

# Inside Look: Incentives Around the World

Incentives Around the World releases  
on February 12, 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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## Incentives as a percentage of annual total cash in Asia Pacific are above the global average

Globally, managers receive 11% of their annual total cash in the form of incentives while para-professionals receive 6%. In Asia Pacific, managers' incentives account for 15% of total cash compensation and para-professionals receive 10%. The proportion of incentives in annual total cash for employees in the Americas is on par with the global average, while incentives for Europe and Middle East & Africa all fall below the global average for manager levels and below, with Western Europe providing the lowest amount at 8% for managers and 2% for para-professionals.



## STI eligibility for executives in Western Europe exceeds the global average

More than 80% of executives worldwide are eligible for short-term incentives (STIs). In the Middle East & Africa, the eligibility rate (73%) is below the global benchmark. In Western Europe (89%) and the Americas (83%), (STIs) for executives exceed the global average, highlighting a strong commitment to rewarding performance at this level. In contrast, the Asia Pacific region demonstrates more consistent eligibility criteria across all levels, ranging from 82% for executives and 71% for para-professionals.



## Tailor STI strategies to the local market to ensure competitiveness

STI targets for senior professionals are highest in Asia Pacific at 15% of base salary, while Western Europe has a lower target of 10% base salary, indicating a different approach to rewards. For experienced professionals, the targets are more consistent across regions, with Asia Pacific again leading at 14% of base salary. These variations in STI targets underscore the need for companies to tailor their compensation strategies to local market conditions and organizational goals, ensuring their incentive programs remain competitive and effectively motivate employees.