



2025 Salary Guide Mainland China

About Us

KOS International Holdings Limited (KOS Group) is the first local recruitment company listed on the HKEX (8042.HK). Our brands include KOS Recruitment, KOS Staffing, KOS Executive and KOS Solutions.



2,000+ Clients

Operating across mainland China, Hong Kong SAR, Macau SAR and Singapore, we specialize in delivering recruitment, staffing and a wide range of human resources solutions to clients across diverse industries.



Global Candidate Reach

Our mission is to drive transformative change through four pillars of influence—empowering corporate clients, supporting candidates, nurturing employees, and fostering social impact initiatives.

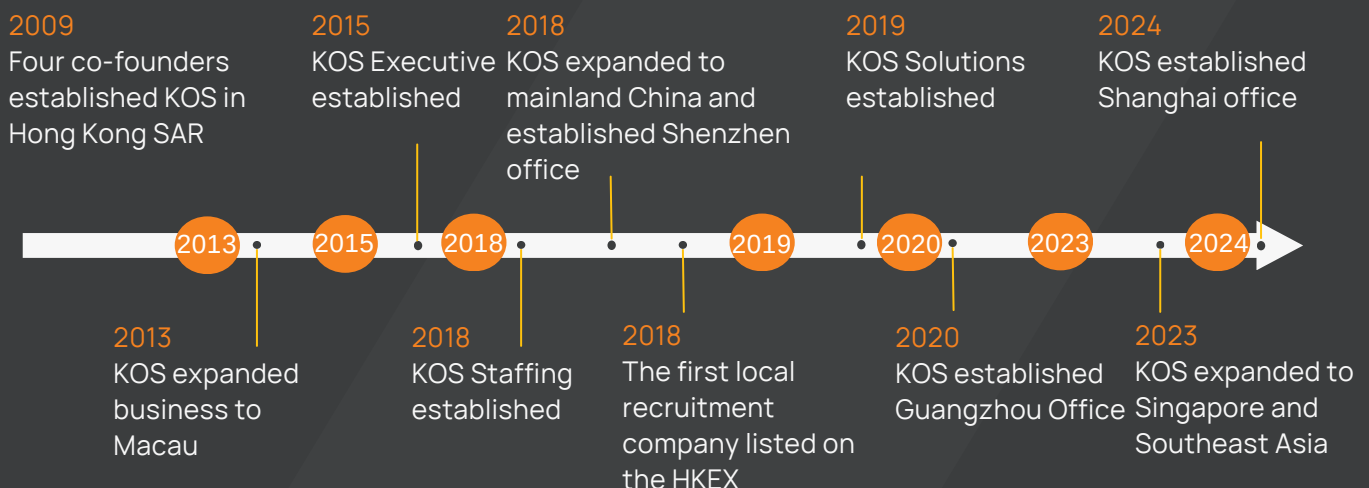


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50% Mid to Senior Roles



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Preface

In 2025, the business landscape is undergoing a structural transformation. Technological breakthroughs, AI commercialization, growing cross-border compliance complexity, and the shift of ESG from concept to execution are reshaping the value of talent. Rapid growth in frontier industries is driving salary premiums for specialized talent, while automation is putting pressure on foundational roles and accelerating cross-industry mobility.

The HR sector shows stable yet segmented salary trends. Traditional roles see modest growth, while emerging industries like fintech and Web3.0 offer compensation well above average. In accounting and finance, digital transformation and global uncertainty are fueling demand for professionals with data analysis, planning, and AI skills. Legal and compliance salaries are increasingly differentiated by industry, seniority, and technical expertise. In the digital sector, top technical talent sees continued salary growth, supported by flexible pay models and long-term incentives.

The financial industry reflects a dual shift—premium compensation for tech-focused talent and a return of professionals to more institutional, stable platforms. Fintech remains strong, valuing professionals with combined expertise in AI, blockchain, and big data. In the consumer and retail sector, competition is fierce for talent with digital marketing, supply chain, and customer insight skills. In property, overall salary trends have normalized, but core talent remains competitively paid. Industrial and manufacturing sector is shifting compensation toward cross-border operations, smart R&D, and localization. The renewable energy sector continues its strong momentum, with surging demand and premium salaries in AI-driven R&D, low-altitude economy roles, and ESG compliance positions. In education, hybrid educators with cross-cultural backgrounds, industry experience, and AI teaching skills are in high demand, prompting restructuring of compensation systems.

The KOS 2025 Mainland China Salary Guide covers 11 key sectors and provides detailed insights into salary trends, talent demand, and critical skills. Salary data is for reference only and may vary by region, industry, company size, and experience. For hiring or job search support, please contact the KOS recruitment team.

Human Resources

In 2025, the HR salary market is expected to remain stable, with limited fluctuations compared to previous years.

This trend is primarily driven by a slowdown in the growth of demand for HR roles, as most companies adopt a cautious approach to investing in HR functions. From a macroeconomic perspective, global economic uncertainty has led businesses to be more prudent in expanding their HR teams, preferring instead to optimize existing personnel structures to mitigate potential risks. Meanwhile, technological advancements—such as the adoption of HR management software (HR SaaS) and robotic process automation (RPA) in routine HR operations—have reduced the need for a large number of basic HR positions, further suppressing overall market demand.

However, in emerging sectors such as FinTech, Web3.0, and cross-border business, the imbalance between supply and demand for HR talent has intensified, resulting in a talent-short market. Companies in these industries are demonstrating heightened competitiveness in their compensation and talent investment strategies to attract and retain key personnel. As a result, HR salaries in these sectors significantly exceed the market average. These fast-growing industries are characterized by frequent business model innovation and a strong demand for HR professionals who can navigate complex business environments, communicate across cultures, and bring forward-thinking talent management approaches. To stand out in an increasingly competitive talent landscape, companies are willing to make significant investments to attract scarce talent—not only through substantial salary increases but also by offering



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Human Resources

highly attractive benefits packages and long-term career development opportunities.

From a functional perspective, traditional Centers of Excellence (COE) and HR Business Partner (BP) models continue to dominate.

Among these, organizational development and talent planning remain strategic priorities for companies. Many are enhancing organizational diagnostics and optimizing leadership pipelines to systematically improve workforce effectiveness and drive a shift toward more strategic, business-aligned HR functions. In today's fiercely competitive market, companies are increasingly recognizing talent as a core competitive advantage and placing greater emphasis on organizational development and workforce planning. COEs provide strategic support through the development of specialized HR policies and standards, while BPs work closely with business units to deliver tailored HR solutions. Together, they enable companies to maintain a competitive edge in a volatile market. This has also led employers to offer higher compensation to HR professionals with expertise in organizational development and talent planning, recognizing their value in driving business performance.

HR: Talent Shortages

- Compensation & Benefits (especially with experience in executive equity incentive design)
- Organizational Development (experience in large-scale transformation and workforce productivity projects)
- AI-powered HR roles
- Global HR roles

HR: High-Competition Roles

- HR Business Partners

HR: Key Skills

- Data analysis capabilities
- Strategic thinking and planning
- Communication and coordination skills
- Talent management and culture shaping

Human Resources



Human Resources (Generalist)

Job Title	Annual Salary Range (RMB 000')	Increase%
Chief Human Resources Officer	2,000-5,000	0%-10%
HRVP	2,000-3,000	0%-10%
HRD	1,000-2,000	0%-15%
HRBP (Manager-Director)	400-1,800	0%-15%
SSC (Manager-Director)	500-1,500	0%-15%

Human Resources (Functional Areas)

Job Title	Annual Salary Range (RMB 000')	Increase%
Employee Relationship (Manager-Director)	500-1,500	0%-15%

Human Resources (Functional Areas)

Job Title	Annual Salary Range (RMB 000')	Increase%
Compensation & Benefit, Performance Management, Payroll (Manager-Director)	500-2,000	0%-15%
Talent Development & Organization Development (Manager-Director)	600-2,500	0%-15%
Talent Acquisition, Recruitment (Manager-Director)	500-2,000	0%-15%
Training, Learning & Development (Manager-Director)	500-1,800	0%-15%
HRIS (Manager-Director)	500-1,600	0%-15%

Admin & Personal Assistant

Job Title	Annual Salary Range (RMB 000')	Increase%
Office Manager	300-800	0%-15%
Executive Assistant/Personal Assistant	300-600	0%-15%

Financial Services

In 2025, the compensation landscape in China's financial sector is marked by dual shifts—premium pay for high-end technical talent and a return to state-backed institutions. While the primary market continues to offer sky-high salaries in hard tech investments, the secondary market is undergoing structural adjustments due to regulatory fee reforms and performance volatility. Entry-level professionals are leaving the industry, while executive compensation caps create a stark contrast, pushing talent to redefine their career value systems.

