

Adecco Vietnam

Adecco



# Salary Guide 2025



[adecco.com.vn](https://adecco.com.vn)



# Contents

## Introduction

Message from Country Director	03
About Adecco	04

## Survey Results

About the research	05
Talent market outlook 2025	06

## Vietnam Salary Guide 2025

Disclaimer	14
Engineering & Manufacturing	15
Financial Services	22
Finance & Accounting	26
Human Resources	29
Healthcare	32
Legal	36
Professional Services	39
Technology & Media	42
Sales & Marketing: FMCG	46
Sales & Marketing: Industrials	50
Semiconductor	53

Contact us	56
------------	----





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

# Message from Country Director

Vietnam in 2024 navigated economic uncertainty and a transition in political leadership but closed the year with remarkable resilience. GDP growth reached 7.09%, exceeding the government's target at 6.5%\*. Foreign direct investment (FDI) reached USD38.23 billion, with manufacturing (66.9%), real estate (16.5%) attracting the largest shares\*\*. Newly licensed investment projects were mainly from Singapore, China, and South Korea. Several landmark infrastructure and energy projects were approved or completed, further reinforcing Vietnam's long-term growth trajectory. This performance sets a positive tone for 2025, despite ongoing global uncertainties driven by geopolitical tensions and shifting economic conditions.

The recruitment market closely reflected these economic trends, with cautious hiring, talent shortages in key industries, and evolving workforce demands. Businesses faced challenges such as high turnover, skill gaps, and operational streamlining, yet hiring remained active in sectors like technology, healthcare, and manufacturing, supported by continued investment and expansion.

As we move into 2025, digital transformation and AI adoption will be key drivers of hiring trends across industries. Vietnam's strategic partnership with Nvidia highlights the country's commitment to advancing technology and attracting further investment in chip-related manufacturing.

Demand for tech-driven talent, AI expertise, and digital skills is expanding beyond the IT sector, reaching retail, finance, and manufacturing, where automation and data-driven decision-making are becoming business imperatives.

According to our research, digitalisation, flexible work, and AI/Gen AI are the top megatrends shaping the future of work. Despite economic uncertainties, 40% of respondents expect a 10-20% salary increase in 2025, with salary remaining the top factor when considering new job opportunities. Meanwhile, only 27% of employees prefer job stability, indicating a dynamic and fast-changing talent market. Beyond AI, diversity, equity, and inclusion (DE&I) are gaining greater importance, shaping workplace policies and talent strategies.

The Salary Guide 2025 marks our 12th consecutive edition, providing valuable insights into salary trends and hiring dynamics in Ho Chi Minh City and Hanoi. We hope this guide serves as a strategic resource for businesses and professionals, supporting informed decision-making in recruitment and career development for the year ahead.

*Thanh Le*

Thanh Le  
Country Director - Adecco Vietnam



(\*) Vietnam Investment Review, published 07 Jan, 25

(\*\*) Ministry of Planning and Investment

## About Adecco

Adecco is a part of The Adecco Group, which is the world's leading talent solutions and advisory company, driven by a powerful purpose – Making the future work for everyone. Our services and offerings help people fulfill and exceed their potential, connect with opportunities and build employability. From end-to-end digital recruitment and executive search to coaching and beyond, we are firmly committed to operating responsibly and building a better world of work for all.

**62**  
countries

**3,800**  
branches

**25,000**  
employees

**100,000+**  
clients



## Adecco in Vietnam

Established in Vietnam in 2011, we are passionate about offering clients a full range of services to boost efficiency and profitability, and to strike the right balance for every organisation and individual. Our expertise across the full value chain of HR solutions is unparalleled.

<b>14</b> years in Vietnam	<b>2</b> offices	<b>150+</b> colleagues	<b>1,000+</b> clients	<b>5,000+</b> associates	<b>52,000+</b> candidates
-------------------------------	---------------------	---------------------------	--------------------------	-----------------------------	------------------------------

### Permanent Recruitment

We help companies address their need to acquire the strongest talent in a turbulent market, while also helping candidates find the roles that best fit their skills and preferences.

- Sourcing candidates
- Screening CVs
- Conducting interviews and assessments
- Advising hiring managers

### Payroll, Staffing and Outsourcing

We help companies of all sizes tackle short- and long-term projects with confidence, so they can focus on their competences yet still achieve their business goals.

- Managing the entire temporary recruitment process, from candidate search to payroll and administration
- Managing the client's business process – especially ones with people intensive solutions
- Streamlining your operations and improving efficiency

### HR Solutions & Consulting

- Recruitment Process Outsourcing (RPO)
- Salary Benchmarking Service
- Expat Services/Work Permit Registration
- HR Consulting & Compliance Service
- Assessment Center
- Candidate Assessment Tools
- Professional Reference Check Service





# About the research

As part of the annual Salary Guide, Adecco conducts a survey of 9,000 professionals, including both employers and employees across the APAC region, to explore the evolving world of work from their perspectives.

This edition highlights their current job experiences, career expectations for 2025, and the growing influence of artificial intelligence (AI) in the talent market. The report presents insights specific to Vietnam, along with recommendations for organisations looking to develop an adaptable and future-ready workforce.

Fieldwork was conducted in November 2024 through an online survey, available in both English & Vietnamese, with an average completion time of 20 minutes.

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

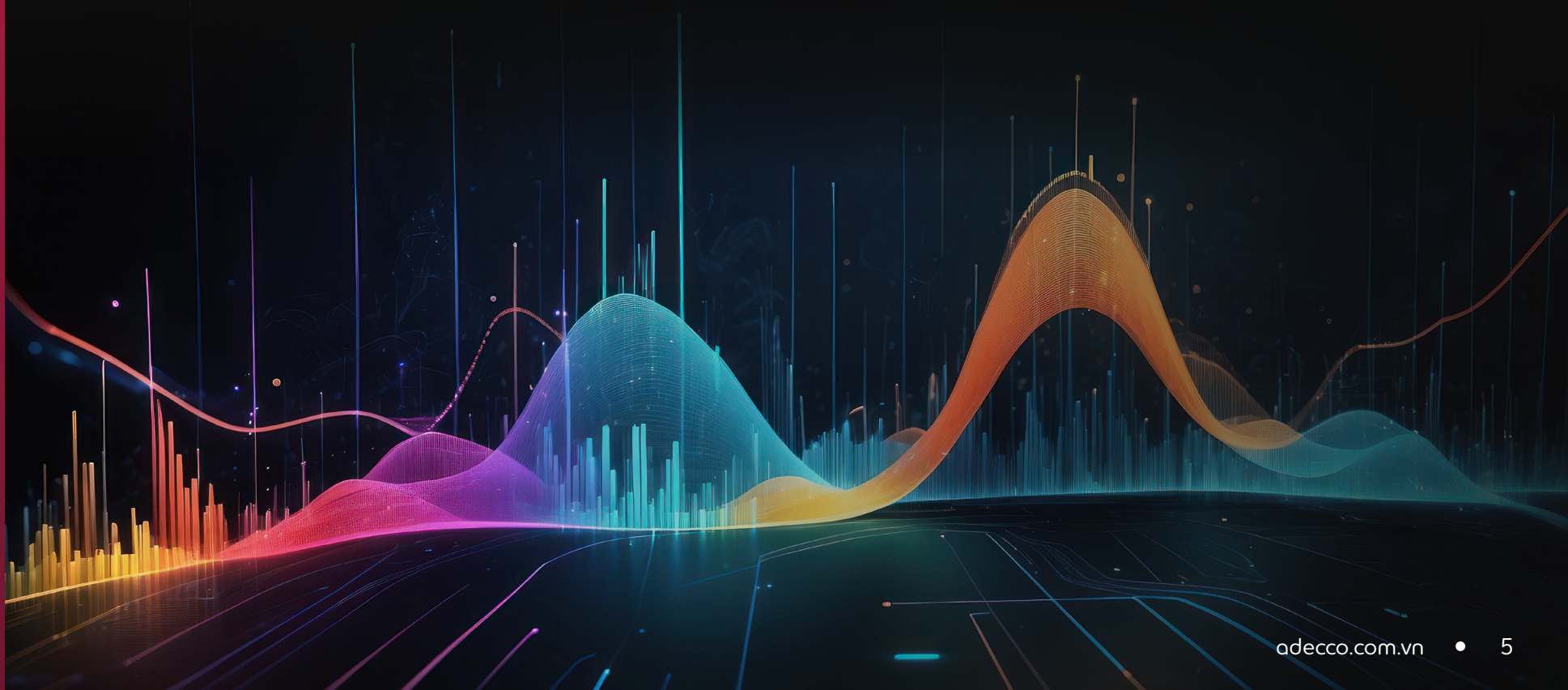
Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us







Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

### Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

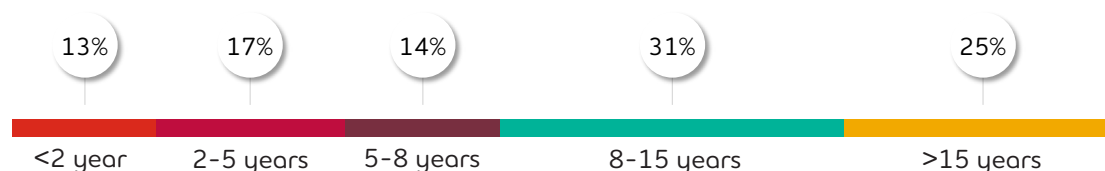
# Talent Market Outlook 2025

Meet our Vietnamese respondents

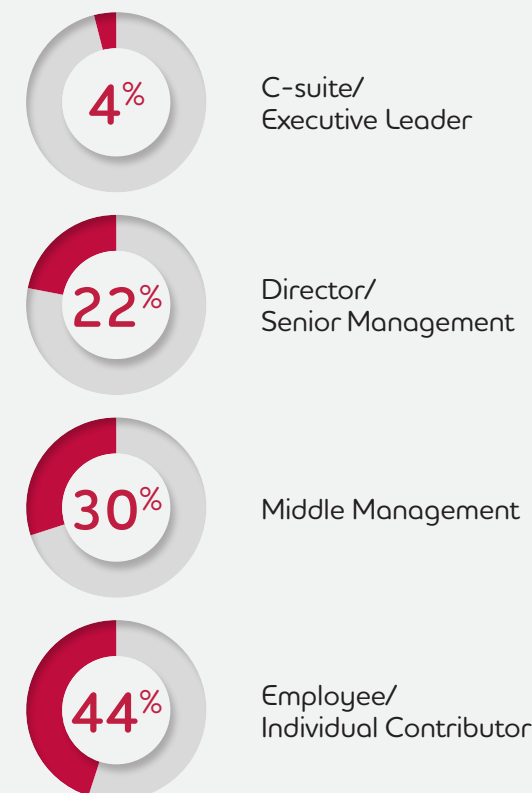
## Business sector



## Years of working experience



## Level of seniority







Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

## Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

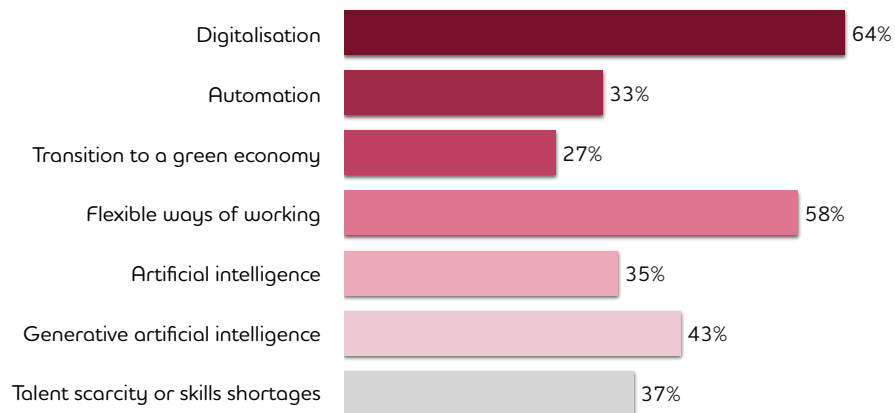
Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

## Top megatrends influencing work life today



**64%**  
Digitalisation



**58%**  
Flexible ways of working



**43%**  
Generative artificial intelligence (GenAI)



**Digitalisation** has emerged as the most influential megatrend in the workplace. This reflects a growing shift towards smarter working practices, as professionals increasingly leverage digital advancements to enhance productivity and efficiency.

Meanwhile, **Flexible ways of working** remain a strong trend, especially in industries such as Technology, Media & Advertising. As professionals have become more familiar with these arrangements after the pandemic, they are now managing them more effectively in certain sectors.

**Gen AI and AI** are increasingly utilised by Vietnamese professionals, with most survey participants demonstrating a strong understanding of how to integrate them into their daily work.





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

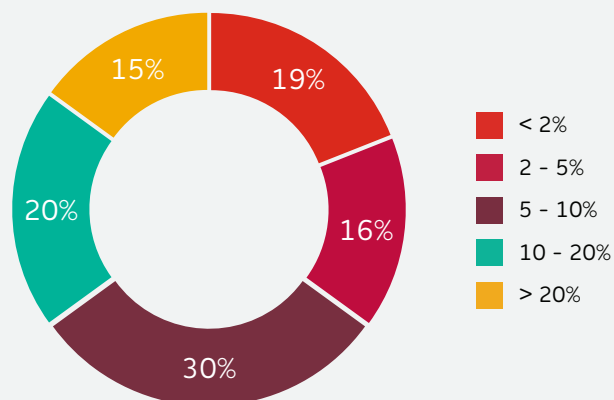
Sales & Marketing:  
Industrials

Semiconductor

Contact us

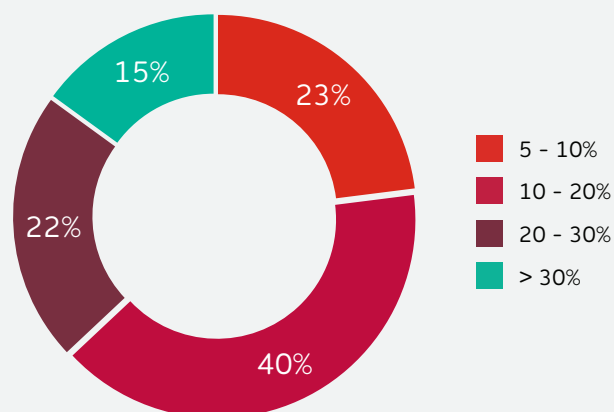
## Actual salary increase in 2024

% respondents vs % salary increase



## Expected salary increase in 2025

% respondents vs % expected salary increase



## Salary Trends

Amid economic uncertainty in 2024, a growing number of professionals received salary adjustments of **<10%**, compared to the previous survey. In contrast, those received salary increase of **>20%** declined from 23% to 15%. Notably, 42% of this group are seniors with +8 years of experience, while 23% work in the Supply Chain, Logistics, and Manufacturing sectors.

This trend reflects the evolving market dynamics, where salary adjustments are influenced by cost management strategies, shifting demand, and investment trends, particularly as FDI inflows remained strong in H2 2024.

Although 30% of respondents received a **5-10%** salary increase in 2024, expectations for 2025 are even higher, with 40% anticipating the same rate of adjustment. This indicates that despite economic challenges, salary remains a top priority for most employees.





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

## Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

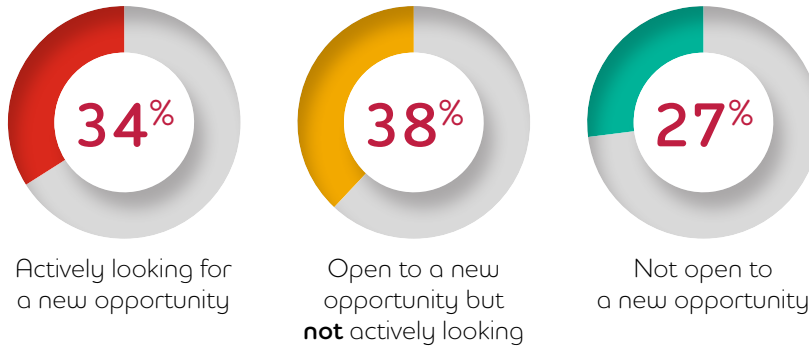
Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

## Career plan: What's next in the next 12 months?



**Open to new job opportunities** continues to rise, with 72% of respondents considering a career move in 2025, up from 69% in 2024 and 37% in 2023. This trend highlights a dynamic talent market, with both challenges and opportunities for employers.

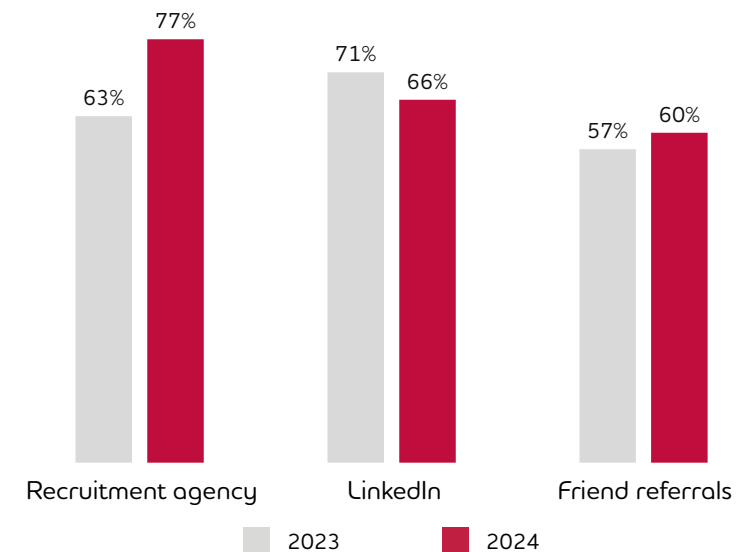
However, our data shows a significant gap between staying and leaving intentions, with 27% preferring to **stay with their current job**. This imbalance indicates a shifting talent landscape where employers may struggle to retain top talent, while employees still face difficulties in securing roles that align with their expectations.

From an HR perspective, **employees** should continue upskilling, particularly in digital and AI competencies, while expanding their network with HR professionals to stay competitive.

For **employers**, understanding employee expectations, staying updated about market trends, and leveraging HR agencies can strengthen retention and build a resilient workforce.



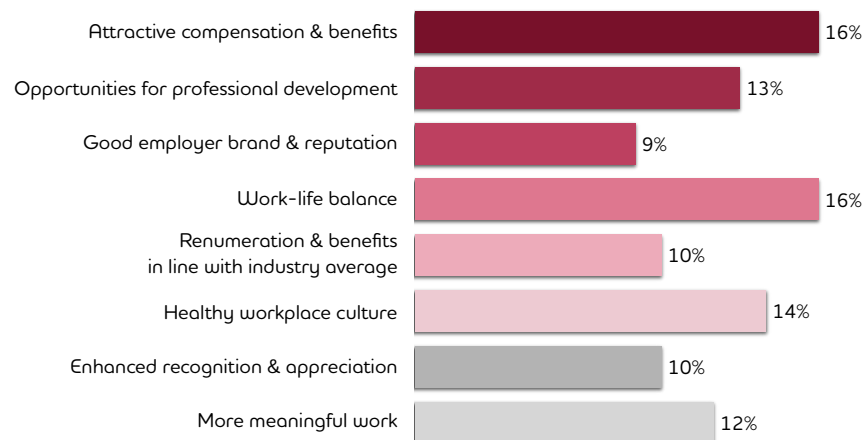
## Top preferred job search channels







## Top reasons employees stay in their current roles



## Top priorities in choosing the right role & company



Salary



Compensation & benefits



Professional development



Company culture



Ability to maintain a good work-life balance



Employer brand & reputation

The key factors influencing employees to stay with their current companies closely align with their top priorities when considering a job change: **Compensation & benefits, Career development opportunities, Company culture** and **Work-life balance**.

