

*ForceBrands*<sup>™</sup>

# TALENT MARKET REPORT 2019

1ST EDITION: CROSS-INDUSTRY

WINE & SPIRITS • BEER • FOOD/NON-ALCOHOLIC BEVERAGES • BEAUTY/WELLNESS/PERSONAL CARE • CANNABIS

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# A NOTE FROM OUR FOUNDER

I'm pleased to introduce you to ForceBrands' 2019 Talent Market Report, an extensive in-depth analysis of cross-industry trends for you to use as a resource throughout your hiring process. As leaders in the people business, we know it takes great talent to drive business and company growth. We surveyed hundreds of talent management decision makers across the consumer products industry who weighed in on their recruitment and retention strategies in today's war for talent.

**Force  
FACT**

**AS YOU READ THROUGH THE DATA, YOU WILL SEE FORCE FACTS NOTED THROUGHOUT.**

*Our team of experts have weighed in on the data to provide additional insights, looking at the survey's findings with a more human lens.*

Our goal is to uncover benchmarks that will be useful for you as you consider the structure of your teams; the composition of employment offers; and the state of your employer brand as you navigate the most challenging talent market in decades.

In this first edition of the report, we'll explore benefits and compensation in industries that include wine and spirits, beer, food/non-alcoholic beverages, beauty/wellness/personal care, and cannabis. Future editions of this report will be released throughout the year.

It is my hope that the insights provided for you in this comprehensive market report will help enhance your overall hiring strategy and help you and your team 'go HIRE.'

**JOSH WAND**  
CEO & FOUNDER



## 5 INDUSTRIES SURVEYED



**WINE & SPIRITS**



**BEER**



**FOOD &  
NON-ALCOHOLIC  
DRINKS**



**BEAUTY & WELLNESS  
& PERSONAL CARE**



**CANNABIS**

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**Force  
FACT**

OVER HALF OF THE  
COMPANIES SURVEYED  
OFFER CUSTOMIZED BENEFITS  
— A TREND DRIVEN BY THE  
FACT THAT PERSONALIZING  
EXPERIENCES HAS BECOME  
EXPECTED FROM OUR  
INTERACTIONS AS  
CONSUMERS

# BENEFITS

In a candidate-driven job market, attracting and retaining talent are top priorities for employers looking to sustain their businesses growth. Companies should look to their benefits and compensation packages to remain competitive as they're the most effective tools for employee recruitment and retention.

More than half of our respondents — especially those in the cannabis and beer industries — find their company's benefits and compensation packages superior to other employers. But as the workplace evolves, so too do the demands and needs of its employees. Employers are aware that millennials — the largest generation in the U.S. workforce — favor independence and choice. They're capable of launching startups from their laptops and have contributed to the burgeoning gig economy with their preference for flexible work environments and freelance opportunities. To cater to the multigenerational workplace, more than half of our respondents offer customized benefits packages to help ensure that they offer some of the most in-demand perks like family leave and insurance coverage.

Our comprehensive benefits analysis dives deep into the most popular incentives currently being offered; insights into what's ahead for 2020; an analysis of 401(k) contributions; and family leave averages across industries.







# BENEFITS CURRENTLY OFFERED



From family leave to on-site pet care, employers across industries offer a variety of employee benefits. But when it comes to rewarding loyalty and performance, employers look to monetary incentives like bonuses as well as flexibility. The data shows work-life balance is here to stay with maternity and family leave offered most frequently. Bereavement leave, off-site social opportunities, and paternity leave also top the list. When it comes to retirement and healthcare benefits, dental insurance is most frequently offered to employees, while pension plans and contribution pension plans are least frequently offered.



**THE BUDDING CANNABIS INDUSTRY OFFERS EMPLOYEES THE MOST TIME FOR LEAVE, WHILE THE WINE AND SPIRITS INDUSTRY OFFERS THE MOST CUSTOMIZABLE BENEFITS PACKAGES.**



**OUT OF ALL  
COMPANIES  
SURVEYED...**

**56%**

**OFFER BENEFIT  
PACKAGE  
CUSTOMIZATION**

**36%**

**DO NOT OFFER  
BENEFIT PACKAGE  
CUSTOMIZATION**

**8%**

**RESPONDENT  
WAS UNSURE**



# BENEFITS CURRENTLY OFFERED



## TOP 10

PAID MATERNITY LEAVE	57%
PAID FAMILY LEAVE	52%
DENTAL INSURANCE	51%
VISION INSURANCE	48%
BEREAVEMENT LEAVE	47%
OFF-SITE SOCIAL OPPORTUNITIES AND MEETUPS <small>(e.g. company group excursions, weekly cocktail parties, sports teams, etc.)</small>	47%
PAID PATERNITY LEAVE	47%
PARTIALLY-FUNDED BY COMPANY MEDICAL INSURANCE PLAN OR PRIVATE HEALTHCARE	46%
401K PLAN WITH COMPANY CONTRIBUTION	45%
LIFE INSURANCE	45%

