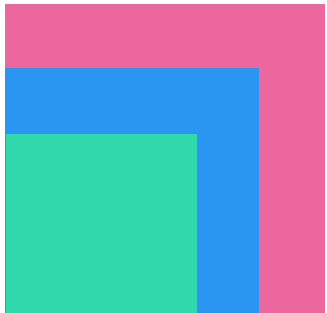


# 2025

# Product team salary report



\* The salaries and contract rates are averages from both the placements we have made and the salaries people in our network have been given when they've got a new job via other means over the last 6 months.

We've rounded the salaries up or down to the nearest £1,000 and contract rates to the nearest £50 per day.

\* We have included the salaries of the main members of a "typical" product team. It's not an exhaustive list.

For each expertise i.e. Product Management, Design and Tech/Engineering we have also included the highest senior roles even though in reality senior Tech and Design would run their own teams and be Product stakeholders.

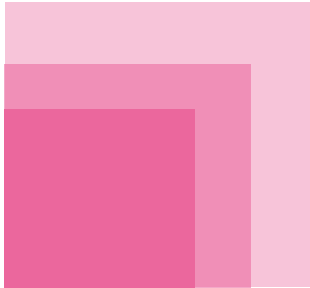
The job titles of roles in Product can vary considerably. A "Head of" in one company can be a "Senior" in another.

**We recruit.**  
**We build products.**

# Permanent salary range: Senior

## Product Manager

Salary range



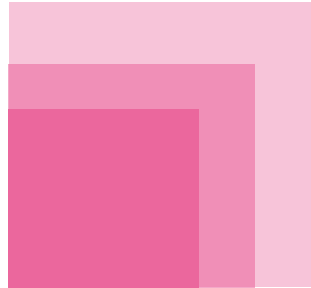
**CPO** - £140k to £220k

**VP / Director / Head of** - £100k to £160k

**Lead/Principle PM** - £90k to £110k

## Design

Salary range



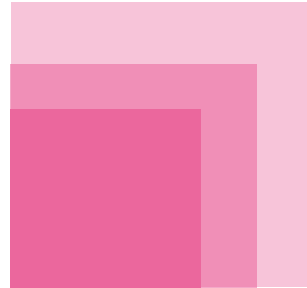
**CDO** - £105k to £150k

**Head of UX/Design** - £95k to £130k

**Lead/Principle Design** - £80k to £90k

## Tech/Engineering

Salary range



**CTO** - £150k to £220k

**Head of Dev/Eng** - £100k to £150k

**Lead/Principle Dev** - £85k to £120k

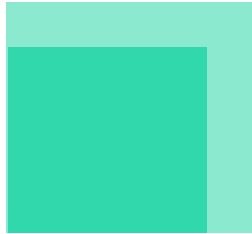
\* C Level usually has yearly bonus and equity/shares in addition to basic. "Head of" may also include one or both too.

\* The average bonus for C Levels placed in the last 12 months is 30% which has remained consistent for the last two years.

# Permanent salary range: Product

## Product Manager

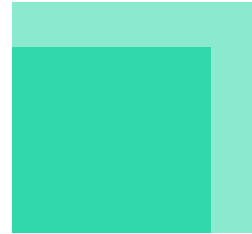
Salary range



**Senior** - £70,00 to £90,000  
**Mid-Weight** - £50,000 to £65,000

## Product Owner

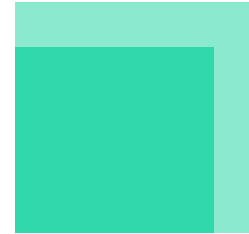
Salary range



**Senior** - £70,000 to £90,000  
**Mid-Weight** - £50,00 to £60,000

## UX Designer

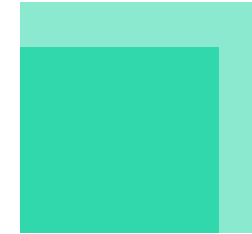
Salary range



**Senior** - £70,00 to £85,000  
**Mid-Weight** - £45,000 to £55,000

## User Researcher

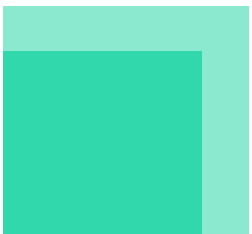
Salary range



**Senior** - £60,000 to £70,000  
**Mid-Weight** - £45,000 to £55,000

## Product Designer

Salary range

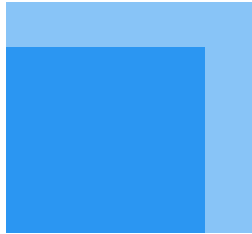


**Senior** - £70,000 to £90,000  
**Mid-Weight** - £45,000 to £60,000

# Permanent salary range: Tech

## Full Stack Developer

Salary range



Senior - £70k to £110k

Mid-Weight - £40k to £65k

## Front End Developer

Salary range



Senior - £70k to £90k

Mid-Weight - £40k to £60k

## Back End Developer

Salary range



Senior - £59k to £115k

Mid-Weight - £52k to £65k

\* **Tech Stack:** There can be considerable differences in salaries dependent upon the tech stack experience required.

The majority of Developers we've placed have been React / Node.JS with a salary range of £70k to £95k.

\* **Job Title:** We've amalgamated a very broad range of job titles for this guide. The obvious one is Software Engineer, but it also includes such titles as DevOps Engineer and Mobile Developer.