While competitive remuneration and benefits contribute to retention, **Salary** remains the key driver for job transitions. When looking for new opportunities, employees prioritise higher pay above all other factors. However, aspects like career growth and work-life balance are becoming increasingly important.

Staying updated with resources like Salary Guide and Market Updates can help employers and employees gain a clearer view of talent market trends, enabling them to make more strategic and informed decisions.

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

[Message from Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)

## Salary Guide

[Engineering & Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

## The impact of AI on industry skills

Require more advanced technical skills

35%

Reduce the need for certain manual skills

50%

Shift the focus to higher-level problem solving & more strategic

54%

Reduce time taken to complete routine

65%

Increase the need for more ethical considerations & regulatory compliance

18%

Require more upskilling & reskilling

24%

Boost the important of soft skills

29%

In Vietnam, AI usage is still in its early stages and has yet to be widely adopted across all sectors. Its primary use remains in basic automation, including simple coding, customer service, data analysis, and content creation. Notably, GenAI tool trends like ChatGPT, Copilot, and Bard have significantly influenced employee behaviors across industries.

Additionally, AI is currently being integrated at different management levels. Mid-levels are increasingly using AI for analysis and planning, while senior leaders are leveraging it as an advanced tool for forecasting, decision-making support, and operational optimisation.

Among surveyed participants, 65% recognise AI's efficiency, while 54% see its role in supporting strategic thinking, and 35% highlight the need for upskilling to maximise the impact.



[Message from Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend Talent Market Survey](#)

## Salary Guide

[Engineering & Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing: FMCG](#)[Sales & Marketing: Industrials](#)[Semiconductor](#)[Contact us](#)

## Top impactful DE&I initiatives in your workplace



DE&I is gaining traction in Vietnam's workplace, primarily driven by multinational corporations (MNCs) and globally connected sectors. While still an emerging priority, local and private businesses are gradually adopting DE&I initiatives as their employees increasingly value inclusive and equitable work cultures.

Since the pandemic, **Flexible work policies** have become more common (43%), particularly in tech and professional services. Meanwhile, fair pay, transparent salary and structured performance reviews are growing, with 63% of respondents expecting **Equity reviews**. **Diversity training programmes** are also on the rise (45%), reflecting a focus on raising awareness, reducing biases and fostering an inclusive, trust-based work environment.

Alongside digitalisation and AI adoption, businesses should consider DE&I as a long-term strategy, not just for compliance, but as a critical driver in attracting, engaging, and retaining top talent in an evolving job market.

# Vietnam Salary Guide 2025

Adecco







Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

# Disclaimer

Adecco Vietnam provides this Salary Guide as a value-added resource for employers and employees in Vietnam market.

While every effort has been made to ensure accuracy, this guide serves as a general reference and should not be considered definitive. The information is for guideline only and may not be reproduced, in whole or in part, without permission from Adecco Vietnam.

The figures in this Salary Guide are based on the data from Adecco Vietnam's clients and candidates. They reflect the typical salary ranges for an individual's job based on location, experience, education, certifications and other considerations. Actual salaries may vary depending on company size, benefits, and market conditions.

All figures represent base salaries and are stated as gross monthly wages (in VND million).

For more insights into salary trends, please contact your Adecco representative or send an email to [vn.info@adecco.com](mailto:vn.info@adecco.com).

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

# Engineering & Manufacturing

## Market Overview

Manufacturing and engineering continue to expand nationwide, driven by FDI, infrastructure development, and the country's role in global supply chains. Key industries such as FMCG, F&B manufacturing, electronics, hi-tech products, textiles, garments, footwear, chemicals, packaging, and industrial construction have seen steady growth. The demand for skilled talent remains strong, particularly in automation, robotics, production management, and logistics.

Industrial zones, including those in the North (Bac Ninh, Hai Phong, and Hanoi) and the South (Ho Chi Minh City, Binh Duong, Dong Nai), continue to attract foreign manufacturers, particularly in electronics, automotive, and renewable energy. The government's push for sustainability has led to increased hiring in roles related to energy efficiency, carbon reduction, and corporate social responsibility. The sourcing, textile, and furniture sectors are also shifting towards sustainability, with a growing demand for experts in materials traceability and social compliance.

However, challenges persist, including rising operational costs, supply chain disruptions, global economic fluctuations, and labour shortages. Many companies are optimising their workforce and restructuring to maintain efficiency while investing in upskilling initiatives to ensure long-term competitiveness.

Looking ahead, recruitment trends focus on digital skills, leadership capabilities, and multidisciplinary expertise. As Vietnam strengthens its position as a global manufacturing hub, businesses must adapt to technological advancements and sustainability requirements to remain competitive in the market.





\*Min - Max gross monthly salary in VND million

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Engineering/Technical</b>				
Chief Engineer/Engineering Head	N/A	N/A	30 - 45	45 - 65
Engineering Manager (Manufacturing)	60 - 95	95 - 180	45 - 65	50 - 80
Engineering Manager/R&D Manager/ Technical Manager (R&D)	45 - 85	85 - 150	45 - 65	60 - 82
NPI Engineer/R&D Engineer/Product Development Engineer	15 - 35	35 - 45	17 - 35	30 - 42
Maintenance Manager	50 - 80	80 - 100	35 - 55	45 - 60
Facilities Manager	45 - 75	75 - 95	35 - 45	45 - 55
Lab Manager	40 - 65	65 - 80	35 - 45	45 - 60
Test Manager	45 - 60	60 - 90	35 - 50	50 - 65
Test Engineer	15 - 30	30 - 45	15 - 27	25 - 35
Equipment/Production Engineer/ Manufacturing Engineer	15 - 35	35 - 45	15 - 30	25 - 38
Service Manager/On-site Manager	39 - 65	65 - 90	43 - 67	50 - 75
Application Engineer/Service Engineer/ Technical Support	15 - 35	35 - 45	16 - 35	30 - 38
Electrical/Mechanical/Automation/Chemical Engineer	15 - 35	35 - 50	18 - 30	28 - 40
Hardware Engineer/Embedded Engineer/ Firmware Engineer	N/A	N/A	25 - 40	35 - 55
IE/Process Improvement Engineer/Product/ Failure Analysis Engineer	15 - 35	35 - 55	23 - 30	28 - 43

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Manufacturing</b>				
Operation Director/Factory Manager/Director	80 - 140	130 - 400	80 - 110	100 - 170
Head of Production/Production Manager	55 - 100	100 - 250	50 - 80	75 - 110
Production Supervisor/Leader	25 - 38	35 - 60	28 - 40	35 - 50
EHS Manager/QHSE Manager	60 - 90	90 - 150	40 - 60	55 - 70
Quality Manager	55 - 90	100 - 230	45 - 65	60 - 90
Supply Chain Manager	60 - 120	120 - 250	45 - 65	60 - 90
Planning Manager	50 - 90	90 - 120	40 - 60	55 - 75
Import-Export/Customs Manager	45 - 60	60 - 90	45 - 65	60 - 75
Logistics Manager	45 - 60	60 - 100	45 - 65	60 - 85
Warehouse Manager	45 - 70	70 - 90	35 - 45	45 - 60
Procurement/Sourcing/Purchasing Manager	45 - 85	85 - 180	45 - 65	60 - 85
Project Manager (OPEX, CAPEX, Greenfield)	45 - 80	80 - 180	N/A	N/A
Project Manager (NPI)	35 - 80	80 - 110	45 - 65	60 - 85
Programme Manager (EMS)	30 - 75	75 - 115	45 - 65	60 - 80
Lean/OE/Continuous Improvement Manager	40 - 75	75 - 110	40 - 60	50 - 65
Continuous Improvement Engineer/Lean Staff	15 - 30	30 - 40	23 - 35	30 - 40
Sustainability Manager	60 - 90	90 - 150	N/A	N/A





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Sourcing/Buying Office</b>				
General Manager/Chief Representative (Sourcing/Buying Office)	120 - 200	200 - 300	90 - 120	110 - 150
Sourcing Manager	100 - 120	120 - 150	50 - 80	70 - 110
Quality Manager	100 - 120	120 - 150	50 - 80	80 - 110
Technical Manager/Product Development Manager/Product Engineering Manager	100 - 120	120 - 150	50 - 80	80 - 110
Production Manager/Manufacturing Manager	100 - 120	120 - 150	50 - 75	75 - 95
Supply Planning Manager	80 - 100	100 - 120	45 - 65	60 - 85
Materials Planning Manager	80 - 100	100 - 120	45 - 60	60 - 80
Responsible Sourcing Manager/Social Compliance Manager/Ethical Sourcing Manager	100 - 120	120 - 150	N/A	N/A
Costing Manager	80 - 120	120 - 150	40 - 55	55 - 65
Logistics Manager	70 - 100	100 - 120	N/A	N/A
Packaging Manager	70 - 100	100 - 120	N/A	N/A
Trade Compliance Manager	100 - 120	120 - 150	N/A	40 - 60
Sustainability Manager/Traceability Manager	100 - 120	120 - 150	N/A	60 - 80
Sourcing Specialist	30 - 50	50 - 70	30 - 40	40 - 50
Quality Engineer	30 - 50	50 - 70	30 - 50	50 - 70
Technical/Product Development/Product Engineering Engineer	30 - 50	50 - 70	40 - 50	50 - 75
Supply Planner	30 - 50	50 - 70	20 - 30	30 - 45
Materials Planner	30 - 50	50 - 70	20 - 35	30 - 45
Responsible Sourcing Specialist/Compliance Specialist/Ethical Sourcing Specialist	30 - 50	50 - 70	N/A	N/A
Production Merchandiser	30 - 50	50 - 70	30 - 40	40 - 60
Packaging Engineer	30 - 50	50 - 70	20 - 35	30 - 50
Trade Compliance Specialist	30 - 50	50 - 80	20 - 35	30 - 50
Sustainability Specialist/Traceability Specialist	35 - 50	50 - 80	20 - 35	35 - 50