FREE MEALS	43%
FULL OR PARTIAL SUBSIDY FOR CELL PHONE	43%
FLEX-TIME OR WORK-FROM-WHERE-YOU-WANT	40%
FULLY-FUNDED BY COMPANY MEDICAL INSURANCE PLAN OR PRIVATE HEALTH CARE	39%
UNPAID SABBATICALS FOR PERSONAL, PROFESSIONAL, CHARITABLE OR VOLUNTEER REASONS	34%
401K PLAN, NO COMPANY CONTRIBUTION	33%
TUITION OR CONTINUING EDUCATION REIMBURSEMENT	33%
PAID BIRTHDAY OFF	32%
IN-OFFICE STRESS RELIEF OR FUN <small>(e.g. nap rooms, meditation rooms, massages, game rooms, etc.)</small>	32%
SUMMER HOURS/COMP DAYS	31%
COMMUTING EXPENSE REIMBURSEMENT	31%

PENSION PLAN	29%
CONTRIBUTION PENSION PLAN	28%
ON-SITE OR SUBSIDIZED GYM MEMBERSHIP	28%
UNLIMITED TIME OFF	27%
FREE OR DISCOUNTED ENTERTAINMENT	26%
PAID SABBATICALS FOR PERSONAL, PROFESSIONAL, CHARITABLE OR VOLUNTEER REASONS	26%
CHILD/FAMILY CARE SUBSIDIES	24%
ADOPTION FINANCIAL ASSISTANCE	23%
ON-SITE PET CARE	22%
FIRST HOME PURCHASE ASSISTANCE	21%
ON-SITE CHILD CARE	21%
STUDENT LOAN DEBT PAYBACK ASSISTANCE	21%
IN VITRO FINANCIAL ASSISTANCE	20%



# BENEFITS NOT CURRENTLY OFFERED, BUT WILL BE IMPLEMENTED IN 2020



Out with the old, in with the new – a lot happens in a year, especially when you consider the seismic shifts in the working generations. The millennial generation and Gen Z, the largest working generation to ever enter the U.S. workforce, usher in new demands like off-site social opportunities

and meetups and more flexible hours. When we ranked the benefits that are not currently offered but will be implemented in 2020, it's clear these young generations are setting the tone with unique perks like in-office stress relief initiatives and in vitro financial assistance.

**Force  
FACT**

**THE TOP 3 BENEFITS NOT OFFERED BUT WILL BE IMPLEMENTED IN 2020 SUPPORTS THE FACT THAT COMPANIES ACROSS ALL INDUSTRIES ARE GEARING UP TO CATER TO MILLENNIALS AND GEN Z**



**#1. OFF-SITE  
SOCIAL MEETUPS**



**#2. IN-OFFICE  
STRESS RELIEF  
OR FUN**



**#3. FLEX-TIME  
OR WORK-FROM-  
WHERE-YOU-WANT**





# BENEFITS NOT CURRENTLY OFFERED, BUT WILL BE IMPLEMENTED IN 2020



## TOP 10

**OFF-SITE SOCIAL OPPORTUNITIES AND MEETUPS** 18%  
*(e.g. company group excursions, weekly cocktail parties, sports teams, etc.)*

