



THAILAND NATIONWIDE

Salary Guide 2026

Monthly base salary benchmarks for 157 roles across 12 major functions

Built for employers planning teams and professionals evaluating their next move.

Using this guide

This guide provides indicative monthly base salary ranges for permanent roles in Thailand. It is designed for workforce planning, offer alignment and career conversations... not as a fixed price list.

WHAT IS INCLUDED	WHAT IS EXCLUDED
Monthly gross base salary in Thai baht. Ranges reflect typical permanent-hire market positioning as at August 2026.	Bonuses, commission, allowances, equity, provident fund, insurance and other benefits unless stated separately.

How to interpret a range

Lower range: a developing candidate, smaller scope or lower-cost location. Mid-range: fully effective experience and a close match to the role. Upper range: scarce expertise, larger scope, regional responsibility, strong English or a proven transformation record.

Location matters

LOCATION	GENERAL POSITIONING	NOTES
Bangkok	Baseline	Upper ranges are common for regional, digital and multinational roles.
Eastern Seaboard	90%-110%	Technical, automotive, plant and Japanese-speaking talent may match or exceed Bangkok.
Major provincial cities	80%-95%	Varies significantly by industry, employer brand and scarcity.
Other provinces	70%-90%	Housing, transport, site and hardship allowances can materially change total reward.

Methodology

Evantis compiled these indicative benchmarks using public 2025-2026 Thailand salary studies, current recruitment-market observations and live hiring patterns. Overlapping sources were compared and ranges were rounded to avoid false precision. Role scope, company size, language, sector, location and candidate scarcity can move actual offers materially.

Thailand hiring outlook 2026

The market is measured rather than inactive. Employers remain selective, but investment linked to technology, AI, exports and advanced operations is sustaining demand for scarce skills.

5.2%	2.3%	6.0%
Average salary increase forecast for Thailand in 2026	Bank of Thailand 2026 GDP growth forecast	Energy sector average salary increase forecast

Selective salary growth

Broad increases remain controlled, while scarce technical, commercial and leadership skills command stronger movement.

AI and technology investment

The Bank of Thailand identifies the technology and AI cycle as a driver of exports and investment, including data-centre expansion.

Revenue roles stay important

B2B sales and senior commercial talent remain priorities as organisations focus on market share and disciplined growth.

Skills-based hiring

Employers are placing greater weight on demonstrable capability, transformation delivery and learning agility.

Total reward matters

Career progression, culture, leadership, flexibility and stability can determine acceptance as much as base salary.

What this means for employers

Use a range, not a single midpoint. Validate the actual scope, map critical skills, decide which requirements can be trained, and move quickly once a strong candidate is identified. For retention reviews, compare total reward and career opportunity... not salary alone.

Salary guide by function

All ranges are gross monthly base salary in Thai baht. Years indicate typical relevant experience, not a rigid eligibility rule.

01	Executive Leadership	12 roles
02	Technology and Digital	18 roles
03	AI, Data and Analytics	10 roles
04	Engineering and Manufacturing	16 roles
05	Supply Chain, Procurement and Logistics	12 roles
06	Sales and Commercial	14 roles
07	Marketing, Digital and Communications	12 roles
08	Finance and Accounting	14 roles
09	Human Resources and Business Operations	12 roles
10	Banking, Insurance, Risk and Legal	13 roles
11	Healthcare and Life Sciences	12 roles
12	Property and Construction	12 roles

MARKET SIGNAL

Transformation, regional scope and revenue accountability continue to command the strongest executive premiums.

EMPLOYER ACTION

Define mandate, decision rights and long-term incentives before approaching senior leaders.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Chief Executive Officer / Managing Director	15+	350,000 - 900,000
Country Manager	12+	300,000 - 700,000
Chief Operating Officer	12+	280,000 - 650,000
Chief Financial Officer	12+	280,000 - 600,000
Chief Commercial Officer	12+	300,000 - 650,000
Chief Technology Officer	12+	300,000 - 700,000
Chief Information Officer	12+	280,000 - 550,000
Chief Human Resources Officer	12+	240,000 - 500,000
Chief Marketing Officer	12+	260,000 - 600,000
Chief Strategy / Transformation Officer	12+	280,000 - 650,000
General Manager	12+	220,000 - 500,000
Business Unit Director	12+	200,000 - 450,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

Cloud, cybersecurity, enterprise platforms and architecture remain difficult-to-fill areas, especially where English and stakeholder leadership are required.