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Construction &amp; Energy</b>				
<b>Operation</b>				
General Director	80 - 120	120 - 250	90 - 140	135 - 180
Deputy General Director - Project Management	60 - 80	80 - 120	N/A	N/A
<b>Planning/Design Phase</b>				
Head of Design/Architect Director	80 - 110	110 - 180	80 - 100	95 - 130
Architectural Manager (Civil/Infrastructure/ Landscape...)	40 - 60	60 - 80	55 - 75	60 - 90
Design Manager (Architect/Interior...)	40 - 60	60 - 80	N/A	N/A
Project Development Director	70 - 90	90 - 150	70 - 100	80 - 110
Project Development Manager	40 - 60	60 - 80	40 - 60	50 - 70
Research Manager	40 - 60	60 - 80	N/A	N/A
Urban Planning Manager	40 - 60	60 - 80	N/A	N/A
<b>Pre-Construction Phase</b>				
Business Development Director	80 - 100	100 - 150	75 - 95	95 - 170
Business Development Manager	40 - 60	60 - 80	50 - 70	65 - 80
Permitting Manager	40 - 60	60 - 80	N/A	N/A
Technical Director	80 - 100	100 - 120	70 - 90	90 - 120
Technical Manager	40 - 60	60 - 80	40 - 65	55 - 80
Civil/Infrastructure Manager	40 - 60	60 - 80	25 - 35	30 - 40
QS Manager (Construction/MEP)	60 - 80	80 - 120	45 - 55	50 - 70
Cost & Contract Manager	60 - 80	80 - 150	45 - 55	50 - 75
QHSE Manager	60 - 80	80 - 150	45 - 60	50 - 70
BIM Manager	40 - 60	60 - 80	40 - 55	50 - 65
Chief Engineering Manager	40 - 60	60 - 80	40 - 60	55 - 75



[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Construction &amp; Energy</b>				
<b>Procurement Phase</b>				
Procurement Manager (Bidding)	40 - 60	60 - 80	40 - 50	50 - 70
Procurement (Civil)	35 - 50	50 - 80	30 - 35	35 - 45
Procurement (M&E)	35 - 50	50 - 80	30 - 40	35 - 45
Construction QS Manager	45 - 65	65 - 90	40 - 55	50 - 60
MEP QS Manager	45 - 65	65 - 90	40 - 60	50 - 70
BIM/Structural Coordinator	30 - 45	45 - 60	25 - 33	28 - 38
<b>Construction Phase</b>				
Project Director	70 - 90	90 - 180	65 - 80	70 - 100
Project Manager	40 - 60	60 - 80	40 - 50	50 - 70
Fit-Out Project Manager	40 - 60	60 - 80	N/A	N/A
Construction Manager	35 - 50	50 - 70	35 - 45	40 - 60
MEP Manager	35 - 50	50 - 70	40 - 50	50 - 65
Site HSE Supervisor	25 - 45	45 - 60	25 - 35	30 - 40
Site Manager (Construction/MEP)	30 - 35	35 - 50	30 - 40	35 - 50



Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

## Recommendations for employers

Businesses should prioritise workforce resilience and efficiency. Implementing reskilling and upskilling programmes is crucial to equip employees with the necessary skills to adapt to technological advancements and market shifts, especially during periods of organisational restructuring.

Companies should adopt a strategic hiring approach by focusing on Return on Investment (ROI), attracting top industry talents while maintaining cost efficiency in operations. Additionally, fostering employee well-being through work-life balance initiatives and mental health support, will help sustain productivity in high-pressure periods.

A continuous learning culture that includes both technical and soft skills training will not only enhance workforce capabilities but also ensure long-term employee engagement and business sustainability.

## Recommendations for employees

To stay competitive in this sector, employees should continuously develop both technical and soft skills, including leadership, and communication to keep pace with the growing presence of FDI and evolving global business demands.

Embracing new technologies, strengthening language skills, especially Chinese, and maintaining a mindset of continuous improvement will be key to career growth. In times of uncertainty, professionals should stay focused on their expertise and long-term career aspirations rather than making unplanned career moves that may not align with their skills or future prospects.





[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

# Financial Services

## Market Overview

Banking and financial services sector focused on operational optimisation, green financing, wealth management, and ESG integration, reflecting global trends and increasing international collaboration. Banks prioritised streamlining processes, improving cost efficiency, and managing non-performing loans (NPLs) to sustain profitability amid interest rate cuts by the State Bank of Vietnam, aimed at boosting credit growth and supporting economic recovery. Wealth management services experienced strong growth as banks introduced more tailored financial planning and investment solutions to meet the rising demand for sophisticated wealth management products.

Looking ahead to 2025, the sector is expected to see stronger credit growth, deeper ESG adoption, and expanding opportunities in sustainable financing and wealth management. However, some large banks are facing layoffs and maintaining hiring freezes for most non-revenue-generating roles. Talent demand will be primarily focus on professionals with expertise in risk management, sustainability, wealth management, and operational efficiency. As banks navigate these shifts, a skilled workforce capable of driving innovation, enhancing resilience, and ensuring long-term stability will be critical.



\*Min - Max gross monthly salary in VND million

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Banking</b>				
Chief Executive Officer	350 - 500	500 - 800	300 - 500	500 - 800
Deputy CEO	200 - 350	350 - 600	150 - 300	300 - 600
Head of Treasury	120 - 200	150 - 400	100 - 200	150 - 400
Head of Asset Liability Management	100 - 150	120 - 200	100 - 150	120 - 200
Head of Transaction Banking	100 - 180	180 - 250	80 - 150	150 - 220
Head of Corporate Banking	180 - 250	180 - 350	100 - 200	150 - 350
Head of Partnerships/Bancassurance	90 - 150	150 - 250	80 - 150	150 - 250
Head of Segmentation	80 - 120	120 - 180	60 - 100	120 - 180
Head of Retail Banking	100 - 200	150 - 300	100 - 200	150 - 300
Corporate Relationship Manager	40 - 80	80 - 120	30 - 60	50 - 120
Private Relationship Manager	50 - 70	70 - 100	40 - 80	60 - 100
Priority Relationship Manager	25 - 40	35 - 60	21 - 35	30 - 55
<b>Securities &amp; Fund Management</b>				
Group Chief Executive Officer - Private Equity Investee	220 - 380	380 - 600	250 - 350	335 - 450
Investment Director, Private Equities	130 - 210	150 - 350	120 - 180	170 - 300
Head of Equity Research	110 - 200	150 - 300	80 - 150	150 - 250
Head of Investment Banking	120 - 170	150 - 300	80 - 150	150 - 250
Investment Manager	30 - 50	50 - 100	30 - 50	50 - 100
Investment Analyst	25 - 40	40 - 50	25 - 40	40 - 50
Head of Brokerage	70 - 100	80 - 150	60 - 100	80 - 150
Institutional Sales	50 - 70	50 - 100	30 - 50	50 - 80
<b>Risk Management &amp; Collection</b>				
Head of Risk Management	90 - 110	110 - 220	80 - 120	120 - 200
Head of Credit Risks	100 - 130	130 - 200	100 - 120	120 - 230
Head of Collection	90 - 130	130 - 180	80 - 120	120 - 160



[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Insurance</b>				
Chief Distribution Officer	100 - 150	150 - 300	100 - 150	150 - 300
Chief Agency Officer	100 - 150	150 - 250	100 - 150	150 - 250
Actuary	50 - 100	60 - 150	40 - 80	50 - 120
Underwriting Manager	50 - 70	70 - 90	30 - 60	50 - 80
Claim Manager	30 - 60	50 - 80	30 - 60	50 - 80
Partnership Manager/BDM	45 - 70	70 - 100	30 - 60	50 - 80
<b>Marketing</b>				
Chief Marketing Officer	200 - 300	300 - 400	150 - 200	200 - 300
Head of Digital Marketing	110 - 130	130 - 180	80 - 120	100 - 150
Marketing Manager	60 - 90	90 - 110	30 - 50	50 - 80
<b>Strategy</b>				
Chief Innovation Officer	130 - 250	200 - 400	N/A	N/A
Head of Strategy & Operations Management	125 - 180	150 - 270	N/A	N/A
Senior Director, Actuarial Pricing & Strategies	100 - 160	150 - 250	N/A	N/A
<b>Advisory/M&amp;A</b>				
Deals Advisory Director	75 - 100	100 - 160	60 - 80	70 - 150
Deals Advisory Manager	45 - 60	60 - 80	35 - 45	40 - 80
Deals Advisory Specialist	30 - 40	40 - 45	25 - 30	30 - 40

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

## Recommendations for employers

In 2025, employers should prioritise talent development in risk management, sustainability, and operational efficiency to maintain competitiveness. With ESG and green financing becoming business requirements, hiring professionals with expertise in sustainability, compliance, and risk assessment should be a key focus. As banks navigate economic conditions and drive credit growth initiatives, enhancing efficiency in credit evaluation, debt recovery, and cost control, will be critical.

Attracting and retaining top talent will require a combination of competitive compensation, career development opportunities, and a work environment that supports innovation and digital transformation. Additionally, banks should proactively build a talent pipeline for emerging areas such as digital banking, wealth management, and sustainable finance to drive long-term growth and resilience.

## Recommendations for employees

Given this landscape, candidates in risk management, compliance, and credit evaluation will need to refine their expertise to align with stricter regulations and NPL management strategies. Wealth management professionals should enhance their ability to provide tailored financial solutions, as banks shift focus toward high-net-worth clients and investment advisory services.

Digital transformation remains a key industry driver, so mastering fintech applications, AI analytics, and digital banking tools will be essential. Sales and business development roles should sharpen their negotiation and client acquisition skills, as banks push for more aggressive sales targets. Additionally, soft skills such as adaptability, resilience, and problem-solving will be crucial in navigating a rapidly changing job market.





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

# Finance & Accounting

## Market Overview

The finance and accounting sector remains stable in 2024, with limited hiring expansion. Demand will primarily focus on experienced candidates for management, supervisory, and senior-level roles, making the job market more competitive for junior professionals. Those with strong technical expertise, coupled with a deep understanding of International Accounting Standards and regulatory compliance, will have a distinct advantage.

