



ARTHUR EDWARD

GLOBAL COSMETIC RECRUITMENT



# COSMETICS & PERSONAL CARE INDUSTRY

## SALARY SURVEY & INDUSTRY REPORT 2021



# INTRODUCTION

"Arthur Edward is the leading recruitment agency specialising in the cosmetics, perfumery and personal care industry. We find global top talent along the product lifecycle to innovate, launch and market some of the world's bestselling beauty products, and we love what we do!

For almost 20 years our personal, quality-first focus has guaranteed absolute confidentiality, integrity and honesty. We encourage a flexible approach to recruitment and employment, and we're proud that 100% of our client companies say they would recommend Arthur Edward Recruitment to other businesses.

To support companies and candidates in an ever-changing Industry, we recruit for permanent and contract roles across all disciplines and at all career levels, from graduates to the Board.

We are delighted to share our annual Salary Survey, compiled from the responses of over 750 individuals. We'd like to thank our industry friends and colleagues for taking the time to complete it."

*Heidi Bannister, Arthur Edward  
Founder & Managing Director*



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# INDUSTRY SIZE & LOYALTY

In 2020, the global Beauty & Personal Care market was valued at US\$511.4 billion. The UK market value was US\$15.4 billion, making it the third largest in Europe, and seventh largest in the world (source: Statista.com).

It was an exceptional year, as the Covid-19 Pandemic impacted all sectors of the industry. Around the world, lockdown and other restrictions drove online shopping to new heights. Ecommerce company Shopify reported 10 years of ecommerce growth in just 90 days at the pandemic's peak in the US.

The self-care and pampering categories boomed, while colour cosmetics struggled. Lip make-up was hit hardest, as mask-wearing became mandatory in many public places.

There is optimism for the second half of 2021 in the UK, as restrictions ease and the High Street re-opens. Other markets may be slower to recover, as restrictions and vaccine programs vary around the world.

A source of constant inspiration and continual innovation, the industry generates passion and enthusiasm. Once in the industry, loyalty levels are high. 45% of our respondents have worked in the industry for 11 years or more, and 89% felt their salary expectations could be met within it.







# OUR SURVEY RESPONDENTS

## INDUSTRY SECTORS

Our Salary Survey covers five core business sectors: Sales, Marketing, Technical, Operations and Top Level Management. Each sector is broken down into a variety of roles and disciplines.

Innovation and novelty are driving forces in the Personal Care industry. Creating the next breakthrough product, brand or technology is a combined effort, and Product Development roles feature in the Marketing, Technical and Operations sectors.

## DEMOGRAPHIC HIGHLIGHTS:

### Our Respondents were:

Gender:	71% female, 28% male, 1% prefer not to say
Age:	47% are 35 or under 27% are 36-45 26% are 46+
Education:	36% have a Bachelor's degree or high-level Diploma 40% have a Master's degree 4% have a PhD
Location:	48% live in London and the South of England 36% live outside the UK

## Respondents by Industry Sector



## WHERE YOU WORK

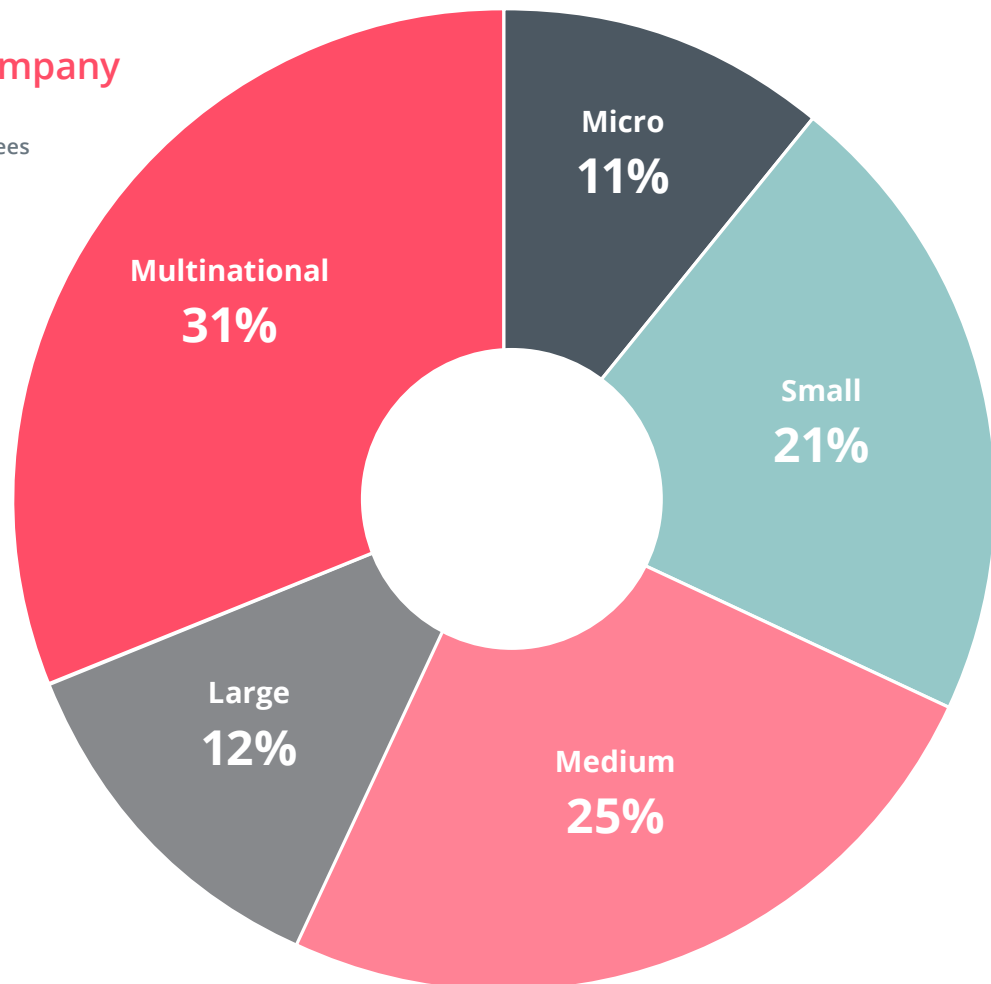
**The Cosmetics Industry is all encompassing, requiring a mix of skills and personality traits.**

Our respondents' employers include multinational chemical manufacturers and raw materials suppliers, contract manufacturers, perfume houses, global cosmetics giants, international ecommerce and high street retailers, and brands of all sizes.

Representing over 350 companies worldwide, they mix chemical and finished product manufacturers, brands, marketing, digital, design, regulatory and technical services.

## Size of Current Company

- Micro: less than 10 employees
- Small: 11-50
- Medium: 51-250
- Large: 251-1,000
- Multinational: 1,000+



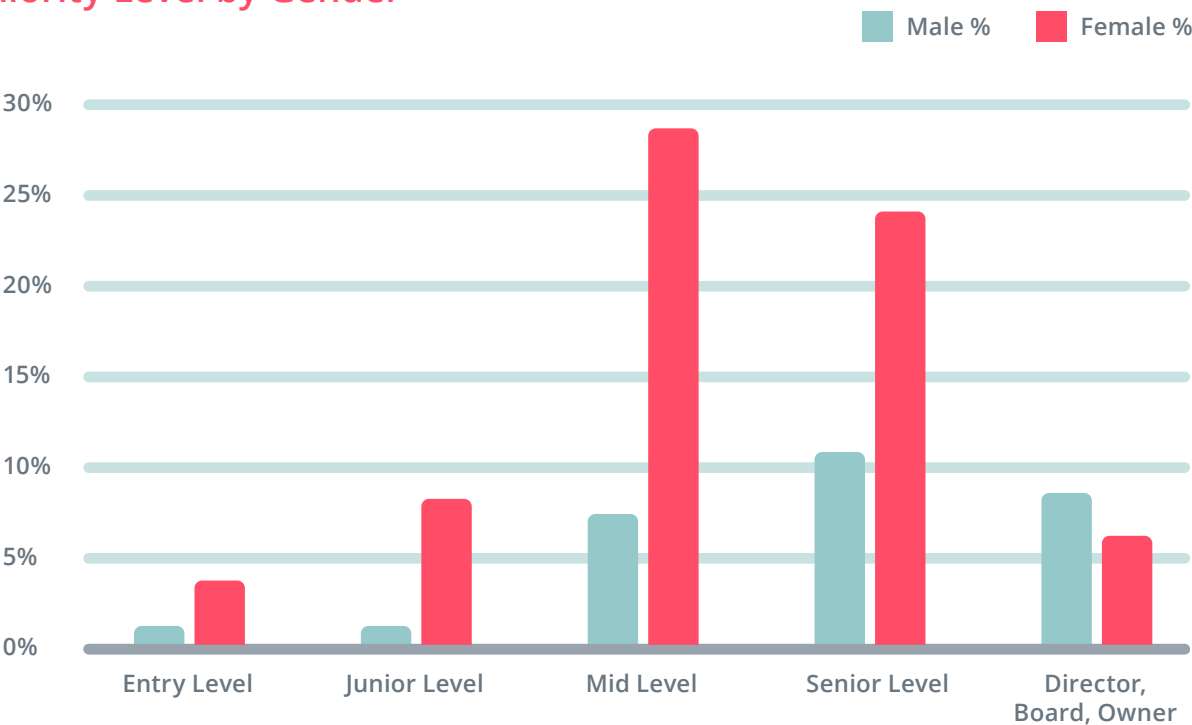
# ROLE, SENIORITY AND DIVERSITY

The cosmetics industry is a great place to work. It has a strong sense of inclusion and diversity, and is taking active steps to offer equal opportunities and rewards in all sectors.

