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MARKET INTELLIGENCE • 2026

Salesforce Salary Guide 2026

What should you pay Salesforce professionals in 2026 — and what will it take to keep them? Salary benchmarks and hiring insight for employers across 15 countries, built from over 38,000 data points: worldwide survey responses, live placement activity and verified pay data.

38,000+

MARKET DATA POINTS

19%

AVG. RISE WHEN SWITCHING JOBS

68%

FIRMS SHORT OF TECH TALENT

Pearson Carter — employer salary benchmarks & contractor day rates. Figures show Lower, Medium and Upper ranges; monthly markets are labelled. © Pearson Carter 2026.

Salary benchmarks & contractor rates by region

United States

Annual salaries — United States

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	\$167,000	\$201,000	\$275,000	\$1,370 – \$1,875
Functional / Solution Architect	\$153,000	\$187,000	\$226,000	\$1,275 – \$1,540
Integration / MuleSoft	\$130,000	\$165,000	\$231,000	\$1,125 – \$1,575
Project Manager	\$116,000	\$165,000	\$198,000	\$1,125 – \$1,350
Technical Consultant	\$116,000	\$149,000	\$190,000	\$1,015 – \$1,295
Functional Consultant	\$118,000	\$143,000	\$172,000	\$975 – \$1,170
Quality Assurance (QA)	\$118,000	\$140,000	\$165,000	\$955 – \$1,125
Business Analyst	\$99,000	\$138,000	\$176,000	\$940 – \$1,200
Marketing Automation	\$96,000	\$132,000	\$165,000	\$900 – \$1,125
Administrator	\$83,000	\$121,000	\$155,000	\$825 – \$1,055

United Kingdom

Annual salaries — United Kingdom

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	£77,000	£99,000	£143,000	£675 – £975
Functional / Solution Architect	£86,000	£99,000	£116,000	£675 – £790
Developer	£56,000	£81,000	£104,000	£555 – £710
Project Manager	£55,000	£77,000	£94,000	£525 – £640
Functional Consultant	£50,000	£72,000	£88,000	£490 – £600
Technical Consultant	£45,000	£70,000	£87,000	£480 – £595
Integration / MuleSoft	£49,000	£69,000	£88,000	£475 – £600
Business Analyst	£53,000	£66,000	£83,000	£450 – £565
Marketing Automation	£44,000	£61,000	£81,000	£415 – £550
Quality Assurance (QA)	£46,000	£57,000	£80,000	£385 – £545

Role	Lower	Medium	Upper	Contractor rate (day)
Administrator	£39,000	£55,000	£72,000	£375 – £490

Europe

Annual salaries — Germany

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	€84,000	€110,000	€138,000	€750 – €940
Functional / Solution Architect	€87,000	€110,000	€132,000	€750 – €900
CRM Manager	€77,000	€99,000	€132,000	€675 – €900
Developer	€66,000	€94,000	€110,000	€640 – €750
Integration / MuleSoft	€72,000	€94,000	€109,000	€640 – €745
Technical Consultant	€72,000	€94,000	€110,000	€640 – €750
Functional Consultant	€72,000	€88,000	€110,000	€600 – €750
Business Intelligence / Tableau	€68,000	€88,000	€110,000	€600 – €750
Project Manager	€74,000	€88,000	€121,000	€600 – €825
Quality Assurance (QA)	€72,000	€83,000	€99,000	€565 – €675
Business Analyst	€67,000	€80,000	€103,000	€545 – €705
Marketing Automation	€60,000	€77,000	€103,000	€525 – €705
Administrator	€58,000	€72,000	€94,000	€490 – €640

Annual salaries — France

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	€77,000	€83,000	€88,000	€565 – €600
Project Manager	€72,000	€77,000	€83,000	€525 – €565
Technical Consultant	€56,000	€66,000	€75,000	€450 – €515
Functional Consultant	€54,000	€63,000	€73,000	€430 – €495
Integration / MuleSoft	€61,000	€63,000	€68,000	€430 – €465
Marketing Automation	€57,000	€62,000	€67,000	€420 – €455
Developer	€51,000	€58,000	€65,000	€395 – €440
Administrator	€45,000	€52,000	€59,000	€355 – €405

Role	Lower	Medium	Upper	Contractor rate (day)
Business Analyst	€62,000	€67,000	€72,000	€460 – €490

