

Adecco

Adecco Thailand

SALARY GUIDE

2026



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Message from Country Director

As Thailand navigates a complex economic environment, the 2026 labor market is defined by a **critical tension**: cautious fiscal planning set against an urgent need for specialized talent. This Salary Guide 2026 is your essential resource for turning these pressures into strategic advantages.

The biggest driver of change is the **accelerated skills revolution**. Fueled by the Thailand 4.0 vision, we see Artificial Intelligence (AI) rapidly transforming job requirements. Demand for expertise in AI/Machine Learning, Cybersecurity, and Data Analytics commands a significant salary premium across all sectors. Organizations must treat reskilling as an investment, not a cost, to build the digital capacity needed for future growth.

Structurally, competition for experienced professionals remains intense, challenging retention efforts amidst an aging workforce. However, compensation alone is insufficient. The competitive edge belongs to those who embrace **flexible working models** and elevate their Employee Value Proposition (EVP) through holistic well-being, moving beyond traditional benefits to human-centric support systems.

This Salary Guide 2026 brings clarity to these dynamics, offering you granular data and actionable insights to make informed compensation decisions, strategically forecast talent needs, and optimize your total rewards strategy. We understand that accurate data is the foundation of strategic success. I encourage you to explore the report and use it to benchmark, strategize, and lead with confidence.

On behalf of the entire team, I wish you and your teams a prosperous, innovative, and Happy New Year. Let's make 2026 a year defined by smart talent investment and exceptional organizational growth.

Marie Antonette Anciro
Country Director – Adecco Thailand



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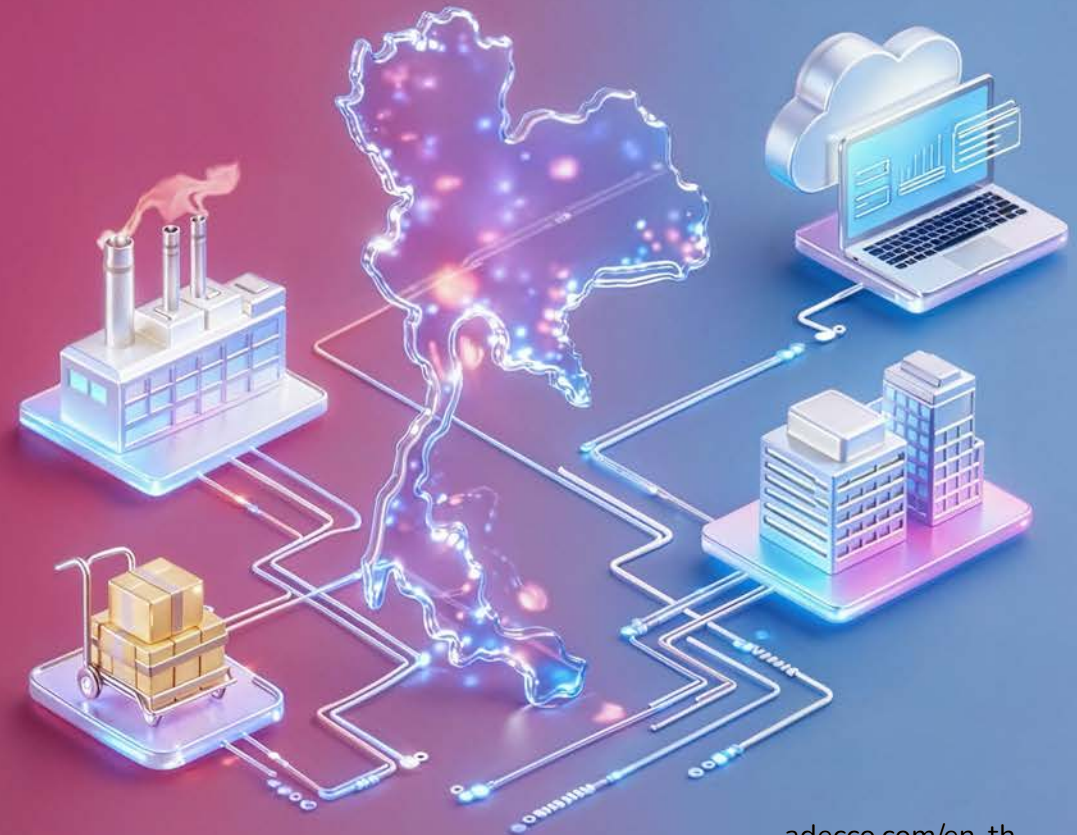
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Thailand Labor Market Outlook 2025–2026

Navigating Cautious Growth, Talent Scarcity, and the AI Imperative



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A Labor Market in Recalibration

Thailand's labor market is entering a phase of recalibration rather than expansion or contraction. Following a modest recovery in 2024, GDP growth in 2025 is projected at **2.2%**, with momentum expected to soften further to **1.6% in 2026**, reflecting ongoing global uncertainty and domestic cost pressures. In response, organizations are reassessing workforce planning, cost structures, and talent strategies with greater discipline.

This transition is shaped by the convergence of **economic sensitivity, accelerated digital transformation, demographic change, and evolving workforce expectations**. As a result, hiring activity continues, but with greater selectivity, longer decision cycles, and a stronger focus on immediate value creation. For both employers and professionals, success in 2025–2026 will depend less on scale and more on **precision, adaptability, and skills relevance**.



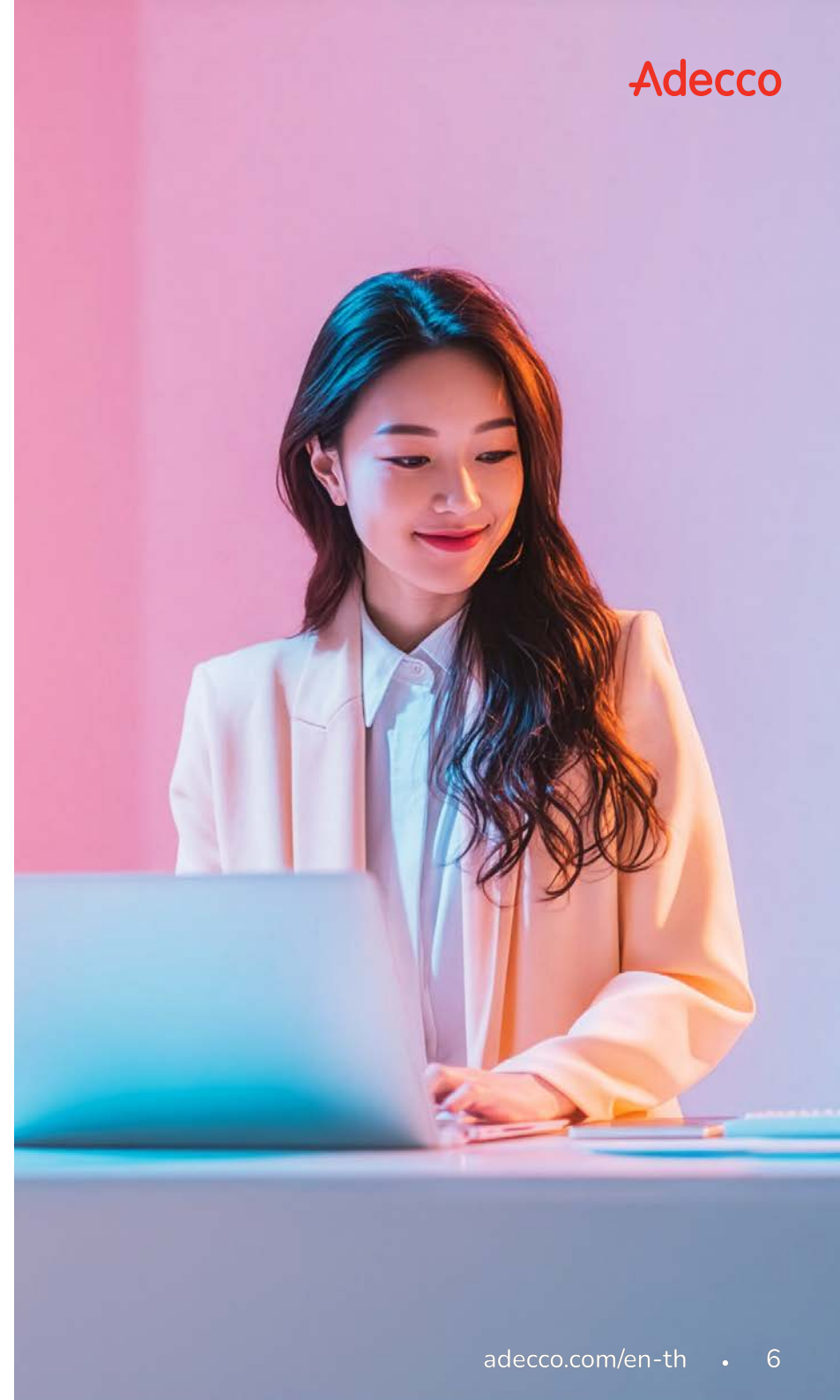
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The Rise of “Cautious Agility” in Hiring

Hiring has not stalled, but it has become more deliberate. Employers are increasingly adopting a model of **cautious agility**, balancing cost control with the need to remain competitive and resilient.

Organizations are scrutinizing vacancies more closely, evaluating whether roles can be automated, absorbed internally, or fulfilled through project-based or outsourced arrangements before committing permanent hires. Recruitment timelines are lengthening as hiring managers prioritize proven experience and role-ready capabilities, particularly for specialist, technical, and leadership positions.

At the same time, flexible workforce models—such as contract, project-based, and outsourced hiring—are playing a growing role in workforce planning, especially in digital transformation, IT, engineering, and specialist functions. However, permanent and full-time employment remains the dominant and preferred model across Thailand’s workforce. Flexible work is best positioned as a **complementary buffer**, rather than a replacement for core permanent staffing.



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Industry Outlook: Selective Growth Amid Uneven Recovery

Sectors with Continued Hiring Momentum

- ✓ **Technology and Digital Transformation:** Demand remains strong for AI, data, cloud, cybersecurity, and enterprise systems, as organizations across industries invest in efficiency and resilience.
- ✓ **Healthcare and Medical Devices:** An aging population and the recovery of medical tourism continue to support steady hiring.
- ✓ **Renewable Energy and EV:** Sustainability commitments and government incentives are driving demand for engineering, project management, and ESG-related roles.
- ✓ **Tourism and Hospitality (Premium Segments):** High-value and service-intensive segments are rebounding faster, supporting demand for experienced and multilingual professionals.

Sectors Under Hiring Pressure

- ✓ **Manufacturing and Automotive:** Export exposure, cost pressures, and technology transition are driving cautious workforce planning.
- ✓ **Logistics and Supply Chain:** Demand volatility and efficiency pressures are prompting restructuring and selective downsizing.
- ✓ **Offline Retail:** Shifts toward e-commerce and digital channels are reducing demand for traditional front-line roles.
- ✓ **Transactional Finance and Administration:** Automation, ERP adoption, and shared service models continue to reduce headcount in routine roles.

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Talent Competition and Salary Dynamics

Talent competition remains most intense in **digital transformation and data-driven roles**, particularly in cybersecurity, data science and analytics, AI and machine learning, ESG and sustainability, and financial planning and analysis. Professionals moving within these high-demand categories can command **salary increases of 20–25%**, well above the typical **10–15% market average**, prompting employers to rely more heavily on counter-offers and targeted retention incentives.

In contrast, salary growth for the broader workforce remains incremental, and demand for routine administrative roles, traditional banking operations, and generalist HR positions continues to decline as automation and HR technology reshape organizational structures. This has resulted in a two-speed labor market, where scarcity-driven roles experience strong upward pressure, while most employees see more modest gains.

The AI Premium and Skills Shaping Employability

AI capabilities have become a core differentiator in the talent market, with employers placing a clear premium on practical and business-ready experience over theoretical knowledge. Professionals with hands-on experience implementing AI solutions, embedding generative AI into workflows, or delivering measurable outcomes can command significantly higher compensation, while conceptual knowledge alone delivers more limited returns.

Beyond AI, employability in 2025–2026 is increasingly defined by a combination of critical hard skills—such as data analytics, ESG and sustainability expertise, and strong language capabilities—and resilient human skills, including adaptability, critical thinking, and the ability to translate complex data into clear, actionable insights for non-technical stakeholders.