Female respondents outnumber male by more than 2:1 at entry, junior and mid-level. Progressing to senior and then top level, male respondents equal and then outnumber female.

This is reflected in salaries: 13% of male respondents earn £125k+ per year, but only 2% of female.

## Seniority Level by Gender





# ETHNICITY WITHIN UK INDUSTRY

For the first time, we asked respondents to share their ethnicity. All Survey questions were optional, and 96% of respondents chose to provide this information.

The UK National Census provides the most accurate information about population demographics. It is carried out every 10 years, and the latest information dates from the 2011 census.

The Office of National Statistics will publish initial findings from the 2021 Census in March 2022, so our next Salary Survey will be able to reference more recent data.

Looking specifically at UK-based respondents, we see more diversity in the industry than in the general population (*Source: UK National Census 2011*).

## Ethnic Diversity in UK-Based Respondents

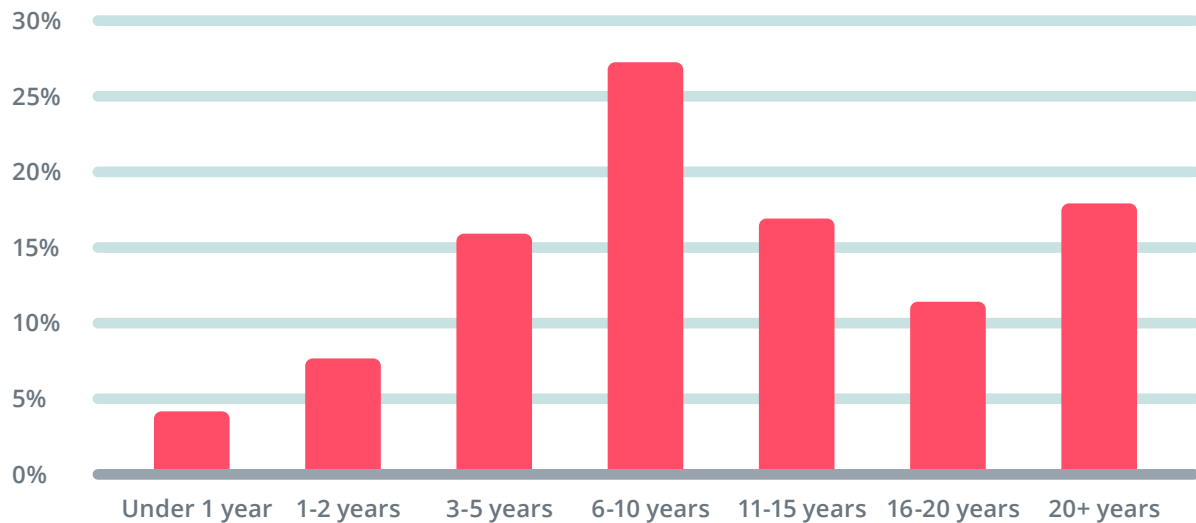
UK Ethnicity	Survey Respondents	UK Population
Asian or Asian British	10%	8%
Black, African, Caribbean or Black British	3%	3%
Mixed or multiple ethnic groups	4%	2%
White	81%	86%
Other ethnic group	2%	1%

# WORK HISTORY

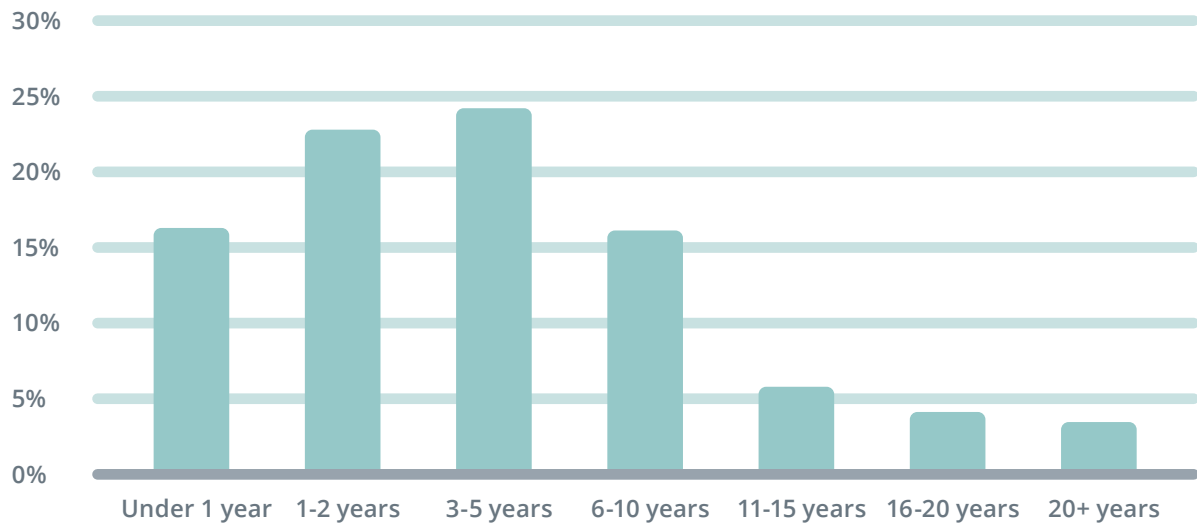
There is a real passion for the industry. 45% of respondents have worked in it for 11 years or more.

People tend to change employer and/or roles after 5 years.

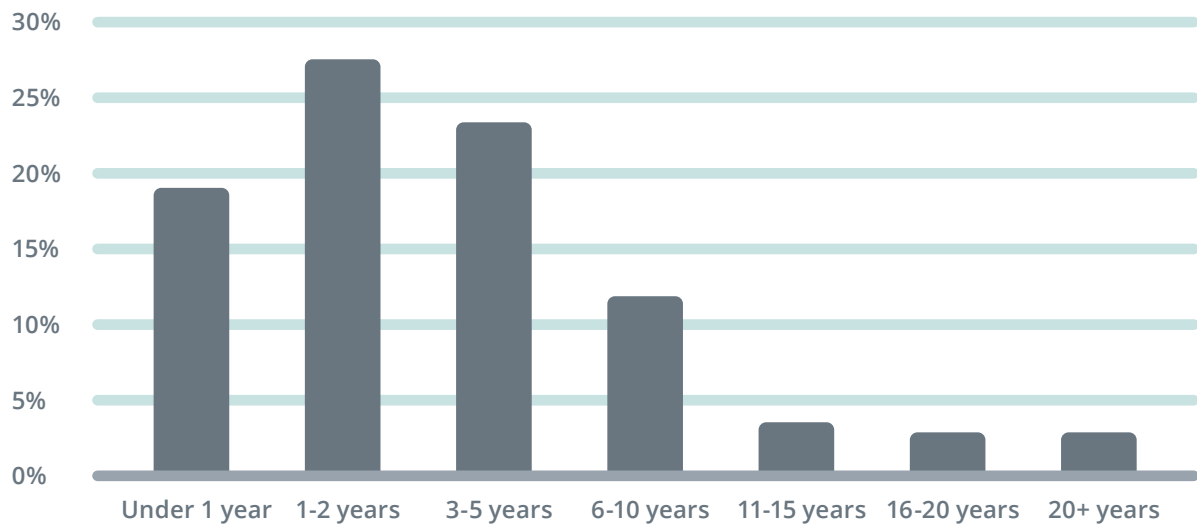
## Years Worked in the Industry



## Years Worked in Current Company



## Years Worked in Current Role

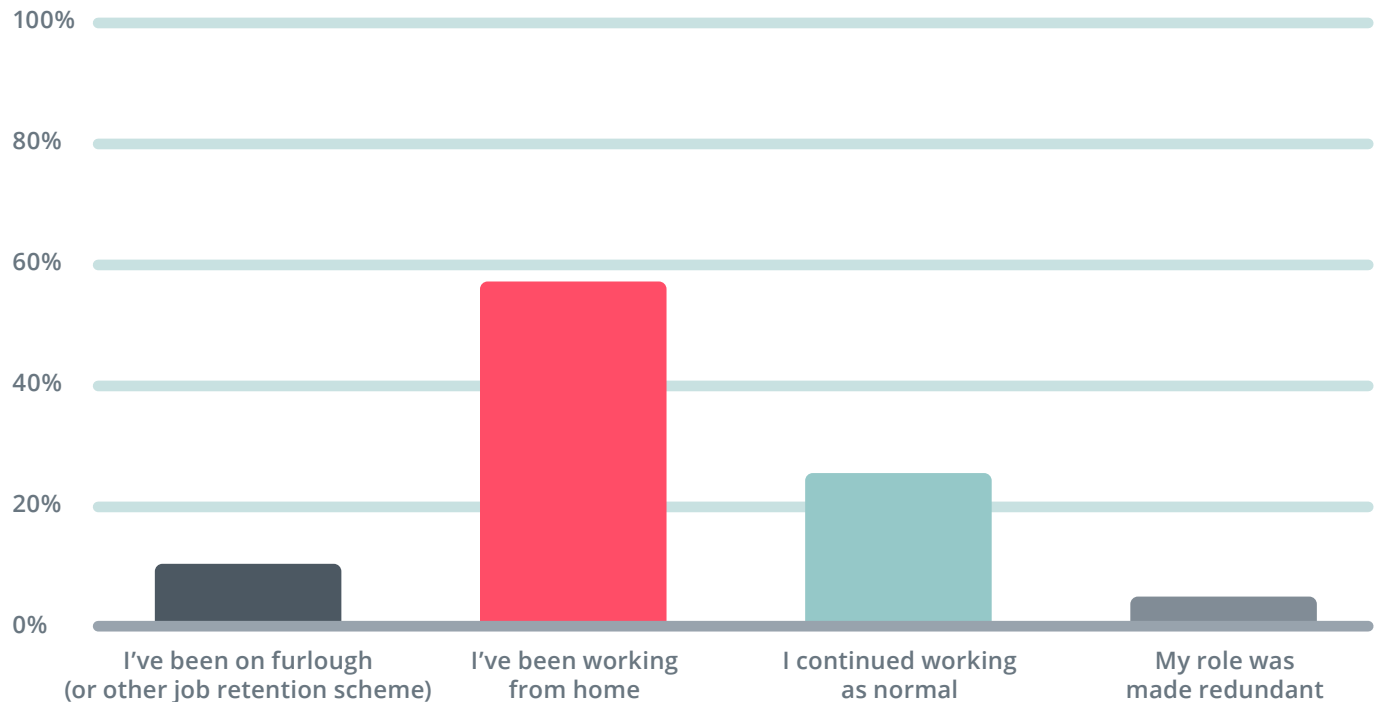


# WORKING THROUGH THE COVID-19 PANDEMIC

We asked people about their experience of working through the Pandemic.