Monthly salaries — Netherlands

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	€10,450	€12,650	€14,850	€1,040 – €1,220
Project Manager	€6,150	€8,700	€10,550	€715 – €865
Functional / Solution Architect	€5,800	€8,700	€9,150	€715 – €755
CRM Manager	€6,450	€7,050	€8,700	€580 – €715
Developer	€4,700	€5,700	€8,700	€470 – €715
Functional Consultant	€4,700	€5,700	€8,700	€470 – €715
Integration / MuleSoft	€4,700	€5,700	€8,700	€470 – €715
Marketing Automation	€4,700	€5,700	€8,700	€470 – €715
Technical Consultant	€4,700	€5,700	€8,700	€470 – €715
Quality Assurance (QA)	€4,200	€5,300	€7,150	€435 – €590
Administrator	€4,500	€5,500	€8,250	€455 – €680
Business Analyst	€4,500	€5,500	€8,250	€455 – €680
Business Intelligence	€4,500	€5,500	€8,250	€455 – €680

Monthly salaries — Belgium

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	€7,900	€10,250	€12,650	€845 – €1,040
CRM Manager	€5,950	€7,900	€9,900	€650 – €815
Project Manager	€5,950	€7,900	€9,900	€650 – €815
Functional / Solution Architect	€5,300	€7,150	€9,350	€590 – €770
Functional Consultant	€3,700	€5,300	€7,150	€435 – €590
Integration / MuleSoft	€3,700	€5,300	€7,150	€435 – €590
Marketing Automation	€3,700	€5,300	€7,150	€435 – €590
Technical Consultant	€3,700	€5,300	€7,150	€435 – €590
Developer	€3,700	€4,750	€5,850	€390 – €485
Administrator	€3,550	€4,750	€6,350	€390 – €520
Business Analyst	€3,550	€4,750	€6,350	€390 – €520

Role	Lower	Medium	Upper	Contractor rate (day)
Business Intelligence	€3,550	€4,750	€6,350	€390 – €520
Quality Assurance (QA)	€3,550	€4,750	€6,350	€390 – €520

Annual salaries — Switzerland

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	Fr 143,000	Fr 154,000	Fr 171,000	Fr 1,050 – Fr 1,165
Functional / Solution Architect	Fr 127,000	Fr 143,000	Fr 154,000	Fr 975 – Fr 1,050
Project Manager	Fr 116,000	Fr 138,000	Fr 152,000	Fr 940 – Fr 1,035
Developer	Fr 105,000	Fr 132,000	Fr 143,000	Fr 900 – Fr 975
Business Analyst	Fr 116,000	Fr 132,000	Fr 143,000	Fr 900 – Fr 975
Integration / MuleSoft	Fr 110,000	Fr 132,000	Fr 149,000	Fr 900 – Fr 1,015
Technical Consultant	Fr 114,000	Fr 132,000	Fr 145,000	Fr 900 – Fr 990
Administrator	Fr 105,000	Fr 127,000	Fr 138,000	Fr 865 – Fr 940
Marketing Automation	Fr 110,000	Fr 127,000	Fr 136,000	Fr 865 – Fr 930
CRM Manager	Fr 110,000	Fr 121,000	Fr 149,000	Fr 825 – Fr 1,015
Functional Consultant	Fr 110,000	Fr 121,000	Fr 138,000	Fr 825 – Fr 940

Annual salaries — Ireland

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	€88,000	€113,000	€163,000	€770 – €1,110
Functional / Solution Architect	€98,000	€113,000	€132,000	€770 – €900
CRM Manager	€69,000	€88,000	€113,000	€600 – €770
Project Manager	€63,000	€88,000	€107,000	€600 – €730
Developer	€56,000	€81,000	€104,000	€555 – €710
Functional Consultant	€56,000	€81,000	€100,000	€555 – €685
Technical Consultant	€51,000	€80,000	€99,000	€550 – €675
Integration / MuleSoft	€56,000	€79,000	€100,000	€540 – €685
Business Analyst	€61,000	€75,000	€94,000	€515 – €640
Business Intelligence	€44,000	€69,000	€98,000	€470 – €670
Marketing Automation	€50,000	€69,000	€92,000	€470 – €630
Quality Assurance (QA)	€52,000	€65,000	€91,000	€440 – €620

Role	Lower	Medium	Upper	Contractor rate (day)
Administrator	€44,000	€63,000	€81,000	€430 – €555

