



Product Managers, Product Designers & Product Marketers in 2022

Annual barometer

THIGA



Hello to the whole Product community!

Since the first LPC in 2016, we've seen this community grow every year and companies increasingly embrace the Product culture.

1153 of you responded to the survey this year. A huge thank you! It allows you to have reliable data on the roles, the evolution of the teams, the motivations of the Product people and their salaries.

The big innovation in 2022 was the introduction of Product Marketing into the study. This discipline is still in its infancy and we only had 46 responses. It therefore seemed relevant to us to make a particular focus because the representativeness of the responses is not identical to the others.

It is impressive to see that Product People love their job so much. The years go by but neither the ecological crisis nor the current economic situation scratches the morale of Product People: about 70% of them say that they love or adore their job. What optimism in a gloomy context!

The search for meaning that permeates all labor market studies is also reflected in our figures: the search for a meaningful Product is on the same level as the search for a better salary or a company with a good product maturity when changing jobs.

Other good news is that gender equality is progressing, first of all in terms of the number of people in the professions, with 46% women compared to 38.5% last year. A dazzling advance! At the same time, salary inequalities have been reduced significantly, especially for Product Managers, even though we must all work to eliminate them. For Product Leaders, we would modestly say that the road is still long...

Finally, we note an increase in the number of Product profiles in the teams: +2 points for companies with 9 to 15 Product profiles, +5 points for companies with more than 15 Product profiles. Similarly, the number of people managed by Product Leaders has increased. The number of Product Designers per team is also rising: the trio of Product Manager, Product Designer and Developer is finally coming to life?

The drop in the average number of years of experience shows that more and more juniors are coming into Product. This will help the Product community to grow.

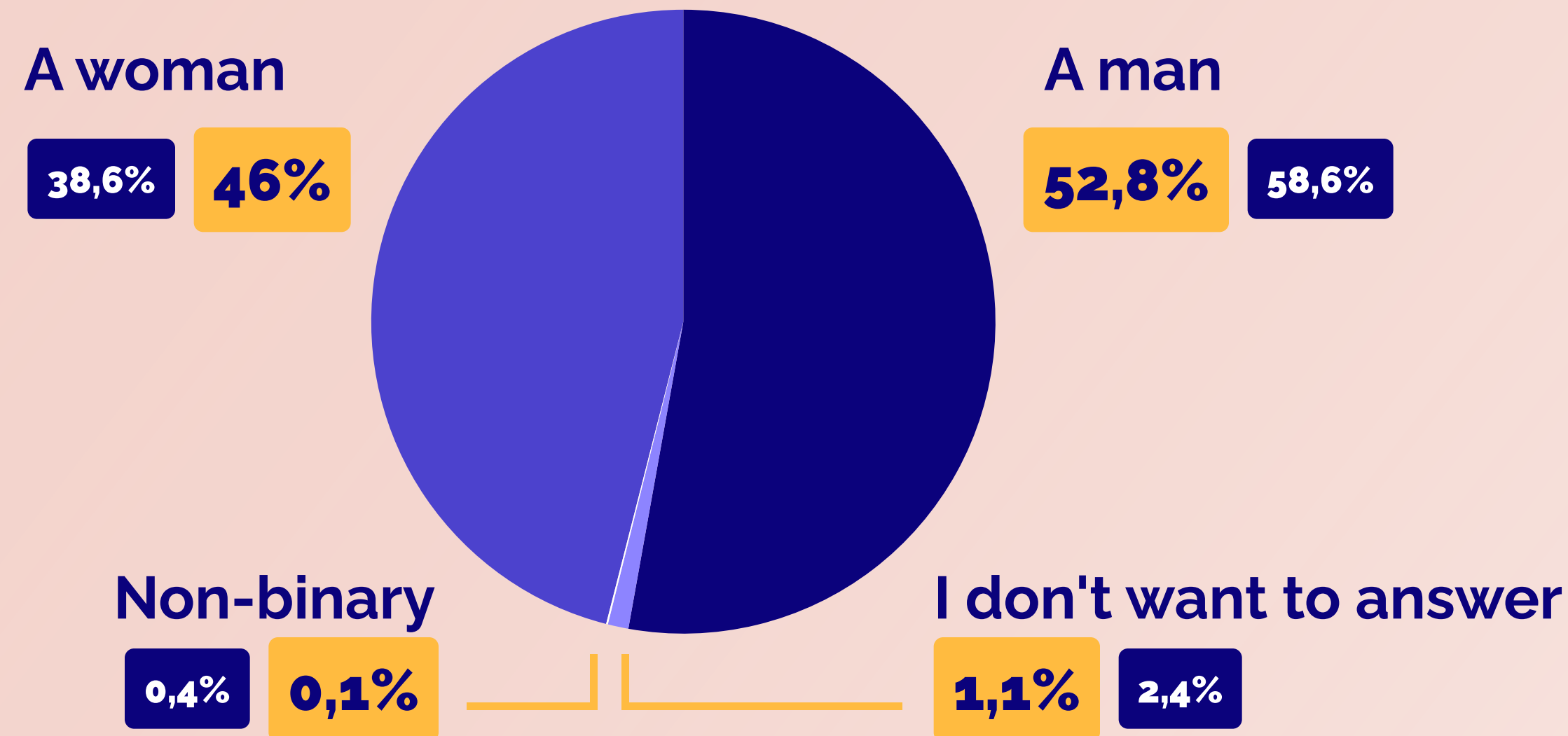
We wish you an excellent reading and much success for the coming year!

