Adecco | 15th ANNIVERSARY

Adecco Vietnam

SALARY GUIDE 2026

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Foreword

Vietnam's economy demonstrated remarkable resilience in 2025, maintaining solid momentum despite global uncertainties. The country recorded GDP growth of 8.02% , driven largely by the service sector (42.75%) and industry and construction (37.65%), reflecting the continued strength of domestic consumption, industrial expansion, and infrastructure development. Export activities remained a key growth driver, rising by 17%, further reinforcing Vietnam's position within global supply chains[i].

Business activity remained dynamic throughout the year, with over 195,000 newly established enterprises and around 102,000 businesses resuming operations. At the same time, around 114,500 enterprises temporarily suspended operations[ii], reflecting ongoing adjustments as organisations navigate cost pressures, shifting market demand, and intensifying competition.

Within this evolving environment, hiring across industries remained selective and strategic. Rather than large-scale expansion, many organisations prioritised operational efficiency and long-term competitiveness. Recruitment demand was concentrated at mid-to-senior levels, particularly for professionals who can deliver immediate impact in areas such as digital transformation, automation, supply chain management, regulatory compliance, and data-driven decision-making.

Across sectors including manufacturing, technology, financial services, healthcare, and consumer industries, employers increasingly prioritised candidates with specialised technical expertise, commercial acumen, and cross-functional capabilities. At the same time, competition for experienced professionals remained strong, particularly in areas such as engineering, digital technology, advanced manufacturing, and emerging sectors like semiconductors.

Looking ahead to 2026, Vietnam's economic outlook remains positive, with GDP forecast to grow around 9%[iii], supported by continued foreign investment, manufacturing expansion, and infrastructure development. As businesses continue to adapt to technology transformation and evolving global supply chains, demand for highly skilled professionals is expected to remain steady across key sectors.

The Salary Guide 2026 marks our 13th consecutive edition, providing valuable insights into salary trends and hiring dynamics in Ho Chi Minh City and Hanoi. As Adecco celebrates 15 years of operation in Vietnam, we remain committed to supporting businesses and professionals with reliable market insights and talent solutions. We hope this guide serves as a strategic resource for informed decision-making in recruitment and career development for the year ahead.

Thanh Le
Country Director – Adecco Vietnam

[i] *National Statistics Office*
[ii] *National Statistics Office*
[iii] *Vietnam Investment Review*

Who we are

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 25,000 recruitment experts deliver workforce and staffing solutions that shape the future of work across 62 countries. Adecco combines international scale with local expertise to provide permanent recruitment, temporary staffing, outsourcing, training, and diversity & inclusion solutions that solve real workforce challenges.

62	**3,800**	**25,000**	**660,000**
countries	locations	employees	people on assignment

Adecco in Vietnam

Established in Vietnam in 2011, Adecco Vietnam is committed to delivering a comprehensive range of HR solutions that enhance efficiency, drive profitability, and create the right balance for every organisation and individual. With deep expertise across the full spectrum of HR services, we empower businesses and people to thrive. In 2026, Adecco proudly marks 15 years of operation in Vietnam.

15	**2**	**150+**	**1,200**	**7,000+**	**70,000+**
years in Vietnam	offices	colleagues	clients	associates	candidates

Permanent Recruitment

Through our access to a broad and deep talent pool, including hard-to-reach professionals who are not actively looking for a new role, we offer our clients flexible services tailored to their needs, whether comprehensive end-to-end or partial.

- Executive Search/Headhunting
- Recruitment Process Outsourcing (RPO)
- Adecco Mass Recruitment (AMR)

Payroll & Staffing

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

Outsourcing & HR Solutions

- Outsourcing (Admin process outsourcing, General and customer service, Field sales marketing, HR services,...)
- Salary Benchmark
- Background Check
- Corporate Services
- HR Compliance Training

About the survey

As part of the annual Salary Guide, Adecco Vietnam conducts a market survey among professionals across various industries to better understand the evolving world of work from both employer and employee perspectives. For this edition, the survey was distributed to **over 10,000 professionals** in our database, including both employers and employees currently working in Vietnam.

The survey explores key workplace megatrends, salary expectations, and career plans for the year ahead, providing insights into how organisations and professionals are responding to changing labour market dynamics. The findings are complemented by Adecco Vietnam's recruitment expertise and sector insights gathered through our daily engagement with clients and candidates.

Fieldwork was conducted in late 2025 through an online survey available in both English and Vietnamese, with an average completion time of approximately 5 minutes.

Meet our respondents

The majority of our respondents have over 10 years of professional experience and currently hold mid- to senior-level management positions. A significant proportion work within the supply chain, logistics, and manufacturing sectors, alongside representation from other industries.

With their extensive industry exposure and leadership responsibilities, they are well positioned to provide informed perspectives on market trends and compensation practices. Their oversight of team structures and involvement in decision-making processes also allows them to reflect insights across both management and junior levels.

As a result, the data and analysis presented in the following pages are grounded in experienced, market-facing viewpoints.

Which sectors do they work in?

- 22% Supply Chain, Logistics, Manufacturing
- 19% Professional Services
- 16% IT & Digital Technology
- 9% Healthcare, Medical and Life Science
- 8% Financial Services and Banking

What is their seniority level?

- 39% Mid-level Management
- 34% Experienced
- 15% Director/Senior Management
- 6% Entry level
- 6% C-suite or Executive Leader

How many years of their working experience?

- 50% More than 10 years
- 24% From 5 to 10 years
- 18% From 2 to 5 years
- 8% Less than 2 years

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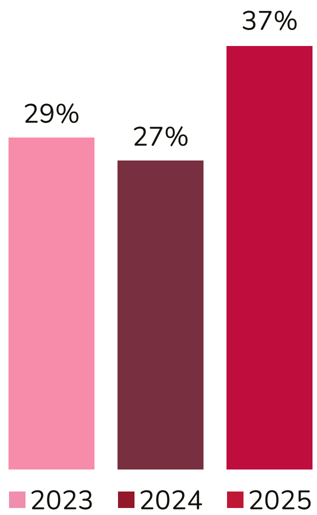
Key findings

Career stability is increasing

The proportion of professionals not open to new opportunities increased to 37%, reflecting a more cautious and stability-focused approach in a selective hiring environment.



Workplace relationships strongly influence retention

Up to 72% of respondents are satisfied with their relationships with co-workers and 66% with their managers, highlighting the importance of positive team culture and supportive leadership.

Wellbeing is now the top workplace megatrend

Mental health and wellbeing ranked as the top megatrend, reflecting growing awareness of employee wellbeing and the need for more supportive and inclusive workplaces.

1st ranked

megatrend influencing work life

Top megatrends influencing work life today

	2025 rank	2024 rank	Global rank
Mental health and wellbeing in the workforce	1	-	5
Economic uncertainty	2	-	8
Business uncertainty	3	-	13
Flexible ways of working	4	2	4
Generative artificial intelligence	5	3	1
Digitisation	6	1	9
Artificial intelligence	7	5	2
Talent scarcity or skills shortages	8	4	12
Automation	9	6	7
Transition to a green economy	10	7	11

When asked which megatrends have the greatest influence on their working lives, professionals ranked **Mental health and wellbeing, Economic uncertainty,** and **Business uncertainty** as their top three for 2025. This marks a notable shift from the previous year, when technology-driven topics such as Generative AI and Digitisation featured more prominently.

The focus on mental health and wellbeing may reflect the seniority of our respondents. With the majority holding mid- to senior-level management positions and overseeing team performance, they are increasingly conscious of employee resilience, burnout risks, and sustainable productivity. Against the ongoing economic and business uncertainty, leaders appear to be prioritising workforce stability and wellbeing as critical foundations for long-term performance.

