Salary Trends Report 2025

Your guide to salaries and benefits in the UK, based on the analysis of 17.4 million job ads.

What to expect from our Salary Trends Report.

This report is your go-to guide for benchmarking salaries and benefits in 2025, based on insights from **17.4 million** job ads and **3,000** UK workers. It's designed to give recruitment and talent leaders a head start to shape their hiring strategies for the months ahead.

So, what's driving talent in 2025?

The competition for talent is set to intensify. 31% of workers plan to look for a new job in 2025, with higher pay being their top motivator. In fact, 72% of candidates cite salary as the most important factor when choosing a role, making salary benchmarking essential employers to stay com- petitive. However, pay alone isn't enough to win talent - 66% of workers say they'd skip a pay rise for their most desired benefit: flexible working hours. Pay transparency is also critical, with **74%** of jobseekers saying they won't apply for jobs lacking salary information. From an industry perspective, pressures are set to continue in 2025, driven by ongoing skills shortages and increases to the National Minimum Wage. These same factors shaped pay rises in HR, Legal, Healthcare, Accounting, Customer Service, and Retail last year. In contrast, pay in Technology, Banking & Finance and Consulting stagnated as demand normalised.

Despite rising wages, salary satisfaction dipped to 63% in the past year, reflecting the strain on staff amid slowdown hiring. However, businesses need manage work- load pressures, bridge skills gaps, and support employee wellbeing in 2025 for productivity. Positively, benefit satisfaction reached 76% investment suggesting businesses employee experience.

Finding the right candidates will support businesses in successfully navigating 2025. For this, addressing skills gaps, offering competitive and transparent compensation, and enhancing flexibility and benefits can help them meet evolving worker needs and build a future-ready workforce.

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- Top 10 Most Desired vs. Advertised

Job Market Trends

Most Advertised Roles by Industry

Industries in Detail

- Accounting
- Administration
- Banking and Finance
- Construction
- Customer Service
- Engineering
- Human Resources
- Logistics and Transport
- Manufacturing
- Marketing
- Sales
- Skilled Trades
- Technology



Candidate expectations in 2025.

Salary and benefits

4.5% is the average pay rise workers expect (*up from 3.7% in 2023)

28% of workers will look for a new job if they don't receive their desired pay rise

66% would overlook a pay rise to receive their most desired benefit



Financial goals

39% of workers will look for a new job in 2025 for a higher salary
56% worry about their finances due to the cost of living
+13% increase in pay would make workers consider a new job offer

The top financial goals for workers: 1 Saving for retirement (32%) 2 Covering day-to-day expenses (22%) Ensuring a comfortable standard of living (21%)

Decision factors beyond salary and benefits Good work-life balance Job security 37% Flexible working options Convenient location Positive work culture 27%

Salaries at a glance.

£35,648

Median salary

The median is the middle value in a dataset and as opposed to the average, it excludes extreme values. We use gross median salary by industry, city and region in our report as this gives a more accurate picture of the typical salary and is a better indicator of overall income distribution.

Disclaimer: All salary figures used in this report come from advertised salary data



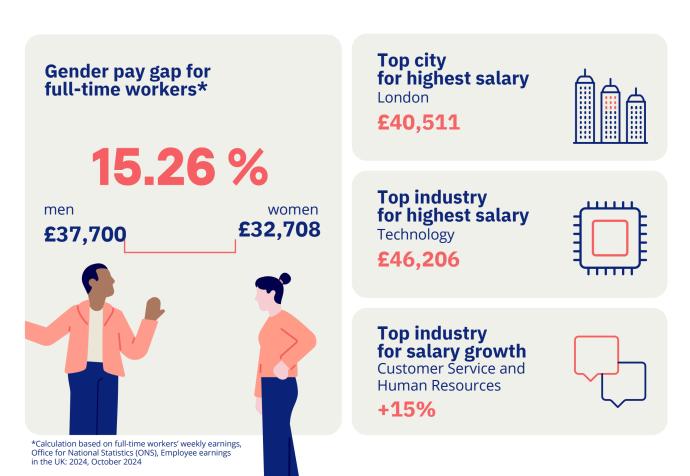
Average salary growth over the past 5 years



Salary and benefit satisfaction in 2024

% change from 2023





Database and methodology

Data for our UK Salary Trends Report 2025 comes from OTT; an inhouse tool built by The Stepstone Group to analyse job postings and related information such as advertised salaries, region and skills. We analysed 17.4 million UK job ads, focussing exclusively on Q3 data from 2019 to 2024. This 5-year analysis spans 23 industries, providing a clear view of how salaries and benefits have shifted from year to year.

Our analysis includes the advertised gross median salary per industry, plus the gross median salary for 17 key UK cities: Aberdeen, Belfast, Birmingham, Bristol, Cardiff, Edinburgh, Glasgow, Leeds, Liverpool, London, Manchester, Newcastle, Nottingham, Oxford, Plymouth, Portsmouth and Sheffield. To provide further insight into worker sentiment, we conducted a survey of 3,000 UK workers between 18 November and 2 December 2024. The survey sample was weighted to be representative of the UK workforce by age, gender and region. To ensure a robust analysis of industry-specific trends, the sample was boosted to include at least 100 respondents for each of the 23 industries.





Salary by city and region.



