rewardly

rewardly comp&ben snapshot
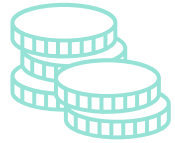
Serbia, 2025.

introduction

The data reflects a shifting reward landscape - with flexibility on the rise, traditional benefits retaining value, and pay differentials widening across organizational levels and industries.

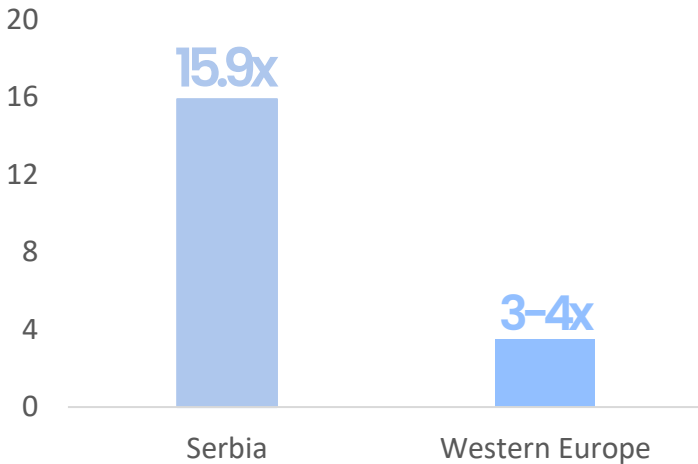## source of information:
rewardly platform

110+
companies

70.000+
employee dataset

salary snapshot

Pay gap between lowest and highest levels

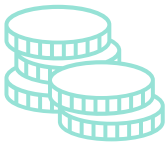|	Serbia	Western Europe
Pay gap	15.9x	3-4x

15.9 vs. **3-4**

times is higher **median salary** at the highest Rewardly level compared to the lowest one in **Serbia**.

times is higher **median salary** in **Western Europe** (highest level compared to the lowest one.)

salary snapshot

7.6%
is the **average pay gap** between women and men in Serbia in favor of men.

13%
is the **average pay gap** between women and men in EU in favor of men.

Level*	Less female than male overall	Market Average Gender Gap (In favor of man)
Director	17.72%	8.85%
Manager	16.55%	4.98%
White collar	2.83%	5.70%
Blue collar	-1. 19%	13.49%

In Serbia, the unadjusted gender pay gap is **7.6%** in favor of men - below the EU average of about **13%** (2024). The smaller gap partly reflects generally lower and more uniform salaries across industries, as well as fewer women in top executive or high-paying private-sector roles.
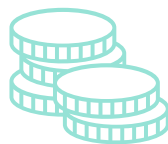
salary snapshot
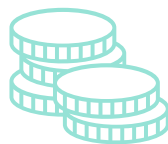
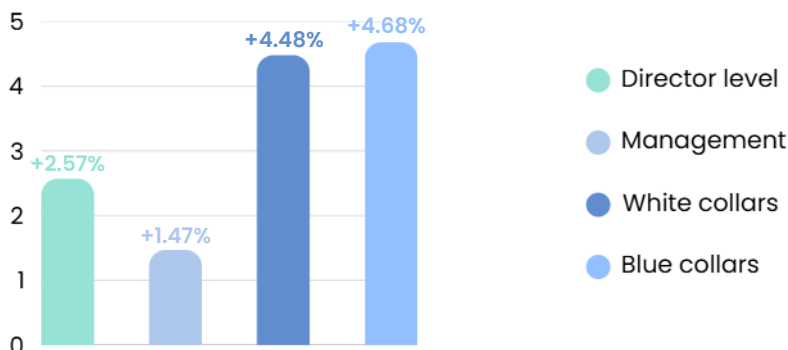## regional salary differences
salaries vs whole market

Vojvodina +4.17%

+5.30% **Belgrade & Surroundings**

Central Serbia −5.73%

West Serbia −3.55%

South-east Serbia −9.15%

*Gross I amounts

salary snapshot

regional salary differences vs whole market

Vojvodina

+4.17%

- ● Director level
- ● Management
- ● White collars
- ● Blue collars

Chart values: +2.57%, +1.47%, +4.48%, +4.68%

Belgrade& Surroundings

+5.30%

- ● Director level
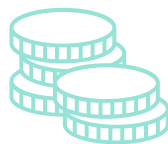- ● Management
- ● White collars
- ● Blue collars