Compared to global findings, Vietnam's results indicate a stronger emphasis on people-related and economic factors, showing a more cautious and stability-oriented outlook in the local market.

Salary trends

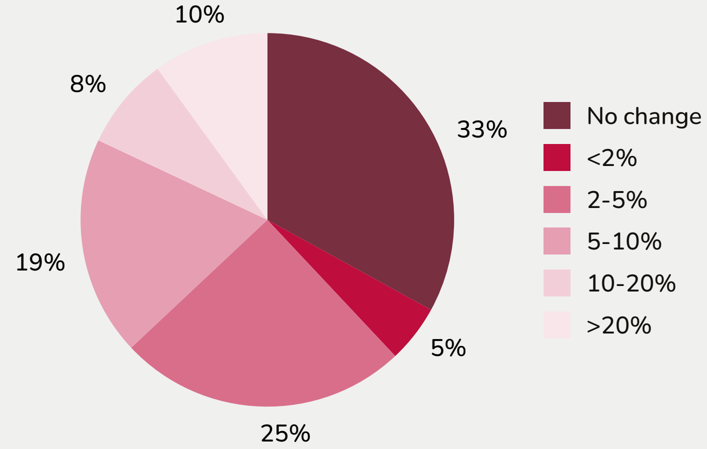
In 2025, salary growth remained moderate, with 33% of respondents reporting no change, reflecting organisations' cautious approach amid ongoing economic and business challenges.

Among those who received adjustments, 44% saw increases of **2–10%**, indicating controlled increments aligned with cost management strategies. Only 18% experienced growth **above 10%**, showing that double-digit increases have become more selective and performance-driven. Notably, 30% of respondents receiving increases above 10% work in the IT & Digital Technology sector, highlighting continued demand for specialised digital capabilities despite broader market restraint.

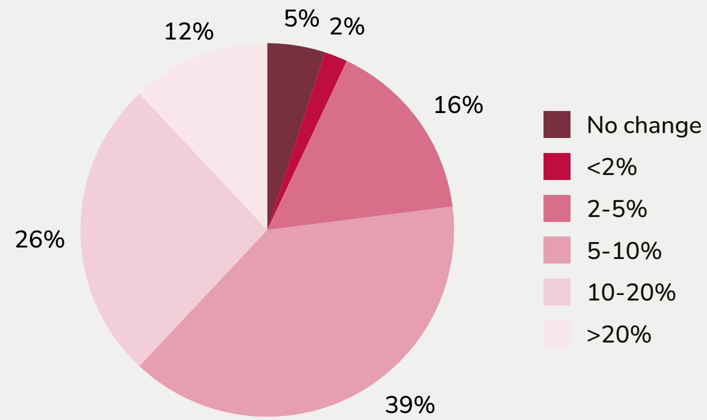
This trend mirrors Vietnam's current investment and hiring landscape, where companies remain careful in headcount expansion but continue competing for high-demand skills, particularly in technology, digital transformation, and automation.

Looking ahead to 2026, salary expectations remain strong: 39% anticipate a **5–10%** increase, while 38% expect growth above **10%**. This optimism confirms that compensation continues to be a key driver of employee motivation and retention, even amid economic uncertainty.

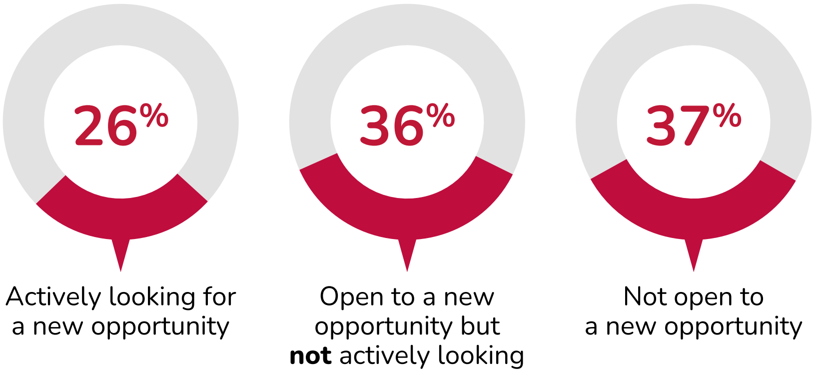
Actual salary increase in 2025



Expected salary increase in 2026



Career plans for the next 12 months

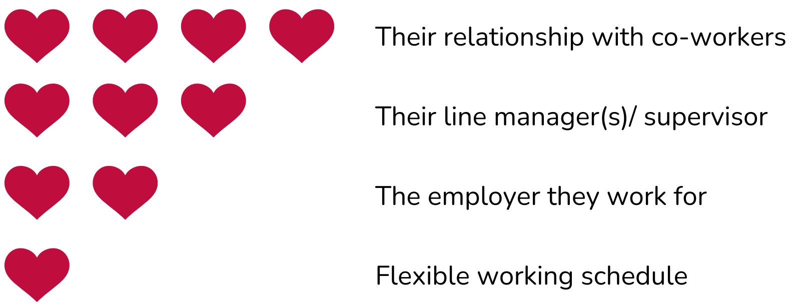


The proportion of professionals **not open to new opportunities** rose to 37% in 2025, up from 27% in 2024 and 29% in 2023, reflecting a more cautious and stability-focused mindset, particularly within Professional Services.

At the same time, **openness to career moves** declined, with 62% considering a change in 2026, including 36% who are **open but not actively searching**. Nevertheless, career mobility remains relevant, as 60% have **considered switching industries or roles** in response to evolving skill demands.

Amid increasingly selective and performance-driven hiring practices, professionals are prioritising stability, career continuity, and internal growth over external transitions. Organisations, in turn, are adopting more structured hiring approaches, resulting in fewer but more strategic career moves.

Key drivers of satisfaction in current roles



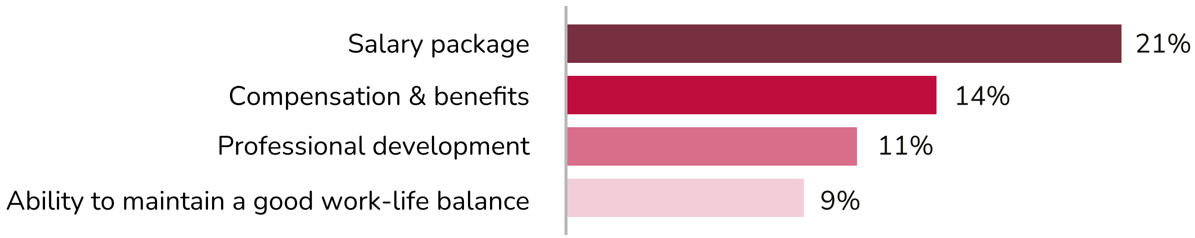
Workplace relationships continue to be a key retention driver: 72% of respondents are **happy or extremely happy with their co-workers**, and 66% are **satisfied with their line managers**. In a context of moderate salary growth and controlled promotion cycles, strong team dynamics and supportive leadership remain critical to retention.

Top reasons employees stay with their current employers

- Work/life balance
- Good-fit with line manager(s)/colleagues
- Attractive compensation & benefits
- Flexible working arrangements

The results remain largely consistent with last year's survey, indicating that employees' priorities have remained stable despite changing market conditions. **Work-life balance** (13%) continues to be the leading reason employees stay with their current employers, followed by a **good fit with line managers/ colleagues** (11%). **Competitive compensation and benefits** (10%) and **flexible working arrangements** (10%) also remain key retention factors, highlighting the importance of both workplace culture and employment conditions.