58% of respondents are currently working from home. This is new to 77% of them, who were not home-based before the Pandemic.

## How did the Pandemic affect your work life?

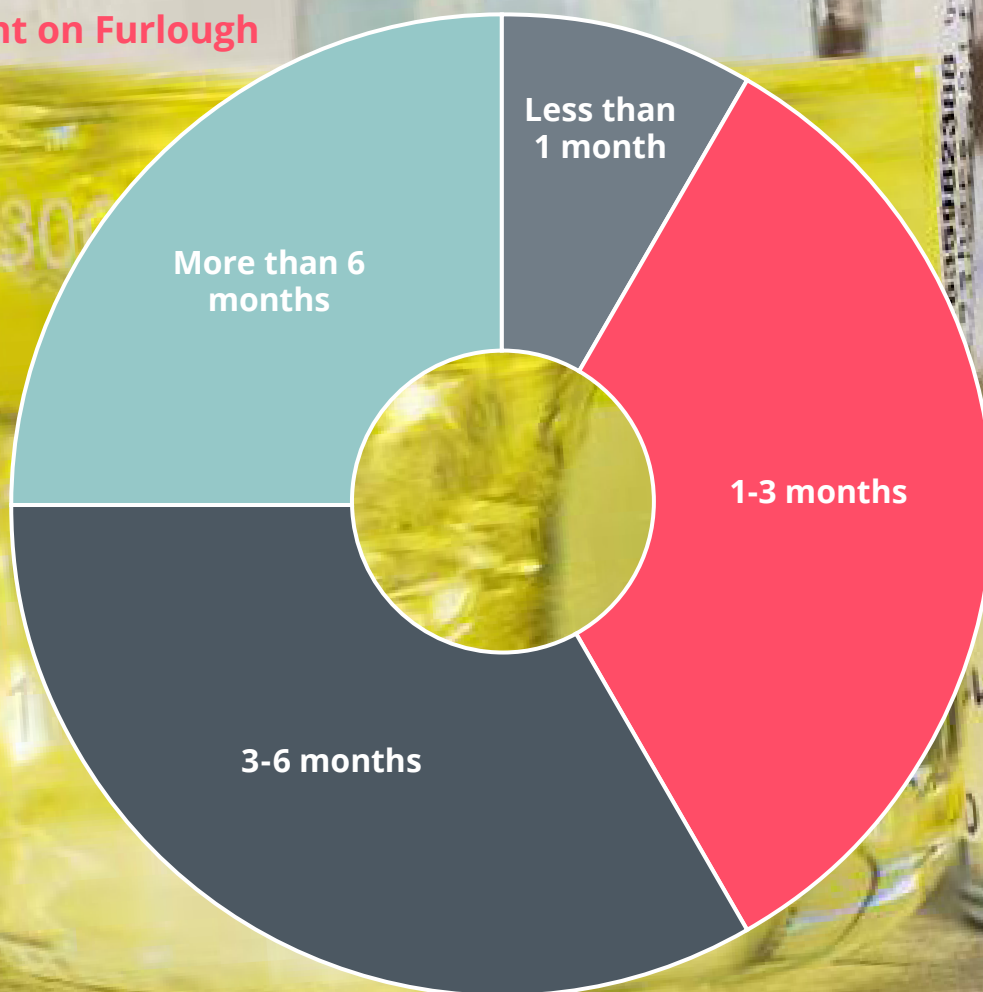




Of those now working from home, 84% expect to continue doing so at least some of the time, after the Pandemic.

9% of respondents have spent some time on furlough, or another job retention scheme.  
57% of them for 3 months or more.

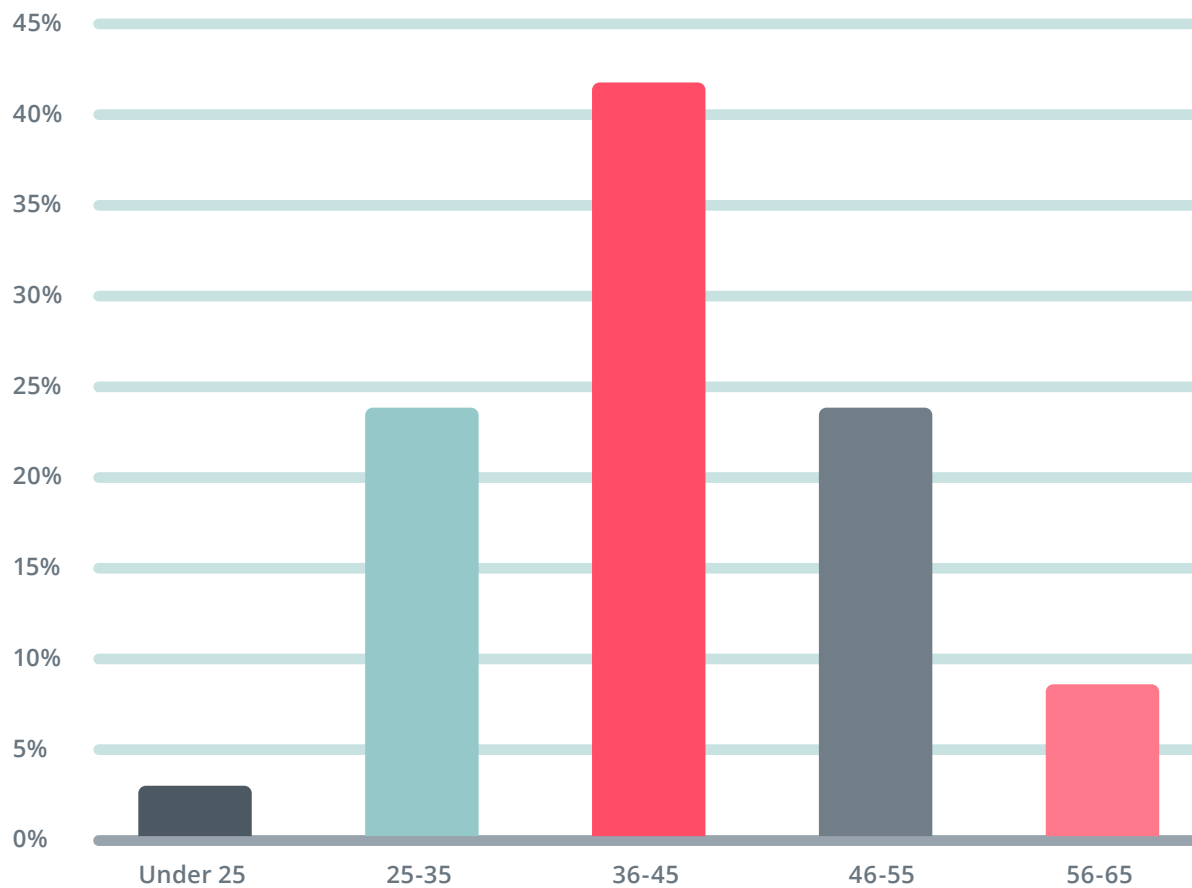
### Time Spent on Furlough



Sadly, 6% of respondents were made redundant during the Pandemic.

The redundancies were spread across all sectors of the Industry, and all ages.