Large enterprises, especially multinational corporations and firms with regional operations, are placing greater emphasis on finance and accounting professionals who can navigate evolving Environmental, Social, and Governance (ESG) regulations and leverage Artificial Intelligence (AI) in financial analysis and reporting. Proficiency in Enterprise Resource Planning (ERP) systems will also become a critical requirement. Additionally, the shift back to full-time, office-based roles will likely continue, as companies seek greater oversight and collaboration within their finance functions.

Looking ahead to 2025, as global business integration accelerates, bilingual finance professionals, especially those fluent in English and Chinese, will have a competitive edge. Their ability to manage cross-border financial operations and communicate across markets will position them for higher salaries and broader career opportunities.



\*Min - Max gross monthly salary in VND million

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Finance</b>				
CFO	200 - 280	300+	120 - 160	140 - 260
Finance Director	150 - 180	180 - 250	100 - 160	120 - 220
Senior Finance Manager	100 - 130	130 - 150	70 - 120	100 - 130
Finance Manager	55 - 80	70 - 100	45 - 70	60 - 90
Finance Controller	50 - 100	80 - 160	40 - 60	50 - 75
Finance Business Analyst	25 - 40	40 - 60	20 - 40	30 - 50
Finance Officer	14 - 30		12 - 23	23 - 30
Financial Planning Manager	50 - 70	70 - 120	50 - 70	60 - 90
Business Controller	40+	70 - 120	N/A	N/A
<b>Accounting</b>				
Chief Accountant/Accounting Manager	30 - 60	50 - 90	28 - 40	50 - 75
Treasury Manager	40 - 50	50 - 80	35 - 55	40 - 60
Tax Manager	40 - 50	50 - 100	40 - 60	50 - 80
Management Accountant	20 - 40	40 - 60	15 - 25	25 - 35
Tax Assistant Manager	20 - 30	30 - 40	20 - 35	35 - 45
Cost Controller/Manager	30 - 50	40 - 80	30 - 45	40 - 60
General Accountant	25 - 50		12 - 25	20 - 35
Tax Accountant	10 - 20	20 - 30	15 - 25	22 - 30
Financial Accountant	15 - 25	30 - 60	N/A	N/A
<b>Internal Audit</b>				
Internal Audit Director	100 - 130	130 - 200	70 - 100	100 - 130
Internal Audit Manager	50 - 70	70 - 100	50 - 80	80 - 150
Internal Audit Specialist	20 - 30	30 - 45	20 - 40	30 - 50

[Message from Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

## Recommendations for employers

Employers should reassess their compensation packages, employee benefits, and talent retention strategies, especially for professionals proficient in Chinese and English. As Vietnam continues to attract foreign investment, particularly from China and other Asian markets, finance professionals with multilingual capabilities will be in high demand. Offering competitive salaries, career development opportunities, and clear growth plans will be crucial to attracting and retaining top talent. Investing in language training for existing employees can also help companies build a more adaptable and internationally competitive workforce.

With the increasing adoption of technology in finance functions, including AI financial analysis, ERP systems, and compliance with ESG regulations, companies should focus on continuous learning and upskilling. Providing structured training programmes and certifications in IFRS, digital finance tools, and regulatory compliance will help business strengthen financial management capabilities. Additionally, fostering a collaborative and engaging work environment will be key to maintaining productivity and employee satisfaction.

## Recommendations for employees

To stay competitive in this sector, professionals should prioritise obtaining international certifications such as ACCA, CPA, or CMA, which will enhance their expertise and career prospects. A strong foundation in IFRS, GAAP, tax regulations, and various tax structures will be essential as businesses increasingly align with global accounting standards.

Proficiency in finance technology will be a key differentiator. Candidates should develop their skills in data analysis tools, accounting software, and ERP systems to meet the growing demand for digital transformation in financial management. Additionally, soft skills, especially in business partnering, problem-solving, and strategic decision-making, will be highly valued by employers looking for finance professionals who can contribute beyond traditional accounting roles.

Professionals, particularly those fluent in English and Chinese, will have a significant advantage in securing higher-paying roles and career growth opportunities.



[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

# Human Resources

## Market Overview

2024 remains a challenging year for HR professionals, as recruitment demand from both local and international companies has slowed significantly, especially for back-office functions. Cost efficiency and operational optimisation are key priorities, leading to multiple waves of organisational restructuring, workforce resizing, and adjustments in business structures to adapt to market conditions.

Despite these challenges, Vietnam remains attractive to new investors, particularly in manufacturing, industrial sales, trading, as factories and offices continue to be established across the country. The expansion signals continued hiring needs in key sectors, shaping HR's evolving role in headcount planning, talent retention, and employer branding strategies for 2025.

At the same time, HR leaders are expected to take on a more strategic role as workforce expectations shift. Diversity, Equity, and Inclusion (DE&I) initiatives are gaining traction, driven by global corporate standards and evolving employee priorities on equity reviews, diversity training programmes, and flexible work policies according to our research.

Looking ahead to 2025, HR functions will continue evolving beyond traditional hiring and administrative roles. HR technology and data-driven decision-making will reshape workforce planning and employee engagement, while the increasing complexity of global and diverse teams will heighten the demand for change management, DE&I expertise, and sustainable HR strategies. As companies navigate these transformations, HR professionals will play a critical role in driving business resilience by building an agile, inclusive, and future-ready workforce.



\*Min - Max gross monthly salary in VND million

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance &amp; Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology &amp; Media

Sales & Marketing:  
FMCGSales & Marketing:  
Industrials

Semiconductor

Contact us

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Board of Management</b>				
Chief People Officer/Chief HR Officer/ Head of HR	150 - 220	200 - 300	110 - 150	150 - 270
HR Director	150 - 220	200 - 300	80 - 110	110 - 210
<b>General HR</b>				
HRBP Manager	60 - 100	90 - 140	40 - 70	70 - 100
HR Manager	60 - 100	90 - 150	45 - 80	80 - 140
HR Executive	10 - 27		12 - 22	22 - 32
HRBP	35 - 50	45 - 70	25 - 35	35 - 45
Assistant HRM	35 - 50	N/A	25 - 40	40 - 50
<b>Talent Acquisition</b>				
TA Manager	50 - 80	80 - 120	40 - 60	60 - 80
Assistant TA Manager	N/A	N/A	25 - 40	40 - 55
<b>Learning &amp; Development</b>				
L&D Manager	50 - 80	80 - 120	40 - 65	65 - 80
Training Manager	N/A	N/A	40 - 60	60 - 75
<b>Compensation &amp; Benefits</b>				
C&B Manager	50 - 75	70 - 120	30 - 45	45 - 65
Total Rewards Manager	50 - 75	70 - 120	35 - 45	45 - 55
Office Manager	30 - 40	40 - 60	25 - 35	35 - 45



## Recommendations for employers

As the HR sector continues to evolve, employers must take a proactive approach to workforce management to attract and retain top talent in an increasingly competitive market.

Providing greater flexibility in working hours and locations can help improve employee satisfaction and engagement. Additionally, enhancing both financial and non-financial benefits, such as wellness programmes, learning and development opportunities, and incentive schemes will be key to retaining high-performing employees.

Companies should consider expanding HR functions to include dedicated roles focused on DE&I strategy, unconscious bias training, and inclusive recruitment practices. A diverse and inclusive workplace will enhance employer branding and attract a wider talent pool.

Investing in technology such as HRIS (Human Resource Information Systems), AI-driven recruitment tools, and data analytics platforms will allow businesses to streamline hiring, optimise workforce planning, and improve employee engagement strategies.

Employers should build structured training programmes focusing on leadership development, mid- to senior-level training, and upskilling initiatives. Additionally, succession planning for critical roles will help ensure long-term business stability and leadership continuity.

## Recommendations for employees

As competition intensifies and Vietnam's job market becomes more globally connected, HR professionals should take a proactive approach to career growth by expanding their skills, adaptability, and professional network.

For HR professionals, global mobility expertise and cross-cultural management skills will become increasingly valuable as businesses expand internationally. Understanding diverse workforces and guiding organisations through change will set professionals apart in the evolving job market.

Additionally, demand for multilingual professionals is rising. Fluency in English, Chinese, Japanese, or other key languages can open doors to high-value career opportunities and global roles.

Professionals must stay adaptable as businesses undergo digital, cultural, and organisational transformations. HR roles who can drive change and navigate workforce transitions will play a crucial role in shaping the future of work.

Finally, a strong personal brand and professional network are crucial for HR professionals aiming to advance their careers. Employers value well-connected, knowledgeable, and proactive HR leaders who influence industry trends. Actively engaging with peers, attending networking events, sharing insights, and showcasing expertise online will boost your visibility and establish credibility in the industry.

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

# Healthcare

## Market Overview

Healthcare sector experienced significant growth in 2024, driven by an aging population rising healthcare awareness, and ongoing investment in medical infrastructure. The pharmaceutical market, valued at USD7.60 billion in 2024, is projected to reach USD12.12 billion by 2030, with a Compound Annual Growth Rate (CAGR) of 7.96%\*.

The medical device market, valued at USD1.55 billion in 2024, is expected to grow at a CAGR of 8.45% through 2030\*.

Digital health is also expanding, with projections indicating the market will reach USD1.069 billion by 2025, and an annual growth rate of 8.38% leading to USD1.475 billion by 2029\*\*.

Hiring trends indicate a strong demand for skilled professionals in healthcare, pharmaceuticals, and research sectors. Salaries remain stable, with job movers receiving increases ranging from 15% to 25%. However, challenges persist, including workforce shortages and disparities in infrastructure between urban and rural areas.

Opportunities abound in private sector investment, digital health advancements, and technologies such as telemedicine and artificial intelligence. The sector is poised for innovation, aiming to address both local and regional healthcare needs.