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HR and Workforce Challenges

HR leaders face a combination of structural and well-being related challenges:

- ✓ **Talent Scarcity and Skills Mismatch:** Employers continue to struggle to source qualified talent for emerging digital and green roles. Many remain hesitant to hire fresh graduates due to perceived gaps in job-ready skills and professional maturity, often favoring experienced hires or freelancers instead.
- ✓ **Managing Multigenerational and Flexible Workforces:** Organizations must balance the needs of an aging workforce requiring digital upskilling with Gen Z employees seeking purpose and flexibility, while also managing a growing contract and outsourced workforce within existing HR and compliance frameworks.
- ✓ **Mid-Management Retention Pressure:** While overall workforce stability remains high, turnover risk is increasingly concentrated at the mid-management and senior levels, where heavier workloads, constrained career progression, and burnout intersect with continued external poaching for experienced leaders.

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Strategic Implications

For Jobseekers

The market increasingly favors professionals who combine digital capability with adaptability and resilience. While job security remains important, long-term employability depends on continuous learning and openness to evolving roles and work models. Flexible or project-based opportunities can be leveraged strategically to build skills and experience, while evaluating employers on development opportunities, leadership, and well-being support becomes essential for sustainable career growth.

For Employers

The challenge ahead lies in balancing stability with agility, in a more complex labor market. Retaining critical talent under tighter cost and headcount constraints requires greater emphasis on internal skill development, clearer career pathways, and deliberate succession planning—particularly in digital, data, and sustainability-related areas. As workforce models become more blended, employers must also strengthen HR frameworks and engagement practices to ensure productivity and continuity across permanent and non-permanent talent.

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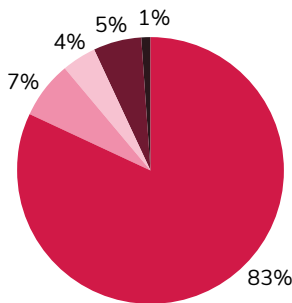


About the Survey

Adecco Thailand has conducted the online survey during September – October 2025, gathering the insights from **1,567 professionals** across Thailand. The majority of respondents are **full-time professionals (83%)**, mainly **mid-level and individual contributors**, with **Gen Y (60%)** and **Gen X (29%)** forming the core workforce. Most come from **Retail, Manufacturing, IT, and Tourism** sectors, reflecting a diverse and credible mix of active, career-mature professionals across industries. Notably, **45% of respondents identified themselves as hiring managers**, providing valuable perspectives from both talent and employer sides.

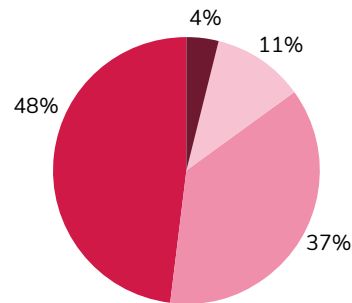
Respondents' profiles

Current Employment Status



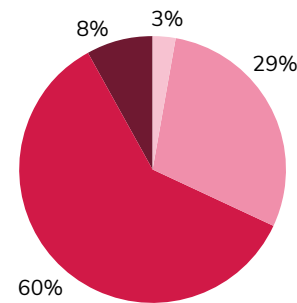
- Employed Full-time/ Permanent (83%)
- Employed Temporary / Contract (7%)
- Employed Part-time (4%)
- Unemployed (5%)
- Career break / Study (1%)

Current Role



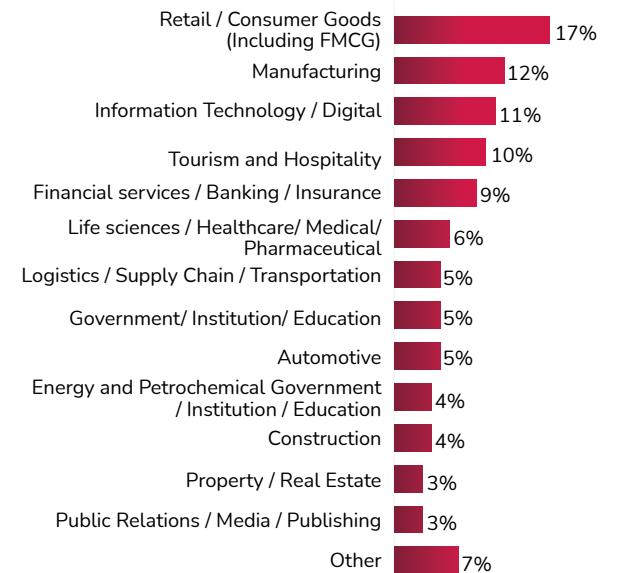
- C-suite or Executive Leader (4%)
- Director / Senior Management (11%)
- Middle - Management (37%)
- Employee / Individual Contributor (48%)

Generation



- Boomers (3%)
- Gen X (29%)
- Gen Y (60%)
- Gen Z (8%)

Type of Business



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Key Findings

The survey focuses on the sentiments of Thai professionals towards the job market and key work trends. It reveals a labor market that is cautious yet resilient, with professionals increasingly focused on job security, growth opportunities, and well-being as they navigate an evolving economic landscape.

- 1 A cautious labor market with selective confidence
- 2 Stable workforce, but turnover pressure persists in critical roles
- 3 Pay increases continue, but expectations are grounded
- 4 Flexibility rising — but security still leads decision-making
- 5 Multigenerational teams bring innovation — but need structure to thrive

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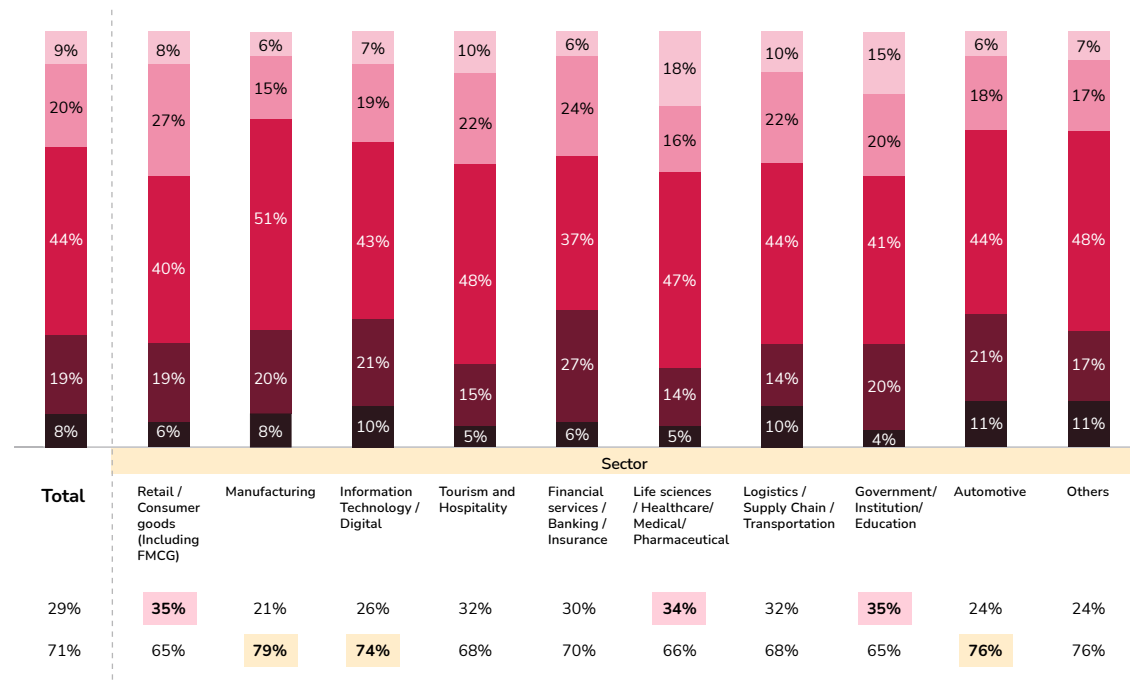
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Market Sentiment: Cautious Hiring Sentiment and Modest Growth Expectations

The hiring climate remains subdued, with **71% of respondents expressing neutral to negative sentiment**, particularly in Manufacturing (79%), Automotive (76%), and IT (74%), where uncertainty and cost pressures persist. Meanwhile, **29% remain optimistic**, driven by relatively stronger confidence in Retail (35%), Government (35%), and Healthcare (34%), reflecting selective recovery in consumer and public service-driven sectors. Together, these trends reflect uneven recovery across Thailand's industries and a business environment that remains cautious but selectively optimistic.

How would you rate the current hiring/ job?

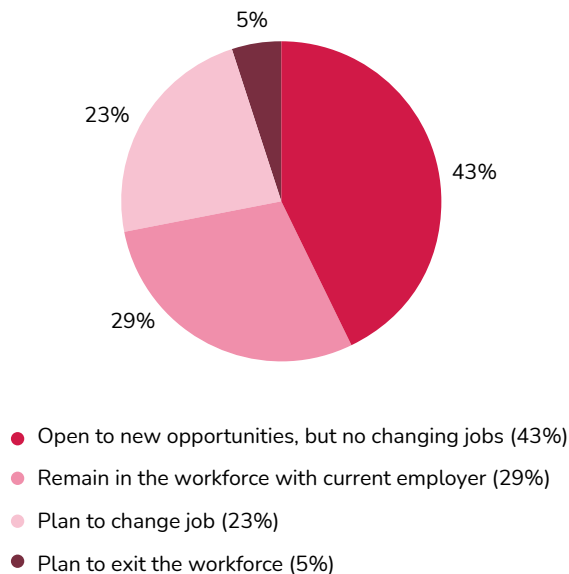
- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative



Market Sentiment: Workforce Stability

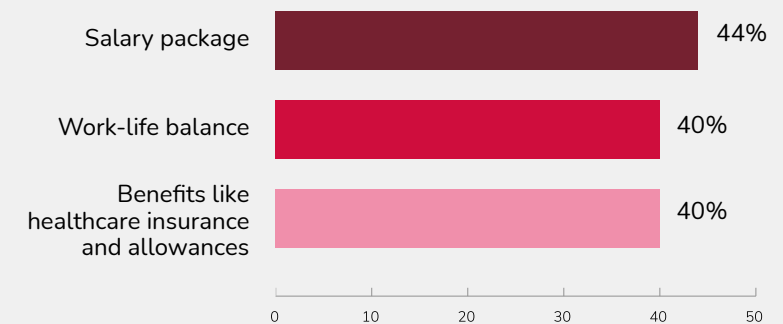
When looking at workers' career plans over the next 12 months, **72% say they have no intention of changing jobs**, reflecting a strong preference for job security and overall workforce stability. Meanwhile, **23% are considering a career move** — particularly those in director and mid-management roles — along with a minor group (5%) planning to exit the workforce entirely.

Career Plan in The Next 12 Months



Salary, work-life balance, and compensation and benefits are the top drivers keeping employees in their roles. While **employee levels prioritize tangible benefits** like allowances, indicating a focus on financial security, **senior management roles place higher importance on work-life balance** and new challenges, suggesting a shift toward sustaining wellbeing and strategic growth.

Top 3 Reasons to Stay



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Market Sentiment: Workforce Stability

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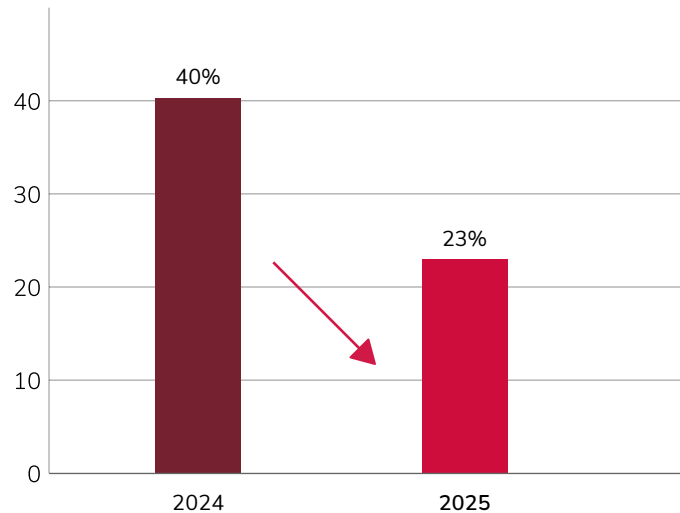
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% of Respondents
Planning to Change Jobs

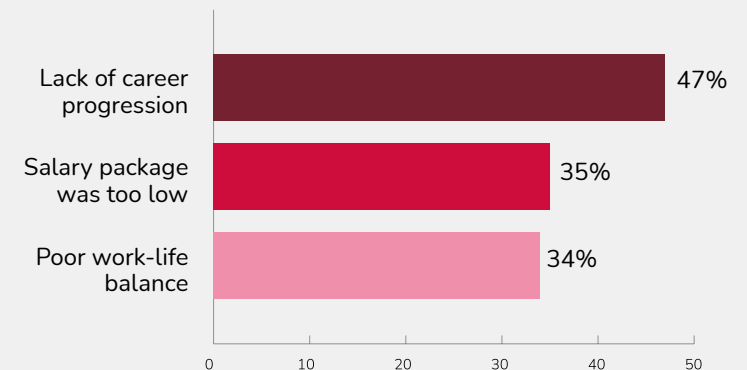


Compared to the 2024 survey, when 40% of respondents were actively looking for new opportunities, the drop to 23% in 2025 signals a **notable shift toward greater job stability and caution in career decisions**.