Lucas Cerdan, Pierre Fournier, Amandine Durr, Hugo Geissmann, Pauline Marol, Fabrice des Mazery, Maïa Metz, Christopher Parola, Gabriel Szanto

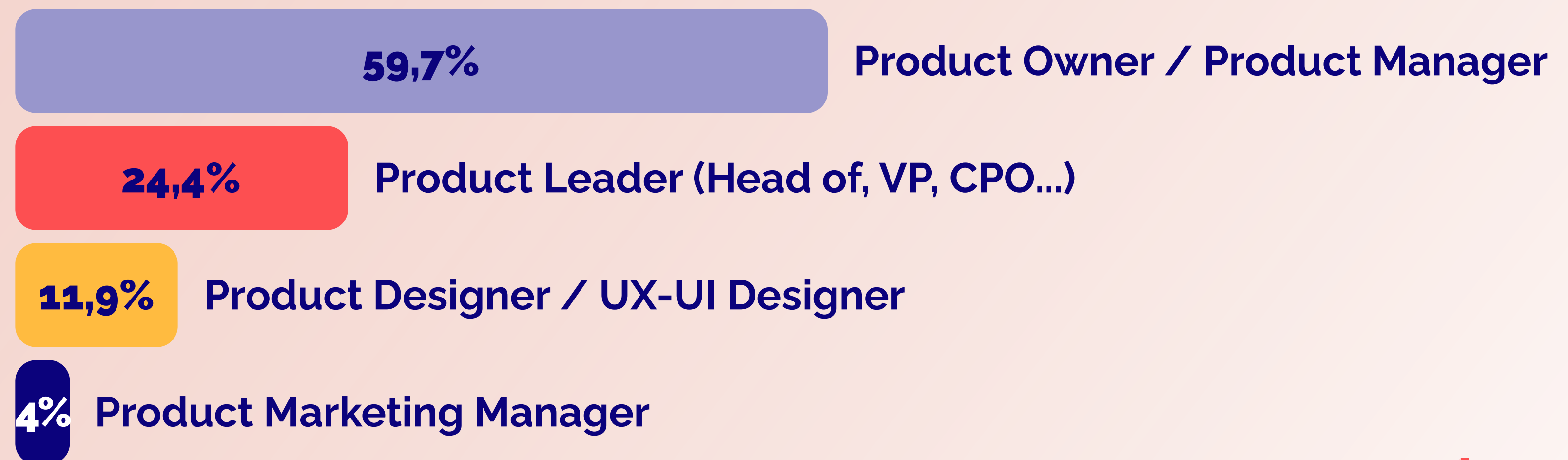


Their life

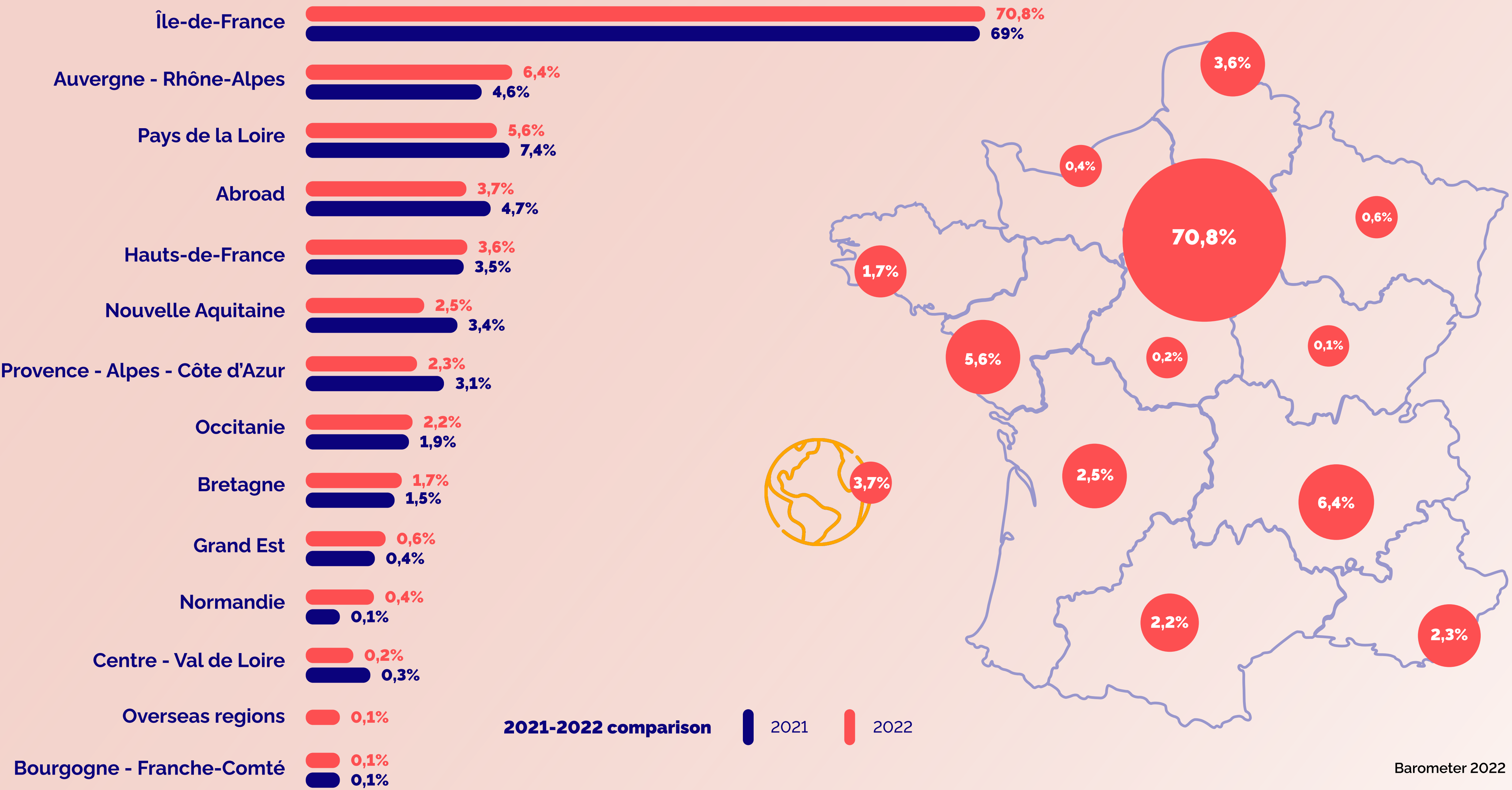
Are you... ?



