

18th edition of the study “Salary evolution 2007-2024”

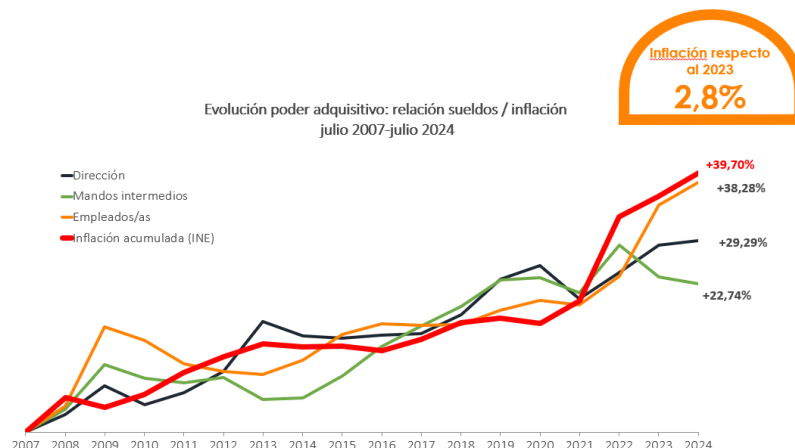
MIDDLE MANAGEMENT IS THE PROFESSIONAL LEVEL THAT WILL LOSE THE MOST PURCHASING POWER IN 2024

- The report warns of a cumulative loss of purchasing power since 2007 as a result of inflationary peaks and the various crises suffered.
- Madrid, followed by Catalonia, consolidates its position as the best-paid Autonomous Community in all categories.
- The banking sector continues to be the one with the best salaries, except in the employee category, which is surpassed by the industry. On the other hand, the trade and tourism sector is the one with the worst salaries in all the categories analysed.

Barcelona, January 15, 2025. EADA Business School and the consultancy firm ICSA Grupo presented this morning the 18th edition of the study “Salary Evolution 2007-2024” which compares the average salaries of managers, middle managers and employees, and their relationship with the cost of living and GDP growth.

The study highlights that employees have the highest salary increase with a 2.81% increase, placing the average salary at 27,087 euros per year, while managers have registered a slight improvement of 0.57%, placing the average salary at 88,832 euros per year. For their part, middle managers have suffered a salary reduction of 0.77%, which in absolute value is 345 euros/year on average. These figures are derived from the study sample that collects salary data from more than 80,000 employees in Spain, collected through direct surveys and technological platforms.

As in previous years, the report warns of the cumulative loss of purchasing power since 2007, aggravated by recent inflationary spikes and successive crises.



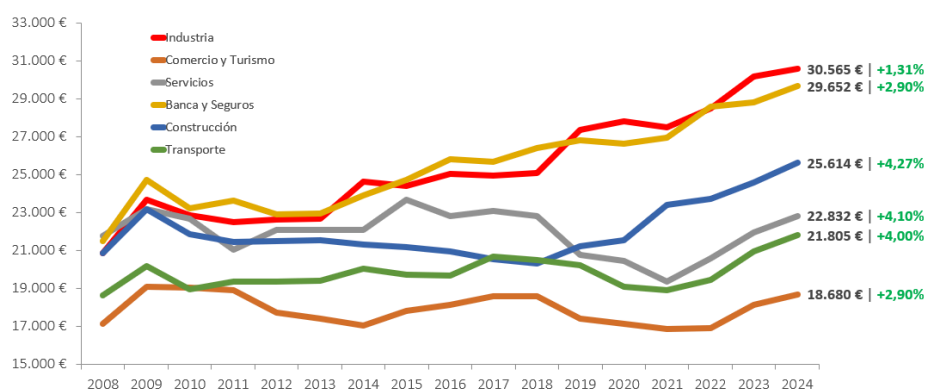
The professor of strategy at EADA Business School, **Jordi Assens**, explains that “over the years we have seen that, in Spain, although salaries are growing, they are not able to outpace inflation. The economy, focused mostly on sectors such as tourism and trade, helps to grow the global GDP but is unable to boost the GDP per capita, limiting the generation and distribution of value”. “It is essential to diversify towards sectors that are more intensive in innovation, that demand more sophisticated profiles and require higher salaries, with the aim of guaranteeing sustainable economic growth,” says **Assens**.

For his part, the managing partner of ICSA Grupo Studies Area, **David Suárez**, highlights that “currently, we live in a context of continuous changes caused by crises and technological developments, which means that companies must adapt to new environments to respond to current demands.” “Compensation models must rule out linear increases, since, without increases in productivity, these produce a loss of business competitiveness. For this reason, it is essential to promote flexible and sustainable compensation models that are goal-oriented and that can alleviate high turnover and high absenteeism,” concludes **Suárez**.

Salary evolution by sector

The banking sector continues to be the one with the best salaries, except in the employee category, which is surpassed by the industry. On the contrary, the trade and tourism sector is the one with the worst salaries in all the categories analysed.

In the employee category, the industrial and banking sectors continue to be the best paid sectors, with 30,565 euros and 29,652 euros on average, respectively. On the contrary, employees in the commercial and tourism sector are the worst paid, with 18,680 euros on average.



By region, Madrid and Catalonia continue to lead salaries in all categories. On the other hand, during 2024, the autonomous community that has experienced the greatest growth in executive remuneration has been Andalusia with 2.80%; the Basque Country for middle managers with 2.90%, and Castilla y León for employees with 6.17%.

DOWNLOAD THE STUDY [“Salary evolution 2007-2024”](#)

About ICSA Grupo

ICSA Grupo is a Spanish Human Resources consulting company with more than 60 years of experience in executive selection and remuneration studies. In technological partnership with ODM Consulting, they are part of a leading group in remuneration research in the EC. The group has an information database containing salary data for more than 2 million people in Europe.

About EADA Business School

EADA Business School Barcelona was founded in 1957 by a group of businesspeople and professionals as an independent institution, both ideologically and economically. It is recognised by the main international rankings such as the Financial Times and The Economist and has the global accreditations EQUIS and AMBA, which recognise the quality of its MBA programmes. The [Leading What Matters](#) manifesto defines the purpose of EADA Business School, according to which, if we want to move the world, perhaps we should only prepare those who move it.

For more information

Roman – EADA Press Office

Sergi López - s.lopez@romanrm.com - 649 354 568

Elisa Álvarez – e.alvarez@romanrm.com – 649 294 695

Bottini - ICSA Grupo Press Office

victor@bottini.es

679 983 346