

# Salary Trends Report 2025

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



**totaljobs**

# 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 for employers to stay competitive.

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, wage 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 a slowdown in hiring. However, businesses need to manage workload pressures, bridge skills gaps, and support employee wellbeing in 2025 for better productivity. Positively, benefit satisfaction reached **76%** – suggesting investment by businesses are improving 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.**

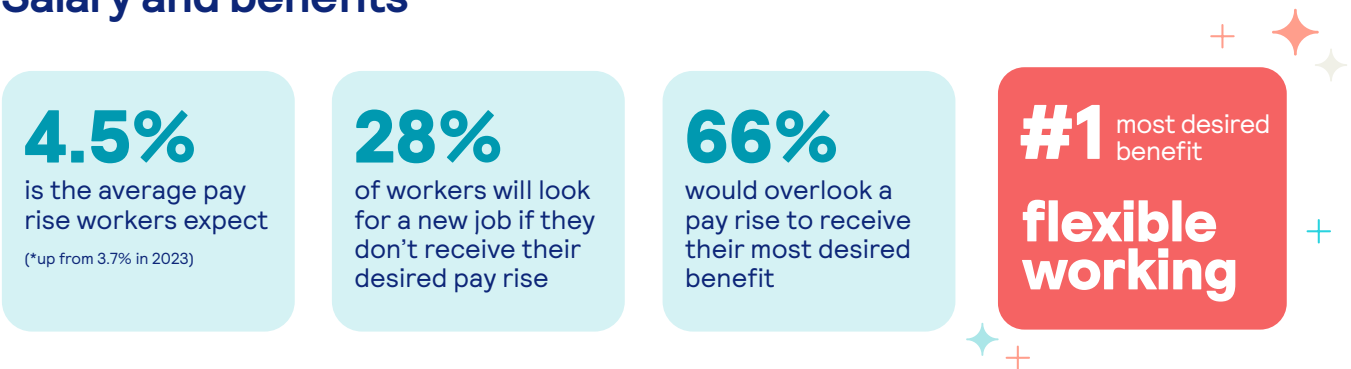
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# Candidate expectations in 2025

## Salary and benefits



## Financial goals



## Decision factors beyond salary and benefits



# Salaries at a glance

# £35,648

Gross median salary

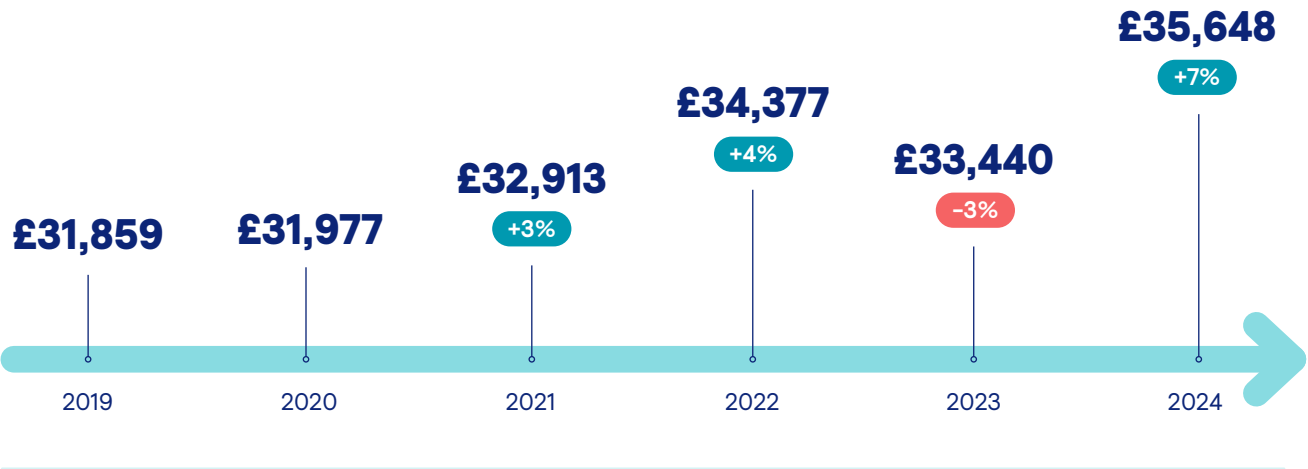
## Median salary

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



### Gender pay gap for full-time workers\*

15.26 %

men

£37,700

women

£32,708



### Top city for highest salary

London

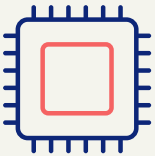
£40,511



### Top industry for highest salary

Technology

£46,206



### Top industry for salary growth

Customer Service and Human Resources

+15%



\*Calculation based on full-time workers' weekly earnings, Office for National Statistics (ONS), Employee earnings in the UK: 2024, October 2024

# Database and methodology

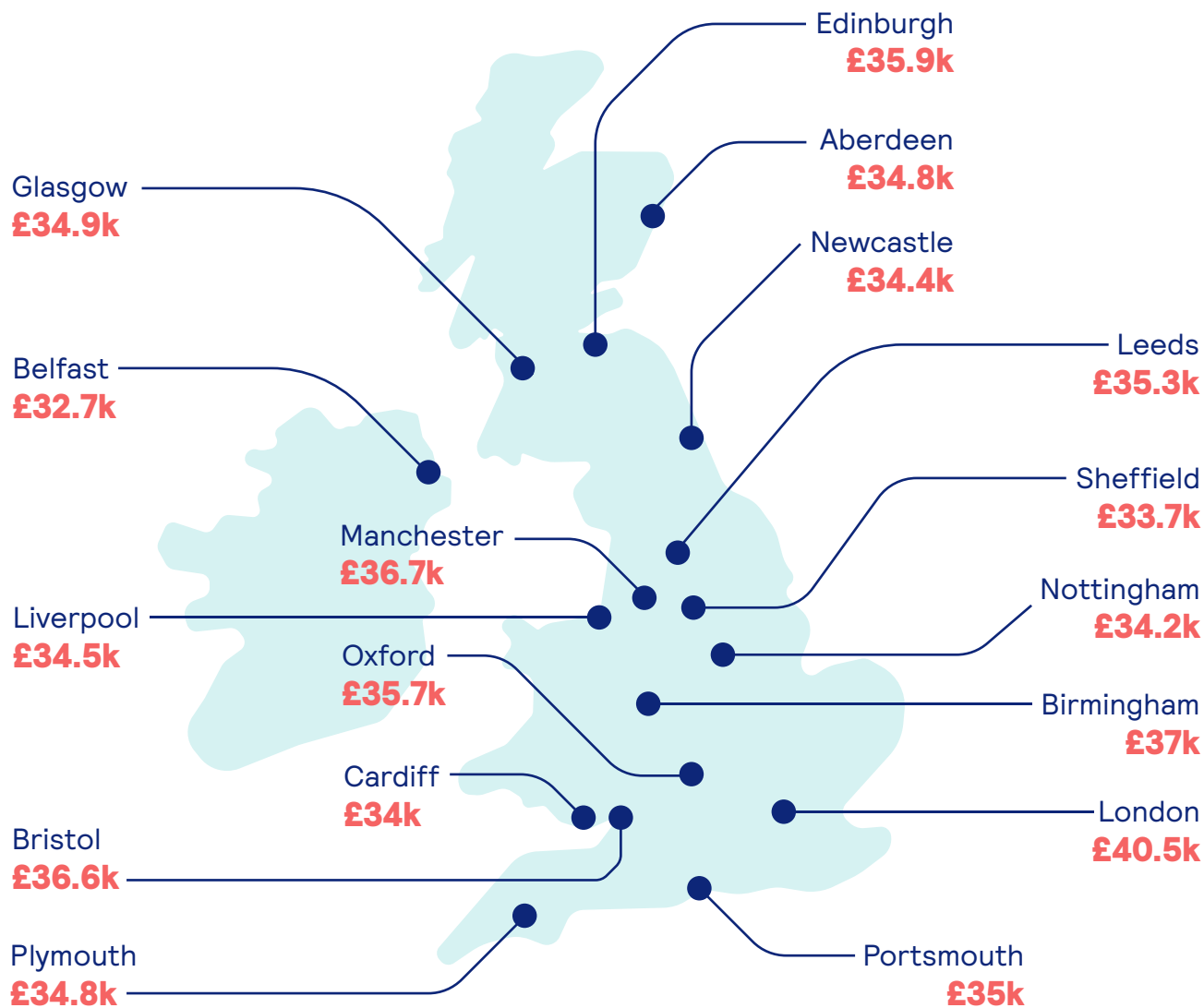
Data for our UK Salary Trends Report 2025 comes from OTT; an inhouse tool built by The Stepstone Group to analyse job postings and related information such as advertised salaries, region and skills. We analysed 17.4 million UK job ads, focussing exclusively on Q3 data from 2019 to 2024. This 5-year analysis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

£34.3k

South West

£34.6k

London

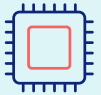
£40k

South East

£35.2k



# Top 10 highest paying industries



Technology

£46,206



Construction

£45,447



Banking & Finance

£43,540



Legal

£43,319



Engineering

£42,869



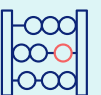
Healthcare

£39,897



Consulting

£39,222



Accounting

£38,017



Human Resources

£37,281

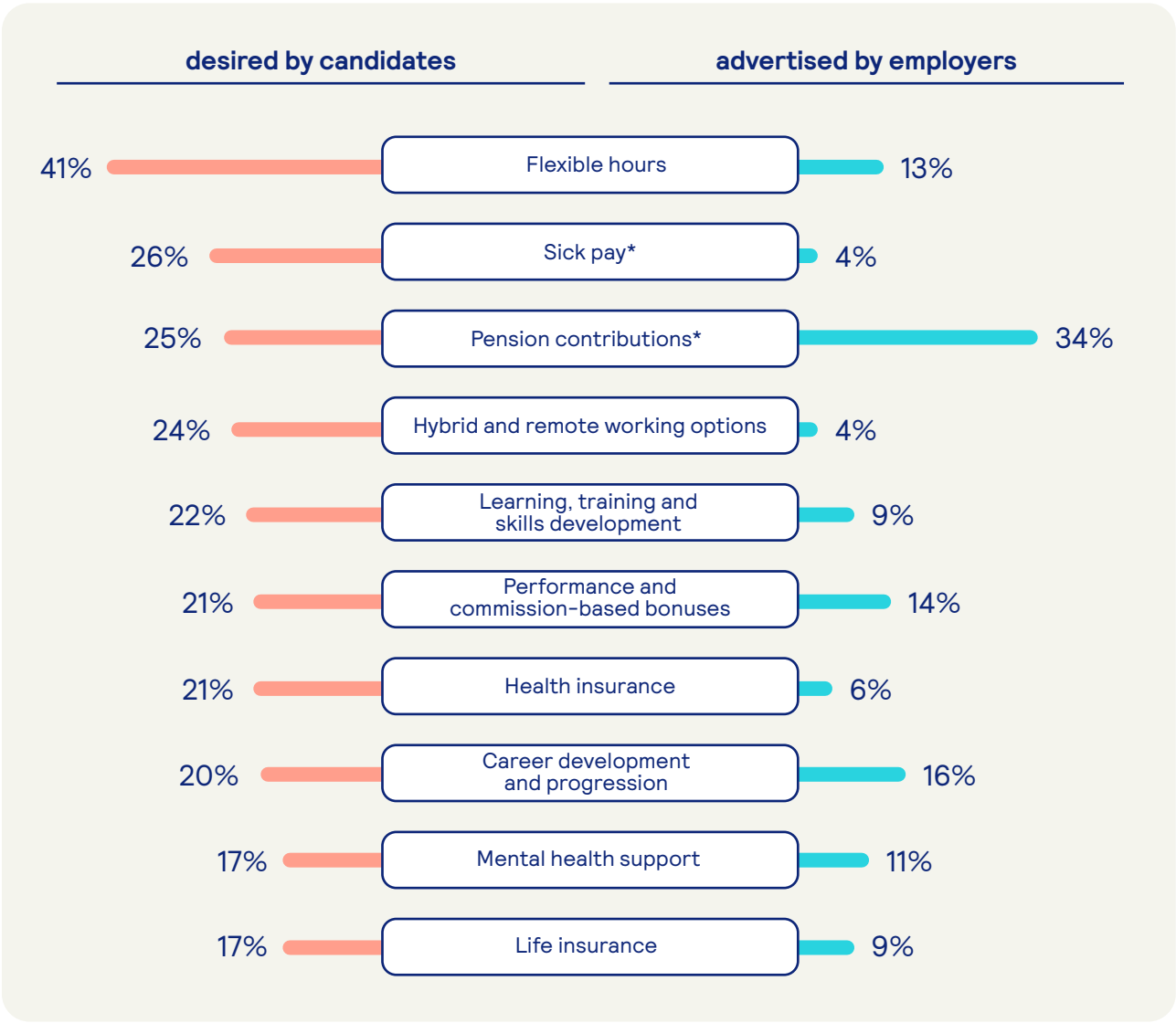


Marketing


£37,213




# Top 10 desired vs. advertised benefits




## Benefits on the rise




**Learning and training**




**Career development and progression**



**Flexible hours**



**Free parking**



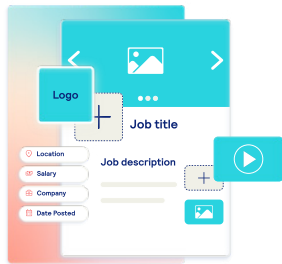
**Life insurance**

# 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

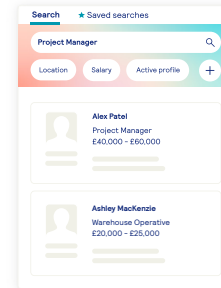
# Hire the **people you need** with Totaljobs



## Spotlight your role

Make your job ads stand out to the talent you want to attract with **Premium Job**, complete with visual media.

[Discover More](#)



## Find the best-fit candidates

Receive matching top talent you need, using the largest **CV Database** on the market.

[Learn More](#)



## Reach young talent

Our unique **Early Careers** solution helps you identify and appeal to young and ambitious candidates, ensuring the future success of your business.

[Read More](#)



## Drive relevant applications

Advertise your jobs with a fully branded email with **Eshot**, sent directly to the inboxes of up to 100,000 relevant people.

[Find out more](#)

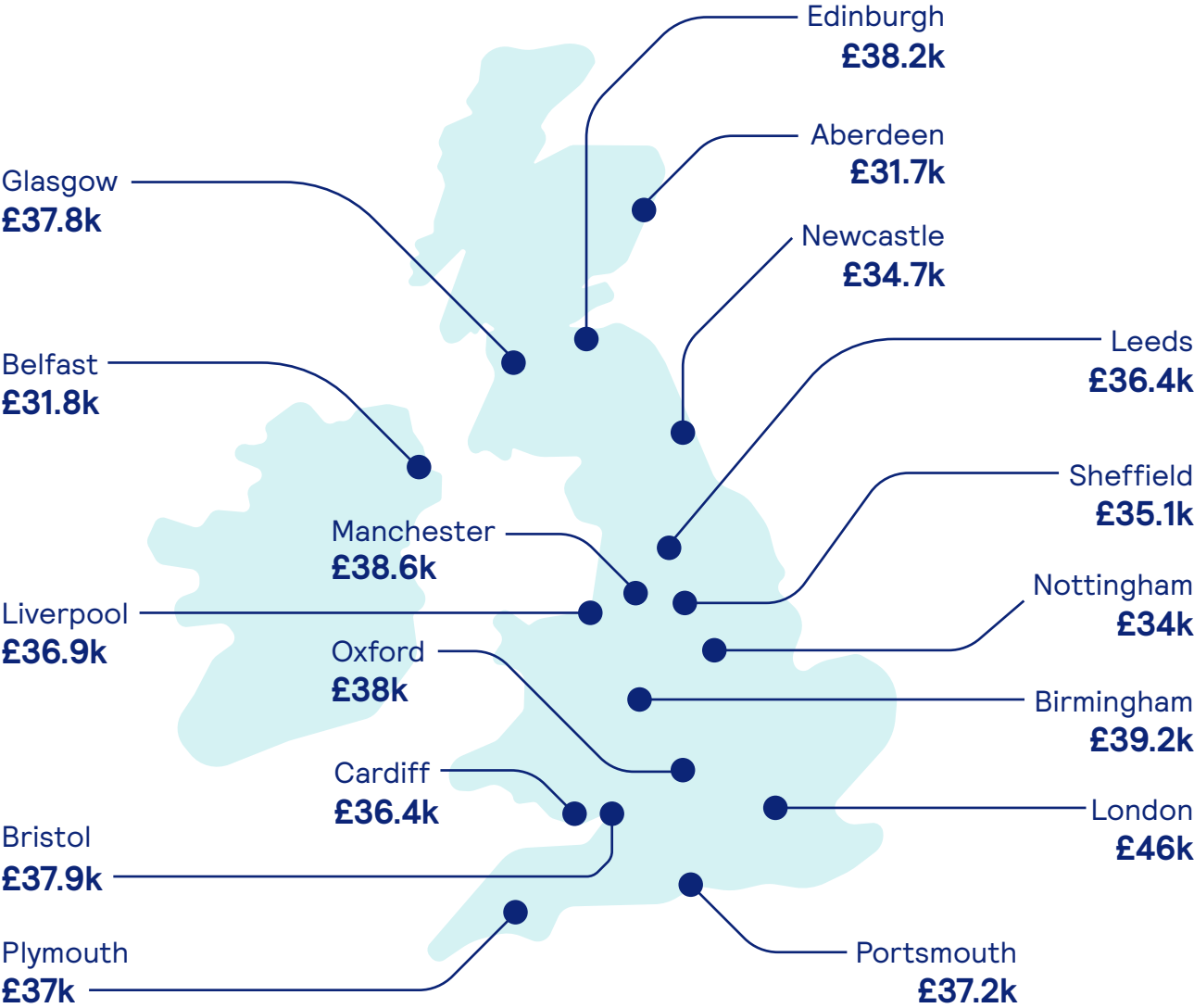
# Industries in detail



# Accounting



## Median accounting salary in UK cities

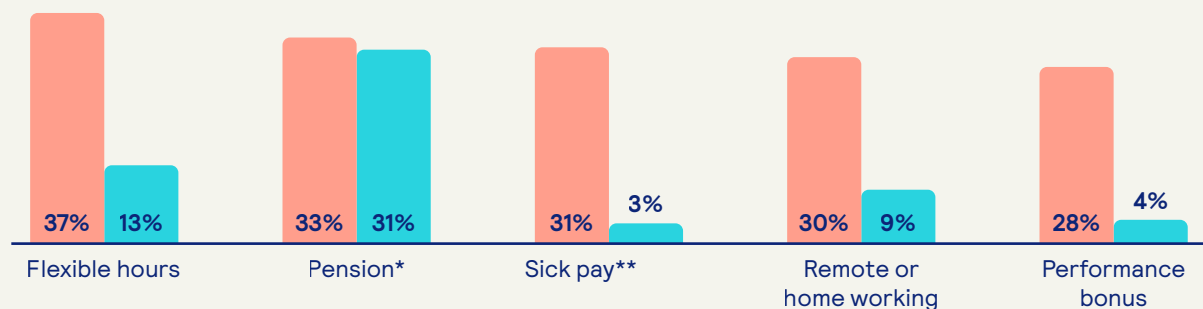


## Salary and benefit satisfaction of workers



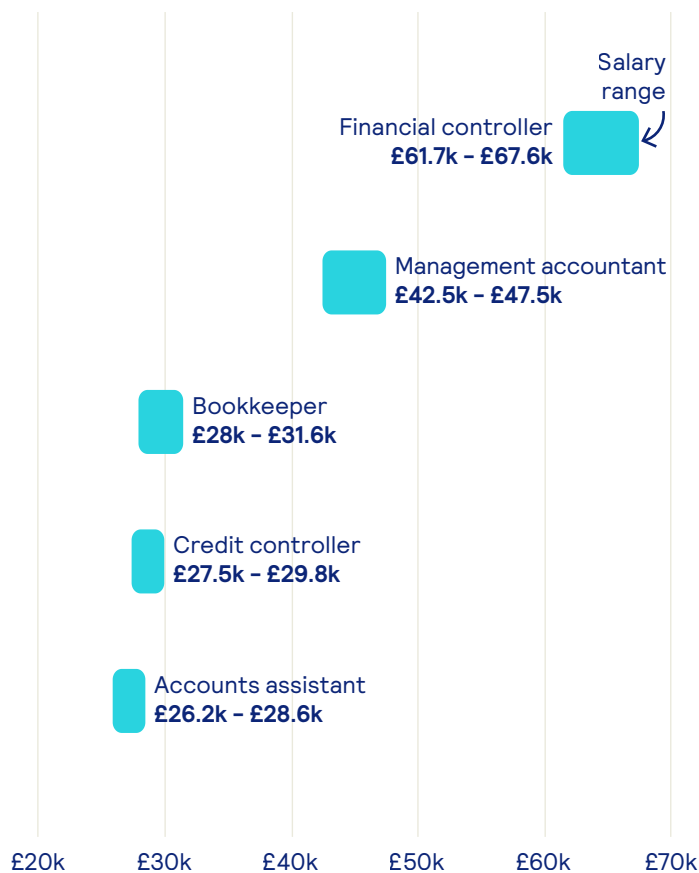
### Most desired vs. advertised benefits

Desired Adverted



\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.  
 \*\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