## Redundancy by Age

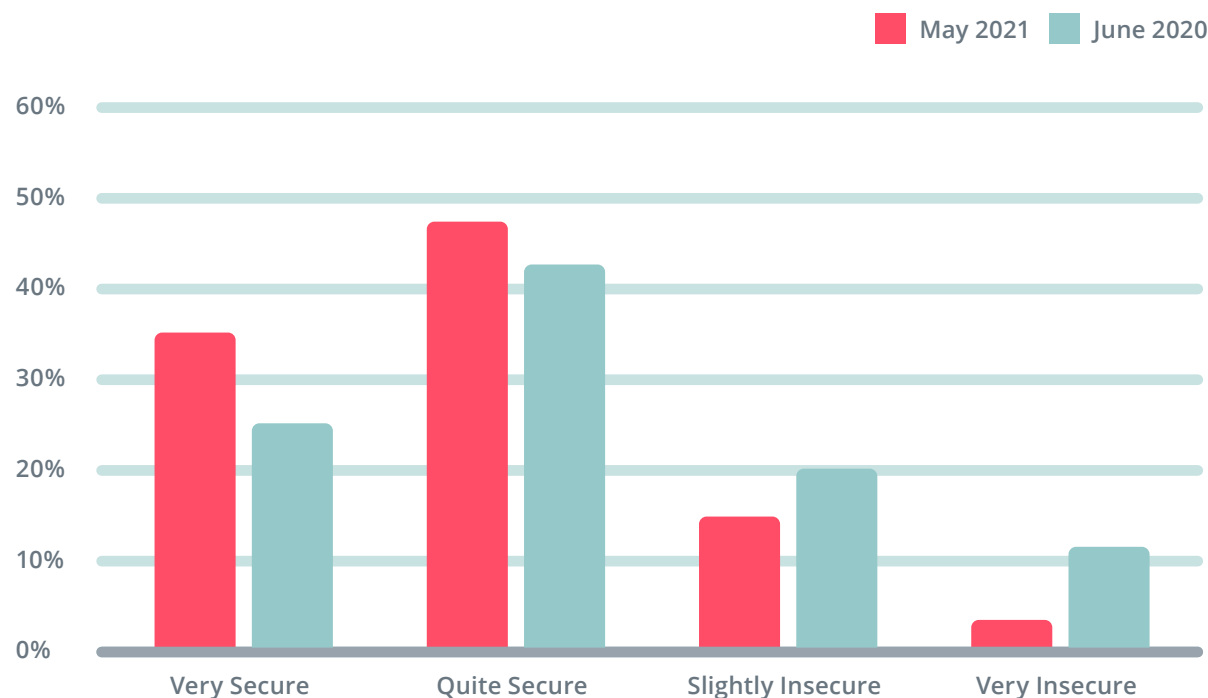


# JOB SECURITY

We asked people how secure they feel in their job. Despite the uncertainty caused by the Pandemic, only 17% of respondents report feeling slightly or very insecure.

We asked the same question in a Survey in June 2020. At that time, long before a Covid-19 vaccine was developed, 33% of people reported feelings of job insecurity.

## Levels of Job Security





# SALARIES

Salaries vary widely across the industry due to experience, qualifications, company size and other factors.

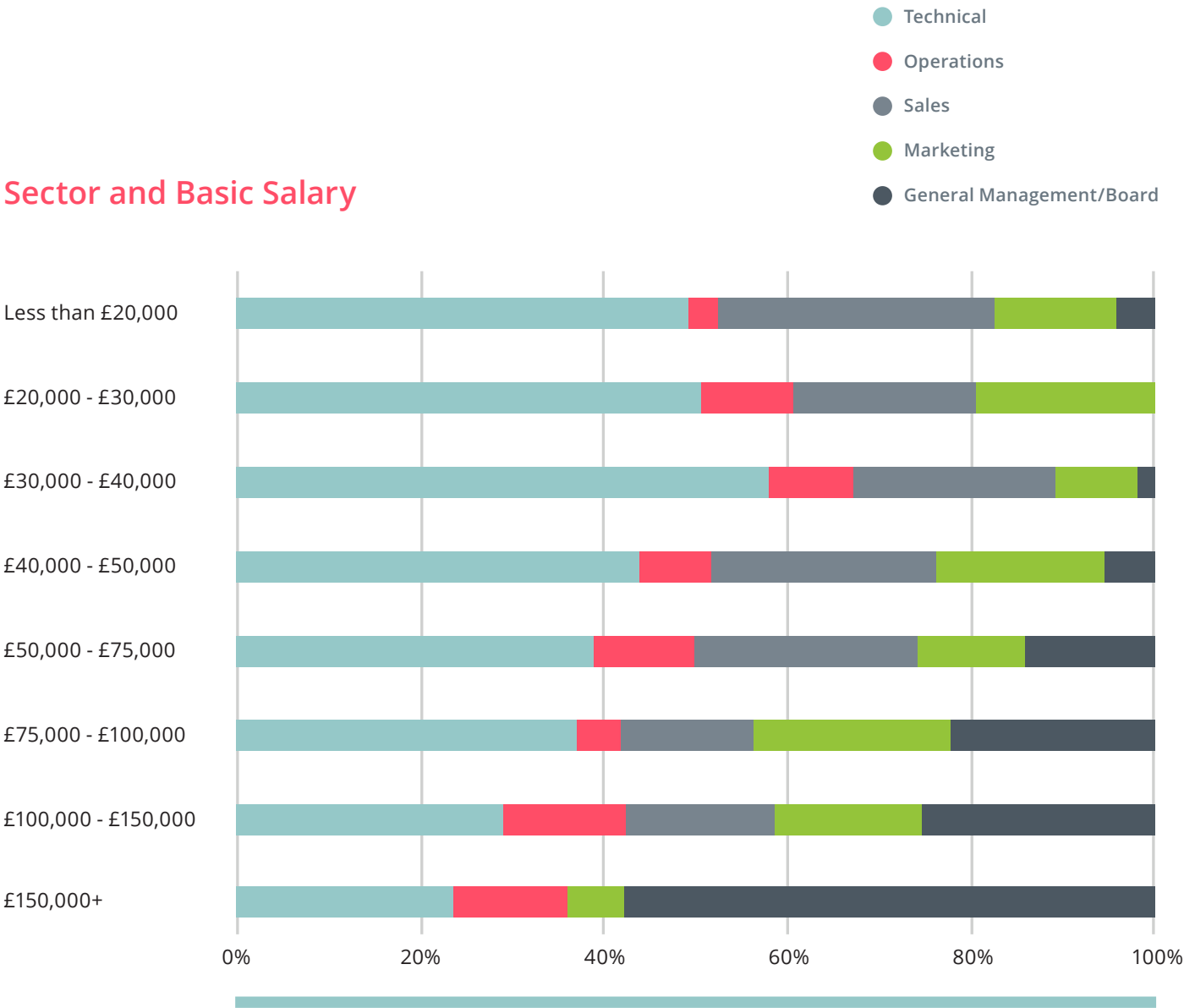
50% of salaries fall within the £25,000 to £55,000 range, with the average across all sectors at £56,300. This compares favorably with the average UK salary of £38,600 (Source: ONS).

As to be expected, the highest salaries are earned by those in Top Level Management, including Owners, Directors and Board members. But everyone has to start somewhere, and it is possible to reach high salaries within all sectors.





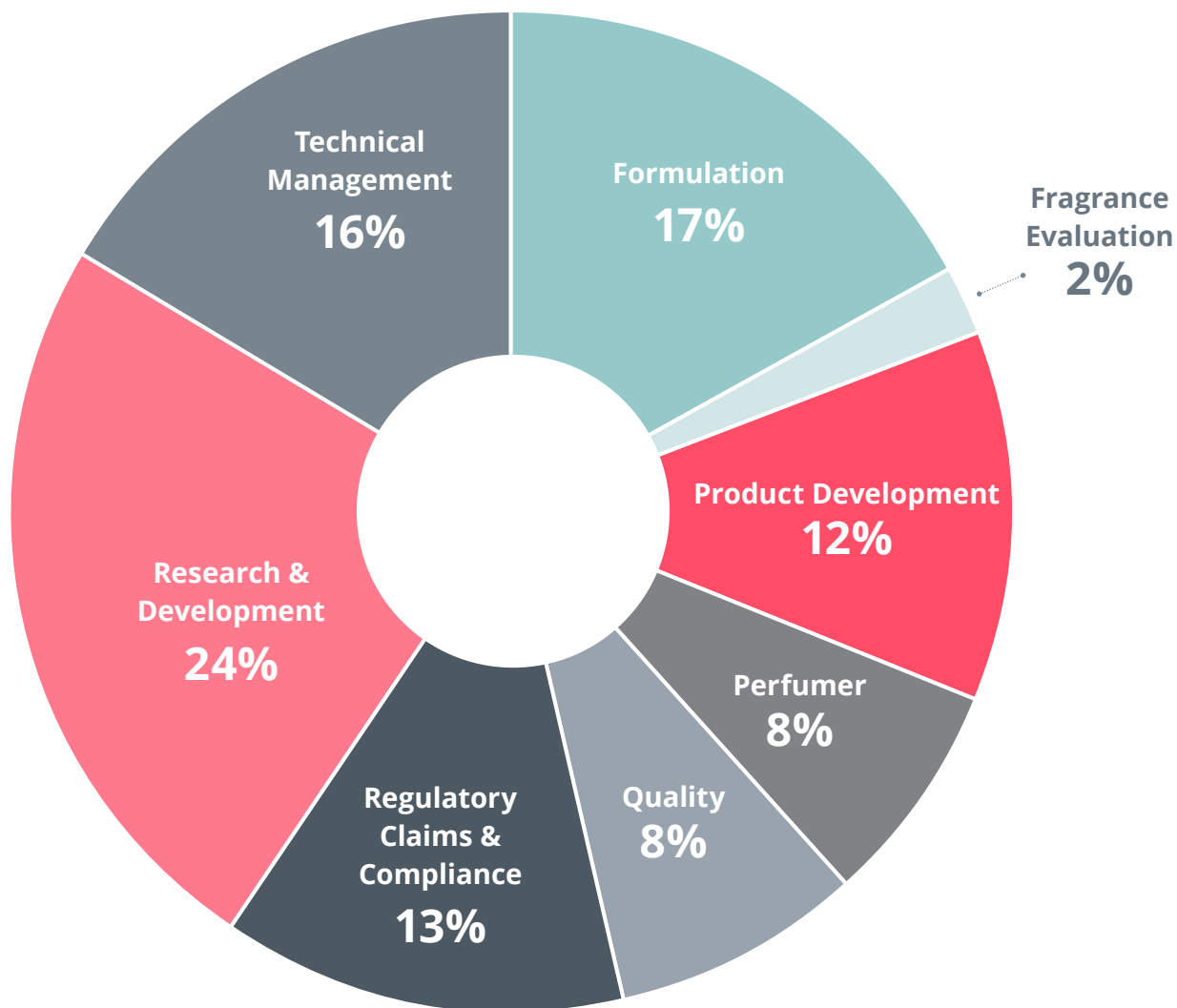
## Sector and Basic Salary



# TECHNICAL

There are many specialisms within the Technical sector with a variety of different career paths from research and formulation through to testing, quality and regulatory roles.

