

# FMCG Industry – Market Update

## Category Management

### October 2011

#### Definition: Category Management

The management of end-to-end procurement for a given portfolio of spend. This end-to-end process incorporates stakeholder engagement, business diagnostic, strategy development, strategy implementation, contract management, vendor management, supplier development and strategic review. National Category Manager refers to candidates who manage spend across a single geographical region (i.e. Australia). Jigsaw Search also holds extensive data for Regional and Global Category Managers.

#### Market Dynamics – National Category Managers, FMCG Industry

Category	Total (Australia)	NSW Total	Passive NSW	Active NSW	Available NSW	Current Package*
Packaging	64	22	14	5	3	\$139,941
Ingredients	49	22	15	8	0	\$150,731
Commodities	59	18	11	3	0	\$139,364
Corporate Services	112	15	32	16	2	\$150,769

*Passive* = Not seeking alternative employment.

*Active* = Seeking alternative employment.

*Available* = Not currently working

\*Median Average Remuneration across all candidates (AUD) = cash component (inc. vehicle allowance) + superannuation + bonus/incentives

There is both high demand and an ongoing skills shortage of high calibre *true* Category Managers across all specialist areas of procurement within the FMCG sector. Increasingly, major FMCG organisations are seeking to raise the capability of their procurement organisations to ensure their businesses and in particular domestic Australian manufacturing operations remain competitive.

Pressure continues to build across a number key inputs including global commodity prices; labour & raw material costs as well as ongoing market/price pressure from local retailers & changing consumer behaviour. The high Australian dollar and the rapid development and investment in emerging lower cost international manufacturing hubs across the Asia Pac region is also driving change in the larger multinational businesses with senior/influential procurement leadership roles increasingly being driven towards regional hubs – principally Hong Kong & Singapore.

Jigsaw continues to build our networks both across the Asia Pac & Global candidate market place to identify and attract the best talent to our clients in Australia.

For further information on salaries and a range of market data, please visit [www.jigsawsearch.com](http://www.jigsawsearch.com).