## Top 5 most advertised roles



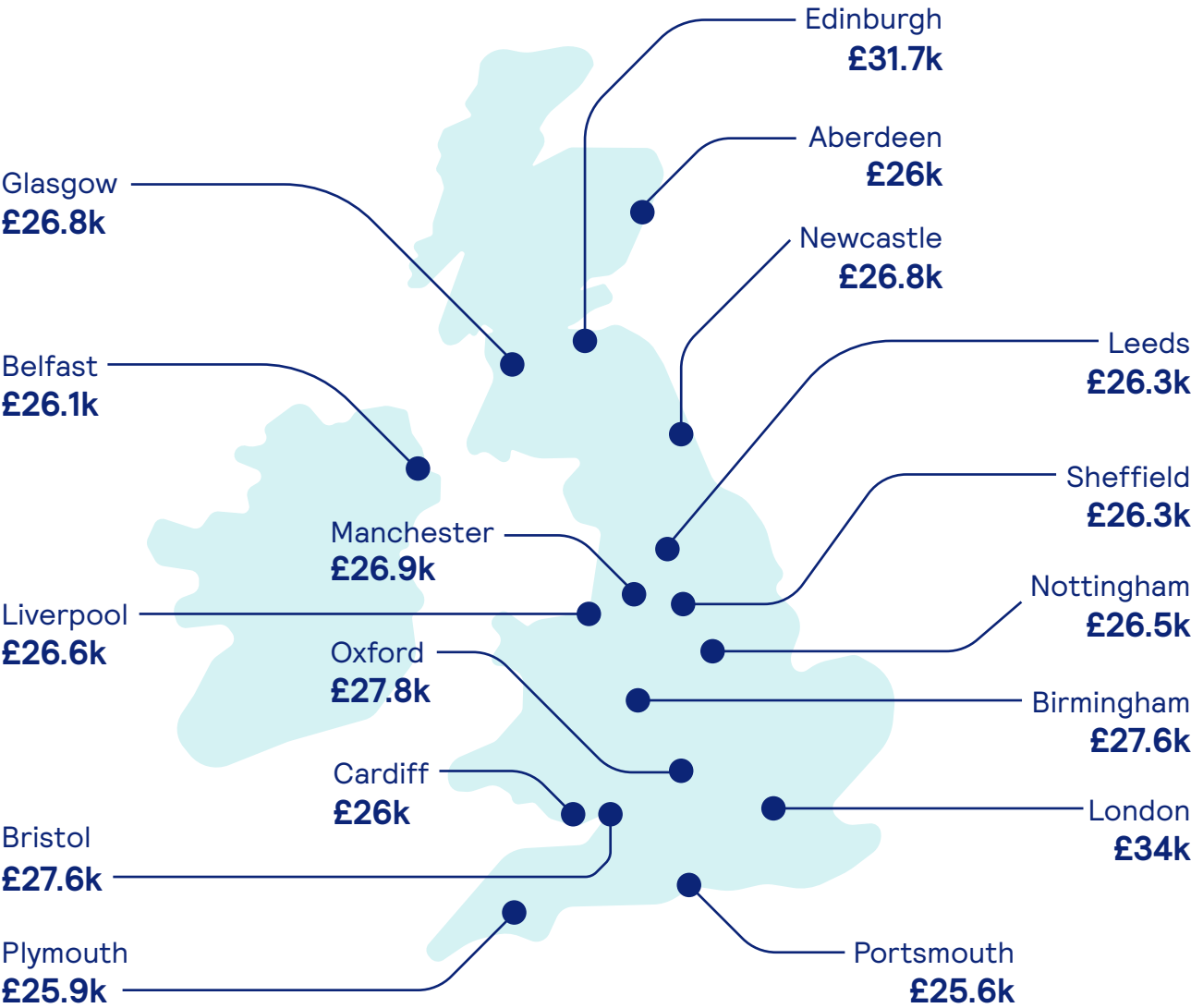
## Comparable industries



# Administration



## Median administration salary in UK cities



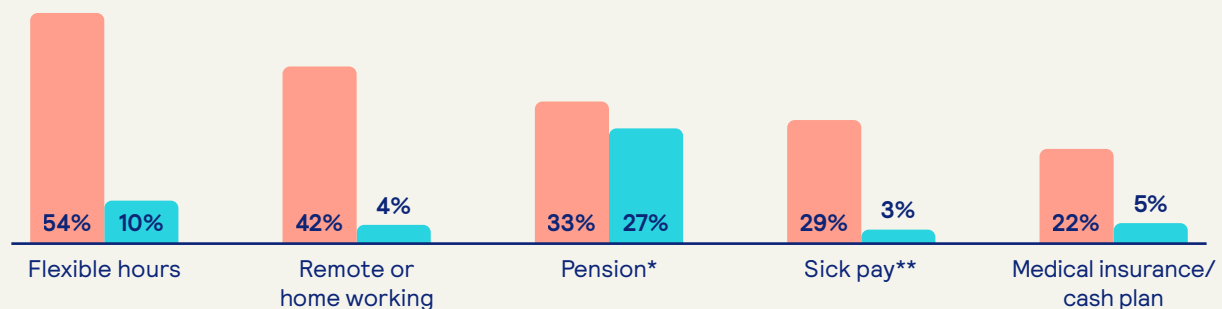


## Salary and benefit satisfaction of workers



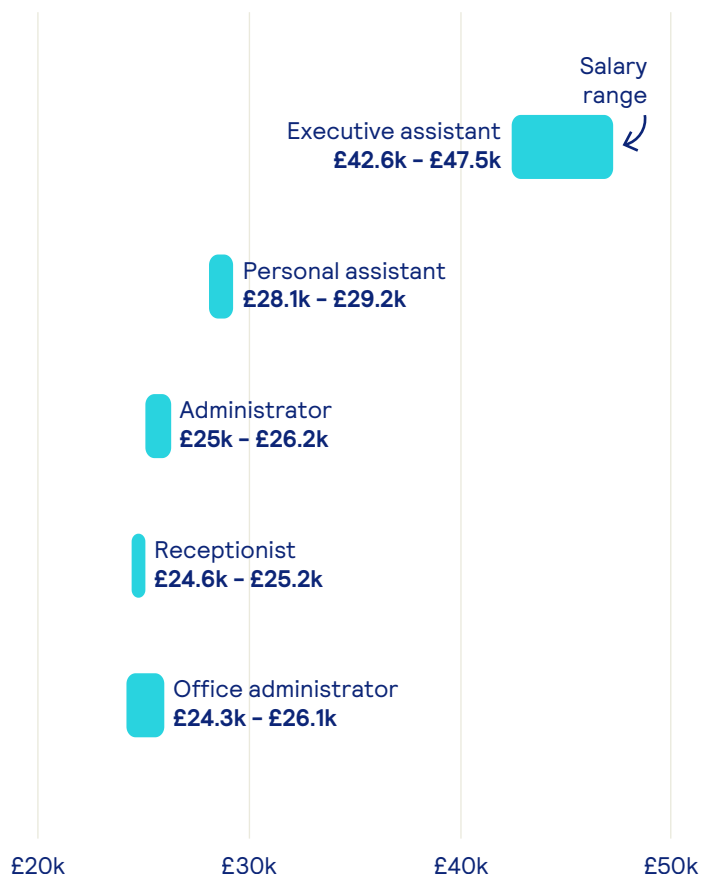
### Most desired vs. advertised benefits

Desired Advertised



\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.  
 \*\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

## Top 5 most advertised roles



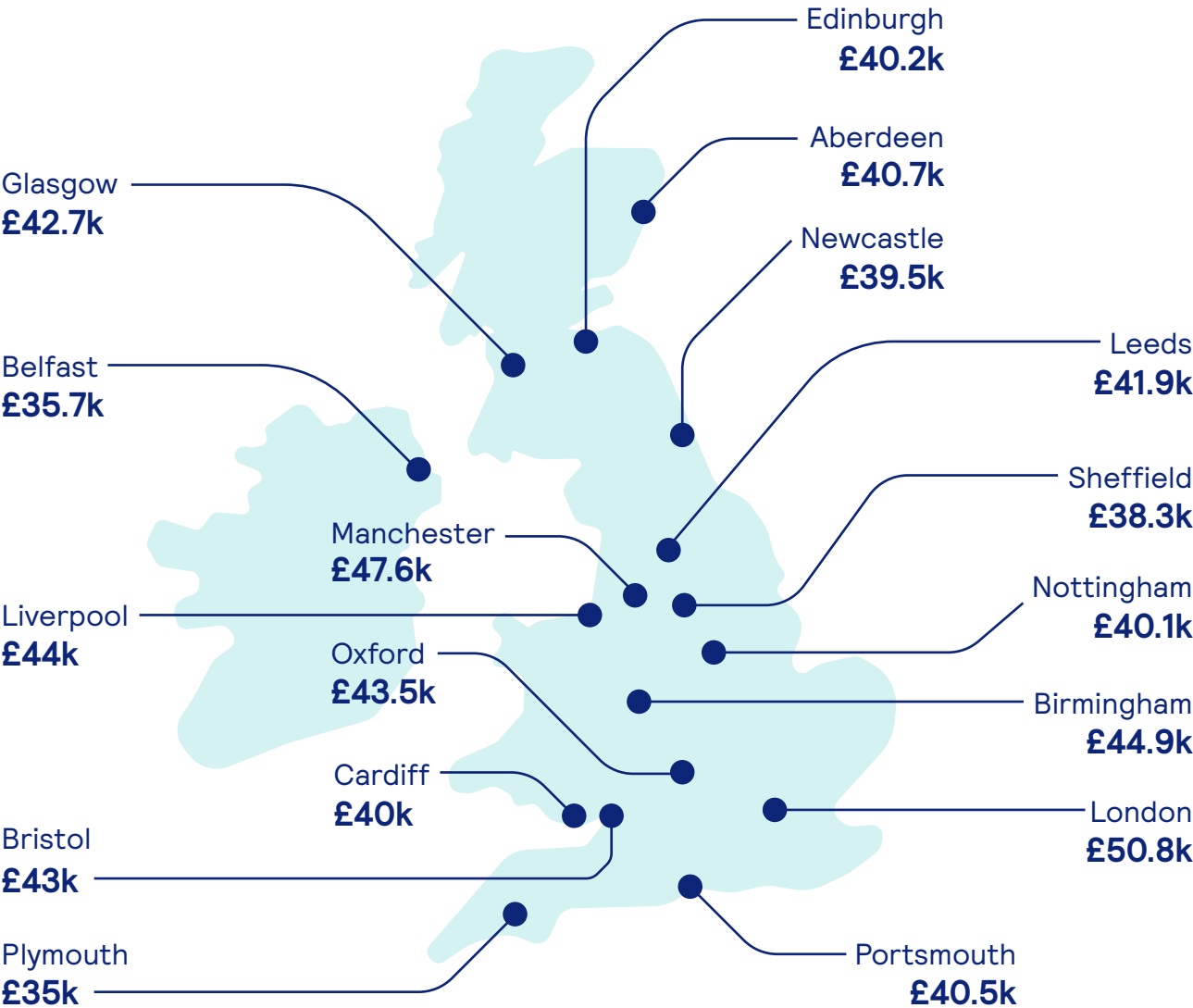
## Comparable industries



# Banking & Finance



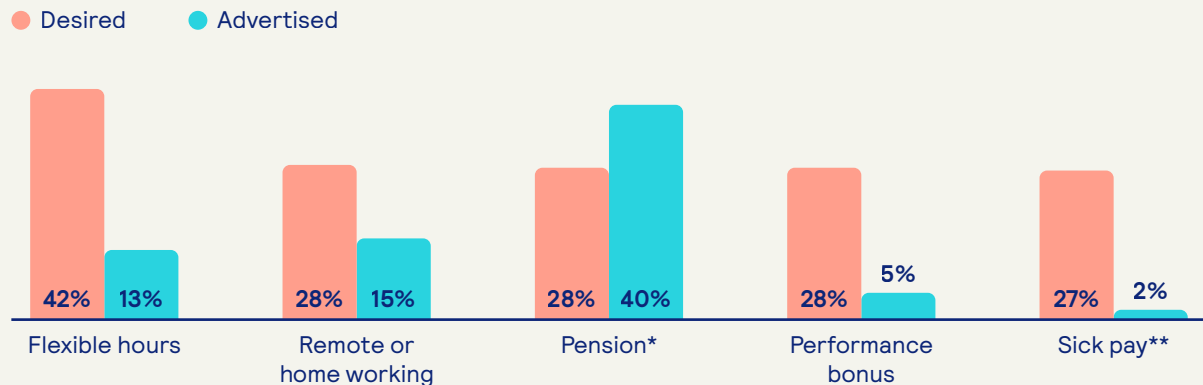
## Median banking & finance salary in UK cities



## Salary and benefit satisfaction of workers

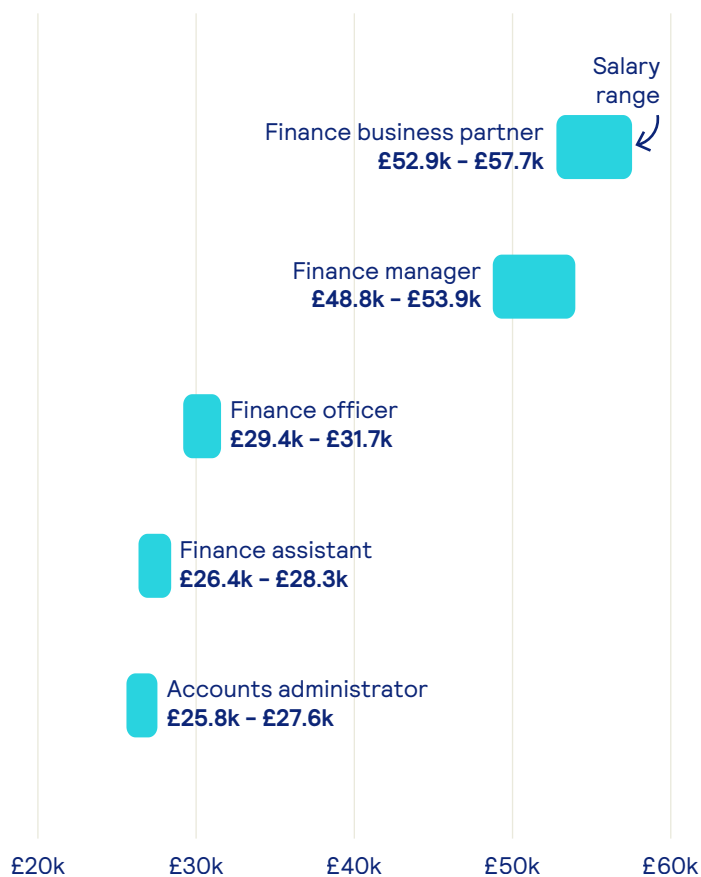


### Most desired vs. advertised benefits



\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.  
 \*\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

### Top 5 most advertised roles



### Comparable industries



# Construction

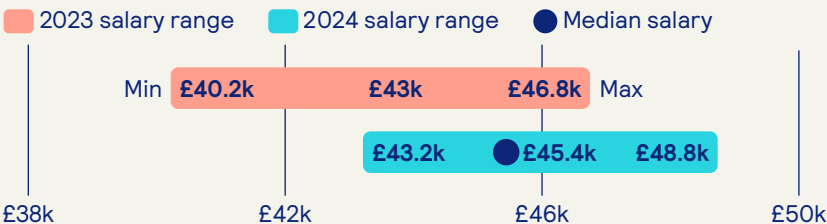
Median salary

**£45.4k**

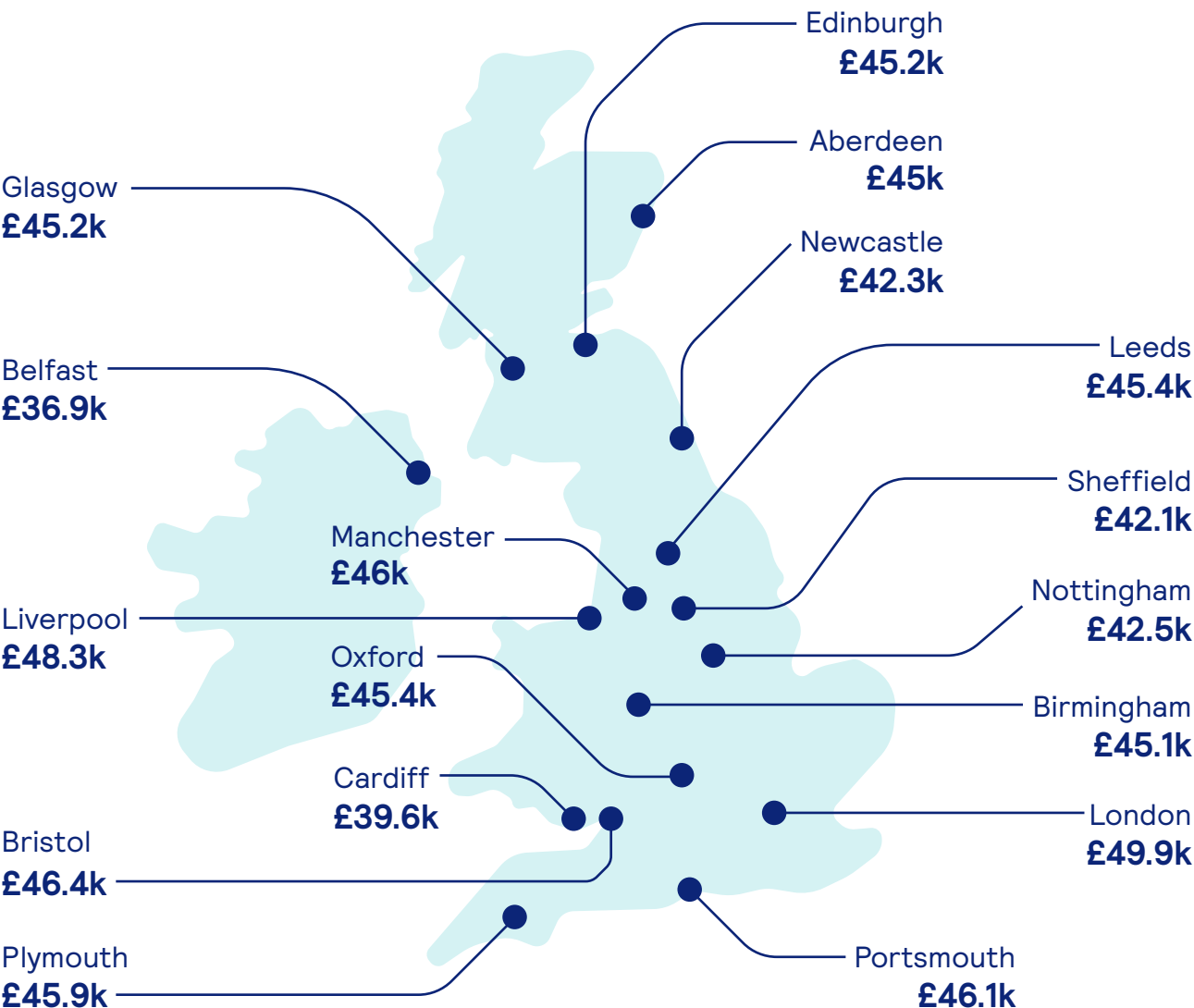
Salary growth  
compared to 2023

**+5.6%**

## Salary range 2023-2024



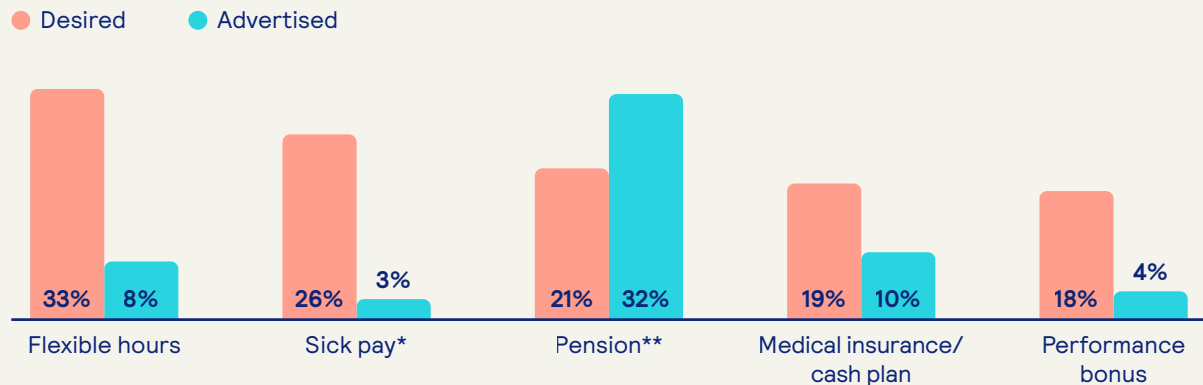
## Median construction salary in UK cities



## Salary and benefit satisfaction of workers



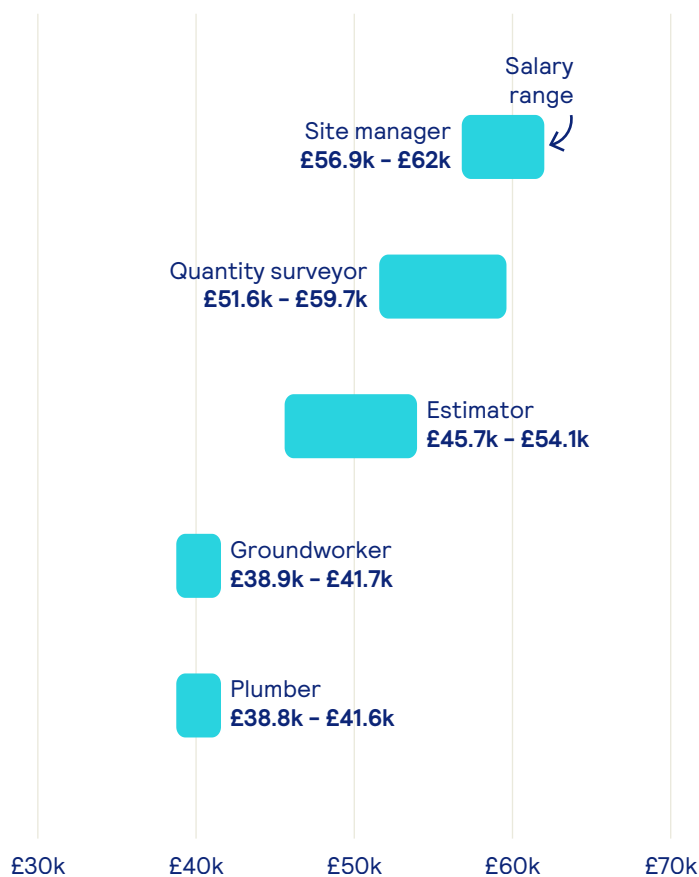
### Most desired vs. advertised benefits



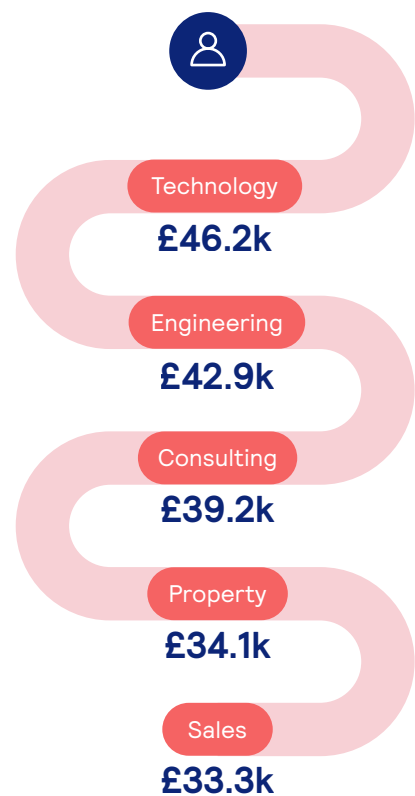
\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

