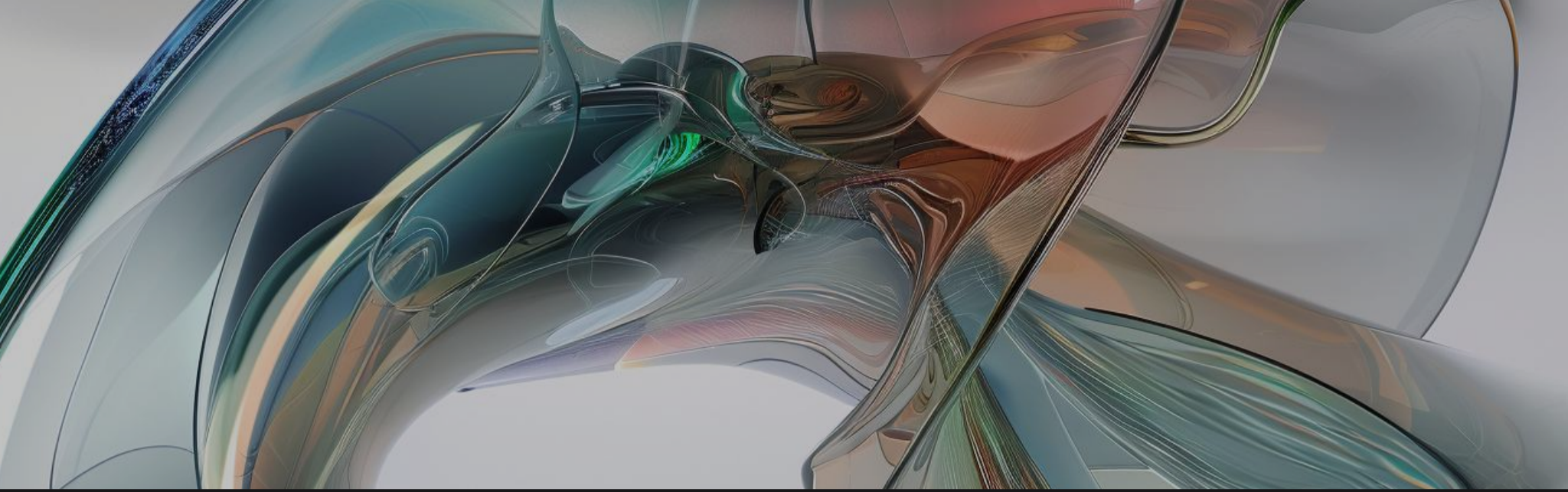


# Navigating IT Salaries in 2024: A Comprehensive Salary Guide





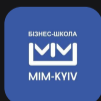


As the job market constantly evolves, so do salary expectations and hiring trends. To be ahead of the curve, businesses need to stay informed and adapt to fluctuations in the industry.

This salary guide provides essential insights into the current situation of the IT industry and average compensation across **the most in demand positions**. We hope it will help you navigate the complexities of hiring landscape in the tech environment.



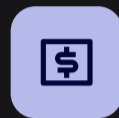
**Ann Kuss, CEO at  
Outstaff Your Team**