(\*) TechSci Research

(\*\*) Statista's 2025 projection



\*Min - Max gross monthly salary in VND million

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>General Management</b>				
General Manager/Managing Director	300 - 450	450 - 600	N/A	N/A
Head of Business Unit	200 - 250	250 - 350	N/A	N/A
<b>Sales</b>				
Head of Sales	90 - 110	110 - 150	100 - 150	150 - 200
Regional Sales Manager	70 - 80	80 - 90	70 - 100	100 - 150
Area Sales Manager	40 - 55	55 - 65	35 - 50	50 - 70
Business Development Manager	60 - 80	80 - 110	40 - 60	60 - 90
Key Account Manager	40 - 50	50 - 65	30 - 40	40 - 55
Key Account Executive	20 - 30	30 - 40	17 - 23	23 - 30
Head of Market Access	100 - 150	150 - 200	N/A	N/A
Market Access Manager	60 - 80	80 - 100	60 - 90	90 - 160
Market Access Specialist	30 - 45	45 - 60	30 - 40	40 - 50
Government Relations Manager	70 - 80	80 - 100	70 - 90	90 - 120
Head of Commercial Excellence	80 - 120	120 - 180	70 - 100	100 - 150
Sales Force Effectiveness Manager	45 - 65	70 - 80	40 - 55	55 - 65
Sales Force Training Manager	40 - 60	60 - 75	40 - 50	50 - 70
<b>Marketing</b>				
Head of Marketing	100 - 120	120 - 160	80 - 100	100 - 130
Group Product Manager	75 - 90	90 - 100	70 - 90	90 - 100
Product Manager	40 - 60	60 - 75	35 - 50	50 - 90
Product Specialist	20 - 30	30 - 45	15 - 27	27 - 42



Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Medical Affairs &amp; Regulatory Affairs</b>				
Head of Medical Affairs	100 - 150	150 - 200	N/A	N/A
Medical Affairs Manager	60 - 80	80 - 100	45 - 60	60 - 100
Medical Science Liaison	30 - 45	45 - 55	30 - 40	40 - 50
Head of Regulatory Affairs	100 - 150	150 - 200	90 - 120	120 - 150
Regulatory Affairs Manager	60 - 80	80 - 95	50 - 60	60 - 80
<b>Technical</b>				
Service Manager (Medical Device)	45 - 55	55 - 75	45 - 55	55 - 75
Service Engineer (Medical Device)	15 - 30	30 - 40	15 - 27	27 - 42
Application Specialist (Medical Device)	15 - 20	20 - 35	15 - 30	30 - 40





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

## Recommendations for employers

Employers should focus on attracting and retaining talent by offering competitive salaries, benefits, flexible work arrangements, and career development opportunities to address workforce shortages.

Investing in continuous training, particularly in digital health, telemedicine, and emerging medical technologies, will ensure employees stay ahead of industry advancements.

Additionally, strengthening employer branding by fostering a supportive and innovative work environment can enhance talent attraction and retention, positioning the organisation as a top choice in this sector.

## Recommendations for employees

Professionals should continuously upskill in high-demand areas such as digital health, AI in healthcare, and telemedicine to stay competitive.

Seeking employers that offer clear career growth plans and training programmes can provide long-term development opportunities.

Additionally, adapting to new technologies and embracing dynamic work environments will be essential for career success.



Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

# Legal

## Market Overview

In 2024, hiring in law firms has slowed significantly, with recruitment reductions across all levels. A key factor behind this trend is the retirement of many founding expatriate senior partners, prompting a structural shift in international law firms. Instead of reporting directly to managing partners in Vietnam, many firms are now aligning with regional practice heads, fostering a more globalised work culture while reducing the decision-making power of local leadership.

Similarly, in-house legal teams are facing cost-efficiency pressures, leading to layoffs and hiring freezes except for critical roles. The focus is on replacing key positions rather than expanding teams, with industries such as insurance, energy, infrastructure, and banking being the most affected.

Looking ahead to 2025, legal professionals will need to adapt to shifting market demands. Environmental, Social, and Governance (ESG) compliance is becoming a key priority, driving greater demand for legal expertise in sustainability regulations, risk management, and corporate accountability. Additionally, data literacy is emerging as an essential skill, enabling legal teams to analyse trends, predict risks, and align legal strategies with business objectives.

With AI transforming the legal sector, professionals should navigate its opportunities and challenges. Legal experts should leverage AI-driven efficiencies while ensuring compliance with ethical and legal standards, maintaining credibility in an increasingly tech-driven legal environment.



\*Min - Max gross monthly salary in VND million

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance &amp; Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology &amp; Media

Sales & Marketing:  
FMCGSales & Marketing:  
Industrials

Semiconductor

Contact us

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
Law Firm				
Counsel	150 - 200	180 - 250	130 - 170	170 - 230
Senior Associate (Qualified Lawyer)	110 - 180	150 - 220	90 - 130	130 - 180
Associate	40 - 80	70 - 120	40 - 60	60 - 85
Paralegal/Legal Assistant	15 - 25	20 - 30	15 - 25	25 - 40
In-house Legal				
Head of Legal/General Counsel/ Legal Director	150 - 200	200 - 300	130 - 150	150 - 250
Senior Legal Manager/Senior Legal Counsel	90 - 140		100 - 150	
Legal Manager	60 - 80	80 - 100	70 - 100	100 - 130
Legal Counsel	60 - 80	80 - 100	40 - 60	60 - 80
Associate Counsel	40 - 60	50 - 70	35 - 50	
Legal Specialist	25 - 40		15 - 25	25 - 35
DPO	50 - 100	100 - 300	N/A	N/A





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

## Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

## Recommendations for employers

Employers should focus on strengthening their branding, as a strong reputation and well-positioned leadership are crucial for attracting and retaining top talent in a competitive market. Effective management is also key to improving retention and reducing turnover costs, making it essential to invest in leadership development, particularly for mid- to senior-level managers.

Given the evolving hiring landscape, firms should consider flexible hiring strategies, such as temporary, contract, or “of counsel” roles, to maintain agility and cost efficiency during periods of fluctuating demand.

Additionally, as legal technology and regulatory complexities continue to grow, companies should prioritise training in data privacy, AI regulations, risk management, and ESG compliance. Encouraging legal teams to develop expertise in data analytics tools will not only enhance strategic decision-making but also ensure that businesses stay ahead in an increasingly tech-driven and compliance-focused environment.

## Recommendations for employees

To advance in legal sector, professionals should excel in both technical expertise and business development, as law firms increasingly favour lawyers who can offer reliable legal guidance while also drive client engagement and firm growth.

Strong communication skills, particularly fluency in both Vietnamese and English, are essential for navigating cross-border transactions and working effectively in international environments. Additionally, industry specialisation is becoming more critical, as businesses prefer legal experts with deep sector knowledge over generalists covering multiple fields.

With ESG compliance becoming more prominent, legal professionals should proactively develop expertise in environmental and sustainability regulations, staying updated on both global and local developments. Earning certifications in sustainability law or related fields can further enhance career prospects, positioning legal professionals as key advisors in an evolving regulatory landscape.



Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

# Professional Services

## Market Overview

International schools have experienced a slight decline in enrollment due to economic pressures such as inflation and rising living costs, leading more expatriates and local families to explore more affordable options. However, schools in major cities with strong reputations continue to see moderate growth. The sector is accelerating digital transformation with AI and online learning.

F&B sector benefits from a flexible workforce but struggles with high turnover, labour shortages, and rising wages. Meanwhile, Real estate demand remains strong, driven by urbanisation, though remains sensitive to regulatory changes and fluctuating economic conditions. Tourism and hospitality are rebounding, driven by rising international and domestic travel, as well as growing demand for unique, experience-based services. This is creating job growth and expansion opportunities, though businesses still face staffing shortages in key service roles.

Looking ahead to 2025, hiring will focus on digital skills, adaptability, and tech-savviness as businesses optimise operations, enhance customer experiences and drive business resilience in a fast-changing market.



\*Min - Max gross monthly salary in VND million

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance &amp; Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology &amp; Media

Sales & Marketing:  
FMCGSales & Marketing:  
Industrials

Semiconductor

Contact us

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Board of Management</b>				
General Manager/Managing Director	130 - 180	180 - 350	120 - 180	150 - 270
Country Manager/Chief Representative Office	100 - 130	125 - 160	90 - 120	100 - 180
<b>Sales</b>				
Area Director	85 - 120	115 - 145	70 - 100	80 - 115
Sales Director	80 - 110	100 - 160	80 - 100	90 - 130
Business Development Manager	30 - 60	50 - 75	40 - 60	45 - 75
Area Sales Manager	40 - 60	60 - 75	35 - 45	40 - 60
<b>Marketing</b>				
Marketing Director/CMO	85 - 130	100 - 150	70 - 120	100 - 150
Marketing Manager	45 - 70	60 - 95	45 - 75	60 - 90
Digital Marketing Manager	30 - 55	50 - 90	35 - 50	50 - 90
Marketing and Communications Manager	40 - 60	55 - 70	35 - 50	50 - 90
Event Manager	30 - 45	40 - 60	30 - 45	45 - 60
<b>Operations</b>				
Operations Director	100 - 150	130 - 170	N/A	N/A
Director of Rooms (Hospitality)	N/A	N/A	40 - 65	65 - 90
Operations Manager	45 - 65	65 - 85	40 - 60	60 - 80
Operations and Facilities Manager	N/A	N/A	50 - 80	80 - 110
Operations Leader	25 - 35	30 - 40	N/A	N/A





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

## Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

## Recommendations for employers

Investing in digital transformation, such as AI-powered customer service in F&B and hybrid learning in education, will help businesses improve efficiency and enhance customer experience while remaining cost-effective in a cautious spending situation.

With high turnover and labour shortages, particularly in F&B and hospitality, companies should refine hiring strategies by leveraging temporary contracts for peak seasons and ongoing projects. Retention efforts should go beyond competitive compensation to include better work conditions, career development, and clear growth plans.

Reskilling and upskilling will be essential, not only in technology but also in customer service, process optimisation, and financial management to improve business performance.