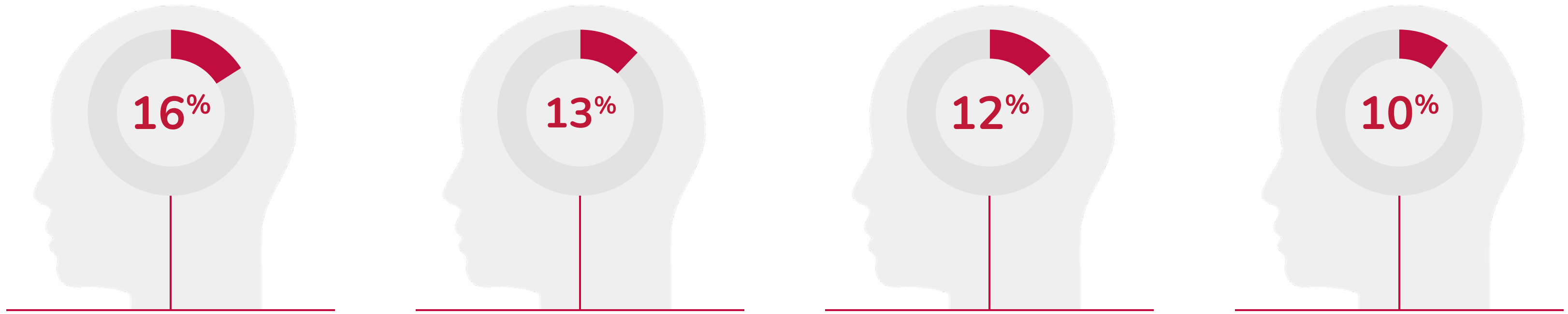
Top priorities in choosing a new role and company



Similarly, the top priorities when considering a new role remain unchanged compared to last year. **Salary package** ranks as the most important factor, followed by **compensation and benefits** and **professional development** opportunities. There is a strong alignment between the factors that encourage employees to stay and those that attract them to new opportunities. This highlights that employees are not necessarily seeking entirely different conditions elsewhere, but may consider moving if they perceive stronger compensation, career growth, or work-life balance in another organisation.

These findings also reflect broader labour market dynamics in Vietnam. Amid cautious hiring and economic uncertainty, employees appear to prioritise stability and positive workplace relationships. At the same time, companies continue to compete for skilled professionals in sectors such as technology, manufacturing, and supply chain, where competitive salary packages and career development opportunities remain critical in attracting and retaining talent.

AI is improving working life



of respondents say AI reduce their workload

of respondents say AI increase their productivity, accuracy & efficiency at work

of respondents say AI help them learn faster

of respondents say AI provide better access to information

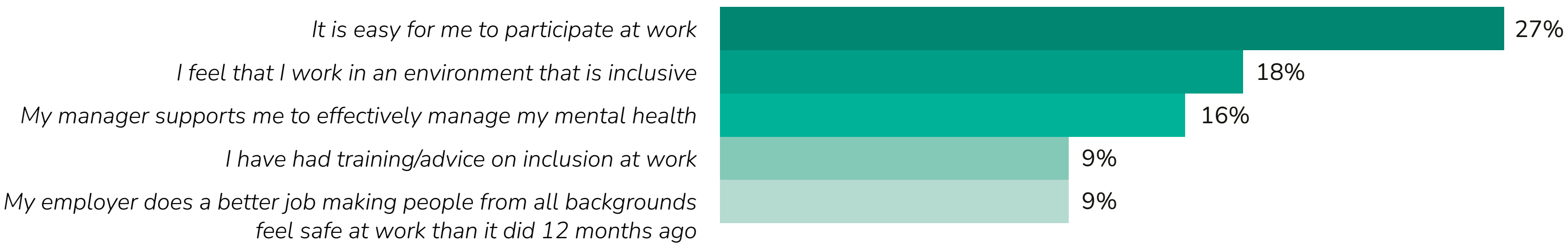
Although AI was not identified as one of the top megatrends shaping work life this year, professionals continue to embrace its potential in their daily work. As digital tools and AI-powered platforms become more accessible across industries, employees are increasingly using them to streamline routine tasks, support data analysis, and enhance decision-making.

At the same time, organisations are encouraging employees to build digital and AI-related capabilities as part of broader workforce transformation efforts. Notably, up to 73% of respondents are confident that their employers will support them in developing the AI skills required for their roles, reflecting a growing commitment to upskilling and continuous learning. In a market where efficiency and productivity remain key priorities, AI is gradually evolving from a future concept into a practical enabler that helps employees work smarter and adapt to changing skill requirements.

Well-being and inclusion at work

Mental health and wellbeing emerged as the top megatrend shaping work life this year, reflecting growing awareness among employees and employers of the importance of a supportive and inclusive workplace. Survey results show that many professionals feel easy to participate at work, with 27% strongly agreeing that they can speak up in meetings or share ideas, and 18% feeling they work in an inclusive environment. Supportive leadership also plays a key role, as 16% of respondents strongly agree that their managers help them effectively manage their mental health.

Top 5 Strongly Agree Statements



Top 5 Strongly Disagree Statements

At the same time, the results highlight ongoing challenges related to workload and workplace pressure. A notable number of respondents strongly disagree with statements related to burnout and toxic work culture, indicating that while many employees are coping, concerns around stress and work intensity remain present. In Vietnam's fast-paced and performance-driven work environment, mental health conversations are becoming more visible, but employees may still hesitate to openly discuss emotional wellbeing or take time off. As organisations place greater focus on employee wellbeing, strengthening inclusive practices, supportive leadership, and practical wellbeing initiatives will be essential to building healthier and more sustainable workplaces.

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2026

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.

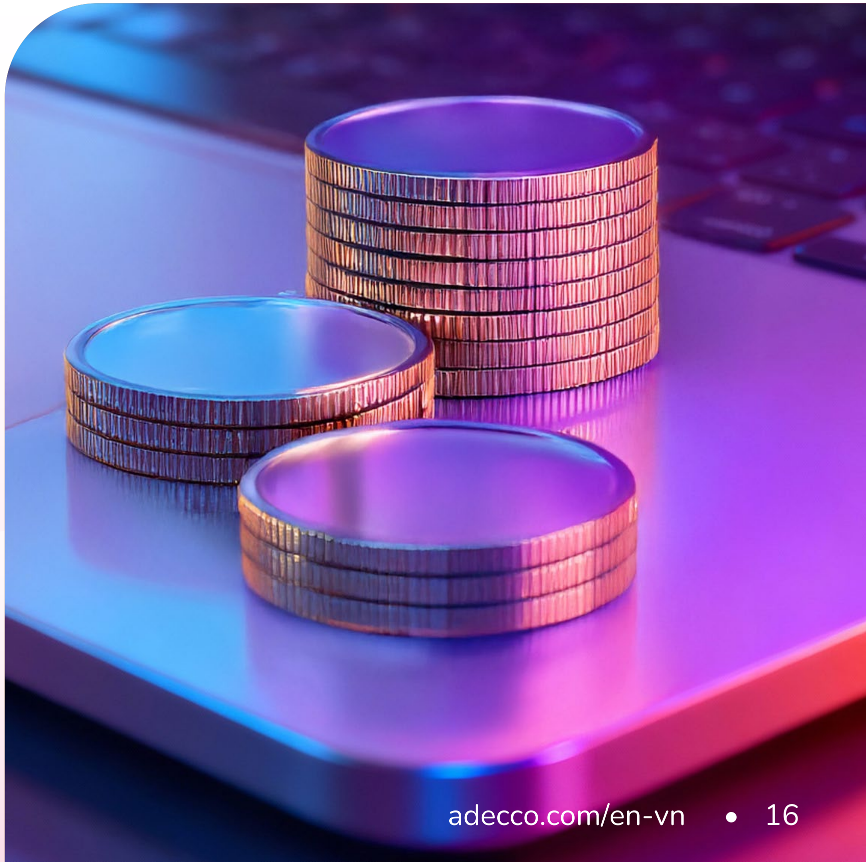
The figures in this Salary Guide are based on the data from Adecco Vietnam's clients and candidates. They reflect the typical salary ranges for an individual's job based on location, role-specific years of experience, education, certifications and other considerations. Actual salaries may vary depending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

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

The positions are organised into 11 job categories, including:

- **Engineering & Manufacturing**
- **Financial Services**
- **Finance & Accounting**
- **Human Resources**
- **Healthcare**
- **Legal**
- **Professional Services**
- **Technology & Digital**
- **Sales & Marketing: FMCG**
- **Sales & Marketing: Industrials**
- **Semiconductor**

For more insights into salary trends, please contact your Adecco representative or send an email to vn.info@adecco.com.