# Why Cooperating with Outstaff Your Team?



Own extensive pool of talents



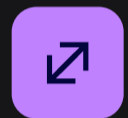
Tailored compensation research



Reduced recruitment time



Cost savings in operational costs



Possibility to scale based on project needs



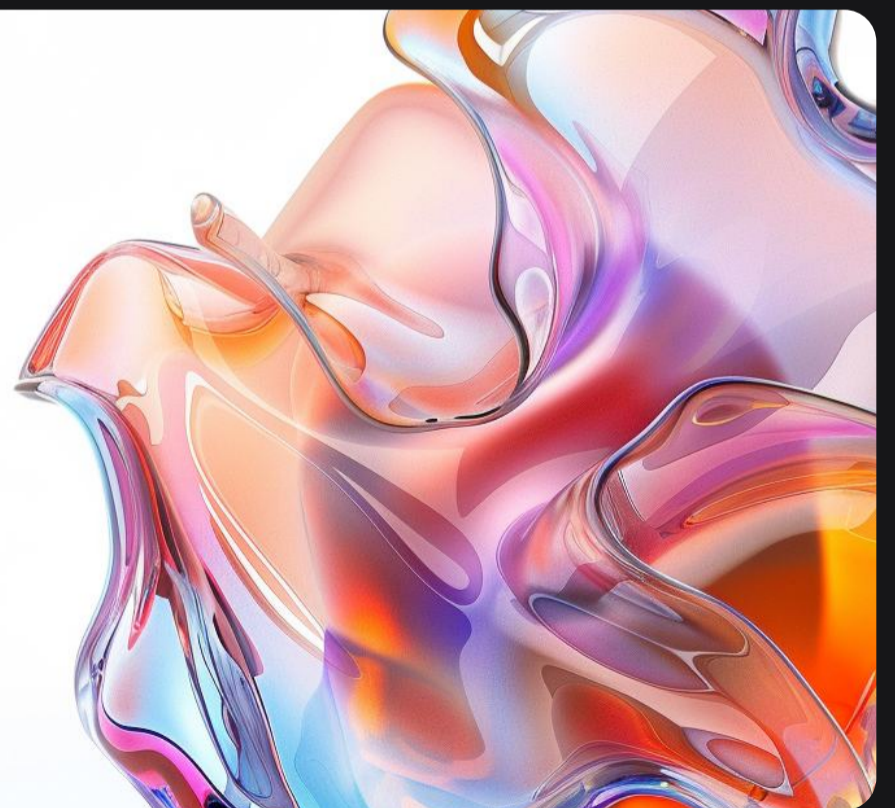
All processes are built around security



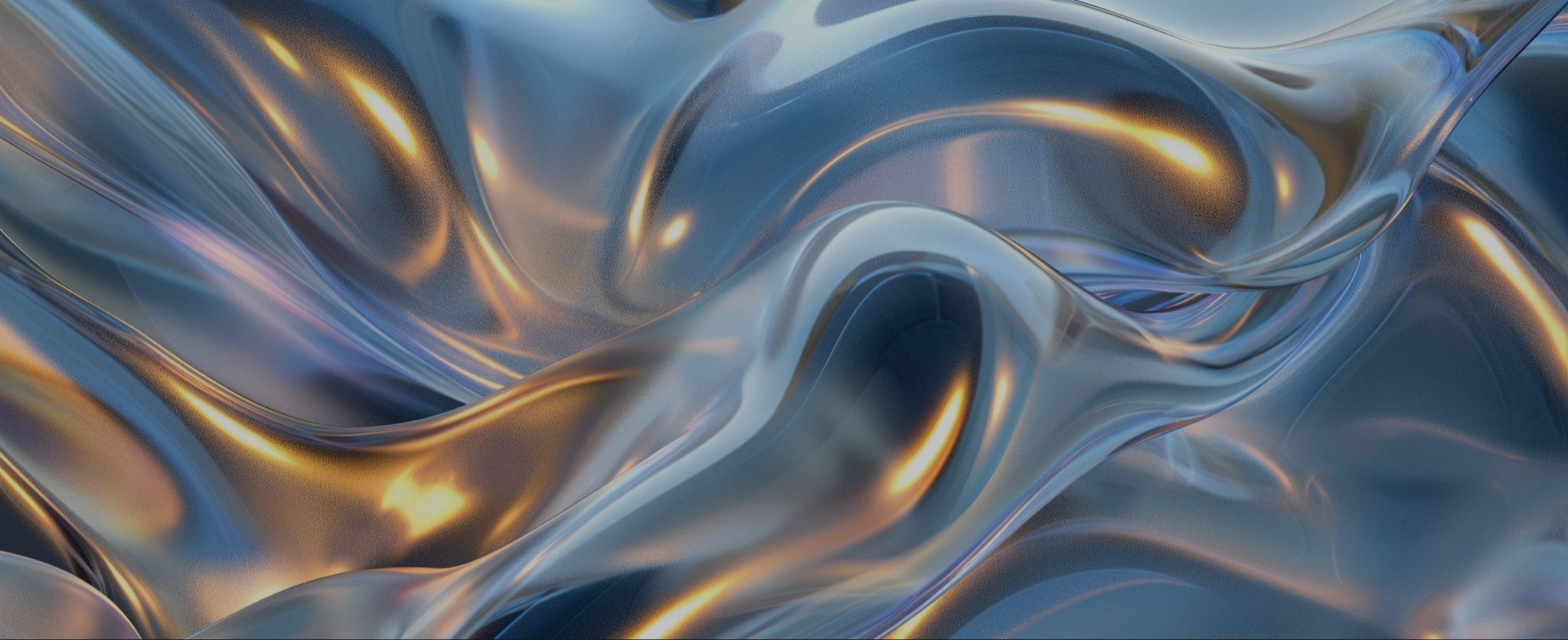
Numerous services, from outstaffing to contract & payroll management

**Check how we can accelerate your growth!**

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# What's Inside?

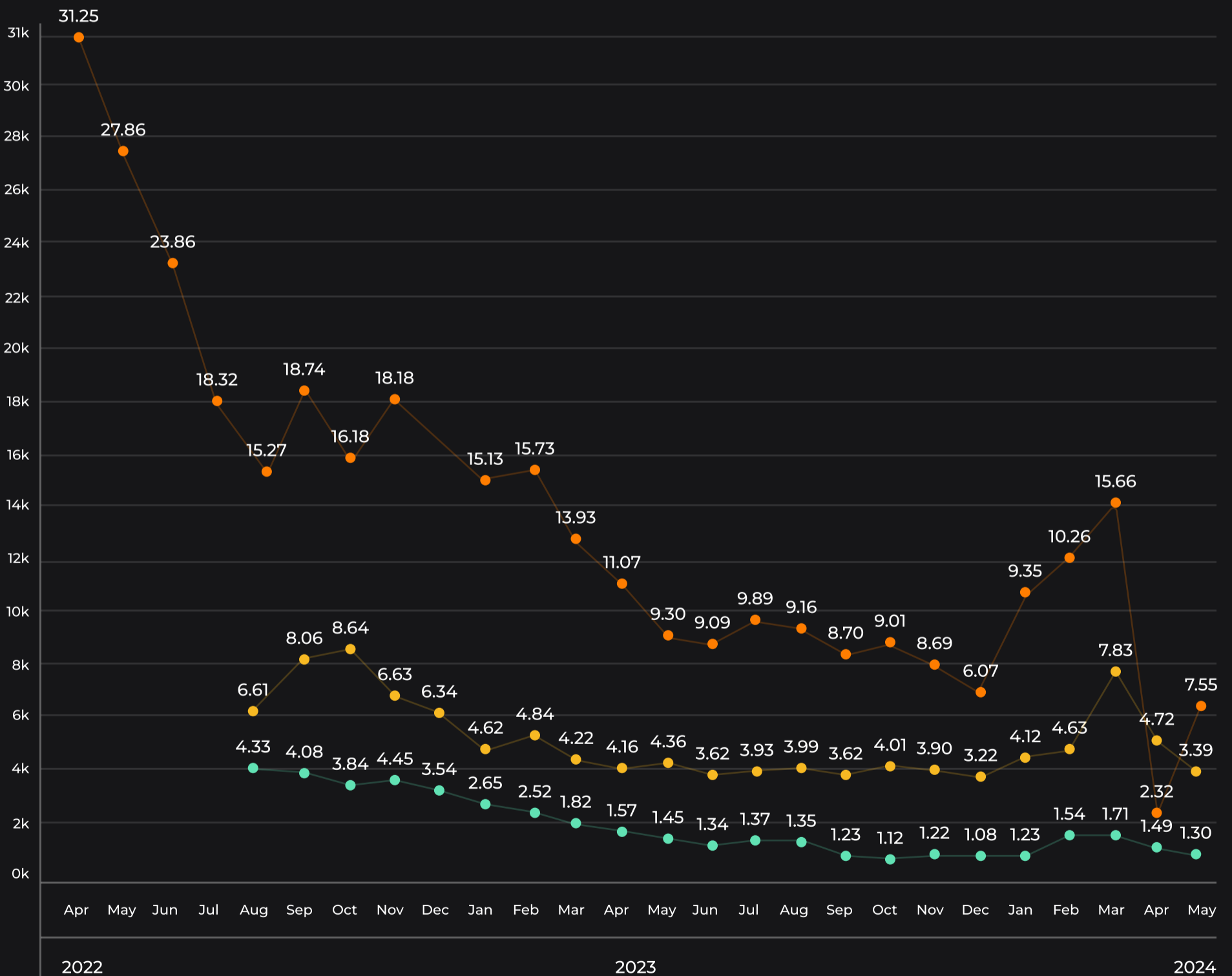
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# Key Factors Influencing IT Salaries in 2024