EMPLOYER ACTION

Keep interview cycles short and separate must-have technical skills from trainable platform experience.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Software Engineer / Developer	3-5	55,000 - 115,000
Senior Software Engineer	6-8	90,000 - 160,000
Full Stack Developer	5-8	85,000 - 155,000
Mobile Developer	3-6	60,000 - 125,000
QA / Test Automation Engineer	3-6	50,000 - 105,000
Business Analyst / System Analyst	3-6	55,000 - 110,000
Product Manager	6-10	100,000 - 185,000
Project / Program Manager	8-12	120,000 - 230,000
DevOps / Site Reliability Engineer	5-9	100,000 - 190,000
Cloud Engineer	5-9	100,000 - 190,000
Cybersecurity Analyst / Engineer	3-7	75,000 - 150,000
Cybersecurity Manager	8-12	150,000 - 260,000
ERP / SAP Consultant	6-10	110,000 - 230,000
Solution Architect	8-12	180,000 - 330,000
Data / Infrastructure Architect	8-12	170,000 - 310,000
IT Manager	8-12	120,000 - 230,000
Head of IT	12+	200,000 - 400,000
IT Director / VP Technology	12+	240,000 - 500,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

AI engineering, data platforms and MLOps attract scarcity premiums, while employers increasingly expect measurable business outcomes rather than experimentation alone.

EMPLOYER ACTION

Assess production deployment, data governance and business adoption experience, not only model knowledge.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Data Analyst	2-5	45,000 - 100,000
Business Intelligence Developer	3-6	60,000 - 125,000
Data Engineer	4-8	90,000 - 190,000
Data Scientist	4-8	100,000 - 205,000
AI / Machine Learning Engineer	3-6	80,000 - 150,000
Generative AI / LLM Engineer	3-7	90,000 - 175,000
MLOps Engineer	4-8	100,000 - 190,000
AI Product Manager	6-10	110,000 - 190,000
Data Governance Manager	8-12	140,000 - 230,000
Head of Data / AI	12+	220,000 - 420,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

Automation, quality, energy efficiency and advanced manufacturing skills remain resilient demand areas, particularly in the Eastern Seaboard.

EMPLOYER ACTION

Benchmark technical depth, plant scale, team size and shift expectations before comparing titles.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Mechanical / Electrical Engineer	2-5	40,000 - 85,000
Industrial / Process Engineer	3-6	50,000 - 105,000
Chemical Engineer	3-6	50,000 - 105,000
Automation / Controls Engineer	4-8	80,000 - 160,000
Quality Engineer	3-6	50,000 - 105,000
Supplier Quality Engineer	4-8	65,000 - 125,000
Maintenance Engineer	3-7	50,000 - 110,000
R&D; Engineer / Specialist	3-7	55,000 - 120,000
Production Supervisor	5-8	55,000 - 100,000
Production / Manufacturing Manager	8-12	110,000 - 200,000
Engineering Manager	8-12	130,000 - 220,000
Quality Manager	8-12	110,000 - 220,000
Continuous Improvement Manager	8-12	120,000 - 210,000
EHS / HSE Manager	8-12	110,000 - 210,000
Plant Manager	10-15	160,000 - 320,000
Engineering / Plant Director	12+	230,000 - 450,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

End-to-end planning, strategic sourcing and regional supply-chain visibility are valued more highly than transactional expertise.

EMPLOYER ACTION

Clarify category spend, network complexity, systems maturity and regional responsibility when benchmarking.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Buyer / Procurement Specialist	3-5	45,000 - 95,000
Demand / Supply Planner	3-6	55,000 - 110,000
Senior Demand Planner	5-8	85,000 - 145,000
Logistics / Warehouse Supervisor	4-7	50,000 - 100,000
Import-Export Manager	8-12	90,000 - 155,000
Warehouse Manager	8-12	90,000 - 180,000
Logistics Manager	8-12	90,000 - 160,000
Procurement / Purchasing Manager	8-12	100,000 - 185,000
Supply Chain Manager	8-12	120,000 - 225,000
Head of Logistics	12+	160,000 - 270,000
Head of Supply Chain	12+	200,000 - 340,000
Supply Chain / Procurement Director	12+	250,000 - 500,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

B2B sales, new-market growth and complex solution selling remain priority hires as businesses protect revenue and market share.