\*\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

## Top 5 most advertised roles



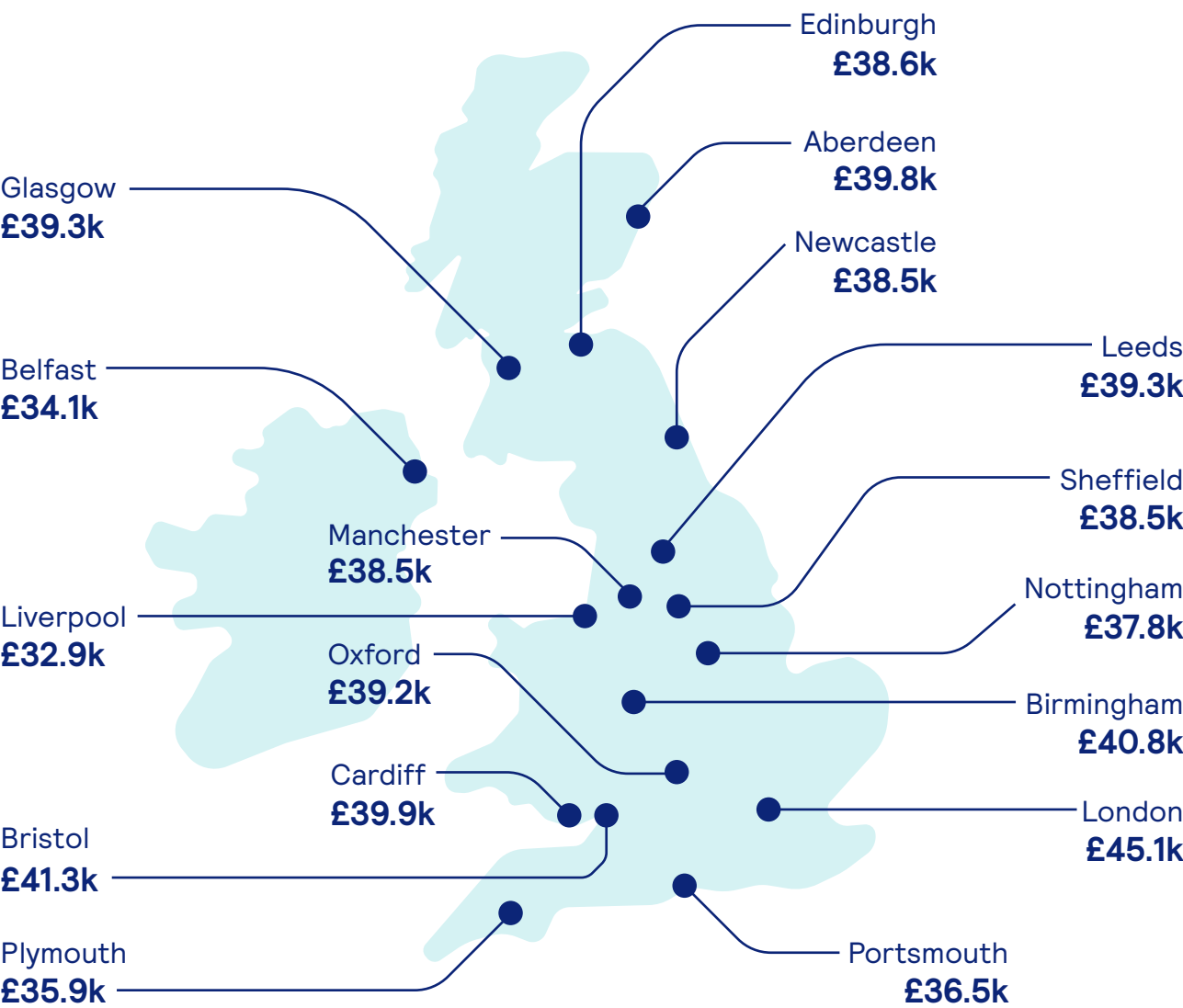
## Comparable industries



# Consulting



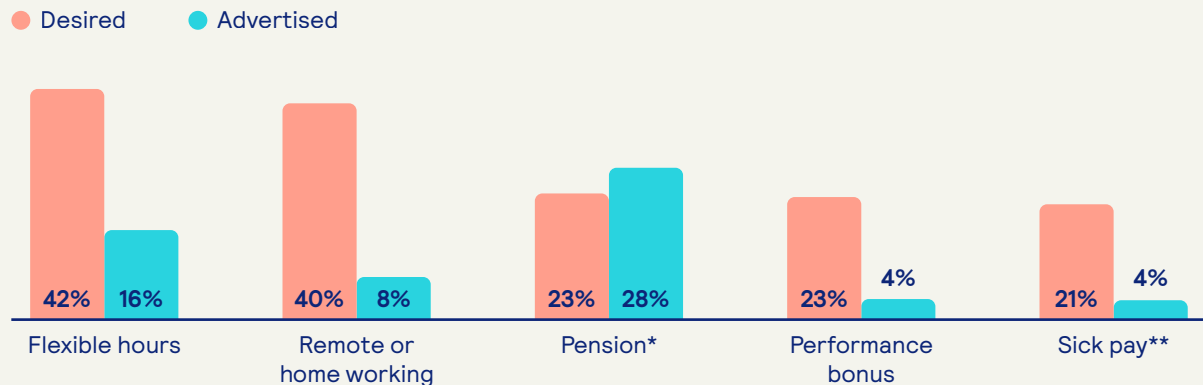
## Median consulting salary in UK cities



## Salary and benefit satisfaction of workers

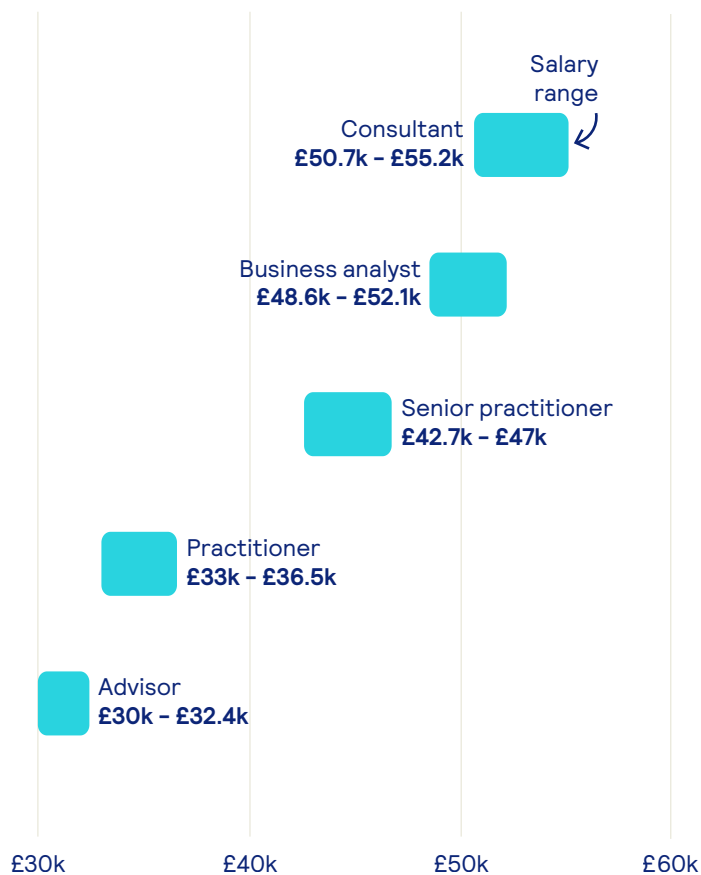


### Most desired vs. advertised benefits



\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.  
 \*\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

## Top 5 most advertised roles



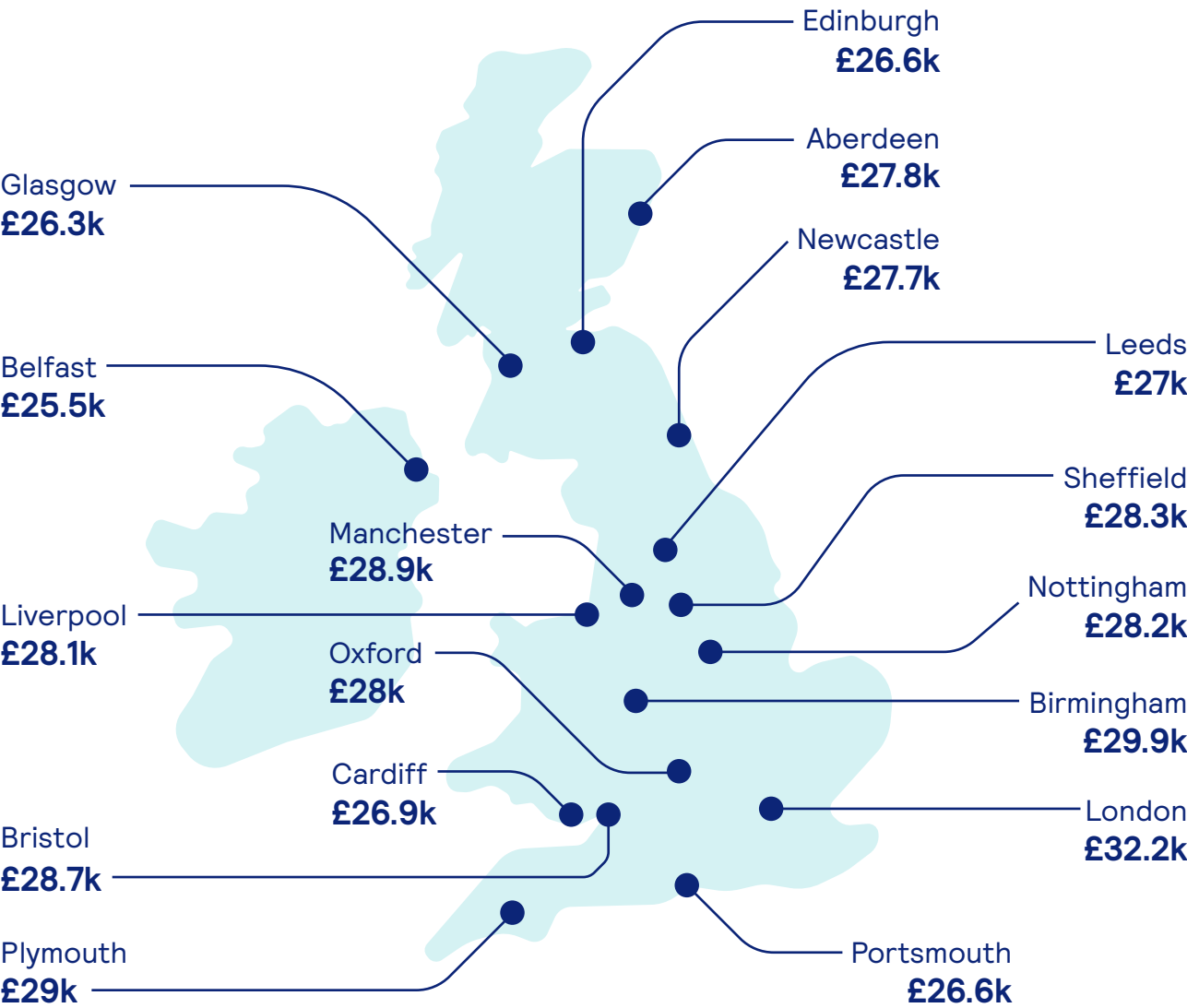
## Comparable industries



# Customer Service



## Median customer service salary in UK cities

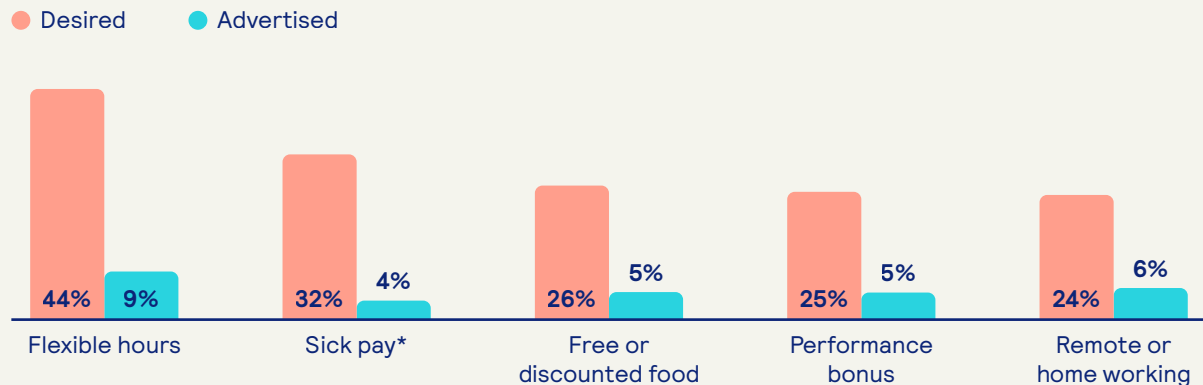




## Salary and benefit satisfaction of workers

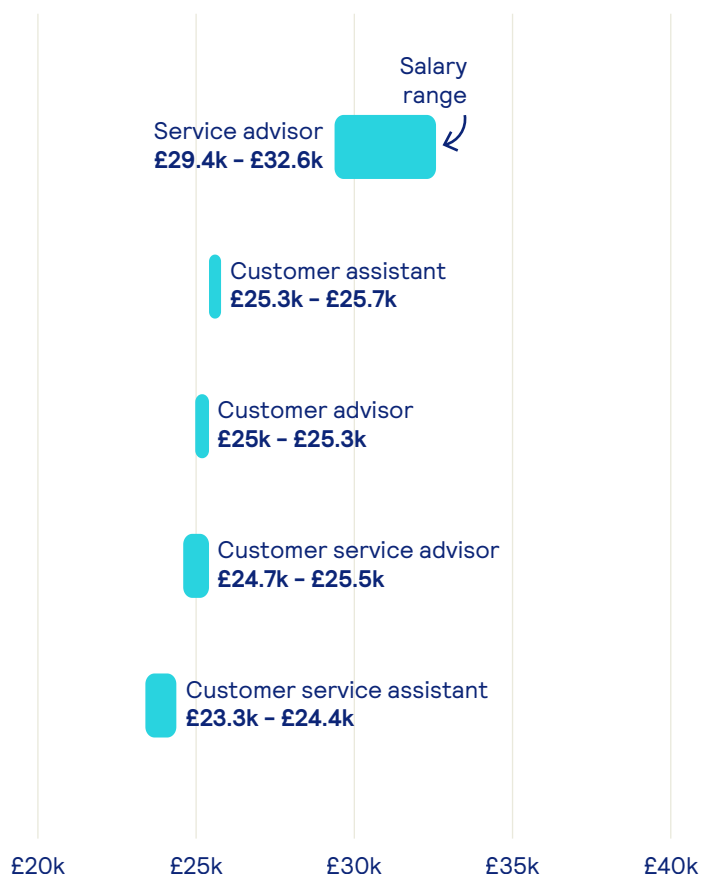


### Most desired vs. advertised benefits

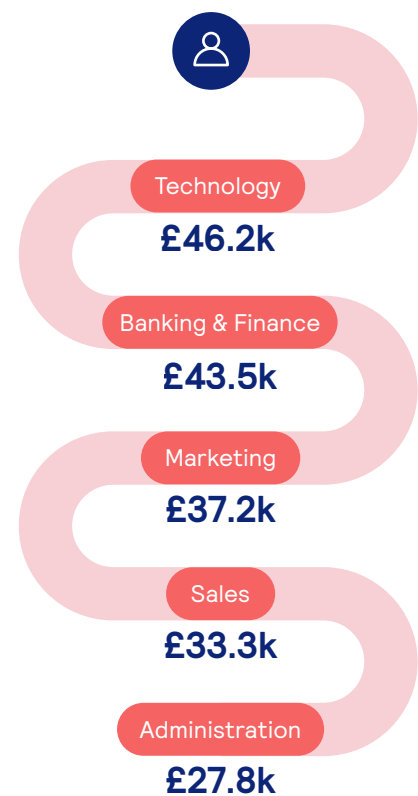


\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

### Top 5 most advertised roles



### Comparable industries



# Education

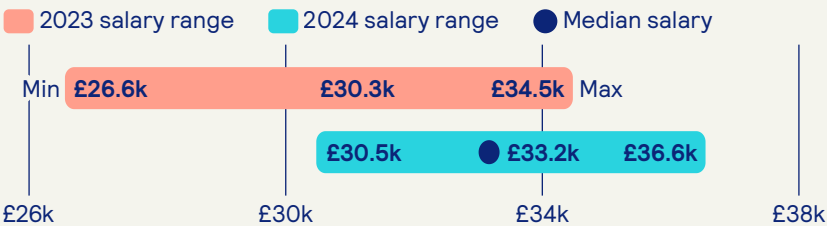
Median salary

**£33.2k**

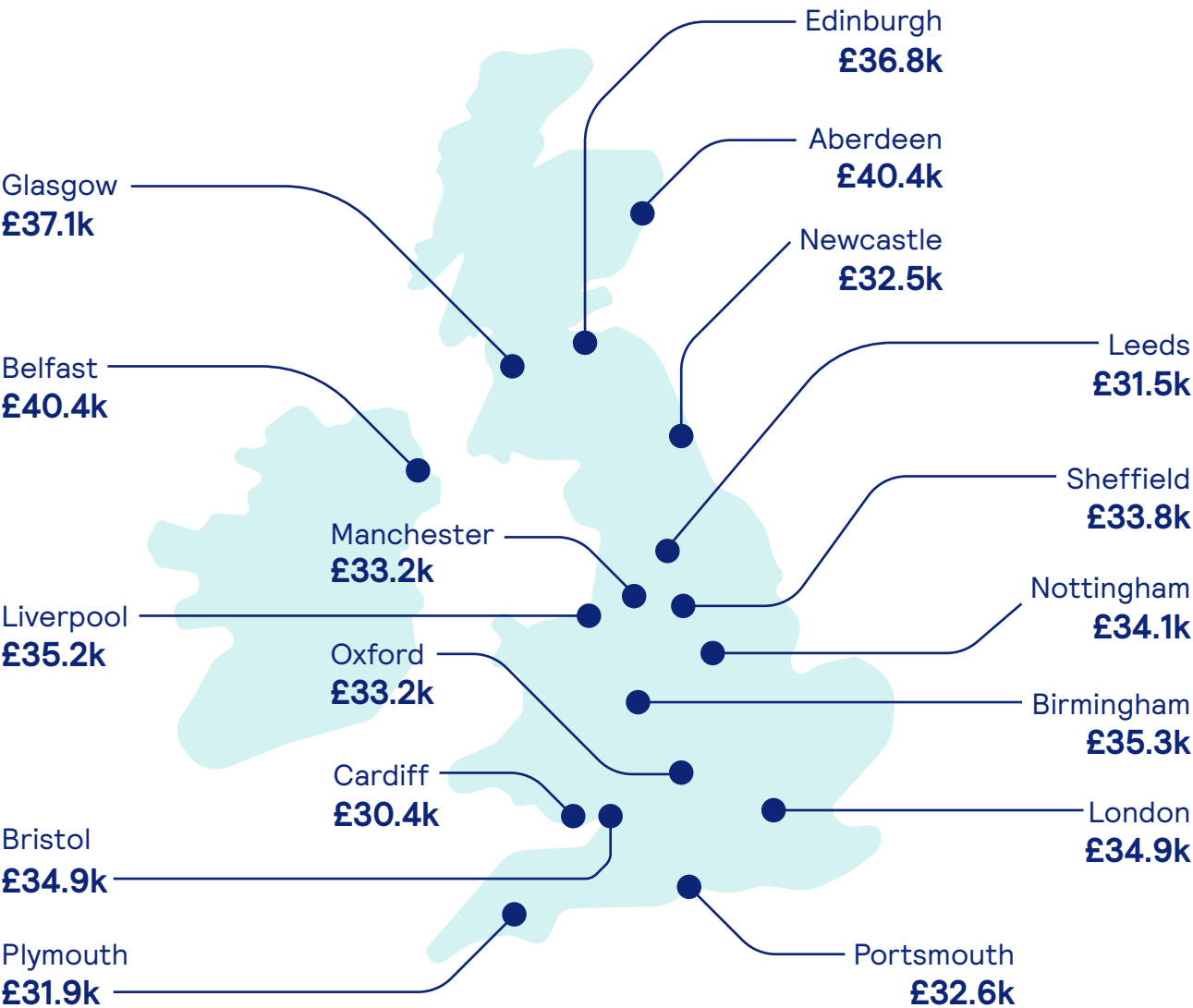
Salary growth  
compared to 2023

**+9.6%**

## Salary range 2023-2024



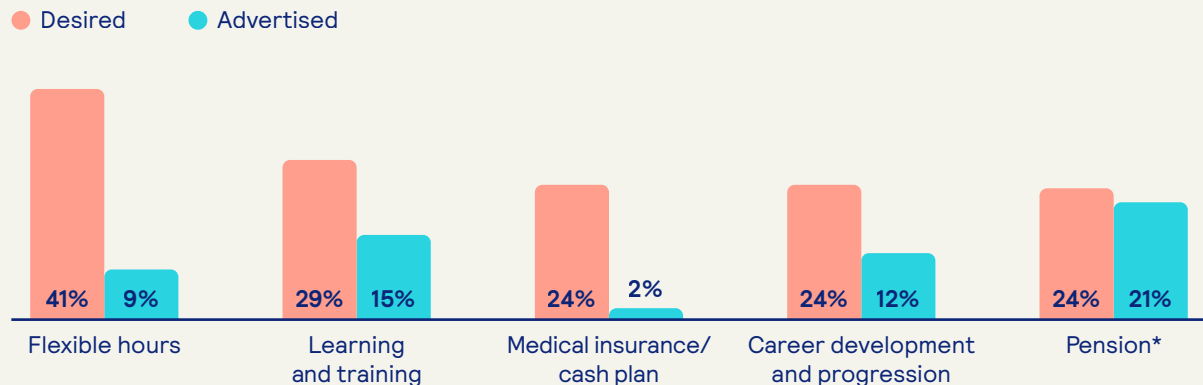
## Median education salary in UK cities



## Salary and benefit satisfaction of workers



## Most desired vs. advertised benefits

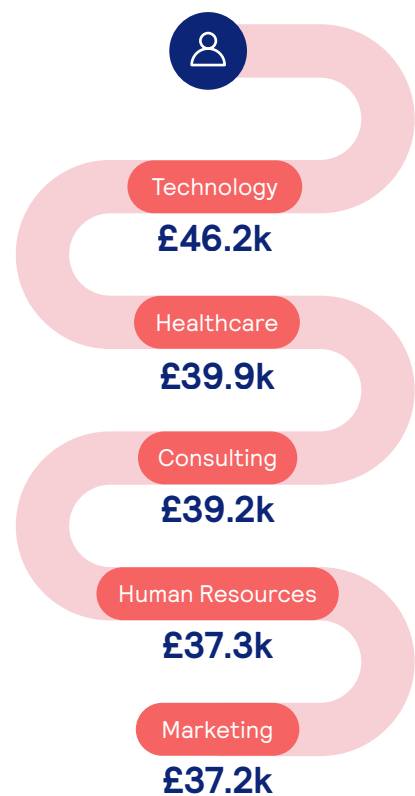


\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

## Top 5 most advertised roles



## Comparable industries



# Engineering

Median salary

**£42.9k**

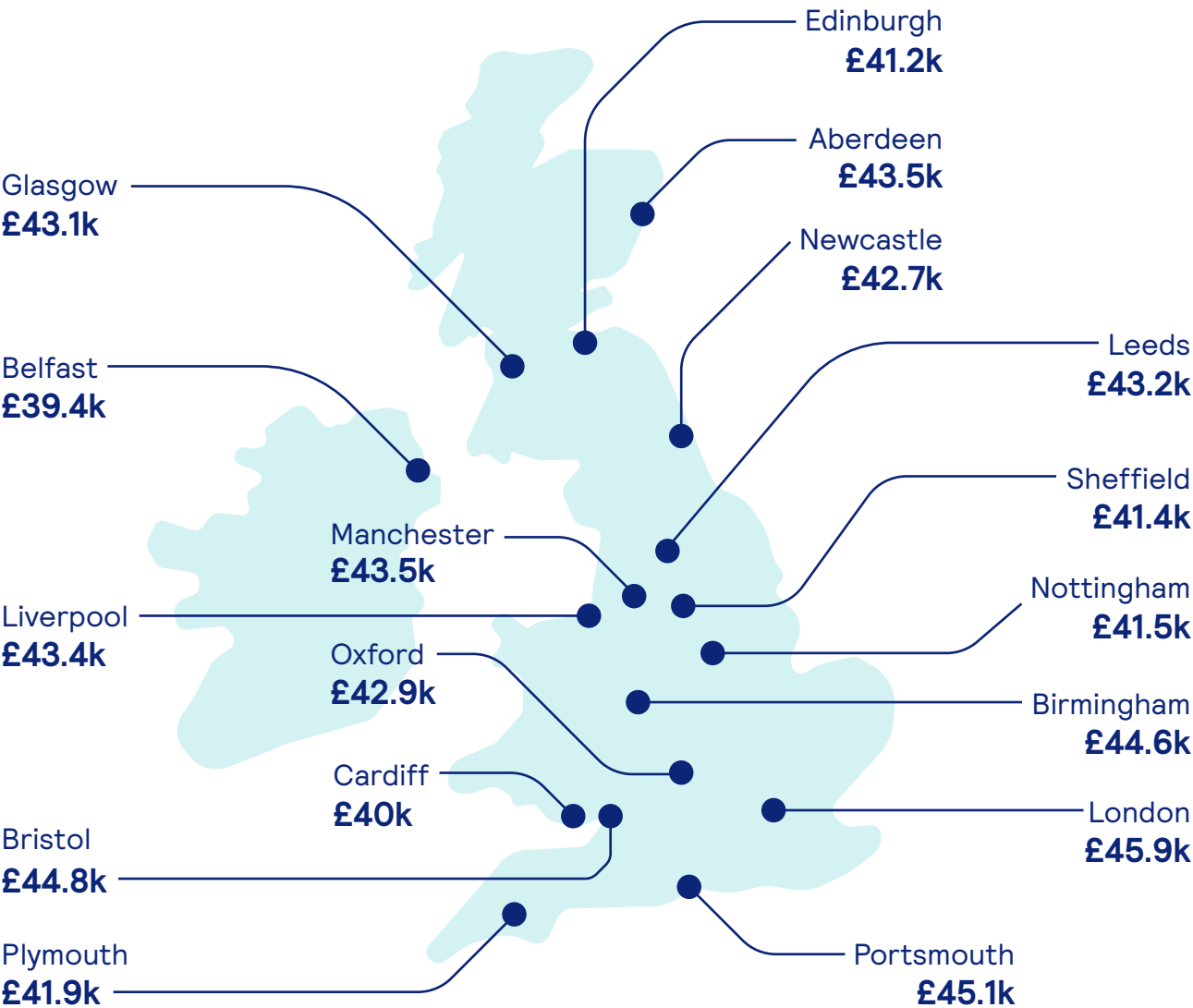
Salary growth compared to 2023

**+6.1%**

## Salary range 2023-2024



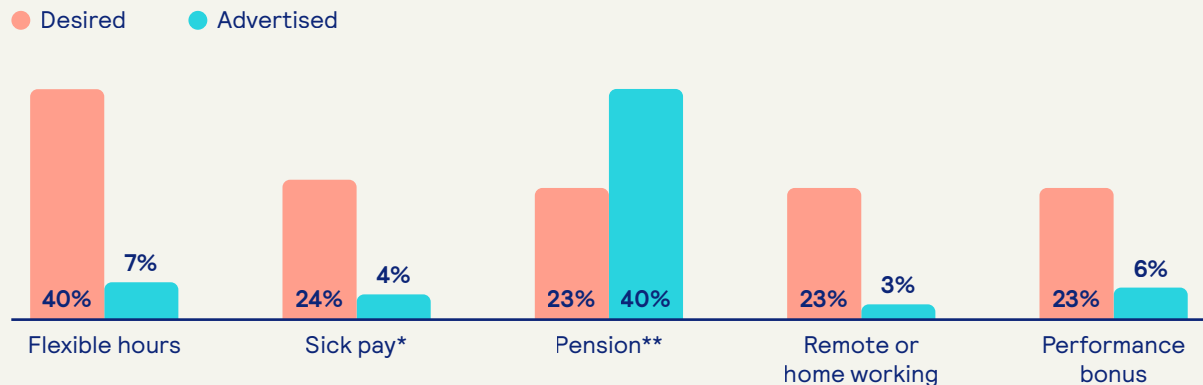
## Median engineering salary in UK cities