**IN-OFFICE STRESS RELIEF OR FUN** 17%  
*(e.g. nap rooms, meditation rooms, massages, game rooms, etc.)*

**FLEX-TIME OR WORK-FROM-WHERE-YOU-WANT** 17%

**TUITION OR CONTINUING EDUCATION REIMBURSEMENT** 16%

**PAID SABBATICALS FOR PERSONAL, PROFESSIONAL, CHARITABLE OR VOLUNTEER REASONS** 16%

**IN VITRO FINANCIAL ASSISTANCE** 16%

**SUMMER HOURS/COMP DAYS** 15%

**COMMUTING EXPENSE REIMBURSEMENT** 15%

**FULL OR PARTIAL SUBSIDY FOR CELL PHONE** 15%

**STUDENT LOAN DEBT PAYBACK ASSISTANCE** 15%

**ON-SITE OR SUBSIDIZED GYM MEMBERSHIP** 15%

**FREE OR DISCOUNTED ENTERTAINMENT** 15%

**UNLIMITED TIME OFF** 14%

**PAID MATERNITY LEAVE** 14%

**PAID PATERNITY LEAVE** 14%

**ON-SITE CHILD CARE** 14%

**PAID BIRTHDAY OFF** 14%

**CHILD/FAMILY CARE SUBSIDIES** 14%

**PAID FAMILY LEAVE** 13%

**BEREAVEMENT LEAVE** 13%

**CONTRIBUTION PENSION PLAN** 13%

**UNPAID SABBATICALS FOR PERSONAL, PROFESSIONAL, CHARITABLE OR VOLUNTEER REASONS** 13%

**DENTAL INSURANCE** 12%

**VISION INSURANCE** 12%

**FULLY-FUNDED BY COMPANY MEDICAL INSURANCE PLAN OR PRIVATE HEALTH CARE** 12%

**401K PLAN, NO COMPANY CONTRIBUTION** 12%

**FREE MEALS** 12%

**ON-SITE PET CARE** 12%

**401K PLAN WITH COMPANY CONTRIBUTION** 11%

**LIFE INSURANCE** 11%

**PENSION PLAN** 11%

**PARTIALLY-FUNDED BY COMPANY MEDICAL INSURANCE PLAN OR PRIVATE HEALTHCARE** 11%

**ADOPTION FINANCIAL ASSISTANCE** 11%

**FIRST HOME PURCHASE ASSISTANCE** 11%





# COMPREHENSIVE RETIREMENT BENEFITS OFFERED

401(K)s are here to stay. Across industries, the retirement savings programs – with and without company contribution – consistently rank as the most popular retirement benefits currently offered. In the wine and spirits and food and non-alc beverage industries, life insurance is the number one retirement benefit offered, which takes the third spot overall across all industries. Stock options rank at the top of the list, proving the power of the ‘ownership mentality’ to attract and retain top talent.



