

2024

# Luxury and lifestyle retail industry forum — compensation and benefit survey





The retail world's rapid transformation over the last few years has sent shockwaves through the industry. E-commerce expansion, digitalization and diversification in the retail industry has changed both pace and patterns of consumption and expectation both in-store and online.

Retail sales growth in Asia are forecasted to grow at a compound annual growth rate, even surpassing pre-pandemic records. Hence now more than ever, it's more important for organizations to plan ahead and address the impacts head on with up-to-date remuneration data, rewards trends and HR insights to navigate through the new normal.

Mercer's APAC Luxury and Lifestyle Retail Industry Forum provide consistent, accurate and high quality data which focuses on industry-specific, to help organizations stay ahead of rewards trend and information in the market and ensure your market competitiveness among the industry players.

## Make relevant rewards decisions with the right provider.

### 13 markets

across APAC

### 7x24 accessibility

Survey delivered online through Mercer WIN<sup>®</sup> with

### Retail-specific roles

Retail-specific roles, generic job families plus F&B retail-related roles (*new*)

### Over 250+

specializations

### 430,000+ incumbents

from 200+ brands

# Forum offerings/features



## List of markets

- China, Hong Kong, Macau, Taiwan, Japan, South Korea, Australia
- Malaysia, Singapore, Thailand, Vietnam\*, India\*, Indonesia\*

\*only LLR Compensation survey will be conducted (i.e. no LLR Benefits survey)



## Product types

- Beauty and Cosmetics
- Fashion
- Watches and Jewelry
- Others



## Forum entitlements

As forum members, you gain access to:

- LLR survey database and results,
- Group Forum meetings and networking,
- Market intelligence and quick polls,
- Industry policy and practice report (*new*),
- Industry newsletter, etc.



## Online data submission

Via Mercer Data Connector – our innovating, award winning AI-application that streamlines, simplifies, and modernizes the submission process.

[Find out more how it will benefit you!](#)



## Powerful and flexible data analysis online with Mercer WIN®

The Mercer Workforce Intelligence Network (Mercer WIN®) provides a single point of access to our unparalleled survey data and analytics. Mercer WIN® helps you easily break down complex data into usable information on compensation and other HR topics. Features include custom views, cross-market data, unlimited peer group cuts, market refinements, My data comparison against the market\*, job combination, reporting in Excel and much more. All available at no additional cost!

\*For participants only.



## Single global job catalog

Global consistent catalog for Mercer's compensation and benefits surveys (Mercer Job Library), providing one global job catalog and job analysis approach. A broad selection of jobs gives comprehensive descriptions and a unique coding structure, allowing for a complete and in-depth review of your organizations' jobs and reflection of internal grading.

### Why it is better:

Ensures consistency, simplifying data comparison, and improving transparency. This approach enhances efficiency, facilitates global consistency.

# Survey coverage/features


## Compensation and benefit items

The Mercer Luxury and Lifestyle Retail compensation survey provides a quantitative study that covers various cash components such as base salary, fixed cash allowance, short term variable cash as well as OT pay.


<p><b>Base salary</b></p> <ul style="list-style-type: none"> <li>• Monthly basic salary (gross before tax)</li> <li>• Numbers of months guaranteed</li> </ul>	<p><b>Fixed cash allowance</b></p> <ul style="list-style-type: none"> <li>• Meal</li> <li>• Mobile phone</li> <li>• Grooming</li> <li>• Car allowance</li> <li>• Transportation</li> <li>• Housing</li> <li>• Children education</li> <li>• Shift</li> <li>• Other cash allowances, eg. Position allowance, title allowance, location allowance, etc.</li> <li>• OT pay</li> </ul>
<p><b>Short term variable cash</b></p> <ul style="list-style-type: none"> <li>• Sales commission</li> <li>• Sales incentive</li> <li>• Performance bonus</li> <li>• Other short-term incentives, eg. Client retention incentives, In-store to online referral bonus, VIP program incentive, etc.</li> </ul>	
<p><b>Long-term Incentives (NEW)</b></p> <ul style="list-style-type: none"> <li>• Shares/Stock</li> <li>• Restricted shares</li> <li>• Shares/Stock options</li> <li>• Share appreciation rights</li> <li>• Long-term cash</li> </ul>	

The Mercer Luxury and Lifestyle Retail Industry Forum offers Benefit Surveys for both Office and Salesforce staff:

Time loss	Medical benefits	Retirement benefit and risk insurance	Flexible benefits	Vehicle	Retail store benefits
Annual leave	Outpatient clinical	Group retirement plan	Flexible benefits	Company car	Shift arrangement and day off
Parental leave	Outpatient specialist	Group insurance plan	Working arrangement	Car allowance	Attendance allowance
Other major leaves	Hospital surgical				Uniform allowance
	Dental				Laundry allowance
	Medical check-up				Product benefit
					Grooming allowance



**Office Benefit Survey**



**Salesforce Benefit Survey**

# Luxury and lifestyle retail industry survey

## Survey jobs – Retail-related job family

Sub-Family	Specialization
Account and Client Management	Account Management/Key Accounts
Account and Client Management	E-Commerce Account Management
Account and Client Management	Account Management: Key Clients (Retail)
Advertising and Marketing Communications	Media/Special Events (Retail)
Advertising and Marketing Communications	Online/Digital Advertising
Business Strategy and Planning	Digital Strategy
Construction Leadership	Head of Store Construction (Retail)
Construction Planning, Design and Delivery	Store Construction Operations (Retail)
Customer Service	Cashier
Customer Service	In-Store Customer Service/Front End Management (Retail)
Customer Service	In-Store Customer Service Desk (Retail)
Customer Service	Store Greeter (Retail)
Environmental and Employee Health and Safety	Store Health and Safety (Retail)
Facilities Refurbishment, Repair and Maintenance	Store Shop Fitting (Retail)
Facilities Refurbishment, Repair and Maintenance	Installation Management (Retail)
Field Sales and Account Management	In-Store Sales (Retail)
Field Sales and Account Management	In-Store Sales: Beauty (Retail)
Field Sales and Account Management	Duty Free and Travel Retail (Retail)
Field Sales and Account Management	Online/Digital Personal Shopper (Retail)
Field Sales and Account Management	General Channel/Partner Sales
Field Sales and Account Management	Fashion Showroom Sales (Retail)
General Management	Head of Brand Business Unit (Retail)
General Real Estate Management	Real Estate Management
Manufacturing/Product Quality	Product Authentication Assessment (Retail)

\*This list is indicative but not exhaustive

<b>Sub-Family</b>	<b>Specialization</b>
Market Research and Analysis	Consumer/Shopper Insights Research
Media/Communications Creative and Design	Visual Merchandising Graphic Design (Retail)
Media/Communications Creative and Design	Advertising Photo Studio Management (Retail)
Media/Communications Creative and Design	Advertising Photo Shoot Art Direction (Retail)
Media/Communications Creative and Design	Advertising Photo Shoot Styling (Retail)
Media/Communications Creative and Design	Advertising Photo Selection and Editing (Retail)
Merchandising	General Merchandising (Retail)
Merchandising	E-Commerce Merchandising (Retail)
Merchandising	Merchandise Planning and Allocation (Retail)
Merchandising	Merchandise Planning (Retail)
Merchandising	Merchandise Allocation (Retail)
Merchandising	Category Management (Retail)
Merchandising	Category Planning (Retail)
Merchandising	Merchandise Demand Forecasting (Retail)
Merchandising	Merchandise Warehouse Rebuying (Retail)
Merchandising	Merchandise Pricing Management (Retail)
Merchandising	Merchandise Inventory Control (Retail)
Merchandising	General Wholesale Merchandising (Retail)
Merchandising	Wholesale Merchandise Planning (Retail)
Merchandising	Wholesale Replenishment Planning (Retail)
Merchandising	Visual Merchandising (Retail)
Merchandising	Visual Merchandising Drawing (Retail)F
Modelling and Personal Styling	Modelling (Retail and Media)
Procurement	Buyer (Retail)
Product Creative/Industrial Design	Fabric Design (Retail)
Product Creative/Industrial Design	Fashion Design (Retail)
Product Marketing and Management	Apparel Technical Design (Retail)
Product Marketing and Management	Product Pattern Development (Retail)
Product Marketing and Management	Product Technical Enhancement (Retail)
Product Marketing and Management	Product/Brand Marketing