## Salary and benefit satisfaction of workers



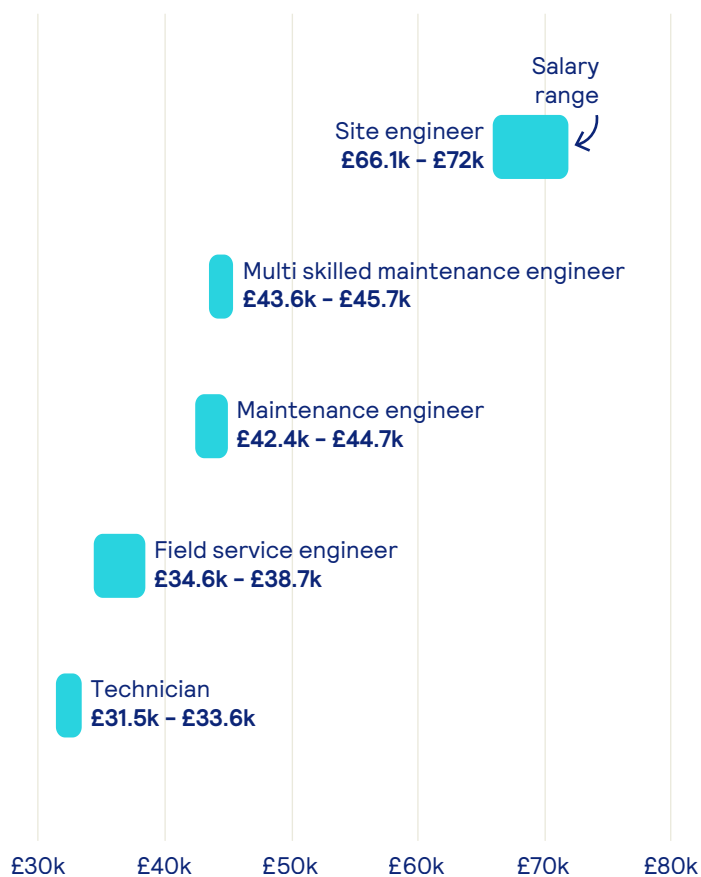
## Most desired vs. advertised benefits



\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

\*\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

## Top 5 most advertised roles



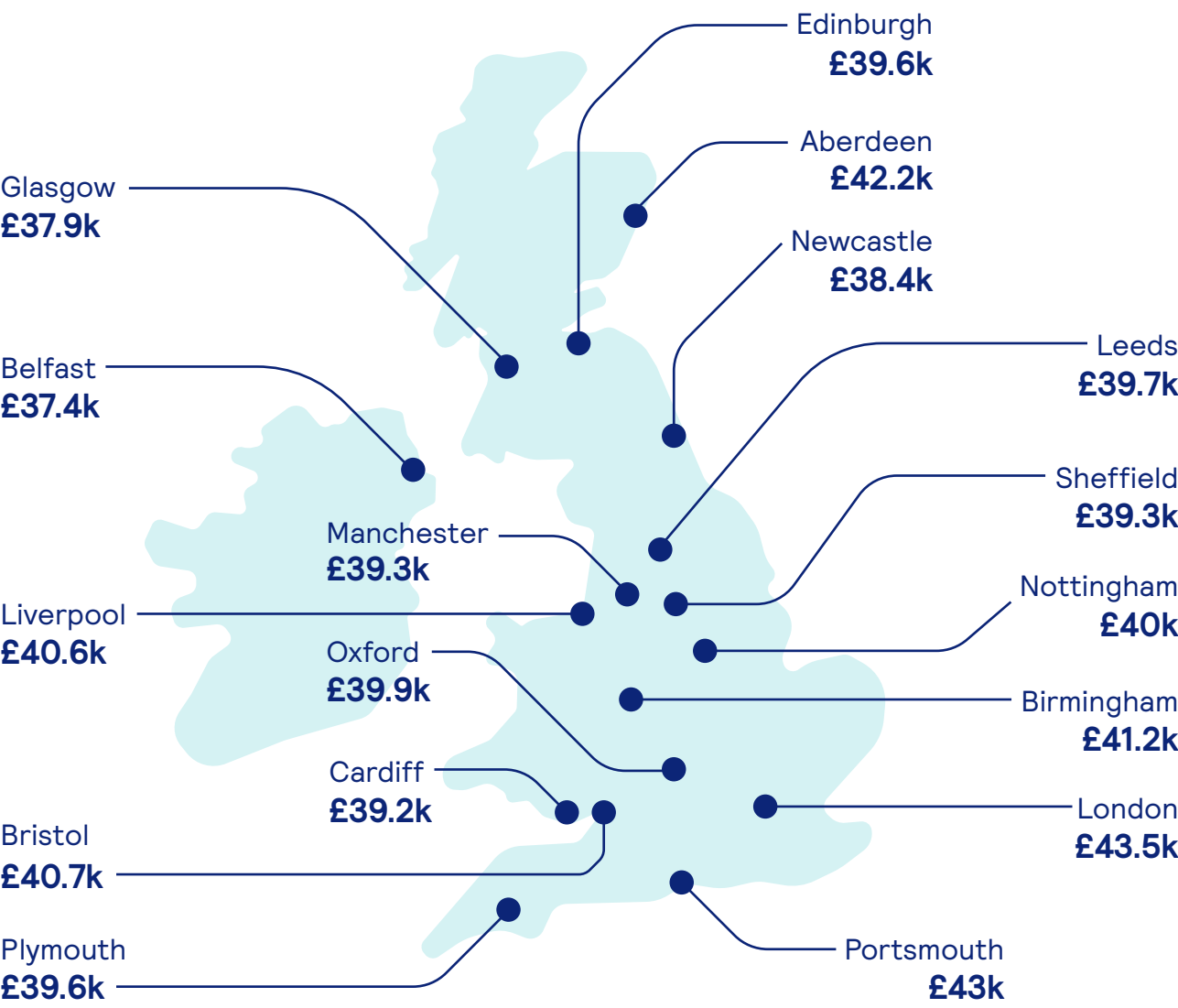
## Comparable industries



# Healthcare



## Median healthcare salary in UK cities

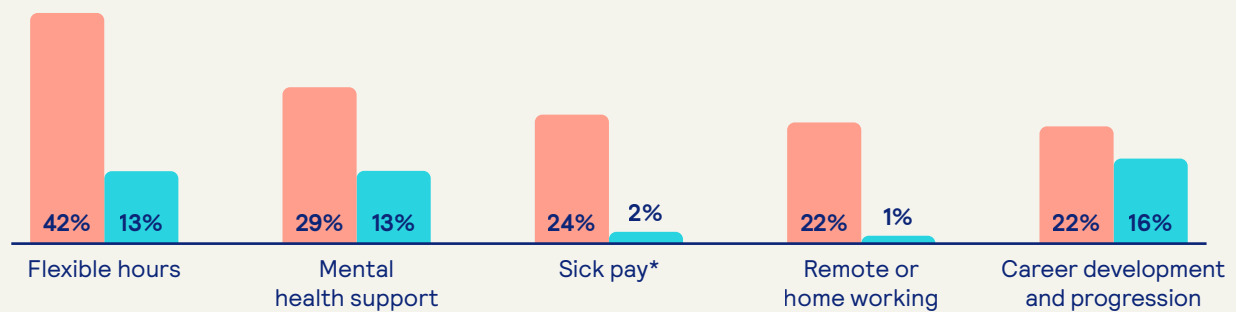


## Salary and benefit satisfaction of workers



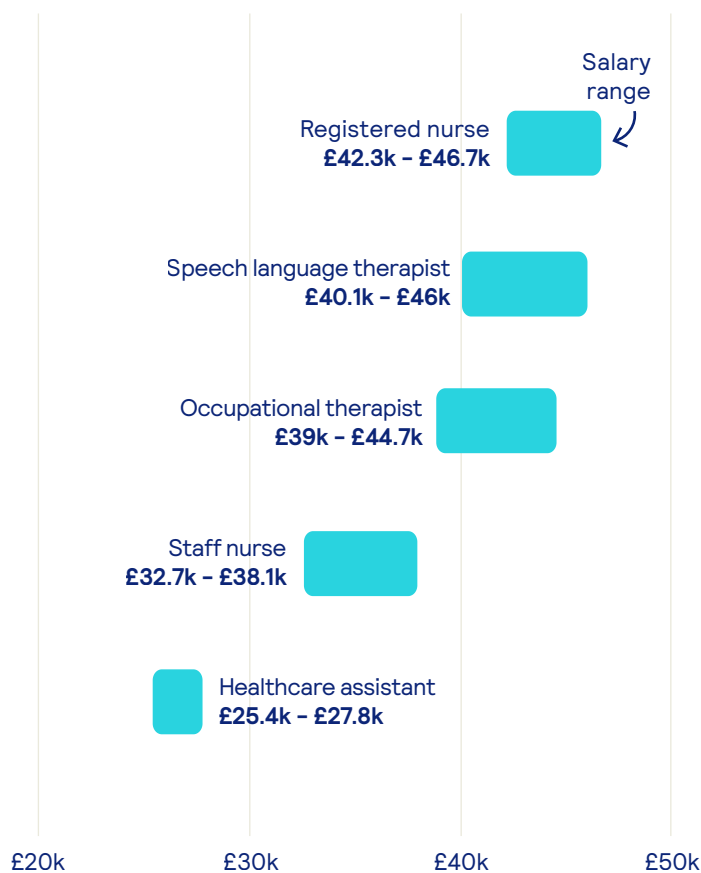
### Most desired vs. advertised benefits