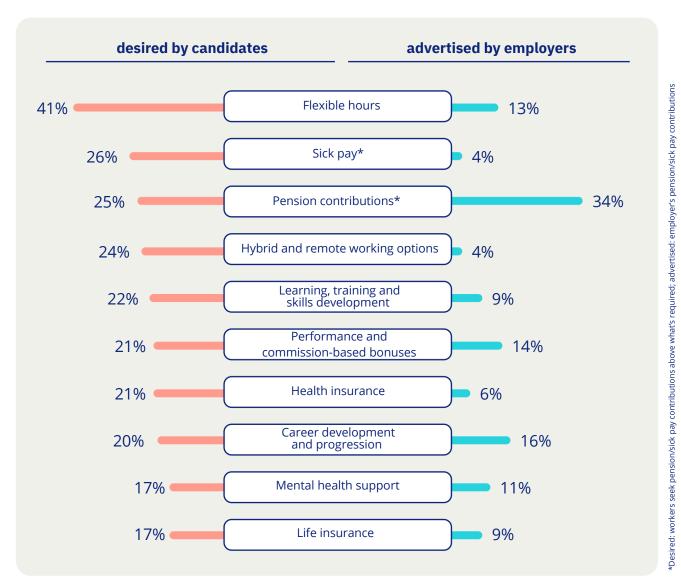
| UK regions | | | |
|-----------------|-------------------------|--------------------|-------------------------|
| Scotland £34.4k | Northern Ireland £32.9k | North East £33k | North West £34.5k |
| Yorkshire £34k | Wales £33.2k | West Midlands £35k | East Midlands £33.8k |
| East Anglia | South West | London | South East |
| £34.3k | £34.6k | £40k | £35.2k |

Top 10 highest paying industries.

| Technology | £46,206 |
|-------------------|---------|
| Construction | £45,447 |
| Banking & Finance | £43,540 |
| Legal | £43,319 |
| Engineering | £42,869 |
| Healthcare | £39,897 |
| Consulting | £39,222 |
| Accounting | £38,017 |
| Human Resources | £37,281 |
| Marketing | £37,213 |



Top 10 desired vs. advertised benefits.



Benefits on the rise



Most advertised roles by industry.



| Industry | Role | Salary range |
|-----------------------|------------------------------|------------------|
| Accounting | Accounts assistant | £26,210- £28,614 |
| Administration | Administrator | £25,016- £26,232 |
| Banking & Finance | Finance manager | £48,813- £53,905 |
| Construction | Site manager | £56,871-£61,952 |
| Consulting | Practitioner | £33,040- £36,539 |
| Customer Service | Customer assistant | £25,339- £25,714 |
| Education | Teaching assistant | £22,454- £24,998 |
| Engineering | Maintenance engineer | £42,415- £44,733 |
| Healthcare | Registered nurse | £42,295- £46,711 |
| Hospitality | Chef | £26,492- £28,419 |
| Human Resources | HR advisor | £34,203-£37,201 |
| Insurance | Claims handler | £25,744- £28,344 |
| Legal | Paralegal | £26,970-£30,567 |
| Logistics & Transport | Warehouse operative | £25,649-£27,825 |
| Manufacturing | Production operative | £25,483- £27,288 |
| Marketing | Marketing executive | £29,050- £32,091 |
| Property | Property manager | £31,777-£35,338 |
| Retail | Store manager | £32,919- £35,032 |
| Sales | Sales assistant | £23,465- £25,203 |
| Skilled Trades | Vehicle technician | £35,390- £39,499 |
| Social Care | Community payback supervisor | £25,729- £31,214 |
| Technology | Net developer | £51,027- £63,007 |
| Travel | Crew member | £23,208- £24,326 |

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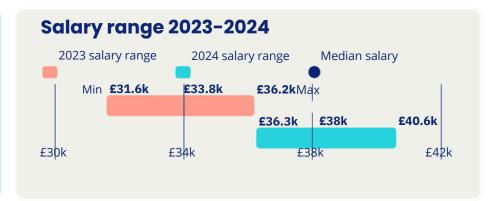
Industries in detail.



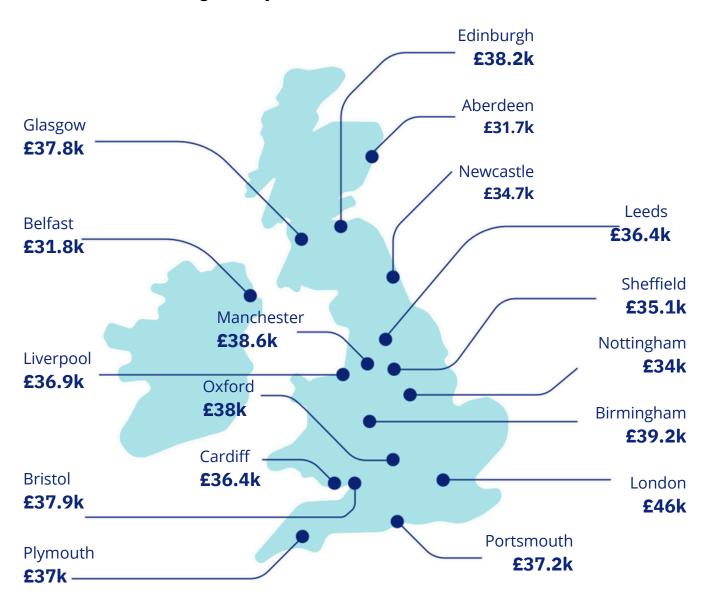
Accounting.