\*This list is indicative but not exhaustive

<b>Sub-Family</b>	<b>Specialization</b>
Product Marketing and Management	Product/Brand Management (PandL/Revenue Accountability)
Product Marketing and Management	Trade Marketing
Product Marketing and Management	Channel/Partner Marketing
Product Marketing and Management	Category Management
Product Marketing and Management	Shopper Marketing
Product Marketing and Management	E-Commerce/Category Operations (Retail)
Product Marketing and Management	General Digital/Internet Marketing
Product Marketing and Management	Social Media Marketing
Product Marketing and Management	E-Commerce/Online Shopping Marketing
Product Marketing and Management	Web Content Marketing
Product Marketing and Management	Digital/Media Brand Management
Product Marketing and Management	Digital Marketing Metrics Analysis
Product Marketing and Management	General Direct/Telemarketing (Mail/Email/Mobile)
Product Marketing and Management	Digital Direct/Telemarketing (Email/Text/Mobile)
Product Service/Repair Operations	Tailoring (Retail)
Product Service/Repair Operations	Handbag Repair (Retail)
Product Service/Repair Operations	Jewelry Repair (Retail)
Product Service/Repair Operations	Watch Repair (Retail)
Product Service/Repair Operations	General Product Service/Repair Operations (Retail)
Real Estate Acquisition, Planning and Development	Store Planning and Design (Retail)
Real Estate Acquisition, Planning and Development	Store Development/Set-Up (Retail)
Real Estate Acquisition, Planning and Development	Store Space Management (Retail)
Real Estate Acquisition, Planning and Development	Store Planning and Design (Retail)
Real Estate Acquisition, Planning and Development	Store Development/Set-Up (Retail)
Real Estate Acquisition, Planning and Development	Store Space Management (Retail)
Remote/Telesales and Account Management	Telesales (Inbound/Outbound)
Remote/Telesales and Account Management	Telesales (Inbound Only)
Remote/Telesales and Account Management	Telesales (Outbound Only)
Remote/Telesales and Account Management	Live Streaming Sales/Promotion

\*This list is indicative but not exhaustive

<b>Sub-Family</b>	<b>Specialization</b>
Retail Store Management	Head of Retail
Retail Store Management	Multi-Store Management (Retail)
Retail Store Management	Single Store Management (Retail)
Retail Store Management	Store Co-Management (Retail)
Retail Store Management	Assistant Store Management (Retail)
Retail Store Management	Store Department Management (Retail)
Retail Store Management	Counter Management (Retail)
Retail Store Management	Store Shift Management (Retail)
Retail Store Operations (Non-Sales)	Multi-Store Operations (Non-Sales) (Retail)
Retail Store Operations (Non-Sales)	Merchandise Receiving (Retail)
Retail Store Operations (Non-Sales)	Customer Check-out Support: Courtesy Clerk/Bagger (Retail)
Retail Store Operations (Non-Sales)	Store Operations Support (Retail)
Retail Store Operations (Non-Sales)	Merchandise Stocking (Retail)
Retail Training and Development	Field Training Instruction (Retail)
Retail Training and Development	Regional Talent Development (Retail)
Sales and Marketing	Trade Marketing (Travel Retail)
Sales and Marketing	High Jewelry Strategy (Retail)
Sales and Marketing	E-Commerce Strategy and Planning
Sales and Marketing	Content Channel Planning (Internet)
Sales and Marketing	Content Channel Operations (Internet)
Sales Operations/Administration	General Sales Operations/Administration
Sales Operations/Administration	Sales Effectiveness and Analytics
Sales Operations/Administration	Strategic Sales Operations
Sales Operations/Administration	Sales Enablement
Sales Operations/Administration	Live Streaming Sales Operations
Sales Training	Sales Training
Sales Training	Contact Center Sales Representative Training
Warehousing and Distribution	E-Commerce Fulfillment Center Management (Retail and Logistics)

\*This list is indicative but not exhaustive



## Survey jobs – Generic job families

### Administration, Facilities and Secretarial

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- Administration and Secretarial
  - Facilities Management and Planning
  - Facilities/Grounds, Custodial, Cleaning and Laundry
  - Transportation and Messenger Services
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### Customer Service and Contact Center Operations

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- Contact Center Operations and Training
  - Customer Service
  - Customer Service and Contact Center Operations Leadership
  - Customer Relationship Management (CRM)
  - Online Customer Service
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### Data Analytics and Business Intelligence

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- Data Processing
  - Data Analytics and Business Intelligence (BI)
  - Data Analytics/Warehousing, and Business Intelligence Management
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### Finance

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- Accounting
  - Accounts Payable/Receivable
  - Corporate Finance (Financial Planning/Analysis)
  - Credit and Collections
  - Finance and Accounting Leadership
  - Finance Generalists
  - Financial Control
  - Management Accounting
  - Tax
  - Treasury
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### General Management

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- Business Strategy and Planning
  - General Management
  - Risk Management
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### Human Resources