However, turnover risk has not disappeared. The survey highlights sector-specific concerns, with professionals in **Logistics, Automotive, and IT** more likely to consider changing jobs — reflecting continued pressure and uncertainty in these industries.

The main drivers of attrition are **limited career progression (47%)**, **insufficient compensation (35%)**, and **poor work-life balance (34%)** — reflecting the growing importance of both development and wellbeing in retention. Work-life imbalance is particularly pronounced among **middle and senior managers (37%)**, where increased pressure, longer hours, and greater responsibility heighten the risk of burnout and disengagement.

Top 3 Reasons to Leave



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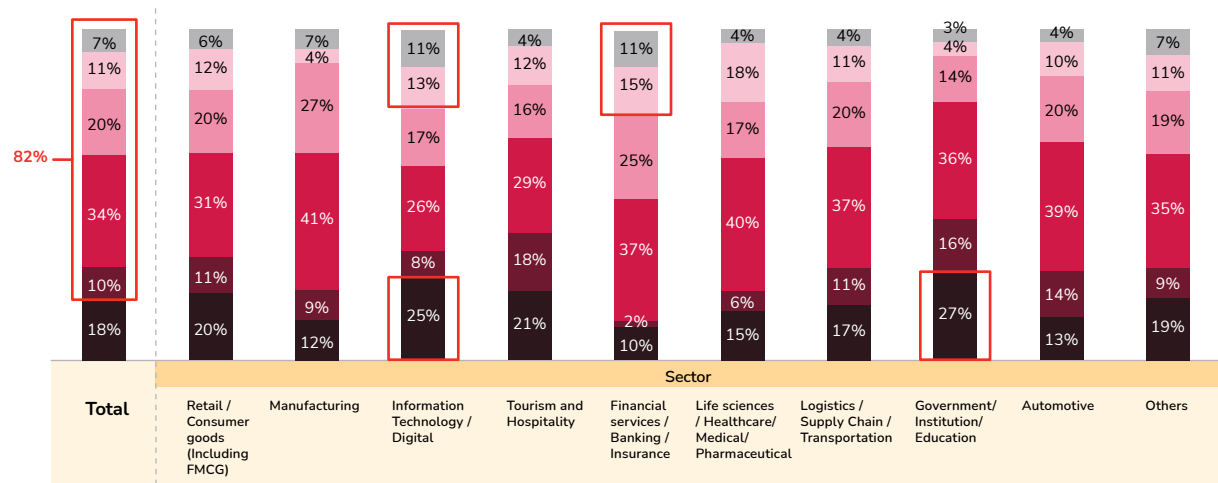
Market Sentiment: Salary Change

Over the past year, **most respondents (82%) experienced a salary increase**, though growth was largely modest, with 34% seeing an adjustment of 2–5%. Financial services (26%) and IT (24%) showed relatively stronger salary gains, reflecting active hiring and performance-based pay environments. However, both Government and IT sectors also reported higher rates of “no change” (25%+).

Looking ahead, expectations remain moderate: 87% foresee a salary increase, but only 15% expect a large increase greater than 10%. Optimism for significant gains is slightly higher in the IT sector, where 20% expect increases exceeding 10% in the next 12 months.

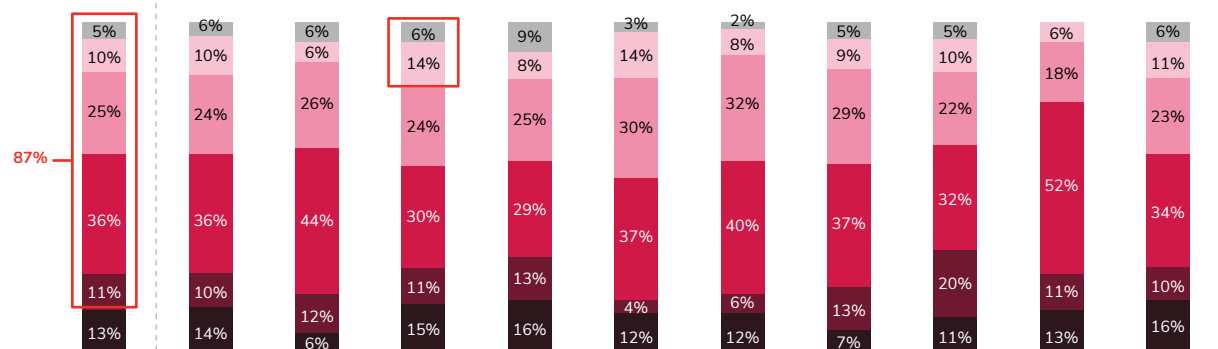
Salary change in 2025

- >20% increase
- 10 – 20% increase
- 5 – 10% increase
- 2 – 5% increase
- <2% increase
- No change



Expected salary in 2026

- >20% increase
- 10 – 20% increase
- 5 – 10% increase
- 2 – 5% increase
- <2% increase
- No change

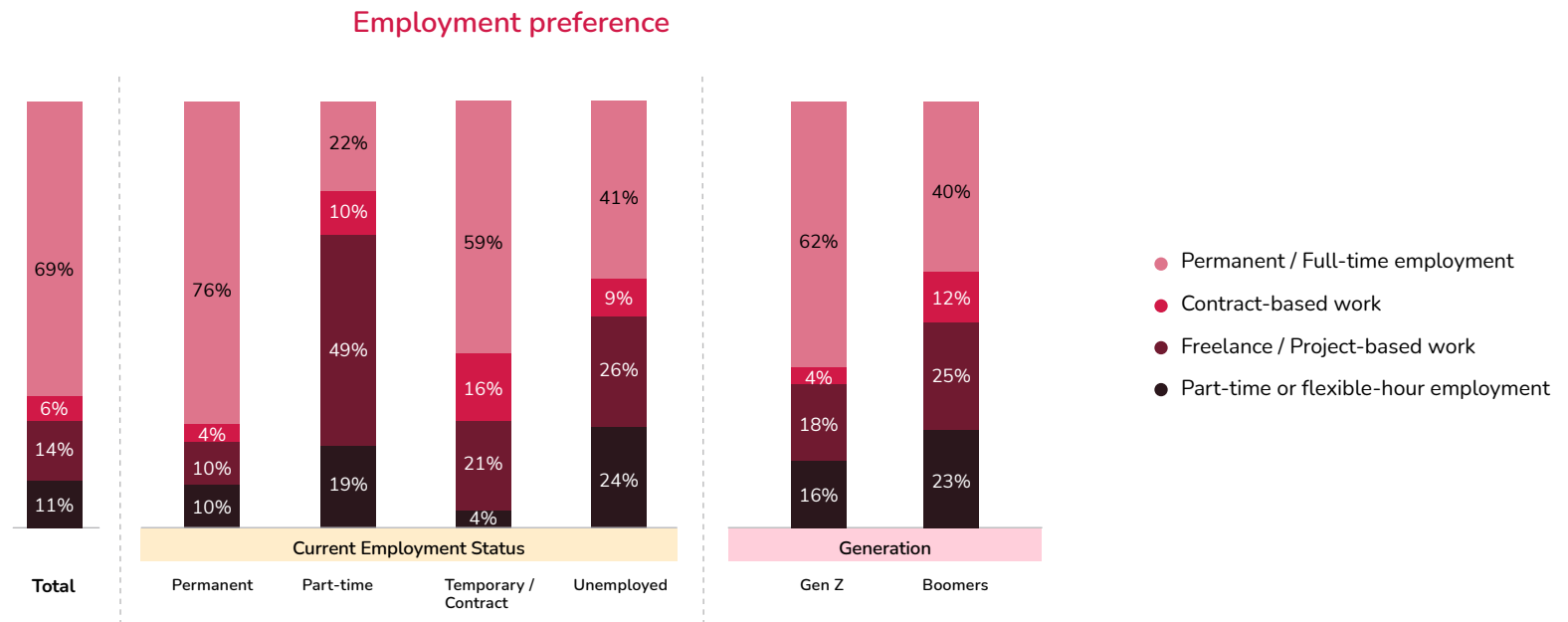


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Flexible Work Model

As workforce expectations shift, flexibility is gaining prominence — **most see the benefit of non-full-time jobs as greater flexibility and improved work-life balance.** However, **stability remains a priority**, with **69% still choosing full-time employment** as their top preference, reflecting the need for secure income and benefits amid economic uncertainty. In contrast, **part-time workers favor temporary or project-based arrangements (49%)** for better control over their schedules, and only 21% are interested in moving into full-time roles. Flexibility is also a strong draw for those **unemployed or on career breaks, with 58% preferring freelance (26%), part-time (24%), or contract work (9%),** showing that non-permanent jobs play an important role in career re-entry.



Gen Z and Boomers show higher openness to flexible or freelance work, with Gen Z seeking broader experience across varied industries, while Boomers value higher short-term income and greater control as they prepare for retirement and future financial security.

Flexible Work Model

Top concerns about non-permanent jobs are **income insecurity (88%)** and **fewer benefits (68%)**, making financial uncertainty the main deterrent. However, **good pay can outweigh the risk**, with **90%** open to non-permanent roles if compensation is attractive and **36%** saying they would definitely accept. Acceptance is higher among groups facing more employment pressure or seeking greater flexibility — including those **unemployed, C-suite leaders, Gen Z**, and Boomers who are prioritizing either experience building or short-term income opportunities.

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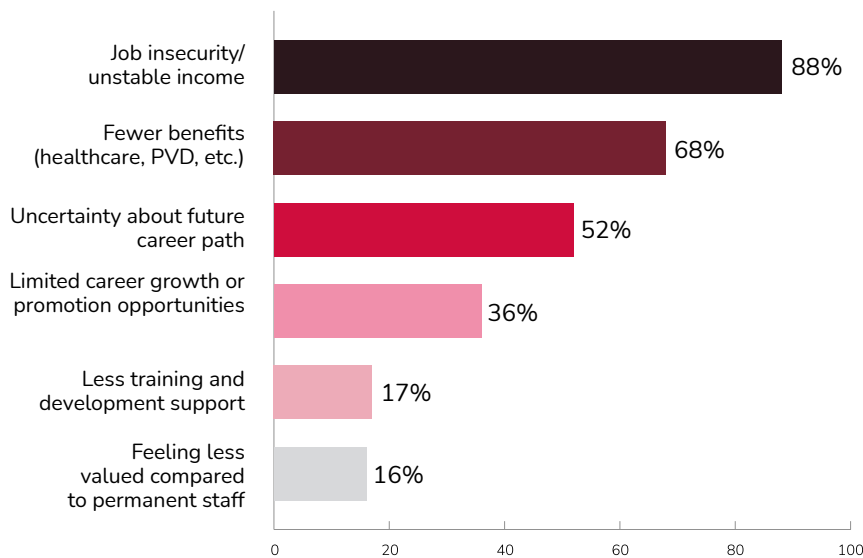
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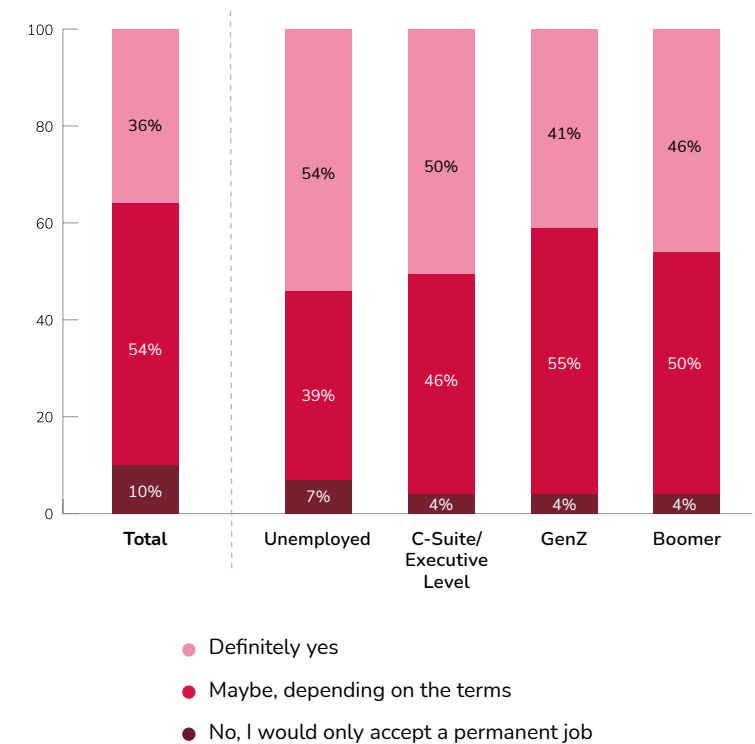
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Concerns about non-permanent jobs