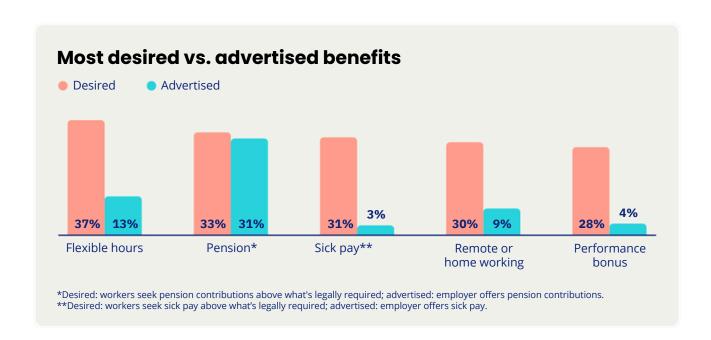
Median accounting salary in UK cities



78% are satis ed with their salary



81% are satis ed with their bene ts



Top 5 most advertised roles



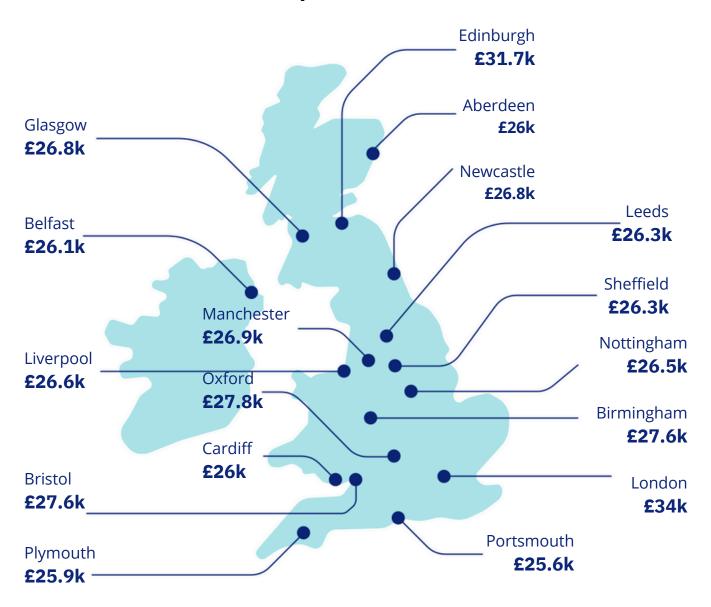
Administration.







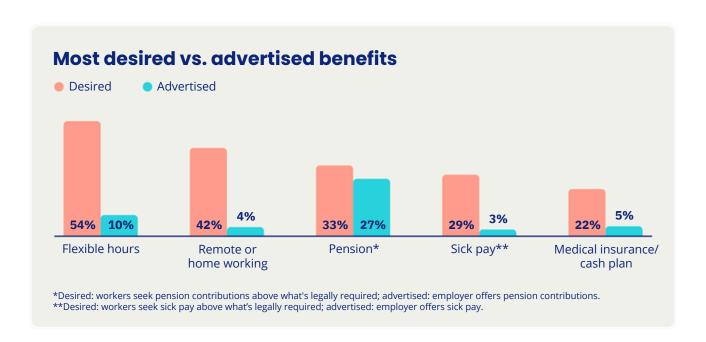
Median administration salary in UK cities



56% are satis ed with their salary

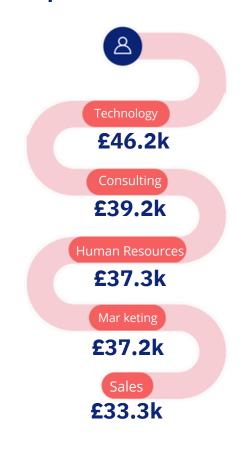


69% are satis ed with their bene ts

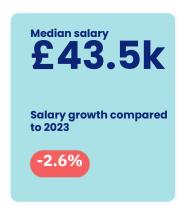


Top 5 most advertised roles



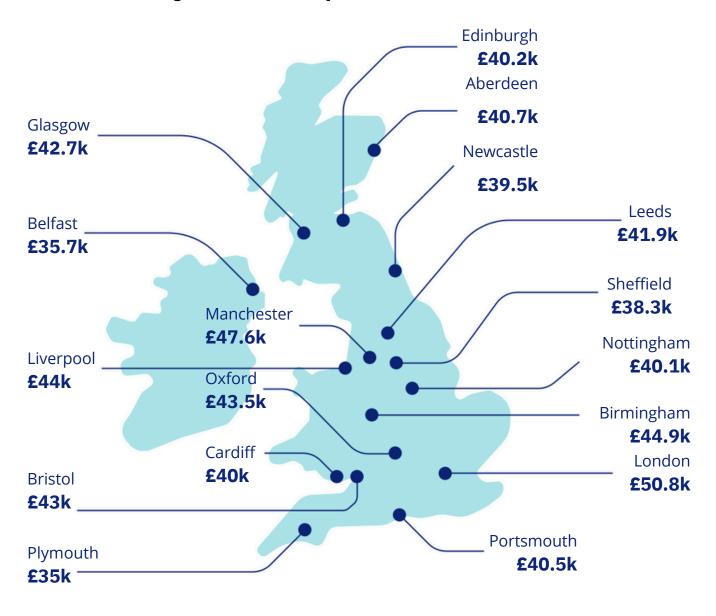


Banking & Finance.