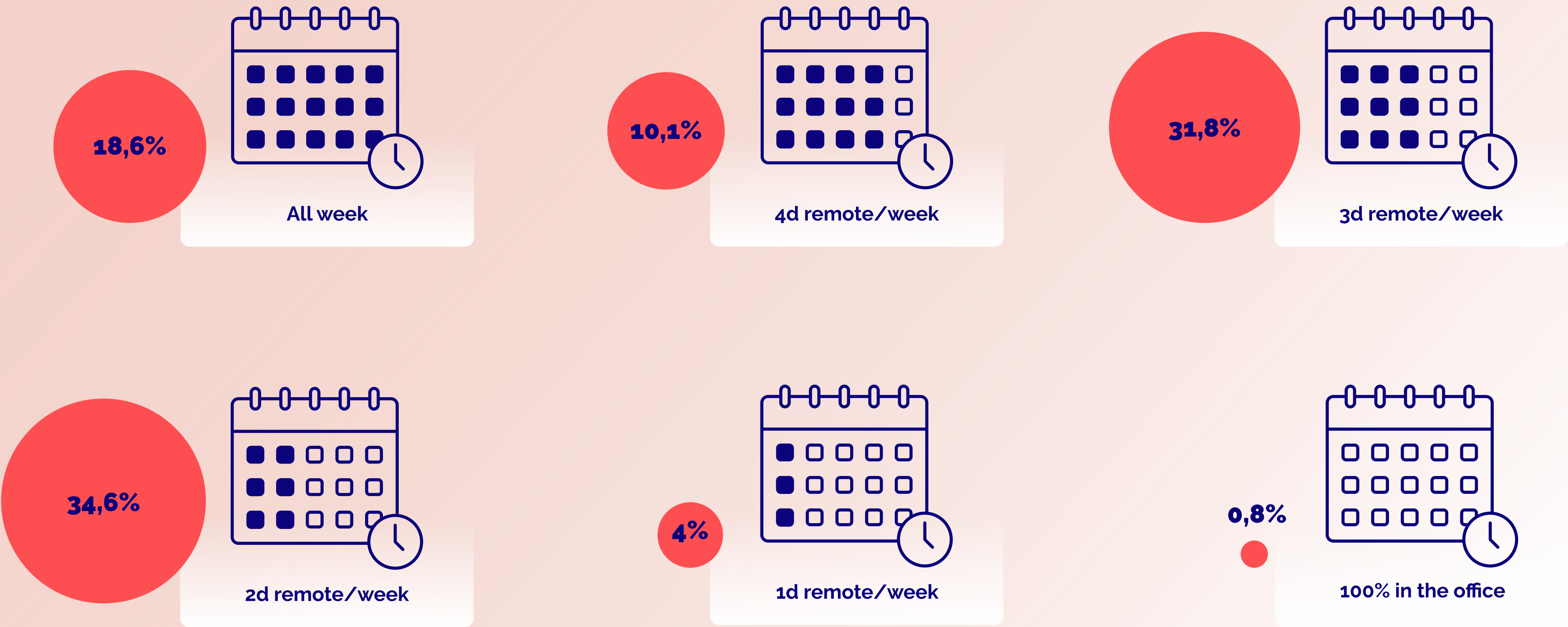
What is your current job title?



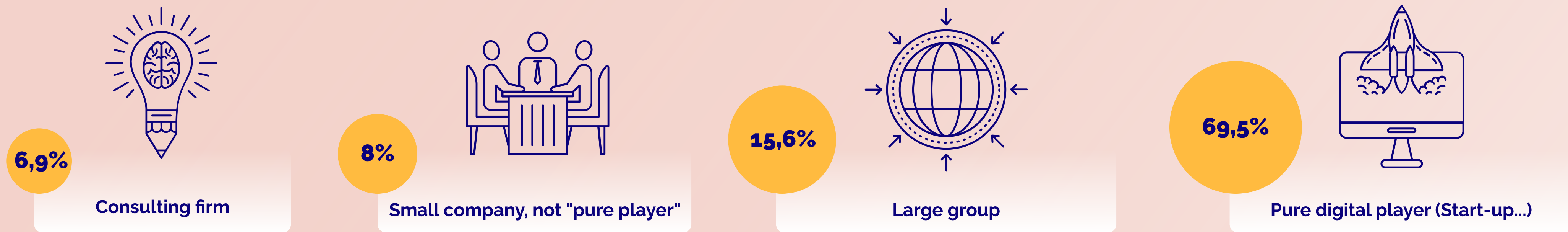
In which region of France is your company located?