While flexible work models are gaining traction, hospitality and F&B require on-site staffing. Businesses should focus on balancing operational needs with employee expectations, such as offering stable scheduling and career progression, to attract and retain a strong workforce.

## Recommendations for employees

Employees should actively upskill in technology, data visualisation, and data analysis to stay competitive.

Developing a customer-focused mindset will be essential for delivering excellent service and building strong connections with clients.

As employers place greater emphasis on business acumen and operational efficiency, employees should enhance their problem-solving and strategic thinking skills to stand out in the job market.

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)[Salary Guide](#)[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

# Technology & Media

## Market Overview

Tech and media sector has experienced significant growth, driven by advancements in AI, 5G, and Internet of Things (IoT), which are becoming more integrated into daily life and business operations. The expansion of 5G and IoT is enhancing connectivity, enabling the development of smart cities and more efficient digital services. Meanwhile, Augmented Reality (AR) and Virtual Reality (VR) are gaining mainstream adoption in entertainment, education, and business, while data security, blockchain, and green technologies are emerging as critical priorities. These advancements are shaping the hiring landscape, with strong demand for AI engineers, cybersecurity specialists, data analysts, and cloud computing professionals. However, with the fast-paced advancement of technology, the market is facing a talent gap, with companies struggling to find professionals who possess the necessary specialised skills.

Digital content creation, performance marketing, and UI/UX design roles are in high demand, reflecting shifting consumer behaviours. Additionally, the rise of AI-generated content and automation in digital marketing is reshaping job requirements, favouring professionals who can blend creativity with analytical expertise.

Looking ahead to 2025, AI, 5G, and blockchain will continue to drive innovation, supporting automation, smart cities, and decentralised finance. AR and VR will further redefine immersive experiences, while sustainability efforts will push businesses to integrate green tech solutions. As the digital ecosystem evolves, data privacy and cybersecurity will remain key priorities, and hiring trends will continue to favour professionals with a solid experience in emerging technologies and regulatory requirements.





\*Min - Max gross monthly salary in VND million

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)**Salary Guide**[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Software</b>				
CIO - CTO	180 - 270	270 - 350	140 - 180	180 - 350
Chief Data Officer	130 - 180	150 - 300	120 - 180	150 - 300
Head of Digital Transformation	100 - 170	170 - 220	80 - 120	120 - 220
Software/Solution Architect/Enterprises Architect	70 - 125	125 - 180	60 - 100	80 - 160
Cyber Security Manager	N/A	N/A	50 - 80	60 - 120
Product Owner/Project Manager	50 - 80	60 - 130	45 - 80	60 - 120
Business Analyst	45 - 60	60 - 80	35 - 45	40 - 65
Technical Scrum Master	35 - 60	60 - 120	40 - 60	50 - 80
Software Engineer	20 - 70	70 - 130	35 - 45	40 - 80
QA/QC Manager	50 - 70	70 - 100	45 - 60	50 - 70
QA/QC Engineer	25 - 45	45 - 70	18 - 40	40 - 50
System Engineer	20 - 45	45 - 80	20 - 40	40 - 60
DevOps/DevSecOps	35 - 70	70 - 135	30 - 60	45 - 90
Data Engineer	35 - 70	70 - 120	25 - 50	50 - 100
Data Scientist	80 - 120	120 - 200	30 - 70	60 - 150
AI Engineer	35 - 60	60 - 100	25 - 50	50 - 100
Machine Learning Engineer	30 - 60	60 - 100	30 - 60	50 - 100
NLP Engineer	30 - 60	60 - 100	30 - 50	50 - 80
UI/UX Designer	35 - 60	60 - 100	20 - 40	40 - 80
Business Development Manager	40 - 60	60 - 120	30 - 60	60 - 120
Presales Manager	30 - 50	60 - 100	40 - 60	60 - 90
Partnership Manager	40 - 60	60 - 120	45 - 65	60 - 100





\*Min - Max gross monthly salary in VND million

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance &amp; Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology &amp; Media

Sales & Marketing:  
FMCGSales & Marketing:  
Industrials

Semiconductor

Contact us

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>E-commerce</b>				
Head of E-commerce	60 - 80	80 - 150	N/A	N/A
Head of Sales	60 - 90	90 - 175	70 - 100	100 - 160
Business Development Manager	50 - 80	80 - 155	30 - 70	40 - 110
Customer Success Manager	50 - 80	80 - 150	40 - 60	60 - 100
<b>IT In-house</b>				
IT Director	120 - 150	150 - 240	60 - 120	100 - 200
IT Manager	70 - 90	100 - 180	40 - 70	60 - 100
Infrastructure Manager	70 - 90	90 - 140	50 - 70	60 - 100
IT Support/Helpdesk	20 - 35	35 - 55	15 - 35	25 - 45
ERP/SAP Consultant	20 - 40	40 - 75	20 - 40	40 - 70
<b>Media</b>				
Head of Digital	50 - 90	90 - 145	40 - 60	60 - 120
Account Director/Manager	50 - 70	70 - 130	30 - 50	50 - 100
Art Director	40 - 60	60 - 95	N/A	N/A
Creative Director	50 - 70	70 - 95	N/A	N/A



Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

## Recommendations for employers

In 2025, as AI, 5G, AR/VR, and blockchain continue to transform the tech and media landscape, employers should prioritise building a workforce that thrives on continuous innovation and adaptability. Business should not only invest in training but also collaborate with universities and tech hubs to build a stronger talent pipeline.

While remote and hybrid work remain popular globally, many Vietnamese companies are returning to fully office-based operations. A balance between flexibility and in-office collaboration is key.

Additionally, with tightening regulations on data security and privacy, companies must integrate robust compliance measures while aligning their operations with sustainability goals to secure long-term growth in an evolving digital environment.

## Recommendations for employees

Professionals in this sector should focus on keeping pace with rapid advancements in AI, 5G, blockchain, and sustainability. Upskilling in these areas, particularly in AI, automation, cybersecurity, and green tech, will be crucial for staying competitive in the market. Given the increasing adoption of international standards and regulations, professionals should also develop a strong understanding of data privacy policies and industry-specific compliance requirements.

Collaboration and innovation will be highly valued, so employees should actively seek opportunities to work on cross-functional projects and expand their professional networks. As many companies in Vietnam shift back to office-based operations while maintaining some flexible models, adaptability and a proactive learning mindset will be key to career growth. Additionally, maintaining work-life balance and prioritising well-being will help professionals sustain long-term productivity in this fast-paced industry.



Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

## Sales & Marketing: FMCG

### Market Overview

With Vietnam's GDP growth for 2024 reported at 7.09%\*, surpassing earlier forecasts and with even higher expectations for 2025, the country's nearly 100 million consumer market remains promising. However, global economic pressures and inflation concerns has weakened local consumer sentiment, leading to more cautious spending and a focus on essential goods over premium products.

Looking ahead, consumer demand is expected to recover gradually, while trends in ethical and health-conscious consumption will continue to grow. Vietnamese consumers are showing increasing interest in organic foods, eco-friendly products, and well-being services, presenting new opportunities for brands that align with these evolving preferences.

(\*) General Statistics Office of Vietnam





\*Min - Max gross monthly salary in VND million

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

## Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance &amp; Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology &amp; Media

Sales & Marketing:  
FMCGSales & Marketing:  
Industrials

Semiconductor

Contact us

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Board of Management</b>				
General Manager/Managing Director	250 - 350	350 - 500	180 - 250	250 - 350
Commercial Director	200 - 300	250 - 400	160 - 200	180 - 260
<b>Sales</b>				
Sales Director	150 - 200	250 - 300	80 - 120	120 - 150
Head of Traditional Trade	100 - 150	150 - 200	70 - 100	100 - 130
Head of Modern Trade	90 - 150	150 - 200	80 - 120	120 - 160
National Sales Manager/National Sales Head	90 - 150	150 - 200	80 - 100	100 - 150
Regional Sales Manager	80 - 120	120 - 150	55 - 75	75 - 100
E-commerce Manager	60 - 80	80 - 120	40 - 70	70 - 85
Area Sales Manager	35 - 45	45 - 60	30 - 40	40 - 55
Key Account Manager	30 - 50	55 - 70	30 - 40	40 - 75
Trade Marketing Manager	40 - 60	60 - 90	40 - 55	55 - 70
Route to Market Manager	35 - 50	50 - 70	40 - 60	50 - 75
Sales Capability Manager	50 - 60	60 - 80	30 - 50	50 - 65
Sales Operations Manager	50 - 60	60 - 80	30 - 55	50 - 70
<b>Marketing</b>				
Marketing Director	120 - 180	200 - 300	80 - 120	120 - 150
Marketing Manager	70 - 100	100 - 180	50 - 70	70 - 120
Senior Brand Manager	60 - 90	90 - 130	50 - 70	60 - 90
Brand/Product Manager	50 - 80	80 - 100	35 - 50	50 - 80
PR & Communications Manager	30 - 50	50 - 90	30 - 45	45 - 70
Digital Marketing Manager	30 - 60	60 - 80	30 - 45	45 - 70
Assistant Brand/Product Manager	25 - 35	35 - 45	20 - 35	35 - 40
Customer Insight Manager	35 - 50	50 - 80	N/A	N/A



Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Retail</b>				
Retail Director	100 - 150	150 - 300	50 - 80	75 - 100
Head of Operations	80 - 100	100 - 150	N/A	N/A
Head of Merchandise	80 - 100	100 - 140	N/A	N/A
Operation Manager	N/A	N/A	25 - 40	40 - 50
Store Manager	25 - 40	40 - 60	20 - 35	35 - 55
Department Manager	15 - 20	30 - 40	15 - 20	20 - 30
Purchasing Manager	45 - 60	70 - 120	35 - 50	50 - 70
Purchasing Director	80 - 100	150 - 200	N/A	N/A
Category/Merchandise Manager	45 - 60	60 - 80	35 - 50	50 - 70

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)

## Salary Guide

[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

## Recommendations for employers

As AI adoption in the consumer and retail sectors continues to grow, particularly in personalised marketing, automated logistics and dynamic pricing, the demand for tech-savvy talent with AI expertise is becoming more evident. To stay competitive, employers should attract and retain your talents through competitive salaries, upskilling programmes and career development opportunities.