# Contract day rate range: Senior

## Product Manager

Day rate range



**CPO** - £850 to £1,200

**Head of Product** - £750 to £900

## Design

Day rate range

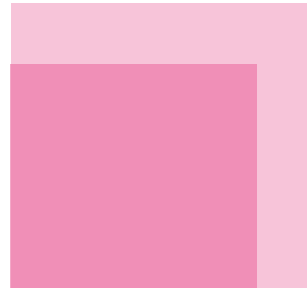


**CDO** - £800 to £950

**Head of UX/Design** - £750 to £900

## Tech/Engineering

Day rate range



**CTO** - £800 to £1,400

**Head of Dev/Eng** - £800 to £1,000

**\* Fractional Consultants:** Many of our senior candidates work on a fractional basis. If you need someone for a set number of days per month or purely to attend board meetings etc, please ask us – we will have the relevant person for you.

The rates for fractional work can differ from those stated above.

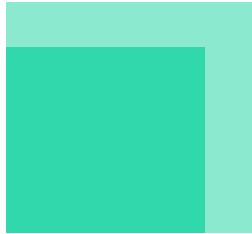
**\* Actual Cost:** The rates quoted are what the contractor earns, we have not included the margin we charge.

Our margin is 15%.

# Contract day rate range: Product

## Product Manager

Day rate range

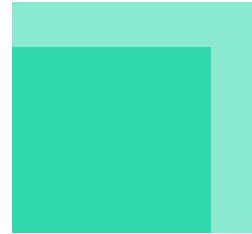


Lead - £600 to £700

Senior IC - £500 to £650

## Product Owner

Day rate range

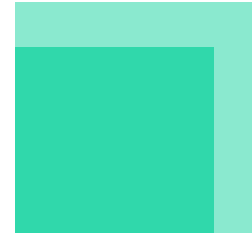


Lead - £550 to £650

Senior IC - £400 to £550

## UX Designer

Day rate range

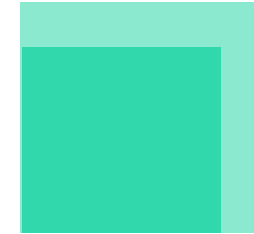


Lead - £500 to £650

Senior IC - £450 to £600

## User Researcher

Day rate range

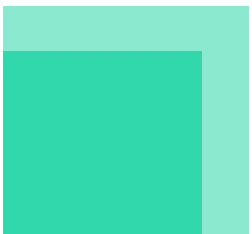


Lead - £450 to £550

Senior IC - £300 to £400

## Product Designer

Day rate range



Lead - £500 to £650

Senior IC - £400 to £550

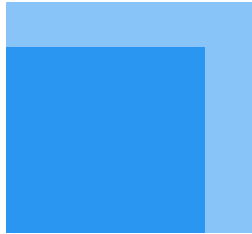
\* **Actual Cost:** The rates quoted are what the contractor earns, we have not included the margin we charge.

Our margin is 15%.

# Contract day rate range: Tech

## Full Stack Developer

Day rate range



Lead - £600 to £700  
Senior - £450 to £550

## Front End Developer

Day rate range



Lead - £500 to £650  
Senior - £400 to £450

## Back End Developer

Day rate range



Lead - £600 to £750  
Senior - £500 to £600

\* **Actual Cost:** The rates quoted are what the contractor earns, we have not included the margin we charge.

Our margin is 15%.

\* **Tech Stack:** There can be considerable differences in rates dependent upon the tech stack experience required.

Please contact us if you need specific details.

\* **Job Title:** We've amalgamated a very broad range of job titles for this guide. The obvious one is Software Engineer, but it also includes such titles as DevOps Engineer and Mobile Developer.

# Summary:

## Senior Roles

Hiring has been cautious but is picking up. The average bonus for senior hires, such as Chief Product Officers and Heads of Design, has held steady at 30% over the past two years.

We're seeing more demand for Fractional senior consultants as businesses look for flexible, cost-effective expertise.

**The last 12 months have been difficult for the digital product job market, with economic pressures and hiring slowdowns creating challenges for both employers and candidates. It's been tough.**

**However... there are signs of recovery.**

## Product Roles

Product management roles are beginning to recover, driven by factors such as the integration of AI tools into decision-making, Product-Led Growth (PLG): More firms are using PLG strategies, making the product itself the main driver of growth, and Product Ops Growth: Standardisation through Product Operations

## Tech Roles

Hiring in tech roles remains subdued but is showing signs of improvement. Developers skilled in frameworks like React and Node.js are particularly sought after.

Despite tech layoffs, UK firms plan 4,200+ new jobs, with salaries from £70K–£150K. (Sunday Times 100 Tech List).

## Looking Ahead

The product job market is gradually recovering, with employers focusing on strategic hires to adapt to an evolving landscape.

Wages and rates dipped and have not yet fully recovered, and hiring volumes have been slower to rebound compared to other sectors.

Upskilling and flexibility will be key priorities for businesses and candidates alike in the year ahead.

### **It's impossible to ignore Artificial Intelligence:**

Investments in AI are increasing, with companies planning investments to enhance cloud and AI capabilities.

This trend is expected to create numerous job opportunities in AI development and related fields.



# Do you know about creation on-demand ?

**Need to increase your product capacity, fast?** Whether you're scaling up, working to tight deadlines, or need specialist expertise without hiring headaches, our **on-demand product teams** are the solution.

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## Let's talk

Email Richard at  
[r.buck@creationrecruitment.co.uk](mailto:r.buck@creationrecruitment.co.uk)