Annual salaries — Italy

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	€66,000	€83,000	€105,000	€565 – €715
Functional / Solution Architect	€55,000	€72,000	€97,000	€490 – €660
Project Manager	€49,000	€61,000	€75,000	€415 – €510
CRM Manager	€44,000	€55,000	€72,000	€375 – €490
Integration / MuleSoft	€39,000	€50,000	€64,000	€340 – €435
Administrator	€33,000	€50,000	€55,000	€340 – €375
Marketing Automation	€28,000	€50,000	€61,000	€340 – €415
Functional Consultant	€33,000	€46,000	€61,000	€315 – €415
Developer	€36,000	€45,000	€58,000	€310 – €395
Business Analyst	€33,000	€45,000	€61,000	€310 – €415
Technical Consultant	€36,000	€50,000	€58,000	€340 – €395

Annual salaries — Spain

Role	Lower	Medium	Upper	Contractor rate (day)
Functional / Solution Architect	€66,000	€77,000	€97,000	€525 – €660
Technical Architect	€66,000	€73,000	€89,000	€495 – €610
CRM Manager	€35,000	€61,000	€73,000	€415 – €495
Business Intelligence	€39,000	€57,000	€66,000	€390 – €450
Technical Consultant	€41,000	€58,000	€66,000	€400 – €450
Integration / MuleSoft	€42,000	€55,000	€61,000	€375 – €415
Project Manager	€37,000	€55,000	€77,000	€375 – €525
Quality Assurance (QA)	€44,000	€55,000	€66,000	€375 – €450
Functional Consultant	€44,000	€53,000	€64,000	€360 – €435
Business Analyst	€39,000	€50,000	€64,000	€340 – €435
Marketing Automation	€33,000	€50,000	€59,000	€340 – €405
Administrator	€31,000	€50,000	€66,000	€340 – €450
Developer	€35,000	€44,000	€56,000	€300 – €385

Australia

Annual salaries — Australia

Role	Lower	Medium	Upper	Contractor rate (day)
Solution Architect	A\$154,000	A\$198,000	A\$242,000	A\$1,350 – A\$1,650
Technical Architect	A\$145,000	A\$198,000	A\$220,000	A\$1,350 – A\$1,500
Project Manager	A\$143,000	A\$176,000	A\$220,000	A\$1,200 – A\$1,500
Functional Consultant	A\$124,000	A\$167,000	A\$198,000	A\$1,140 – A\$1,350
CRM Manager	A\$119,000	A\$165,000	A\$226,000	A\$1,125 – A\$1,540
Developer	A\$125,000	A\$160,000	A\$212,000	A\$1,090 – A\$1,445
Integration / MuleSoft	A\$125,000	A\$160,000	A\$212,000	A\$1,090 – A\$1,445
Business Analyst	A\$110,000	A\$143,000	A\$176,000	A\$975 – A\$1,200
Administrator	A\$88,000	A\$132,000	A\$176,000	A\$900 – A\$1,200
Marketing Cloud Consultant	A\$96,000	A\$132,000	A\$151,000	A\$900 – A\$1,030

New Zealand

Annual salaries — New Zealand

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	NZ\$193,000	NZ\$226,000	NZ\$259,000	NZ\$1,540 – NZ\$1,765
Solution Architect	NZ\$165,000	NZ\$198,000	NZ\$231,000	NZ\$1,350 – NZ\$1,575
Integration / MuleSoft	NZ\$143,000	NZ\$176,000	NZ\$209,000	NZ\$1,200 – NZ\$1,425
Project Manager	NZ\$132,000	NZ\$171,000	NZ\$204,000	NZ\$1,165 – NZ\$1,390
CRM Manager	NZ\$132,000	NZ\$171,000	NZ\$215,000	NZ\$1,165 – NZ\$1,465
Technical Consultant	NZ\$121,000	NZ\$154,000	NZ\$193,000	NZ\$1,050 – NZ\$1,315
Functional Consultant	NZ\$127,000	NZ\$149,000	NZ\$176,000	NZ\$1,015 – NZ\$1,200
Developer	NZ\$121,000	NZ\$143,000	NZ\$171,000	NZ\$975 – NZ\$1,165
Business Analyst	NZ\$110,000	NZ\$138,000	NZ\$165,000	NZ\$940 – NZ\$1,125
Marketing Cloud Consultant	NZ\$110,000	NZ\$138,000	NZ\$160,000	NZ\$940 – NZ\$1,090
Administrator	NZ\$94,000	NZ\$116,000	NZ\$143,000	NZ\$790 – NZ\$975