In the primary market, technical expertise is reshaping the compensation hierarchy. Sectors like AI and semiconductors continue to lead in salary growth. VP-level professionals with 3 years of experience in hard tech investment are seeing total compensation packages surpassing RMB 2 million, including co-investment rights. One leading VC offered “double annual salary + option pool” to poach talent from the ERNIE Bot team. On the technical side, average monthly salaries for large-model algorithm engineers now exceed RMB 70,000, while tech leads who have built 0-to-1 lab infrastructure are receiving total packages of up to RMB 5 million. One autonomous driving firm even offers a monthly “computing power allowance” of RMB 15,000. Talent competition has become so refined that even specific tech modules come with additional subsidies. Hong Kong SAR's new economy policies have also created a cross-border talent gap. For example, investors familiar with SPAC regulations in the new consumer sector now earn RMB 800,000 to 1.5 million annually. In semiconductor research, professionals need a rare combination of a master's degree in microelectronics and a strong grasp of Hong Kong SAR equities



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Financial Services

financial reporting, with senior positions remaining vacant for over 3 months.

In the secondary market, regulation has driven a trend of “executive pay caps and junior-level restructuring”. Following a dip in 2024, the average annual salary at securities firms edged up 1.62% to RMB 508,100. However, deep executive pay cuts have become the norm—total executive compensation at CITIC Securities fell 69.61%, and leading firms across the board have cut executive pay by 40% to 60%. At the same time, entry-level salaries have dropped by 40% compared to 5 years ago. New investment banking hires at top firms now earn only RMB 150,000 per year, and deferred bonuses spread over 3 years have become standard. The public fund sector has been impacted by fee reforms, with RMB 3 million becoming the “invisible ceiling” for fund manager compensation. In 2024, only 15 of over 60 public funds achieved net profit growth. One central state-owned fund even required employees earning over RMB 3 million after 2022 to return excess pay, sparking a mid-career crisis among senior professionals.

As market divergence deepens and the high-pay myth fades, many professionals are migrating back to government institutions. The industry presents a “tale of two extremes”. While leading securities firms still offer average pay above RMB 700,000 (e.g., CITIC at RMB 779,800), smaller firms like Zhongyuan Securities average only RMB 272,500—a drop of 18.65%. Geographic disparities are also stark. The average monthly salary in Macau’s financial sector stands at MOP 32,000 (approximately RMB 28,000), while bank tellers in Shenzhen earn RMB 100,000 to 150,000 per year—roughly equivalent to the monthly starting salary of new graduates in hard tech (RMB 12,000 to 15,000). A notable migration trend is also emerging. In the 2025 civil service hiring list for Shanghai, over 20% of accepted candidates had financial industry backgrounds. Grassroots professionals with 3 to 5 years of experience, mostly born in the 1990s, dominate this group. As one futures researcher commented: “With a 985 university master’s degree and an annual salary of RMB 150,000, after expenses, it’s not as stable

Financial Services



as being a civil servant in the Yangtze River Delta.” Meanwhile, seasoned professionals over 40 are facing transition dilemmas. For example, a former private equity partner must accept a 70% pay cut to start over in a low-level government role, where stock analysis skills hold little value, and institutional barriers cut short their golden years.

Ultimately, this reshuffling of compensation reflects shifting risk appetites. The primary market is paying premiums for “irreplaceability”. One AI chip company even promised patent conversion dividends to retain integrated compute-storage engineers. The secondary market is leaning toward “stability”, with financial regulatory positions seeing a 35% increase in applicant volume. Notably, Gen Z professionals are rewriting the rules—one new consumer sector researcher leveraged a following of 500,000 Hanfu fans to secure an annual salary of RMB 450,000. Their cultural insight is becoming a new valuation benchmark. The overall compensation structure now resembles a dumbbell shape: at one end, T-shaped talent with deep technical skills; at the other, risk-averse newcomers in the public sector. The once-widespread “RMB 1 million per head” myth has become a game for the few.

In 2025, quantitative hedge funds continue to top the compensation ladder within the financial sector, outpacing traditional public funds and asset management arms of brokerages. The compensation structure shows the following trends. First, salaries vary significantly by role and experience. Some domestic quant firms offer RMB 500,000 to fresh graduates, while senior quantitative researchers or strategy analysts may earn over RMB 1.2 million. Interns for quantitative development roles are paid RMB 1,000 to 2,000 per day. Second, the structure is highly performance-based. Many quant firms offer “high base salary + revenue share” compensation, with some roles commanding revenue shares of 20% to 40%. Top researchers can earn millions in bonuses within their first year. Third, the talent bar is extremely high. Around 90% of hires in this field come from top-tier schools (Tsinghua, Peking University, Ivy League, or QS Top 20) with

Financial Services



backgrounds in financial engineering, mathematics, computer science, or physics. Candidates are also expected to have accomplishments like international competition gold medals or experience in high-frequency trading systems development.

Core roles in the recruitment market include several key categories. AI-related roles are in high demand. As AI becomes more integrated into finance, quant firms seek talent to develop strategies based on machine learning and deep learning, applying these techniques to data mining, risk forecasting, and investment decisions. Professionals with 3 to 5 years of experience in financial applications of machine learning can earn RMB 500,000 to 1 million annually, while those with 5 to 15 years of experience may command RMB 1 million to 5 million or more, depending on technical depth and market insight. These positions are not exclusive to large quant firms—mid-sized firms with the right technological needs are also actively hiring in this area.

Quant trading roles remain popular, requiring precise execution in volatile markets. Traders with 3 to 5 years of experience and a strong grasp of trading workflows and strategy execution can expect salaries of RMB 300,000 to 600,000. Those with 5 to 15 years of experience, who have weathered multiple market cycles, may earn RMB 600,000 to 1.8 million based on their ability to respond flexibly and execute trades accurately.

In research roles, quantitative researchers and investment managers with 3 to 5 years of experience and the ability to construct basic strategies based on personal research earn RMB 300,000 to 800,000 annually. Those with 5 to 15 years of experience, who hold mature strategies and manage large-scale assets, can earn RMB 800,000 to 2 million due to their critical role in investment decisions.

Risk and compliance professionals in quant firms ensure operational stability. Those with 3 to 5 years of experience and familiarity with basic risk models and compliance

Financial Services

processes can expect annual salaries of RMB 300,000 to 500,000. Senior professionals with 5 to 15 years of experience and comprehensive risk management capabilities can earn RMB 500,000 to 2 million, reflecting the strategic value they provide in preventing systemic risks.

In quantitative IT, development engineers are essential for building and optimizing infrastructure. Engineers with 3 to 5 years of experience and strong command of languages like C++ and Python earn RMB 300,000 to 600,000. Senior engineers with 5 to 15 years of experience who can solve complex technical problems and improve system performance command salaries ranging from RMB 600,000 to 3 million. Their work underpins the effective implementation of quant strategies.

