



2025 Salary and Benefit Survey Supermarket Location Analysts

Goals of the Survey

The most important goal of this survey is to provide accurate information to both employees and employers regarding the industry “standards” and trends regarding the location analyst’s salary and benefits.

A second goal of this survey is to help personnel and human resource departments to better understand the kind of compensation package required in order to attract (and keep) quality location analysts. Too often these departments look only at education and experience requirements and do not understand the post-college training, special skills, demanding schedules, and national shortage of location analysts.

Notes to Results

1. Some questionnaires were discarded based on incomplete information. Overall, 43 completed survey forms were kept. This is a good sampling, but not high enough numbers to produce greatly reliable figures, especially in detailed areas.
2. Not all respondents completed every question. Therefore, some questions have a base count of less than 43.
3. Average salaries were \$123,000, slightly up from \$121,000 in the 2022 survey. This is a rise of about \$2,000 over three years, or less than 1%.
4. 84% of respondents received bonuses that averaged about \$27,000 annually, about 42% higher than reported in 2022. Clearly employers are relying more on bonuses for improved salary packages than 3 years ago.
5. Analysts with less than 10 years of experience averaged \$95,000 in salary and about \$23,000 for bonuses.
6. Managers’ salaries averaged \$143,000 with bonuses averaging \$44,000.
7. 61% of respondents felt confident that their salaries would continue to rise, down from 74% in 2022, and 94% in 2017..
8. Only 61% of respondents reported that they were confident their salaries would continue to rise, a large drop from the 74% reported in the 2022 survey, and a dramatic drop from the 91% reported in 2017.
9. Respondents averaged 7.1 in satisfaction with their compensation packages, based on a 1-10 scale. This is slightly lower than 2022.
10. The average number of days in the field requiring overnight stays was 41, compared to 50 in 2022.



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11. Respondents reported that they are working an average of about 40% from home, which is down considerably from the 2022 study in which 62% stated they were working primarily from home. In 2025 only about 20% reported working from home 80% or more.
12. 15% reported that their respective companies have laid off employees in the past three years, which is lower than reported in 2022.
13. The following percentages show the frequency of perks offered:

Company car:	9%
Bonus:	79%
401-K:	91%
Stock grant/options:	26%
Profit sharing:	12%

This survey was conducted by Gravitec Development at the 2025 Gravitec Supermarket Research Conference held April 30-May 2, 2025 in Clearwater Beach, Florida. You are welcome to quote or print any of the information within this document, but we ask that you attribute any such information to Gravitec Development. You can address any questions or comments to:

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