Engineering & Manufacturing

Market Overview

Manufacturing sector continues to expand in 2025, supported by strong FDI inflows and ongoing global supply chain diversification. Industries such as electronics, automotive components, semiconductors, mechanical engineering, FMCG, and textiles are driving demand for engineering and operational talent as companies expand factories and production capacity.

Hiring demand remains strongest at mid-to-senior levels, particularly for roles in engineering, production, supply chain, and plant leadership. At the same time, manufacturers are accelerating the adoption of automation, lean practices, and data-driven operations to enhance productivity and efficiency.

Despite continued investment, companies remain cautious amid global demand fluctuations and cost pressures, leading to leaner organisational structures. Competition remains strong for experienced engineers and bilingual professionals supporting regional operations.

Meanwhile, construction and energy sectors continue to benefit from infrastructure development and energy transition initiatives, sustaining demand for project management and engineering talent.

*Min - Max gross monthly salary in VND million

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Engineering/Technical				
Engineering Head	-	-	45 - 65	60 - 110
Engineering Manager (Manufacturing)	60 - 100	110 - 180	45 - 65	50 - 80
Engineering Manager/ R&D Manager/ Technical Manager (R&D)	50 - 90	90 - 160	45 - 65	60 - 82
NPI Engineer/R&D Engineer/ Product Development Engineer	15 - 35	40 - 50	17 - 35	30 - 42
Maintenance Manager	45 - 85	85 - 100	35 - 55	45 - 60
Facilities Manager/Director	45 - 85	90 - 180	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	45 - 65	70 - 100	43 - 67	50 - 75
Application Engineer/ Service Engineer/ Technical Support	15 - 35	35 - 50	16 - 35	30 - 38
Electrical/Mechanical/Automation/Chemical Engineer	15 - 35	35 - 50	18 - 30	28 - 40
Hardware Engineer/Embedded Engineer/ Firmware Engineer	-	-	25 - 40	35 - 55
IE/Process Improvement Engineer/Product/ Failure Analysis Engineer	15 - 35	35 - 55	23 - 30	28 - 43

*Min - Max gross monthly salary in VND million

Job Positions

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Manufacturing				
Operation Director/Factory Manager/Director	90 - 150	150 - 400	80 - 110	100 - 170
Head of Production/ Production Manager/Director	60 - 100	100 - 250	50 - 80	75 - 110
Production Supervisor/Leader	30 - 45	45 - 60	28 - 40	35 - 50
EHS Manager/QHSE Manager/Director	60 - 110	110 - 180	40 - 60	55 - 70
Quality Manager/Director	60 - 100	100 - 270	45 - 65	60 - 90
Supply Chain Manager/Director	60 - 130	130 - 300	45 - 65	60 - 90
Planning Manager/Director	50 - 100	100 - 180	40 - 60	55 - 75
Import-Export/Customs Manager	50 - 80	80 - 90	45 - 65	60 - 75
Logistic Manager/Director	50 - 60	60 - 150	45 - 65	60 - 85
Warehouse Manager/Director	55 - 80	80 - 150	35 - 45	45 - 60
Procurement/Sourcing/Purchasing Manager/Director	55 - 90	90 - 180	45 - 65	60 - 85
Project Manager (OPEX, CAPEX, Greenfield)/Director	50 - 85	85 - 180	-	-
Project Manager (NPI)	50 - 80	80 - 110	45 - 65	60 - 85
Programme Manager (EMS)	40 - 80	80 - 115	45 - 65	60 - 80
Lean/OE/Continuous Improvement Manager	50 - 90	90 - 130	40 - 60	50 - 65
Continuous Improvement Engineer/Lean Staff	20 - 35	35 - 45	23 - 35	30 - 40
Sustainability Manager	60 - 90	90 - 180	-	-

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*Min - Max gross monthly salary in VND million

Job Positions

	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Sourcing				
General Manager/Chief Representative (Sourcing/Buying Office)	150 - 250	250 - 350	90 - 120	110 - 150
Sourcing Manager/Merchandising Manager	80 - 120	120 - 175	50 - 80	70 - 110
Quality Manager	80 - 120	120 - 175	50 - 80	80 - 110
Technical Manager/Product Development Manager/ Product Engineering Manager	80 - 120	120 - 175	50 - 80	80 - 110
Supply Planning Manager/ Production Planning Control Manager	80 - 120	120 - 175	45 - 65	60 - 85
Materials Manager	80 - 100	100 - 120	45 - 60	60 - 80
Responsible Sourcing Manager/Social Compliance Manager/Ethical Sourcing Manager	100 - 120	120 - 150	-	-
Costing Manager	80 - 120	120 - 150	40 - 55	55 - 65
Logistic Manager	70 - 100	100 -120	-	-
Packaging Manager	70 - 100	100 -120	-	-
Trade Compliance Manager	100 - 120	120 - 150	-	40 - 60
Sustainability Manager/Traceability Manager	100 - 120	120 - 150	-	60 - 80
Sourcing Specialist/Merchandiser	25 - 50	50 - 80	30 - 40	40 - 50
Quality Engineer	25 - 50	50 - 80	30 - 50	50 - 70
Technical/Product Development/ Product Engineer	25 - 50	50 - 80	40 - 50	50 - 75
Supply Planner/Production Planner	25 - 50	50 - 80	20 - 30	30 - 45

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Job Positions

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Sourcing				
Materials Specialist	25 - 50	50 - 80	20 - 35	30 - 45
Responsible Sourcing Specialist/ Compliance Specialist/Ethical Sourcing Specialist	30 - 50	50 - 80	-	-
Packaging Engineer	25 - 50	50 - 80	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

Construction & Energy

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Operation				
General Director	80 - 120	120 - 250	90 - 140	135 - 180
Deputy General Director - Project Management	60 - 80	80 - 120	-	-
Planning/Design Phase				
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	-	-
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	-	-
Urban Planning Manager	40 - 60	60 - 80	-	-

*Min - Max gross monthly salary in VND million

Job Positions

Construction & Energy

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Pre-Construction Phase				
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	-	-
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
Procurement Phase				
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

*Min - Max gross monthly salary in VND million

Job Positions

Construction & Energy

	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Construction Phase				
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	-	-
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

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Recommendations for employers

As Vietnam remains a major manufacturing hub, employers should prioritise talent with expertise in automation, lean manufacturing, process engineering, and supply chain management as companies continue adopting Industry 4.0 and expanding production.

Offering competitive compensation, clear career development pathways, and strong training programmes will be important to attract and retain in-demand engineering talent.

Demand for supply chain professionals is also expected to grow as organisations focus on improving operational efficiency and cost optimisation.

Recommendations for employees

Professionals can strengthen their career prospects by developing expertise in areas such as automation, robotics, data analytics, and supply chain management. Engineers who combine technical knowledge with cross-functional capabilities in operations, project management, and digital manufacturing will be well positioned for long-term career opportunities in Vietnam's evolving manufacturing sector.

Financial Services

Market Overview

Banking and financial services sector continues to focus on operational efficiency, digital transformation, and stronger risk management amid a cautious economic environment. Financial institutions are prioritising cost optimisation and managing non-performing loans (NPLs) to maintain stable performance.