Financial Services: Talent Shortages

Primary Market

- AI Investment
- M&A
- New Retail and Consumer Investment
- Industry Research and Analysis

Secondary Market

- Fund Distribution and Sales
- Overseas Product Operations

Quantitative Hedge Funds

- AI/Data Scientist Roles
- Quantitative Traders
- Quant Researchers/Investment Managers
- Risk and Compliance Professionals
- Quantitative Developers (including C++, Python)

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Financial Services: High-Competition Roles

Primary Market

- AI Investment Directors
- M&A Managing Directors
- Cross-border Investment Directors for New Retail and Consumer Sectors

Secondary Market

- Heads of Equities Sales
- Macro Researchers
- Industry Analysts (Hard Tech/Consumer Upgrade)

Quantitative Hedge Funds

- Fund Product Operations
- Senior Risk Managers
- Senior Compliance Managers

Financial Services: Key Skills

Primary Market

- Technical acumen (e.g., understanding foundational technologies such as LLMs and computer vision) combined with investment judgment (e.g., evaluating commercialization potential and technical moats)
- Expertise in cross-border M&A processes, industry networks, and negotiation strategies
- Post-investment management skills including performance agreement enforcement, asset restructuring, and exit strategies (e.g., Hong Kong/US listings, privatization), and the ability to navigate founder, LP, and regulatory dynamics
- For cross-border investment directors in new retail/consumer sectors: understanding of Chinese consumer market features (e.g., livestream e-commerce, private traffic) and overseas listing rules (e.g., HKEX Chapter 18A, SEC compliance), plus experience in brand incubation and supply chain integration

Financial Services

Financial Services: Key Skills

Secondary Market

- Equity product pricing and strategy design
- Interpretation of cross-border equity market policies
- Equity derivatives sales expertise
- Macroeconomic forecasting models
- Analysis of policy transmission mechanisms
- Global asset allocation frameworks

Quantitative Hedge Funds

- AI Scientists: mastery of machine learning frameworks, algorithm innovation, real-world deployment; familiar with deep learning tools like TensorFlow/PyTorch and model architectures like Transformers/CNNs for time series data; strong math foundation and alignment of AI and financial logic
- Quantitative Traders: strategy development, risk management, live trading; especially opportunities for those with medium/high-frequency trading experience
- Quant Researchers: factor discovery, backtesting, data processing, financial domain knowledge; e.g., multi-factor modeling plus Python or other IT skills
- Quant Developers: fluency in tech stacks and financial context; skills in low-latency systems, strategy engineering, architecture design; high-performance development and algorithmic modeling experience are advantages
- Fund Operations: as hiring demand is lower in mid/back office roles and talent supply is abundant, candidates with private fund operations, sales support, product marketing, or product compliance backgrounds have an edge. Pure public fund experience is less competitive

Financial Services



 PE/VC

Job Title	Annual Salary Range (RMB 000')	Increase%
Partner/Chief Investment Officer	3,000-6,000	0%
Managing Director	2,000-5,000	0%
Investment Director/Investment VP	500-1,500	0%
Associate/Analyst	300-1,000	0%
Director of Legal & Compliance	500-1,000	0%
Post Investment Integration	800-1,200	0%
Director of IR - USD	800-1,500	0%
VP of IR - USD	500-1,000	0%
Director of IR - RMB	800-1,500	10%
Manager of IR - RMB	300-1,000	10%

Job Title	Annual Salary Range (RMB 000')	Increase%
Chief Executive Officer/ Chief Investment Officer	1,500-8,000	0%-15%
Managing Director	1,500-8,000	0%-15%
Foreign Asset Management Head of Business Development	1,000-3,000	0%-5%
Chinese-domiciled Institutions Head of Institutional Sales	1,000-3,000	10%-20%
Senior Institutional Sales Manager	500-1,000	10%-20%
Junior Institutional Sales Manager	300-500	10%-20%
Chinese-domiciled Institutions Head of Channel Sales	1,000-3,000	10%-20%
Senior Channel Sales Manager	800-1,200	10%-20%
Junior Channel Sales Manager	300-800	10%-20%
Fixed Income/Equity Fund Manager	800-2,000	5%-15%
Senior Equity Researcher	800-1,500	5%-15%
Junior Equity Researcher	300-800	5%-15%
Head of Risk & Compliance	1,000-3,000	10%-20%

Job Title	Annual Salary Range (RMB 000')	Increase%
Senior Risk Manager	500-1,000	10%-20%
Risk Manager	300-500	10%-20%
Head of Finance	1,000-2,000	5%-15%
Finance Manager	300-1,000	10%-20%
Strategy & Research	800-2,000	5%-15%
Head of Product	1,000-2,000	5%-15%
Product Manager	300-1,000	5%-15%
Chief Information Officer/Director of Information Technology Department	1,000-4,000	5%-15%
Data Analyst	400-800	10%-20%
Junior/Senior Development Manager	400-800	10%-20%
Junior/Senior Application Manager	300-800	5%-15%

Asset Management

Job Title	Annual Salary Range (RMB 000')	Increase%
Head of Operation	800-2,000	5%-15%
Operation Manager	300-800	5%-15%

Quantitative Hedge Funds

Job Title	Annual Salary Range (RMB 000')	Increase%
Quantitative Investment Director/Investment Manager	2,000-5,000	10%-20%
Quantitative Researcher	600-1,200	10%-20%
Equity Strategy Fund Manager/Researcher	500-2,000	10%-20%
Fixed Income & Derivatives Fund Manager/Researcher	500-1,000	10%-20%
Commodity Researcher	500-800	10%-20%
Global Macro Researcher	500-2,000	10%-20%
Junior/Senior Multi-Factor Researcher	500-2,000	10%-20%
Algorithmic Researcher	500-2,000	10%-20%
Option Researcher	800-1,500	10%-20%

Quantitative Hedge Funds

Job Title	Annual Salary Range (RMB 000')	Increase%
Quant Trader	800-1,500	0%-20%
AI Specialist/AI Researcher	1,500-5,000	10%-20%
Head of Sales	800-2,000	10%-20%
Channel Sales Manager	500-2,000	10%-25%
Data Scientist	800-3,000	15%-25%
Quantitative C++ Development/Quantitative Python Development	1,000-2,800	10%-20%
Quantitative Data Development Engineer	600-1,000	10%-20%
Strategy Portfolio Development Engineer	600-1,000	10%-20%
Head of Risk & Compliance	1,000-3,000	10%-20%
Senior Risk Manager	500-1,000	10%-20%
Risk Manager	300-500	10%-20%
Head of Operation	800-1,500	5%-15%
Operation Manager	300-800	5%-15%

Fintech

Overall, compensation levels in the fintech sector remain high, with a strong preference for hybrid technical talent. Experts in AI, blockchain, and big data can command annual salaries ranging from RMB 500,000 to 1.5 million, with significantly higher packages for senior professionals. Emerging roles in areas such as cybersecurity and AIGC are seeing annual salary increases of 20% to 30%.

In first-tier cities (e.g., Beijing and Shanghai), salaries are 30% to 50% higher than those in second-tier cities. Compensation is heavily influenced by technical expertise and company type. Leading fintech firms and foreign enterprises offer highly competitive pay, while traditional financial institutions tend to provide stronger benefits. Going forward, technology-driven roles are expected to maintain high salary levels, with international talent (familiar with GDPR and cross-border payments) enjoying a 20% to 40% compensation premium.

Despite broader market trends, demand for emerging tech talent continues to rise—particularly for roles in AI and blockchain development. Cybersecurity is receiving increased attention, and professionals with interdisciplinary backgrounds in this area are especially competitive. Specialists with deep technical knowledge, strong engineering capabilities, industry insight, and the ability to address real-world challenges are in high demand. The greatest talent shortages are in core technology R&D, engineering implementation, and cross-disciplinary roles with specific application expertise, all of which require hands-on experience.



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Fintech



Fintech: Talent Shortages

- Artificial Intelligence
- Blockchain Development
- Cybersecurity
- Large Model-Related Roles
- AI Architecture
- Cross-Disciplinary and Application-Specific Roles
- LLM Training Engineers and Engineering Implementation Roles



Fintech: High-Competition Roles

- Foundational R&D
- Product



Fintech: Key Skills

- High-level technical skills and interdisciplinary backgrounds in cybersecurity
- Overseas experience
- Technological innovation and fast learning capabilities
- Strong understanding of both business operations and regulatory requirements

Fintech



C-suite

Job Title	Annual Salary Range (RMB 000')	Increase%
Chief Technology Officer	1,000-3,000	0%-10%
Chief Data Officer	800-2,500	0%-10%
Chief Information Officer	1,000-2,500	0%-10%
Chief Information Security Officer	1,000-3,000	0%-15%

Development

Job Title	Annual Salary Range (RMB 000')	Increase%
Software Development Engineer	400-800	0%-10%
Data Scientist/Analyst	600-1,200	0%-10%
Blockchain Developer	600-1,500	15%-30%
Artificial Intelligence Engineer	500-900	15%-20%

Development

Job Title	Annual Salary Range (RMB 000')	Increase%
Application Development Engineer	200-700	0%-10%
Test Engineer	150-500	0%-10%
Cloud Computing Engineer	500-1,000	0%-20%

Product

Job Title	Annual Salary Range (RMB 000')	Increase%
Payment Product Manager	600-1,200	0%-10%
Data Product Manager	500-1,000	0%-20%
Risk Management Product Manager	600-1,200	0%-20%
Compliance Product Manager	600-1,200	0%-20%
Insurance Technology Product Manager	500-1,000	0%-15%
Blockchain Product Manager	600-1,200	10%-20%
AI Product Manager	600-1,200	0%-20%

Others

Job Title	Annual Salary Range (RMB 000')	Increase%
IT PMO	300-800	0%-10%
Cyber and Information Security	500-1,500	20%

Consumer Goods/Retail

The consumer goods and retail industry is undergoing accelerated transformation driven by multiple forces. Key trends include premiumization, with consumers seeking high quality, unique experiences, and emotional value, driving refinement in products and services. Full-spectrum digitalization is also shaping the sector, with deep online-offline integration and data-driven improvements in operations, marketing, and supply chain efficiency. Health and sustainability (ESG) are gaining prominence, as consumer preferences shift toward healthier products, clean ingredients, eco-friendly packaging, and socially responsible brands—embedding sustainability into corporate strategies. Additionally, global integration is advancing, with international brands localizing operations and domestic brands accelerating overseas expansion by leveraging innovation and cultural confidence.