Desired Adverted



\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

## Top 5 most advertised roles



## Comparable industries



# Hospitality

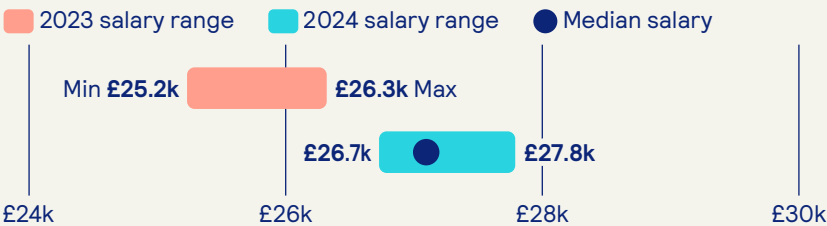
Median salary

**£27.1k**

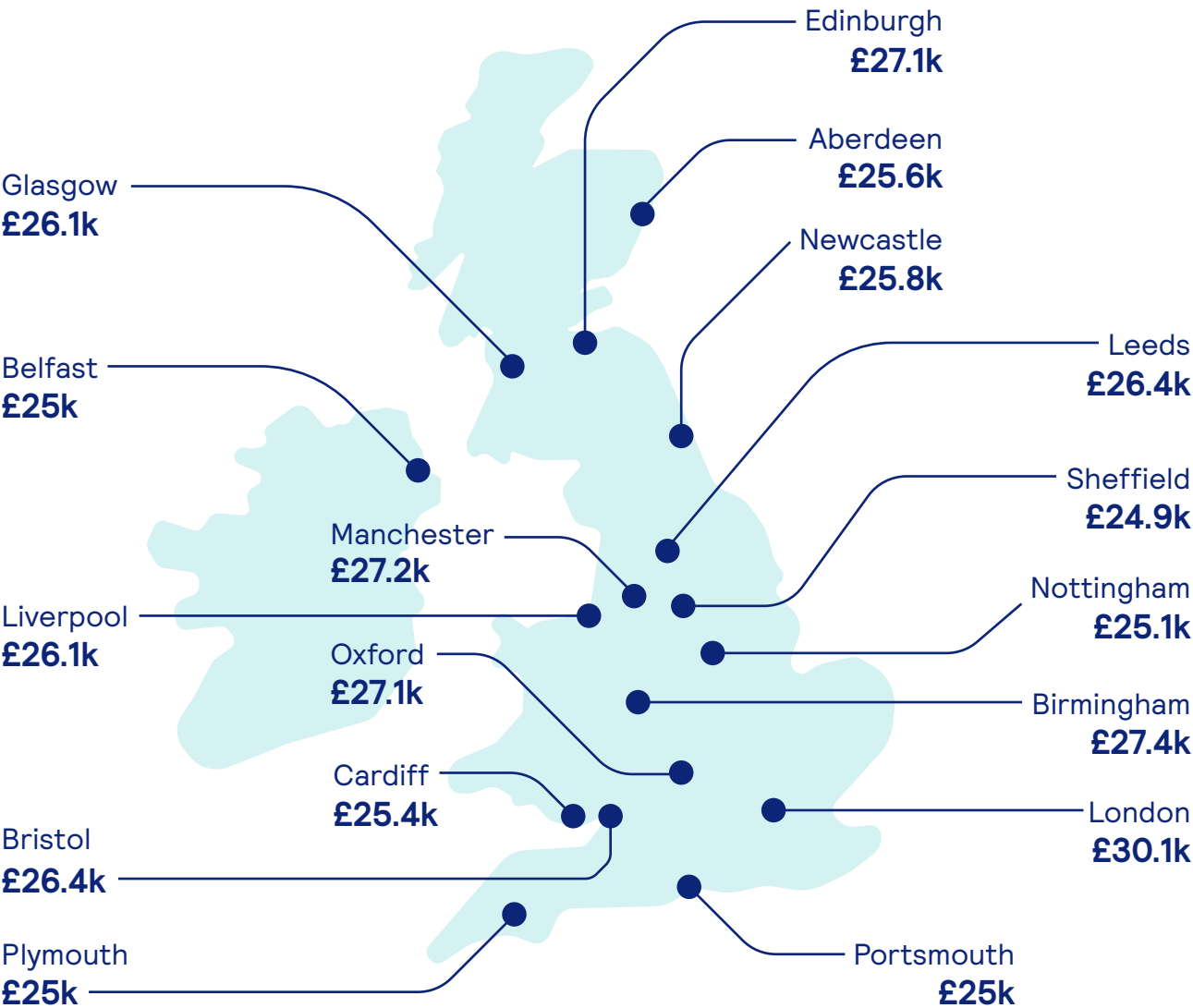
Salary growth  
compared to 2023

**+4.5%**

## Salary range 2023-2024



## Median hospitality salary in UK cities

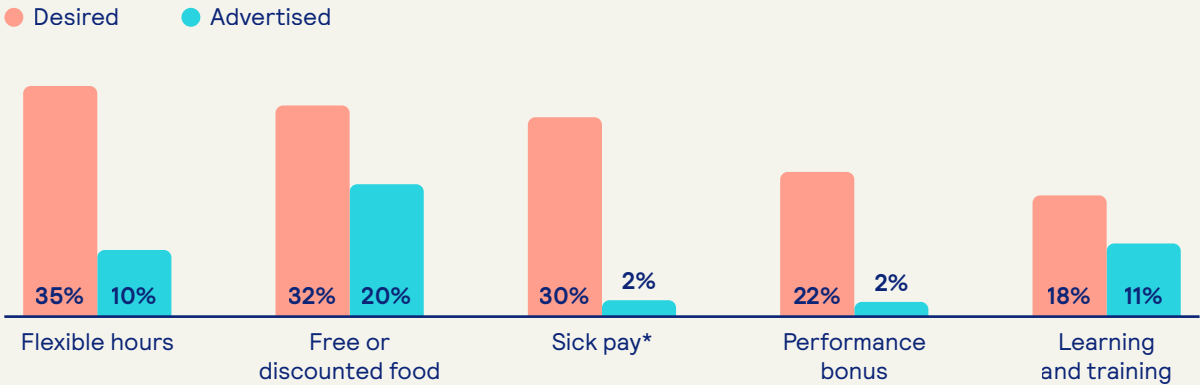




# Salary and benefit satisfaction of workers

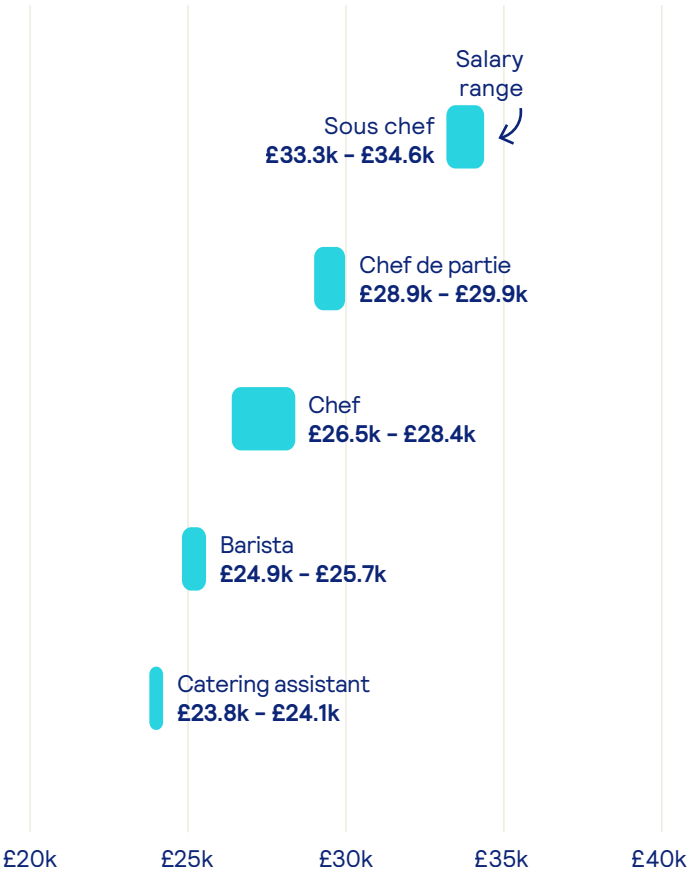


## Most desired vs. advertised benefits



\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

## Top 5 most advertised roles



## Comparable industries



# Human Resources

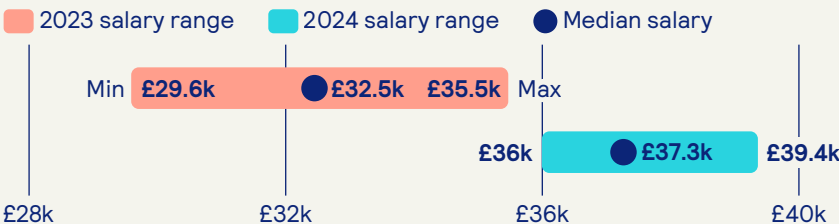
Median salary

**£37.3k**

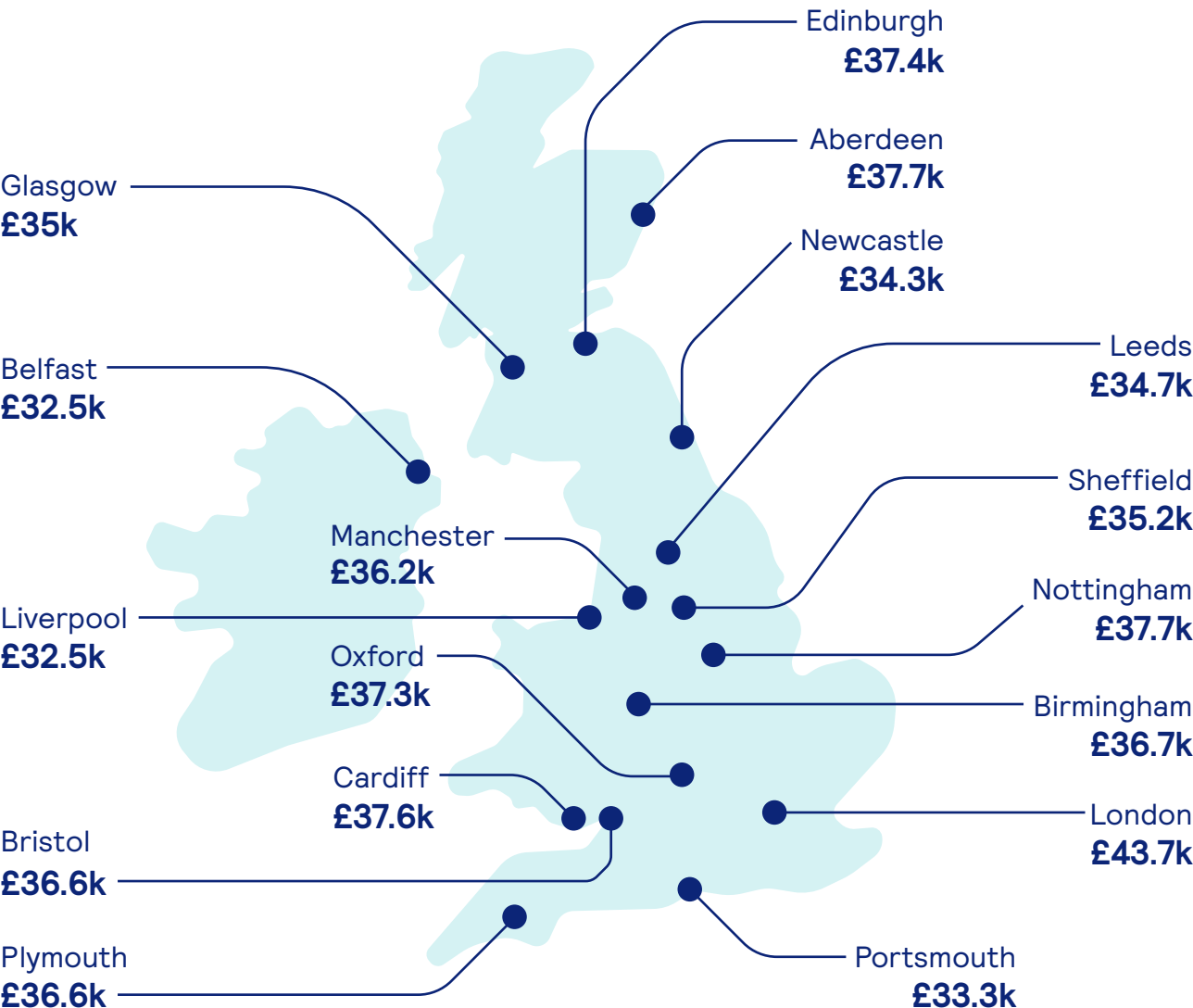
Salary growth  
compared to 2023

**+14.9%**

## Salary range 2023-2024



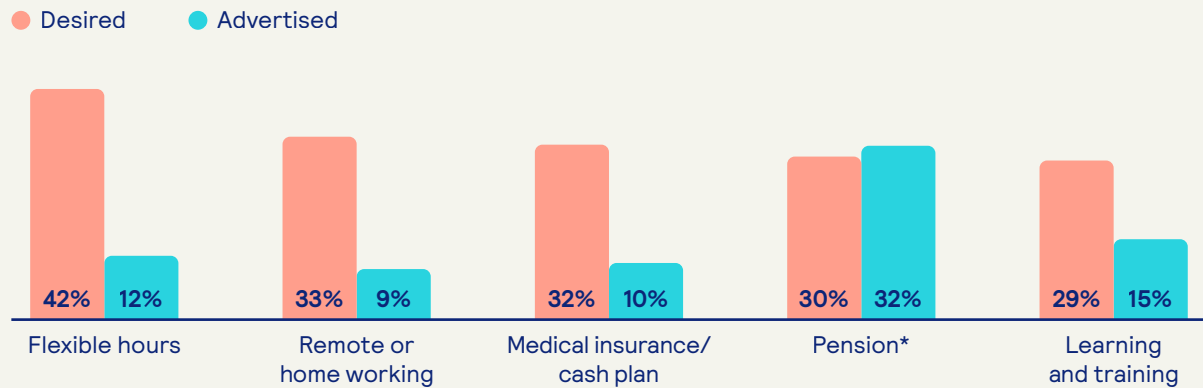
## Median human resources salary in UK cities



## Salary and benefit satisfaction of workers

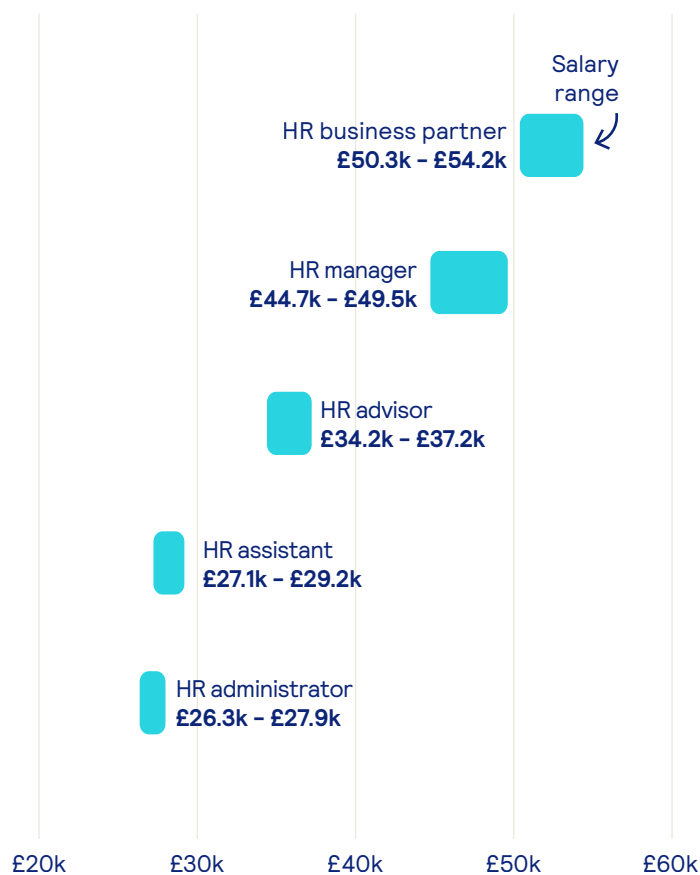


### Most desired vs. advertised benefits



\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

### Top 5 most advertised roles



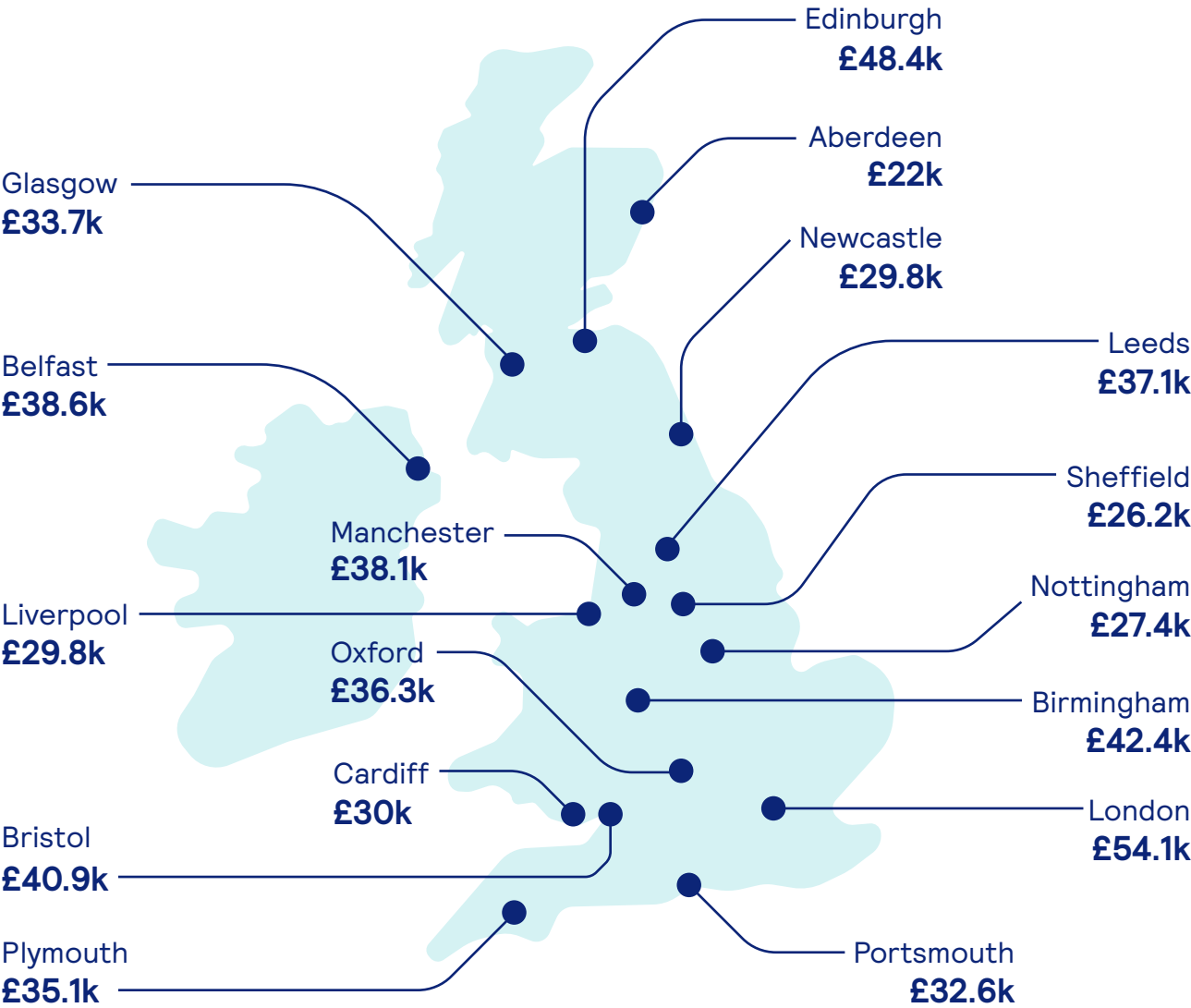
### Comparable industries



# Insurance



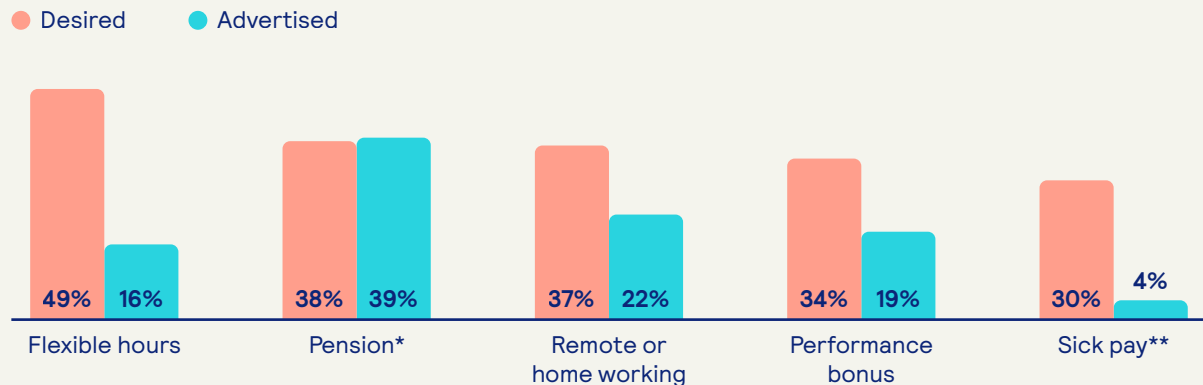
## Median insurance salary in UK cities



## Salary and benefit satisfaction of workers

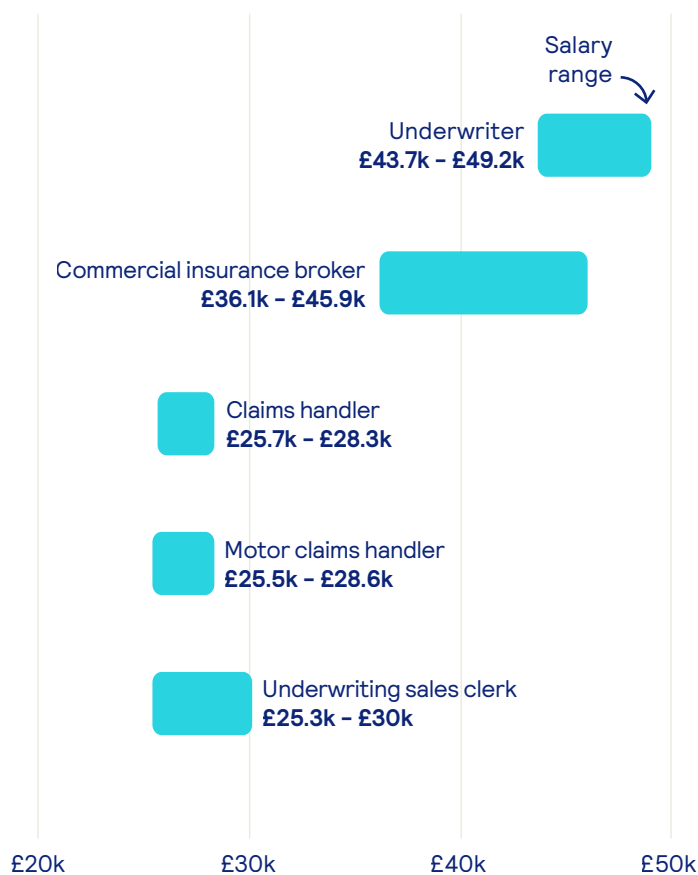


### Most desired vs. advertised benefits



\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.  
 \*\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

## Top 5 most advertised roles



## Comparable industries



# Legal

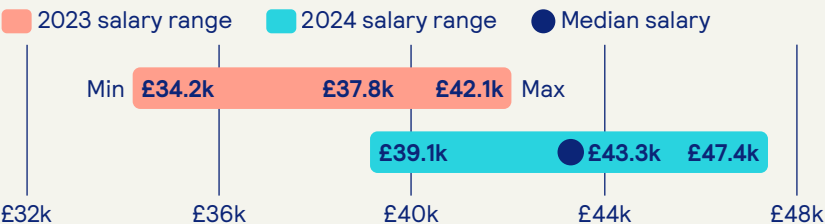
Median salary

**£43.3k**

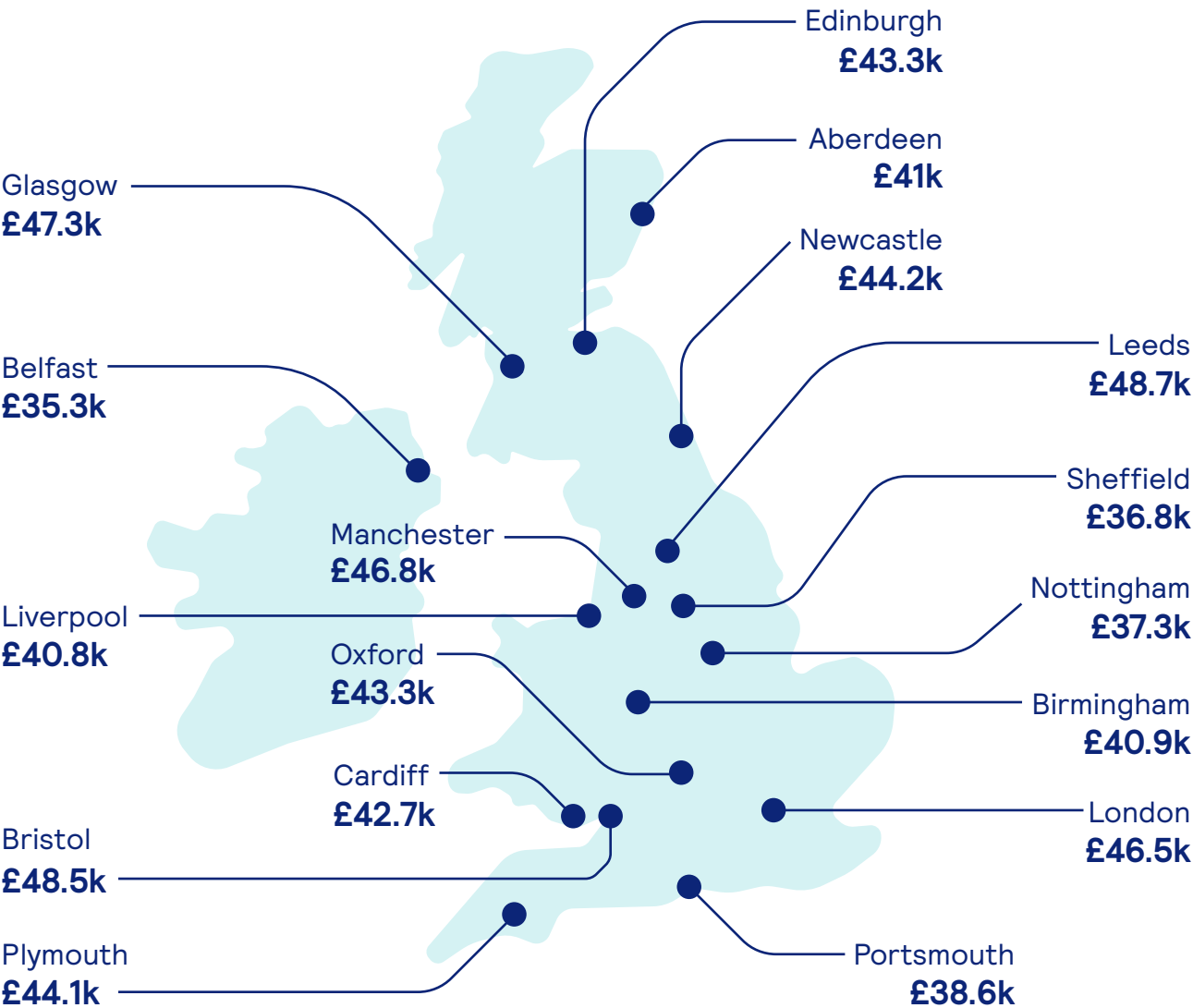
Salary growth compared to 2023

**+14.6%**

## Salary range 2023-2024



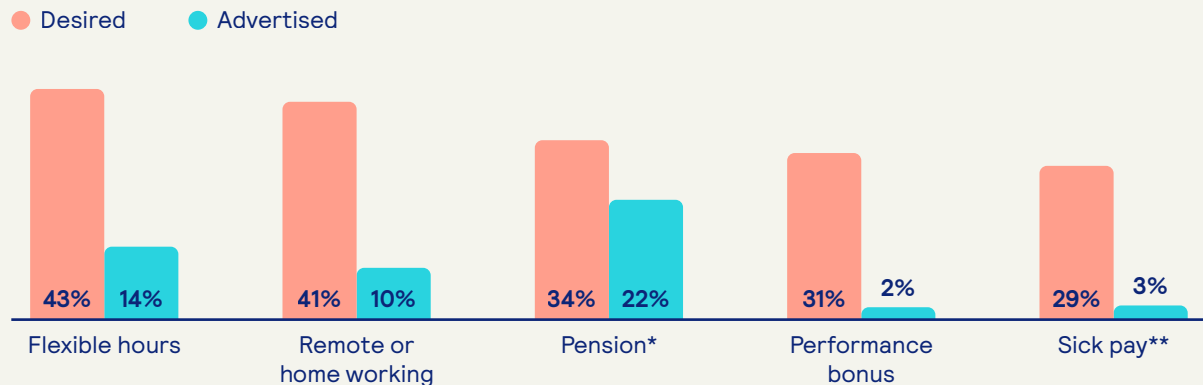
## Median legal salary in UK cities



## Salary and benefit satisfaction of workers

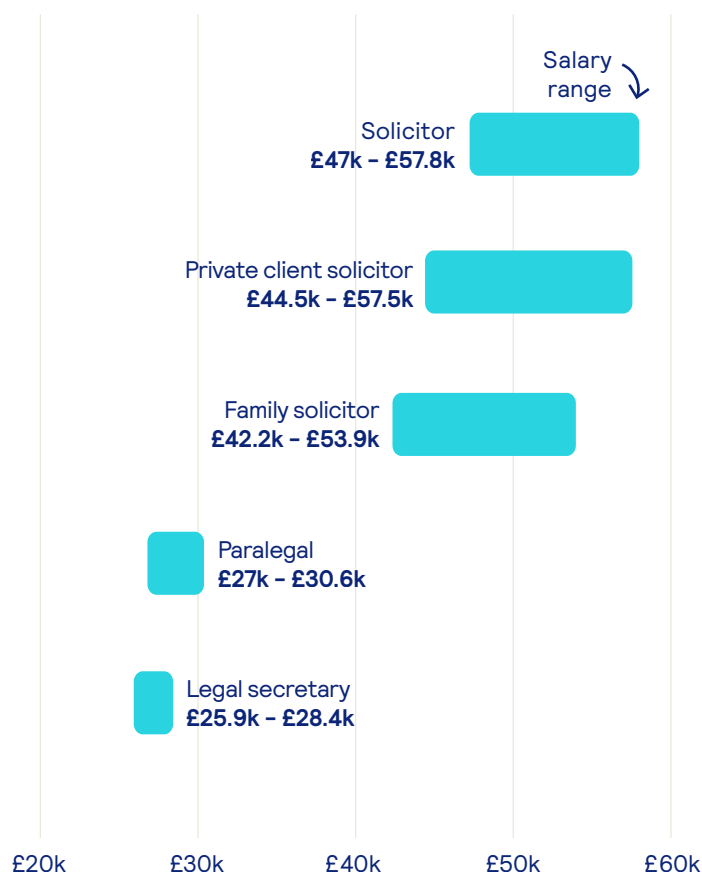


## Most desired vs. advertised benefits

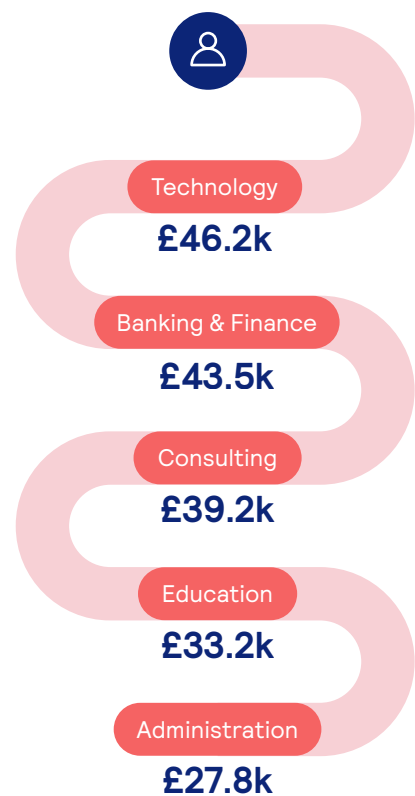


\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.  
 \*\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