**Force  
FACT**

**73% OF COMPANIES  
SURVEYED OFFER  
401(K) BENEFITS –  
EITHER WITH OR  
WITHOUT COMPANY  
CONTRIBUTION**

## CROSS-INDUSTRY AVERAGES OF RETIREMENT BENEFITS OFFERED\*



**37%**  
401K

**36%**  
401K WITH CO.  
CONTRIBUTION

**35%**  
LIFE  
INSURANCE

**26%**  
STOCK  
OPTIONS

**24%**  
PROFIT  
SHARING

**22%**  
ACCESS TO  
FIN. PLANNERS

**21%**  
EQUITY

**18%**  
NONE OF  
THE ABOVE

**16%**  
FIN. LITERACY  
TRAINING

**1%**  
OTHER

\*RESPONDENTS SELECTED ALL THAT APPLY

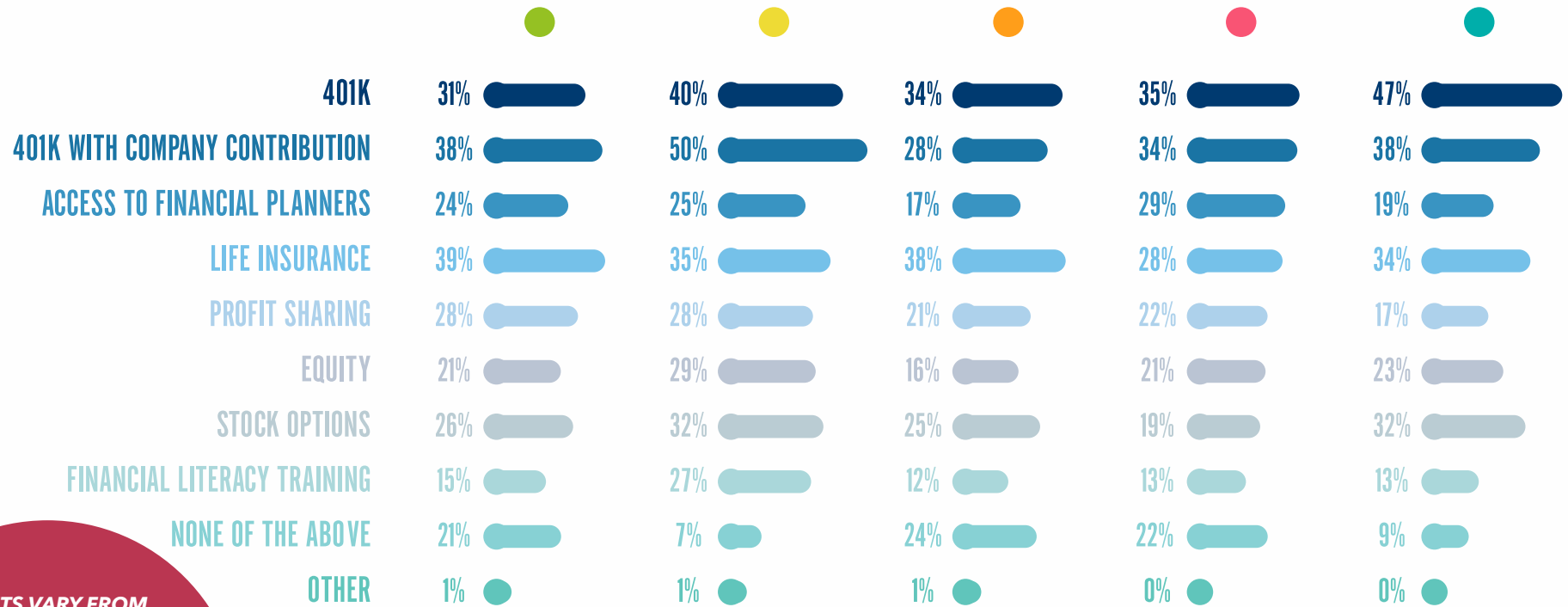
● WINE & SPIRITS ● BEER ● FOOD/NON-ALC. DRINKS ● BEAUTY/WellNESS ● CANNABIS

TALENT MARKET REPORT

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# COMPREHENSIVE RETIREMENT BENEFITS OFFERED \*



BENEFITS VARY FROM COMPANY TO COMPANY – NOT EVERY BUSINESS OFFERS A 401(K) PROGRAM AND SHOULD CONSIDER THESE OTHER OPTIONS AS POWERFUL RETENTION TOOLS

\*RESPONDENTS SELECTED ALL THAT APPLY



## TOP 3 BENEFITS BY INDUSTRY

- 1 LIFE INSURANCE
- 2 401K WITH CO. CONTRIBUTION
- 3 401K

- 1 401K WITH CO. CONTRIBUTION
- 2 401K
- 3 LIFE INSURANCE

- 1 LIFE INSURANCE
- 2 401K
- 3 401K WITH CO. CONTRIBUTION

- 1 401K
- 2 401K WITH CO. CONTRIBUTION
- 3 ACCESS TO FIN. PLANNERS

- 1 401K
- 2 401K WITH CO. CONTRIBUTION
- 3 LIFE INSURANCE



# F 401K CONTRIBUTION METHOD

**OUT OF ALL COMPANIES SURVEYED  
THAT OFFERED 401K MATCHING...**

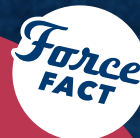
**25%**

**MATCHED AN  
AVERAGE OF 50¢  
ON THE DOLLAR**

**75%**

**MATCHED AN  
AVERAGE OF 5%  
OF SALARY**

Investing in retirement has changed significantly over the years. As pension plans have fallen by the wayside, an increasing number of companies have ruled in favor of the employee-funded 401(K) program.



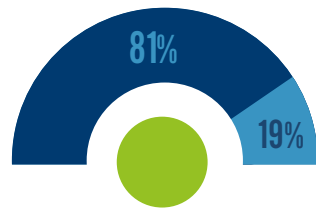
**ACROSS INDUSTRIES IN  
THE CPG SPACE, 75% OF  
EMPLOYERS THAT OFFER 401(K)  
WITH A COMPANY CONTRIBUTION,  
MATCH AN AVERAGE OF 5% OF  
THE EMPLOYEE'S SALARY – A  
SIGNIFICANT JUMP FROM THE  
NATIONAL AVERAGE WHERE  
ROUGHLY 40% OF EMPLOYERS  
MATCH BETWEEN 0-6% OF AN  
EMPLOYEE'S CONTRIBUTIONS**



# F 401K CONTRIBUTION METHOD ●●●●●

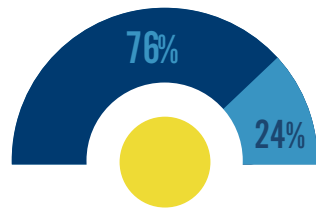
## 401K CONTRIBUTION METHODS BY INDUSTRY