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- Compensation and Benefits
  - Employee/Labor Relations and Diversity
  - Human Resources Generalists
  - Human Resources Leadership
  - Human Resources Operations
  - Mobility
  - Payroll
  - Talent Acquisition
  - Talent Management and Organization Development
  - Training and Development (Internal)
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### IT, Telecom and Internet

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- Information Systems Administration and Reporting
  - Information Systems Architecture
  - Information Systems Operations and Production Control
  - IT Applications Development
  - IT Business Systems Analysts
  - IT Infrastructure and Systems Administration
  - IT Security
  - IT User Support
  - IT, Telecom and Internet Generalists
  - IT, Telecom and Internet Leadership
  - Digital Technology
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### Legal, Compliance and Audit

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- Compliance
- Fraud Detection and Prevention
- Internal Audit
- Legal
- Legal and Compliance Management
- Regulatory Affairs

### PR, Communications and Corporate Affairs

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- PR and Communication
- Corporate Affairs
- Environmental, Social and Governance (ESG) (NEW)

### Project/Program Management

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- General Business Project/Program Management
- Technical Project/Program Management

### Quality Management

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- Manufacturing/Product Quality
- Quality Management Leadership

### Real Estate Management, Property Development and Investment

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- General Real Estate Management

### Sales, Marketing and Product Management

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- Advertising and Marketing Communications
- Market Research and Analysis
- Marketing Generalists
- Product Marketing and Management
- Digital/Internet Marketing
- Sales and Marketing
- E-Commerce Strategy and Planning
- Sales Operations/Administration
- Sales, Marketing and Product Management Leadership

### Supply Chain

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- Logistics
- Procurement
- Supply Chain Leadership
- Supply Chain Planning and Operations
- Warehousing, Distribution and Transportation
- Responsible/Sustainable Sourcing (NEW)

## Survey jobs – F&B retail job families (New)

Sub-Family	Specialization
Facilities/Grounds, Custodial, Cleaning and Laundry	Uniform Coordination (Hospitality)
Advertising and Marketing Communications	Field Marketing Events (Hospitality)
Field Sales and Account Management	Groups/Convention Sales (Hospitality)
Franchise/Dealer Channel Development and Support	Franchise Development Operations (Hospitality)
Franchise/Dealer Channel Development and Support	Franchise Sales Operations (Hospitality)
Maritime Transportation	Speedboat Operations (Hospitality)
Hotel/Resort Guest Relations and Services	Duty Management (Hospitality)
Hotel/Resort Guest Relations and Services	Concierge (Hospitality)
Hotel/Resort Guest Relations and Services	Reservations Management (Hospitality)
Hotel/Resort Food and Beverage Operations	Head of Food and Beverage Operations (Hospitality)
Hotel/Resort Food and Beverage Operations	Food and Beverage Management (Hospitality)
Restaurant Operations	Kitchen Stewarding Management (Hospitality)
Restaurant Operations	Hygiene Management (Hospitality)
Banqueting/Conferencing/Catering Operations	Head of Banqueting/Catering Operations (Hospitality)
Banqueting/Conferencing/Catering Operations	Catering Management (Hospitality)
Banqueting/Conferencing/Catering Operations	Banqueting Management (Hospitality)
Banqueting/Conferencing/Catering Operations	Catering Delivery and Setup (Hospitality)
Banqueting/Conferencing/Catering Operations	Wedding Coordination (Hospitality)
Table Service and Delivery	Banquet Food Table Service (Hospitality)
Food and Beverage Planning and Preparation	Chef de Cuisine (Hospitality)
Food and Beverage Planning and Preparation	Chef De Partie (Hospitality)
Food and Beverage Planning and Preparation	Demi Chef (Hospitality)
Food and Beverage Planning and Preparation	Kitchen Helper (Hospitality)
Food and Beverage Planning and Preparation	Station Chef: Butcher (Hospitality)
Food and Beverage Planning and Preparation	Cold Station Cook (Hospitality)
Food and Beverage Planning and Preparation	Banquet Chef (Hospitality)
Food and Beverage Planning and Preparation	Banquet Sous Chef (Hospitality)
Food and Beverage Planning and Preparation	Banquet Chef De Partie (Hospitality)

