



Professional Haircare Industry Salary Benchmarks (January 2026)

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This report summarises current compensation trends across the professional haircare sector, including manufacturers, distributors and tool brands. It reflects the UK market primarily, with comparison to European markets where helpful.

The 2026 professional haircare talent market is sophisticated and fast-moving. Strong candidates (particularly in sales leadership, education leadership and strategic accounts) know exactly what they're worth and the gap between acceptable and market-leading offers is widening. The brands that hire well this year will be the ones that align role scope, territory reality, and package structure from day one, and can clearly explain progression, incentives and expectations.

Please note: this is the shortened version of my 2026 Professional Haircare Salary Benchmark Report. The full report includes detailed interview frameworks, compensation structures, benefits benchmarking, and guidance on how to position your roles to attract high-performing candidates not just active job seekers.



Field Sales & Education Positions – UK

Position	Employer Type	Acceptable	Competitive (Market)	Market-Leading
Inside Sales / Junior Commercial	Manufacturer	£30k–£35k	£36k–£42k	£43k–£50k
Territory / Salon Development Manager	Manufacturer	£34k–£36k Basic + 6k OTE	£40k–£45k Basic+ 8–12k OTE	£46k–£55k Basic+ OTE uncapped
Territory / Salon Development Manager	Distributor	£28k–£36k Basic+ 4-10K OTE	£37k–£40k Basic+6-10k OTE	£41k–£45k + OTE uncapped
Key Account Manager	Manufacturer	£40k–£45k basic + 6-10k OTE	£45k–£55k + basic + 10-15k OTE	£55k–£65k+ OTE uncapped
Key Account Manager	Distributor	£38k–£45k	£42k–£50k + OTE 8-12k	£50k– £60k+OTE Uncapped
Technical / Field Educator	Manufacturer	£34k–£37k	£38k–£45k	£46k–£55k
Technical / Field Educator	Distributor	£28k–£34k	£35k–£38k	£39k–£45k
Education Manager (UK)	Manufacturer	£45k–£48k	£49k–£55k	£60k–£70k



Head of Education / Multi-Country	Manufacturer	£60k–£65k	£66k–£75k +20% bonus	£76k–£90k+ 20+% bonus
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Sales Leadership & Commercial Positions – UK & EU

Position	Region	Employer Type	Acceptable	Competitive	Market-Leading
Regional Sales Manager	UK	Manufacturer	£45k–£55k	£55k–£65k	£66k–£75k+
Regional Sales Manager	UK	Distributor	£40k–£50k	£50k–£60k	£60k–£70k+
National Sales Manager	UK	Manufacturer	£55k–£65k	£65k–£75k	£75k–£90k+
Head of Sales / Commercial Director	UK/EU	Manufacturer	£75k–£90k	£90k–£120k + bonus	£120k–£150k+
VP / GM – Multi-Country / EMEA	EU/Global	Manufacturer	£110k–£140k	£140k–£180k	£180k–£250k+



Marketing & Brand Positions

Position	Region	Acceptable	Competitive	Market-Leading
Brand / Trade Marketing Executive	UK	£28k–£32k	£32k–£38k	£38k–£45k
Brand / Marketing Manager	UK	£40k–£50k	£50k–£65k	£65k–£80k
UK/EU	£70k–£90k	£90k–£120k	£120k–£160k+	

What these numbers mean in the real world

The professional hair industry continues to mirror broader FMCG trends, but with its own quirks, incentives, and career pathways. Across UK manufacturers and major global brands (colour, care, and tools), salaries tend to cluster into clear bands that reflect territory size, commercial responsibility, and the balance between sales and education.

Entry-level and internal roles

Entry-level internal sales and customer support roles typically sit in the **mid-£30,000s to around £35,000**, depending on scale and location.

Field sales: territory and salon development

Territory managers and salon development roles commonly fall into the **low-to-mid £40,000s on basic**, with realistic commission taking high performers towards **£50,000–£60,000**.



A solid benchmark for a well-established UK territory is: - **Mid-£40,000s base - £12,000–£20,000 achievable OTE - Car or car allowance**

Strategic accounts and key accounts

Once accounts become more strategic (distributors, bigger chains, or multi-site salon groups), base salaries typically land in the **£48,000–£60,000** range, with OTE pushing total packages into the **early-to-mid £70,000s**.

Sales leadership

National and regional sales leaders in professional hair often sit at **£60,000–£70,000 basic**, with **20–30% bonus** linked to growth, particularly where they manage teams or P&L.

Education: still a core pillar

Education remains central to the professional channel, and the salary profile reflects that: - Field educators: **£38,000–£40,000** - Education managers: **£50,000–£60,000** (stretching higher in complex regional roles) - Senior education leaders: **£65,000–£90,000+**, particularly where remit crosses countries or carries commercial KPIs

Marketing and trade marketing

Marketing and trade roles broadly align with beauty/FMCG norms, ranging from **£35,000 at mid-level** through to **£60,000–£80,000** for senior brand leaders and heads of function.

Senior commercial leadership

Senior commercial leadership within professional hair and personal care typically starts around **£90,000** for UK heads of sales or commercial directors and runs to **£120,000+ base**, with significant bonus and long-term incentives.



Broader regional or global responsibilities often push packages into the **£120,000–£180,000+** zone, especially in multinational or PE-backed environments.

Manufacturer vs distributor

Distributors and family owned businesses may sit **below** manufacturer base salaries, but often balance this with richer commission, car schemes, and flexibility so the end result can be surprisingly competitive.

European context

Mainland Europe tends to follow similar bands when converted to euros. **DACH** markets often pay slightly higher than **Southern Europe**, reflecting cost of living and market maturity.

What's shaping pay in 2026

- Demand for experienced, sector-specific talent (commercial + education)
- Cost-of-living pressure and rising candidate expectations
- Increased competition between brands for proven performers
- A widening gap between *acceptable* and *market-leading* offers

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If you'd like the full document or would value a confidential discussion about how your packages compare to the wider market, you can reach me directly at emma@ebtalentspecialists.com or on +44 7961 766949.