These transformations are significantly reshaping talent demand. Companies urgently require talent with core digital skills, such as data analysis, e-commerce operations, marketing technology, digital supply chain management, cross-functional collaboration, innovation capabilities, and a mindset and practical ability for sustainability. Competition for mid- to senior-level talent with these skill sets is especially intense.

Correspondingly, compensation and benefits structures are undergoing major evolution. First, value orientation is becoming more pronounced, with compensation increasingly tilted toward critical skill sets, reflecting a “skills premium”. Variable pay is closely linked to performance, with a strong performance-driven approach becoming mainstream. Second, incentive mechanisms



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Consumer Goods/Retail

are diversifying. Beyond base salary, companies are broadly adopting long-term incentive tools such as equity and stock options, while also offering flexible and personalized benefits packages to meet diverse needs. Third, generational expectations are increasingly distinct. For expected salary increases in 2025, individuals born in the 1960s and 1970s tend to be relatively conservative, while those born in the 1980s and 1990s—now the core workforce—generally expect increases in the 10% to 20% range. The younger generation entering the workforce (post-2000) has even higher expectations for starting salaries and salary growth. Fourth, companies are shifting toward building holistic talent value. The competition is no longer just about numbers—it is about comprehensive competitiveness, including attractive compensation and benefits, clear career development and training opportunities, and a company culture that values employee experience and care, in order to attract and retain core talent.

The industry's deep transformation is driving surging demand for talent with capabilities in "digital + cross-functional + sustainability". Compensation systems are shifting toward skills-based value, performance contributions, and long-term alignment, while also needing to address generationally diverse expectations. Successful companies will win the talent race through a combination of "skills leadership + incentive innovation + comprehensive value proposition".

Consumer Goods/Retail: Talent Shortages

- R&D-related talent
- Cross-functional professionals from different sectors (e.g., successful experience in both MNC and local companies, or with cross-industry experience)
- Deep specialists within specific industries or domains, with long-term insights and practical experience
- Country Heads for overseas markets
- Other overseas marketing and business roles

Consumer Goods/Retail



Consumer Goods/Retail: High-Competition Roles

- Traditional Regional Sales Directors/General Managers
- Brand Directors/Senior Marketing Managers in legacy brands
- National Sales Directors/Channel Heads for hypermarkets and key accounts
- Purchasing Directors/Supply Chain Managers in non-strategic or non-core technical categories
- Supply Chain Directors (mid- to downstream) focused on operational efficiency



Consumer Goods/Retail: Key Skills

- Data-driven decision-making: Extracting business insights from data and quantifying outcomes
- Tech empowerment: Proficient use of AI, BI, and automation tools to boost efficiency
- User-centric thinking: Deep understanding of customer needs and optimization of the user journey
- Agile responsiveness: Rapid iteration and adaptability to market changes
- Innovative problem-solving: Cross-functional thinking and breakthrough solutions
- Omnichannel integration: Connecting online and offline channels and coordinating resources
- Commercial acumen: Financial sensitivity, ROI-driven, and strategic alignment
- ESG integration: Embedding sustainability principles throughout the business process
- Impactful communication: Clear expression and persuasive cross-functional collaboration
- Resilient leadership: Navigating uncertainty and leading team transformation

Consumer Goods/Retail



Food & Beverage

Job Title	Annual Salary Range (RMB 000')	Increase%
Chief Executive Officer	4,000-20,000	5%-15%
Chief Marketing Officer	3,000-7,000	5%-15%
Chief Sales Officer	3,000-7,000	5%-30%
Chief Supply Chain Officer/Supply Chain EVP/ Supply Chain VP	2,000-7,000	0%-15%
Chief Research & Development Officer /Research & Development EVP/ Research & Development VP	3,000-9,000	0%-20%
Marketing VP	3,000-4,000	0%-10%
Marketing Director	1,500-2,000	10%-15%
Sales VP	2,500-5,000	0%-15%
Procurement EVP/ Procurement VP	1,800-4,500	10%-30%
Supply Chain Operation VP	1,800-3,500	0%-15%

Food & Beverage

Job Title	Annual Salary Range (RMB 000')	Increase%
National KA Sales Director	1,500-2,200	0%-10%
Regional Sales Director	1,500-2,200	0%-10%
Trade Marketing Director	1,500-2,000	10%-15%
CMI Director	1,200-2,000	0%-20%

Personal Care/Beauty & Cosmetics

Job Title	Annual Salary Range (RMB 000')	Increase%
Brand General Manager	3,000-8,000	5%-15%
Chief Marketing Officer	3,000-5,000	10%-15%
Research & Development VP	1,000-4,000	15%-35%
Marketing Director	1,500-2,500	0%-15%
National Sales Director	1,500-3,500	10%-15%

Retail

Job Title	Annual Salary Range (RMB 000')	Increase%
General Manager	1,500-8,000	0%-5%
Chief Operation Officer	1,000-3,000	0%-5%
Chief Marketing Officer	2,000-5,000	10%-15%
Sales Director	1,000-2,200	0%-10%
Merchandising Director	1,000-2,600	0%-15%

General/Overseas

Job Title	Annual Salary Range (RMB 000')	Increase%
Ecommerce Director	1,500-2,500	10%-15%
Social Commerce Director	1,500-2,000	15%-25%
Brand CEO (Overseas)	2,000-12,000	15%-25%
General Manager (Overseas)	800-2,200	15%-30%
Overseas E-commerce GM	800-3,000	15%-30%

Digital

In 2025, salaries in the digital sector are expected to see both structural growth and increasing divergence, driven by simultaneous forces of technological breakthroughs and favorable policy support. The commercialization of large AI models, nationwide expansion of data asset pilot programs, and practical advancements in quantum computing are collectively pushing up annual compensation levels for top-tier technical talent, such as algorithm scientists and large-model training engineers.

To manage the widening compensation gap between technical and non-technical roles, companies must adopt dynamic pay models and leverage regional policy tools to navigate these challenges. At the same time, incentive strategies are evolving rapidly toward long-term and flexible structures, with unicorn startups and traditional enterprises adopting different compensation approaches to attract and retain talent.

Despite global economic uncertainty, ongoing procurement of AI models in government applications and continued penetration of industrial internet technologies are expected to support median salary growth throughout the year. Overall, the digital sector is projected to maintain steady compensation growth in 2025.



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Digital



Digital: Talent Shortages

- Heads of IT/Digital Transformation
- Cybersecurity and Data Protection Experts
- Data Scientists
- Large-Model Algorithm Engineers
- Data Asset Architects



Digital: High-Competition Roles

- Chief Information Officer / Chief Data Officer / Chief Technology Officer
- Data Analysts
- Traditional IT Operations Engineers
- Software Engineers



Digital: Key Skills

- 0-to-1 system architecture development at the group level
- Academic background from top domestic or overseas institutions; fluent bilingual communication
- Deep industry expertise
- Change management capabilities
- Cross-disciplinary collaboration skills
- Systems thinking and problem-solving abilities

Digital



Executives

Job Title	Annual Salary Range (RMB 000')	Increase%
Chief Information Officer/ Chief Technology Officer	1,000-2,000	8%-15%
ERP Director	600-1,500	6%-18%
IT Security Director/ Data Protection Officer	700-1,800	12%-22%

Product/Development

Job Title	Annual Salary Range (RMB 000')	Increase%
Digital Product Expert/ Digitalization Expert	600-1,200	10%-20%
ERP/CRM Product Manager	350-800	8%-12%
Software Engineer (frontend/backend)	250-600	6%-10%
DeVops Architect	600-1,000	12%-18%

Job Title	Annual Salary Range (RMB 000')	Increase%
Data Architect	600-1,000	10%-15%
Data Product Expert	500-800	15%-22%
Data Scientist	400-900	10%-16%
Data Analysis	300-700	7%-10%
Algorithm Engineer	500-900	15%-25%

Property

In 2024, China's property sector—including residential, commercial, industrial, and cultural tourism segments—continued to face intense pressure and challenges. Throughout the year, fewer than 20% of companies in the sector achieved performance growth. This overall downturn has significantly influenced HR strategies across the industry, with most companies shifting toward a “cost reduction and efficiency improvement” model in response to financial pressures and market uncertainty. In practice, this has led to the downsizing of middle management to optimize operating costs, while expanding responsibilities for both senior management and front-line staff. Although companies have become more cautious in bringing in new talent, core professionals who support long-term strategic goals remain in strong demand, with companies still willing to invest in them.