Canada

Annual salaries — Canada

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	C\$171,000	C\$204,000	C\$253,000	C\$1,390 – C\$1,725
Functional / Solution Architect	C\$165,000	C\$198,000	C\$237,000	C\$1,350 – C\$1,615
Project Manager	C\$127,000	C\$143,000	C\$193,000	C\$975 – C\$1,315
Technical Consultant	C\$116,000	C\$139,000	C\$171,000	C\$950 – C\$1,165
Functional Consultant	C\$110,000	C\$138,000	C\$201,000	C\$940 – C\$1,375
CRM Manager	C\$110,000	C\$143,000	C\$182,000	C\$975 – C\$1,240
Business Intelligence	C\$99,000	C\$132,000	C\$165,000	C\$900 – C\$1,125
Business Analyst	C\$90,000	C\$132,000	C\$165,000	C\$900 – C\$1,125
Developer	C\$105,000	C\$132,000	C\$176,000	C\$900 – C\$1,200
Marketing Automation	C\$116,000	C\$132,000	C\$176,000	C\$900 – C\$1,200
Quality Assurance (QA)	C\$121,000	C\$131,000	C\$219,000	C\$895 – C\$1,495
Integration / MuleSoft	C\$116,000	C\$135,000	C\$199,000	C\$920 – C\$1,355
Administrator	C\$88,000	C\$105,000	C\$132,000	C\$715 – C\$900

Singapore

Monthly salaries — Singapore

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	S\$18,150	S\$21,450	S\$24,750	S\$1,765 – S\$2,035
Functional / Solution Architect	S\$15,400	S\$18,150	S\$20,900	S\$1,495 – S\$1,720
CRM Manager	S\$11,000	S\$14,300	S\$17,600	S\$1,175 – S\$1,450
Project Manager	S\$9,900	S\$13,750	S\$14,850	S\$1,130 – S\$1,220
Functional Consultant	S\$9,350	S\$11,550	S\$14,850	S\$950 – S\$1,220
Business Intelligence	S\$7,700	S\$10,450	S\$13,200	S\$860 – S\$1,085
Developer	S\$8,800	S\$11,000	S\$13,750	S\$905 – S\$1,130
Integration / MuleSoft	S\$8,800	S\$11,000	S\$13,750	S\$905 – S\$1,130
Technical Consultant	S\$7,150	S\$10,450	S\$13,750	S\$860 – S\$1,130

Role	Lower	Medium	Upper	Contractor rate (day)
Business Analyst	S\$7,700	S\$9,900	S\$12,100	S\$815 – S\$995
Marketing Automation	S\$7,150	S\$9,350	S\$11,550	S\$770 – S\$950
Quality Assurance (QA)	S\$6,350	S\$7,700	S\$9,350	S\$635 – S\$770
Administrator	S\$6,050	S\$7,700	S\$9,350	S\$635 – S\$770

Japan

Annual salaries — Japan

Role	Lower	Medium	Upper	Contractor rate (day)
Technical Architect	¥13,200,000	¥14,850,000	¥15,400,000	¥101,000 – ¥105,000
Project Manager	¥12,100,000	¥14,300,000	¥16,500,000	¥98,000 – ¥113,000
Integration / MuleSoft	¥11,000,000	¥13,750,000	¥16,500,000	¥94,000 – ¥113,000
Functional / Solution Architect	¥11,000,000	¥13,530,000	¥16,720,000	¥92,000 – ¥114,000
CRM Manager	¥9,900,000	¥13,200,000	¥16,500,000	¥90,000 – ¥113,000
Technical Consultant	¥9,350,000	¥11,550,000	¥13,750,000	¥79,000 – ¥94,000
Business Intelligence	¥8,250,000	¥11,000,000	¥14,300,000	¥75,000 – ¥98,000
Functional Consultant	¥8,800,000	¥11,000,000	¥13,200,000	¥75,000 – ¥90,000
Marketing Automation	¥7,700,000	¥10,450,000	¥12,100,000	¥71,000 – ¥83,000
Business Analyst	¥7,700,000	¥9,900,000	¥12,100,000	¥68,000 – ¥83,000
Developer	¥6,600,000	¥9,570,000	¥11,880,000	¥65,000 – ¥81,000
Quality Assurance (QA)	¥5,500,000	¥8,800,000	¥12,100,000	¥60,000 – ¥83,000

Benchmarking your 2026 offers? These figures show Lower, Medium and Upper ranges with indicative contractor day rates. To secure scarce talent we typically advise offering 10–15% above the medium. Need a bespoke benchmark for a role or region not shown? Contact Pearson Carter — it's free.