EMPLOYER ACTION

Compare base salary and realistic on-target earnings separately, with clear quota and payout mechanics.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Sales Executive	2-5	35,000 - 75,000
Key Account Executive	3-6	45,000 - 90,000
Business Development Executive	3-6	45,000 - 100,000
Sales Engineer	3-7	55,000 - 130,000
Account Manager	5-8	70,000 - 145,000
Key Account Manager	5-9	85,000 - 165,000
Business Development Manager	7-10	110,000 - 210,000
Sales Manager	7-10	100,000 - 190,000
Regional Sales Manager	10-15	150,000 - 310,000
E-Commerce / Marketplace Manager	7-10	100,000 - 185,000
Commercial Manager	8-12	130,000 - 240,000
Head of Sales	10-15	200,000 - 420,000
Sales Director	12+	280,000 - 600,000
Commercial Director / VP	12+	260,000 - 550,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

Performance marketing, analytics and customer lifecycle expertise continue to outpace traditional generalist demand.

EMPLOYER ACTION

Look for commercial metrics, channel ownership and analytics capability rather than campaign activity alone.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Content / Social Media Specialist	2-5	35,000 - 75,000
Graphic / Digital Designer	3-6	40,000 - 85,000
Marketing Analyst	3-6	50,000 - 100,000
Brand Manager	4-8	65,000 - 130,000
Digital Marketing Manager	6-10	90,000 - 170,000
Performance Marketing Manager	6-10	100,000 - 185,000
Trade Marketing Manager	7-10	90,000 - 165,000
Corporate Communications / PR Manager	7-10	90,000 - 170,000
Marketing Manager	7-10	100,000 - 190,000
Senior Brand Manager	7-10	120,000 - 220,000
Head of Digital Marketing	10-15	180,000 - 360,000
Marketing Director / VP	12+	250,000 - 500,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

Business partnering, FP&A; tax and controls expertise attract premiums when paired with strong commercial communication.

EMPLOYER ACTION

Differentiate statutory, operational and strategic finance scope when comparing candidates with similar titles.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Accountant	2-5	35,000 - 70,000
Senior Accountant	4-7	55,000 - 95,000
Finance / Accounting Analyst	3-6	50,000 - 100,000
Cost Accountant / Costing Specialist	4-8	60,000 - 115,000
Accounting Manager	7-10	100,000 - 180,000
Finance Manager	7-10	120,000 - 205,000
FP&A; Manager	7-10	125,000 - 210,000
Internal Audit Manager	7-10	110,000 - 185,000
Tax Manager	7-10	140,000 - 250,000
Treasury Manager	7-10	120,000 - 205,000
Financial Controller	10-14	180,000 - 300,000
Head of Finance and Accounting	10-14	180,000 - 320,000
Finance Director	12+	220,000 - 380,000
Regional Finance Director	12+	280,000 - 500,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

Strategic HR business partnering, rewards, HR technology and organisational development remain stronger demand areas than purely operational HR.

EMPLOYER ACTION

Assess business impact, workforce scale and transformation ownership in addition to functional coverage.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
HR Officer / Coordinator	1-4	30,000 - 60,000
HR Generalist	3-6	45,000 - 90,000
Talent Acquisition Specialist	3-6	45,000 - 95,000
Executive Assistant	4-8	50,000 - 100,000
Office / Administration Manager	6-10	70,000 - 130,000
HR Business Partner	7-12	100,000 - 185,000
Talent Acquisition Manager	8-12	100,000 - 165,000
Learning and Development Manager	8-12	100,000 - 185,000
Compensation and Benefits Manager	8-12	120,000 - 205,000
HRIS / People Analytics Manager	8-12	110,000 - 190,000
HR Manager / Head of HR	8-14	130,000 - 250,000
HR Director	12+	220,000 - 420,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

Regulatory change, digital financial services and risk discipline sustain demand for compliance, actuarial and specialist legal talent.