■ PREDETERMINED % OF SALARY ■ CENTS ON THE DOLLAR



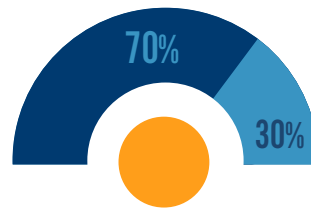
AVERAGES

**5% MATCH**  
**42¢ ON THE DOLLAR**



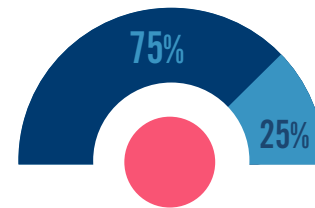
AVERAGES

**5% MATCH**  
**59.5¢ ON THE DOLLAR**



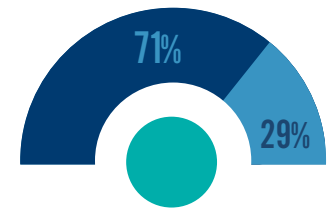
AVERAGES

**4% MATCH**  
**41¢ ON THE DOLLAR**



AVERAGES

**7% MATCH**  
**51¢ ON THE DOLLAR**



AVERAGES

**5% MATCH**  
**50¢ ON THE DOLLAR**



# LEAVE AVERAGES



## 9.8

**WEEKS FOR PAID  
MATERNITY LEAVE**



## 7.6

**WEEKS FOR PAID  
PATERNITY LEAVE**



## 6.9

**WEEKS FOR PAID  
FAMILY LEAVE**



Work-life balance is becoming the norm in recent generations as employees demand more flexibility in their professional and personal lives. As millennials grow and mature, the demand for maternity, paternity, and family leave have become the most popular benefits offered among employers.

# F LEAVE AVERAGES

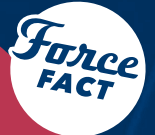
## LEAVE BY INDUSTRY

■ WEEKS MATERNITY LEAVE ■ WEEKS PATERNITY LEAVE ■ WEEKS FAMILY LEAVE



The cannabis industry continues to emerge and gain momentum with employers competing for talent across CPG. To entice candidates, the cannabis sector offers employees the most time for leave.

**PAID LEAVE POLICIES HAVE GAINED POPULARITY IN RECENT YEARS – AS A RESULT, WE’RE SEEING CANNABIS COMPANIES OFFER MORE EXTENSIVE LEAVE POLICIES THAN ESTABLISHED BUSINESSES ACROSS OTHER INDUSTRIES**





# 2

## COMPENSATION

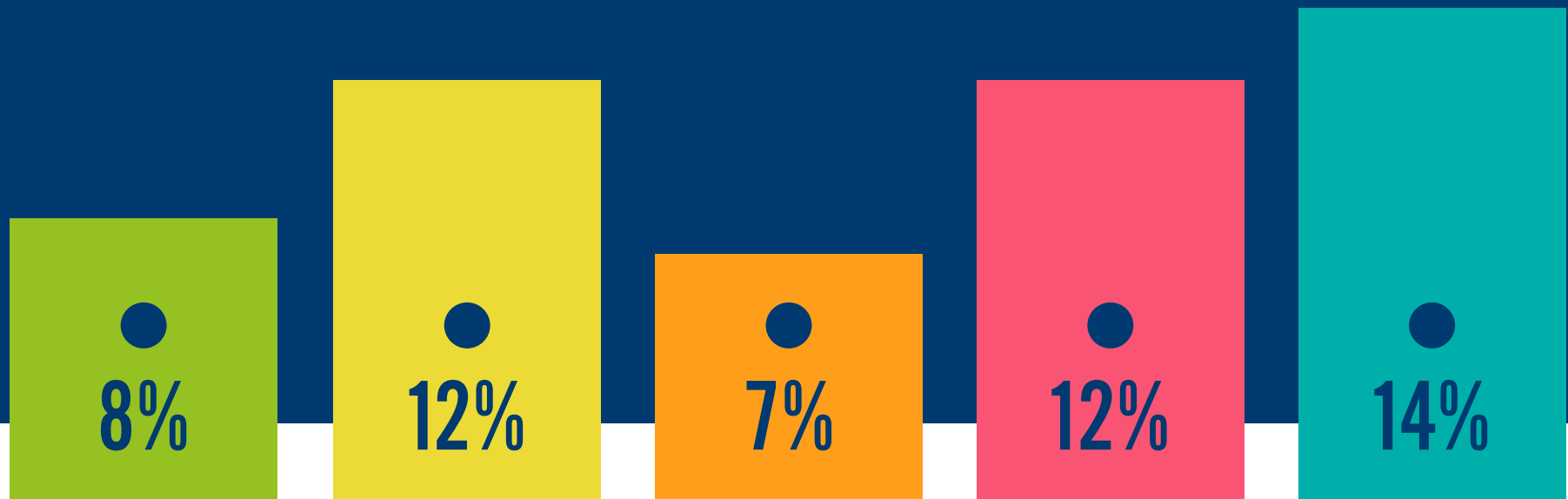
**IN TODAY'S COMPETITIVE TALENT MARKET, MONEY TALKS LOUDEST WHEN IT COMES TO RECRUITING AND RETAINING EMPLOYEES.**

Companies should consider fair market compensation data, bonus structures, and equity best practices when it comes to enticing top talent.

It's a candidates market and employers are feeling the heat. Retaining your best employees is a top priority across the board. Companies are offering generous raises to reward performance and loyalty in an effort to keep good talent from walking out the door.