## Technical Respondents' Roles by Type



## Technical salaries range from £18,000 to £300,000.

Salaries by job title are below. The average shown is not a mathematical equation, but an estimate based on Survey feedback and our Industry knowledge and experience.

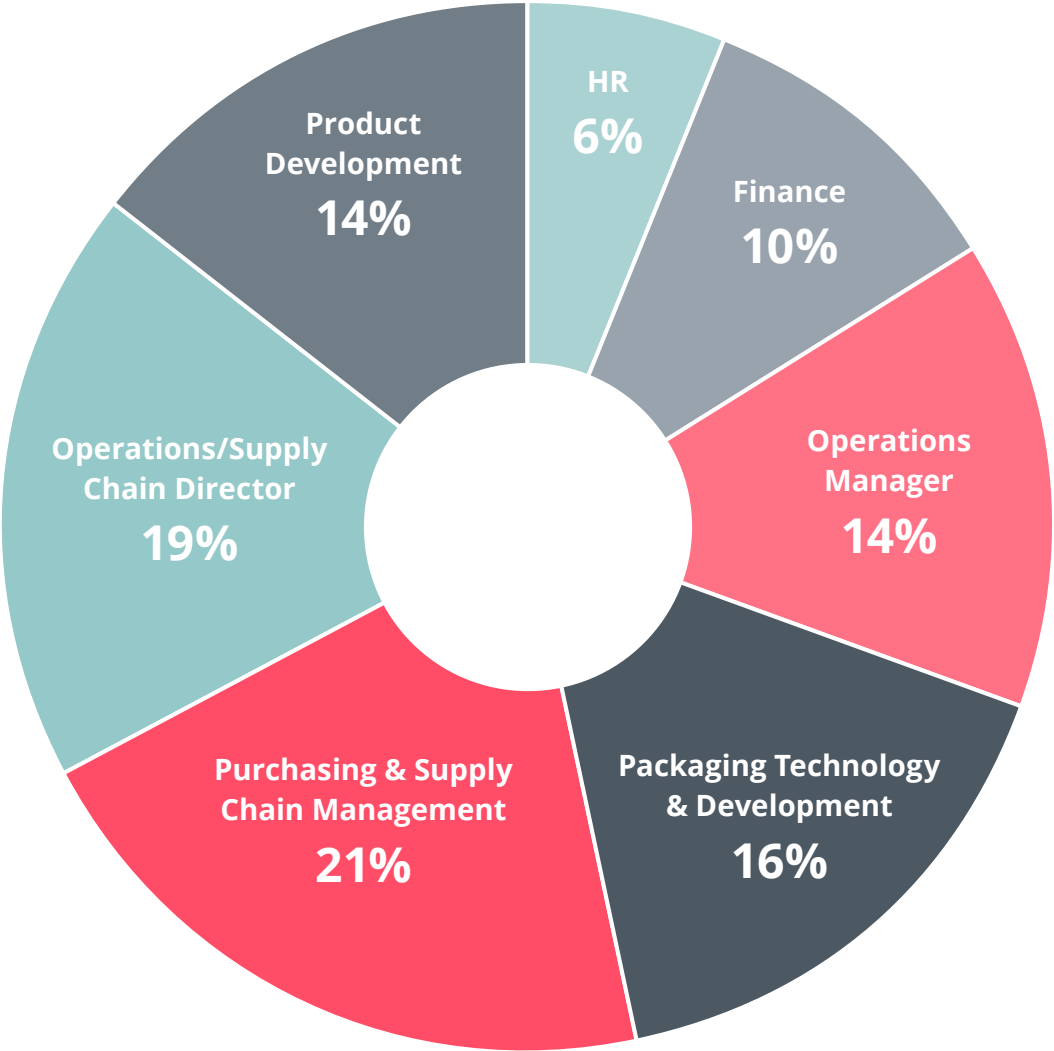
Individual salaries vary widely within these bands, due to experience, seniority, company size, location and other factors. To discuss salary levels for specific roles, please contact the Arthur Edward team.

Job Title	Lowest Salary	Highest Salary	Average Salary
Laboratory Technician	£18,000	£30,000	£20,000
Quality Control	£18,000	£40,000	£28,000
Microbiologist	£20,000	£50,000	£28,000
Process/Production Chemist	£20,000	£60,000	£40,000
Toxicologist	£20,000	£80,000	£40,000
Formulation/ Development Chemist	£18,000	£50,000	£40,000
Product Technologist	£20,000	£75,000	£45,000
R&D Chemist	£20,000	£150,000	£50,000
Quality Assurance/Manager	£30,000	£120,000	£55,000
Regulatory Affairs	£20,000	£120,000	£50,000
Compliance	£20,000	£120,000	£50,000
Patent Engineer	£30,000	£180,000	£60,000
Technical Sales	£26,000	£80,000	£45,000
Technical Marketing	£25,000	£80,000	£45,000
Technical Manager	£40,000	£160,000	£70,000
Technical Director	£60,000	£300,000	£90,000
Qualified Person	£60,000	£300,000	£120,000

# OPERATIONS

Operations is our broadest sector, incorporating general operations, packaging, supply chain, HR and finance.

## Operations, Packaging & Procurement Respondents' Roles by Type





## Operations salaries range from £20,000 to £150,000.

Salaries by job title are below. The average shown is not a mathematical equation, but an estimate based on Survey feedback and our Industry knowledge and experience.

Individual salaries vary widely within these bands, due to experience, seniority, company size, location and other factors. To discuss salary levels for specific roles, please contact the Arthur Edward team.

Job Title	Lowest Salary	Highest Salary	Average Salary
Logistics	£20,000	£80,000	£35,000
Supply Chain	£20,000	£150,000	£65,000
Demand Planner	£25,000	£60,000	£35,000
Warehouse Manager	£25,000	£60,000	£35,000
Stock Controller	£25,000	£50,000	£35,000
Project Manager	£25,000	£70,000	£45,000
New Product Development	£20,000	£100,000	£45,000
Operations Manager	£30,000	£140,000	£50,000
Packaging Technologist	£25,000	£100,000	£50,000
Buyer/Purchasing	£20,000	£130,000	£50,000
HR	£30,000	£125,000	£60,000

# PERFUMERY

Perfumers are an exclusive part of our industry. Successful Noses are revered and can command high salaries. 58% of respondents in this sector are Perfumers, across all levels of expertise.



**Perfumery salaries range from £18,000 at a junior technician level to £400,000 for a Creative Perfumer or Fragrance Director.**

Salaries by job title are below. The average shown is not a mathematical equation, but an estimate based on Survey feedback and our Industry knowledge and experience.

Individual salaries vary widely within these bands, due to experience, seniority, company size, location and other factors. To discuss salary levels for specific roles, please contact the Arthur Edward team.

Job Title	Lowest Salary	Highest Salary	Average Salary
Trainee Perfumer	£20,000	£40,000	£28,000
Compounder	£18,000	£50,000	£30,000
GCMS Analyst	£18,000	£60,000	£38,000
Evaluator	£20,000	£80,000	£50,000
Fragrance Development Manager	£40,000	£160,000	£80,000
Perfumer	£35,000	£200,000	£80,000
Creative Perfumer	£60,000	£400,000	£150,000

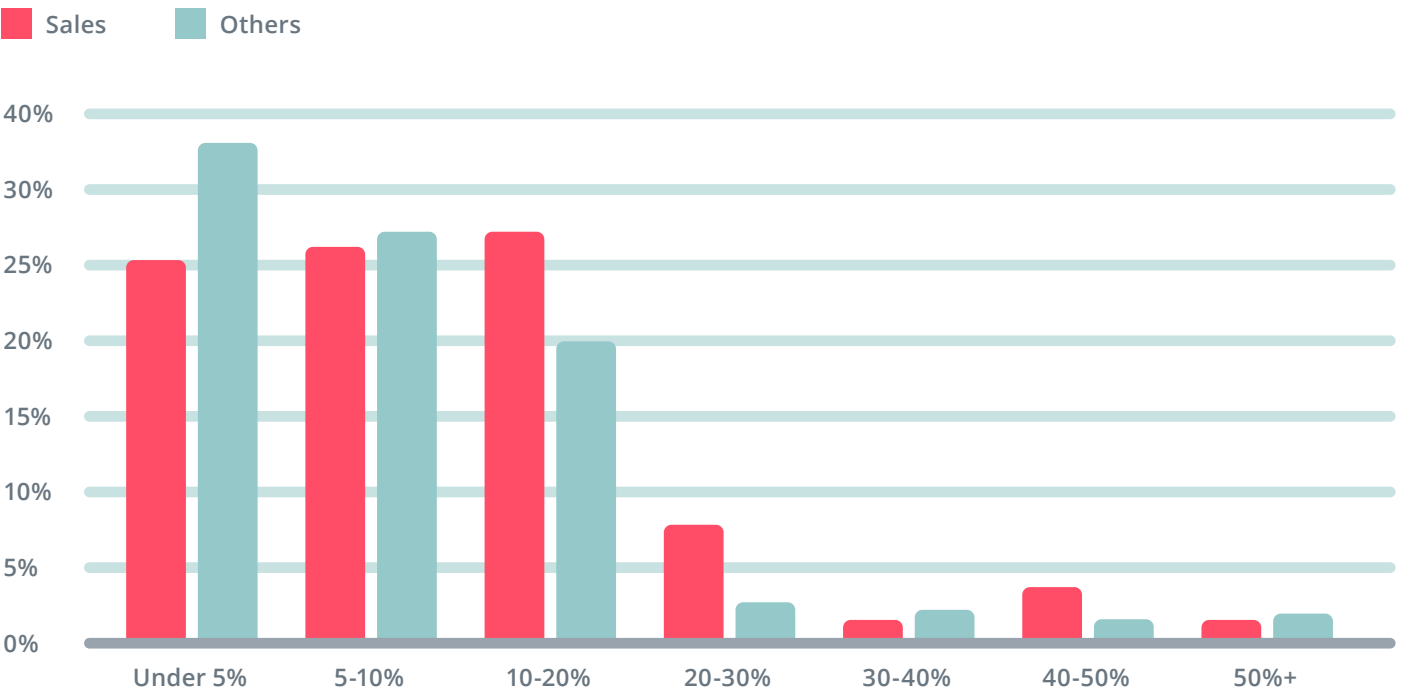


# SALES

Multiple Sales roles exist in the industry, from selling products in stores or online, to business-to-business sales of raw materials, packaging and services to manufacturers and brands.