Based on our proprietary database and annual recruitment and job-seeking statistics, we forecast that in 2025, expected salary increases for job seekers in China's commercial property sector will return to a rational range of 2% to 10%, with cases of flat or even reduced salary offers no longer uncommon. Industry salaries are becoming structurally divided: while compensation for key positions in major cities is rising, average salaries across the industry are trending downward. In residential property, employees are under considerable pressure of pay cuts, with reductions ranging from 30% to 50%, particularly in mid- and back-office roles. In the commercial property segment, however, leasing, marketing, and CRM roles in shopping malls and office buildings still see average salary increases of 10% to 25%, driven by their business value.



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Property

Our interviews with 500 professionals in commercial property reveal a cautious outlook for the year ahead. 36% of respondents expect the market to tighten further, while only 18% anticipate a steady recovery. Against this backdrop, job seekers are lowering their salary expectations and placing greater emphasis on platform stability, project quality, scope of individual impact, and long-term career development potential.

When asked about their salary bottom line for potential job changes over the next six months, many respondents said they would accept a flat salary. Objectively, the days of guaranteed promotions and pay raises upon job switching have passed. The likely future scenario will involve more rigorous interview processes, unstable headcounts, extended hiring cycles, and minimal salary increases.

In light of this, we recommend that candidates, platforms, and the broader market focus on identifying opportunities with greater growth potential. Blind salary negotiation and contrarian behavior—particularly when sustained—can be counterproductive. After all, compensation has never been the sole measure of a role's long-term value.

Property: Talent Shortages

- Retail leasing and operations: The core value lies in resource barriers and refined operations. Professionals leading benchmark projects in Tier 1 and 2 cities (e.g., flagship commercial centers in core districts) and non-standard projects (e.g., industrial heritage redevelopment, curation-driven spaces) remain in short supply. Candidates with the following capabilities enjoy significant salary premiums:
 - On the leasing side: Familiarity with strategic brand resources in luxury retail, lifestyle, high-end F&B, and boutique fitness
 - On the operations side: A value-add mindset with a focus on metrics such as rent-to-sales ratio optimization and tenant portfolio upgrades

Property

Property: Talent Shortages

- CRM and customer asset management: The key value lies in traffic monetization and full-cycle customer value realization. Talent with deep experience in managing high-net-worth client segments is becoming highly competitive. Core capabilities include:
 - Building data-driven precision outreach systems
 - Implementing strategies to maximize customer lifetime value (LTV)
 - Designing tiered benefits systems to boost repeat purchase rates
- Marketing innovation: The key value lies in the ability to drive traffic conversion and brand impact. The market increasingly favors marketing professionals with a business mindset. Core skills include:
 - KPI alignment with metrics such as footfall-to-sales conversion, incremental revenue, and customer loyalty
 - Execution of innovative strategies like community-based viral marketing, livestream commerce, check-in promotions, and full-spectrum OMO (Online-Merge-Offline) campaigns
 - Leveraging content assets to lower customer acquisition costs
- Office leasing and operations: The key value lies in breaking through supply-demand stagnation and building commercial ecosystems.
 - For leasing professionals: Required capabilities include 1) forward-looking market trend analysis, 2) strategic channel development (e.g., regional HQs of MNCs, new-economy unicorns), and 3) solution design for absorption of existing stock and rental stabilization
 - For operations professionals: Value lies in 1) productizing value-added services (e.g., smart offices, business incubation), and 2) constructing tenant ecosystems by integrating industry chain resources

Property

Property: High-Competition Roles

- General Managers of shopping centers
- Leasing professionals for shopping malls and office buildings
- Architectural designers
- Engineering managers
- Residential marketing professionals
- Property management professionals

Property: Key Skills

- Counter-cyclical leadership and turnaround capability: The ability to lead teams to achieve goals, solve problems, and reverse business downturns amid external challenges
- Ability to manage ambiguity and uncertainty: Professionals must effectively navigate the unknown. Compared to past hiring practices where each role had narrowly defined tasks, companies now favor versatile, highly adaptive talent
- Continuous learning and change adaptability: In a fast-changing industry, the ability to keep learning and stay responsive is a fundamental quality for success
- Resilience and stability under pressure: Candidates with strong resilience and stability under pressure are highly valued in today's volatile market
- Experience with non-standard commercial projects: In an oversaturated commercial property landscape, traditional solutions are no longer enough. Talent with successful experience in non-standard projects—such as themed streets, curation-driven retail, and industrial site redevelopment—stands out for their ability to unlock asset value through differentiation and excels in leasing strategy and marketing innovation, commanding premium compensation
- Traffic monetization capabilities: A core battlefield for marketing innovation. Professionals who can monetize high-net-worth traffic, understand Gen Z consumer behavior, and operate high-impact IP crossovers are becoming the growth engines for commercial projects in the inventory era. Their market scarcity continues to rise

Property



Commercial Property

Job Title	Annual Salary Range (RMB 000')	Increase%
Group General Manager/President/Chief Executive Officer/Director	3,000-10,000	20%-50%
Group Retail General Manager	3,000-8,000	20%-50%
Group Office General Manager	2,000-5,000	5%-15%
Regional General Manager	1,500-2,500	10%-20%
Mall General Manager	600-2,000	10%-20%
Office General Manager	800-1,500	0%-10%
Group Retail Leasing in Charge	1,000-2,000	10%-20%
Regional Retail Leasing in Charge	800-1,300	10%-20%
Mall Leasing in Charge	400-900	10%-20%
Group Office Leasing in Charge	1,000-2,000	0%-10%

Commercial Property

Job Title	Annual Salary Range (RMB 000')	Increase%
Office Leasing in Charge	400-800	0%-10%
Group Marketing in Charge	1,300-2,000	0%-20%
Regional Marketing in Charge	600-1,200	0%-15%
Project Marketing in Charge	600-1,000	0%-10%
Group CRM in Charge	800-1,200	0%-15%
Project CRM in Charge	300-600	0%-10%
National Property Management in Charge	1,000-2,000	0%-10%
Regional Property Management in Charge	600-1,000	0%-5%
Project Property Management in Charge	300-600	0%-5%
National Head of Security/ EHS	500-800	0%-5%

Residential Property

Job Title	Annual Salary Range (RMB 000')	Increase%
Group Residential Sales in Charge	1,500-3,000	-30%-50%
Regional Residential Sales in Charge	800-1,500	-30%-50%
City Residential Sales in Charge	600-800	-20%-30%
Project Residential Sales in Charge	400-600	-10%-20%

Design & Construction

Job Title	Annual Salary Range (RMB 000')	Increase%
Group Design GM/Director	1,300-1,800	-20%-30%
Architectural Design Senior Manager/Manager	400-700	-10%-30%
Interior Design Senior Manager/Manager	400-600	-10%-30%
National Construction Management in Charge	1,000-1,500	-20%-30%
Project Management Director	700-1,000	-20%-30%

Industrial/Data Center

Job Title	Annual Salary Range (RMB 000')	Increase%
Group Investment & Leasing in Charge-Industrial Property	600-1,000	0%-10%
Regional Investment & Leasing in Charge-Industrial Property	400-600	0%-10%
Project Investment & Leasing Director-Industrial Park	300-400	0%-5%
Group General Management-IDC	1,500-3,000	10%-20%
National General Management-IDC	1,000-1,500	10%-20%
Project General Management-IDC	800-1,200	10%-20%