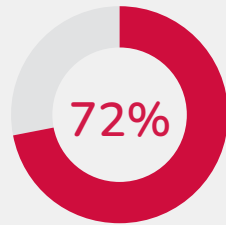


Acceptance of non-permanent jobs with good pay



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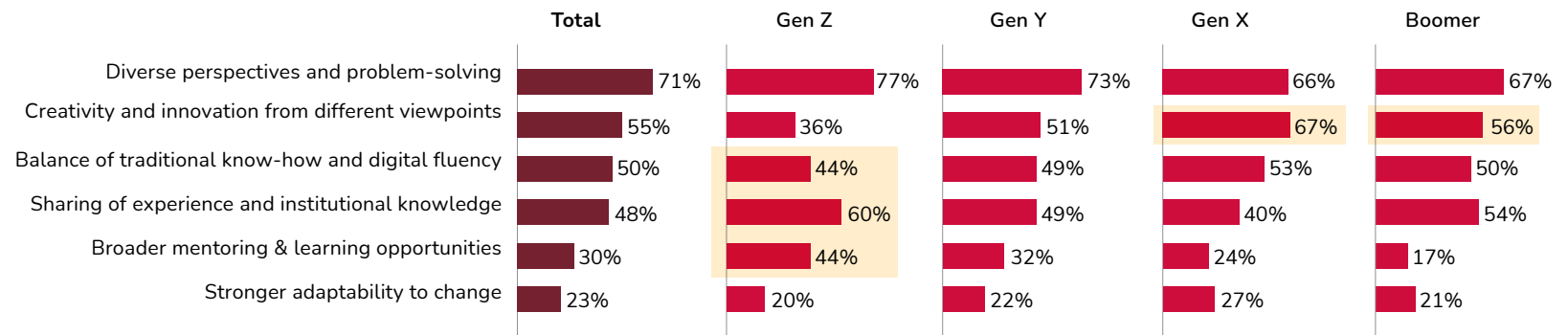
Multi-Generation Workforce



See multi-gen team as both advantages and challenges

As the fully multi-generational workforce takes shape in Thailand, 72% of respondents acknowledge that working with colleagues from different generations brings both advantages and challenges. Notably, 71% identify **diverse perspectives and enhanced problem-solving as the greatest strengths** of multi-generational teams.

The main strengths of a multi-generation team



Digging deeper, **Gen Z places higher value on multi-generation teamwork for knowledge sharing (60%), an integration of practical expertise and digital proficiency (44%), and learning opportunities (44%),** as they learn from more senior colleagues to help bridge their still-growing workplace capabilities. Meanwhile, **Gen X and Boomers emphasize creativity,** believing that fresh ideas from younger colleagues can spark innovation within the team.

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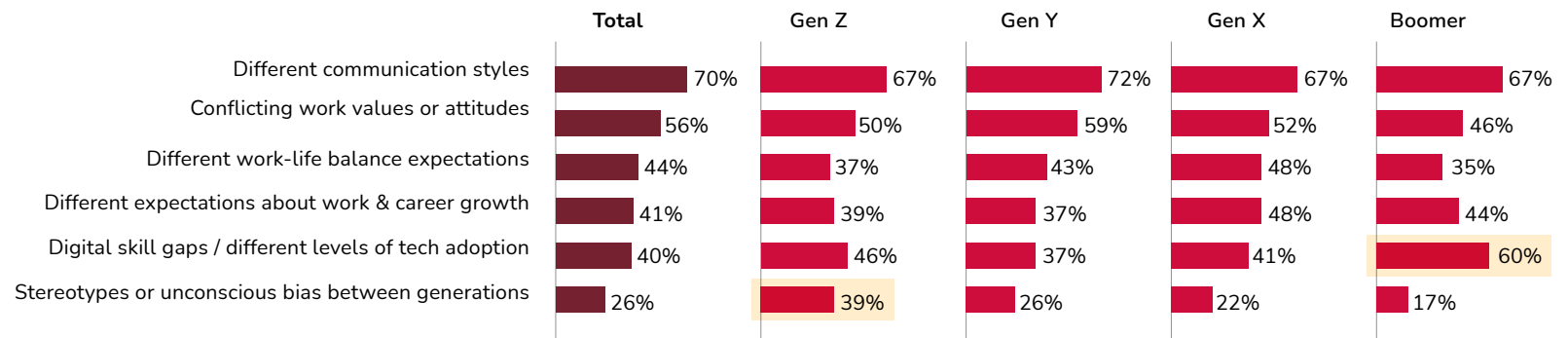
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Multi-Generation Workforce



For the challenges, **different communication styles emerged as the top friction point (70%)**, driven by variations in preferred channels and tone across age groups. This is followed by **conflicting work values and attitudes (56%)**, as generations often differ in expectations around decision-making speed, hierarchy, and work-life priorities. **Boomers (60%) and GenZ (46%) are more likely to highlight digital skill gaps**, reflecting different levels of digital adoption across generations, **while Gen Z also points to stereotypes and bias (39%)**, indicating the need for greater trust and recognition of younger workers' capabilities in the workplace.

Biggest challenges of working across generations



Multi-Generation Workforce

Workers believe the most effective enabler for multi-generation collaboration is **an inclusive workplace culture with open communication (63%)**, supported by **structured knowledge-transfer programs (51%)** such as mentoring. However, only **19%** report active or consistent initiatives in their organizations, while **40%** say no such programs exist — revealing a clear gap between need and action. Currently, collaboration is still largely driven by **informal activities (43%)** like **team-building or social events and general inclusion concept mentioning in the company culture (34%)**, rather than formal programs.

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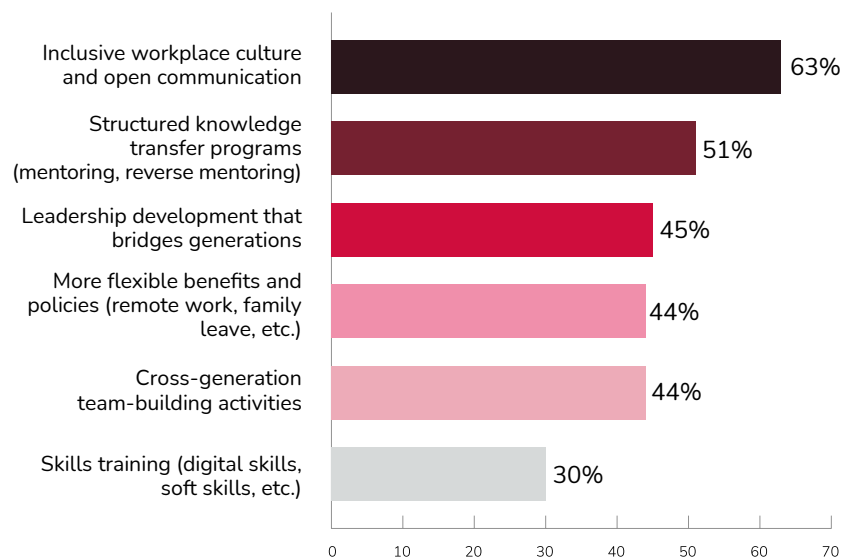
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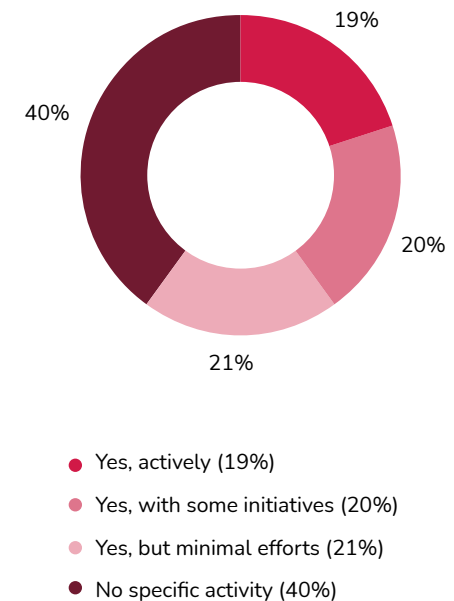
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Enablers of multi-generation collaboration
in the workplace



Any initiatives by organization on
multi-gen collaboration?

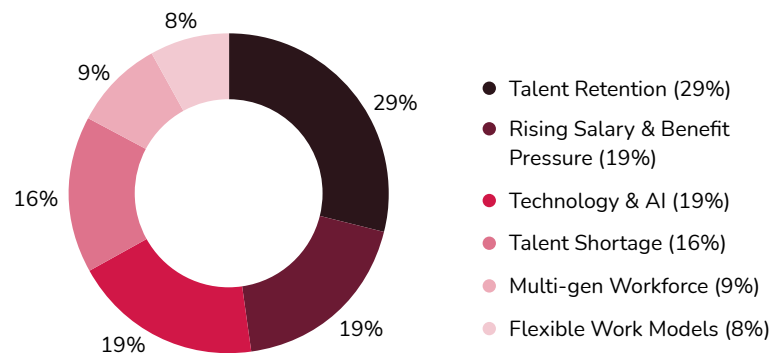


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Hiring Manager Perspective: Market Sentiment

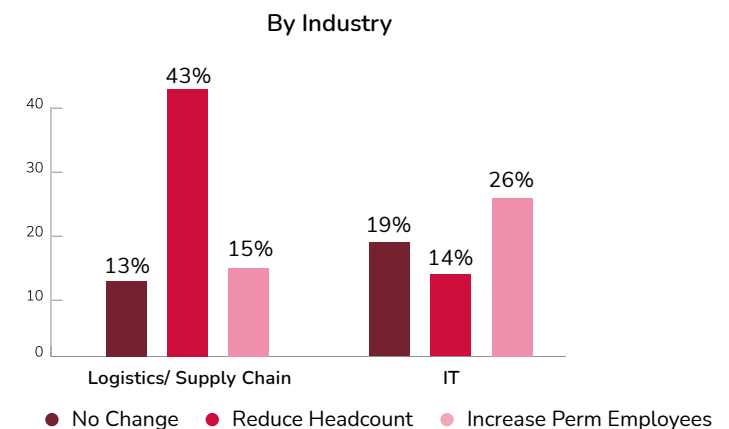
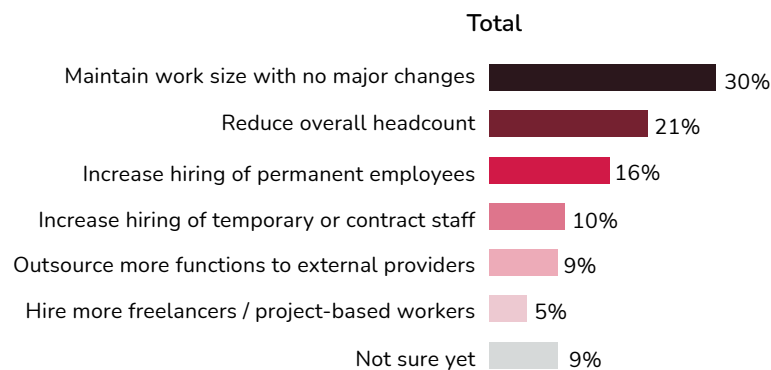
Biggest Challenge in 2026



Looking ahead to 2026, hiring managers anticipate **talent retention (29%), rising salary and benefit pressure (19%), and technology and AI (19%)** as the biggest workforce challenges, indicating heightened competition for skilled talent and increasing labor cost burdens.