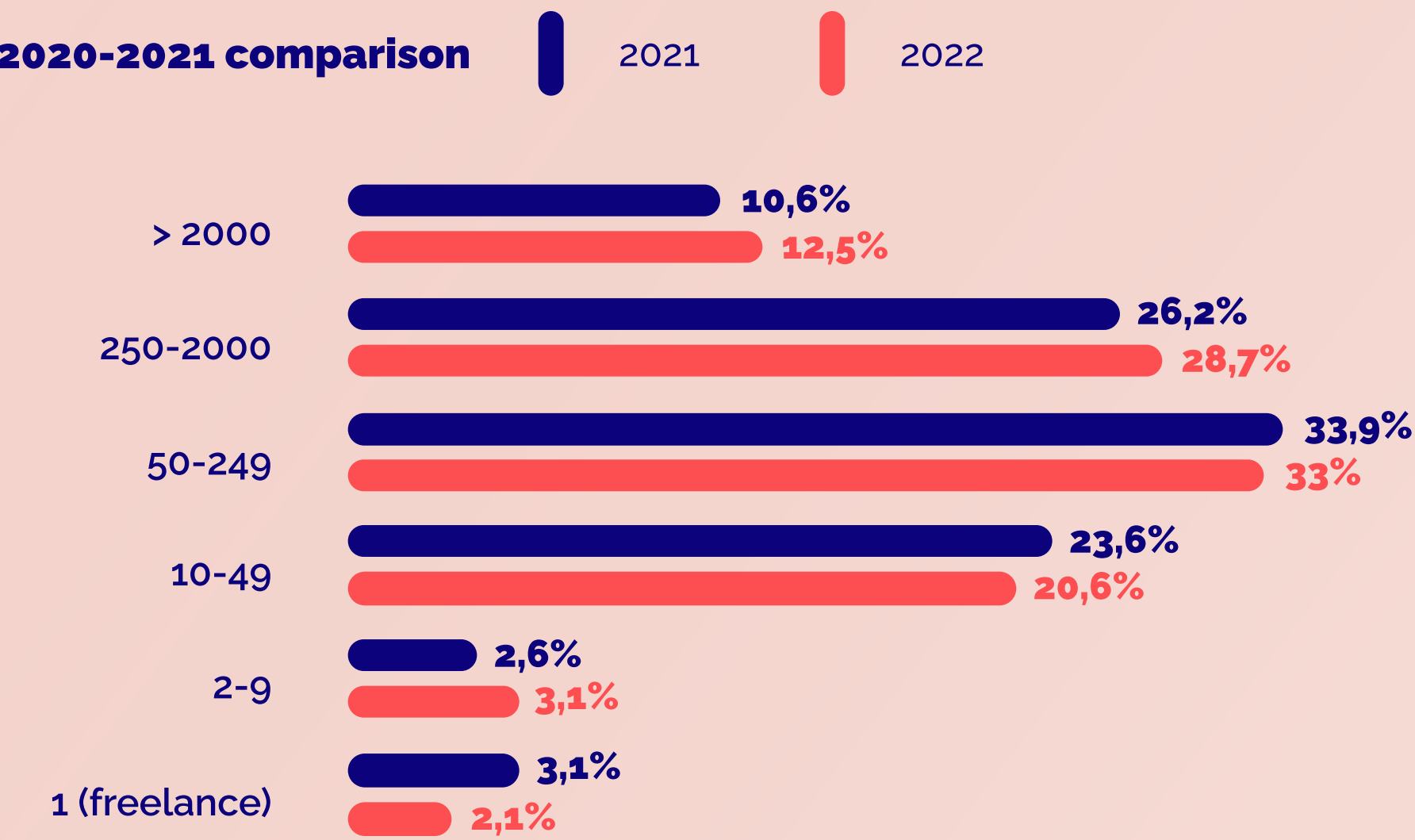
What is the remote model your company has adopted ?



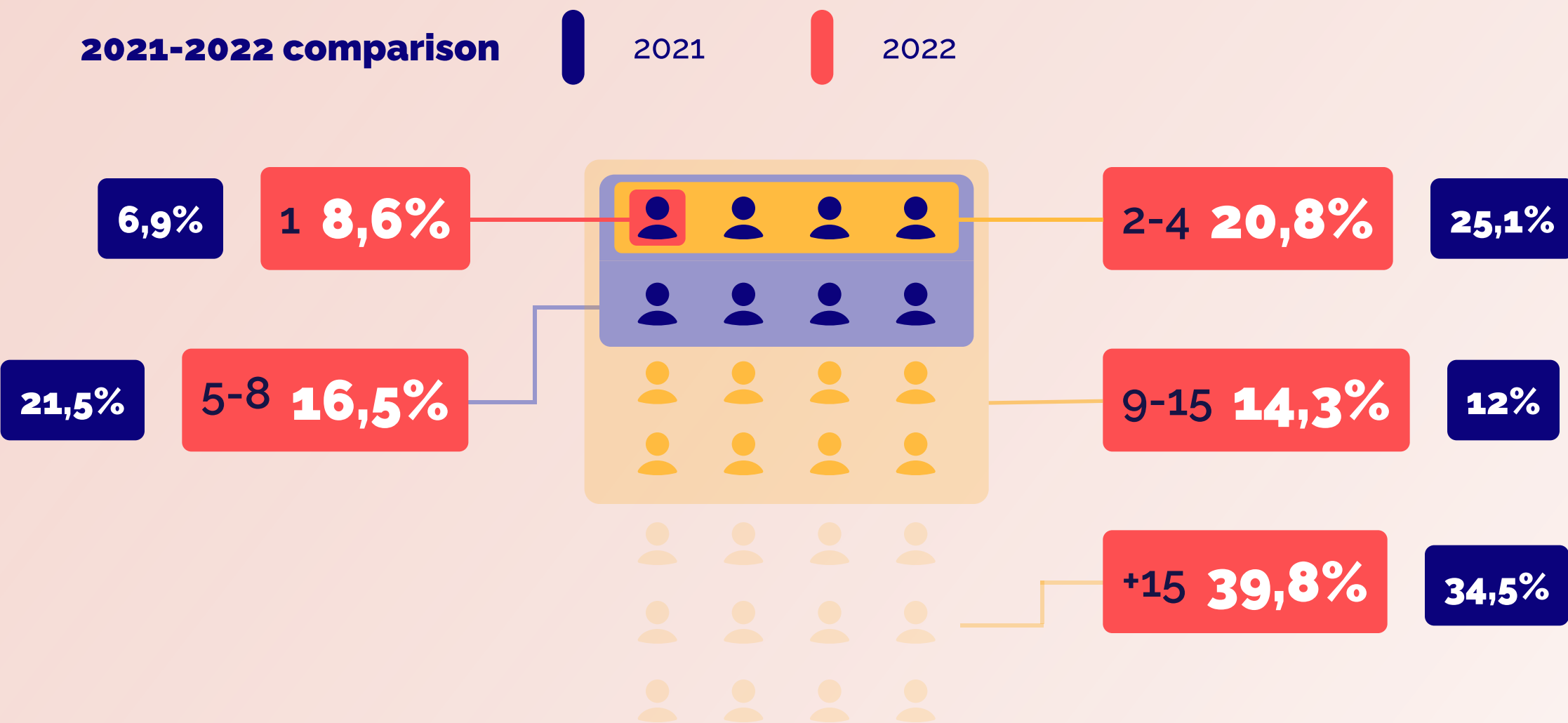
What kind of company do you work in?