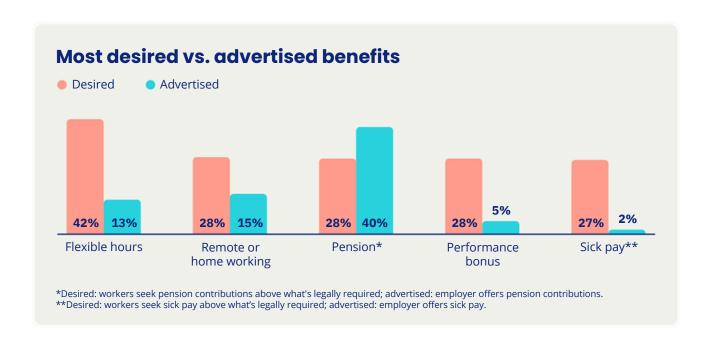
Median banking & nance salary in UK cities



72% are satisfied with their salary



83% are satisfied with their benefits



Top 5 most advertised roles



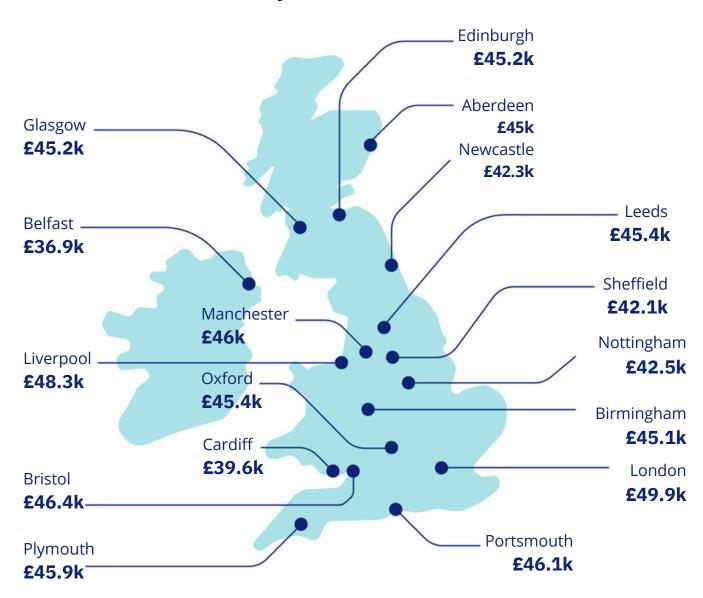
Construction.







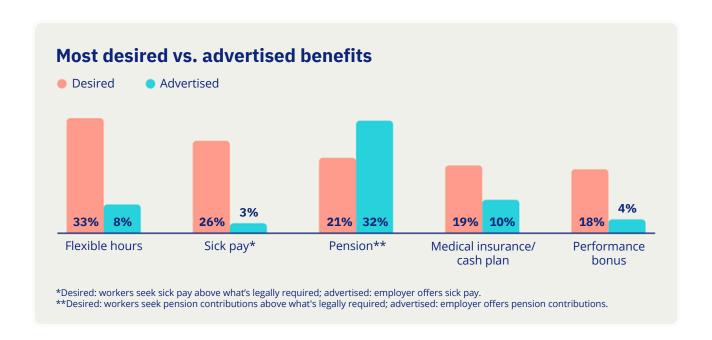
Median construction salary in UK cities



68% are satis ed with their salary



81% are satis ed with their bene ts



Top 5 most advertised roles





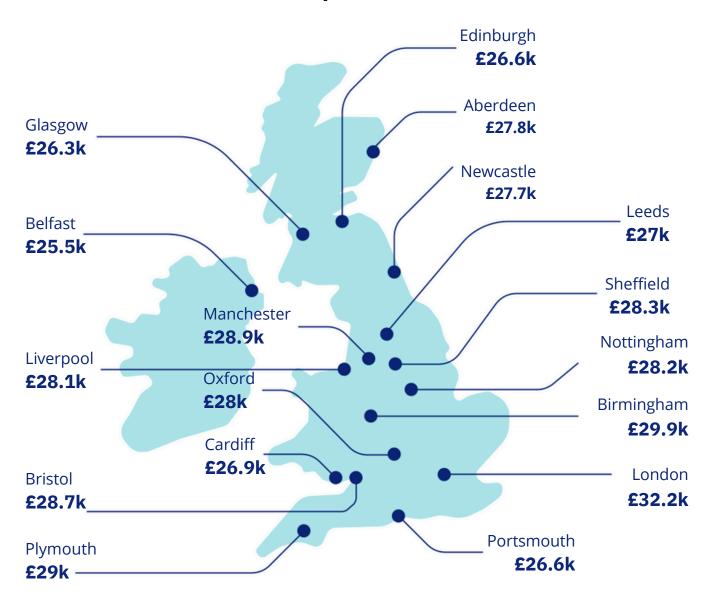
Customer Service.







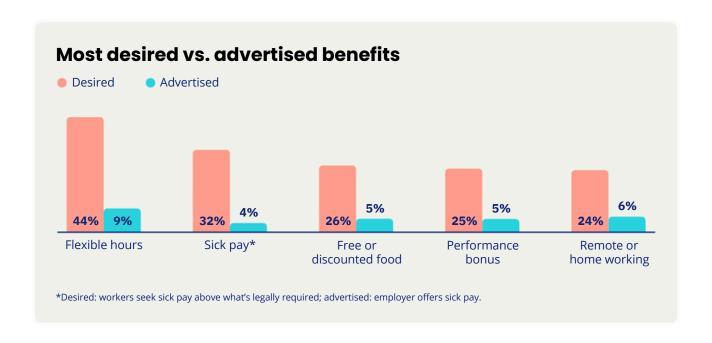
Median customer service salary in UK cities