# F AVERAGE ANNUAL RAISE PERCENTAGE



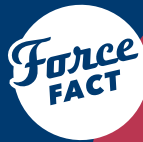
## 10% RAISE ACROSS ALL INDUSTRIES

Employees in the CPG industry receive generous raises when you compare that number to the national average, which typically hovers around 3 percent. Raise percentages are highest across the cannabis, beauty, and beer industries.

**Force  
FACT**

**IN THE BURGEONING CANNABIS INDUSTRY, THE 'GREEN RUSH' IS SHOWING NO SIGNS OF SLOWING DOWN AS EMERGING COMPANIES ENTICE CANDIDATES WITH COMPETITIVE SALARIES AND OTHER MONETARY INCENTIVES LIKE EQUITY PROGRAMS AND BONUSES**

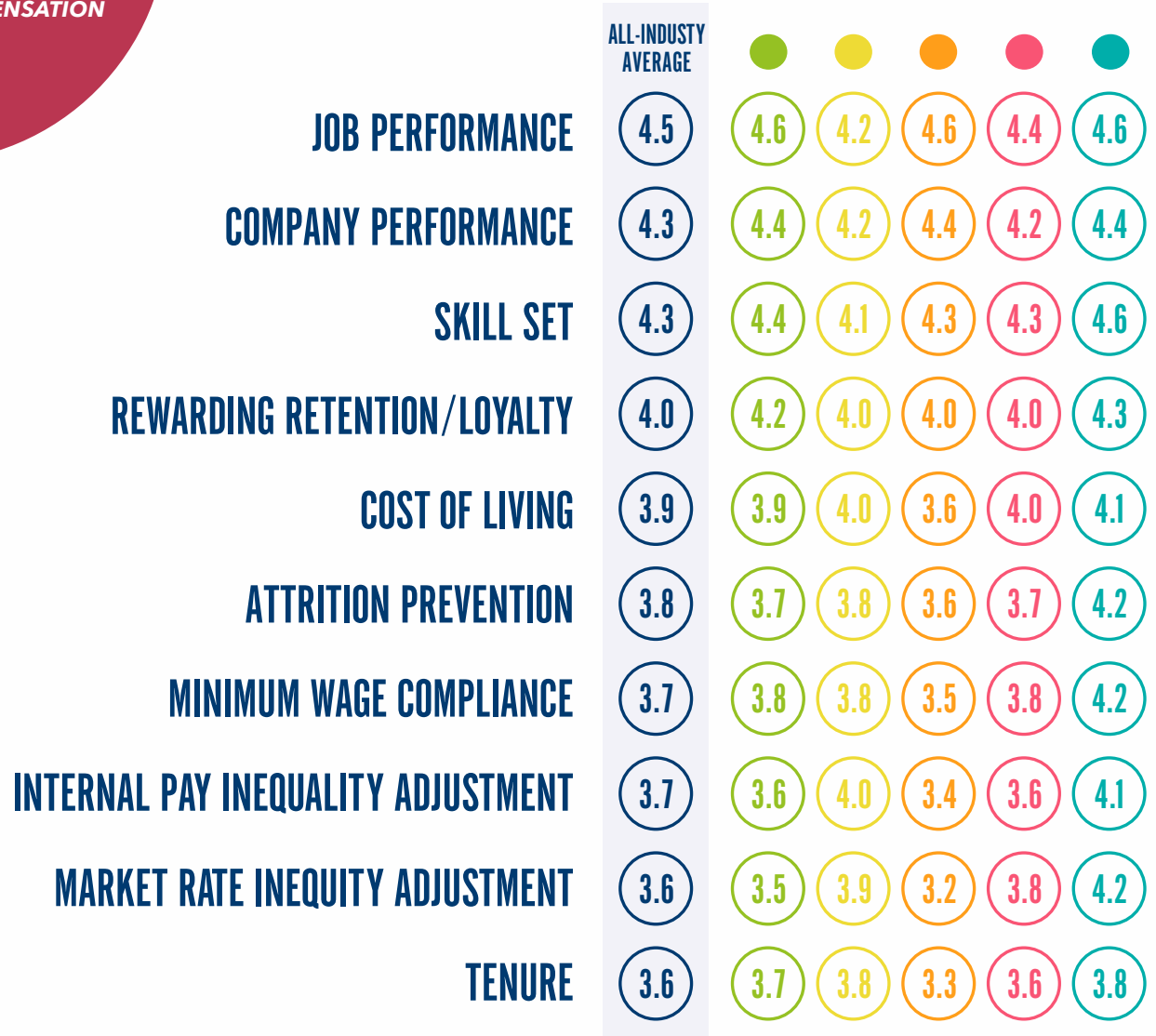




WHILE COMPANIES REWARD  
EXCEPTIONAL EMPLOYEES WHO  
DO THEIR JOBS WELL, THEY ARE  
ALSO TAKING LOYALTY INTO  
CONSIDERATION FOR HIGHLY  
SKILLED EMPLOYEES WHEN  
DETERMINING COMPENSATION  
INCREASES