EMPLOYER ACTION

Confirm licence, product, regulatory and governance scope before applying a generic function benchmark.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Relationship Manager	4-8	70,000 - 145,000
Credit / Risk Analyst	3-6	60,000 - 125,000
Internal Auditor	4-8	75,000 - 145,000
Compliance Specialist	4-8	70,000 - 140,000
Legal Counsel	5-9	90,000 - 200,000
Claims Manager	6-10	100,000 - 150,000
Compliance Manager	7-10	110,000 - 190,000
Risk Manager	7-10	120,000 - 190,000
Actuarial Manager	7-10	130,000 - 230,000
Head of Legal / General Counsel	10-15	200,000 - 400,000
Head of Compliance	10-15	200,000 - 350,000
Head of Internal Audit	10-15	200,000 - 350,000
Risk / Legal Director	12+	240,000 - 450,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

Medical affairs, market access, regulatory and specialised commercial roles retain premiums because qualified talent pools remain narrow.

EMPLOYER ACTION

Benchmark therapeutic-area depth, product lifecycle stage and stakeholder access alongside title and years of experience.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Medical Representative	2-5	40,000 - 75,000
Product Specialist	3-6	50,000 - 95,000
Regulatory Affairs Specialist	3-7	55,000 - 110,000
Clinical Research Associate	3-7	60,000 - 125,000
Quality Assurance Specialist	3-7	55,000 - 110,000
Product / Brand Manager	5-9	80,000 - 155,000
Medical Science Liaison	4-8	90,000 - 170,000
Regulatory Affairs Manager	7-12	120,000 - 210,000
Market Access Manager	7-12	130,000 - 230,000
Medical Affairs Manager	8-12	150,000 - 260,000
Business Unit Head	10-15	220,000 - 400,000
Medical / Commercial Director	12+	250,000 - 500,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

MARKET SIGNAL

Large projects, industrial development, data centres and specialist MEP capability support selective demand despite uneven construction conditions.

EMPLOYER ACTION

Compare project value, contract model, asset class, site location and professional licences before salary alignment.

ROLE	YEARS	MONTHLY BASE SALARY (THB)
Site / Project Engineer	3-6	45,000 - 90,000
Civil / Structural Engineer	3-7	50,000 - 105,000
MEP Engineer	3-7	55,000 - 115,000
Quantity Surveyor	3-7	50,000 - 110,000
Architect / Interior Designer	4-8	55,000 - 120,000
BIM Manager / Coordinator	5-10	80,000 - 160,000
Construction Manager	8-12	120,000 - 210,000
Project Manager	8-12	120,000 - 230,000
Property / Facility Manager	8-12	100,000 - 190,000
Development Manager	8-12	130,000 - 240,000
Project / Construction Director	12+	220,000 - 400,000
Head of Property / Development	12+	250,000 - 450,000

Indicative Thailand market range. Benchmark the role's actual scope and total reward before making an offer.

Salary benchmarking in practice

For employers

- Start with the role outcome and scope, then match the closest benchmark... titles alone are unreliable.
- Position the candidate within the range using experience, scarcity, language capability, team size and regional exposure.
- Compare total reward, including variable pay, benefits, flexibility and career progression.
- Run internal-equity checks before approval and explain the offer clearly to reduce late-stage negotiation risk.

For professionals

- Use the guide as a conversation starter rather than a guaranteed salary outcome.
- Evidence your impact with scale, revenue, savings, delivery speed, risk reduction or transformation results.
- Compare the complete package and the quality of the opportunity, not only monthly base salary.
- If your current pay is below market, prepare evidence and raise the discussion before annual budgets are finalised.

NEED A BESPOKE BENCHMARK?	SPEAK TO EVANTIS
Evantis can calibrate a specific role, team or hiring plan against current candidate expectations and market availability.	Employers and candidates: contact@evantis.co.th Website: evantis.co.th

Sources and important notice

Selected public sources

- Evantis placement, offer and salary data across Thailand, 2025-2026
- Live Evantis client hiring briefs and candidate salary expectations
- Bank of Thailand, Monetary Policy Forum 2/2026, 8 July 2026: bot.or.th
- Mercer Thailand Total Remuneration Survey 2025 summary, December 2025: mercercor.com
- Publicly available Thailand remuneration research and market commentary, 2025-2026

Important notice

This publication is general market information and does not constitute financial, legal or employment advice. Salary figures are indicative, may change without notice and should be validated for the specific position, organisation and location. Evantis Talent Solutions does not guarantee that an employer will offer, or a candidate will secure, any stated amount.

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