At the same time, the sector is evolving with new growth drivers. The development of international financial centres, increasing participation from foreign financial institutions, and the expansion of wealth management services are creating new opportunities for financial innovation and product diversification.

Hiring activity remains selective, with banks and financial institutions prioritising revenue-generating and strategic roles. Demand is particularly strong in areas such as risk management, digital banking, wealth management, and financial technology as institutions continue to strengthen capabilities in a rapidly changing financial landscape.

*Min - Max gross monthly salary in VND million

Job Positions

	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Bank				
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	100 - 180
Head of Retail Banking	100 - 200	150 - 300	100 - 200	150 - 300
Corporate Relationship Manager	40 - 80	60 - 150	30 - 60	50 - 120
Private Relationship Manager	50 - 70	50 - 100	40 - 80	50 - 100
Priority Relationship Manager	20 - 35	30 - 60	18 - 35	30 - 50
Securities & Fund Management				
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

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*Min - Max gross monthly salary in VND million

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Securities & Fund Management				
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
Risk Management & Collection				
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
Insurance				
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

*Min - Max gross monthly salary in VND million

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Marketing				
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
Strategy				
Chief Innovation Officer	130 - 250	200 - 400	-	-
Head of Strategy and Operations Management	125 - 180	150 - 270	-	-
Senior Director, Actuarial Pricing and Strategies	100 - 160	150 - 250	-	-
Advisory/M&A				
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

Recommendations for employers

Financial institutions should continue investing in talent development in key areas such as risk management, digital banking, wealth management, and financial technology to support business transformation and growth.

Attracting and retaining top talent will require competitive compensation, clear career development pathways, and a work environment that encourages innovation and collaboration.

Organisations are also encouraged to build stronger talent pipelines for emerging areas such as digital banking, fintech partnerships, and new financial products to remain competitive in an evolving financial ecosystem.

Recommendations for employees

Professionals in banking and financial services should strengthen core capabilities in areas such as risk management, compliance, credit analysis, and wealth management to remain competitive.

Familiarity with digital banking platforms, data tools, and CRM systems is also becoming increasingly important as financial institutions enhance their digital customer experience.

Finally, strong language capabilities can provide additional advantages. While English remains essential, proficiency in Chinese, Korean, or Japanese can support cross-border collaboration and regional business growth.

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Finance & Accounting

Market Overview

In 2025, the finance and accounting sector remains stable, with organisations maintaining cautious and disciplined hiring strategies. While headcount expansion is limited, demand continues to focus on management and senior levels, with strong competition at junior and mid-level roles requiring solid technical foundations and practical experience.

Employers, particularly multinational companies, are prioritising professionals with expertise in IFRS, regulatory compliance, and financial governance, combined with strong commercial understanding. Capabilities in financial risk management and sustainability reporting are also gaining importance as regulatory and investor expectations evolve.

At the same time, digital transformation is accelerating, with increasing demand for proficiency in ERP systems, financial automation tools, and data analytics.

*Min - Max gross monthly salary in VND million

Job Positions

Finance

Job Positions	Ho Chi Minh City Exp. 1-5 yrs	Ho Chi Minh City Exp. 5+ yrs	Hanoi Exp. 1-5 yrs	Hanoi Exp. 5+ yrs
CFO	200 - 280	350+	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	40 - 60
Finance Officer	14 - 30		15 - 30	30 - 40
Financial Planning Manager	50 - 70	70 - 120	50 - 70	60 - 90
Business Controller	40+	70 - 120	-	-

Accounting

Job Positions	Ho Chi Minh City Exp. 1-5 yrs	Ho Chi Minh City Exp. 5+ yrs	Hanoi Exp. 1-5 yrs	Hanoi Exp. 5+ yrs
Chief Accountant/Accounting Manager	30 - 60	50 - 90	30 - 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 - 30	25 - 35
Tax Accountant	10 - 20	20 - 30	15 - 25	23 - 30
Financial Accountant	15 - 25	30 - 60	15 - 30	30 - 40

*Min - Max gross monthly salary in VND million

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Internal Audit				
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

Recommendations for employers

Employers should prioritise hiring finance professionals who combine strong technical expertise with commercial insight, enabling finance teams to play a more strategic role in supporting business decisions.

Organisations are encouraged to invest in digital transformation within finance functions by adopting ERP systems, automation tools, and data analytics platforms that enhance efficiency, forecasting accuracy, and financial governance.

Strengthening talent development and internal succession planning is also important, particularly as demand remains strong for experienced finance managers and senior leaders.

Finally, organisations should create clear career development pathways and competitive compensation structures to attract and retain high-performing finance professionals in a competitive talent market.

Recommendations for employees

Finance professionals should continue strengthening their technical foundations, particularly in areas such as IFRS, regulatory compliance, and financial reporting standards.

Developing digital and analytical capabilities is increasingly important, as finance functions rely more heavily on ERP systems, automation tools, and data-driven decision-making.

Building strong commercial awareness will also help finance professionals move beyond operational or routine finance tasks and contribute more strategically to business performance.

Finally, improving language proficiency and gaining exposure to cross-border operations can enhance career opportunities as Vietnam's business environment becomes more globally integrated.

Human Resources

Market Overview

2025 remains a transitional year for HR profeesionals as organisations balance cautious hiring with long-term workforce investment. While recruitment has stabilised, hiring remains selective, particularly for back-office roles, as companies prioritise productivity, cost efficiency, and sustainable workforce structures.

Continued investment in sectors such as manufacturing, logistics, renewable energy, and industrial services is driving demand for skilled talent and capable local leadership, strengthening HR's role in workforce planning, succession, and employer branding. HR leaders are also increasingly acting as strategic partners, with greater focus on employee experience, wellbeing, flexibility, and DE&I.

Looking ahead, digital HR platforms and analytics are reshaping talent management. Professionals with strong people expertise, data capabilities, and change management skills will be well positioned to support future-ready workforces.

*Min - Max gross monthly salary in VND million

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Board of Management				
CPO/CHRO/Head of HR	150 - 220	200 - 300	120 - 170	170 - 270
HRD	150 - 220	200 - 300	100 - 130	130 - 250
General HR				
HRBP Manager	60 - 100	90 - 140	50 - 70	70-100
HR Manager	60 - 100	90 - 150	50 - 80	80 - 150
HR Executive	10 - 27		15 - 23	23 - 35
HRBP	35 - 50	45 - 70	25 - 40	40 - 60
Assistant HRM	35 - 50	-	25 - 40	40 - 60
Learning & Development				
L&D Manager	50 - 80	80 - 120	45 - 70	70 - 100
Training Manager	-	-	40 - 60	60 - 80
Talent Acquisition				
TA Manager	50 - 80	80 - 120	40 - 70	70 - 90
Assistant TA Manager	-	-	25 - 40	40 - 55
C&B				
C&B Manager	50 - 75	70 - 120	40 - 60	60 - 80
Total Rewards Manager	50 - 75	70 - 120	50 - 80	80 - 120
Office Manager	30 - 40	40 - 60	40 - 60	60 - 80

Recommendations for employers

Employers should focus on strategic workforce planning by moving beyond reactive recruitment and investing in long-term talent strategies, including identifying future capability gaps, building succession pipelines, and aligning workforce planning with business growth.

Strengthening employer branding is also increasingly important as organisations compete for skilled professionals, particularly in sectors experiencing continued investment and expansion.

Organisations should also prioritise employee experience and wellbeing, as workplace culture, flexibility, and engagement initiatives have become key drivers of retention and productivity.

Finally, employers are encouraged to embrace HR technology and data analytics while building inclusive and adaptable organisational cultures that can respond effectively to evolving workforce expectations and business needs.