## Top 5 most advertised roles



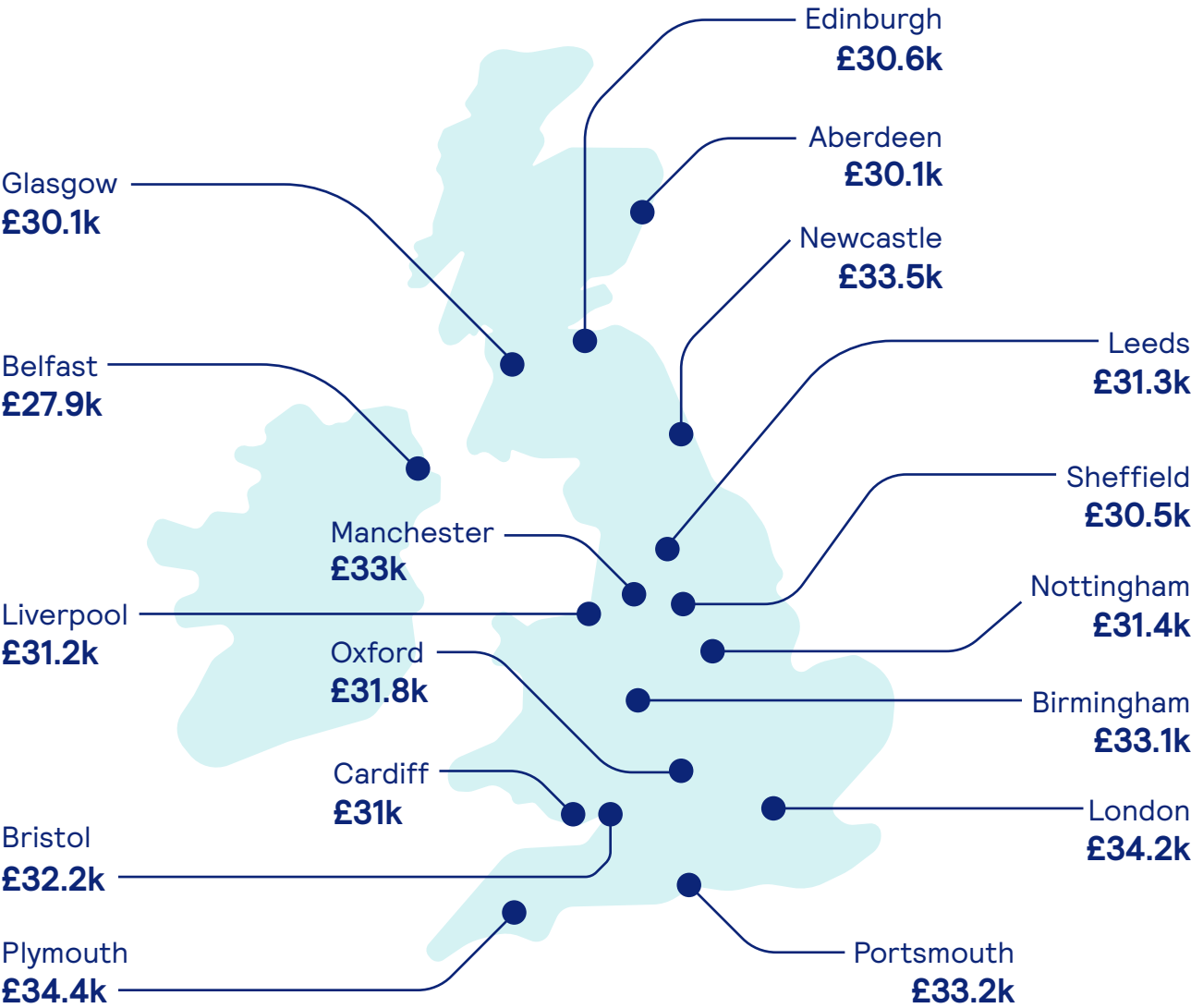
## Comparable industries



# Logistics & Transport



## Median logistics & transport salary in UK cities



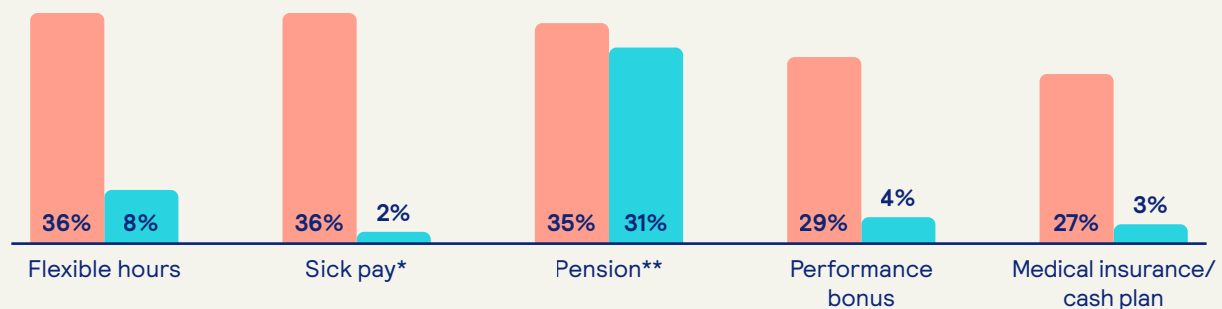


## Salary and benefit satisfaction of workers



## Most desired vs. advertised benefits

Desired Adverted



\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

\*\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

## Top 5 most advertised roles



## Comparable industries



# Manufacturing

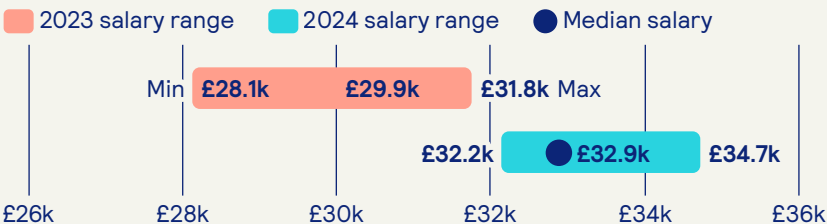
Median salary

**£32.9k**

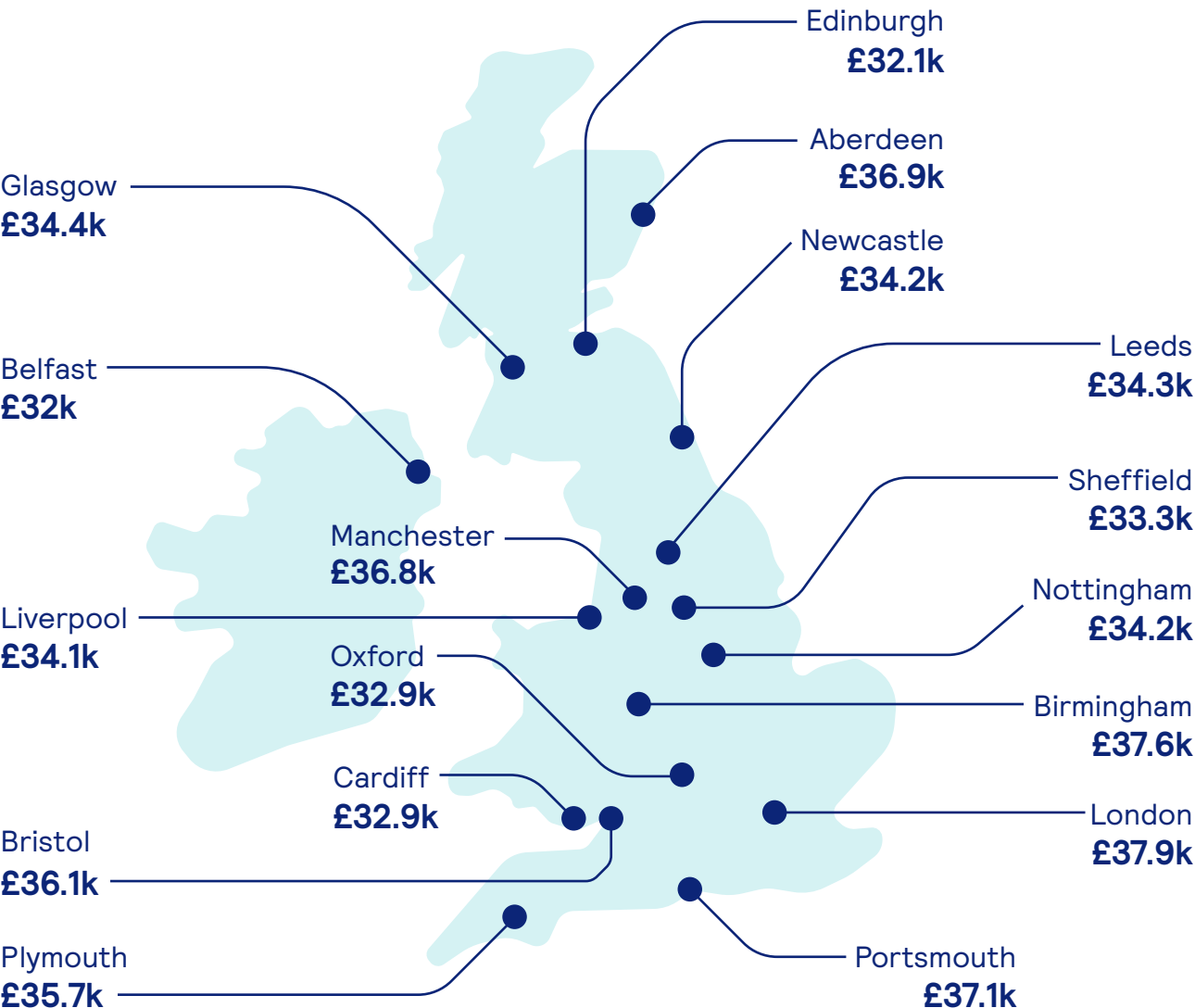
Salary growth  
compared to 2023

**+10.1%**

## Salary range 2023-2024



## Median manufacturing salary in UK cities

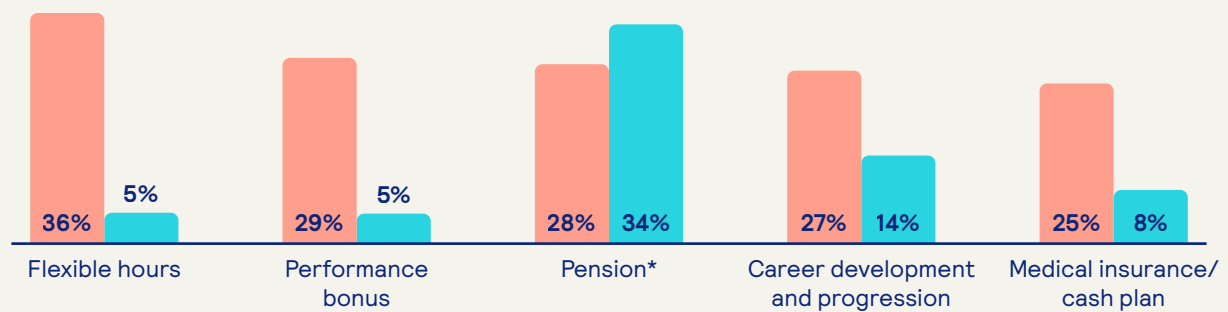


## Salary and benefit satisfaction of workers



### Most desired vs. advertised benefits

Desired Adverted

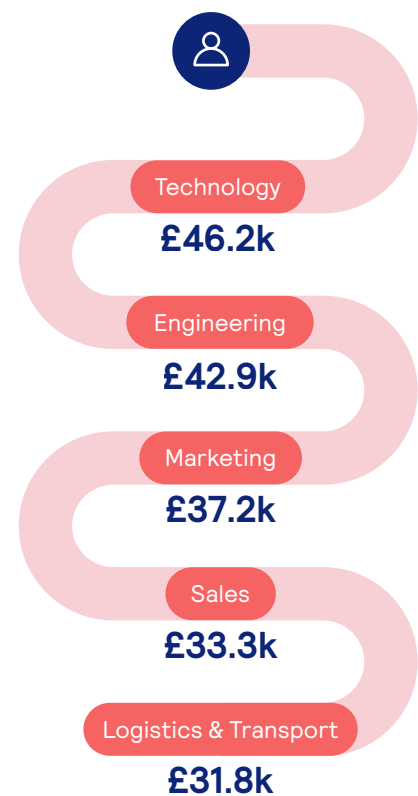


\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

### Top 5 most advertised roles



### Comparable industries



# Marketing

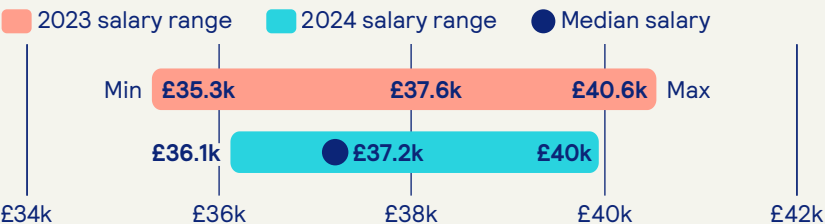
Median salary

**£37.2k**

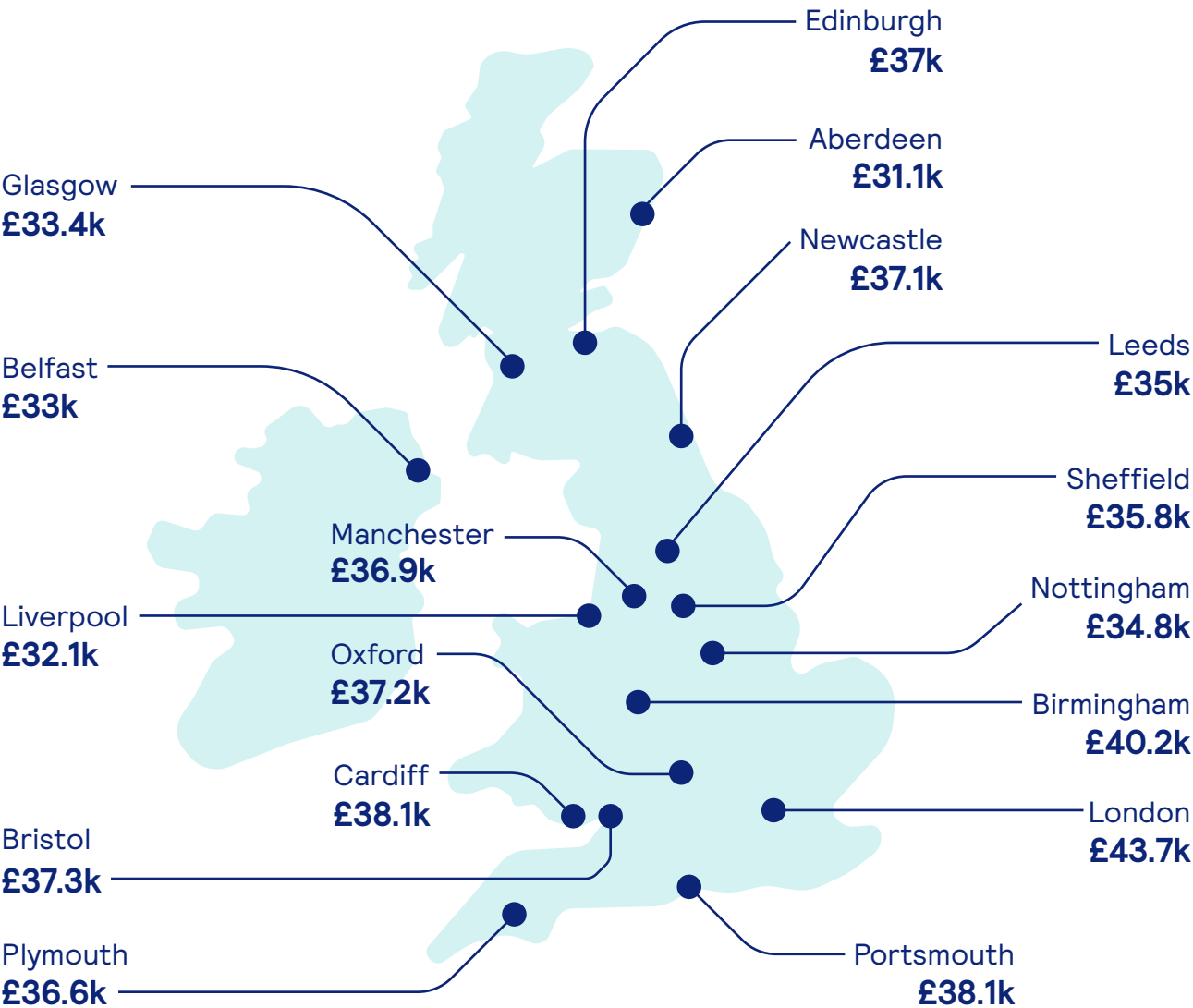
Salary growth compared to 2023

**-1.0%**

## Salary range 2023-2024



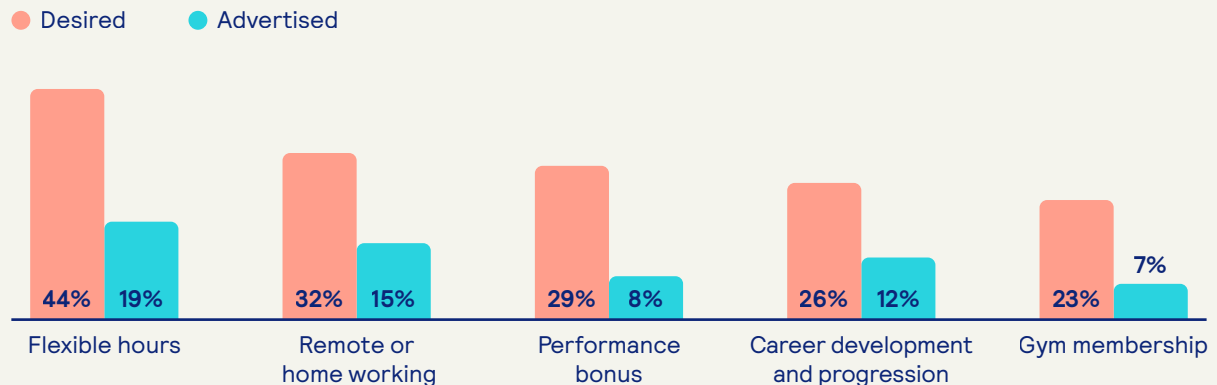
## Median marketing salary in UK cities



## Salary and benefit satisfaction of workers



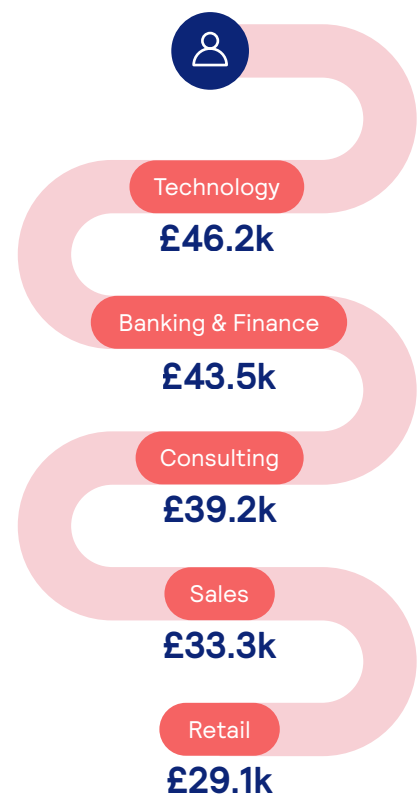
## Most desired vs. advertised benefits



## Top 5 most advertised roles



## Comparable industries



# Property

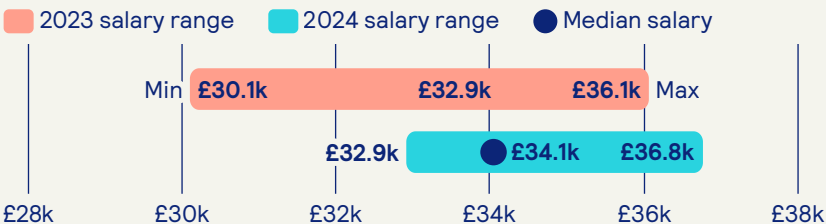
Median salary

**£34.1k**

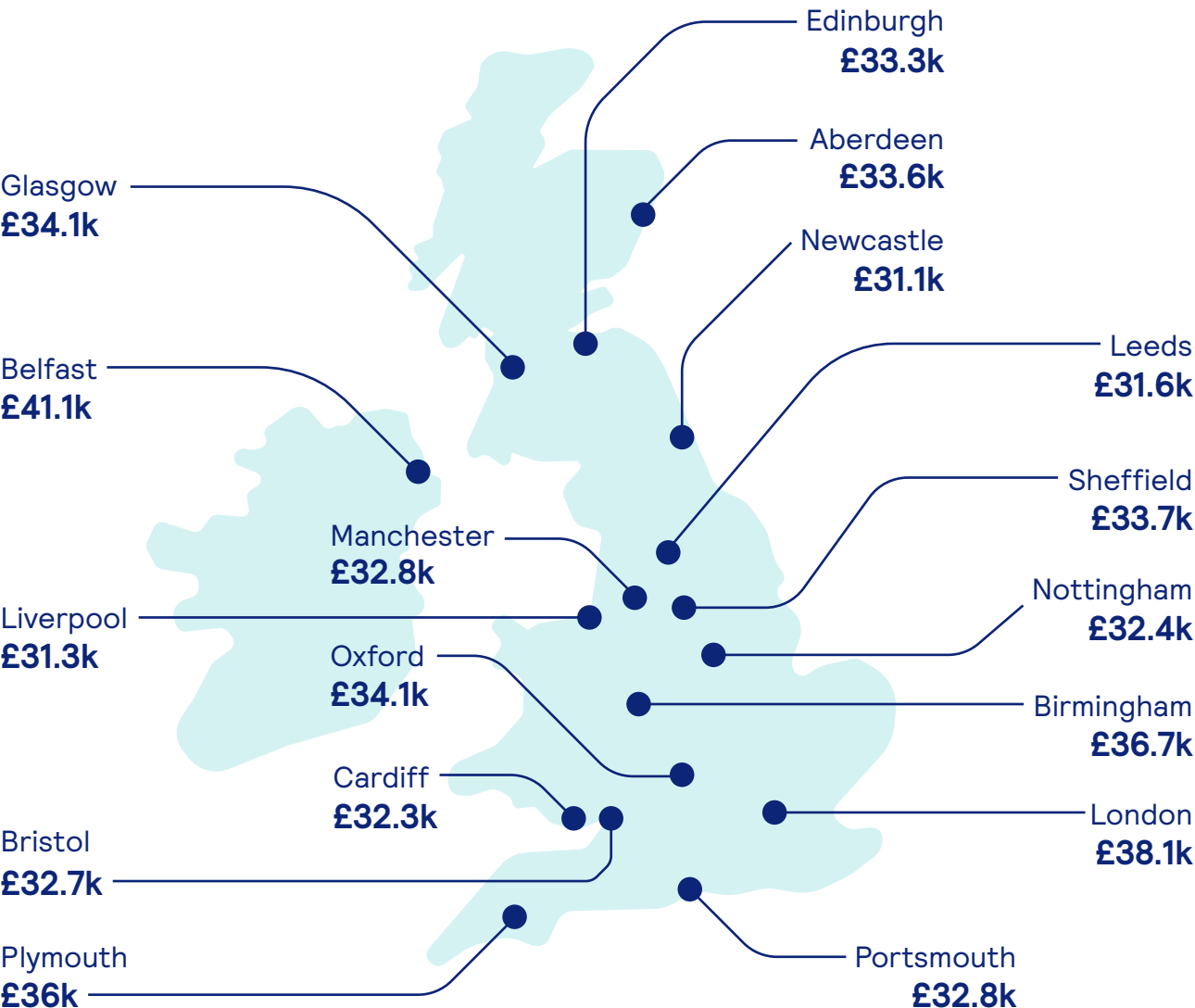
Salary growth  
compared to 2023

**+3.7%**

## Salary range 2023-2024



## Median property salary in UK cities

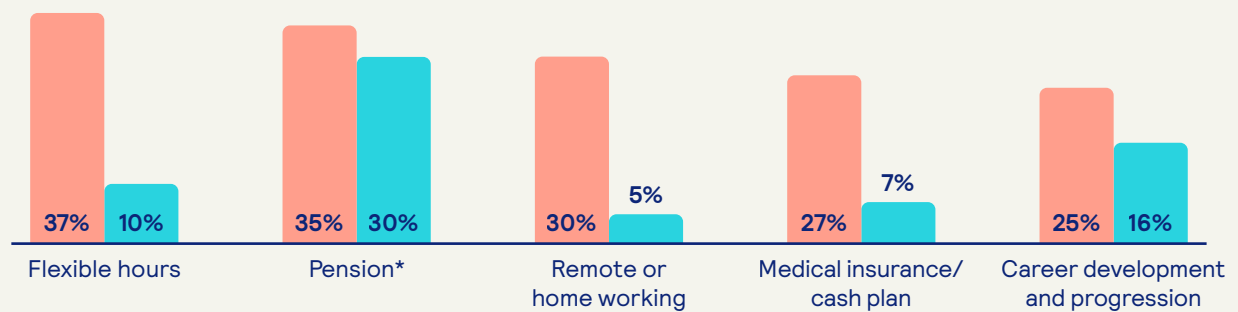