Chart values: +5.15%, +3.27%, +7.53%, +4.90%
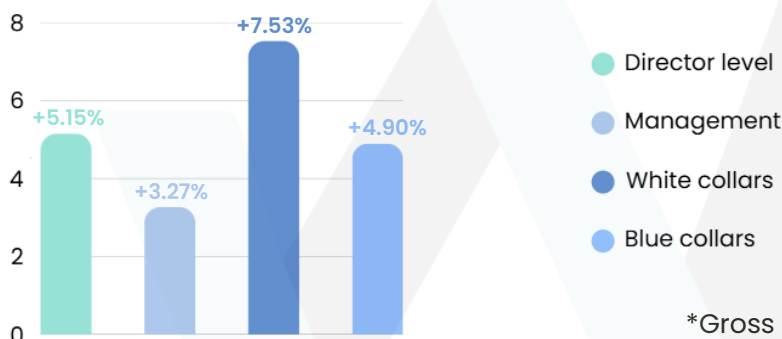
*Gross I amounts

salary snapshot

regional salary differences vs whole market

Central Serbia

−5.73%
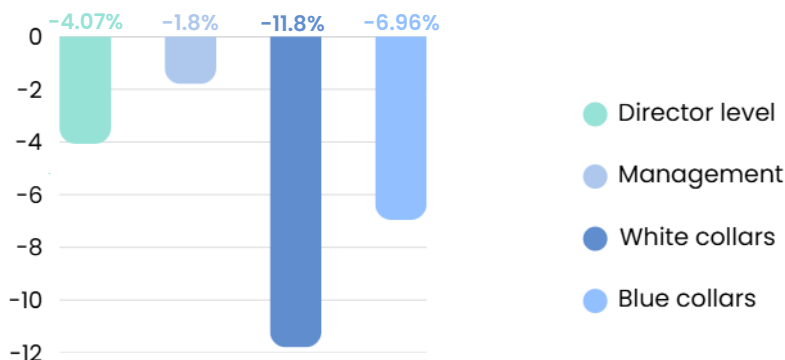
−4.07%	Director level
−1.8%	Management
−11.8%	White collars
−6.96%	Blue collars

West Serbia

−3.55%

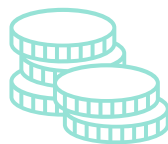|	
−2.40%	Director level
+0.11%	Management
−8.46%	White collars
−5.53%	Blue collars

*Gross I amounts

salary snapshot

regional salary differences vs whole market

South-east Serbia   −9.15%

- 🟢 Director level
- 🔵 Management
- 🔵 White collars
- 🔵 Blue collars

Chart bars: −4.86%, −6.33%, −14.86%, −8.52%

*Gross I amounts
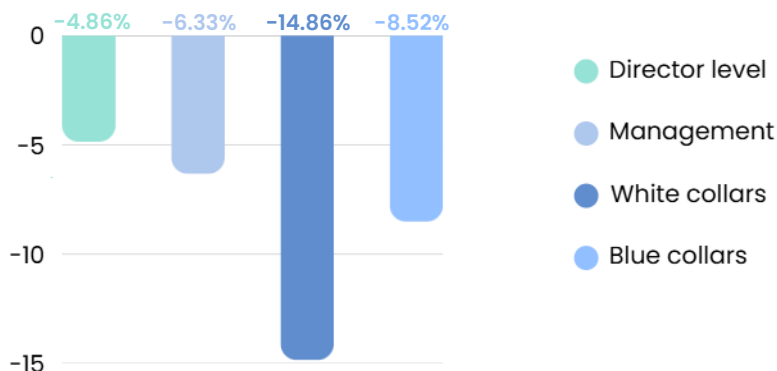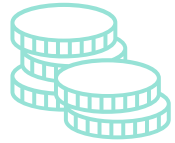
salary snapshot

industry salary differences vs whole market

fmcg   +1.36%

Chart values:
- Director level: -3.85%
- Management: +4.04%
- White collars: -3.85%
- Blue collars: +6.37%