By 2024, the tech market has gone through a number of challenges influenced by high global inflation, increased interest rates, and economic uncertainties. As a result, we find ourselves in the **company-oriented market**, which means that businesses have more power than specialists to dictate market terms.

## Demand for developers. Number of new jobs posted for software developers



● WW (worldwide) ● On-site ● Remote

Source: [DevQuarterly](#).



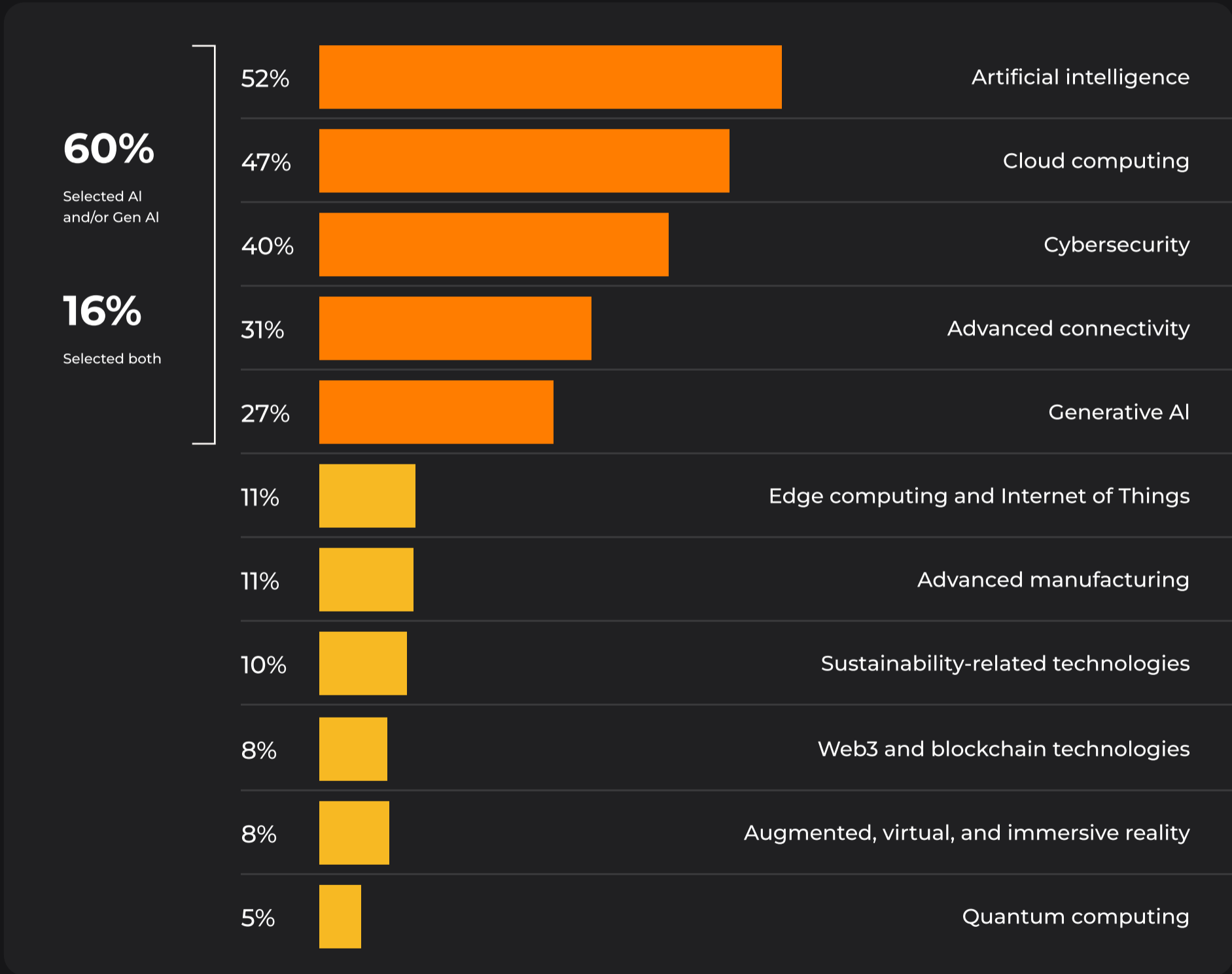


# Technologies That Pick Up Steam

At the same time, according to [Deloitte](#), analysts hope that the tech industry will stabilize and come to modest growth thanks to the following technologies.