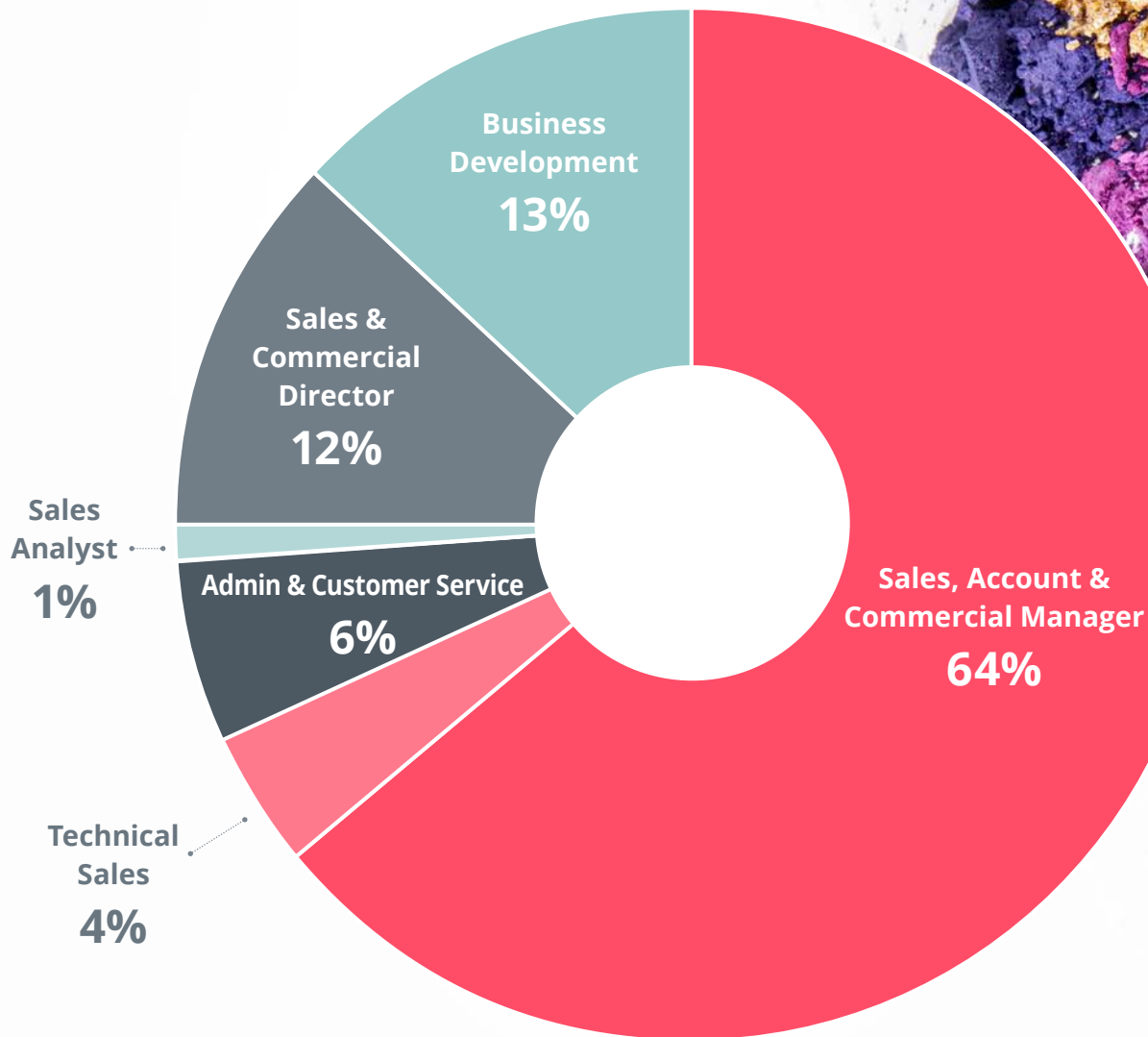
The average basic salary in the Sales category is £49,900. Bonuses are more important in this category than in others. 63% of people in Sales received a bonus last year, vs 50% in other sectors, and they were typically higher.

## Bonus as % of Basic Salary





## Sales Respondents' Roles by Type



**Sales basic salaries range from £18,000 to £250,000 at Director level.**

Salaries by job title are below. The average shown is not a mathematical equation, but an estimate based on Survey feedback and our Industry knowledge and experience.

Individual salaries vary widely within these bands, due to experience, seniority, company size, location and other factors. To discuss salary levels for specific roles, please contact the Arthur Edward team.

Job Title	Lowest Salary	Highest Salary	Average Salary
Account Executive	£18,000	£38,000	£28,000
Sales Administration	£18,000	£36,000	£26,000
Sales Analyst	£20,000	£55,000	£32,000
Ecommerce Manager	£45,000	£80,000	£65,000
Internal Sales	£18,000	£40,000	£32,000
In-store Retail Sales	£19,000	£48,000	£32,000
Store Manager	£28,000	£60,000	£38,000
Area Manager/Travel Retail Manager	£30,000	£60,000	£42,000
Educator/Training Manager	£35,000	£80,000	£45,000
Technical Sales	£26,000	£80,000	£45,000
Account Manager	£35,000	£65,000	£50,000
Sales Manager	£35,000	£75,000	£45,000
National/Key Account Manager	£45,000	£120,000	£55,000
Business Development Manager	£35,000	£120,000	£55,000
International Account Manager	£35,000	£100,000	£47,000
International Sales Manager	£45,000	£180,000	£65,000
Head of Sales	£60,000	£180,000	£75,000
Sales/Commercial Director	£60,000	£250,000	£95,000
Country Manager/Director	£60,000	£250,000	£120,000

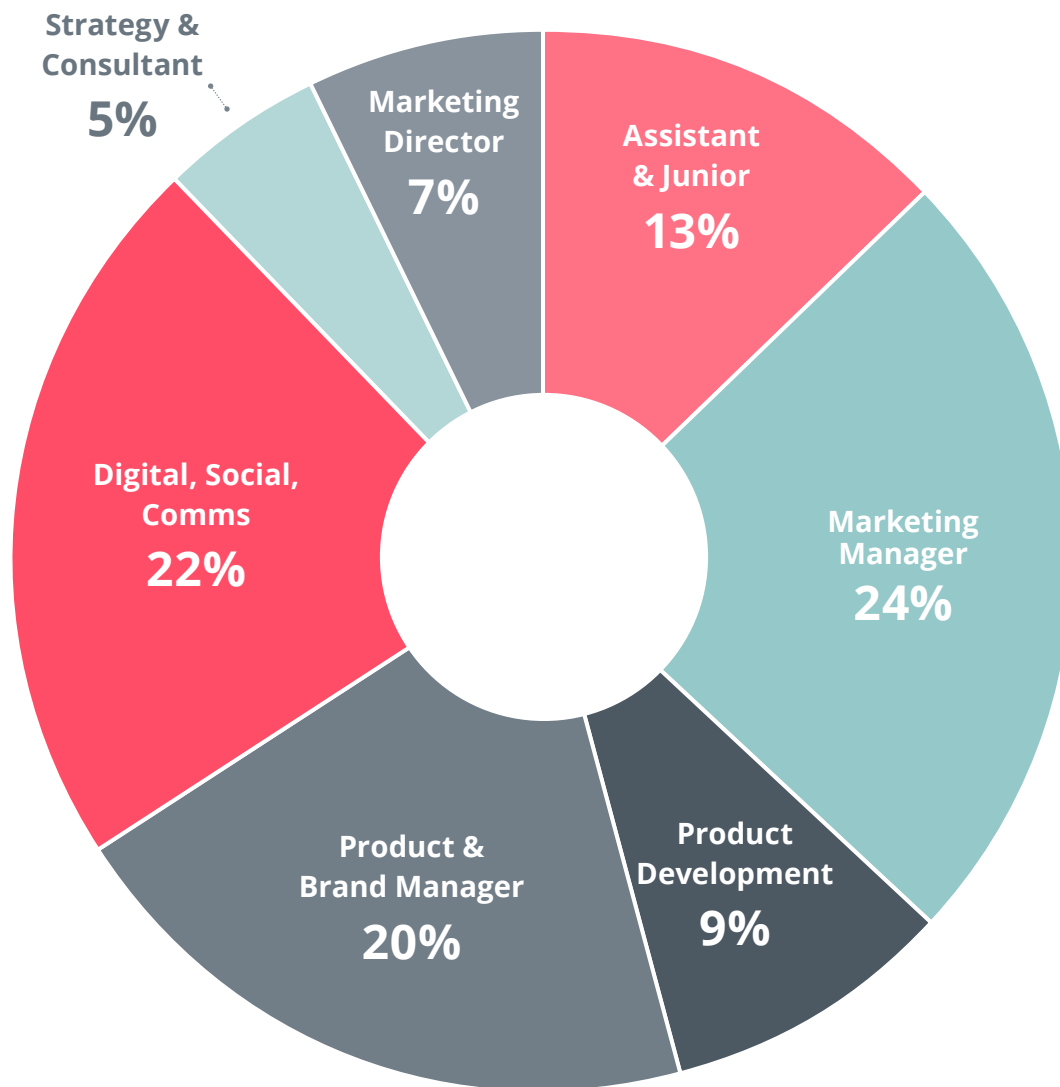


# MARKETING

The Cosmetics Industry is dynamic, with advances in technology, consumer-led innovation and demand driving constant growth. Reflecting the events of the past year, the number of respondents in Digital, Social and Comms roles has grown from 9% to 22%.