Legend:
- Director level
- Management
- White collars
- Blue collars

manufacturing   -2.03%

Chart values:
- Director level: +3.15%
- Management: -1.5%
- White collars: +1.27%
- Blue collars: -1.34%

Legend:
- Director level
- Management
- White collars
- Blue collars

*Gross l amounts
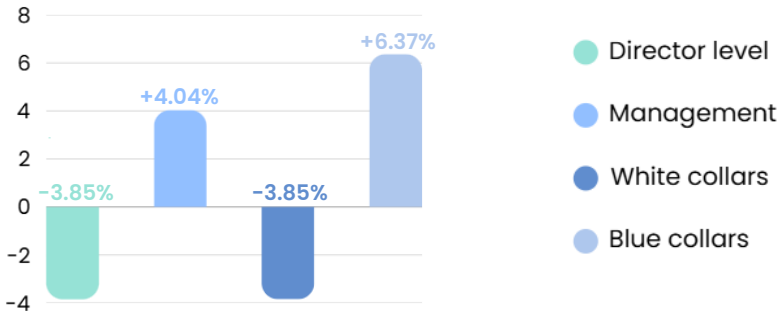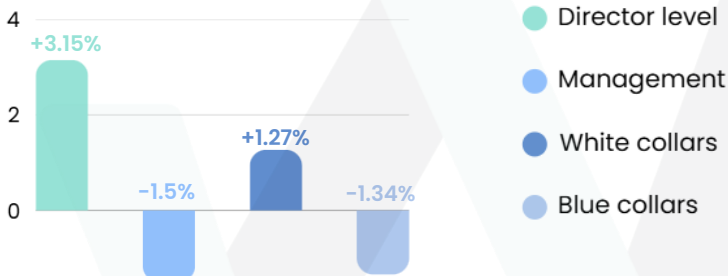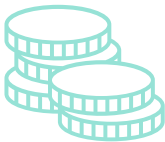
salary snapshot

logistics & distribution

−10.7%

-4.06% -9.14% −19.53% -6.4%

0	
-5	
-10	
-15	
-20	
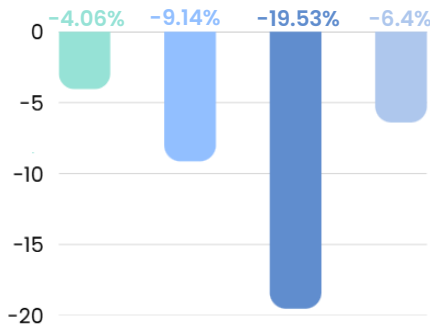
● Director level
● Management
● White collars
● Blue collars

retail & wholesale

−5.66%

-1.9% −6.07% −9.88% −7.28%

0	
-2	
-4	
-6	
-8	
-10	
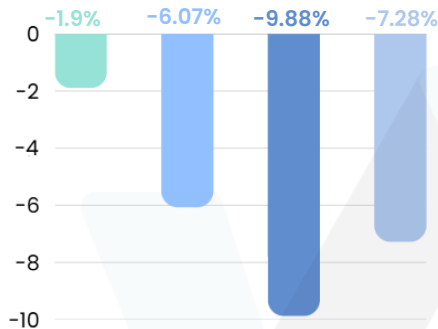
● Director level
● Management
● White collars
● Blue collars