71% are satis ed with their bene ts



Top 5 most advertised roles



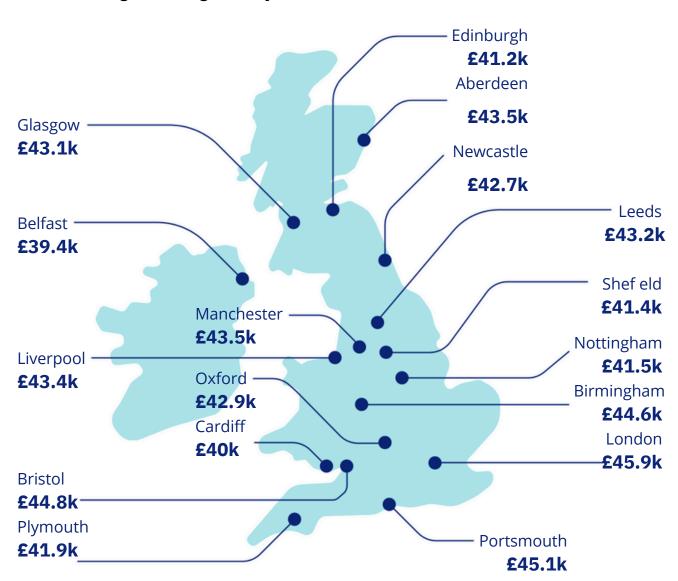
Engineering.







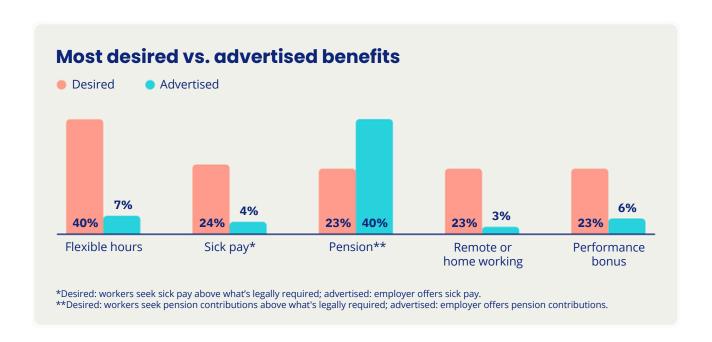
Median engineering salary in UK cities



67% are satis ed with their salary



86% are satis ed with their bene ts



Top 5 most advertised roles

Salary range N Site engineer £66.1k - £72k Multi skilled maintenance engineer £43.6k - £45.7k Maintenance engineer £42.4k - £44.7k Field service engineer £34.6k - £38.7k Technician £31.5k - £33.6k £30k £40k £50k £60k £70k £80k



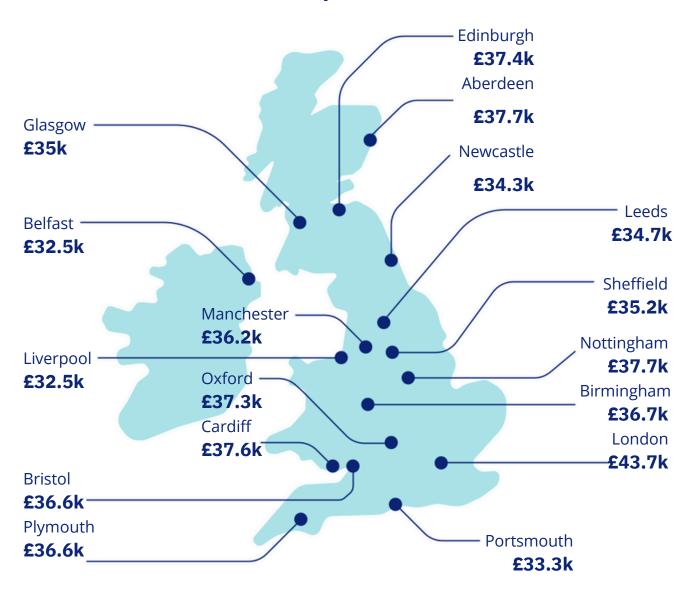








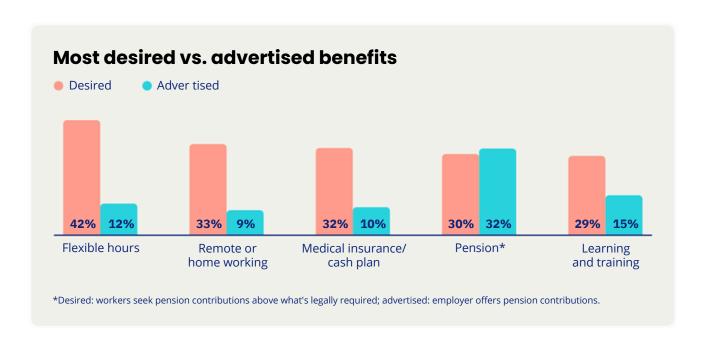
Median human resources salary in UK cities







85% are satis ed with their bene ts



Top 5 most advertised roles

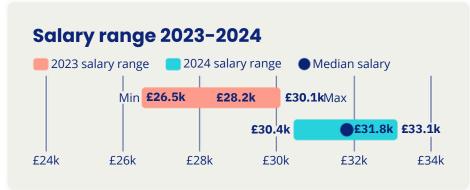
Salary range Ų HR business partner £50.3k - £54.2k HR manager £44.7k - £49.5k HR advisor £34.2k - £37.2k HR assistant £27.1k - £29.2k HR administrator £26.3k - £27.9k £20k £30k £40k £50k £60k



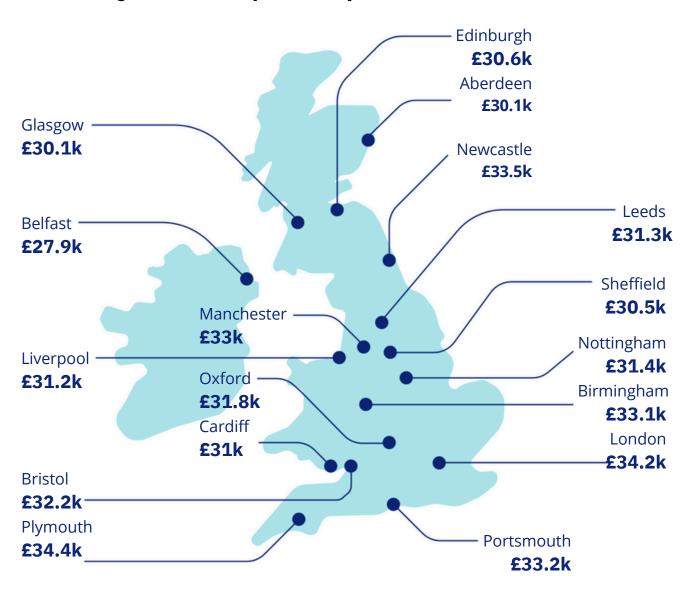
Logistics & Transport.