## Marketing Respondents' Roles by Type



**Marketing salaries, including digital roles, range from £18,000-£200,000.**

Salaries by job title are below. The average shown is not a mathematical equation, but an estimate based on Survey feedback and our Industry knowledge and experience.

Individual salaries vary widely within these bands, due to experience, seniority, company size, location and other factors. To discuss salary levels for specific roles, please contact the Arthur Edward team.

Job Title	Lowest Salary	Highest Salary	Average Salary
Marketing Assistant	£20,000	£35,000	£28,000
PR	£20,000	£80,000	£40,000
Social Media	£18,000	£60,000	£35,000
Influencer Manager	£25,000	£60,000	£38,000
Digital Marketing	£18,000	£130,000	£50,000
Communications Manager	£30,000	£80,000	£50,000
Product/Brand Manager	£25,000	£80,000	£42,000
New Product Development	£20,000	£180,000	£55,000
Marketing Manager	£40,000	£85,000	£55,000
Marketing Director	£60,000	£180,000	£80,000
Artworker	£20,000	£60,000	£36,000
Motion Graphics Designer	£30,000	£80,000	£40,000
Content Manager	£30,000	£70,000	£42,000
Copywriter	£28,000	£80,000	£42,000
Graphic Designer	£30,000	£80,000	£45,000
UX Manager	£40,000	£80,000	£60,000
Creative Director	£70,000	£200,000	£90,000

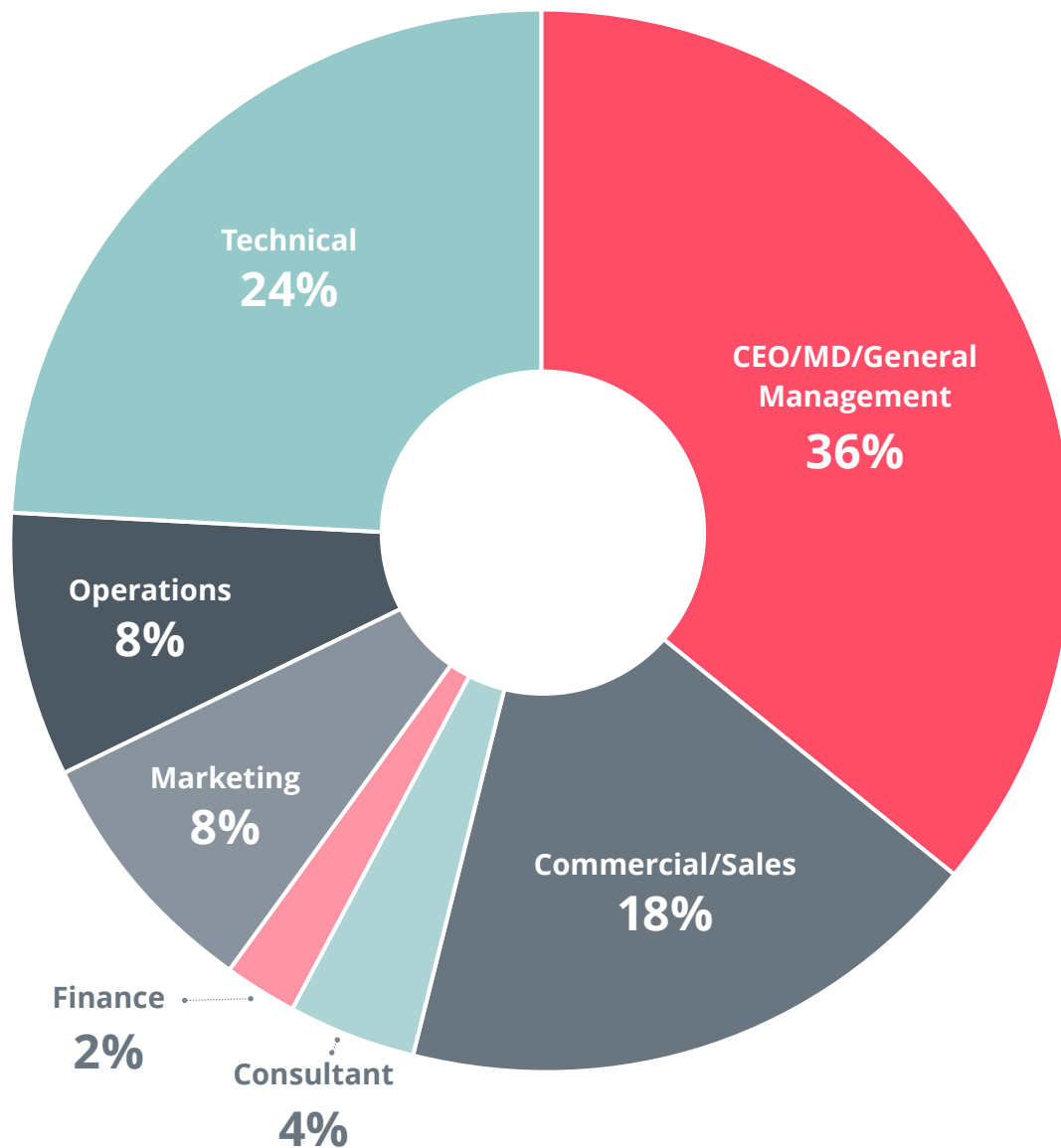






# TOP LEVEL MANAGEMENT

## Top Level Management Respondents' Roles by Type



**While there are Top Level Management respondents at all salary levels, 39% of them earn £100,000+ per year.**

Salaries by job title are below. The average shown is not a mathematical equation, but an estimate based on Survey feedback and our Industry knowledge and experience.

Individual salaries vary widely within these bands, due to experience, seniority, company size, location and other factors. To discuss salary levels for specific roles, please contact the Arthur Edward team.

Job Title	Lowest Salary	Highest Salary	Average Salary
General Manager	£60,000	£250,000	£103,000
Finance Director/CFO	£70,000	£180,000	£110,000
Managing Director/CEO	£80,000	£320,000	£120,000
Technical Director	£60,000	£180,000	£85,000
Operations Director/COO	£65,000	£180,000	£85,000
Marketing Director	£80,000	£220,000	£110,000
Sales Director	£80,000	£220,000	£110,000
Information Director/CIO	£80,000	£300,000	£120,000
Sustainability Director/CSO	£50,000	£120,000	£70,000

*Non-Executive Directors in this industry are typically paid between £500 and £5,000 per day.*

# SALARY REVIEWS

75% of respondents received a salary increase within the last 12 months, and 17% had a pay rise two years ago.

Of those who received a salary increase:

- ▶ 29% received an increase of 2% or less
- ▶ 25% received a 2-5% increase
- ▶ 25% received a 5-10% increase
- ▶ 21% received 10%+ increase

The main reasons for salary increases are performance-related or in line with a company's salary scale.

8% of respondents report a decrease in salary at their last review. These were mainly due to changes in job/working patterns (36%), company imposed due to trading/economic conditions (30%), or a move to a new company (23%).



# BENEFITS PACKAGE

Remuneration is not all about salary. Respondents provided us with information on the benefits they currently receive and those they would like to see included in their package.

In our industry, it is not uncommon for employees to work longer than their contracted hours. As a result, paid overtime is the least frequently received benefit, and the most desired.

Benefits included in current package	% people receiving benefit
Bonus or profit share	57%
Discounted products/services	51%
Medical cover	51%
Flexible working hours	49%
Flexible working location	44%
Death in service cover	41%
Enhanced pension	36%
Company car or car allowance	30%
Ad hoc rewards	21%
Mileage allowance	17%
Share options	17%
Season ticket loan or payment	13%
Paid overtime	8%

An annual bonus or profit share scheme is the most common benefit, received by 57% of people. 24% of those who do not receive this benefit would like it.

In our last Salary Survey, only 22% of respondents listed flexible working hours as a benefit. The changes of the last year have increased that to 49%.

Additional benefits desired	% people desiring benefit
Paid overtime	27%
Enhanced pension	26%
Share options	25%
Flexible working location	24%
Flexible working hours	24%
Bonus or profit share	24%
Company car or car allowance	23%
Medical cover	22%
Ad hoc rewards	19%
Mileage allowance	18%
Season ticket loan or payment	17%
Death in service cover	16%
Discounted products/ services	11%

# YOUR WORKING WEEK

10% of respondents work part time. It is encouraging to see that people are working part time across all sectors of the industry, and in all types of roles.

84% of part time employees are working 3-4 days each week.