Hospitality/Cultural Tourism

Job Title	Annual Salary Range (RMB 000')	Increase%
Group BU Head-Hospitality/Cultural Tourism Sector	1,500-3,000	5%-15%
Group Marketing in Charge-Hospitality/Cultural Tourism Sector	1,000-2,000	5%-15%
Regional Marketing in Charge-Hospitality/Cultural Tourism Sector	600-1,000	5%-15%

Hospitality/Cultural Tourism

Job Title	Annual Salary Range (RMB 000')	Increase%
Regional Client Development in Charge-Hospitality/Cultural Tourism Sector	500-1,000	5%-15%
Regional Client Operation-Hospitality/Cultural Tourism Sector	500-1,000	5%-15%

Overseas

Job Title	Annual Salary Range (RMB 000')	Increase%
Regional Head- Middle East	1,000-2,500	10%-20%
Head of Sales-Middle East/Europe/Japan & Korea	800-1,500	5%-15%

Industrial & Manufacturing

In 2025, driven by global expansion and technological advancement, the industrial manufacturing sector is undergoing a strategic transformation marked by “nearshoring-driven talent structure reshaping” and “technology-driven skill repricing”. Leading enterprises are building talent competitiveness around three core dimensions: multilingual capabilities, regional policy interpretation, and digital technology proficiency. Compensation systems are shifting toward three key areas—cross-border operations, intelligent R&D, and localized management—elevating talent competition from a single-skill comparison to a broader contest of cross-cultural collaboration and technological breakthrough.

Our observations indicate that nearshoring is restructuring the talent supply chain. The decentralization of global supply chains is driving upgraded demand for cross-border talent. Regional manufacturing hubs are seeing surging demand for supply chain professionals with geopolitical risk assessment and AI-driven demand forecasting capabilities. Leading enterprises are building talent moats through cross-regional training programs and skill certification systems. Regional compensation disparities for multilingual, hybrid-skilled engineers are widening significantly. In emerging markets, there is fierce competition for professionals with localized labor law knowledge and cross-cultural communication skills, whose compensation shows a significant premium over domestic counterparts in equivalent roles.

At the same time, technological iteration is reshaping the



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Industrial & Manufacturing



competitive landscape. Intelligent manufacturing policies have intensified the war for talent in areas such as industrial robotics and sensor integration, with strong job-switching premiums for related roles. Companies are accelerating technological breakthroughs through interdisciplinary R&D platforms and the application of digital tools. Emerging roles such as intelligent manufacturing engineers and industrial IoT architects are rising in prominence, requiring a combination of digital model development and production line optimization skills. Their salaries show tiered increases compared to traditional roles.

In addition, localization capabilities have become a strategic cornerstone. Changes in international policy environments have triggered strong demand for talent who can interpret regional certification standards. Plant managers in production bases across Southeast Asia and other emerging markets must possess both labor law knowledge and cross-cultural team management skills. In such roles, “localization experience premiums” account for a significant portion of total compensation. Companies are implementing targeted training programs to secure hybrid professionals with both technical backgrounds and policy interpretation capabilities. Local compliance experience is becoming a core indicator for career progression.

In 2025, the compensation structure in the industrial manufacturing sector reflects three defining characteristics: surging demand for overseas factory talent, rising premiums for technology-driven roles, and tiered pay differentiation based on localization capabilities. Multilingual professionals with regional policy expertise and AI-related industrial application skills will lead the compensation curve. Industry competition is shifting from “production capacity” to “talent quality”, with the pace of technological advancement and cross-cultural adaptability emerging as the key drivers of pay differentiation.

Industrial & Manufacturing

Industrial & Manufacturing: Talent Shortages

- Head of International Business
- General Managers for Plants in North America/Europe/Southeast Asia (local Chinese professionals)
- Sales Positions in North America/Europe/Southeast Asia (local Chinese professionals)
- AI/Large Model R&D roles

Industrial & Manufacturing: High-Competition Roles

- Domestic Business Positions
- Head of R&D/CTO
- Senior Executive Roles in Overseas Regions

Industrial & Manufacturing: Key Skills

- AI/Cloud/Large Models: These cutting-edge technologies are increasingly applied in manufacturing, both on the consumer and enterprise sides
- Global Supply Chain Integration: Critical for navigating trade wars and political risks, requiring proactive deployment of global supply chain strategies
- Automation and Robotics: As Industry 4.0 evolves, automation and robotics remain among the most in-demand skills across the manufacturing sector

Industrial & Manufacturing



Manufacturing & Supply Chain

Job Title	Annual Salary Range (RMB 000')	Increase%
Manufacturing & Operation GM	1,500-2,000	10%-20%
Plant GM of America/Southeast Asia/Europe	1,000-1,800	10%-20%
Process Expert	600-800	10%-20%
Supply Chain VP	1,000-1,200	10%-20%
Head of Quality	1,000-1,500	10%-20%
Head of Procurement	1,000-1,500	10%-20%
Head of Logistic	800-1,200	10%-20%
Head of EHS	1,000-1,500	10%-20%
Head of Equipment Management	800-1,000	10%-20%

Research & Development

Job Title	Annual Salary Range (RMB 000')	Increase%
Head of R&D/Chief Technology Officer	1,500-3,000	10%-20%
Chip R&D Director	2,000-5,000	10%-30%
Head of AI Commercialization	5,000-8,000	20%-30%
Chief Technology Officer of Large Model Architecture	5,000-8,000	30%-40%
Head of/Director of Autonomous Driving R&D	1,200-2,000	20%-30%

Sales & Marketing

Job Title	Annual Salary Range (RMB 000')	Increase%
Chief Executive Officer	4,000-6,000	20%-30%
Marketing GM	1,000-3,000	10%-20%
Head of Domestic Business	1,000-3,000	10%-20%
Head of Overseas Business	1,000-3,000	10%-20%
Head of North America/Europe/Southeast Asia	1,000-2,000	10%-20%

Renewable Energy

In 2025, the new energy sector is undergoing a strategic transformation shaped by the dual-track race between the “red ocean of price competition” and the “blue ocean of technological breakthroughs”, compounded by policy-driven upgrades to safety standards. The industry is defined by two emerging trends: “AI reshaping R&D paradigms” and “low-altitude economy opening new battlegrounds”. Leading companies are accelerating their deployment of AI-driven scientific research teams and low-altitude aircraft technology ecosystems, driving talent demand toward a three-dimensional capability model across algorithms, materials, and application scenarios. In turn, compensation systems are entering a phase of technology-driven structural restructuring.

First, AI is revolutionizing the R&D paradigm. The integration of AI for Science is reshaping the materials R&D value chain, with companies adopting a model that combines intelligent algorithms with high-throughput experimentation to shorten technology iteration cycles. Demand for R&D talent in frontier areas is surging, with interdisciplinary teams (materials science + computer science) commanding significant compensation premiums. Professionals with multimodal model development experience are advancing 50% faster than those on traditional career paths. Leading firms are building talent hubs through industry-academia-research collaboration, cutting R&D cycles by nearly half compared to conventional methods.

Second, the urban low-altitude economy is creating new industrial tracks. The commercialization of eVTOL and the



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Renewable Energy



expansion of drone-based logistics are extending the new energy value chain into low-altitude airspace. Demand is exploding for roles in low-altitude aircraft development and hydrogen fuel cell system design. Talent with expertise in avionics and low-altitude air traffic regulation is highly sought after. Salaries for these emerging roles are 30% to 50% higher than those in traditional energy sectors, with EU EASA certification becoming a core competitive barrier.

Third, ESG compliance is emerging as a key competitive moat. International policies are pushing companies to upgrade their green processes, creating high demand for roles in carbon footprint accounting and circular economy technologies. Carbon management professionals holding ISO 14064 certification are advancing 40% faster than the industry average. Companies are targeting top talent using a dual-track capability model of "international standards interpretation + technical background", with compensation premiums of up to 25% for those with multinational compliance experience.

In 2025, the new energy sector's compensation structure is characterized by three core trends: rising pricing power for AI R&D talent, explosive demand for low-altitude economy roles, and stratified compensation based on ESG compliance capabilities. Hybrid professionals with expertise in materials genome engineering algorithms, low-altitude aircraft system design, and international carbon management standards are becoming focal points in the talent war. Over the next three years, the pace of technological iteration and global compliance capability will be the key variables driving salary differentiation.