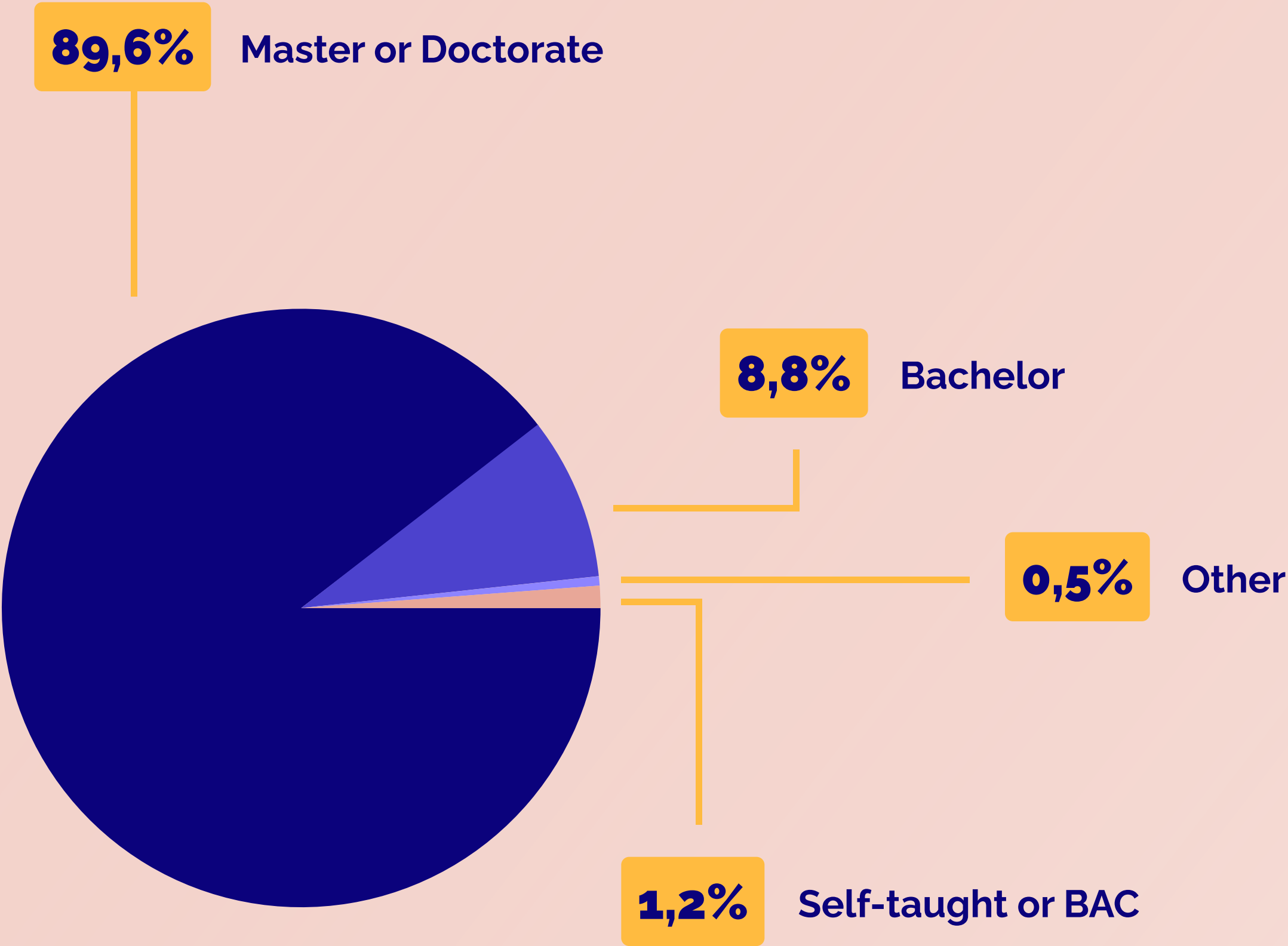
How many employees does your company have?