While workforce plans vary by industry, **30% expect to maintain current staffing levels** as organizations remain cautious about expansion, reflecting economic uncertainty and the need to balance performance with cost control. Meanwhile, **21%** anticipate reducing headcount, with the **Logistics and Supply Chain sector (43%)** reporting the highest likelihood of downsizing due to weaker demand visibility and ongoing efficiency pressures. In contrast, **IT managers** are more likely to increase permanent hiring to support continued digital transformation and growing demand for technical capabilities, signaling a strong need for specialized skills despite broader market caution.

Organization's hiring plans in 2026

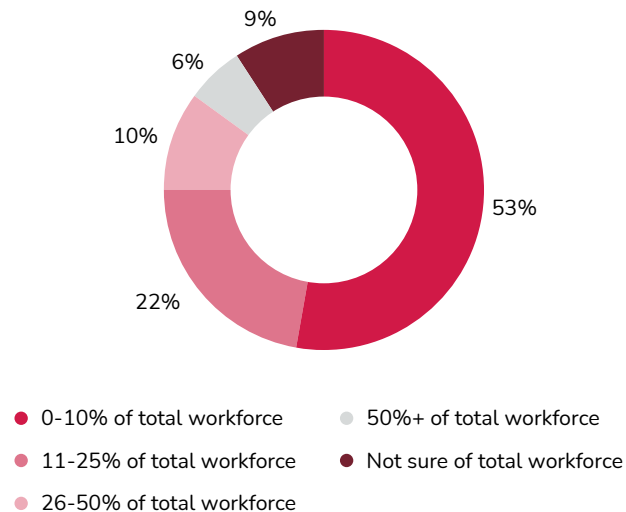


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Hiring Manager Perspective: Market Sentiment

% of Non-Perm Employees
in Organization



More than half of hiring managers (53%) report that non-permanent workers make up less than 10% of their total workforce, reinforcing that **permanent employment remains the dominant workforce model across industries in Thailand**. However, hiring managers continue to rely on flexible workforce arrangements when cost and operational agility are critical.

Reasons for hiring non-permanent employees



The primary motivations for hiring non-permanent employees include **reducing overall labor costs (56%)** and addressing **seasonal or project-based workload fluctuations (52%)**, enabling companies to scale talent up or down without long-term commitment. This suggests that while permanent roles are still the foundation of workforce planning, contingent labor is increasingly being used as a strategic buffer to manage budget pressure and meet unpredictable business demands.

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Hiring Manager Perspective: Flexible Work Model

The biggest challenges associated with hiring non-permanent staff are **high turnover and lack of long-term commitment (61%)**, which can disrupt continuity and increase recruitment costs, and **lower engagement compared to permanent employees (48%)**, affecting productivity and team cohesion. These concerns suggest that while flexible talent models address short-term needs, they also create risks around knowledge retention and service consistency.

Hiring Managers still concern about hiring non-perm staff.

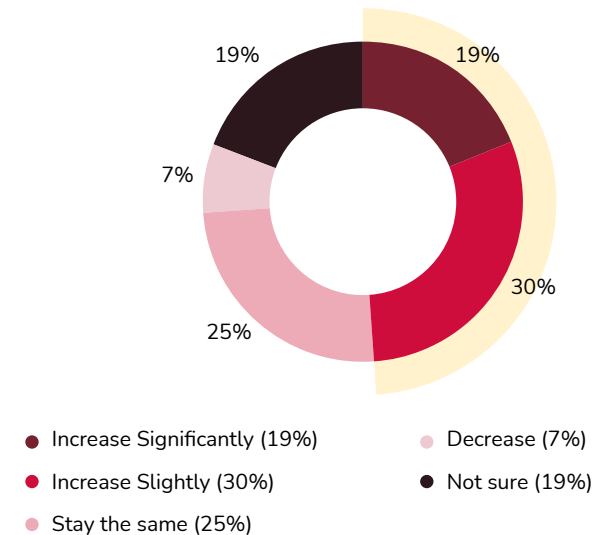
61%

Are worried about high turnover
and lack of long-term commitment

48%

Afraid non-perm staff may have
lower engagement

% Increase of Non-Perm Hiring in 3-5 Yrs



Despite these barriers, expectations for workforce flexibility continue to rise. **49% of hiring managers anticipate an increase in non-permanent employment over the next 3–5 years**, reflecting the need for agile staffing models that align with market volatility, especially the retail sector which shows the strongest expansion outlook, driven by ongoing cost pressures and fluctuating operational demands, particularly in frontline and customer-facing roles.

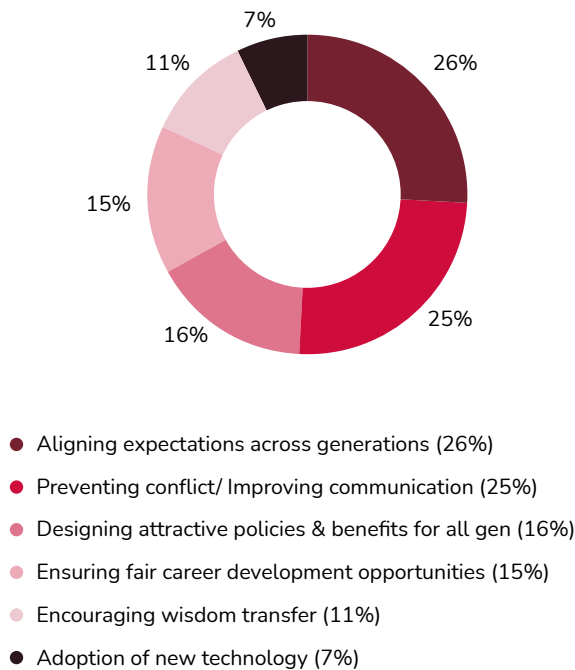
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Hiring Manager Perspective: Multi-Gen Workforce

Managing a multi-generation workforce presents several challenges for organizations. The most pressing issues include **aligning expectations across age groups (26%)** and **improving communication to prevent conflict (25%)**, as different generations often hold varying views on work pace, decision-making, and collaboration. Younger talent — particularly **Gen Z and Millennials** — place stronger emphasis on **career growth and equitable development opportunities**, which can differ from the priorities of older cohorts

Biggest Challenge of Multi-Gen Workforce



Initiatives to support multi-gen collaboration



To address these gaps, organizations most commonly rely on **cross-generation project teams (36%)** and **flexible work policies (28%)**, though more structured and intentional initiatives may be needed to fully unlock the strengths of age-diverse teams.

Summary

The survey reveals a labor market that is cautious yet resilient, with professionals increasingly focused on job security, growth opportunities, and wellbeing as they navigate an evolving economic landscape.



1 A cautious labor market, yet stability remains strong

Despite uncertainty in several major sectors, most professionals are choosing to stay with their current employers, signaling a continued priority on job security during fluctuating economic conditions. However, mid- and senior-level talent remains more willing to consider new opportunities — indicating selective turnover risk in critical roles.

2 Rewards remain modest, with growing emphasis on wellbeing

Salary increases continue, but expectations are more measured than previous years. Workers increasingly value not just pay, but career progression, work-life balance, and wellbeing support, reflecting a shift from purely financial drivers to holistic career satisfaction.

3 Flexibility rises, but full-time employment still anchors workforce needs

Full-time positions remain the preferred and more secure choice for most. However, flexible work options — including freelance, contract, and project-based roles — are gaining traction, particularly among younger talent seeking experience and older workers preparing for later-career transition. This points to a blended workforce model continuing to emerge.

4 Multi-generation collaboration offers strong potential — but needs structure

Diverse age groups working together create innovation and stronger problem-solving, yet differences in communication, work attitudes, and digital comfort often lead to friction. Organizations still rely heavily on informal culture rather than formalized initiatives, highlighting a significant opportunity to strengthen inclusion and knowledge-sharing across generations.

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Recommendation

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Recommendations for Job Seekers

1 Pursue skills that support long-term career growth

With career progression emerging as a top reason employees consider leaving roles, individuals should proactively develop future-ready skills — especially digital capabilities and cross-functional experience — to remain competitive in a cautiously evolving market.

2 Balance stability with flexibility when planning career moves

Full-time roles still offer the strongest financial security, but flexible work models can help build experience or provide a transition back into employment. Job seekers can take advantage of freelance or contract roles as valuable stepping-stones aligned with their career stage.

3 Prioritize employers that support wellbeing and development

Since work-life balance and growth are key motivators to stay, job seekers should look for organizations with clear paths for advancement, inclusive cultures, and modern workplace benefits that support both personal and professional success.

Recommendations for Employers

1 Strengthen retention levers — especially for critical roles

Turnover risks are highest among mid-to-senior talent who influence performance outcomes. Providing internal mobility, competitive rewards, and wellbeing support can mitigate key push factors like stalled progression and burnout.

2 Design workforce models that balance stability and agility

While full-time employment remains dominant, the use of flexible workforce options is expected to grow. Employers should build a **blended talent strategy** to manage cost pressures and workload fluctuations without compromising engagement.

3 Formalize multi-generation collaboration programs

With communication gaps and digital comfort levels differing across age groups, organizations must move beyond informal culture to structured initiatives — mentoring, reverse mentoring, and inclusive leadership — to unlock innovation and strengthen team cohesion.

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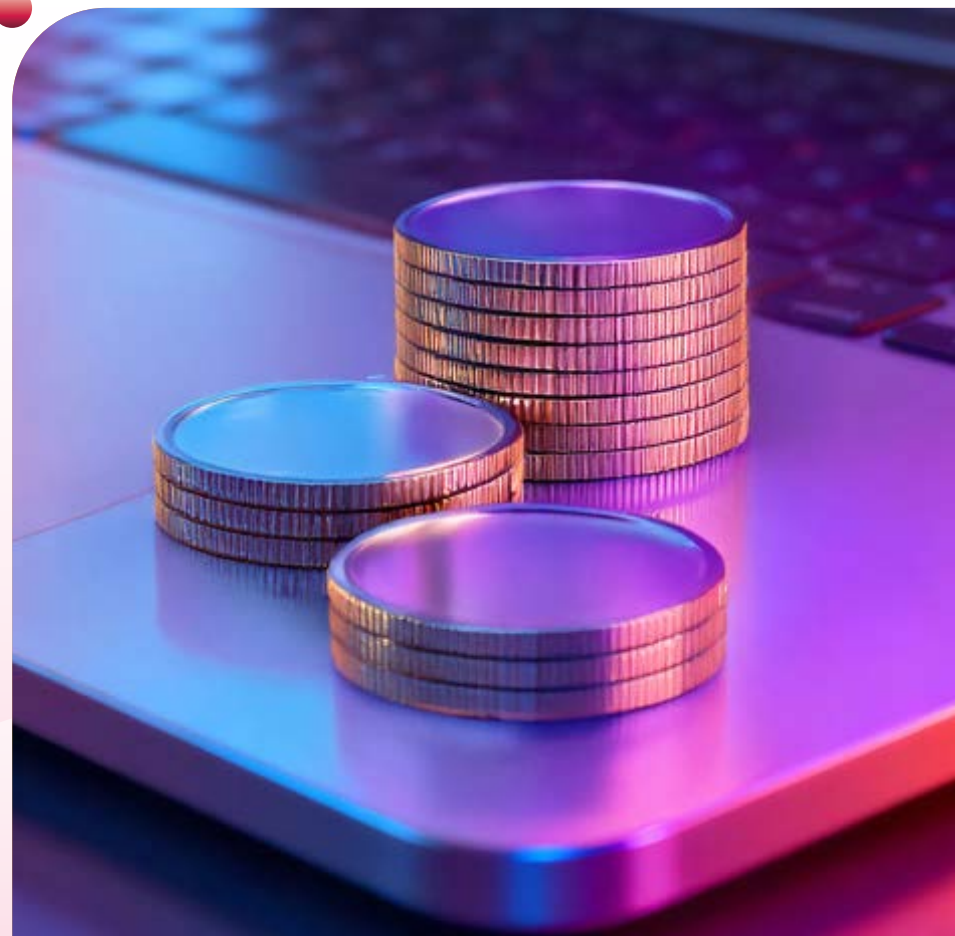
About the salaries in this guide

The figures in this salary guide are based on data from Adecco Thailand's clients and candidates. They reflect the typical salary for an individual's job based on location, experience, education, qualifications, and other considerations. **The figures in our guide represent monthly base salary only. The years of experience represents the total years of working in the career.** Salaries for each position may be further influenced by company size, benefits offered, and local supply and demand trends.