Renewable Energy



Renewable Energy: Talent Shortages

- Head of International Business
- Head of Overseas Production Base
- Wind/Solar/Energy Storage/Hydrogen Technical Roles
- R&D Engineers (Three-Electric Systems related)



Renewable Energy: High-Competition Roles

- International Business Development Roles in Wind/Solar/Energy Storage/Hydrogen
- Non-core Technical Roles in New Energy Vehicles



Renewable Energy: Key Skills

- Battery Technology: Battery innovation remains central to new energy vehicles, making cutting-edge technical expertise essential
- Wind, Solar, Storage, and Hydrogen Technologies: Skills in renewable energy technologies—such as water electrolysis for hydrogen (PEM/SOEC) and liquid hydrogen storage and transportation—are increasingly critical in the solar and wind sectors
- Logistics Integration Capability: As leading domestic companies target overseas markets, the ability to manage transport for oversized, special, or hazardous goods has become a necessary skillset

Renewable Energy



Sales & Marketing

Job Title	Annual Salary Range (RMB 000')	Increase%
Head of International Business	2,000-3,000	10%-20%
Global Marketing VP	1,500-2,000	20%-30%
Domestic Head of Commercial and Industrial Energy Storage Business Development	1,000-2,000	10%-20%
Overseas Head of Commercial and Industrial Energy Storage Business Development	1,000-2,000	10%-20%
Director of Domestic Portable Energy Storage Sales(North America/Europe/Japan/Korea /Southeast Asia)	1,000-2,000	10%-20%
Director of Domestic Residential Energy Storage Sales (North America/Europe/Japan/Korea /Southeast Asia)	1,000-2,000	10%-20%

Sales & Marketing

Job Title	Annual Salary Range (RMB 000')	Increase%
Director of Domestic Portable Energy Storage Sales	1,000-1,500	10%-20%
Sales Management Expert	1,000-1,500	10%-20%
Process Improvement Expert	800-1,500	10%-20%

Research & Development

Job Title	Annual Salary Range (RMB 000')	Increase%
R&D VP	2,000-5,000	10%-30%
Chief Engineer of Wind/Solar/Energy Storage/Hydrogen Engineering	1,500-3,000	10%-30%
Director of Battery Cell R&D	1,000-2,000	10%-30%
Director of Photovoltaic Module R&D	1,000-2,000	10%-30%
Director of BMS/EMS R&D	800-1,500	10%-30%
Inverter/PCS Technical Expert	800-1,500	10%-30%

Manufacturing & Supply Chain

Job Title	Annual Salary Range (RMB 000')	Increase%
Head of Manufacturing	2,000-3,000	10%-20%
Plant Manager	800-1,500	10%-20%
Lean Expert	800-1,500	10%-20%
Supply Chain VP	1,000-2,500	10%-20%
Head of Quality	1,000-1,500	10%-20%
Head of Procurement	1,000-1,500	10%-20%
Head of Logistic	1,000-1,500	10%-20%
Head of EHS	1,000-1,500	10%-20%

Education

In 2025, China's education sector is being propelled by dual engines of policy support and technological innovation, presenting a dual-track development model centered on "enhancing international education quality" and "strengthening STEM teaching talent". Ministry of Education approval data shows that the number of new Sino-foreign cooperative education programs increased by nearly 40% year-on-year in the first half of the year, with a focus on strategic fields such as artificial intelligence and data science. Innovative "dual enrollment + dual diploma" models are helping build talent development hubs for interdisciplinary education. Faculty structures are evolving toward a three-dimensional model encompassing academic research, industry practice, and technological application—driving a structural reshaping of compensation systems.

First, international education capabilities are advancing. K12 international schools and Sino-foreign higher education programs are seeing surging demand for cross-cultural teaching talent, with significant salary premiums for roles in STEM curriculum design and AI-based education product development. Universities are leveraging research-to-industry incentives and access to global academic resources to attract faculty in cutting-edge fields such as quantum computing and industrial internet. Talent shortages in key disciplines have grown 35% compared to 2024, while competition for interdisciplinary candidates has increased by 62%.

Second, demand for STEM teaching professionals is experiencing



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Education



structural growth. Policy support in sectors such as intelligent manufacturing and new energy vehicles has pushed the talent gap in industry-academia integrated teaching roles beyond 200,000. It is now common for enterprise technology executives to serve as part-time instructors, aligning salary benchmarks for dual-role educators with those in industry. Universities are increasing their investment in salary coefficients for PhD-level faculty and research seed funding, establishing a multidimensional incentive system combining base salary, project bonuses, and career development pathways. Salary growth for early-career STEM faculty is outpacing the industry average by 28%.

Finally, technology is reshaping teaching environments. AI-powered teaching tools now have over 65% adoption across the sector, driving a rapid upgrade in teacher competency frameworks. Traditional subject teachers face urgent demand for digital transformation. In specialized areas such as DSE curriculum in Hong Kong and Macau and multilingual college admissions planning, talent competition is heating up. Teachers with AI curriculum development and education data analytics skills are advancing 40% faster than those on conventional career paths, with notable salary differentiation.

In 2025, the education sector's compensation structure reflects three core trends: pricing power for international teaching capabilities, STEM-driven demand growth, and tiered compensation based on digital skill levels. Hybrid educators with full-English teaching qualifications, industry experience, and applied AI capabilities have become highly sought-after across all types of institutions. Over the next three years, interdisciplinary integration and the fusion of education with technology will be key variables driving salary differentiation in the academic workforce.

Education

Education: Talent Shortages

- HKDSE Principals/Coordinators/Teachers
- Bilingual Vocational Education Teachers (Sino-Foreign Cooperative Programs)
- STEM Education Instructors

Education: High-Competition Roles

- K12 Media & Communications Positions
- K12 Marketing & Admissions Roles
- Academic and Non-Academic Staff for Sino-Foreign Cooperative Education Programs

Education: Key Skills

- HKDSE (Science, Technology, Engineering, and Math) Teaching Background: As the Greater Bay Area develops, educational collaboration between Mainland China and Hong Kong SAR is intensifying
- AI Skills: Ability to integrate the latest AI technologies into immersive, time- and location-independent classrooms
- Cross-Cultural Communication: Strong language proficiency and cultural sensitivity for effective engagement in a globalized educational environment; familiarity with international curricula such as IB, AP, and A-Level
- Personalized Teaching: Capability to tailor instruction based on individual student needs
- Data-Driven Decision-Making: Use of education analytics to assess learning outcomes and teaching effectiveness, guiding instructional improvement

Education



K12 International School

Job Title	Annual Salary Range (RMB 000')	Increase%
School Principal	1,500-3,000	10%-20%
Operations Director	600-1,200	10%-20%
Bilingual Subject Leader/Teacher	300-600	10%-20%
Expat Subject Leader/Teacher	300-1,000	10%-20%
Director of Marketing and Admissions	500-800	10%-20%
ECA Director	500-800	10%-20%
HKDSE Coordinator/Teacher	400-800	10%-20%

Higher Education

Job Title	Annual Salary Range (RMB 000')	Increase%
Principal	1,500-3,000	10%-20%

Higher Education

Job Title	Annual Salary Range (RMB 000')	Increase%
High-Level Academic Talent	500-1,000	10%-20%
Director of Communications and Public Relations	500-1,000	10%-20%
Director of Admissions	500-1,000	10%-20%

Education Technology

Job Title	Annual Salary Range (RMB 000')	Increase%
Director of Sales	600-1,000	0%-10%
Director of Marketing	600-1,000	0%-10%
Director of Product	600-1,500	0%-10%

Others

Job Title	Annual Salary Range (RMB 000')	Increase%
Director of Online Education Content Development	600-1,000	0%-10%

Accounting & Finance

Over the past year, the finance and accounting sector has been shaped by digital transformation, driving strong demand and higher compensation for senior executives with advanced data analysis and financial planning capabilities. The widespread adoption of flexible employment models has altered compensation structures, while cost-reduction and efficiency strategies have suppressed salary growth in some industries.

From a job function perspective, roles in financial management, analysis, internal control, and internal audit remain in high demand. However, compensation premiums for capital markets roles have declined, while “specialist” talent now commands greater bargaining power. Talent shortages persist in overseas finance, internal control, and internal audit functions, where competition for senior-level positions is particularly intense.