## Leaders expect AI and cloud to drive the most growth over the next year

Technologies expected to enable the most growth in the next 12 months (respondents chose up to three)



Note: N (US technology industry decision-makers) = 122.  
Source: Deloitte Center for Technology, Media & Telecommunications' survey of tech industry leaders, October-November 2023.



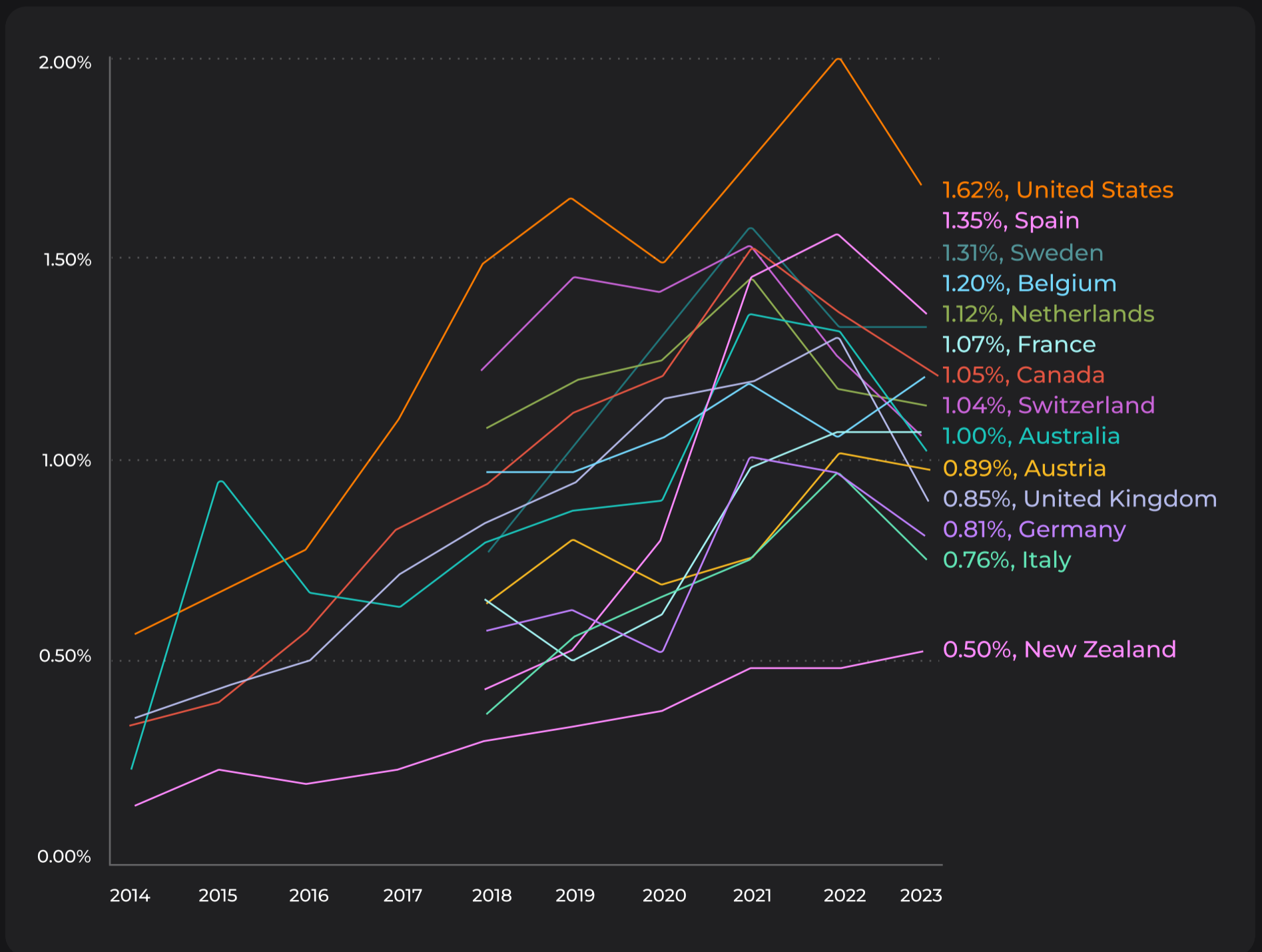
# Impact of Emerging Technologies

Emerging technologies, such as AI and automation, are transforming business models, and companies that adopt these technologies early are commanding higher salaries for related roles. According to the [AI Index 2024 Annual Report](#), funding for generative AI surged, reaching \$25.2 billion.

We see that with the boom of AI products, the demand for such specialists as ML Engineer, MLOps, Data Scientist, Data Engineer, AI Engineer, and Computer Vision Engineer continues to grow.

## AI job postings (% of all job postings) by geographic area, 2014-23

Source: Lightcast, 2023 | Chart: 2024 AI Index report



Source: [AI Index 2024 Annual Report](#)



# Talent Shortages in Specialized Fields

The demand for specific IT roles, such as AI engineers, machine learning experts, and cybersecurity specialists, continues to far outpace supply. For startups and SMBs that need specialized skills but cannot compete with the salary offerings of large enterprises, this shortage becomes a significant obstacle.

Nevertheless, as the specialists are hard to find in some areas, we have seen a rise in compensation for some roles, such as XR Designer, Blockchain Developer.