The positions are divided into 12 job categories covering many types of businesses, including;

Customer Service and Admin	Sales and Business Development	Information Technology
Finance and Accounting	Banking and Insurance	Retail and Hospitality
HR and Legal	Engineering and Technical	Real Estate and Property
Marketing, Media, and Design	Healthcare and Life Science	Supply Chain and Logistics

For more information on salaries in your job market, please contact your Adecco representative or send an email to th.webmaster@adecco.com



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Banking and Insurance

Job Positions

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	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Actuarial Manager	-	-	-	-	-	-	100,000	200,000
Asset Management Director	-	-	-	-	-	-	200,000	280,000
Claims Officer	20,000	35,000	35,000	40,000	40,000	50,000	-	-
Claims Manager	-	-	-	-	100,000	120,000	-	-
Collection Manager	-	-	-	-	50,000	80,000	100,000	150,000
Credit Control Manager	-	-	-	-	-	-	100,000	200,000
CRM Manager	-	-	-	-	50,000	100,000	100,000	150,000
Custodian Operations Officer	25,000	40,000	-	-	40,000	60,000	-	-
Finance and Accounting Director / VP	-	-	-	-	-	-	180,000	300,000
Head of Collection	-	-	-	-	-	-	150,000	200,000
Head of Internal Audit	-	-	-	-	-	-	200,000	350,000
Internal Auditor	30,000	40,000	40,000	60,000	60,000	80,000	100,000	150,000
Product Manager	-	-	-	-	60,000	100,000	120,000	200,000
Relationship Manager	-	-	40,000	50,000	50,000	100,000	100,000	150,000
Research Analyst	25,000	40,000	40,000	60,000	50,000	70,000	70,000	150,000
Risk Management Analyst	-	-	40,000	60,000	60,000	80,000	80,000	150,000

Banking and Insurance

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Risk Management Manager	-	-	-	-	80,000	100,000	100,000	150,000
Risk Management Director	-	-	-	-	-	-	200,000	350,000
Chief Investment Officer	-	-	-	-	-	-	250,000	500,000
Chief Retail Officer	-	-	-	-	-	-	200,000	400,000

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Customer Service and Admin



Customer Service and Admin

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	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Administrative Officer / Staff	15,000	30,000	30,000	40,000	-	-	-	-
Administrative Manager	-	-	-	-	60,000	70,000	80,000	120,000
Call Center	13,000	18,000	18,000	20,000	-	-	-	-
CRM Manager	-	-	30,000	60,000	70,000	90,000	100,000	120,000
Customer Service Staff	18,000	20,000	20,000	30,000	-	-	-	-
Customer Service Executive (Coordinator / Order Administrator)	25,000	30,000	30,000	35,000	-	-	-	-
Customer Service Manager	-	-	-	-	40,000	50,000	60,000	70,000
Executive Secretary / Secretary	25,000	30,000	40,000	60,000	70,000	80,000	90,000	130,000
Personal Assistant	-	-	40,000	60,000	50,000	70,000	90,000	130,000
Interpreter	20,000	35,000	40,000	55,000	55,000	80,000	-	-
Office Manager	-	-	40,000	50,000	60,000	80,000	90,000	150,000
Operations Staff	25,000	35,000	35,000	45,000	-	-	-	-
Operations Manager	-	-	-	-	60,000	70,000	70,000	90,000
Receptionist	20,000	30,000	30,000	40,000	60,000	70,000	-	-

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	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Construction								
Architect / Interior	25,000	50,000	40,000	90,000	50,000	90,000	80,000	120,000
Building Facility Engineer	17,000	23,000	40,000	60,000	-	-	-	-
Construction Engineer	25,000	45,000	50,000	100,000	-	-	-	-
Construction Manager	-	-	25,000	60,000	50,000	120,000	100,000	180,000
Construction Director	-	-	-	-	-	-	100,000	300,000
Design Engineer	20,000	40,000	40,000	100,000	-	-	-	-
Facility Engineer	17,000	23,000	40,000	80,000	-	-	-	-
Facility Manager	-	-	50,000	80,000	60,000	100,000	70,000	120,000
Structural Engineer	-	-	40,000	70,000	50,000	90,000	70,000	120,000
Engineering								
Automation Engineer	20,000	50,000	35,000	60,000	50,000	100,000	100,000	150,000
Electrical Engineer	25,000	35,000	40,000	60,000	-	-	-	-
Engineer	25,000	45,000	35,000	50,000	-	-	-	-
Engineering Manager	-	-	50,000	90,000	50,000	150,000	70,000	200,000

Engineering and Technical

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Engineering								
Instrumentation / Control Engineer	25,000	35,000	40,000	60,000	-	-	-	-
Maintenance Chief / Manager	-	-	50,000	80,000	50,000	120,000	70,000	150,000
Maintenance Engineer	17,000	55,000	35,000	60,000	-	-	-	-
Mechanical Engineer	25,000	35,000	40,000	60,000	-	-	-	-
Project Engineer	20,000	35,000	35,000	50,000	-	-	-	-
Project Manager	-	-	40,000	100,000	70,000	150,000	70,000	200,000
Technician	15,000	35,000	25,000	50,000	-	-	-	-
Head of Engineering / Engineering Director / VP	-	-	-	-	80,000	150,000	120,000	400,000
Production / Operations								
Engineering / IE / Process Improvement Manager	-	-	40,000	80,000	50,000	120,000	100,000	180,000
Packaging Manager	-	-	50,000	70,000	60,000	120,000	120,000	180,000
Plant Manager	-	-	60,000	100,000	80,000	150,000	100,000	200,000

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	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Production / Operations								
Plant Director / VP	-	-	-	-	-	-	150,000	400,000
IE / Process Improvement Engineer	25,000	40,000	40,000	80,000	45,000	100,000	60,000	120,000
Production Engineer	25,000	45,000	35,000	60,000	-	-	-	-
Production Manager			45,000	120,000	60,000	150,000	70,000	200,000
Production Planner	25,000	45,000	30,000	70,000	-	-	-	-
Production Supervisor / Chief	30,000	50,000	40,000	75,000	50,000	90,000	-	-
Chief Operating Officer (COO)	-	-	-	-	-	-	150,000	600,000
Quality, R&D, Health, Safety and Environment								
Environmental Engineer	25,000	35,000	40,000	80,000	-	-	-	-
Material Engineer	20,000	40,000	45,000	60,000	-	-	-	-
QA / QC Engineer	20,000	50,000	40,000	80,000	-	-	-	-
Quality Manager	-	-	45,000	150,000	60,000	120,000	80,000	250,000
Quality Director	-	-	-	-	-	-	150,000	300,000

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	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Quality, R&D, Health, Safety and Environment								
Research & Development Officer	20,000	40,000	30,000	50,000	-	-	-	-
Research & Development Specialist	-	-	40,000	60,000	45,000	100,000	50,000	150,000
Research & Development Manager	-	-	45,000	100,000	60,000	150,000	90,000	200,000
Research & Development Director	-	-	-	-	120,000	250,000	150,000	350,000
Safety Engineer / Officer	25,000	35,000	40,000	70,000	-	-	-	-
Safety Manager	-	-	40,000	80,000	50,000	100,000	70,000	150,000
Supplier Quality Engineer	-	-	40,000	80,000	60,000	100,000	80,000	120,000
Technical Sales and Services								
Sales Engineer	20,000	55,000	40,000	80,000	50,000	100,000	60,000	150,000
Service Engineer / Technical Support	18,000	40,000	25,000	60,000	35,000	70,000	40,000	80,000
Technical Service Manager	-	-	40,000	70,000	50,000	80,000	70,000	120,000

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	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
AP / AR & Credit Control								
Accounts Payable Accountant	15,000	25,000	25,000	40,000	40,000	70,000	-	-
Accounts Receivable Accountant	15,000	25,000	25,000	40,000	40,000	70,000	-	-
Collection Officer	18,000	25,000	25,000	40,000	-	-	-	-
Collection Manager	-	-	-	-	50,000	80,000	100,000	150,000
Credit Analyst	18,000	32,000	32,000	45,000	45,000	65,000	-	-
Credit Control Manager	-	-	-	-	-	-	100,000	200,000
Audit, Internal Control & Risk								
Head of Internal Audit	-	-	-	-	-	-	150,000	250,000
Internal Auditor	30,000	40,000	40,000	60,000	60,000	80,000	-	-
Internal Audit Manager	-	-	-	-	-	-	100,000	180,000
Risk Management Manager	-	-	-	-	80,000	100,000	100,000	150,000
Tax Consultant	28,000	35,000	40,000	65,000	-	-	-	-
Tax Manager	-	-	-	-	100,000	120,000	150,000	250,000

Finance and Accounting

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Financial Planning & Analysis (FP&A)								
Business Analyst	30,000	40,000	40,000	60,000	60,000	80,000	-	-
Financial Analyst	30,000	45,000	45,000	60,000	60,000	80,000	-	-
Financial Controller	-	-	-	-	-	-	180,000	280,000
Financial Planning & Analysis Manager	-	-	-	-	80,000	120,000	120,000	200,000
General Accounting & Reporting								
Accounting Analyst	25,000	35,000	35,000	50,000	50,000	80,000	80,000	150,000
Accounting Executive / Officer	20,000	30,000	30,000	50,000	-	-	-	-
Accounting Manager	-	-	-	-	50,000	80,000	80,000	150,000
Chief Accountant	-	-	-	-	60,000	120,000	120,000	200,000
Cost Accountant	25,000	32,000	32,000	50,000	50,000	80,000	-	-
Costing Executive	25,000	32,000	32,000	50,000	50,000	80,000	-	-
Costing Manager	-	-	-	-	70,000	100,000	100,000	150,000
Financial Administrator / Officer	25,000	35,000	35,000	40,000	-	-	-	-
Finance Manager	-	-	-	-	70,000	120,000	120,000	150,000

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Finance and Accounting

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
General Accounting & Reporting								
Finance and Accounting Manager	-	-	-	-	60,000	100,000	100,000	150,000
Head of Finance and Accounting	-	-	-	-	-	-	150,000	250,000
AVP - Finance and Accounting	-	-	-	-	80,000	120,000	150,000	350,000
Finance and Accounting Director / VP	-	-	-	-	-	-	180,000	300,000
Chief Financial Officer (CFO)	-	-	-	-	-	-	200,000	500,000
Investment, Treasury & Asset Management								
Asset Manager	-	-	-	-	40,000	60,000	-	-
Corporate Finance Specialist	40,000	60,000	60,000	80,000	80,000	120,000	-	-
Investment Analyst	30,000	45,000	50,000	70,000	60,000	80,000	80,000	150,000
Investor Relations Manager	-	-	-	-	-	-	100,000	180,000
Treasury	-	-	50,000	70,000	70,000	80,000	100,000	150,000
Head of Investor Relations	-	-	-	-	-	-	200,000	300,000
Chief Investment Officer	-	-	-	-	-	-	250,000	500,000

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Healthcare and Life Science



Healthcare and Life Science

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Laboratory Assistant	20,000	30,000	30,000	50,000	40,000	150,000	-	-
Medical Product Specialist / Expert	25,000	35,000	35,000	80,000	50,000	120,000	120,000	180,000
Medical Sales Representative	25,000	40,000	30,000	60,000	60,000	100,000	-	-
Medical Service Manager	35,000	80,000	50,000	100,000	50,000	120,000	80,000	150,000
Medical Director	-	-	-	-	-	-	120,000	200,000
Neurologist	-	-	140,000	180,000	150,000	200,000	200,000	350,000
Nurse	18,000	60,000	65,000	80,000	80,000	150,000	-	-
Operations Manager	-	-	60,000	100,000	80,000	100,000	100,000	180,000
Product Manager	-	-	40,000	80,000	80,000	100,000	100,000	120,000
Research & Development Officer	25,000	35,000	35,000	80,000	60,000	120,000	-	-
Research & Development Specialist	25,000	40,000	40,000	100,000	50,000	150,000	65,000	160,000
Research & Development Manager	-	-	40,000	100,000	35,000	120,000	100,000	160,000