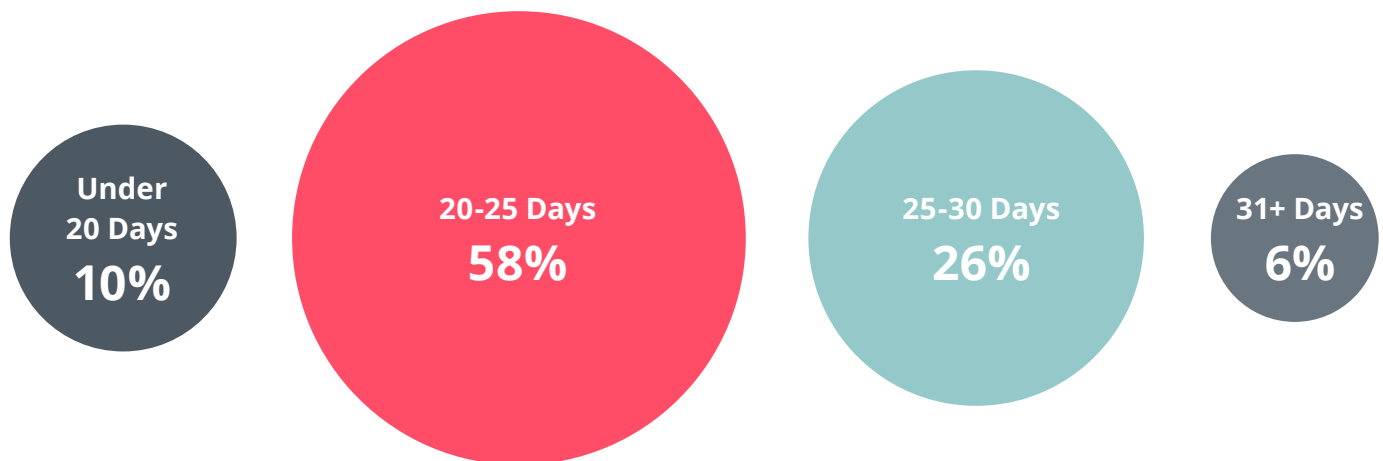
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# PAID ANNUAL LEAVE

84% of respondents receive 20-30 days paid leave per year, excluding public holidays.

10% receive less than 20 days annual leave, which corresponds to the 10% who work part time.

## Annual Holiday Entitlement (excluding public holidays)



# EDUCATION & SALARY

There are many highly educated people in our industry. For some scientific and technical roles, specific qualifications can be important when competing for jobs, and may influence salary levels.

However, experience is also valued, and it is possible for an individual with Level 1, 2, 3 and 4 qualifications to attain a high salary, although it may take longer to achieve.

Our Survey appears to show that the average salary for a PhD holder is significantly higher than that of a Master's or Bachelor's. However, only 4% of respondents hold a PhD so these findings are based on a small sample and are therefore only indicative.

Highest Qualification	Lowest Salary	Highest Salary	Average Salary
Level 1/2 - GCSE, Diploma or equivalent	£18,000	£150,000+	£57,000
Level 3 - A-level, higher diploma or equivalent	£18,000	£100,000	£44,600
Level 4 - SCS Diploma, certificate of higher education or equivalent	£18,000	£75,000	£40,200
Level 5 - Foundation degree, higher national diploma (HND) or equivalent	£18,000	£1500,000+	£62,300
Level 6 – Bachelor's degree, CIM Diploma or equivalent	£18,000	£1500,000+	£55,400
Level 7 - Master's degree or equivalent	£18,000	£1500,000+	£54,500
Level 8 - PhD or equivalent	£18,000	£1500,000+	£75,500

# REASON FOR NEXT CAREER MOVE

89% of respondents feel that their salary expectations can be met by the Cosmetics and Personal Care Industry.

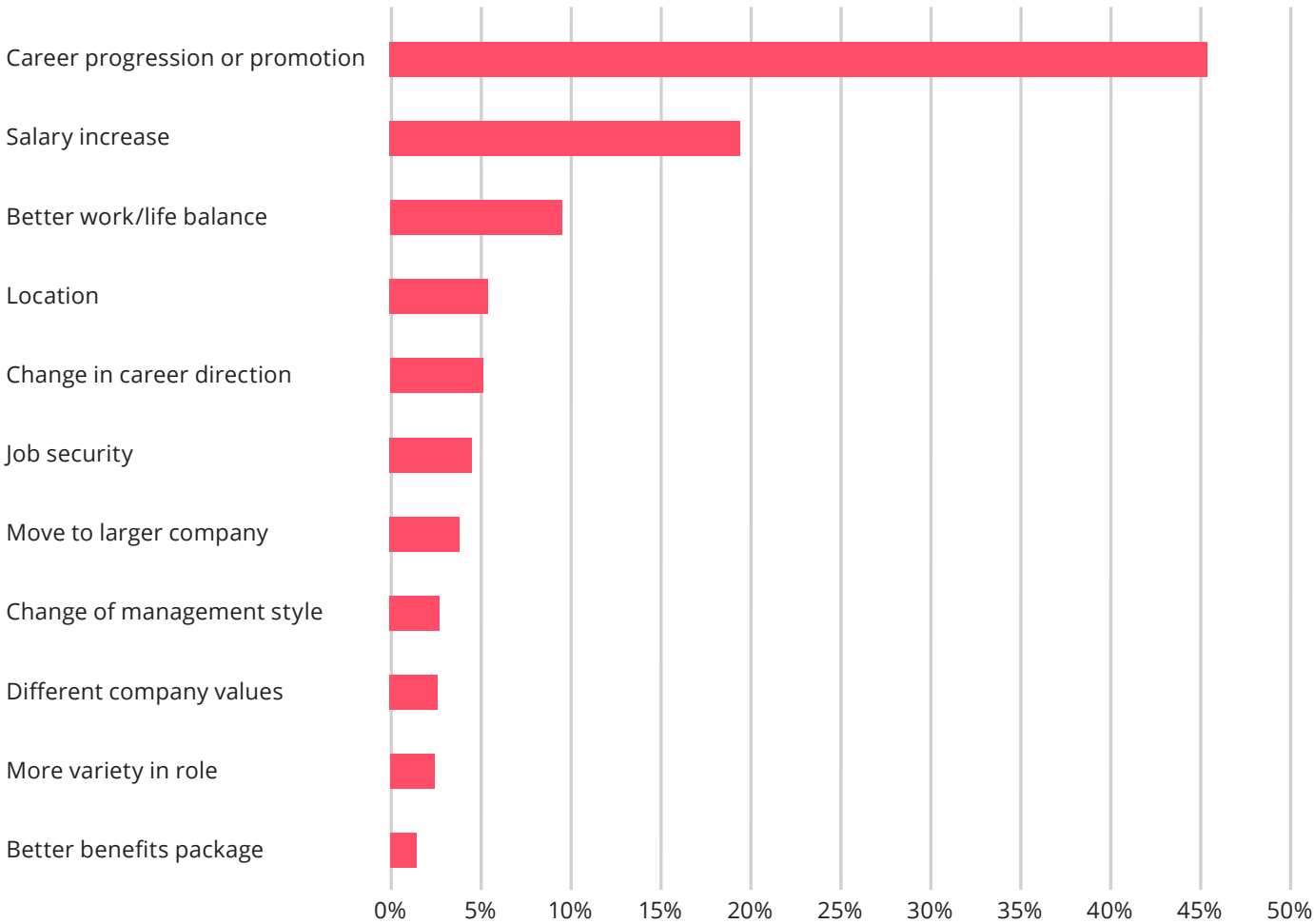
For 46% of respondents the main reason for a move is to progress their career or gain a promotion. Although promotion would likely lead to financial reward, only 18% of individuals gave a salary increase as their main reason to move.

The third largest driver at 9% is to obtain a better work life balance; a decrease from 12% in our last Salary Survey.





# Primary Reason for next Career Move



# IN SUMMARY

- ▶ **90%** of respondents work full time
- ▶ **82%** have a degree or higher qualification
- ▶ **48%** work for companies based in London and the South of England
- ▶ **36%** work for companies based outside the UK
- ▶ Average salary is **£56,300**
- ▶ **89%** have worked in the industry for three years or more
- ▶ **92%** had a salary increase in the last two years
- ▶ **89%** feel their remuneration expectations can be met within the industry
- ▶ Career prospects are good in all sectors and at all levels
- ▶ Female respondents outnumber male at all but the most senior level



# IN CONCLUSION

Since our last Salary Survey, the global industry has been rocked by the effects of the Covid-19 Pandemic.

Businesses were forced to make rapid adjustments to structure, strategy and working practices. The shift to online shopping accelerated dramatically, and flexible working became the norm for many. Many employers found that it is perfectly possible for their staff to work remotely, at least some of the time.

While Covid-19 dominates the headlines, UK-based businesses are also dealing with the impact of Brexit. Despite a trade deal with Europe, obstacles in cross-border shipping between the UK and EU is affecting many areas such as the supply of raw materials, regional manufacturing and movement of skilled talent.

Looking ahead, there are reasons for optimism. Overall, salaries are holding steady. While some have been pushed down, others have increased.

Known as “The Lipstick Effect”, the industry is driven by innovation and creativity, and is always quick to respond to new challenges.

Some companies performed exceptionally well last year, even sharing their success with the team that supported them. The recent boom in start-ups is providing excitement in both the industry and the jobs market.

The vast majority of respondents welcome the improvements to their work/life balance, and as the vaccine program rolls out across the UK, confidence levels are recovering. We predict significant movement within the industry during the later months of 2021 and into 2022.

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**DISCLAIMER:** This Survey contains data specific to the Cosmetics and Personal Care industry and reflects only the responses obtained from respondents and our own views. Arthur Edward expressly disclaims all liability of any kind from third party use of the data contained within this document.



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