## AI-related roles that organizations hired in the last year by industry, 2023.

All industries	36%	31%	31%	28%	25%	24%	22%	21%	11%	7%
Business, legal, and professional services	33%	28%	25%	24%	20%	21%	22%	21%	8%	4%
Consumer goods/retail	27%	14%	15%	20%	14%	20%	21%	13%	11%	3%
Healthcare systems/ pharma and med. products	19%	32%	16%	23%	19%	25%	13%	16%	3%	9%
Financial services	41%	37%	44%	24%	29%	19%	26%	26%	17%	10%
Tech, media, and telecom	39%	41%	44%	38%	36%	27%	25%	27%	17%	13%
	Data engineers	AI data scientists	Machine learning engineers	Software engineers	Data architects	Data visualization specialists	Design specialists	AI product owners/managers	Translators	Prompt engineers

Source: McKinsey & Company Survey, 2023 | Chart: 2024 AI Index Report

## Over-Saturated Areas.

At the same time, we notice that some areas in the market have become oversaturated, leading to intensive competition and decreased compensation rates. Candidates lower their expectations for the expected remuneration. Today, this area encompasses such specialists as Front-End Developers, QA Specialists, Project Managers. These are also the easiest roles to start a career in IT.

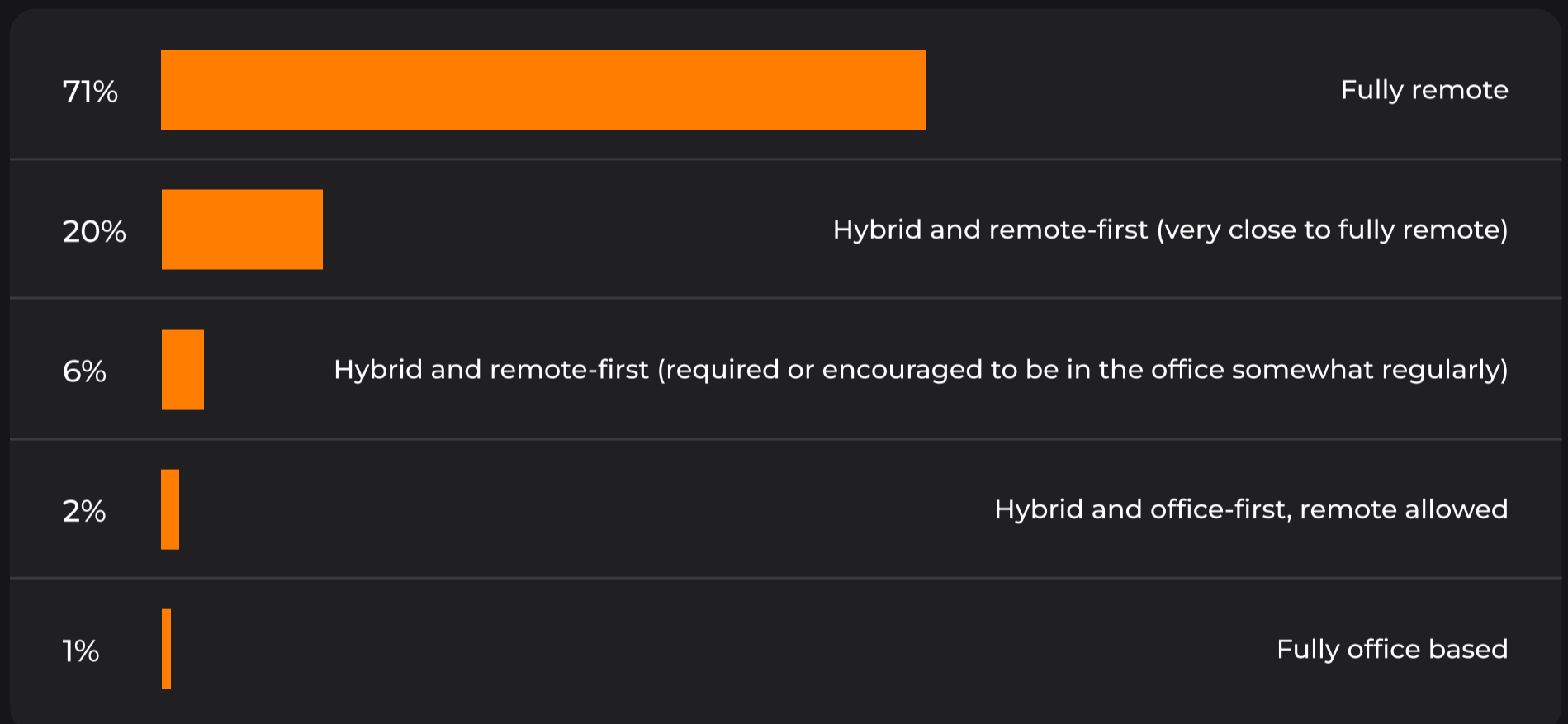
# Globalization and Remote Work Market

With shifting to remote work during the pandemic, many businesses understood that they should remain flexible to cope with such world crises. This has removed geographic boundaries for hiring. Small and medium-size companies now compete with tech giants for global talent.

Many regions, such as Eastern Europe, Latin America, and Southeast Asia, have become hubs for affordable yet highly skilled IT professionals. But as more companies look to these markets, even talent in traditionally lower-cost regions is seeing a rise in wage expectations.

According to [Statista](#), most employees globally prefer remote and hybrid modes of work, despite all the challenges that come with them.