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HR and Legal



HR and Legal

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Human Resources								
Compensation and Benefit Manager	-	-	-	-	70,000	100,000	100,000	170,000
HR - Compensation & Benefit	25,000	35,000	30,000	60,000	-	-	-	-
HR / Administrative Officer	20,000	30,000	30,000	50,000	-	-	-	-
HR Business Partner	-	-	-	-	60,000	80,000	80,000	150,000
HR Generalist / HR Specialist	-	-	30,000	50,000	40,000	60,000	-	-
HRD Manager	-	-	-	-	60,000	80,000	80,000	150,000
HRIS	25,000	30,000	30,000	50,000	50,000	80,000	80,000	100,000
HRM Manager	-	-	-	-	50,000	70,000	70,000	120,000
HROD Manager	-	-	-	-	60,000	100,000	80,000	150,000
Human Resources Executive / Officer / Staff	25,000	35,000	35,000	50,000	-	-	-	-
Human Resources Manager / AVP - Human Resources	-	-	-	-	60,000	90,000	100,000	180,000
Head of Human Resources / HR Director / SVP	-	-	-	-	-	-	180,000	300,000

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Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Human Resources								
Chief Human Resources Officer (CHRO) / Chief People Officer (CPO)	-	-	-	-	-	-	250,000	350,000
Payroll Officer	20,000	30,000	30,000	50,000	-	-	-	-
Talent Acquisition Officer	20,000	30,000	30,000	50,000	-	-	-	-
Talent Acquisition Specialist	-	-	50,000	70,000	70,000	80,000	-	-
Talent Acquisition Manager	-	-	-	-	-	-	80,000	120,000
Head of Talent Acquisition	-	-	-	-	-	-	80,000	150,000
L&D Executive / Training Executive / Officer	25,000	35,000	40,000	60,000	-	-	-	-
L&D Manager / Training Manager	-	-	-	-	50,000	80,000	80,000	100,000
Legal & Compliance								
Compliance Officer	20,000	30,000	30,000	45,000	-	-	-	-
Compliance Manager	-	-	-	-	50,000	70,000	80,000	170,000
Lawyer (Attorney)	30,000	50,000	50,000	70,000	70,000	120,000	120,000	250,000

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Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Legal & Compliance								
Legal Officer	25,000	35,000	35,000	45,000	45,000	50,000	-	-
Legal Counsel	-	-	50,000	100,000	100,000	120,000	120,000	300,000
Legal Manager	-	-	-	-	60,000	100,000	100,000	200,000
Legal Director	-	-	-	-	-	-	150,000	250,000
Head of Legal & Compliance	-	-	-	-	-	-	150,000	350,000
Regulatory & Corporate Affairs								
Company Secretary	25,000	35,000	35,000	50,000	50,000	70,000	70,000	150,000
Corporate Affairs Manager	-	-	-	-	60,000	80,000	80,000	120,000
Regulatory Affairs Officer	25,000	35,000	35,000	50,000	50,000	60,000	-	-
Regulatory Affairs Manager	-	-	-	-	60,000	100,000	100,000	200,000

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Information Technology

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Data, AI & Analytics								
AI Designer	-	-	30,000	80,000	60,000	100,000	-	-
AI Engineer	-	-	30,000	70,000	70,000	150,000	100,000	170,000
Business Analyst	25,000	60,000	50,000	80,000	80,000	130,000	100,000	200,000
Business Intelligence Specialist	25,000	40,000	50,000	80,000	80,000	120,000	100,000	200,000
Data Analyst	25,000	40,000	40,000	80,000	80,000	120,000	80,000	150,000
Data Governance Manager	-	-	-	-	150,000	200,000	200,000	250,000
Data Scientist / Data Engineer	40,000	80,000	50,000	120,000	80,000	150,000	100,000	150,000
Digital, IT & Project Delivery								
Digital Transformation Manager	-	-	-	-	60,000	150,000	100,000	180,000
ERP Consultant	20,000	70,000	40,000	80,000	80,000	120,000	100,000	200,000
Pre-Sales Consultant	25,000	50,000	50,000	80,000	60,000	100,000	100,000	120,000
Product Manager	-	-	50,000	100,000	60,000	120,000	80,000	130,000
Project Coordinator	20,000	35,000	30,000	50,000	-	-	-	-
Project Engineer	-	-	50,000	80,000	60,000	100,000	80,000	150,000

Information Technology

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Digital, IT & Project Delivery								
Project Manager	-	-	50,000	100,000	60,000	150,000	80,000	220,000
SAP Consultant	30,000	60,000	50,000	100,000	60,000	120,000	100,000	150,000
SAP Specialist	30,000	60,000	60,000	120,000	100,000	180,000	200,000	300,000
Technical Consultant	-	-	75,000	100,000	80,000	100,000	100,000	300,000
Visual Effects Artist	-	-	30,000	50,000	-	-	-	-
IT Infrastructure & Operations								
Data Center Manager / Infrastructure Manager	-	-	70,000	100,000	100,000	200,000	200,000	300,000
Database Operation Leads	-	-	-	-	-	-	120,000	160,000
IT Application Manager			50,000	90,000	80,000	120,000	100,000	150,000
IT Application Support	25,000	40,000	40,000	80,000	80,000	120,000	70,000	150,000
IT Manager	-	-	50,000	80,000	80,000	150,000	100,000	200,000
IT Director	-	-	-	-	-	-	150,000	500,000
IT Security Analyst / Engineer	25,000	40,000	30,000	100,000	50,000	150,000	80,000	250,000

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	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
IT Infrastructure & Operations								
IT Security Manager	-	-	80,000	120,000	80,000	150,000	100,000	250,000
IT Support	15,000	40,000	30,000	60,000	40,000	70,000	70,000	100,000
Network Engineer	25,000	35,000	30,000	60,000	40,000	75,000	70,000	80,000
Operations Manager	-	-	-	-	80,000	180,000	150,000	250,000
System Engineer	25,000	65,000	45,000	100,000	50,000	100,000	80,000	150,000
Software Development & Engineering								
Application Engineer	20,000	25,000	40,000	90,000	60,000	100,000	100,000	170,000
Back End Developer	30,000	60,000	40,000	70,000	70,000	120,000	100,000	250,000
Front End Developer	35,000	40,000	40,000	100,000	60,000	120,000	100,000	150,000
Full Stack Developer	30,000	60,000	50,000	100,000	60,000	140,000	100,000	200,000
Programmer	30,000	50,000	50,000	100,000	60,000	120,000	120,000	150,000
Programmer / Software Developer (.NET)	-	-	40,000	50,000	60,000	120,000	120,000	150,000
Programmer / Software Developer (ABAP)	-	-	70,000	90,000	60,000	120,000	120,000	150,000
Programmer / Software Developer (Mobile Applications)	30,000	40,000	50,000	100,000	60,000	120,000	120,000	240,000

Information Technology

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Software Development & Engineering								
Programmer / Software Developer (Specific Applications)	30,000	70,000	50,000	100,000	60,000	120,000	80,000	150,000
QA Engineer / Software Tester	20,000	40,000	40,000	60,000	60,000	80,000	80,000	100,000
Software / Solutions Architect	-	-	50,000	100,000	60,000	120,000	150,000	250,000
Software Engineer	40,000	60,000	60,000	100,000	60,000	120,000	150,000	200,000
System Analyst	25,000	40,000	40,000	100,000	50,000	100,000	70,000	120,000
IT Leadership & Strategy								
Head of Information Technology	-	-	-	-	75,000	150,000	120,000	250,000
AVP - Information Technology	-	-	-	-	-	-	120,000	150,000
VP - Information Technology	-	-	-	-	-	-	200,000	500,000
Chief Information Officer	-	-	-	-	-	-	300,000	500,000
Chief Technology Officer (CTO)	-	-	-	-	-	-	200,000	500,000
Chief Artificial Intelligence Officer (CAIO)	-	-	-	-	-	-	300,000	800,000

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Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Marketing and Communication								
Brand Manager	-	-	50,000	100,000	60,000	120,000	100,000	200,000
Digital Content Editor / Content Creator / Social Media Content Editor	15,000	30,000	30,000	50,000	40,000	80,000	40,000	100,000
Digital Marketing Specialist	20,000	40,000	30,000	60,000	35,000	85,000	40,000	100,000
Digital Marketing Manager	-	-	50,000	100,000	60,000	120,000	70,000	150,000
Head of Digital Marketing	-	-	-	-	-	-	200,000	300,000
Head of Digital / Digital Director / VP	-	-	-	-	-	-	200,000	300,000
Editor	20,000	40,000	30,000	40,000	-	-	-	-
Marketing Coordinator / Assistant	20,000	35,000	25,000	45,000	30,000	60,000	-	-
Marketing Executive / Officer	20,000	40,000	25,000	50,000	30,000	60,000	40,000	80,000
Marketing Manager	-	-	40,000	100,000	60,000	150,000	80,000	260,000
Marketing Director / VP	-	-	-	-	-	-	150,000	700,000
Marketing Researcher / Analyst	20,000	50,000	50,000	80,000	50,000	100,000	80,000	120,000
Medical Marketing Manager	-	-	50,000	100,000	80,000	150,000	120,000	250,000
Head of Marketing	-	-	-	-	70,000	180,000	150,000	500,000

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	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Marketing and Communication								
Chief Marketing Officer (CMO)	-	-	-	-	-	-	100,000	700,000
Public Relations / Corporate Communications Executive	20,000	35,000	40,000	60,000	60,000	80,000	80,000	100,000
Public Relations / Corporate Communications Manager	-	-	40,000	80,000	50,000	100,000	70,000	170,000
Trade Marketing Executive	25,000	40,000	35,000	60,000	40,000	75,000	-	-
Trade Marketing Manager	-	-	50,000	100,000	60,000	150,000	100,000	250,000
Media and Design								
AI Designer	-	-	60,000	80,000	80,000	150,000	-	-
Art Director	-	-	40,000	80,000	80,000	150,000	-	-
Creative	25,000	40,000	50,000	80,000	-	-	-	-
Creative Director	-	-	-	-	-	-	50,000	150,000
Graphic Designer	20,000	40,000	30,000	80,000	45,000	100,000	100,000	150,000
Head of Designer	-	-	-	-	-	-	150,000	200,000

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Marketing, Media, and Design

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Media and Design								
Jewelry Designer	30,000	40,000	-	-	-	-	-	-
Media Planner	20,000	40,000	40,000	60,000	-	-	-	-
Motion Graphic			60,000	80,000	-	-	-	-
Photographer / Videographer	15,000	30,000	30,000	50,000	-	-	-	-
Producer			50,000	80,000	80,000	100,000	-	-
Strategic Planner	20,000	40,000	50,000	80,000	-	-	-	-
Strategic Planning Manager	-	-	60,000	100,000	80,000	120,000	120,000	200,000

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Real Estate and Property



Real Estate and Property

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Facility Manager	-	-	50,000	80,000	60,000	100,000	100,000	180,000
Head of Utility	-	-	-	-	-	-	150,000	250,000
Operations Manager	-	-	50,000	100,000	70,000	150,000	100,000	180,000
Project / Construction Engineer	-	-	60,000	80,000	-	-	-	-
Project / Construction Director	-	-	-	-	-	-	100,000	180,000
Project Manager	-	-	50,000	100,000	60,000	120,000	100,000	250,000
Property Director	-	-	-	-	-	-	80,000	150,000
Property Manager	-	-	50,000	70,000	50,000	90,000	70,000	150,000
Head of Operations	-	-	-	-	-	-	100,000	300,000
Business Development Director	-	-	-	-	-	-	150,000	500,000
Chief Operating Officer (COO)	-	-	-	-	-	-	150,000	700,000

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Retail and Hospitality

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Food & Beverage								
Barista	17,000	25,000	-	-	-	-	-	-
Bartender	15,000	25,000	-	-	-	-	-	-
Chef	17,000	25,000	-	-	-	-	-	-
Server	15,000	25,000	-	-	-	-	-	-
Restaurant Manager	-	-	40,000	70,000	50,000	100,000	80,000	120,000
F&B Manager	-	-	30,000	60,000	50,000	100,000	80,000	150,000
F&B Director	-	-	-	-	-	-	120,000	400,000
Hospitality								
Hair Stylist	20,000	25,000	-	-	-	-	-	-
Therapist	18,000	25,000	-	-	-	-	-	-
Facility Manager	-	-	30,000	60,000	50,000	80,000	80,000	100,000
General Manager	-	-	-	-	-	-	100,000	150,000
Hotel Manager	-	-	50,000	100,000	70,000	150,000	100,000	350,000
Operations Manager	-	-	40,000	100,000	50,000	120,000	100,000	150,000