# TOP 3 FACTORS: JOB PERFORMANCE COMPANY PERFORMANCE SKILL SET

## MOST IMPORTANT FACTORS TO DETERMINE COMPENSATION INCREASE



KEY: 5=Extremely important, 4=Very important, 3=Moderately important, 2=Slightly important, 1=Not at all important



# 3

## MEET OUR RESPONDENTS

We surveyed more than 500 full-time professionals across industries that included wine and spirits, beer, food/non-alcoholic beverages, beauty/personal care/wellness, and cannabis. Our respondents – hiring decision makers including leaders at the Director, President/VP/SVP, C-suite level – were recruited to gather compensation and hiring data. We asked them to weigh in on benefits packages; compensation packages; company-wide average raise percentages; the importance of factors in determining compensation, team structures; hiring trends; and employment branding.



# F MEET OUR RESPONDENTS

## INDUSTRY



**14%**  
**WINE & SPIRITS**



**21%**  
**BEER**



**33%**  
**FOOD &  
NON-ALCOHOLIC  
DRINKS**



**22%**  
**BEAUTY &  
WELLNESS &  
PERSONAL CARE**

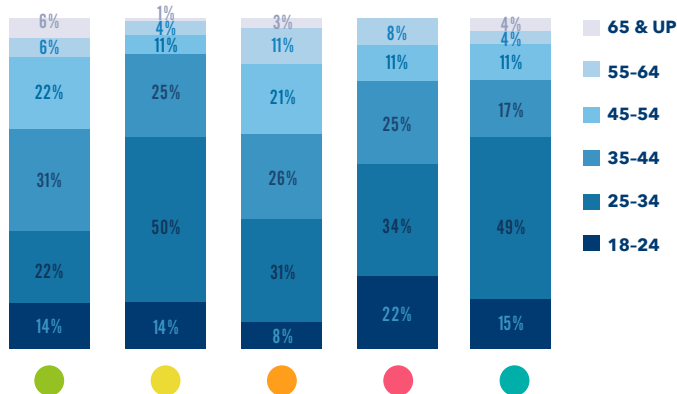


**10%**  
**CANNABIS**

## AGE



### AGE BY INDUSTRY

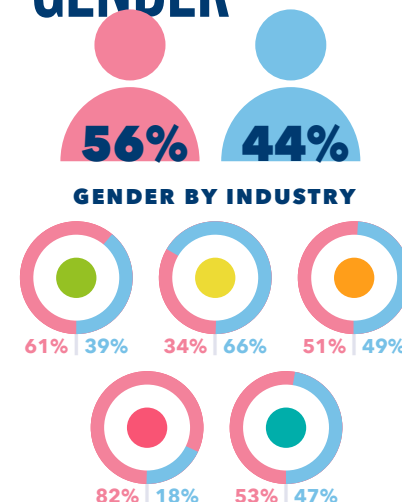


## DEPARTMENT BREAKDOWN\*

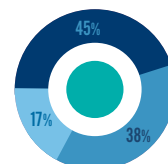
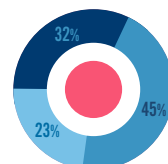
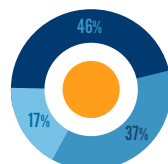
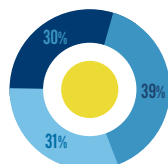
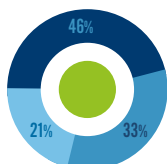
SALES	58%	43%	42%	51%	58%
MARKETING	48%	40%	31%	48%	50%
OPERATIONS	52%	37%	48%	40%	39%
FINANCE	29%	35%	27%	31%	17%
HR	17%	26%	27%	22%	19%
TECH	10%	10%	6%	15%	14%
MANUFACTURING	10%	19%	13%	14%	17%
IT	15%	22%	8%	12%	14%
LEGAL	15%	10%	7%	8%	31%
OTHER (Customer service, PR, Regulation)	2%	1%	3%	5%	6%