salary snapshot

information technology

+46.34%

Chart legend:
- Director level
- Management
- White collars

Values:
- Director level: −4.35%
- Management: +1.73%
- White collars: +68.99%

Y-axis: 80, 60, 40, 20, 0, −20
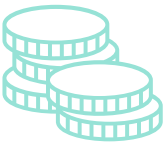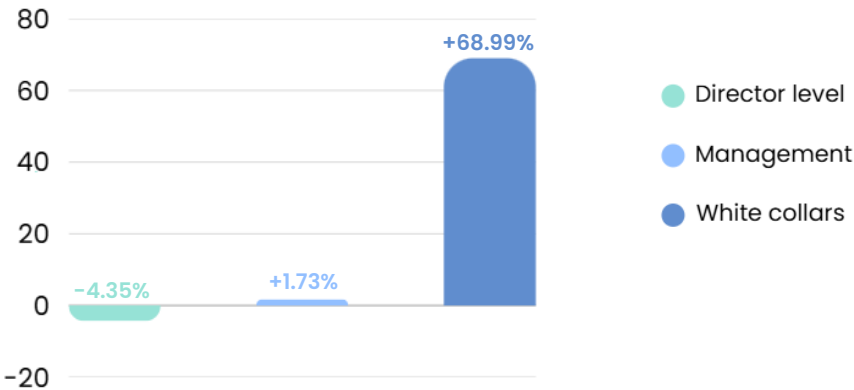
benefits snapshot

+21%
companies using
flexible benefits model

Flexible benefits are becoming the new standard – one in five more companies are now using this model compared to last year.

Employees most often use their benefits for health, education, and leisure activities.

92.000 rsd
median annual net flex benefit budget per employee

34%
companies have
Introduced private
medical insurance for
blue collars

Private medical insurance is gaining traction among blue-collar employees, signaling a wider shift toward health and well-being benefits across all levels.

benefits snapshot

Top 5 most common **benefits** per industry

fmcg

- ● Private medical insurance
- ● Company car
- ● Mobile phone
- ● Special jubilees / Vouchers & gifts
- ● Fruits&snacks

manufacturing

- ● Private medical insurance
- ● Company car
- ● Mobile phone
- ● Special jubilees
- ● Vouchers & gifts
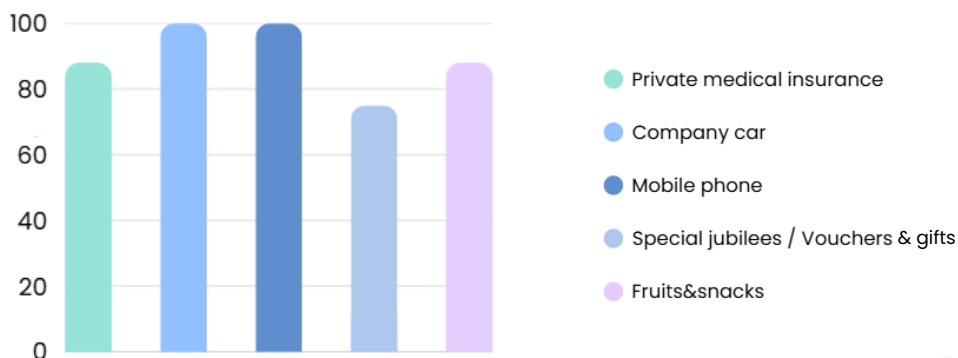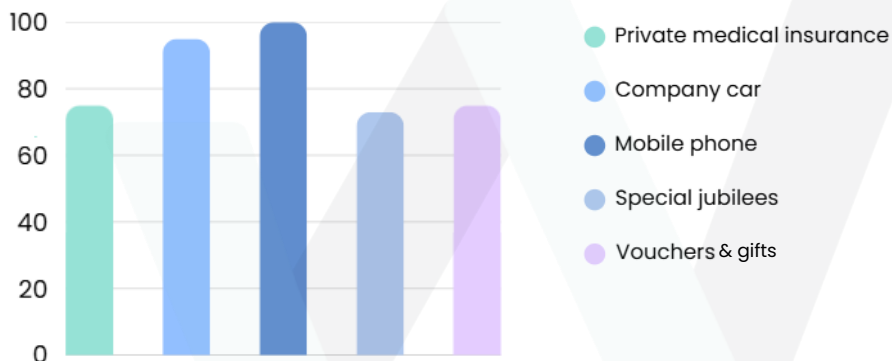
benefits snapshot