As we enter 2025, the deepening application of AI technology is emerging as a new variable influencing compensation trends. With the growing adoption of financial bots and intelligent analytics tools, demand for traditional accounting roles continues to shrink, placing downward pressure on salary growth for those positions. Conversely, hybrid professionals who can leverage AI tools, build financial models, and provide intelligent decision support are becoming highly sought after and are expected to see notable compensation growth.

In addition, uncertainty surrounding global economic recovery is prompting companies to place greater emphasis on risk control and cash flow management within finance teams. Professionals



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Accounting & Finance

with experience in cross-border capital allocation and foreign exchange risk management now enjoy stronger leverage in compensation negotiations.

There is a clear structural imbalance between supply and demand in the finance talent market. Overseas finance roles, which often involve cross-border business operations, require professionals to be well-versed in international accounting standards, foreign tax policies, and foreign exchange controls—resulting in significant talent gaps. Internal control and internal audit roles are rising in importance, and there is strong demand for professionals with deep expertise and experience. Finance shared service center roles are also in urgent need of specialized talent to support the growing trends of process standardization and centralized operations.

High-level positions such as Chief Financial Officer, Head of Capital Markets, and Director of Investor Relations remain in demand. However, due to the high expectations for candidates' strategic vision, industry relationships, and communication skills, the available talent pool is extremely limited—leading to intense competition. While compensation for these roles remains high, growth has begun to plateau. Many C-suite financial executives are now willing to accept pay cuts in exchange for better career platforms or industry tracks, and for this group, the appeal of long-term incentives has gradually declined.



Accounting & Finance: Talent Shortages

- Financing and Cash Management
- Overseas Investment and M&A
- Director of Business Analysis

Accounting & Finance



Accounting & Finance: High-Competition Roles

- Chief Financial Officer
- Finance Business Partner
- Head of Investor Relations



Accounting & Finance: Key Skills

- Data analysis and mining
- Automation and process management
- AI-driven financial forecasting and planning
- Ability to understand and apply emerging technologies
- Business acumen and strategic thinking
- Compliance in overseas finance and cross-regional stakeholder coordination

Accounting & Finance



C-suite

Job Title	Annual Salary Range (RMB 000')	Increase%
Chief Financial Officer	1,500-5,000	-10%-10%

Audit

Job Title	Annual Salary Range (RMB 000')	Increase%
Head of Internal Audit	800-1,800	0%-15%
Audit Manager	300-700	10%-15%

Tax & Treasury

Job Title	Annual Salary Range (RMB 000')	Increase%
Tax Director	800-1,500	10%-20%
Tax Manager	300-800	10%-20%
Treasury Director/Head	800-1,500	15%-25%

FP&A/BP

Job Title	Annual Salary Range (RMB 000')	Increase%
Finance BP Director/Head	1,000-2,500	0%-15%
FP&A Director/Head	800-2,000	10%-15%
Finance BP	300-800	10%-20%

Controlling, Accounting & Cost Management

Job Title	Annual Salary Range (RMB 000')	Increase%
Financial Controller/Head of Financial Controlling	800-1,800	0%-15%
SSC Director/Head	800-1,200	10%-15%
Head of GL & Reporting	500-800	10%-15%
Accounting Manager	300-600	10%-15%
Costing Analysis Director	800-1,500	0%-20%

Capital Markets

Job Title	Annual Salary Range (RMB 000')	Increase%
Head of Capital Markets	1,000-2,000	0%-20%
IR Director	600-1,500	0%-10%

Legal & Compliance

In 2025, compensation trends in the legal and compliance function are showing signs of structural divergence, with industry, role level, and technical capability emerging as the core variables.

Overall salary growth is slowing but increasingly stratified. Due to macroeconomic conditions, China's projected average salary growth for 2025 is 4.4%. Base-level roles in legal and compliance are expected to see general salary increases of around 4%, while job changes at the mid- and junior levels can result in salary increases of 10% to 25%. Mid-to-senior-level professionals with rare skills in cross-border compliance and data security are in higher demand and command stronger compensation premiums.

Industry differences are driving layered compensation structures.

First, finance and technology lead the growth. The Greater Bay Area, with its fintech cluster, is seeing salary increases of 6% to 8% for fintech compliance roles—well above the industry average. Talent with compliance experience in blockchain and cross-border payments can see compensation premiums of up to 30%. The Yangtze River Delta, with its focus on the digital economy, offers 20% to 30% salary premiums to cross-border payment compliance talent holding CFA or FRM certifications.

Second, ESG compliance is emerging as a new growth point. The EU's Corporate Sustainability Reporting Directive (CSRD) and ESG disclosure requirements for listed companies in China are driving demand for roles such as ESG compliance officers and



KOS Mainland China
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Legal & Compliance



sustainability consultants. In the Yangtze River Delta, annual salaries for ESG compliance professionals typically range from RMB 300,000 to 600,000—around 20% higher than traditional compliance roles. Demand is especially strong among new energy and technology firms in Shanghai and Hangzhou. In the Greater Bay Area, ESG compliance experts earn 15% to 20% more than their domestic counterparts due to the region's high volume of cross-border business.

Third, traditional industries show weaker growth. In sectors like manufacturing and retail, salary increases for legal and compliance roles remain limited due to shrinking profit margins. These industries are more inclined to replace basic review work with AI tools. Some manufacturing firms have begun implementing intelligent contract review systems, leading to a 10% to 15% reduction in junior compliance headcount.

Technical capabilities are reshaping compensation structures. First, the deep application of AI (e.g., intelligent contract review, risk alert systems) is reconstructing the value chain of legal and compliance functions. Second, basic roles are under pressure: roughly 30% of repetitive tasks—such as contract review and legal research—can now be handled by AI, leading to stagnating salary growth and even headcount reductions for junior compliance roles. Third, there is a notable premium for technically skilled professionals. Legal staff proficient in vertical legal AI models and data compliance governance are becoming scarce resources. Finally, strategic roles are gaining value. Senior professionals who can integrate compliance management with digital business strategies—such as designing finance-legal-operation workflows—are seeing higher salary growth. In cities like Shenzhen and Shanghai, fintech firms offer particularly competitive compensation to "legal + tech" hybrid talent.

Meanwhile, policy trends are creating new opportunities. Cross-border regulations such as the EU's Deforestation Regulation and Battery Regulation are pushing companies to hire legal professionals familiar with international rules. These roles offer 15% to 20%

Legal & Compliance

higher salaries than domestic compliance positions. Domestically, tightening data security regulations are fueling demand for professionals with CIPP (Certified Information Privacy Professional) credentials. In the Greater Bay Area, where cross-border activity is dense, CIPP-certified talent can command even higher compensation.

In 2025, compensation in the legal and compliance field will be characterized by a “tight supply at the high end, fragmentation in the middle, and downward pressure at the low end”. Professionals are advised to enhance their bargaining power by developing cross-disciplinary capabilities across law, technology, and industry knowledge. As compliance evolves from a “cost center” to a “strategic center”, hybrid talent capable of risk anticipation and value creation will become the primary driver of salary growth.

Legal & Compliance: Talent Shortages

- Cross-Border Litigation Experts
- Cross-Border Data Compliance Specialists
- ESG Compliance Consultants
- Fintech Compliance Engineers

Legal & Compliance: High-Competition Roles

- Legal Managers in Traditional Industries
- Mid-Level and Junior Compliance Roles

Legal & Compliance: Key Skills

- Regulatory interpretation combined with technical integration
- Cross-functional collaboration and strategic thinking
- Data governance and risk quantification
- Dual background in law and industry expertise

Legal & Compliance



Corporate Legal

Job Title	Annual Salary Range (RMB 000')	Increase%
General Counsel/Chief Legal Officer	1,500-5,000	0%-10%
Legal Director	800-2,000	0%-15%
Legal Manager/Corporate Counsellor	300-600	10%-20%
Head of International Legal Affairs	600-1,500	15%-25%

Intellectual Property

Job Title	Annual Salary Range (RMB 000')	Increase%
IP Director/Head	600-1,200	15%-20%
IP Manager	350-500	20%-30%
IP/Patent Specialist	350-600	20%-30%

Compliance

Job Title	Annual Salary Range (RMB 000')	Increase%
Head of Compliance	800-3,000	0%-15%
Compliance Director	600-1,200	0%-15%
Compliance Manager	300-500	10%-15%

Internal Investigation

Job Title	Annual Salary Range (RMB 000')	Increase%
Head of Investigation	600-1,200	0%-20%

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