## What kind of remote work structure would you like to have?

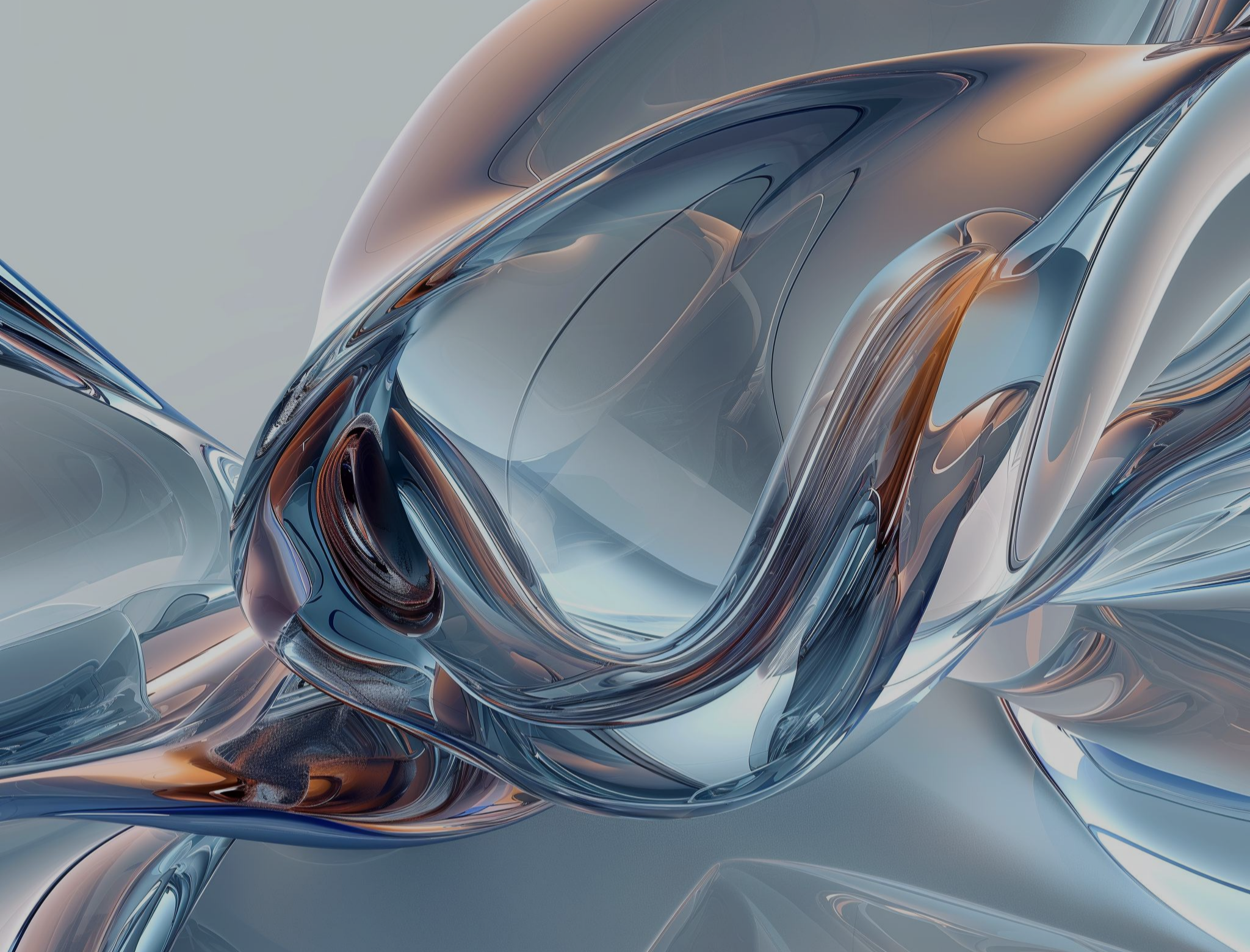


Source: [Statista](#), 2024

Beyond salary, flexibility in the workplace has become a major driver of compensation negotiations. Many tech professionals now prioritize flexibility over monetary compensation, and offering hybrid or fully remote roles can help attract talent without inflating salary costs.

According to the [TechSmith 2024 report](#), bigger companies with over 1000 employees are more likely to offer flexible conditions, than smaller companies (over 60% as compared to under 50% for companies with <100 employees).





# Emerging Trends in IT Talent Acquisition and Retention

With the rapidly changing tech landscape, businesses see new challenges. Their focus encompasses hiring but also retaining core specialists in their projects. According to [Harvard Business Review](#), one of the primary reasons employees decide to leave is the lack of professional development.

As high turnover rates lead to financial losses, more and more companies offer attractive benefits, development initiatives, and adopt work-life balance strategies.

