

Vietnam Salary Guide 2025



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Executive	4
Sales	5
Marketing	8
Retail	10
Accounting & Finance	11
Engineering & Manufacturing	12
Procurement & Supply Chain	13
Technology & Transformation	14
Human Resources (HR)	16
Legal	17
Healthcare	18

A Guide to Salaries & Trends in the Labour Market 2025

Vietnam's employment landscape presents a nuanced picture of stability and transformation. While market activity has moderated, the fundamentals driving Vietnam's long-term growth remain strong, supported by progressive trade agreements and a dynamic domestic market.

Salary increments typically range from 5% to 10%, with 10% to 15% for managerial levels and above 20% for C-suite executives. Vietnam's specialist and senior leadership salaries are now approaching levels seen in Thailand and Malaysia, particularly in technology and industrial sales. Companies are increasingly implementing retention schemes and performance-based bonuses aligned with productivity goals.

The transformation agenda continues to drive significant opportunities across sectors. Businesses are evolving through manufacturing automation and modernised work processes, creating demand for professionals skilled in technological and organisational change.

The retail and consumer sectors show resilience, driven by Vietnam's growing middle class and large population. International and domestic brands continue expanding, while education and healthcare sectors attract private equity investment, reflecting confidence in Vietnam's growth trajectory.

The technology sector has adopted a measured approach to hiring and compensation, while, industrial sales and B2B sectors maintain steady momentum, particularly in automation and engineering products. Emerging areas such as sustainability and renewables are gaining traction.

While ESG initiatives and related roles are not yet mainstream, demand for these specialisations is expected to grow as Vietnam progresses toward its 2050 carbon neutrality goal. Key areas include renewable energy project management, ESG compliance, and green financing, reflecting Vietnam's increasing alignment with global sustainability standards and practices.

Vietnam's fundamental advantages – including its young workforce, growing domestic market, and increasing integration into global supply chains – continue to provide a strong foundation for future growth.



May Wah Chan

Regional Director

Salary Guide

Data below shows gross salary VND 000,000

Job Title	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Chief Strategy Officer (CSO)	140	230	700
Chief People Officer (CPO)	150	250	750
Environmental, Social, and Governance (ESG) Director	160	240	380
Chief Risk Officer (CRO)	180	250	400
Chief Financial Officer (CFO)	190	240	540
Country Manager	190	250	600
Chief Digital Officer (CDO)	190	230	500
Chief Information Officer (CIO)	200	280	680
Chief Information Security Officer (CISO)	200	280	680
Chief Technology Officer (CTO)	200	280	440
Chief Commercial Officer (CCO)	220	320	910
Chief Operations Officer (COO)	230	350	960
Chief Marketing Officer (CMO)	230	310	400
Non-Executive Director (NED)	240	320	680
Chief Executive Officer (CEO)	340	490	1,220

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Salary Guide

Data below shows gross salary VND'000,000

FMCG Sales	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Area Sales Manager	43	54	75
Key Account Manager	43	75	107
Route to Market (RTM) Manager	60	70	80
Sales Capability Manager	70	80	90
Trade Marketing Manager	74	84	95
Regional Sales Manager	88	132	242
National Sales Capability Manager	100	120	150
Route to Market (RTM) Director	100	150	200
Head of Trade Marketing	110	165	220
Head of Modern Trade	132	165	330
Head of General Trade	132	220	330
National Sales Director	275	330	440

Healthcare Sales	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Key Account Manager	44	55	77
Area Sales Manager	55	77	88
Commercial Excellence Manager	77	88	143
National Sales Manager	132	143	165
Sales Director	198	220	275
Business Unit Director	220	275	330

Sales

Agriculture	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Area Sales Manager	45	50	55
Account Manager	60	80	100
Sales Manager	60	80	100
Business Development Manager	65	70	80
Regional Sales Manager	65	75	100
National Sales Manager	75	90	130
Sales Head / Sales Director	100	150	200
Country Manager / Chief Representative	120	150	230
Business Unit Head	130	150	180

Electrical / Home Appliance / HVAC	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Sales Engineer	25	30	35
Account Manager	35	40	45
Sales Manager	50	55	65
Business Development Manager	65	70	80
Project Sales Manager	70	80	90
Channel Sales Manager	70	80	90
Service Sales Manager	80	85	90
Sales Director	100	120	150
General Manager	160	180	250

Chemical	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Sales Engineer	25	30	35
Account Manager	35	40	50
Business Development Manager	50	60	65
Sales Manager	65	75	80
Sales Director	85	100	120
Chief Representative Manager	150	170	200

Sales

Business Unit Head	150	160	180
General Manager	180	200	230

Packaging	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Account Manager	38	45	50
Business Development Manager	50	55	60
Sales Manager	60	65	70
Sales Director	75	90	120
General Manager	130	180	200