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Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Hospitality								
Operations Director / VP	-	-	-	-	-	-	150,000	250,000
Chief Operating Officer (COO)	-	-	-	-	-	-	100,000	500,000
Retail								
BA (Beauty Advisor)	15,000	22,000	20,000	30,000	-	-	-	-
Cashier	20,000	25,000	-	-	-	-	-	-
Pretty / MC	15,000	20,000	20,000	25,000	-	-	-	-
Branch Manager	-	-	30,000	80,000	50,000	100,000	60,000	150,000
Area Manager	-	-	35,000	50,000	50,000	150,000	80,000	180,000
Category Manager	-	-	50,000	100,000	60,000	120,000	80,000	200,000
Merchandiser	22,000	40,000	30,000	70,000	50,000	120,000	-	-
Merchandising Manager	-	-	40,000	100,000	60,000	120,000	120,000	200,000
Retail Operations Executive	20,000	30,000	30,000	40,000	40,000	80,000	-	-
Retail Manager	-	-	40,000	100,000	80,000	150,000	100,000	200,000
Retail Director	-	-	-	-	-	-	120,000	250,000

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Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Retail								
Store / Shop Staff	15,000	30,000	20,000	50,000	-	-	-	-
Store / Shop Manager	-	-	25,000	50,000	35,000	80,000	50,000	100,000

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Sales and Business Development



Sales and Business Development

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Account Management								
Account Executive	25,000	40,000	30,000	55,000	-	-	-	-
Account Manager	-	-	30,000	80,000	50,000	120,000	80,000	150,000
Account Director	-	-	-	-	80,000	120,000	150,000	300,000
Key Account Executive	18,000	60,000	30,000	70,000	-	-	-	-
Key Account Manager	-	-	40,000	80,000	60,000	150,000	80,000	180,000
Presales, Aftersales and CRM								
Aftersales Officer	15,000	30,000	30,000	50,000	-	-	-	-
Aftersales Manager	-	-	45,000	80,000	50,000	100,000	80,000	120,000
Business Analyst	-	-	45,000	80,000	50,000	120,000	100,000	150,000
CRM Officer / Executive	20,000	40,000	30,000	50,000	-	-	-	-
CRM Manager	-	-	40,000	80,000	50,000	100,000	100,000	200,000
Customer Service Coordinator	15,000	20,000	-	-	-	-	-	-
Relationship Manager	-	-	40,000	60,000	60,000	80,000	-	-
Pre-Sales Consultant	20,000	40,000	40,000	80,000	50,000	180,000	80,000	300,000

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Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Presales, Aftersales and CRM								
Telesales / Telemarketers	15,000	20,000	18,000	40,000	-	-	-	-
BD, Commercial, and Sales								
Business Development Executive / Officer	25,000	45,000	30,000	80,000	50,000	120,000	100,000	150,000
Business Development Manager	-	-	40,000	100,000	60,000	200,000	100,000	250,000
Business Development Director	-	-	-	-	-	-	150,000	350,000
Head of Business Development	-	-	-	-	-	-	100,000	500,000
Category Manager	-	-	50,000	100,000	60,000	120,000	100,000	200,000
E-Commerce Manager	-	-	40,000	100,000	50,000	120,000	100,000	200,000
Commercial Director / VP	-	-	-	-	-	-	200,000	300,000
Head of Commercial	-	-	-	-	-	-	80,000	350,000
Chief Commercial Officer (CCO)	-	-	-	-	-	-	250,000	400,000
Management Trainee	25,000	50,000	-	-	-	-	-	-
Sales & Marketing Executive	20,000	30,000	30,000	50,000	40,000	60,000	-	-

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Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
BD, Commercial, and Sales								
Sales & Marketing Manager	-	-	50,000	80,000	60,000	150,000	80,000	250,000
Sales & Marketing Director	-	-	-	-	-	-	250,000	500,000
Sales Administrator / Sales Support	15,000	30,000	30,000	50,000	-	-	-	-
Sales Coordinator	20,000	50,000	50,000	70,000	-	-	-	-
Sales Executive / Officer	15,000	40,000	20,000	60,000	40,000	80,000	-	-
Sales Engineer	20,000	50,000	40,000	100,000	-	-	-	-
Sales Manager	-	-	40,000	120,000	60,000	150,000	80,000	400,000
Sales Operations Manager	-	-	60,000	80,000	60,000	100,000	80,000	250,000
Regional Sales Manager	-	-	60,000	100,000	80,000	120,000	100,000	300,000
Sales Director	-	-	-	-	70,000	200,000	100,000	500,000
Head of Sales	-	-	-	-	80,000	150,000	100,000	200,000
VP - Sales	-	-	-	-	-	-	150,000	700,000
VP - Sales & Marketing	-	-	-	-	-	-	200,000	700,000

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Supply Chain and Logistics



Supply Chain and Logistics

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Logistic and Warehouse								
Customs Officer	20,000	30,000	30,000	50,000	35,000	60,000	-	-
Customs Clearance Manager	-	-	-	-	45,000	80,000	80,000	150,000
Driver (Goods / Products)	15,000	30,000	30,000	45,000	-	-	-	-
Head of Operations	-	-	-	-	-	-	120,000	250,000
Import & Export Officer / Coordinator	18,000	35,000	35,000	50,000	-	-	-	-
Import & Export Manager	-	-	50,000	80,000	65,000	120,000	90,000	150,000
Import Manager	-	-	40,000	70,000	50,000	80,000	80,000	100,000
Inventory Officer	15,000	30,000	35,000	40,000	-	-	-	-
Logistic Engineer / Supervisor	-	-	35,000	50,000	45,000	60,000	55,000	100,000
Logistic Officer	20,000	35,000	30,000	40,000	-	-	-	-
Logistic Supervisor	-	-	30,000	50,000	40,000	60,000	60,000	100,000
Logistic Manager	-	-	35,000	60,000	50,000	80,000	70,000	120,000
Logistic / Supply Chain & Warehouse Manager (Manufacturing)	-	-	45,000	60,000	55,000	80,000	80,000	150,000
Head of Logistics	-	-	-	-	70,000	100,000	100,000	200,000

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Job Positions

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	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Logistic and Warehouse								
Messenger / Dispatch / Bill Collector	13,000	20,000	-	-	-	-	-	-
Operations Staff	15,000	30,000	-	-	-	-	-	-
Operations Manager	-	-	30,000	60,000	40,000	80,000	80,000	150,000
Operations Director / VP	-	-	-	-	-	-	150,000	300,000
Warehouse Manager	-	-	40,000	80,000	45,000	120,000	80,000	200,000
Procurement and Supply Chain								
Customer Service Staff	20,000	30,000	30,000	60,000	-	-	-	-
Customer Service Manager	-	-	40,000	80,000	70,000	120,000	120,000	150,000
Planning Executive / Officer	20,000	30,000	30,000	60,000	-	-	-	-
Planning Manager	-	-	50,000	80,000	60,000	100,000	80,000	120,000
Procurement Officer	20,000	40,000	30,000	70,000	40,000	80,000	-	-
Procurement Manager	-	-	40,000	80,000	50,000	120,000	70,000	180,000
Chief Procurement Officer	-	-	-	-	-	-	150,000	300,000
Production Planner	25,000	45,000	30,000	65,000	-	-	-	-

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Supply Chain and Logistics

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	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Procurement and Supply Chain								
Purchasing / Buyer / Procurement Engineer	25,000	50,000	30,000	70,000	45,000	90,000	50,000	100,000
Purchasing Officer	15,000	32,000	25,000	45,000	-	-	100,000	-
Purchasing Executive	20,000	40,000	35,000	60,000	40,000	70,000	-	-
Purchasing Manager	-	-	40,000	70,000	50,000	100,000	70,000	150,000
Supply Chain Officer / Executive	20,000	40,000	30,000	70,000	-	-	-	-
Supply Chain Planner	20,000	40,000	30,000	50,000	-	-	-	-
Supply Chain Supervisor	-	-	40,000	60,000	50,000	80,000	60,000	100,000
Supply Chain Manager	-	-	60,000	120,000	80,000	150,000	75,000	200,000
Supply Chain Director / VP	-	-	-	-	-	-	150,000	600,000
General Manager	-	-	-	-	-	-	150,000	700,000

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Top Management



Top Management

Job Positions

Job Positions	Exp. 0-3 yrs		Exp. 3-5 yrs		Exp. 5-7 yrs		More than 7 yrs	
	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)	min(฿)	max(฿)
Chief Executive Officer (CEO)	-	-	-	-	150,000	300,000	200,000	800,000
Chief Transformation Officer (CTO)	-	-	-	-	150,000	350,000	400,000	500,000
Country Manager	-	-	-	-	120,000	300,000	150,000	400,000
General Manager	-	-	-	-	150,000	300,000	150,000	800,000
General Manager / Director (Regional)	-	-	-	-	150,000	300,000	400,000	600,000
Managing Director	-	-	-	-	150,000	300,000	180,000	700,000

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About Adecco

Adecco is part of The Adecco Group. **We are a leading global workforce solutions provider** active in 62 countries, with 25,000 colleagues working for us. We are currently providing jobs for over 600,000 people daily around the world.

Adecco Thailand operates eight business units, connecting over 23,000 associates daily through the efforts of more than 400 dedicated employees. With over 35 years of experience, we have grown by deeply understanding and responding to our clients' human resource needs, helping them recruit the right talent at the right time. Simultaneously, we support job seekers in finding the right opportunities to advance their careers. Our wide range of services includes recruitment, staffing, outsourcing, and upskilling and development.

THE ADECCO GROUP

Adecco **AKKODIS** **LHH**

The Adecco Group is the world's leading talent company.

Our purpose is making the future work for everyone. Everyday, we enable more than 3.5 million careers worldwide through our three global business units - **Adecco, Akkodis and LHH** - across 60 countries.

We enable sustainable and lifelong employability for individuals, deliver digital and engineering solutions to power the Smart Industry transformation and empower organisations to optimise their workforces. The Adecco Group leads by example and is committed to an inclusive culture, fostering sustainable employability, and supporting resilient economies and communities.

The Adecco Group AG is headquartered in Zurich, Switzerland (ISIN: CH0012138605) and listed on the SIX Swiss Exchange (ADEN).

Adecco Service Offerings



Recruitment Service

- Executive Recruitment
 - C-Suite Level
 - Mid to Senior Management
- Functional Recruitment
 - Finance, Accounting & Legal
 - Sales & Marketing
 - HR, Admin & Support functions
 - Industrial & Engineering
 - Digital & Technology
 - Supply Chain & Logistics
 - Healthcare & Life sciences
 - Environmental, social, and corporate governance (ESG)
- Recruitment Process Outsourcing (RPO)
- Volume Recruitment



Business Process Outsourcing

- Payroll Administration
- HR Administration
- Master Service Provider



Employment Staffing Service

- Temporary Staffing
- Contract Staffing
- Payroll Staffing
- PC Workforce
- Tech Staffing



Human Capital Solutions

- Training
 - In-House and Public
- Consulting Solutions: Recruit - Reskill - Retain - Reimagine
 - HR Advisory On-demand
 - Interview Toolkit and Selection Design
 - Employee Engagement Survey
 - Talent Development & Succession Planning
 - Salary Structure & Benefit Design
 - Performance Management
- Outsourcing
 - Training Process and Administration Management
- Assessment Tools



Outsourcing Services

- Chat Agent Outsourcing Service
- Convenience Stores Service Outsourcing (CVS)
- IT Support Outsourcing Service (ITSOS)
- Office Assistant on Demand
- Receptionist On-Call
- Retail Operation & Field Sales Marketing Service
- Tech Services (Infra, App, Engineering)
- Technician Outsourcing Service
- Thai-Chinese Interpreter Outsourcing
- Visa & Work Permit Administration Service

Message from
Country Director

Thailand Labor Market
Outlook 2025-2026

Career & Work Trend
Survey 2025:
Result Analysis

Salary Guide

- Banking and Insurance
- Customer Service and Admin
- Engineering and Technical
- Finance and Accounting
- Healthcare and Life Science
- HR and Legal
- Information Technology
- Marketing, Media, and Design
- Real Estate and Property
- Retail and Hospitality
- Sales and Business Development
- Supply Chain and Logistics
- Top Management

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