Top 5 most common **benefits** per industry

logistics& distribution

- ● Private medical insurance
- ● Company car
- ● Mobile phone
- ● Special jubilees / Vouchers & gifts
- ● Fruits&snacks

retail & wholesale

- ● Private medical insurance
- ● Company car
- ● Mobile phone
- ● Special jubilees
- ● Company discounts
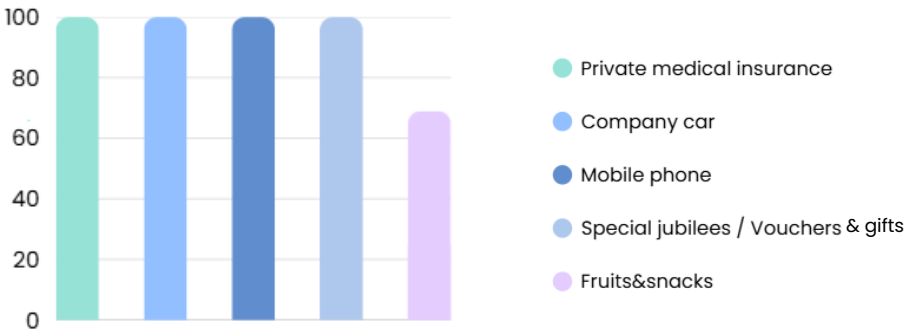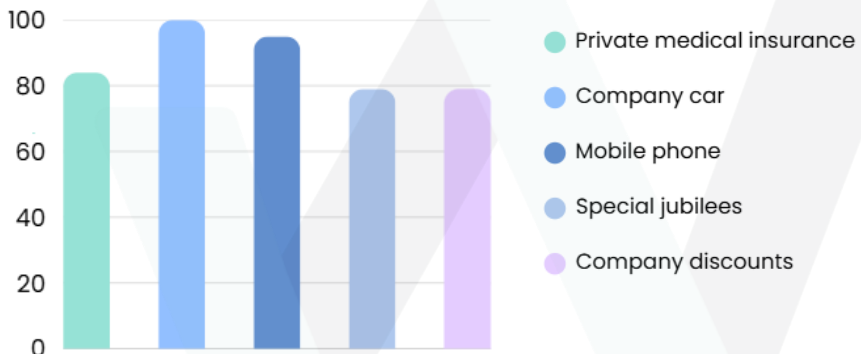
benefits snapshot

Top 5 most common **benefits** per industry

information technology
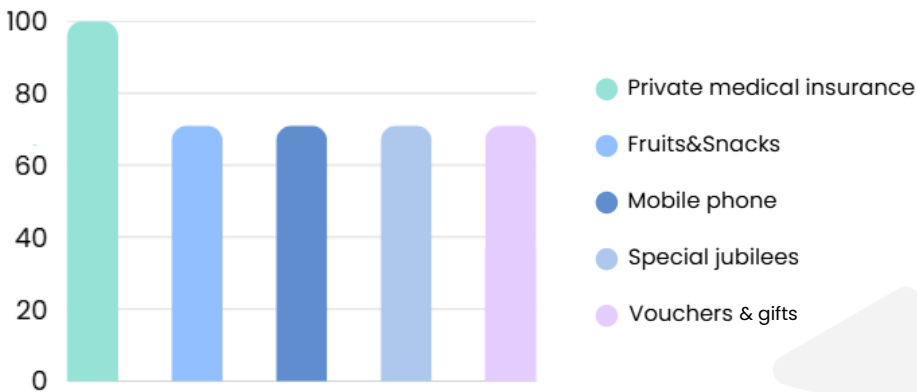
	Legend
🟢	Private medical insurance
🔵	Fruits&Snacks
🔵	Mobile phone
🔵	Special jubilees
🟣	Vouchers & gifts