\*This list is indicative but not exhaustive

Sub-Family	Specialization
Food and Beverage Planning and Preparation	Banquet Demi Chef (Hospitality)
Food and Beverage Planning and Preparation	Banquet Commis Chef (Hospitality)
Food and Beverage Planning and Preparation	Executive Pastry Chef (Hospitality)
Food and Beverage Planning and Preparation	Pastry Chef (Hospitality)
Food and Beverage Planning and Preparation	Pastry Sous Chef (Hospitality)
Food and Beverage Planning and Preparation	Pastry Chef De Partie (Hospitality)
Food and Beverage Planning and Preparation	Pastry Demi Chef (Hospitality)
Food and Beverage Planning and Preparation	Executive Chinese Chef (Hospitality)
Food and Beverage Planning and Preparation	Italian Chef (Hospitality)



\*This list is indicative but not exhaustive

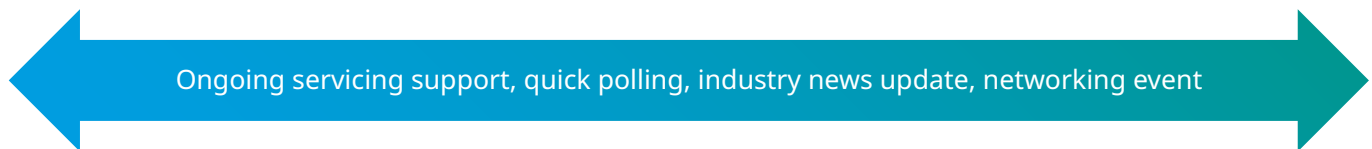
# Asia Pacific Luxury & Lifestyle Retail Industry (LLR) Survey

Market	2024 Compensation Survey Participation	2024 Office Benefits Survey Participation <sup>^</sup>	2024 Salesforce Benefits Survey Participation <sup>^</sup>
Australia	USD 3,150	+USD 1,800	+USD 1,500
China	USD 4,500	+USD 2,350	+USD 2,000
Hong Kong	USD 4,200	+USD 1,800	+USD 1,750
Indonesia	USD 2,100	-	-
India	USD 2,100	-	-
Japan	USD 3,150	+USD 1,550	+USD 1,500
Macau	USD 3,150	+USD 1,550	+USD 1,500
Malaysia	USD 3,150	+USD 1,550	+USD 1,500
Singapore	USD 4,000	+USD 1,800	+USD 1,500
South Korea	USD 3,150	+USD 1,550	+USD 1,500
Taiwan	USD 4,000	+USD 1,800	+USD 1,500
Thailand	USD 3,150	+USD 1,550	+USD 1,500
Vietnam	USD 2,100	-	-

**Please refer to below link for details pricing and more options.**

# 2024 LLR survey schedule

	Mar 2024	Apr 2024	Apr-Mid Jul 2024	Aug-Sep 2024	Oct-Nov 2024	Nov 2024	Dec 2024	Jan-Feb 2025
<b>Compensation</b>	Renewal & preparation	Pre-survey webinar	Data collection (Deadline varies for each market, refer to next page)	Individual company data validation / clarification, aggregate data analysis	Results release in 2 batches (varies for each market, refer to next page)	Post-survey webinar (End Nov)		
<b>Benefits (Office)</b>	Data collection (AU, CN, TW*) (Deadline: AU - 1 may 2024, CN - 14 jun 2024, TW - 29 apr 2024)				Data collection (Deadline 31 oct 2024)	Data validation/ clarification	Aggregate data analysis	Results release
<b>Benefits (Salesforce)</b>			Data collection (23 may- 21 jul 2024)	Data validation/ clarification	Results release (21 oct 2024)			



# 2024 LLR survey timeline

Location	Participation deadline	Report delivery
Australia	June	25 October, 2024
China		
Malaysia		
Vietnam		
Taiwan		
Thailand		
Hong Kong	July	25 October, 2024
India	June	20 November, 2024
Indonesia		
Singapore		
Japan	July	20 November, 2024
Macau		
South Korea		

**We encourage you to contact our  
Mercer consultant to discuss your needs.**

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## Endnotes

\*Benefits cycle follow the same timeline as all industry benefits survey (MBM) but kindly note that the submission window for Australia, China, Macau and Taiwan only open once a year. Submission deadline for AU, CN, MO and TW are 1 May, 14 Jun, 28 Oct and 29 Apr 2024 respectively.

\*\* Australia, China and Taiwan LLR Benefits only have submission window open once per year but the rest 7 markets open twice following the same timeline as All industry Mercer Benefits Monitor.

^Benefit-Salesforce Survey is available for AU, CN, HK, JP, KR, MO, MY, SG, TH, TW.