Recommendations for employees

HR professionals should continue developing strong business acumen to better align people strategies with organisational objectives and contribute more effectively to strategic decision-making.

Strengthening digital and data capabilities is also increasingly important, as HR analytics and technology platforms are becoming essential tools for workforce planning and talent management.

In addition, HR professionals should enhance their change management and leadership skills to support organisations through ongoing transformation and evolving workforce dynamics.

Finally, building expertise in talent development and succession planning will remain valuable as organisations place greater emphasis on developing internal talent pipelines and sustainable workforce growth.

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Healthcare

Market Overview

Healthcare sector continues to expand, supported by economic growth, an ageing population, and rising demand for quality medical services. Vietnam's pharmaceutical market is projected to grow at a CAGR of around 7–8% through 2029, positioning the country among the fastest-growing markets in Southeast Asia and supporting continued demand for specialised healthcare talent. The medical devices segment is also developing rapidly, driven by hospital upgrades and increasing private healthcare investment.

At the same time, digital health solutions, including telemedicine and AI-supported technologies, are gaining traction as healthcare providers modernise operations and improve patient access. Despite these positive developments, the sector continues to face challenges such as workforce shortages, regulatory complexity, and uneven healthcare infrastructure between urban and rural areas.

As demand for healthcare services grows, organisations are increasingly seeking professionals with expertise in regulatory compliance, medical technologies, and specialised clinical knowledge to support sector development.

*Min - Max gross monthly salary in VND million

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
General Management				
General Manager/Managing Director	300 - 450	450 - 600	-	-
Head of Business Unit	150 - 250	250 - 350	-	-
Sales				
Head of Sales	90 - 110	110 - 170	100 - 150	150 - 200
Regional Sales Manager	70 - 80	80 - 100	70 - 100	100 - 150
Area Sales Manager	40 - 55	55 - 65	35 - 50	50 - 80
Business Development Manager	60 - 80	80 - 130	40 - 60	60 - 90
Key Account Manager	40 - 50	50 - 80	30 - 40	40 - 60
Key Account Executive	20 - 30	30 - 40	17 - 23	23 - 30
Head of Market Access	100 - 150	150 - 200	-	-
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 - 120	70 - 90	90 - 120
Head of Commercial Excellence	80 - 130	130 - 200	70 - 100	100 - 150
Sales Force Effectiveness Manager	50 - 70	70 - 120	40 - 55	55 - 65
Sales Force Training Manager	40 - 60	60 - 90	40 - 50	50 - 70

*Min - Max gross monthly salary in VND million

Job Positions

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Marketing				
Head of Marketing	100 - 120	120 - 200	80 - 100	100 - 130
Group Product Manager	75 - 90	90 - 120	70 - 90	90 - 100
Product Manager	40 - 60	60 - 90	35 - 50	50 - 90
Product Specialist	20 - 30	30 - 45	15 - 30	27 - 42
Medical Affairs & Regulatory Affairs				
Head of Medical Affairs	100 - 150	150 - 200	-	-
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 - 90
Technical				
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 - 40	15 - 30	30 - 40

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Recommendations for employers

Employers should focus on attracting and retaining highly skilled professionals across pharmaceuticals, medical devices, and healthcare services as demand for quality care continues to rise.

Investing in workforce development and continuous training will also be critical to address ongoing talent shortages and support the adoption of new healthcare technologies.

Organisations are encouraged to strengthen employer branding and career development opportunities to remain competitive in attracting qualified healthcare professionals.

Finally, building partnerships with hospitals, research institutions, and technology providers can support innovation and accelerate the development of digital health and data-driven healthcare solutions.

Recommendations for employees

Professionals can enhance their career prospects by developing expertise in emerging areas such as digital health, medical technology, regulatory affairs, and healthcare data management.

Staying updated about evolving healthcare regulations, industry trends, and technological advancements will also be increasingly important as the sector continues to modernise.

Professionals who combine clinical knowledge with technology awareness and cross-functional collaboration skills will be well positioned for career growth.

Gaining exposure to multinational healthcare environments and regional standards can further expand career opportunities within Vietnam’s rapidly developing healthcare ecosystem.

Legal

Market Overview

In 2025, hiring within legal sector remains cautious but stable, with law firms prioritising business-critical roles and lawyers with strong client development capabilities. Leadership transitions in international firms are creating opportunities for Vietnamese partners to take on greater responsibilities and strengthen regional integration.

In-house legal teams continue to operate under cost-efficiency pressures, with organisations maintaining lean structures and focusing hiring on regulatory compliance, corporate governance, and strategic business support. Demand remains steady in corporate, M&A, and dispute resolution, alongside growing attention to data protection and privacy following new regulations.

Overall, legal professionals who combine technical expertise with commercial awareness and adaptability will be best positioned to navigate an increasingly complex regulatory environment.

*Min - Max gross monthly salary in VND million

Job Positions

Law Firm

Job Positions	Ho Chi Minh City Exp. 1-5 yrs	Ho Chi Minh City Exp. 5+ yrs	Hanoi Exp. 1-5 yrs	Hanoi Exp. 5+ yrs
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 - 90
Paralegal/Legal Assistant	15 - 25	20 - 30	15 - 25	25 - 40

In-house Legal

Job Positions	Ho Chi Minh City Exp. 1-5 yrs	Ho Chi Minh City Exp. 5+ yrs	Hanoi Exp. 1-5 yrs	Hanoi Exp. 5+ yrs
Head of Legal/General Counsel/Legal Director	150 - 200	200 - 300	150 - 180	180 - 230
Senior Legal Manager/Senior Legal Counsel	90 - 140		120 - 180	
Legal Manager	60 - 80	80 - 100	80 - 120	120 - 170
Legal Counsel	60 - 80	80 - 100	50 - 80	80 - 100
Associate Counsel	40 - 60	50 - 70	35 - 50	
Legal Specialist	25 - 40		15 - 25	25 - 35
DPO	50 - 100	100 - 300	-	-

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Recommendations for employers

Employers should prioritise strategic hiring rather than headcount expansion, focusing on legal professionals who can deliver strong business value, particularly those with expertise in regulatory compliance, corporate advisory, and cross-border transactions.

Organisations are also encouraged to strengthen succession planning by developing local partners and senior lawyers who can lead client relationships, expand practices, and support long-term growth.

As legal functions play an increasingly strategic role, in-house legal teams should work more closely with business units to provide proactive legal guidance, manage risks, and support key business initiatives.

Investing in technology and compliance capabilities is also important. With growing regulatory requirements and the introduction of Decree 13/2023/ND-CP on Personal Data Protection, organisations need stronger systems for data governance, contract management, and compliance monitoring.

Recommendations for employees

Professionals should continue developing commercial acumen to better understand business priorities and deliver more strategic legal advice.

Building expertise in high-demand areas such as regulatory compliance, data protection, corporate governance, and cross-border transactions will also strengthen career prospects.

Strong communication and leadership skills are increasingly important, as legal professionals are expected to collaborate with multiple stakeholders and influence business decisions.

Finally, lawyers should embrace technology and strengthen their understanding of data governance and regulatory risks as organisations place greater emphasis on privacy protection and compliance frameworks.

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Professional Services

Market Overview

Professional services sectors, including education, F&B, real estate, and hospitality, continue to evolve amid shifting economic conditions and changing consumer behaviour. While activity is gradually improving, businesses remain cautious, focusing on operational efficiency and sustainable growth.

Internatioanal schools see stable demand in major cities, though cost sensitivity among families remains a key consideration. The F&B sector continues to expand but faces challenges such as high turnover, labour shortages, and rising costs.

Real estate demand is supported by urbanisation and infrastructure development, while tourism and hospitality are recovering with the return of international and domestic travel.

