>44.5%</u>

## 2. Survey Highlights

- 2.1 In 2023, there was 86% of the participating companies gave salary increase to their Sales Persons, the ratio of companies was much higher than previous years (2022: 64%; 2021: 42%; 2020: 28%).
- 2.2 Meanwhile, there was 88% of the participating companies gave salary increase to their Store Supervisors.
- 2.3 The growth rate of salary increase for frontline and managerial staff ranged from 3.9% to 4.3% in 2023, which was higher than that of 2.9% to 3.3% in 2022. *[Section 2.1 and 2.2 refers]*
- 2.4 Among all positions, Sales Persons registered the highest average salary growth rate at 4.3%; while the rest of the positions recorded salary growth at 3.9%. *[Section 2.1 and 2.2 refers]*
- 2.5 The basic salary for new entry staff in the positions of Sales Persons (10%), Store Supervisors (7%) and Area/ District Managers (1%) recorded a growth; while the Store Managers and Retail/ Operations Managers recorded a drop at -2% and -11% respectively. *[Section 2.1 and 2.2 refers]*
- 2.6 In 2023, other than the Store Managers (-12%) who recored a drop in Average Commission / Incentive, the existitng staff in other positions have recorded growth vs previous year: Sales Persons (9%); Store Supervisors (9%); Area/District Managers (21%); Retail/Operations Managers (6%). *[Section 2.1 and 2.2 refers]*
- 2.7 The average hourly rate for new part-time staff in 2023 was \$60, which was slightly higer than that of previous years (2022: \$57; 2021: \$54).
- 2.8 For existing staff, the average hourly rate for part-time staff was in a range from \$56-\$79, which was higher than that of pervious years (2022: \$54-\$68; 2021: \$54-\$64). *[Section 5.1 refers]*
- 2.9 Overall annual staff turnover rate in 2023 was 30.3% , which was lower than that of 39.3% in 2022, but higher than that of 27.2% in 2021. *[Section 6.1 refers]*
- 3.0 The average vacancy rate of frontline staff in 2023 was 9.9%, which was higher than that of 8.1% in 2022 and 6.6% in 2021. *[Section 6.1 refers]*
- 3.1 In 2023, the ratio of full-time staff to part-time staff was 71% vs 29% for the overall industry. (2022: 77.5% vs 22.5%) *[Section 6.2 refers]*
- 3.2 Regarding the education background of the junior sales staff, 88% attained Secondary 5 or below and 14% got Post Secondary or University qualifications. (2022: 80% vs 20%) *[Section 6.2 refers]*