benefits snapshot

Top 3 most common **car models** per level

ceo

- BMW - X5
- Mercedes-Benz - S-class
- Volvo - XC90

director

- BMW - X3
- Škoda - Superb
- Škoda - Octavia

benefits snapshot

Top 3 most common **car models** per level

management

- Honda - CR-V
- Škoda - Octavia
- Toyota - Corolla

white collars

- Fiat - 500L
- Mazda - CX30
- Toyota - Other

blue collars

- Citroen - C3
- Škoda - Fabia
- Volkswagen - Passat
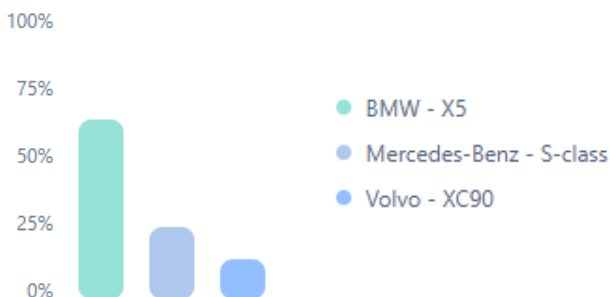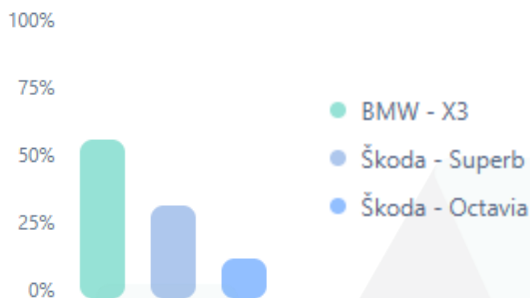
benefits snapshot

instances when employees receive vouchers and gifts

100%	● For birthday
75%	● For Christmas/New Year
50%	● For Easter
25%	● For International Women's Day
0%	● For New Year children present
	● For newborn baby
	● For children 1st grades
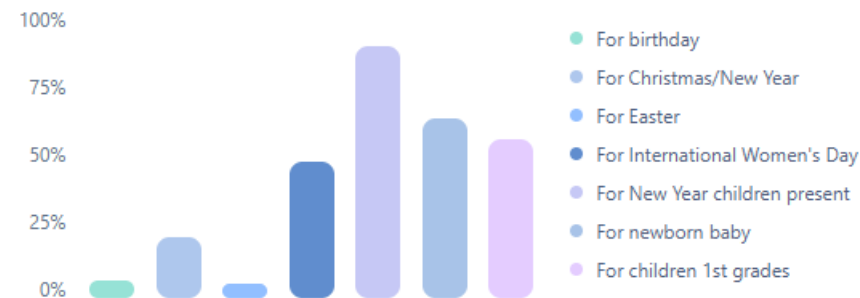
special jubilee or years of service awards by years

100%	● Up to 5 years
75%	● 6-10 years
50%	● 11-20 years
25%	● 20+ years
0%	

interesting facts

19%
of companies are providing **LTIs**

insights box

19% of companies currently provide long-term incentives (LTIs), indicating that such programs are still in early adoption and mostly targeted at top management and critical roles.

Company success is growing trend and major KPI for all following levels:

ceo	84%
director	69%
management	60%
sales force	70%
white collars	57%

presence at work

42%
of companies have introduced it for blue collars

interesting facts

Maximal **additional days of annual leave** provided by the company:

Median — 5 days

Average — 6.64 days

0   2   4   6   8

remote work

40%
of companies are providing remote work as an option.

2
is average number of days that employee can work from home on weekly level.

powered by rewardly

This Comp&Ben Snapshot report is powered by Rewardly, the people analytics and total rewards platform trusted by forward-thinking companies in Serbia. With access to live data from **70,000+** employees in **100+** companies, Rewardly goes beyond simple benchmarking. It uncovers the real stories behind workforce equity, pay, and career progression.

With Rewardly you are able to:

o **Benchmark smarter** – see exactly how your pay practices compare across industries and markets.
o **Turn data into desicions** – transform raw workforce data into actionable insights for fair, strategic, and transparent policies.
o **Design rewards for the future** – align compensation, benefits, and recognition with what today's workforce truly values.

Rewardly provides you with:

o **Real-time data** – always up to date.
o **Company-sourced insights** – based on verified workforce data.
o **Instant salary benchmarks** – pay gaps calculated in seconds.
o **Comprehensive comp & ben landscape** – visibility into benefits, bonuses, and policies.
o **Reports in just a few clicks** – all the information you need, when you need it.

Let's connect

rewardly

reimagining total rewards for the future of work.