Automation / Machinery	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Account Manager	40	45	50
Business Development Manager	50	55	60
Sales Manager	65	75	85
Sales Director	90	100	120
Division Director	100	120	150
Country Manager / Chief Representative	160	180	200

Consumable Products	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Area Sales Manager	40	45	50
Regional Sales Manager	55	70	80
Project Sales Manager	85	100	150
National Sales Manager	90	150	180
Sales Director	150	180	240
General Manager	200	250	280

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Business-to-Business (B2B) Marketing	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Assistant Brand Manager	35	40	50
Public Relations / Communication Manager	50	60	70
Product Manager	55	65	80
Marketing Manager	60	80	90
Head of Marketing	100	130	180

FMCG Marketing	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Visual Merchandising Manager	40	60	70
Brand Manager	50	60	80
Innovation Manager	50	60	90
Brand Manager	54	76	86
Consumer Insights Manager	70	800	90
Senior Brand Manager	80	120	150
Head of Corporate Communications	80	100	120
Group Brand Manager	80	100	150
Marketing Manager	120	150	220
Head of Marketing	216	270	324

Marketing

Healthcare Marketing	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Brand Manager	53	63	74
Product Manager	53	63	74
Senior Brand Manager	105	126	158
Marketing Manager	126	158	189
Marketing Director	210	231	263

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Data below shows gross salary VND'000,000

Job Title	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Assistant Store Manager	44	55	77
Visual Merchandising Manager	44	66	88
Retail Operations Manager	66	88	110
Store Manager	88	88	110
National Retail Operations Director	88	132	165

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Job Title	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Cost Accountant	30	45	70
Internal Controls Manager	45	50	70
Business Controller	45	65	85
Chief Accountant	45	65	70
Accounting Manager	65	70	80
Finance Business Partner	80	100	110
Financial Planning and Analysis (FP&A) Manager	80	100	120
Financial Controller	80	100	140
Head of Finance	100	130	160
Finance Director	180	215	250

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Job Title	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Production Manager	45	70	100
Continuous Improvement Manager	55	70	80
Innovation Manager	55	70	80
Health and Safety Manager	55	75	120
Maintenance Manager	55	80	120
Quality Manager	55	80	120
Research and Development (R&D) Manager	75	90	110
Engineering Manager	80	100	130
Manufacturing Manager	80	100	130
Deputy General Manager	90	130	170
Quality Director	110	130	160
Engineering Director	110	160	210
Research and Development (R&D) Director	130	200	270
Plant / Site Director	200	250	320

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Job Title	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Warehouse Manager	30	55	85
Import / Export Manager	45	65	85
Planning Manager	45	65	90
Sourcing Manager	55	70	95
Transport Manager	65	80	110
Logistics Manager	65	80	110
Procurement Manager	65	100	130
Head of Logistics	90	130	180
Supply Chain Manager	90	130	170
Logistics Director	110	190	270
Head of Procurement	150	210	270
Head of Supply Chain	170	250	330
Supply Chain Director	175	250	350

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Technology	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Information Technology Manager	54	96	134
Project Manager	54	96	134
Product Manager	75	100	125
Project Director	110	165	209
Product Director	138	193	275
Information Technology Director	138	193	330

Software Engineering	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
.NET Engineer	16	47	74
JavaScript Engineer	26	63	110
Android Engineer	26	58	95
iOS Engineer	26	68	116
Java Engineer	32	68	121
Python Engineer	32	68	131
Software Engineering Manager	83	138	193
Solution/Enterprise Architect	83	127	220
VP of Software Engineering	138	182	248

Data	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Data Analyst	16	47	74
Data Engineer	26	68	116
Business Intelligence Developer	26	58	95
Data Scientist	53	79	130
Data Analytics Manager	72	110	165
Data Engineering Manager	83	127	165

Technology & Transformation

Data Science Manager	83	127	165
Data Director	110	165	275
Transformation	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Digital Transformation Manager	72	110	165
Digital Transformation Director	144	201	345

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Job Title	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Recruitment Manager	45	73	100
Human Resources (HR) Manager	50	83	115
Total Reward Manager/ Compensation and Benefits Manager	50	85	120
Human Resources (HR) Partner Manager	50	83	115
Head of Learning and Development	75	113	150
Senior Human Resources (HR) Manager	80	140	200
Human Resources Director (HRD)	120	260	400

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Data below shows gross salary VND'000,000

Job Title	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Compliance Manager	75	120	160
Legal Counsel	85	120	150
Senior Legal Counsel	120	170	250
Compliance Director	160	220	270
Head of Legal	270	330	390

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Procurement & Supply Chain	Minimum Gross Salary	Average Gross Salary	Maximum Gross Salary
Medical Science Liaison	32	42	53
Medical Advisor	53	63	74
Regulatory Affairs Manager	53	74	105
Training Manager	53	74	105
Market Access Manager	74	84	105
Medical Affairs Manager	84	105	126
Head of Regulatory Affairs	105	126	158
Head of Medical Affairs	158	179	189

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