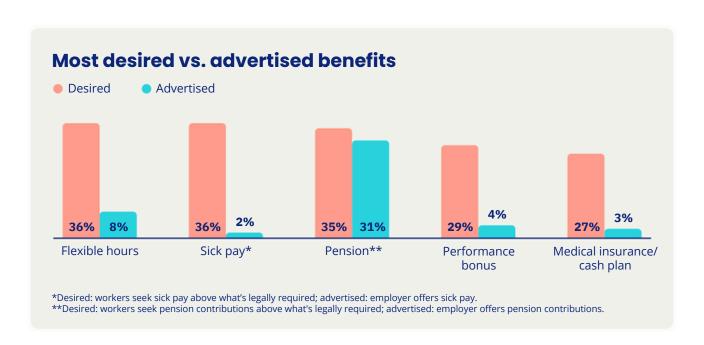
Median logistics & transport salary in UK cities



69% are satis ed with their salary



70% are satis ed with their bene ts



Top 5 most advertised roles



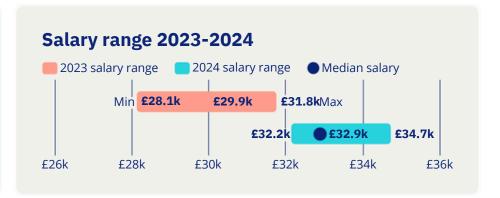
Manufacturing.



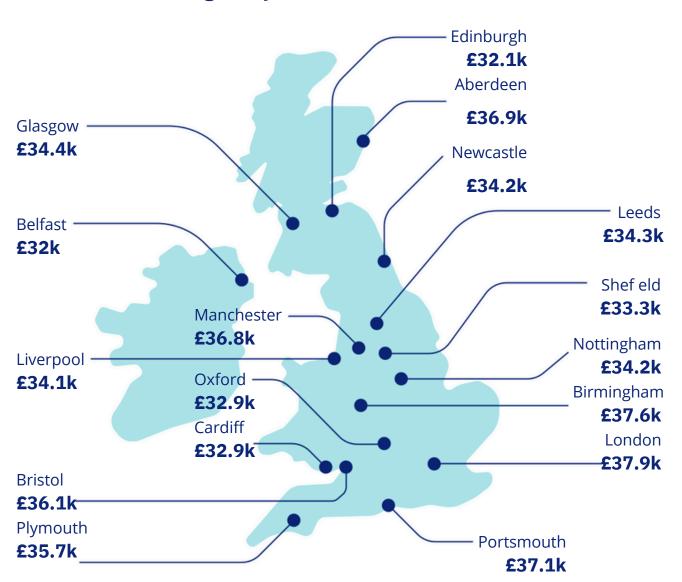
Median salary
£32.9k

Salary growth compared to 2023

+10.1%



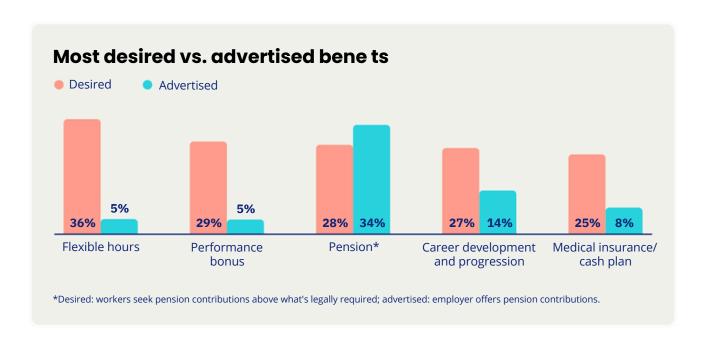
Median manufacturing salary in UK cities



75% are satis ed with their salary



87% are satis ed with their bene ts



Top 5 most advertised roles

Salary range Production manager £44.5k - £49k MOT tester £33.6k - £36.2k Quality inspector £31.6k - £34.6k Production operator £26.5k - £27.5k Production operative £25.5k - £27.3k £20k £30k £40k £50k



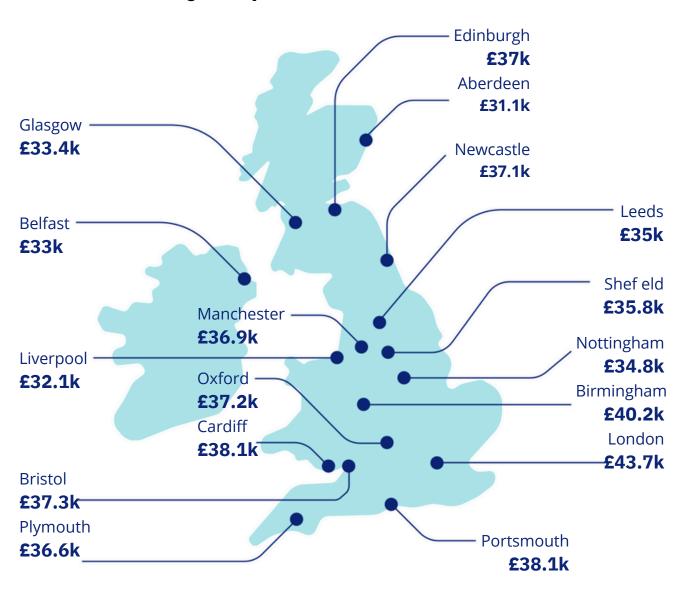
Marketing.







