



REPORT ON MANPOWER SITUATION OF THE HONG KONG RETAIL INDUSTRY

SALARY TRENDS FOR 2022





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1. About the 2022 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 2022; and the data covered the period from 1 April to 30 June 2022.
- 1.3 A total of 54 companies participated in the Survey, involving 3,624 retail outlets with employment of 79,526 staff, representing 32% of local retail workforce (244,796) 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	121	1,706
Catering / Food	1,144	43,079
Department Stores	116	4,726
Electronic & Electrical Appliances / Telecommunications	201	5,061
Fashion & Accessories	391	3,725
Furniture & Home Accessories	38	781
Personal Health Care / Drugs Stores	570	2,937
Specialty Stores [#]	5	300
Supermarket / Convenience Stores	652	13,206
Watch & Jewellery	386	4,005
OVERALL INDUSTRY	3,624	79,526

[#] ‘Specialty Stores’ sector includes retailers in tourisit service.

- 1.6 Among the 54 participating companies, 2% were SMEs employing staff of 50 or fewer; and 43% were companies with employment size exceeding 500 persons.

Employment Size (Persons)	Ratio of Participating Companies
50 and below	2%
51-100	21%
101-200	9%
201-500	25%
Above 500	43%

2. Survey Highlights

- 2.1 The COVID-19 pandemic has become stable since second quarter in 2022, basically the measures of no paid leave, salary reduction and layoff were not adopted by the responding companies.
- 2.2 In 2022, there was 64% of the participating companies gave salary increase to their Sales Persons which was higher than previous years (2021: 42%; 2020: 28%). *[Section 2.1 and 2.2 refers]*
- 2.3 The growth rate of salary increase for frontline and managerial staff ranged from 2.9% to 3.3%, which was lower than that of 3.9% to 5.4% in 2021. *[Section 2.1 and 2.2 refers]*
- 2.4 Among all positions, Sales Persons registered the highest average salary growth rate at 3.3%; while the Store Managers recorded the lowest average salary growth at 2.9%. *[Section 2.1 and 2.2 refers]*
- 2.5 The basic salary for new entry staff in the positions of Sales Persons and Retail/ Operations Managers recorded a growth of 8% and 26% respectively; while the Store Supervisors, Store Managers and Area/ District Managers recorded a drop at -1%, -3% and -4% respectively. *[Section 2.1 and 2.2 refers]*
- 2.6 In 2022, the Average Commission / Incentive for existing staff in all frontline and managerial positions has recorded growth vs previous year: Sales Persons (24%); Store Supervisors (26%); Store Managers (31%); Area/District Managers (31%); Retail/Operations Managers (29%). *[Section 2.1 and 2.2 refers]*
- 2.7 The average hourly rate for new part-time staff in 2022 was \$57, which was slightly higher than that of \$54 in 2021. *[Section 5.1 refers]*
- 2.8 For existing staff, the average hourly rate for part-time staff was in a range from \$54-\$68, which was similar to that of previous year (2021: \$54-\$64). *[Section 5.1 refers]*
- 2.9 Overall annual staff turnover rate in 2022 was 38.9% , which was higher than 27.2% in 2021 and 33.7 % in 2020. *[Section 6.1 refers]*
- 3.0 The average vacancy rate of frontline staff in 2022 was 8.1%, which was higher than that of 6.6% in 2021 and 2.7% in 2020. *[Section 6.1 refers]*
- 3.1 For the overall industry, the ratio of full-time staff to part-time staff was 77.5% vs 22.5% which was the same as previous year. *[Section 6.2 refers]*
- 3.2 Regarding the education background of the junior sales staff, 80% attained Secondary 5 or below and 20% got Post Secondary or University qualifications. *[Section 6.2 refers]*