Across these sectors, organisations are prioritising digital capabilities, efficiency, and customer experience to stay competitive in an increasingly dynamic market.

*Min - Max gross monthly salary in VND million

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Board of Management				
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
Sales				
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
Marketing				
Marketing Director/CMO	85 - 130	100 - 150	70 - 120	100 - 150
Marketing Manager	45 - 70	60 - 100	45 - 75	60 - 90
Digital Maketing Manager	30 - 55	50 - 90	35 - 50	50 - 90
Marketing and Communications Manager	40 - 60	60 - 80	35 - 50	50 - 90
Event Manager	30 - 45	40 - 70	30 - 45	45 - 60
Operations				
Operations Director	100 - 150	130 - 170	-	-
Director of Rooms (Hospitality)	-	-	40 - 65	65 - 90
Operations Manager	45 - 65	65 - 85	40 - 60	60 - 80
Operations and Facilities Manager	-	-	50 - 80	80 - 110
Operations Leader	25 - 35	30 - 40	-	-

Recommendations for employers

Employers should continue investing in digital tools and operational efficiency to enhance service delivery and improve customer experience.

Given persistent labour shortages in sectors such as hospitality and F&B, organisations may benefit from adopting more flexible workforce strategies, including temporary, project-based, or seasonal staffing models.

Retention will also remain critical. Beyond competitive compensation, companies should prioritise career development, structured training programmes, and clearer progression pathways to attract and retain talent.

Finally, employers are encouraged to strengthen workforce capabilities through upskilling initiatives, particularly in digital competencies, customer service excellence, and operational management.

Recommendations for employees

Professionals should focus on developing digital skills and technology awareness to remain competitive in an increasingly digital service environment.

At the same time, cultivating strong customer-centric thinking and interpersonal skills will be essential, particularly in service-oriented sectors such as education, hospitality, and F&B.

Employees who combine operational expertise with adaptability, problem-solving ability, and strong business awareness will be better positioned for career progression in Vietnam's evolving service economy.

Technology & Digital

Market Overview

The tech job market remained vibrant, fueled by the growth of startups, fintech firms, and digital transformation in traditional sectors. Companies actively recruited Full-stack Developers, Backend Engineers, and Mobile Developers, particularly in major cities like Ho Chi Minh City and Hanoi.

Vietnam also experienced a sharp increase in demand for AI/ML Engineers, Prompt Engineers, Data Scientists, and Cybersecurity Specialists, with salaries in these segments rising by up to 30% in some cases. Additionally, tech hiring extended into non-traditional sectors such as manufacturing and logistics, reflecting the impact of Industry 4.0 and automation.

Soft skills, including English proficiency, communication, and problem-solving, emerged as critical hiring criteria alongside technical expertise. Employers increasingly invested in upskilling programmes and partnerships with tech bootcamps to address the talent gap and develop junior talent.

As the tech ecosystem matures in Vietnam and the global competition for digital talent intensifies, companies are adopting more flexible hiring practices, including remote work and international sourcing. With AI continuing to reshape workflows and industries, the demand for specialised tech roles is expected to grow, reinforcing the need for continuous learning and adaptability among professionals.

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*Min - Max gross monthly salary in VND million

Job Positions

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Software				
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	80 - 130	130 - 180	60 - 100	80 - 160
Cyber Security Manager	-	-	50 - 80	60 - 120
Product Owner/Project Manager	50 - 80	70 - 130	45 - 80	60 - 120
Business Analyst	30 - 60	60 - 80	35 - 45	40 - 65
Technical Scrum Master	40 - 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	30 - 50	50 - 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	40 - 70	70 - 100	25 - 50	50 - 100
Machine Learning Engineer	30 - 70	70 - 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

Job Positions

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
E-commerce				
Head of E-commerce	60 - 80	80 - 150	-	-
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
IT In-house				
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 - 40	40 - 60	15 - 35	25 - 45
ERP/SAP Consultant	30 - 40	40 - 80	20 - 40	40 - 70

Recommendations for employers

In 2026, companies face strong competition for skilled technology talent. To address talent shortages, employers should adopt more flexible and skills-based hiring approaches that focus on technical capabilities, project experience, and problem-solving skills rather than relying solely on academic qualifications.

Organisations should also invest in internal talent development through upskilling programmes, mentorship initiatives, and partnerships with universities or training providers. Developing internal talent pipelines can help address skill gaps while improving employee retention.

Additionally, creating flexible and supportive work environments is essential for attracting and retaining talent. Competitive compensation, hybrid or remote work options, and clear career development opportunities can significantly enhance employer attractiveness. By combining strategic hiring practices with strong talent development initiatives, companies can strengthen their workforce and remain competitive in a rapidly evolving technology landscape.

Recommendations for employees

In 2026, professionals must adapt to a rapidly evolving job market driven by artificial intelligence, cloud computing, and cybersecurity. To remain competitive, employees should continuously upskill in high-demand areas such as AI, data analytics, cloud platforms, and security technologies. Gaining practical experience through projects, certifications, and open-source contributions can strengthen professional credibility and improve career opportunities.

In addition to technical expertise, employers increasingly value demonstrated problem-solving abilities and strong portfolios. Professionals should actively showcase their work through project repositories and real-world achievements. Soft skills such as communication, collaboration, and English proficiency are also becoming more important as teams operate in global and cross-functional environments.

Employees who remain adaptable, committed to lifelong learning, and open to interdisciplinary or hybrid roles will be better positioned to succeed in the evolving technology landscape.

Sales & Marketing: FMCG

Market Overview

Vietnam remains one of Southeast Asia's most dynamic consumer markets, supported by a population of nearly 100 million and a rapidly expanding middle class. Strong domestic consumption continues to drive growth in the FMCG and retail sectors, which are estimated to expand by around 9–10% annually.

While inflation has made consumers more price-conscious, demand for essential goods remains resilient. At the same time, the rapid growth of modern trade, e-commerce, and social commerce is reshaping how brands engage with consumers. Increasing interest in health-conscious and value-driven products is also influencing purchasing behaviour and product development.

As competition intensifies, companies are increasingly prioritising professionals who can combine strong commercial capabilities with digital expertise to support omnichannel growth and consumer engagement.

*Min - Max gross monthly salary in VND million

Job Positions

Job Positions	Ho Chi Minh City Exp. 1-5 yrs	Ho Chi Minh City Exp. 5+ yrs	Hanoi Exp. 1-5 yrs	Hanoi Exp. 5+ yrs
Board of management				
General Manager/Managing Director	250 - 350	350 - 500	180 - 250	250 - 350
Commercial Director	200 - 300	250 - 400	160 - 200	180 - 260
Sales				
Sales Director	150 - 210	210 - 400	80 - 120	120 - 150
Head of Traditional Trade	100 - 150	150 - 200	70 - 100	100 - 130
Head of Modern Trade	90 - 150	150 - 230	80 - 120	120 - 160
National Sales Manager/National Sales Head	90 - 150	150 - 220	80 - 100	100 - 150
Regional Sales Manager	70 - 100	100 - 150	55 - 75	75 - 100
E-commerce Manager	60 - 80	80 - 130	40 - 70	70 - 85
Area Sales Manager	35 - 50	45 - 70	30 - 40	40 - 55
Key Account Manager	40 - 60	60 - 100	30 - 40	40 - 75
Trade Marketing Manager	40 - 80	80 - 120	40 - 55	55 - 70
Route To Market Manager	50 - 80	70 - 120	40 - 60	50 - 75
Sales Capability Manager	50 - 60	60 - 100	30 - 50	50 - 65
Sales Operations Manager	50 - 60	60 - 80	30 - 55	50 - 70

*Min - Max gross monthly salary in VND million

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Marketing				
Marketing Director	120 - 180	200 - 320	80 - 120	120 - 150
Marketing Manager	70 - 100	100 - 180	50 - 70	70 - 120
Senior Brand Manager	60 - 90	90 - 140	50 - 70	60 - 90
Brand/Product Manager	50 - 70	70 - 90	35 - 50	50 - 80
PR & Communications Manager	40 - 60	60 - 100	30 - 45	45 - 70
Digital Marketing Manager	45 - 70	60 - 120	30 - 45	45 - 70
Assistant Brand/Product Manager	25 - 35	35 - 45	20 - 35	35 - 40
Customer Insight Manager	35 - 50	50 - 100	-	-
Retail				
Retail Director	100 - 150	150 - 300	50 - 80	75 - 100
Head of Operations	80 - 100	100 - 150	-	-
Head of Merchandise	80 - 100	100 - 140	-	-
Operation Manager	40 - 60	60 - 100	25 - 40	40 - 50
Store Manager	25 - 40	40 - 80	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	-	-
Category/Merchandise Manager	45 - 60	60 - 90	35 - 50	50 - 70

Recommendations for employers

Employers should focus on building agile and consumer-centric organisations capable of adapting to rapidly changing market dynamics and evolving consumer behaviour.