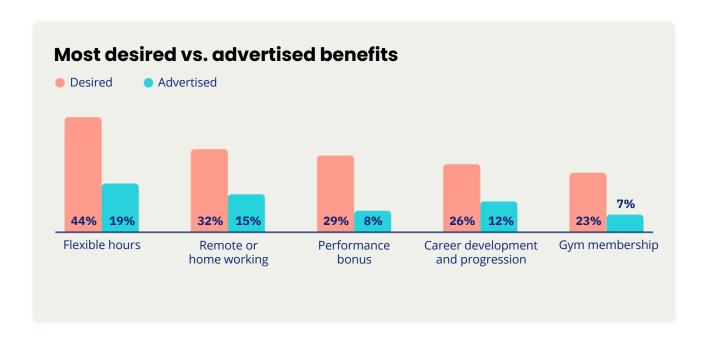
Median marketing salary in UK cities



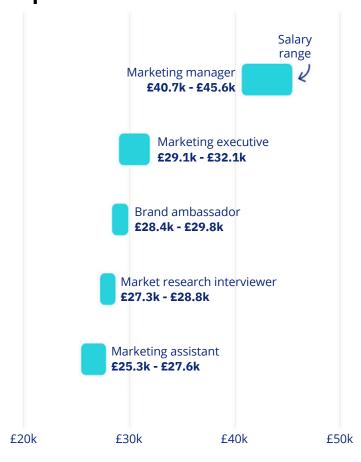




78% are satis ed with their bene ts



Top 5 most advertised roles





Sales.



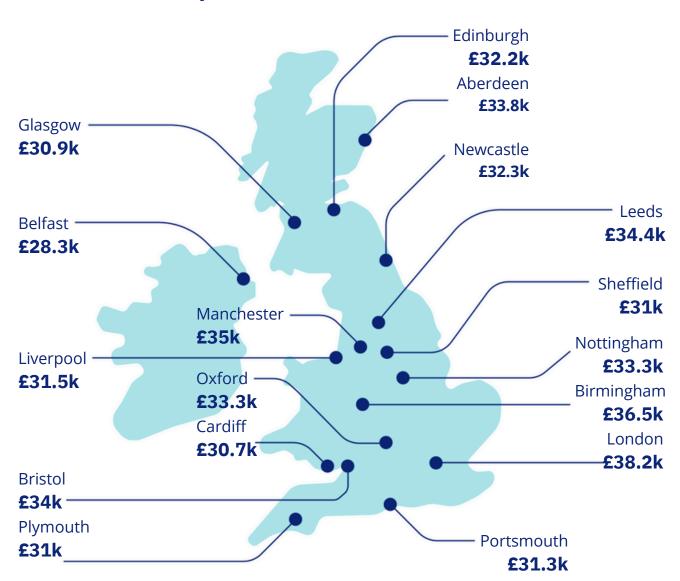
Median salary
£33.3k

Salary growth compared to 2023

+3.9%



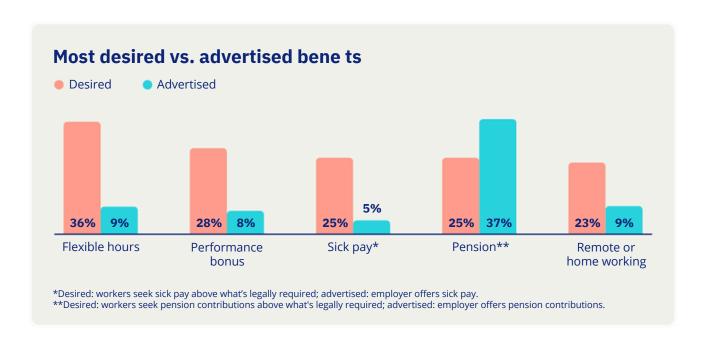
Median sales salary in UK cities



52% are satis ed with their salary

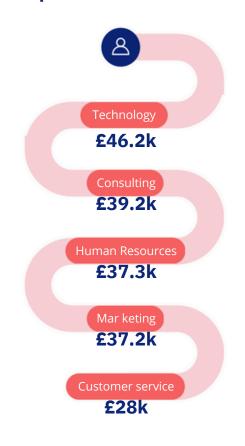


67% are satis ed with their bene ts



Top 5 most advertised roles

Salary range Business development manager £43.2k - £49.5k Sales executive £32.2k - £37.7k Recruitment consultant £27k - £33k Sales advisor £24.3k - £27.2k Sales assistant £23.5k - £25.2k £40k £20k £30k £50k



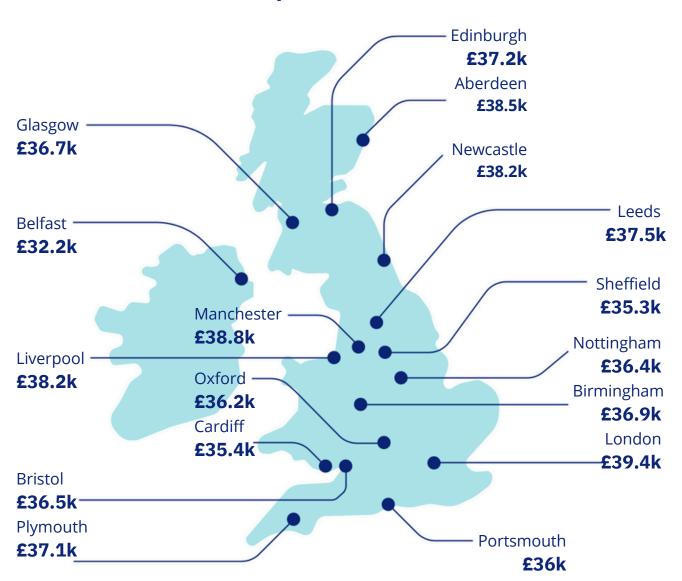
Skilled Trades.







