

Inside Look: Global Compensation Planning (GCPR) December 2025

Global Compensation Planning (GCPR) will
be released on December 10, 2025!

While preparing the data, we found some interesting insights that we couldn't wait to share with you. Check out this sneak peek into the data and mark your calendar for the full release coming soon!

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Global employee promotion rates reflect economic and strategic shifts

Between 2024 and 2025, the global median percentage of employees promoted declined from 5.5% to 5.0%, reflecting a more selective promotion environment, likely driven by economic pressures and a stronger focus on performance. The Americas region continues to have the highest promotion rates, with 6.0% of employees promoted in 2024 and 2025. Asia Pacific and Europe regions experienced a decline — Europe's median employee promotion rate fell from 5.2% in 2024 to 4.5% in 2025, and Asia Pacific's dropped from 5.8% to 5.0% over the same period. In contrast, the Middle East & Africa region showed stability, at 5.0% in 2024 and 2025.



Median promotional salary increase budgets were slightly more conservative in 2025

From 2024 to 2025, as the percentage of employees promoted declined, the median salary increase for a promotion fell slightly from 9.9% to 9.3% (percentage of base salary). The Americas and Asia Pacific regions maintained relatively stable promotional increases — a median of 10.0% of base salary — indicating a focus on maintaining rewards for promoted employees. In contrast, Europe reported a decline in the percentage of employees promoted and a notable decrease in salary increases awarded for a promotion, dipping from 9.0% of base salary in 2024 to 8.0% of base salary in 2025.



Median market data for promotions show large variations within regions

In 2025, the median percentage of employees promoted varied notably within geographic regions. For the Americas region, Brazil led with 8.0% of employees promoted, compared with Puerto Rico, which reported a median of 2.0% of employees promoted. In the Asia Pacific region, India reported that 7.3% of employees were promoted, while New Zealand reported a median of 3.0%. In Europe, companies in Lithuania reported 7.1% of employees promoted in 2025, compared with a median of 2.0% in Finland.



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