## Salary and benefit satisfaction of workers



## Most desired vs. advertised benefits

Desired Adverted



\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

## Top 5 most advertised roles



## Comparable industries



# Retail

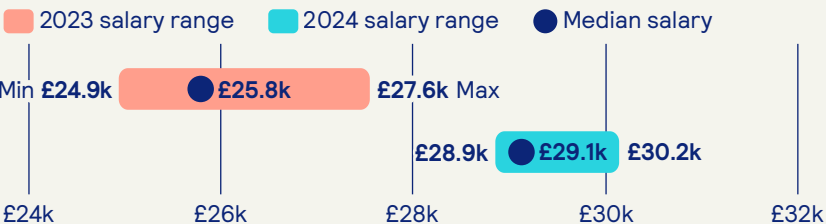
Median salary

**£29.1k**

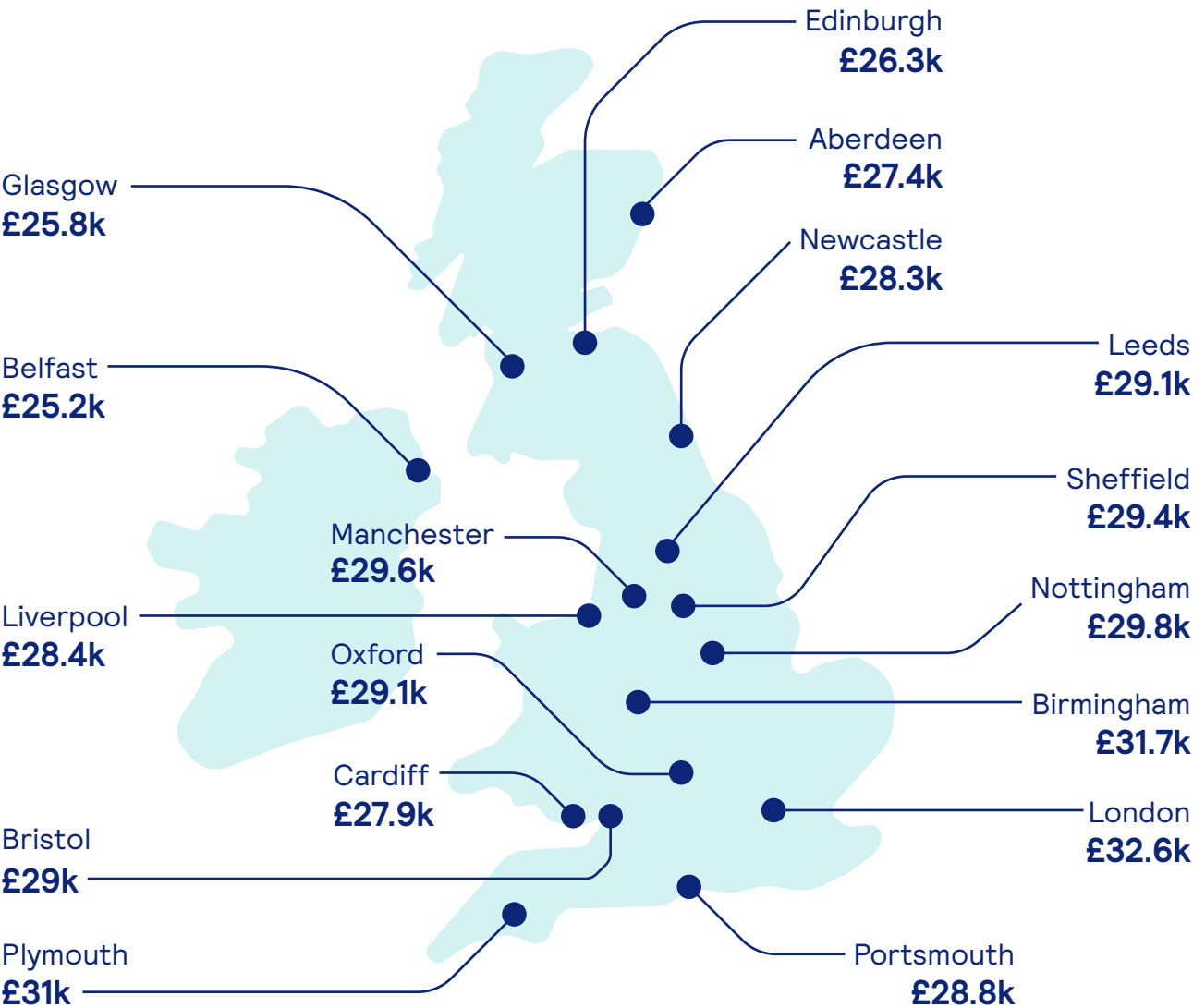
Salary growth  
compared to 2023

**+13.0%**

## Salary range 2023-2024



## Median retail salary in UK cities



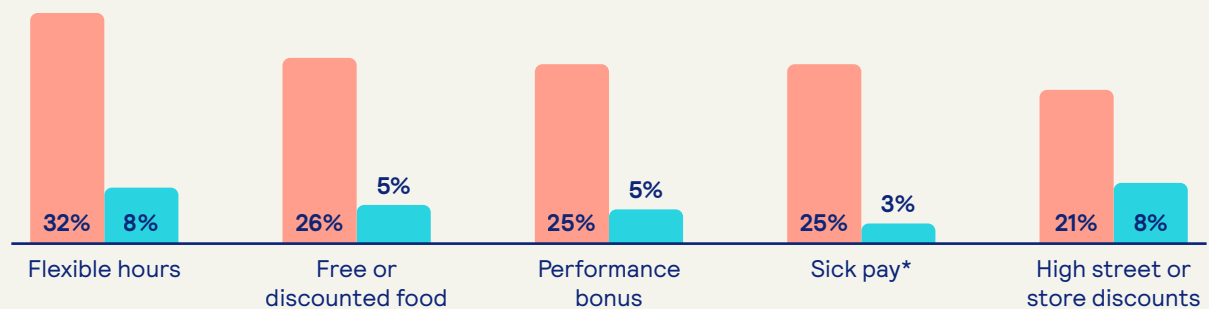


## Salary and benefit satisfaction of workers



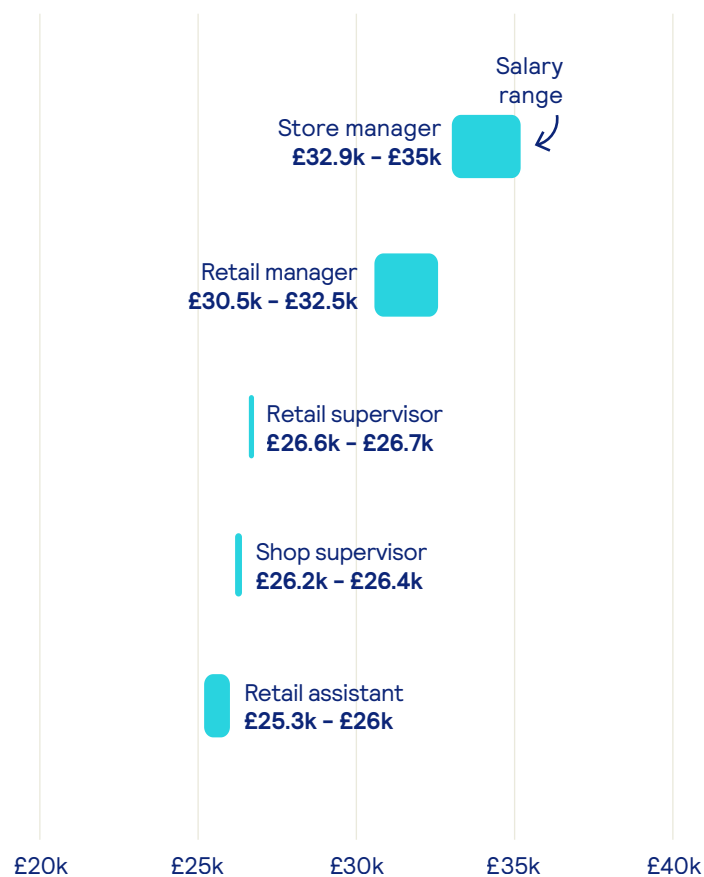
### Most desired vs. advertised benefits

Desired Adverted

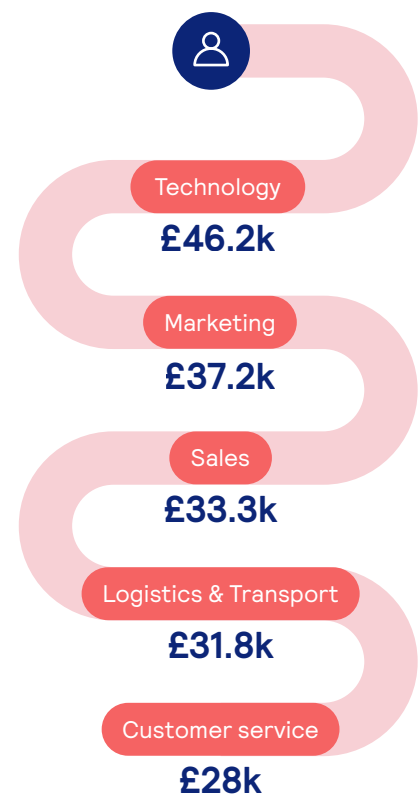


\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

### Top 5 most advertised roles



### Comparable industries



# Sales

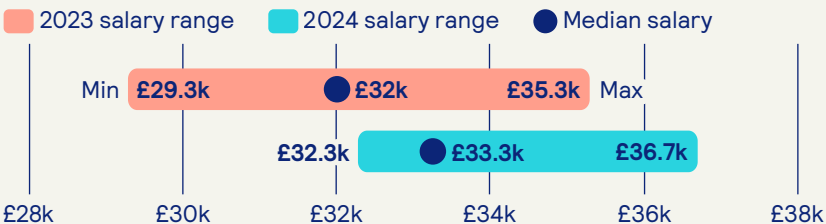
Median salary

**£33.3k**

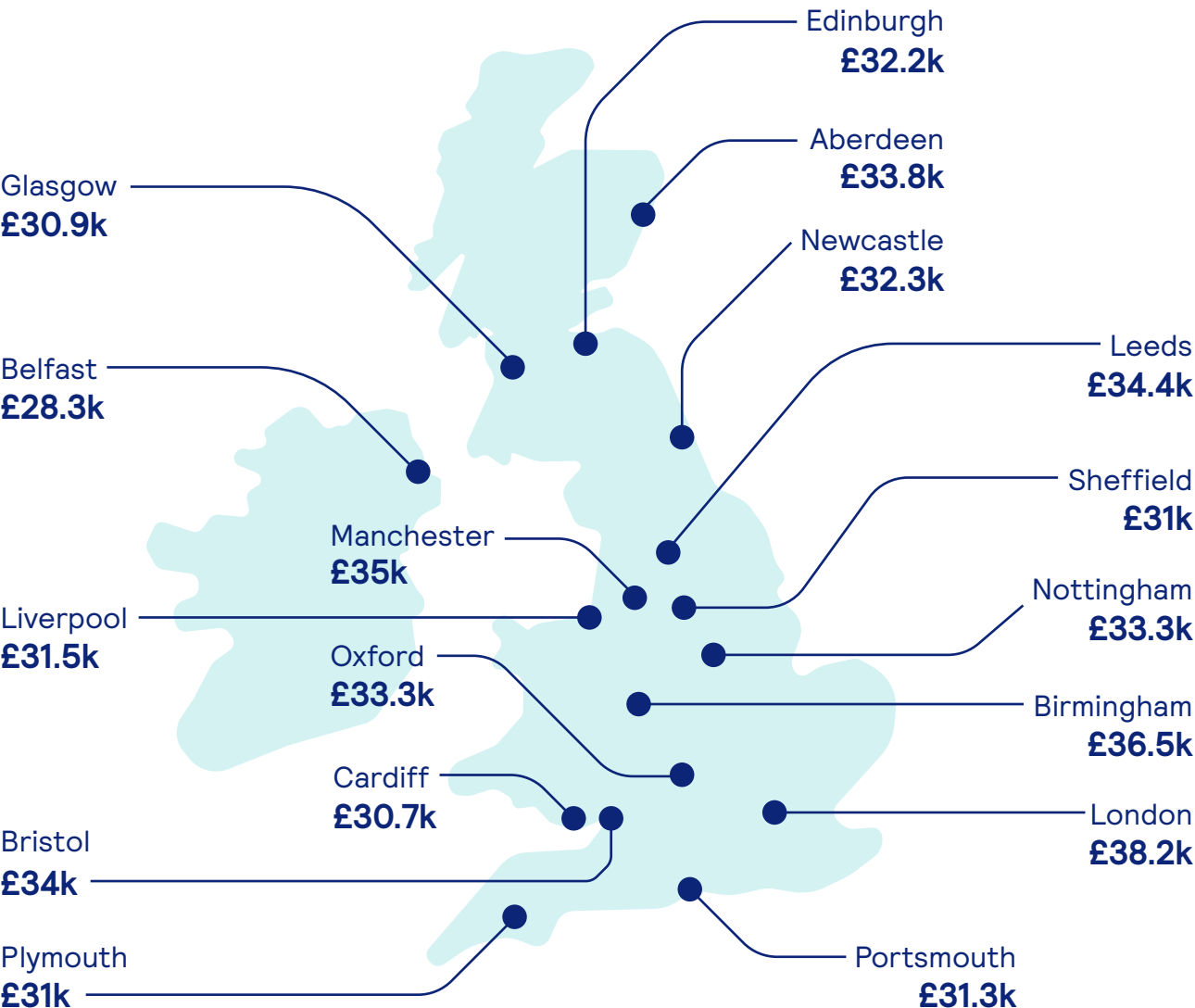
Salary growth  
compared to 2023

**+3.9%**

## Salary range 2023-2024



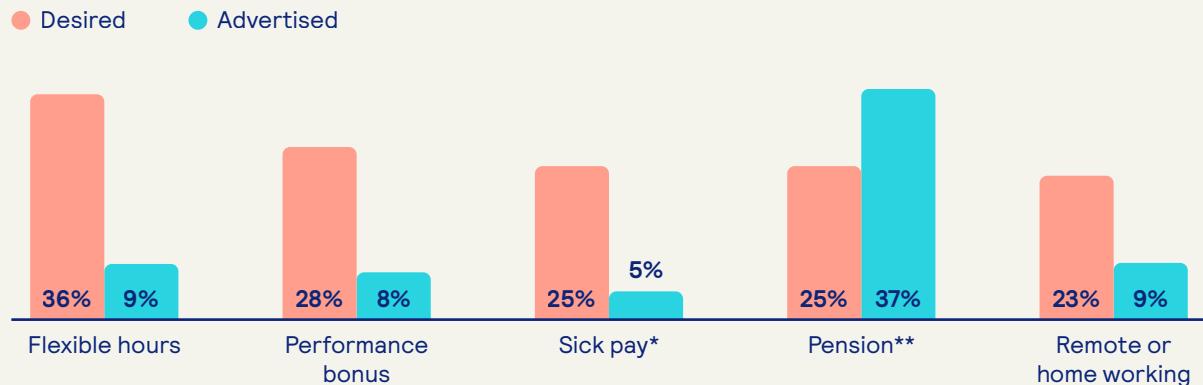
## Median sales salary in UK cities



## Salary and benefit satisfaction of workers



### Most desired vs. advertised benefits



\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

\*\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

## Top 5 most advertised roles



## Comparable industries



# Skilled Trades

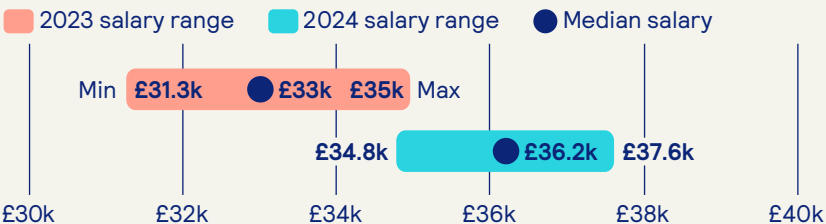
Median salary

**£36.2k**

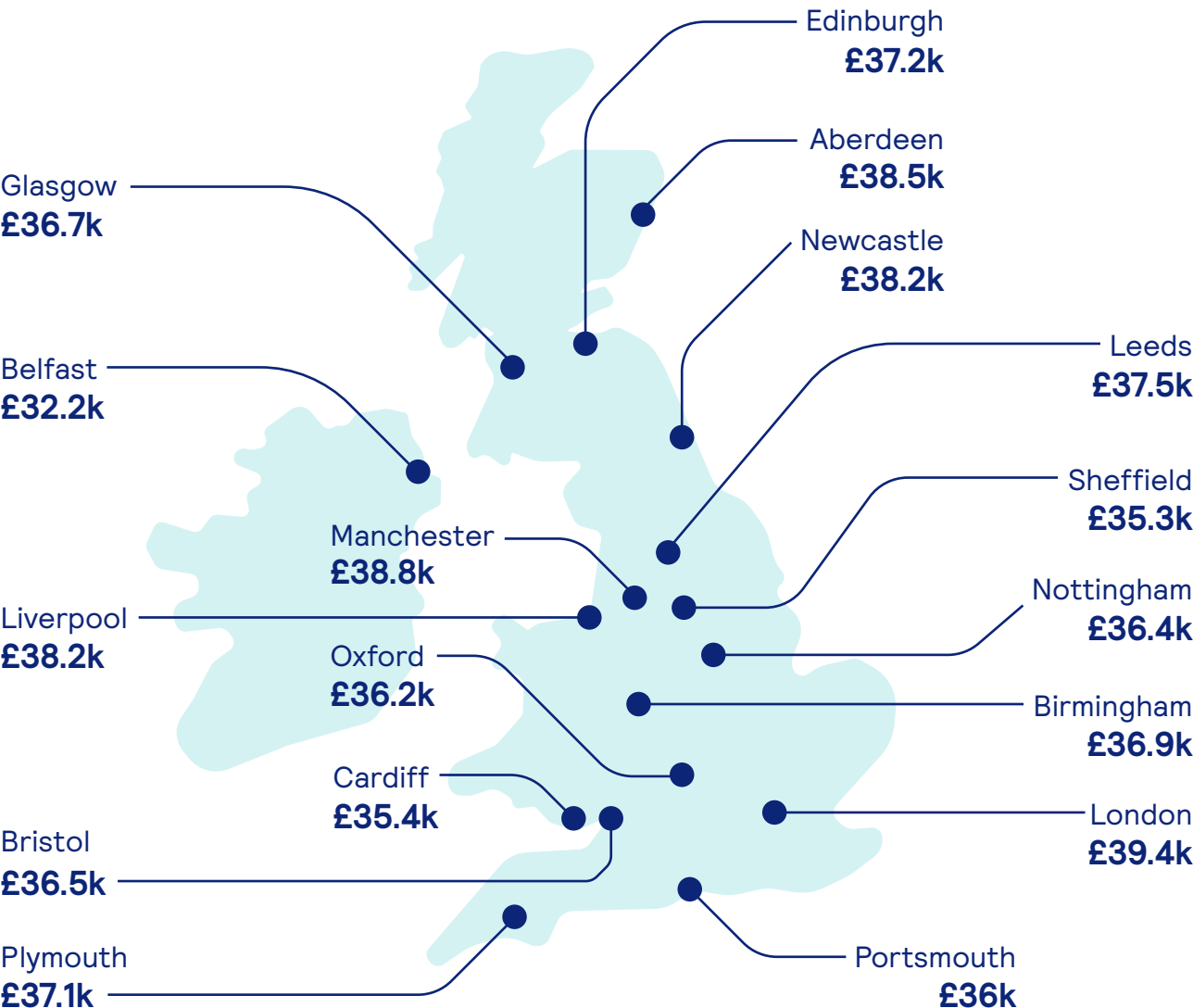
Salary growth compared to 2023

**+9.7%**

## Salary range 2023-2024



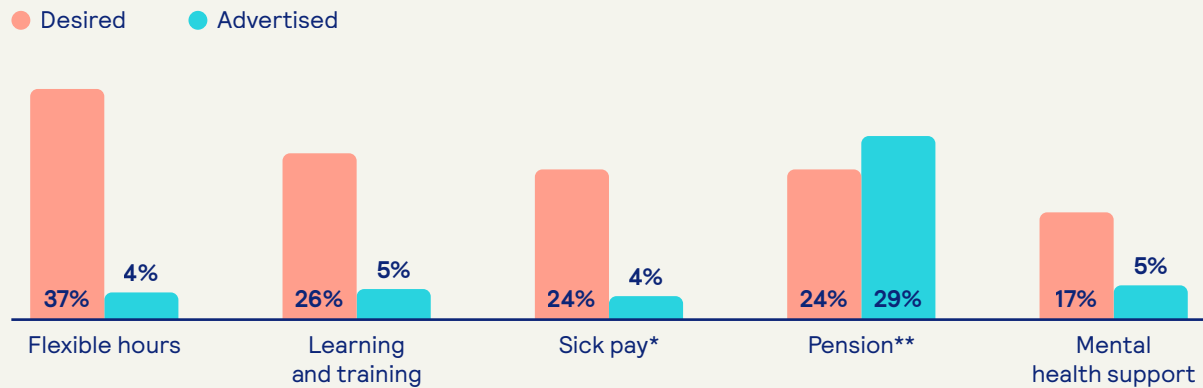
## Median skilled trades salary in UK cities



## Salary and benefit satisfaction of workers



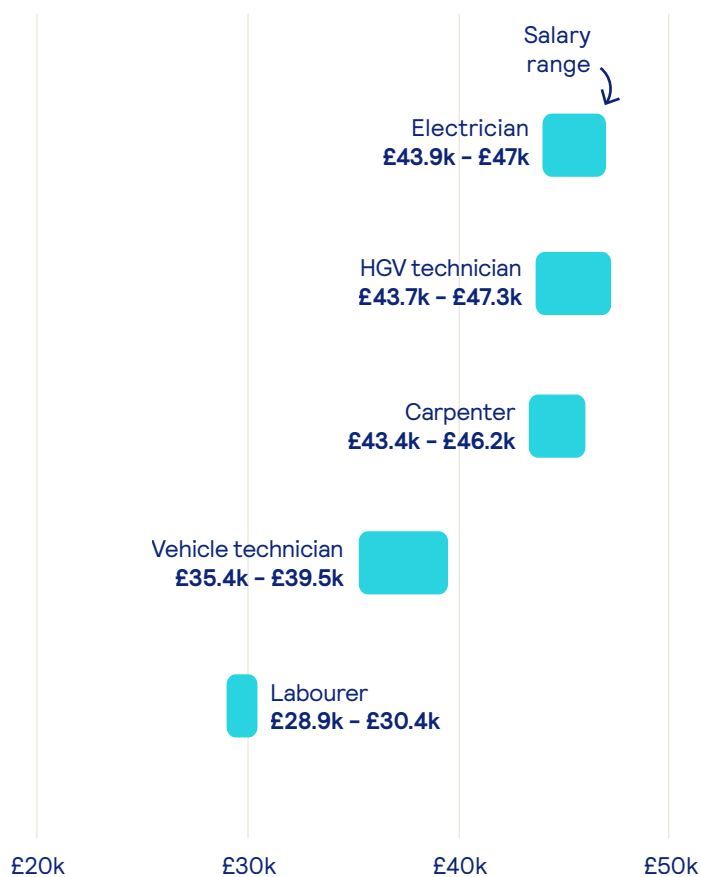
### Most desired vs. advertised benefits