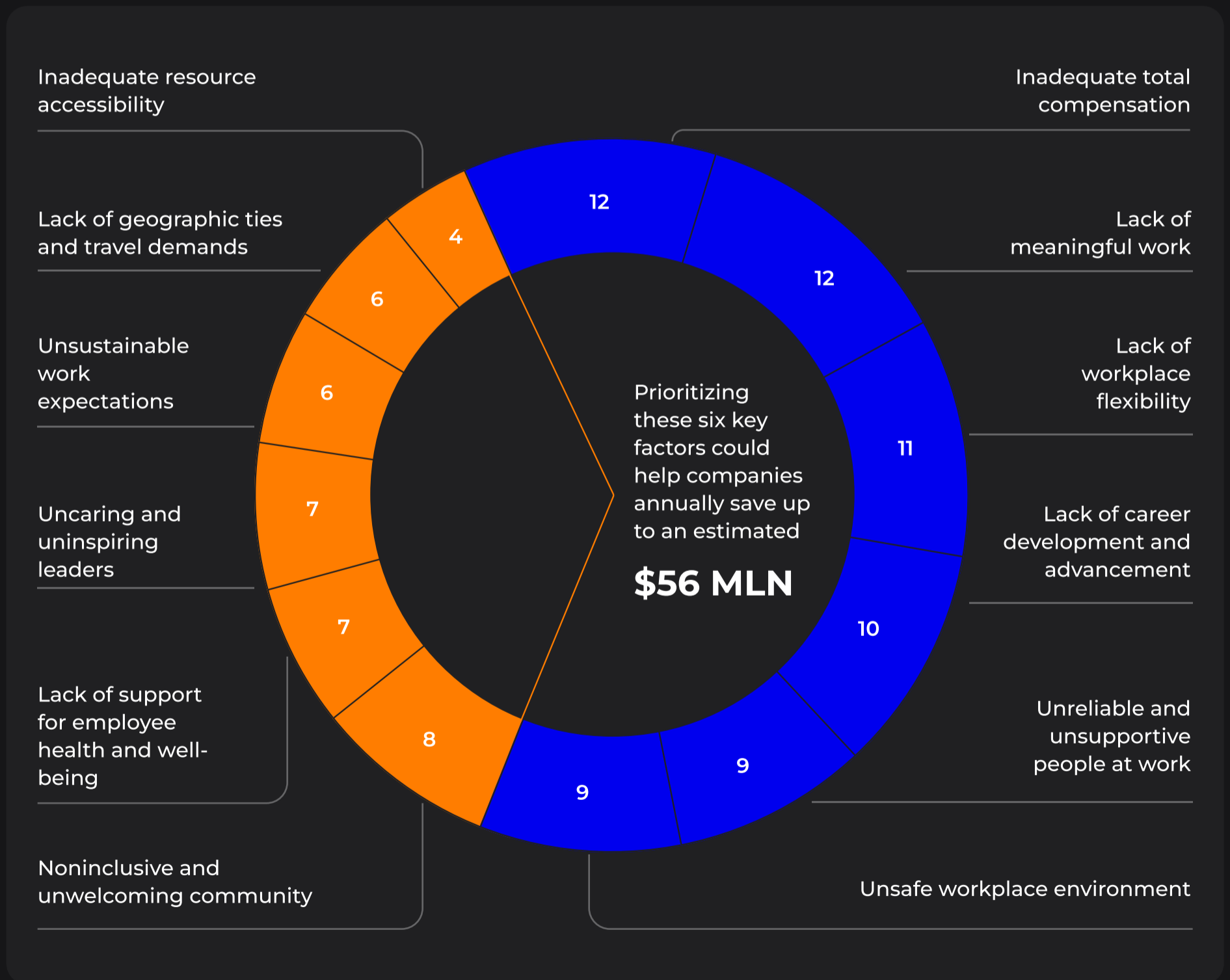


# Focus on Retention

Today, businesses understand the importance of investing in employees' retention. Tech startups and SMBs are now leveraging personalized development plans to retain top talent. They support career development, offer certification and upskilling opportunities, and encourage internal career pathways.

McKinsey & Company suggest that addressing some core turnover reasons could save companies millions of dollars:

## Drivers of disengagement and their relative contribution to disengagement cost, %



Source: McKinsey & Company



# Streamlining Hiring with AI and Automation

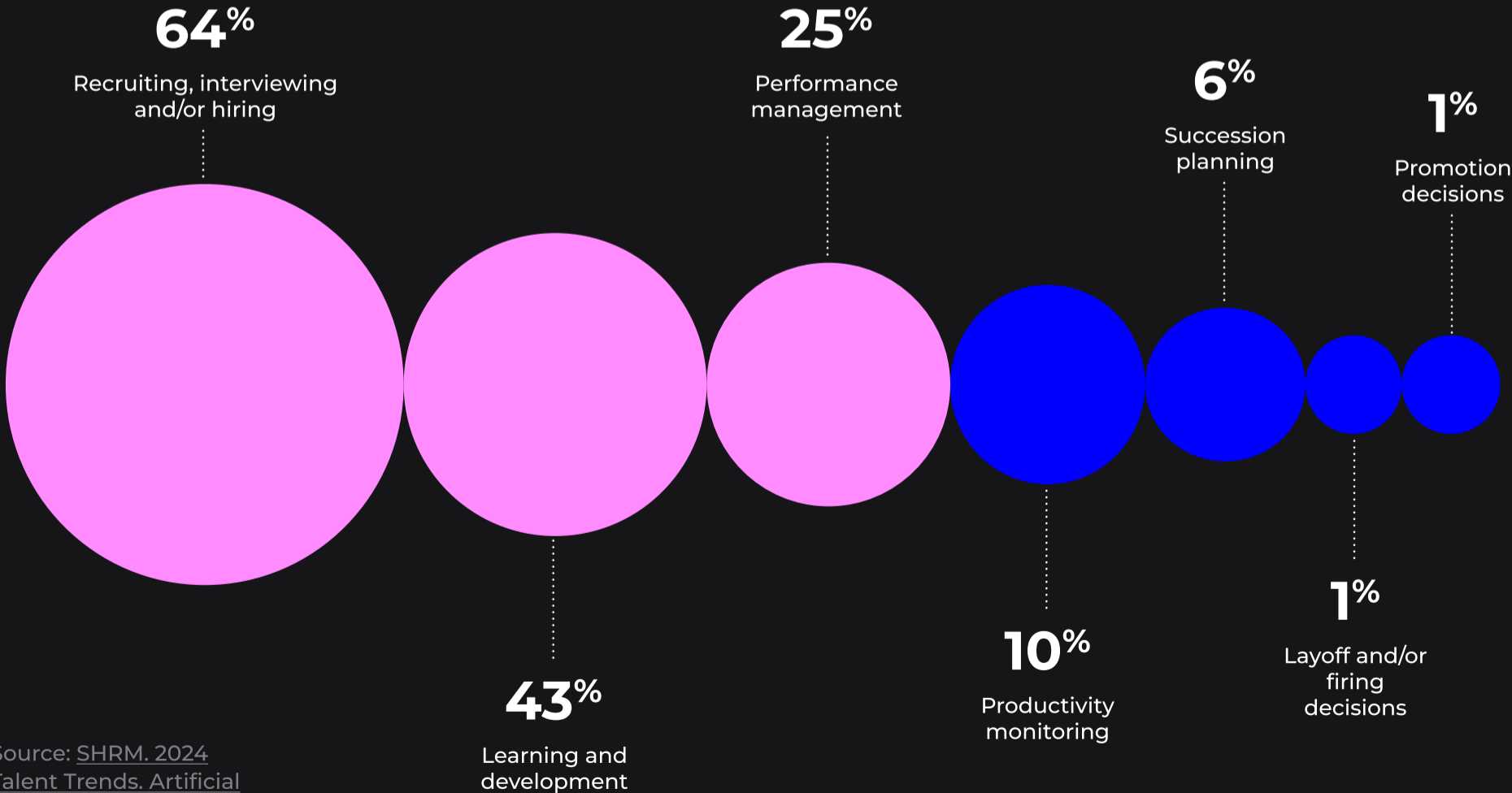
AI technology penetrates the HR industry as well. AI products, although not yet perfect, help HR specialists to quickly analyze candidates' applications, showing in percentage how much a candidate matches the job description. Although HR specialists still check the relevance of such information, this tendency will only intensify in the future.