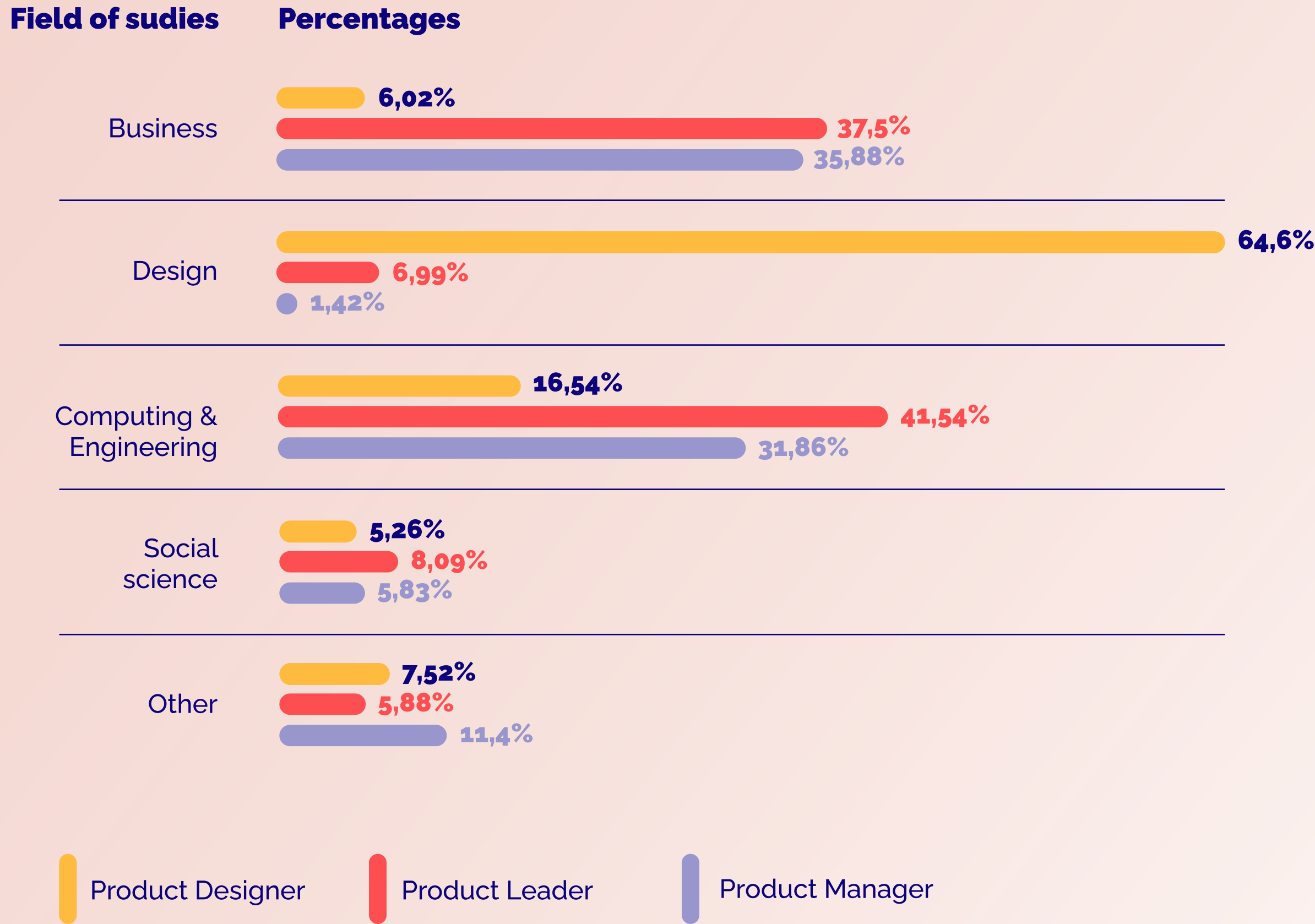
How many Product profiles does your company have? (of any hierarchical level, including you)



What is your degree level ?



What is your main field of studies ?

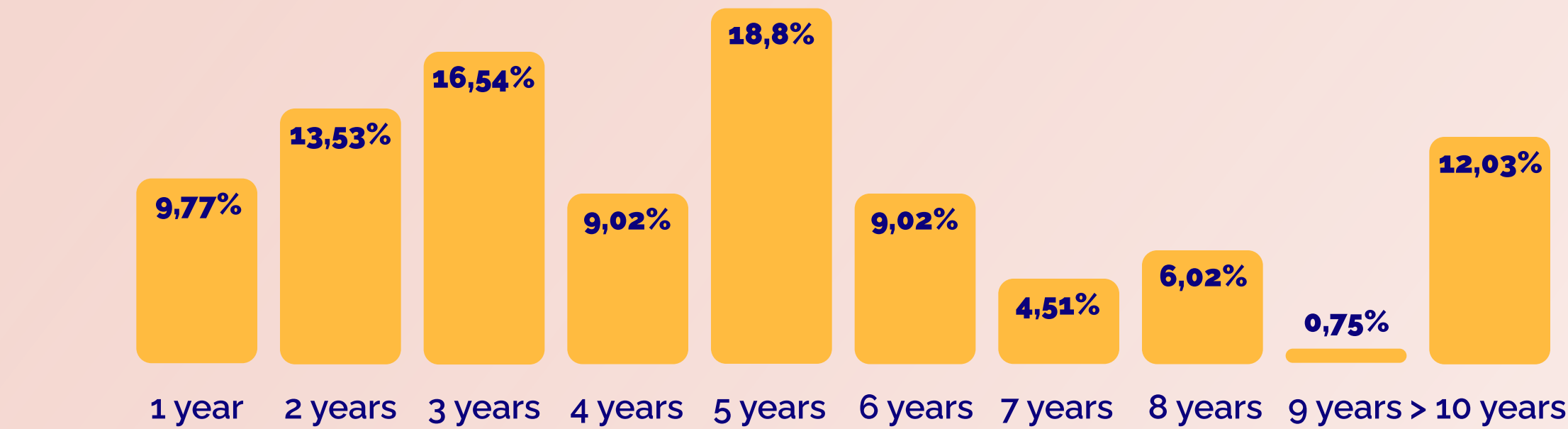


How many years of Product experience do you have?