Additionally, in this high-turnover talent market, especially during economic uncertainty, prioritising candidates with resilience, adaptability, and strong problem-solving skills will be key to maintaining a stable and agile workforce.

## Recommendations for employees

Developing AI skills and staying informed about industry trends will provide a strong advantage in this market. Actively engaging with professional networks and market insights can help employees adapt to shifting consumer behaviours and business strategies.

Furthermore, gaining cross-border experience, whether through regional projects or international collaborations, will be highly valued, as employers prefer talent with a global perspective and adaptability in this evolving marketplace.





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

# Sales & Marketing: Industrials

## Market Overview

In 2024, Vietnam's economic was driven by strong industrial performance, robust exports to key markets such as the U.S., EU, and other Asian countries, as well as growing domestic consumption and infrastructure development. Key sectors, including textiles, garments, footwear, automotive, logistics, and agriculture, experienced notable growth.

Foreign direct investment (FDI) also saw a substantial increase, with disbursed capital reaching USD25.35 billion in 2024, a 9.4% rise compared to the previous year\*. This highlights Vietnam's ongoing attractiveness as a manufacturing hub and a destination for high-tech and green energy investments, reinforcing its role in global supply chains.

Looking ahead to 2025, a potential shift in U.S. trade policies, including stricter tariffs on Chinese products, could further strengthen Vietnam's role as a key manufacturing base. This scenario may benefit sectors such as logistics, textiles, garment manufacturing, footwear, and industrial real estate. However, businesses should prepare for challenges, including geopolitical tensions, rising labour costs, inflationary pressures, and supply chain uncertainties.

While Vietnam's industrials sector continues its growth trajectory, companies should remain agile and proactive in navigating global market shifts.

(\*) General Statistics Office of Vietnam



\*Min - Max gross monthly salary in VND million

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)**Salary Guide**[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Board of Management</b>				
General Manager/Managing Director	230 - 280	280 - 350	140 - 185	180 - 250
Chief Representative	100 - 150	130 - 220	100 - 150	140 - 220
Commercial Head/Chief Commercial Officer	90 - 130	130 - 170	90 - 130	100 - 150
<b>Sales</b>				
Sales Director/National Sales Manager	100 - 150	130 - 200	100 - 120	120 - 200
Business Development Manager	45 - 70	70 - 80	50 - 67	60 - 90
Key Account Manager	45 - 70	70 - 80	50 - 65	50 - 75
Area Sales Manager	40 - 55	55 - 70	40 - 55	50 - 60
Key Account Executive	25 - 35	40 - 45	25 - 35	30 - 40
Technical Sales Representative	25 - 35	35 - 45	23 - 30	25 - 37
Area Sales Representative	20 - 30	35 - 45	18 - 27	23 - 35
Business Development Specialist	20 - 30	35 - 45	25 - 35	30 - 45
<b>Marketing</b>				
Marketing Director	120 - 185	185 - 230	70 - 100	N/A
Marketing Manager	60 - 90	90 - 100	40 - 60	50 - 70
Product Marketing Manager	55 - 65	65 - 75	40 - 50	45 - 65
Marketing Executive/Specialist	25 - 35	35 - 45	20 - 30	30 - 35





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

## Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

## Recommendations for employers

To stay competitive, businesses should optimise workforce efficiency and adapt to evolving demands. Offering flexible work arrangements is key to attracting and retaining talent, while investing in digital transformation, AI, and automation enhances efficiency and customer experience. As technology reshapes industries, continuous upskilling in digital literacy and data analytics will future-proof the workforce.

To expand market reach, companies should develop a multilingual talent pool, particularly in Chinese, Korean, and Japanese, to support cross-border business growth. Additionally, fostering a supportive work environment with well-being initiatives and career development will help retain top talent.

## Recommendations for employees

Employees should stay adaptable and cultivate a growth mindset to navigate constant changes. Developing digital skills and keeping up with industry tools and technologies will be essential for staying competitive. Building a strong professional network, both online and offline, can unlock new career opportunities and provide valuable industry insights.

In a shifting business landscape, employees should proactively update their knowledge of new solutions and products to strengthen relationships with existing clients and attract new prospects. Offering innovative solutions can help create business value and drive success, even in challenging times.

As companies streamline operations, embracing continuous learning and taking on new responsibilities will be key to enhancing work efficiency and career growth.





Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us

# Semiconductor

## Market Overview

Semiconductor industry is advancing rapidly in Vietnam, aiming to establish itself as a key player in the global value chain with a focus on IC design, advanced testing, and packaging technologies. Growth is driven by government support, competitive labour costs, and rising demand from sectors like automotive, electronics, and AI. Strategic efforts include infrastructure development, investment incentives, and workforce training to meet the sector's specialised labour needs.

Hiring trends highlight strong demand for design verification and physical design engineers, as well as R&D professionals specialising in advanced packaging and testing. As semiconductor complexity increases, companies seek skilled talent to optimise design efficiency and drive innovation.



\*Min - Max gross monthly salary in VND million

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance &amp; Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology &amp; Media

Sales & Marketing:  
FMCGSales & Marketing:  
Industrials

Semiconductor

Contact us

Job Position	Ho Chi Minh City		Hanoi	
	1 - 5 years of exp.	5+ years of exp.	1 - 5 years of exp.	5+ years of exp.
<b>Digital Design</b>				
RTL Design Manager	100 - 130	130 - 160	75 - 110	100 - 135
RTL Design Engineer	25 - 45	45 - 90	23 - 35	35 - 80
Design Verification Manager	80 - 130	130 - 170	75 - 100	100 - 135
Design Verification Engineer	25 - 50	50 - 100	20 - 40	40 - 85
DFT Manager	80 - 120	120 - 150	N/A	N/A
DFT Engineer	23 - 45	45 - 100	20 - 40	40 - 65
Physical Implementation Engineer	18 - 30	N/A	18 - 28	N/A
Physical Design Manager	80 - 120	120 - 170	80 - 100	100 - 140
Physical Design Engineer	20 - 50	50 - 100	20 - 40	40 - 70
<b>Analog/Analog Mixed Signal</b>				
Analog Mixed Signal Design Manager	80 - 130	120 - 150	80 - 110	100 - 140
Analog Mixed Signal Design Engineer	20 - 50	50 - 100	18 - 50	50 - 95
Analog Mixed Signal Layout Manager	80 - 110	110 - 150	80 - 100	100 - 120
Analog Mixed Signal Layout Engineer	18 - 35	35 - 55	18 - 35	35 - 45

[Message from  
Country Director](#)[About Adecco](#)[About the research](#)[Salary & Work Trend  
Talent Market Survey](#)

## Salary Guide

[Engineering &  
Manufacturing](#)[Financial Services](#)[Finance & Accounting](#)[Human Resources](#)[Healthcare](#)[Legal](#)[Professional Services](#)[Technology & Media](#)[Sales & Marketing:  
FMCG](#)[Sales & Marketing:  
Industrials](#)[Semiconductor](#)[Contact us](#)

## Recommendations for employers

To sustain growth in this sector, employers should prioritise workforce development through strategic training programmes and partnerships with universities and vocational institutions, ensuring a steady talent pipeline. Staying ahead of technological advancements and fostering innovation will be key to maintaining competitiveness.

To attract and retain top talent, companies should offer competitive and flexible compensation packages, including performance-based incentives, stock options, and career growth opportunities for engineers and R&D specialists. Providing flexible work arrangements and comprehensive health benefits can also enhance employee satisfaction and retention.

Additionally, leveraging government incentives for business expansion, R&D, and infrastructure development will be crucial. Engaging with policymakers to streamline regulations can further support industry growth and operational efficiency.

## Recommendations for employees

Professionals should continuously update their technical skills, stay informed about emerging technologies, and adopt a mindset of continuous learning.

Enhancing language proficiency, especially in English and technical communication, can provide a competitive edge in both local and global markets, expanding career opportunities.

Collaboration is key in this industry, working effectively with cross-functional teams and networking with industry professionals will help you stay updated on trends, strengthen your expertise, and open doors to new opportunities in the semiconductor sector.





# Contact us

Message from  
Country Director

About Adecco

About the research

Salary & Work Trend  
Talent Market Survey

## Salary Guide

Engineering &  
Manufacturing

Financial Services

Finance & Accounting

Human Resources

Healthcare

Legal

Professional Services

Technology & Media

Sales & Marketing:  
FMCG

Sales & Marketing:  
Industrials

Semiconductor

Contact us



### Ho Chi Minh City - Head Office

14th floor, Etown Central  
11 Doan Van Bo Street  
District 4, Ho Chi Minh City  
+84 28 3636 5811



### Hanoi - Representative Office

7th floor, Prime Centre Building  
53 Quang Trung Street  
Hai Ba Trung District, Hanoi  
+84 24 3218 1190



#### Thanh Le

Country Director  
E thanh.le@adecco.com



#### Chuong Nguyen

Head of Recruitment Service  
E chuong.nguyen@adecco.com



#### Kim Truong

Associate Director  
Recruitment Service, HCMC  
E kim.truong@adecco.com



#### Phuc Nguyen

Head of Operations  
E tamphuc.nguyen@adecco.com



#### Phuong Nguyen

Director  
Recruitment Service, Hanoi  
E thuphuong.nguyen@adecco.com

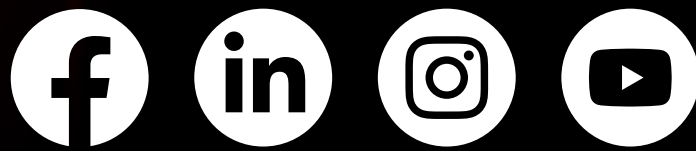


#### Mi Bui

Head of Sales  
E mi.bui@adecco.com

# Connect with us

[adecco.com.vn](http://adecco.com.vn)



@AdeccoVietnam

Adecco