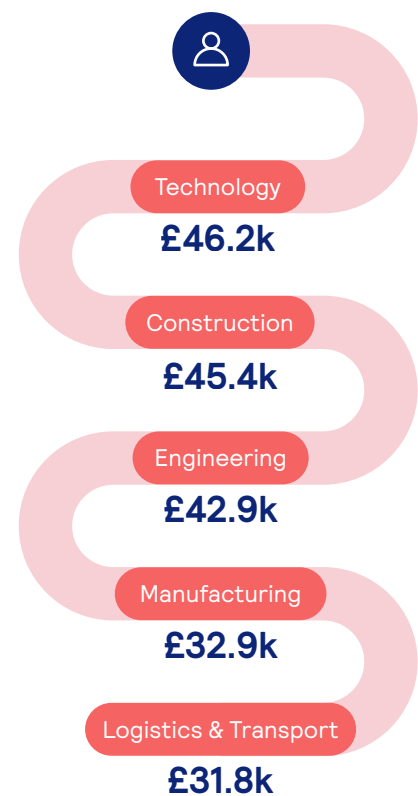
\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

\*\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

### Top 5 most advertised roles



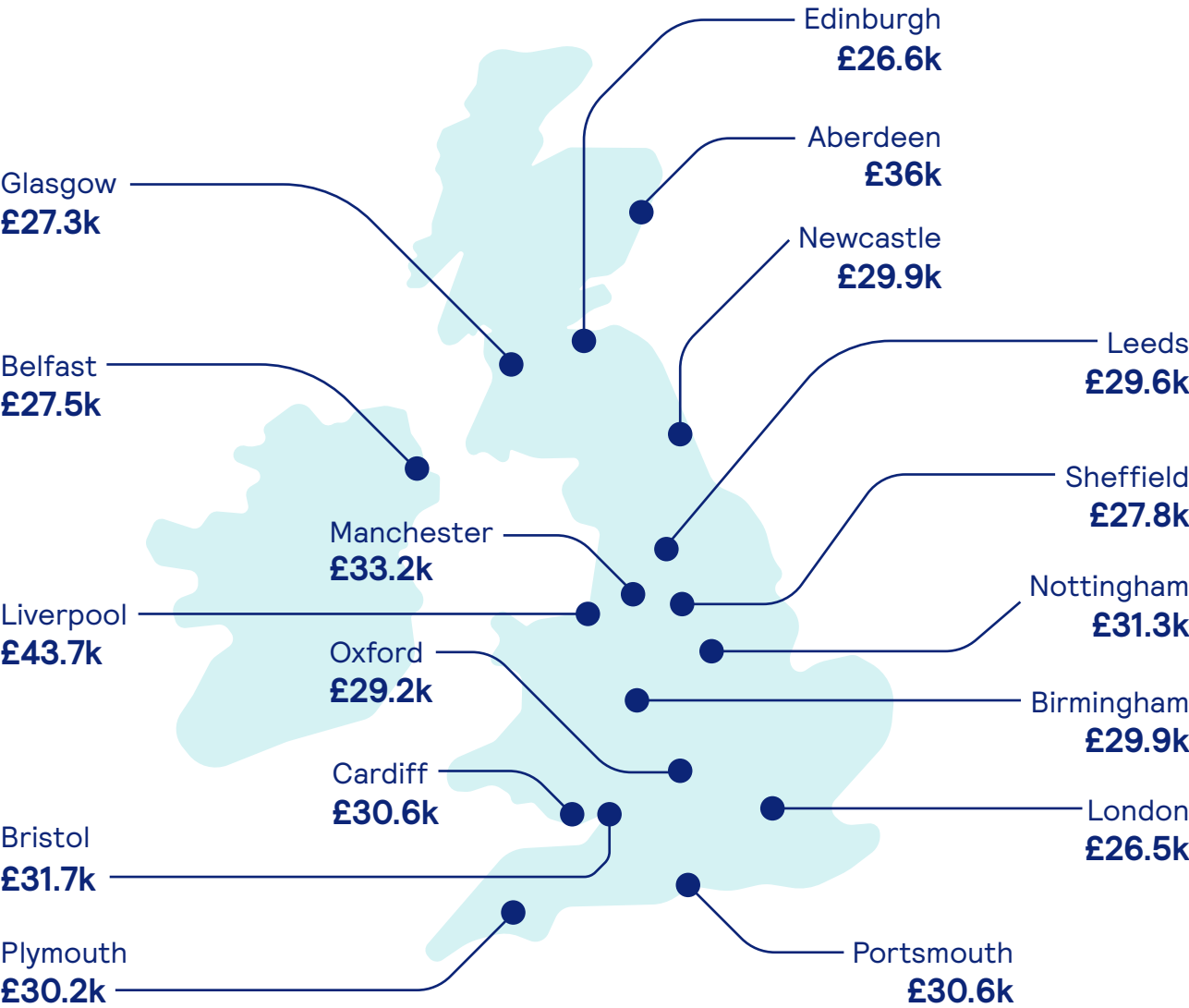
### Comparable industries



# Social Care



## Median social care salary in UK cities

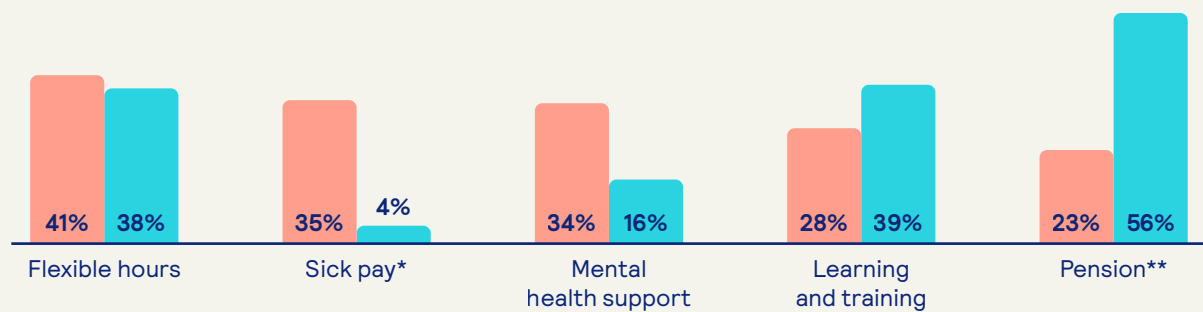


## Salary and benefit satisfaction of workers



## Most desired vs. advertised benefits

Desired Adverted



\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

\*\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

## Top 5 most advertised roles



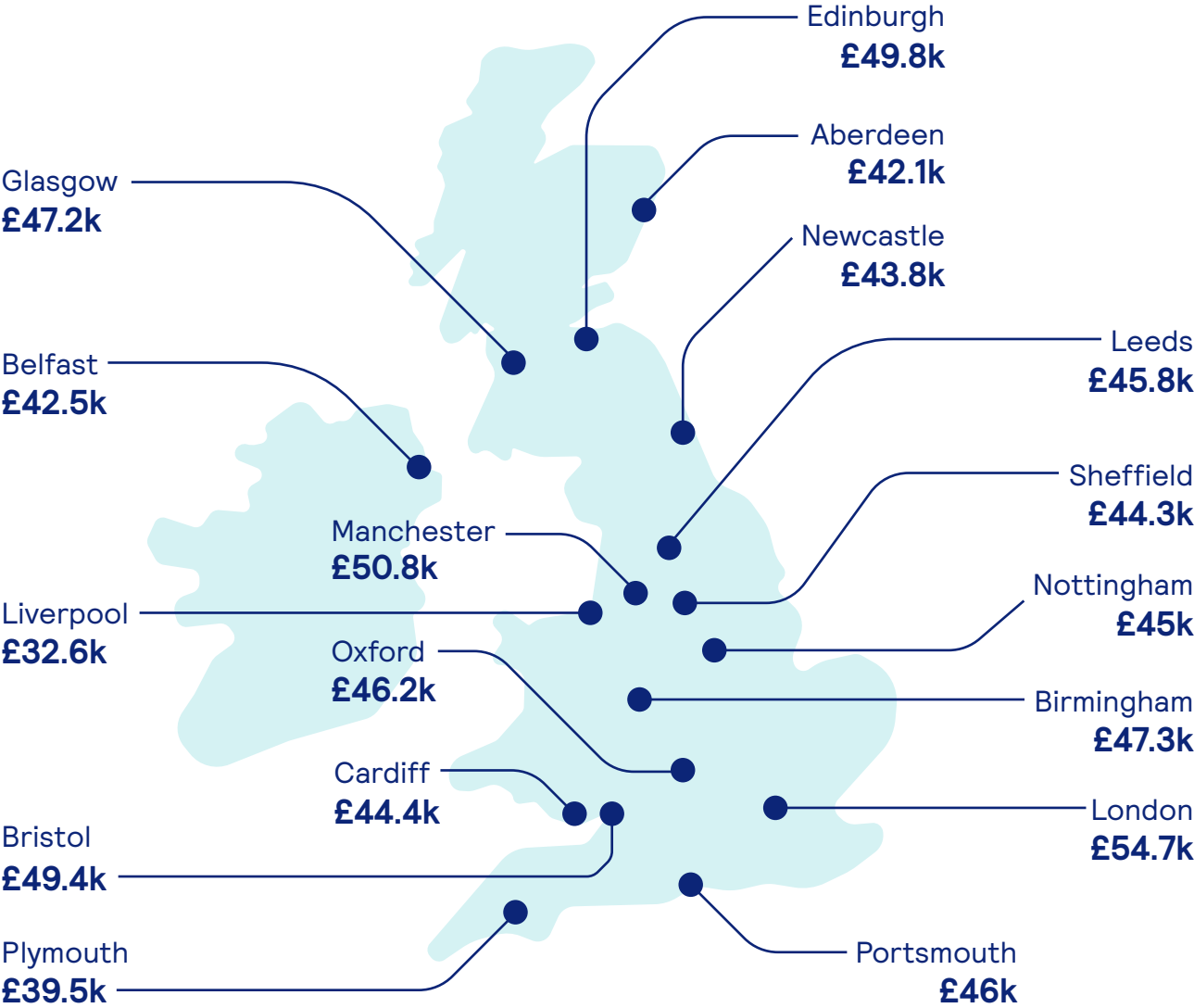
## Comparable industries



# Technology

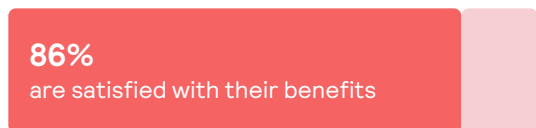
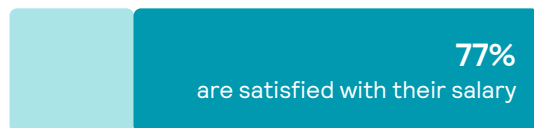


## Median technology salary in UK cities



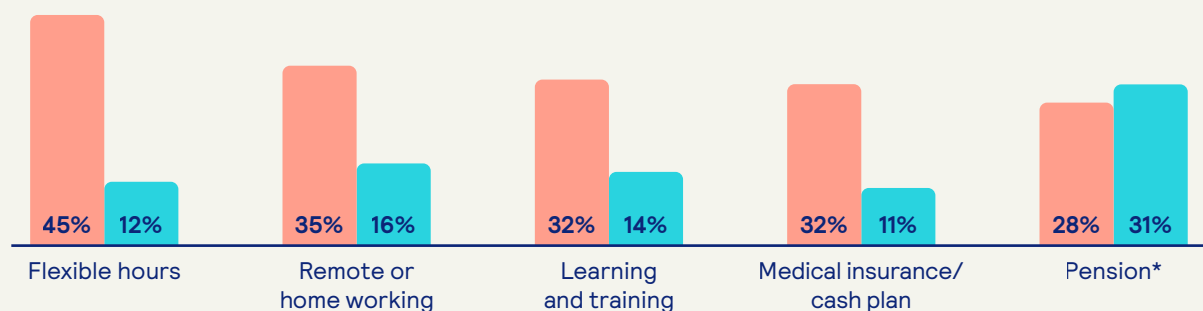


## Salary and benefit satisfaction of workers



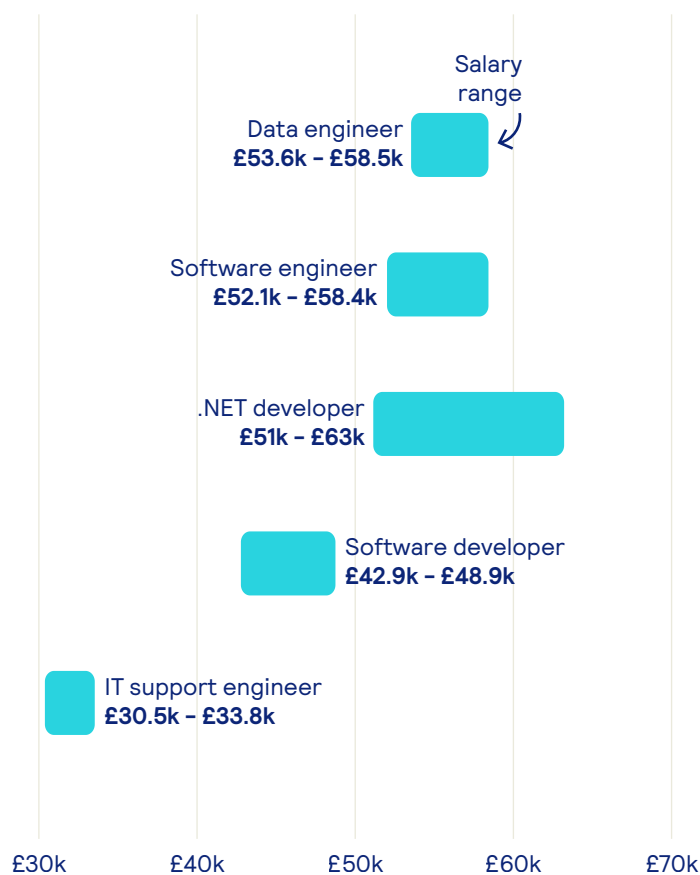
### Most desired vs. advertised benefits

Desired Adverted

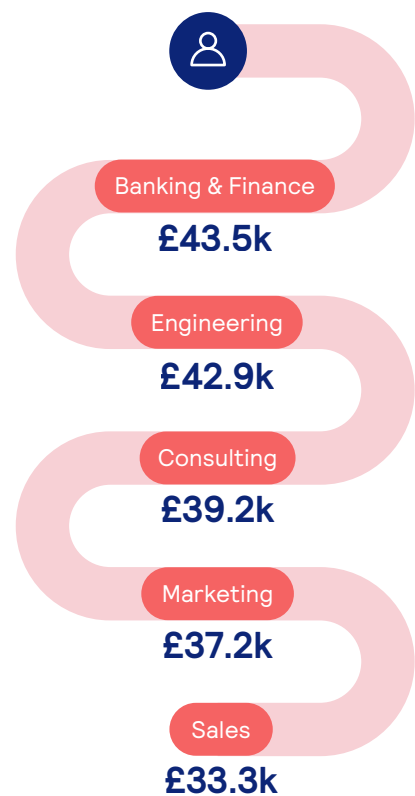


\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.

### Top 5 most advertised roles



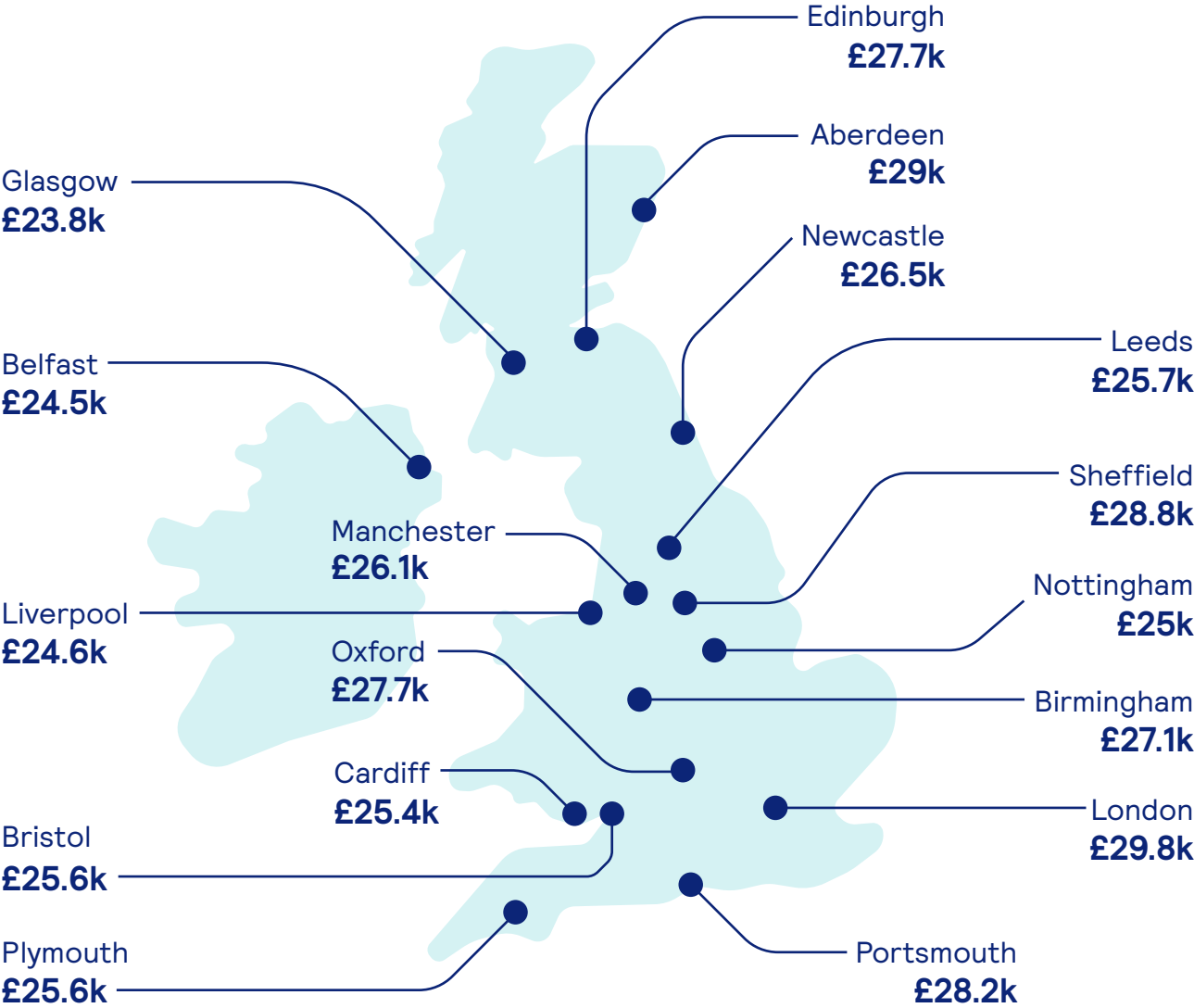
### Comparable industries



# Travel



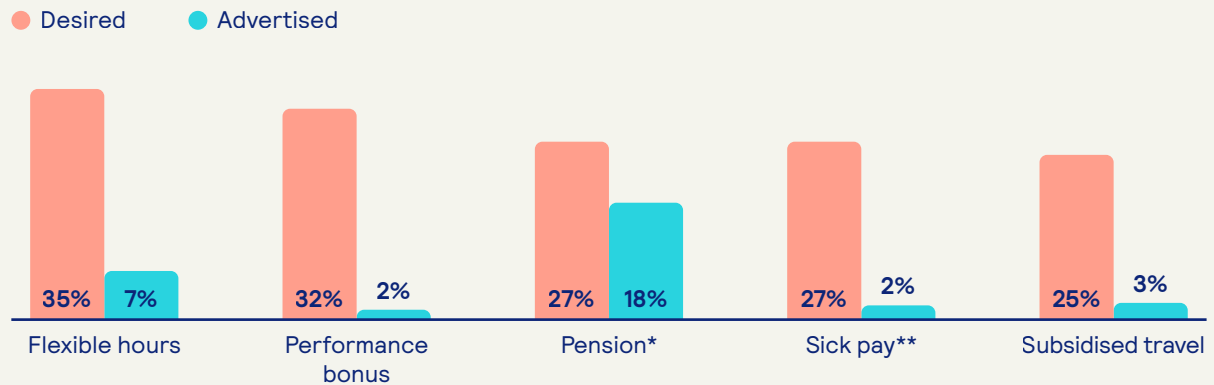
## Median travel salary in UK cities



## Salary and benefit satisfaction of workers

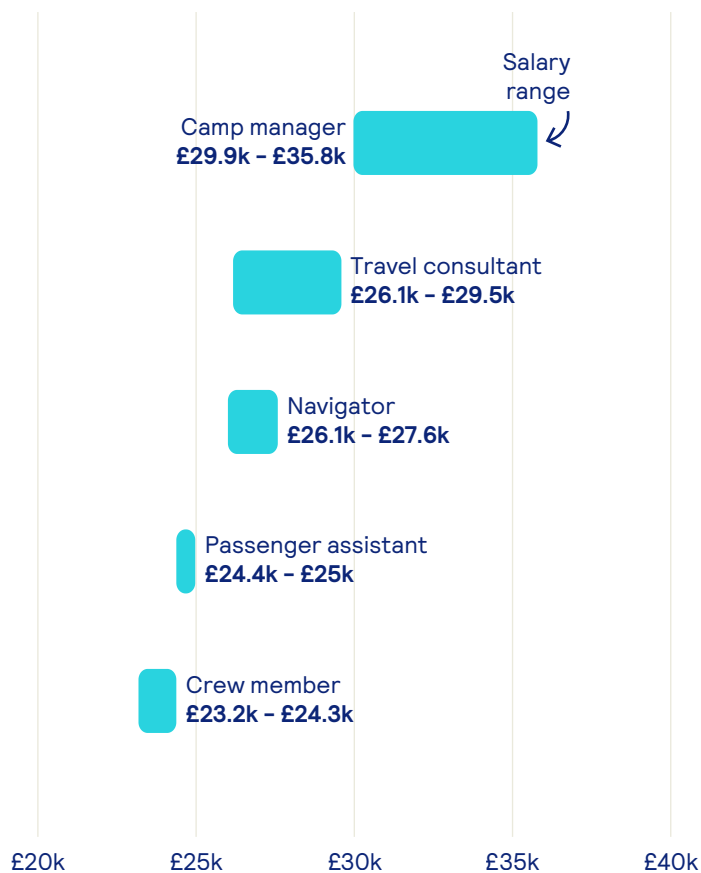


## Most desired vs. advertised benefits



\*Desired: workers seek pension contributions above what's legally required; advertised: employer offers pension contributions.  
 \*\*Desired: workers seek sick pay above what's legally required; advertised: employer offers sick pay.

## Top 5 most advertised roles



## Comparable industries



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