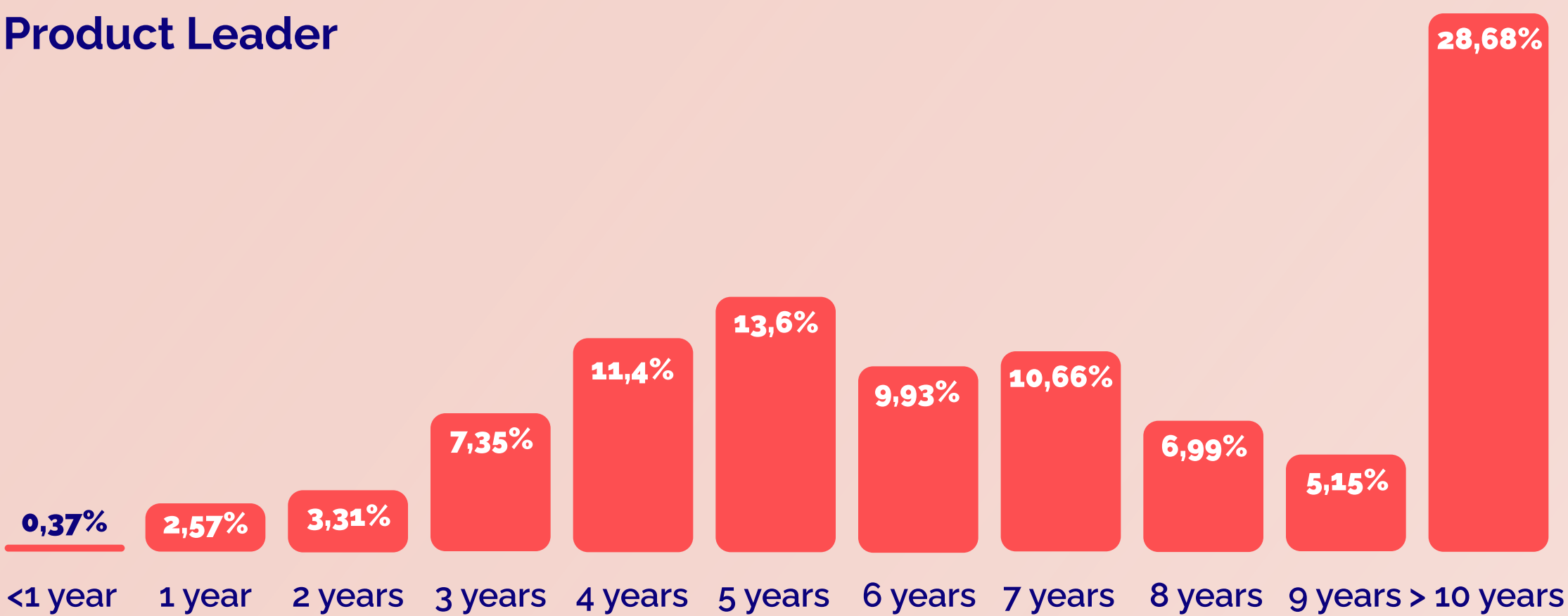
5,05 years

This is the average number of years of experience of all respondents. We were at 5.45 in 2021.