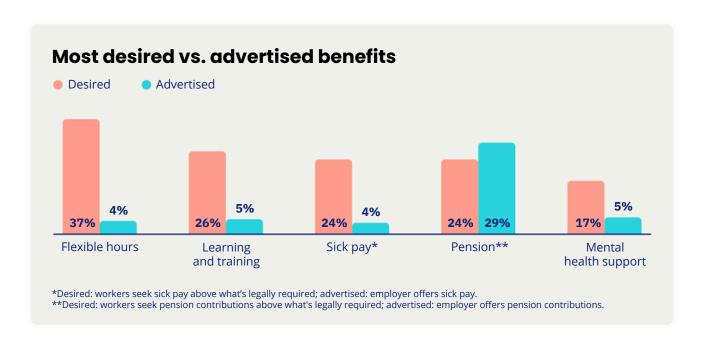
Median skilled trades salary in UK cities



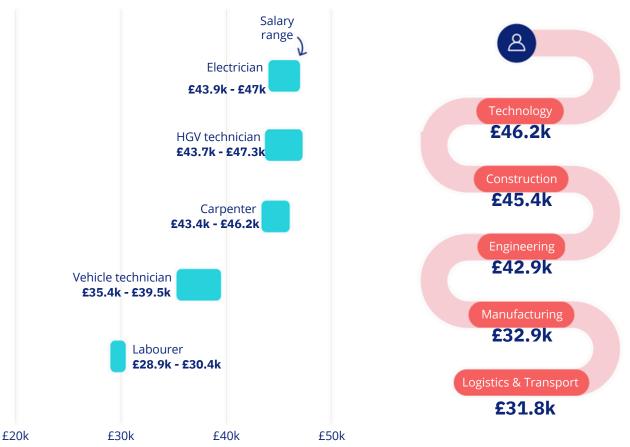




71% are satis ed with their bene ts



Top 5 most advertised roles



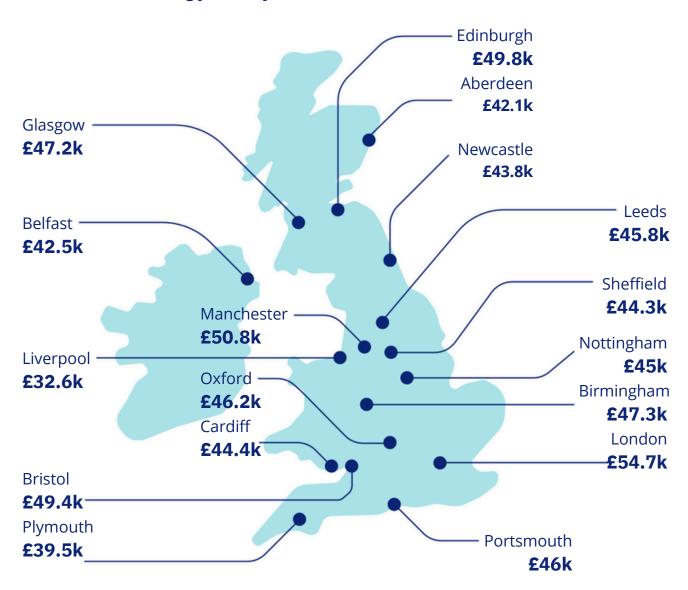
Technology.







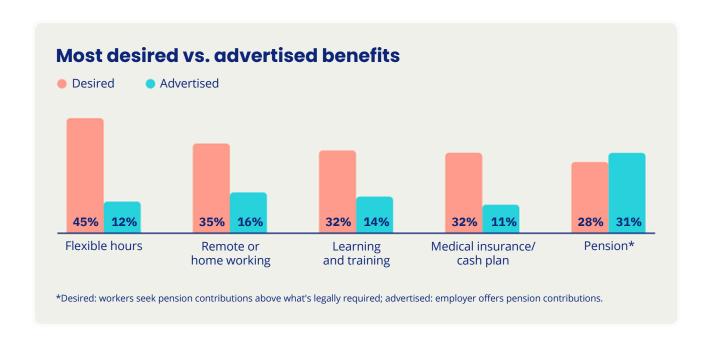
Median technology salary in UK cities



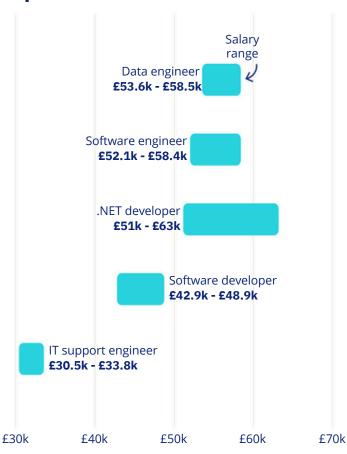
77% are satis ed with their salary



86% are satis ed with their bene ts



Top 5 most advertised roles







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