Recruiters will be able to save 70% of their time on sourcing candidates, which will help find candidates and fill positions much faster. The same applies for automation that actively conquers recruiters' working space. For example, we already benefit from various tools that allow working with numerous profiles at the same time, sending mails to multiple candidates, or scheduling communication mails in advance.

According to the study by Gartner, 38% of HR leaders who participated in the survey are testing, using, or are planning to implement generative AI solutions.

## How HR Uses Artificial Intelligence

\*Question was select all that apply. Among those who indicated their organization uses AI to support HR-related activities.



Source: SHRM. 2024  
Talent Trends. Artificial  
Intelligence in HR.

# Prioritizing Work-Life Balance

As one of the retention strategies and promotion of a brand's culture, more and more companies focus on work-life balance. SMBs are offering flexible hours, mental health days, and remote work options to prevent burnout. Beyond flexible schedules, mental health initiatives have become widespread.

Offering access to mental health professionals, counseling services, or digital well-being platforms is an increasingly common practice. Companies are introducing proactive burnout prevention programs, such as setting realistic workloads, enforcing mandatory time off, and providing access to wellness activities.

## Initiatives prioritized by organizations to facilitate work-life balance for IT employees worldwide in 2023:



Source: Statista, 2024



# Top In-Demand Positions for Startups and Growing Companies

In 2024, certain IT roles are seeing explosive growth due to their critical role in areas like AI, cybersecurity, cloud computing, and software development. This section highlights the most in-demand IT specialists that businesses are actively seeking and their average compensation across regions.

\*The average salary means annual base salary in US dollars, excluding benefits and bonuses.

Tech (role-based)	USA	Western Europe	LATAM	Asia
Software Developer	\$130K	\$109K	\$98K	\$101K
Mobile Developer	\$120K	\$85K	\$50K	\$78K
Cloud Engineer	\$137K	\$77K	\$65K	\$72K
Full-Stack Developer	\$146K	\$67K	\$77K	\$55K
ML Engineer	\$155K	\$74K	\$40K	\$115K
Blockchain Engineer	\$143K	\$82K	\$50K	\$90K
Data Engineer	\$131K	\$65K	\$112K	\$62K
AI Developer	\$100K	\$90K	\$50K	\$70K
Cybersecurity Specialist	\$124K	\$72K	\$66K	\$75K
VR Engineer	\$125K	\$69K	\$50K	\$80K
DevOps Engineer	\$140K	\$70K	\$60K	\$80K
Project Manager	\$90K	\$85K	\$80K	\$30K
QA Engineer	\$60K	\$55K	\$50K	\$78K

Source: [Glassdoor](#), 2024

Tech (stack-based)	USA	Western Europe	LATAM	Asia
HTML/Markup	\$92K	\$55K	\$45K	\$50K
WordPress	\$84K	\$55K	\$71K	\$30K
PHP	\$91K	\$74K	\$45K	\$55K
Python	\$118K	\$77K	\$50K	\$65K
JavaScript	\$154K	\$64K	\$50K	\$60K
Angular	\$130K	\$67K	\$50K	\$60K
React	\$120K	\$81K	\$60K	\$65K
Node.js	\$141K	\$90K	\$55K	\$70K
Django	\$119K	\$75K	\$50K	\$60K
Vue.js	\$126K	\$71K	\$45K	\$55K
.Net	\$106K	\$55K	\$50K	\$55K
Java	\$120K	\$90K	\$60K	\$70K

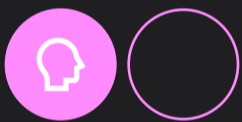
Digital & Creative	USA	Western Europe	LATAM	Asia
UI/UX Designer	\$83K	\$60K	\$40K	\$50K
Graphic Designer	\$70K	\$47K	\$40K	\$45K
Business Analyst	\$84K	\$70K	\$40K	\$50K
Content Writer	\$58K	\$39K	\$25K	\$30K
SMM Specialist	\$65K	\$50K	\$30K	\$35K
Marketing Specialist	\$71K	\$56K	\$35K	\$40K
PPC Specialist	\$64K	\$43K	\$30K	\$35K
SEO Specialist	\$63K	\$52K	\$35K	\$40K
Business Development	\$70K	\$60K	\$45K	\$55K

Source: [Glassdoor](#), 2024



# Seniority Levels of Specialists

The salary range not only depends on the geographical location, but also on the seniority level of a specialist. We usually distinguish Junior, Middle, and Senior-level positions. The general rules look in the following way:



## Entry

Experience **0-2 years**

- Work under guidance
- "Ticket closers"
- Accomplish task-oriented assignments
- Earn around 40-60% less than senior positions



## Intermediate

Experience **3-5 years**

- Problem-solvers
- Work independently
- Accomplish complex assignments
- Earn around 20-30% less than seniors, but 30-50% more than juniors



## Advanced

Experience **6+ years**

- Problem framers
- Identify challenges, opportunities, and understand the business
- Design new systems, resolve issues independently
- Earn 50-70% more than middle roles, and much more than entry-level roles





# Want to chat about your hiring needs?

With 13+ experience, I can help you tackle the hiring process with ease, and tailor your compensation and benefits per market trends.

Drop me a line 



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