\*RESPONDENTS SELECTED ALL THAT APPLY

## GENDER



## CURRENT JOB LEVEL



■ C-SUITE  
■ PRESIDENT,  
VP, OR SVP  
■ DIRECTOR

## C-SUITE JOB TITLE BREAKDOWN ACROSS ALL INDUSTRIES

**76% CEOs**  
**6% CFOs**  
**5% COOs**

**3% CHROs**  
**2% CMOs**  
**1% CSOs**

**6% OTHER**  
(Owner, Chairman,  
Partner, Founder)



# MEET OUR RESPONDENTS

## COMPANY FUNDING\*

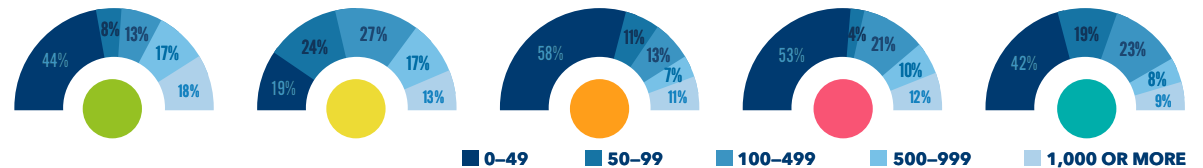
SELF-FUNDED	49%	32%	49%	51%	57%
FAMILY BUSINESS	38%	23%	27%	36%	23%
BANK LOAN	26%	24%	18%	22%	25%
PUBLICALLY	18%	18%	6%	21%	11%
PRIVATE EQUITY	24%	26%	23%	17%	23%
VENTURE CAPITAL	15%	16%	12%	11%	11%
ANGEL INVESTOR	19%	13%	20%	10%	13%
GRANTS	10%	9%	7%	10%	21%
CROWDFUNDING	17%	13%	3%	9%	13%
VENTURE FUND	10%	16%	5%	8%	9%
BUSINESS INCUBATOR	4%	13%	8%	7%	6%
GOVERNMENT LOAN	11%	15%	2%	7%	17%
DON'T KNOW	3%	4%	2%	3%	4%

\*RESPONDENTS SELECTED ALL THAT APPLY

## COMPANY SIZE: NUMBER OF EMPLOYEES

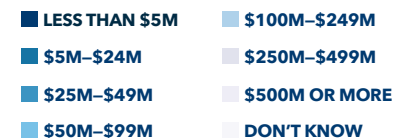
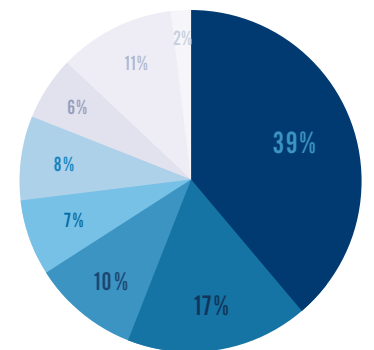
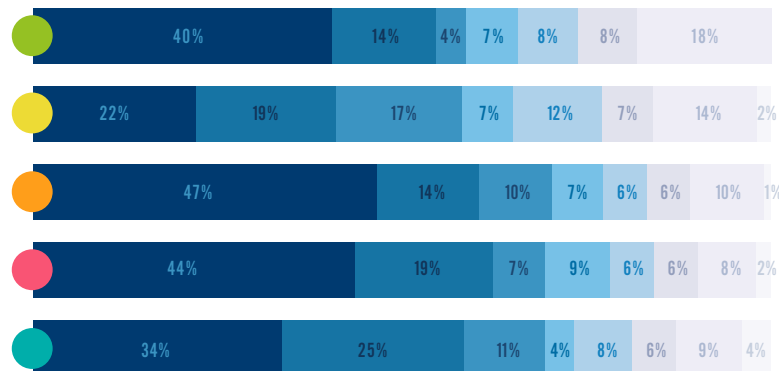


### NUMBER OF EMPLOYEES BY INDUSTRY



## COMPANY'S ANNUAL REVENUE

### COMPANY'S ANNUAL REVENUE BY INDUSTRY





## ABOUT *ForceBrands*

ForceBrands is the leading specialized recruiting firm for the consumer products industry – we build the teams that build the brands. Our industry-specific divisions BevForce, FoodForce, BeautyForce, and HerbForce offer executive search services, board of director assembly, and a digital job board to connect directly with qualified candidates.

We are 'people for a hire purpose' and strive to transform the way consumer product professionals of all levels identify employment opportunities and employers are connected to world-class talent.

Go HIRE with ForceBrands.

## ABOUT qualtrics®

Qualtrics is a survey software tool used to design, send, and analyze online surveys. Qualtrics currently works with more than 9,000 clients worldwide, including 75 percent of the Fortune 500 companies. Their verticals include manufacturing, retail, consumer goods, technology, healthcare, hospitality, food, government, financial services, and academia. Qualtrics Research Services has executed more than 28,000 research projects and works with more than 3,000 clients worldwide, while maintaining 90M+ panelists.

Macro compensation, benefit, employer branding, and hiring trends herein are based on an online survey in partnership with Qualtrics conducted between October 8, 2018, and January, 15th, 2019. Salary figures by job title were compiled by using a variety of internal and external compensation data resources.

**THANK YOU**