Investing in strong sales capabilities, data-driven decision-making, and omnichannel strategies will be essential as companies expand across traditional retail, modern trade, and digital commerce channels.

At the same time, retaining high-performing talent through competitive compensation, clear career development pathways, and strong employer branding will be important in a competitive talent market.

Recommendations for employees

Professionals in FMCG and retail should strengthen capabilities in digital commerce, data analytics, and omnichannel sales strategies to remain competitive in an increasingly digital consumer landscape.

Understanding both traditional distribution channels and online consumer engagement will be highly valued as brands continue to integrate offline and online sales models.

Finally, staying informed about evolving consumer trends such as health-conscious consumption, sustainability, and value-driven purchasing behaviour can help professionals better respond to market demand and advance their careers in Vietnam's dynamic retail environment.

Sales & Marketing: Industrials

Market Overview

Industrial sector continues to grow steadily, supported by strong manufacturing expansion and increasing foreign direct investment. As global supply chains continue to shift toward Vietnam, industries such as electronics, automotive components, industrial machinery, and chemicals are expanding production, driving demand for industrial equipment, materials, and technical solutions. Infrastructure development and industrial digitalisation are also creating opportunities, particularly in areas such as mechanical and electrical (M&E) systems, HVAC, automation, and energy infrastructure.

Hiring activity in industrial sales and marketing has increased by around 14%* compared with early 2025, although much of the recruitment is driven by replacement rather than large-scale headcount expansion as companies remain cautious amid global trade uncertainties and cost control pressures. Employers increasingly prioritise experienced professionals who can manage complex B2B sales cycles and deliver technical solution-based selling. Demand is particularly active in sectors such as chemicals, industrial equipment, M&E, and building materials, with strong competition for candidates who combine technical knowledge, commercial acumen, and established industry networks.

*Adecco Vietnam data

*Min - Max gross monthly salary in VND million

Job Positions

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Board of management				
General Manager/Managing Director	230 - 280	280 - 350	140 - 185	180 - 250
Chief Representative	100 - 150	130 - 220	100 - 150	140 - 220
Commercial Head	90 - 130	130 - 170	90 - 130	100 - 150
Sales				
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
Marketing				
Marketing Director	120 - 185	185 - 230	70 - 100	-
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

Recommendations for employers

Employers should prioritise candidates who combine technical knowledge with strong industry networks, as industrial sales increasingly requires solution-based selling. Streamlining recruitment processes is also important to avoid losing strong candidates who often secure offers quickly in a competitive talent market.

Offering competitive compensation, transparent commission structures, and clear business growth plans can help attract experienced professionals.

Leveraging channel sales talent with established distributor and integrator networks can also accelerate market expansion.

Recommendations for employees

Professionals should focus on developing deeper technical expertise and strengthening solution-selling capabilities to remain competitive in complex B2B environments.

Building strong relationships with key industry stakeholders and improving English or additional language skills can support collaboration with multinational clients.

Specialising in high-growth areas such as automation, energy solutions, and industrial equipment can further enhance long-term career opportunities.

Semiconductor

Market Overview

Semiconductor sector continues to gain strong momentum as the country strengthens its position in the global semiconductor supply chain. Growth is supported by increasing foreign investment, supportive government policies, and rising demand from industries such as automotive electronics, consumer devices, and artificial intelligence.

The sector is gradually expanding beyond traditional back-end manufacturing toward higher value-added activities, including IC design, semiconductor testing, and advanced packaging. Vietnam is also developing a more integrated semiconductor ecosystem as domestic technology companies increasingly participate across different stages of the value chain.

Despite this positive outlook, talent availability remains a key challenge. Vietnam currently has an estimated 15,000 semiconductor specialists, while the industry is expected to require over 50,000 professionals by 2030*, creating strong demand for experienced engineers, particularly in areas such as design verification, physical design, and analog or mixed-signal design.

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*Min - Max gross monthly salary in VND million

Job Positions

Job Positions	Ho Chi Minh City		Hanoi	
	Exp. 1-5 yrs	Exp. 5+ yrs	Exp. 1-5 yrs	Exp. 5+ yrs
Digital Design				
RTL Design Manager	110 - 140	130 - 180	80 - 120	100 - 150
RTL Design Engineer	20 - 60	45 - 100	20 - 50	35 - 80
Design Verification Manager	90 - 140	130 - 180	80 - 110	100 - 150
Design Verification Engineer	20 - 60	50 - 110	20 - 50	40 - 100
DFT Manager	80 - 130	120 - 180	-	-
DFT Engineer	20 - 50	45 - 100	20 - 50	40 - 80
Physical Implementation Engineer	18 - 35	30 - 70	18 - 40	30 - 55
Physical Design Manager	80 - 120	120 - 180	80 - 110	100 - 150
Physical Design Engineer	20 - 50	50 - 100	20 - 50	40 - 80
Analog/Analog Mixed Signal				
Analog Mixed Signal Design Manager	80 - 140	120 - 180	80 - 120	100 - 150
Analog Mixed Signal Design Engineer	20 - 50	50 - 100	20 - 50	50 - 100
Analog Mixed Signal Layout Manager	80 - 120	110 - 160	80 - 110	100 - 150
Analog Mixed Signal Layout Engineer	20 - 50	40 - 60	20 - 50	40 - 60

Recommendations for employers

Organisations should prioritise long-term talent development by strengthening collaboration with universities, research institutes, and technical training centres to build a sustainable pipeline of skilled engineers.

In a competitive hiring market, companies should maintain attractive total rewards strategies, including competitive salaries, performance-based incentives, stock options, and clear career development pathways. Providing opportunities for international exposure, such as overseas training programmes or participation in global projects, can further support engineers' professional growth and engagement.

Flexible working arrangements, comprehensive employee benefits, and continuous technical training are also important factors in improving talent attraction and retention. In addition, leveraging government incentives for semiconductor investment, R&D, and infrastructure development can further support long-term industry growth.

Recommendations for employees

Engineers should focus on strengthening their expertise in key technical areas such as RTL design, design verification, physical design, and analog/mixed-signal design. Familiarity with industry-standard methodologies and tools, including SystemVerilog, UVM, and advanced EDA platforms, will help professionals remain competitive in an increasingly complex design environment.

Strong English communication skills are becoming increasingly important, as many semiconductor projects involve collaboration with global design teams across the United States, Europe, and Asia. Engineers who can effectively communicate technical concepts and work within international teams will have broader career opportunities.

Seeking opportunities for international exposure, such as overseas training programmes, participation in global projects, or short-term assignments at overseas design centres, can further accelerate professional development. Building strong professional networks and staying updated on emerging semiconductor technologies will also support long-term career growth.

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