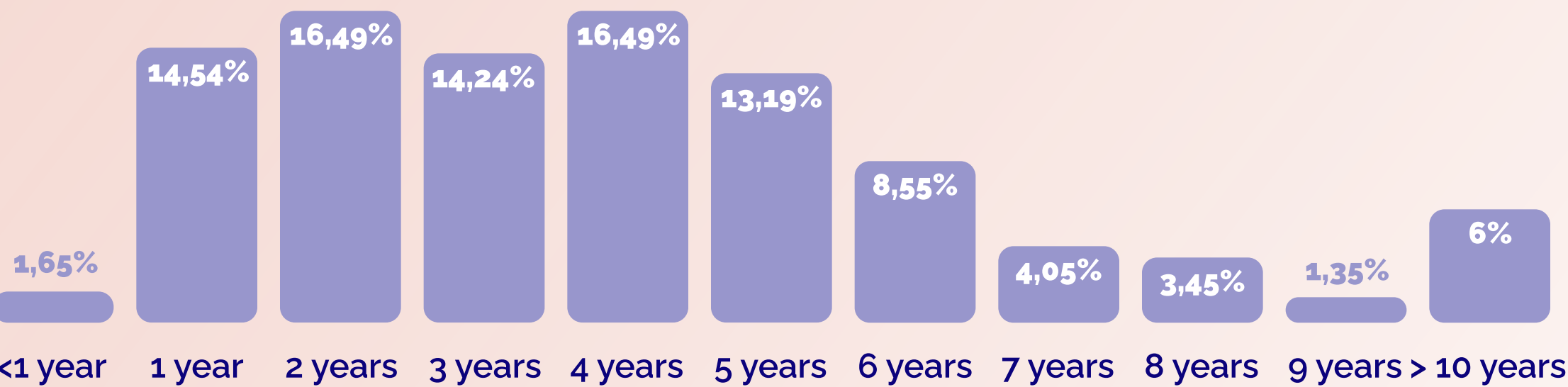
Product Designer



Product Leader

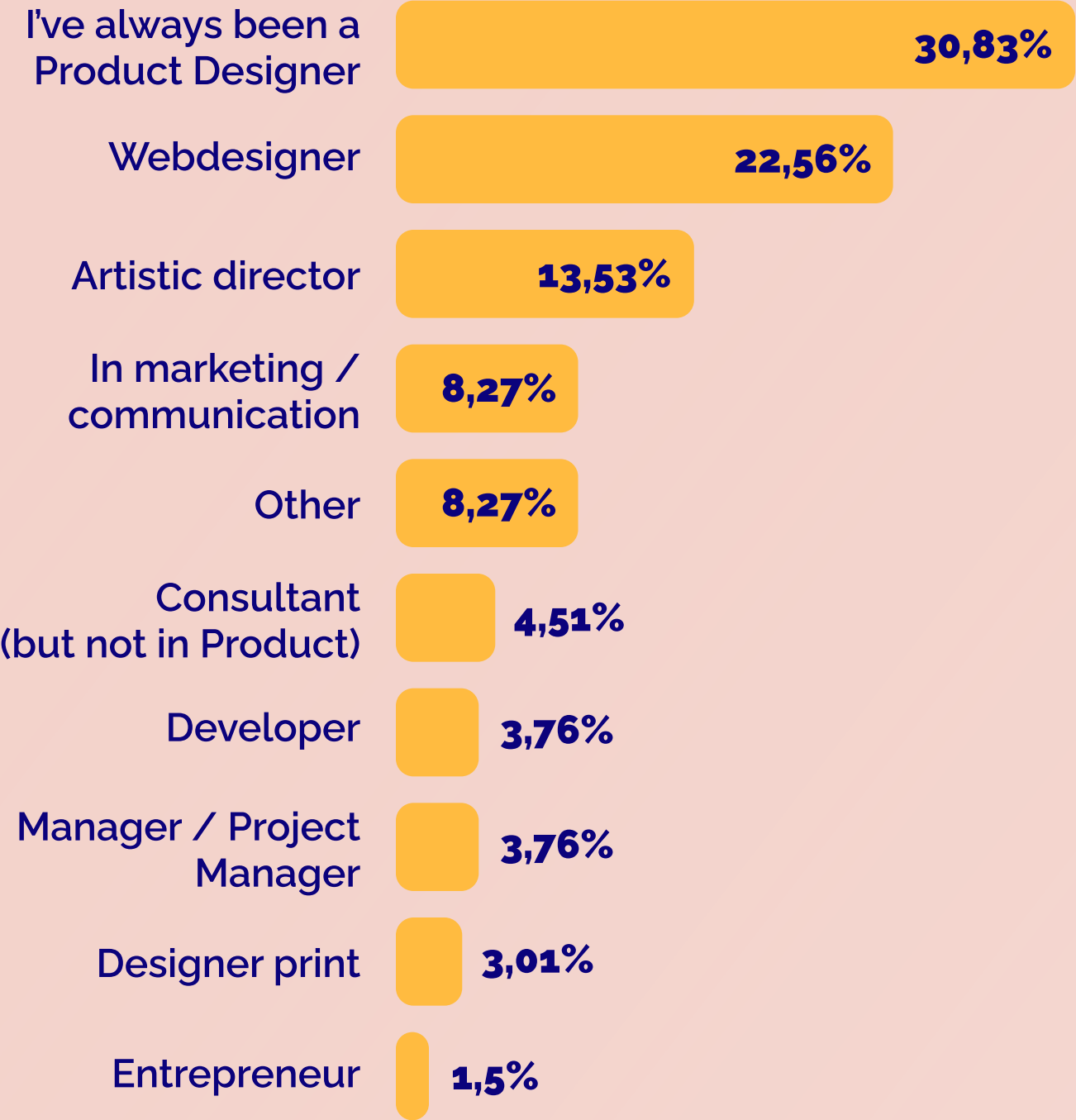


Product Manager

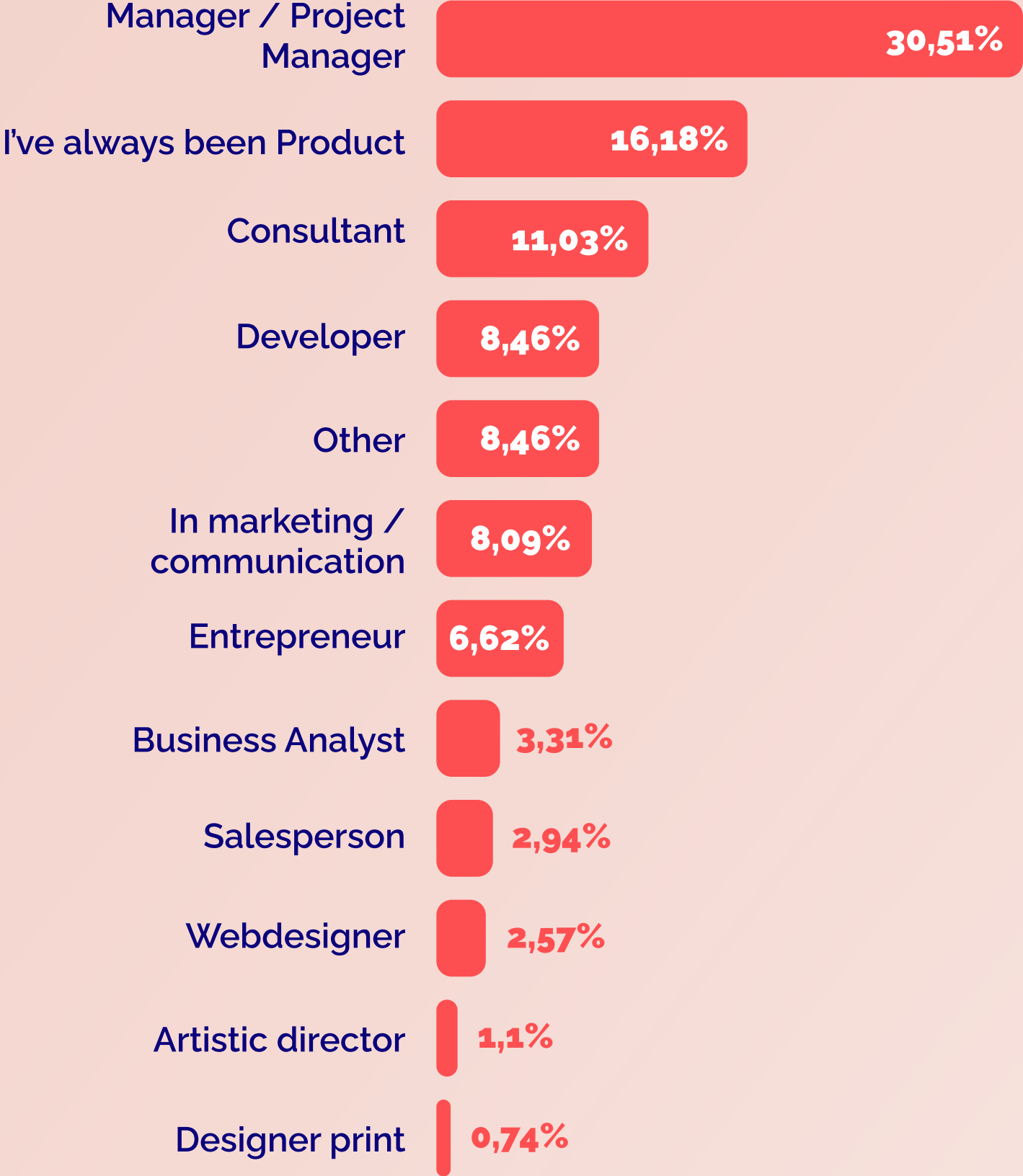


Before doing Product, you were...

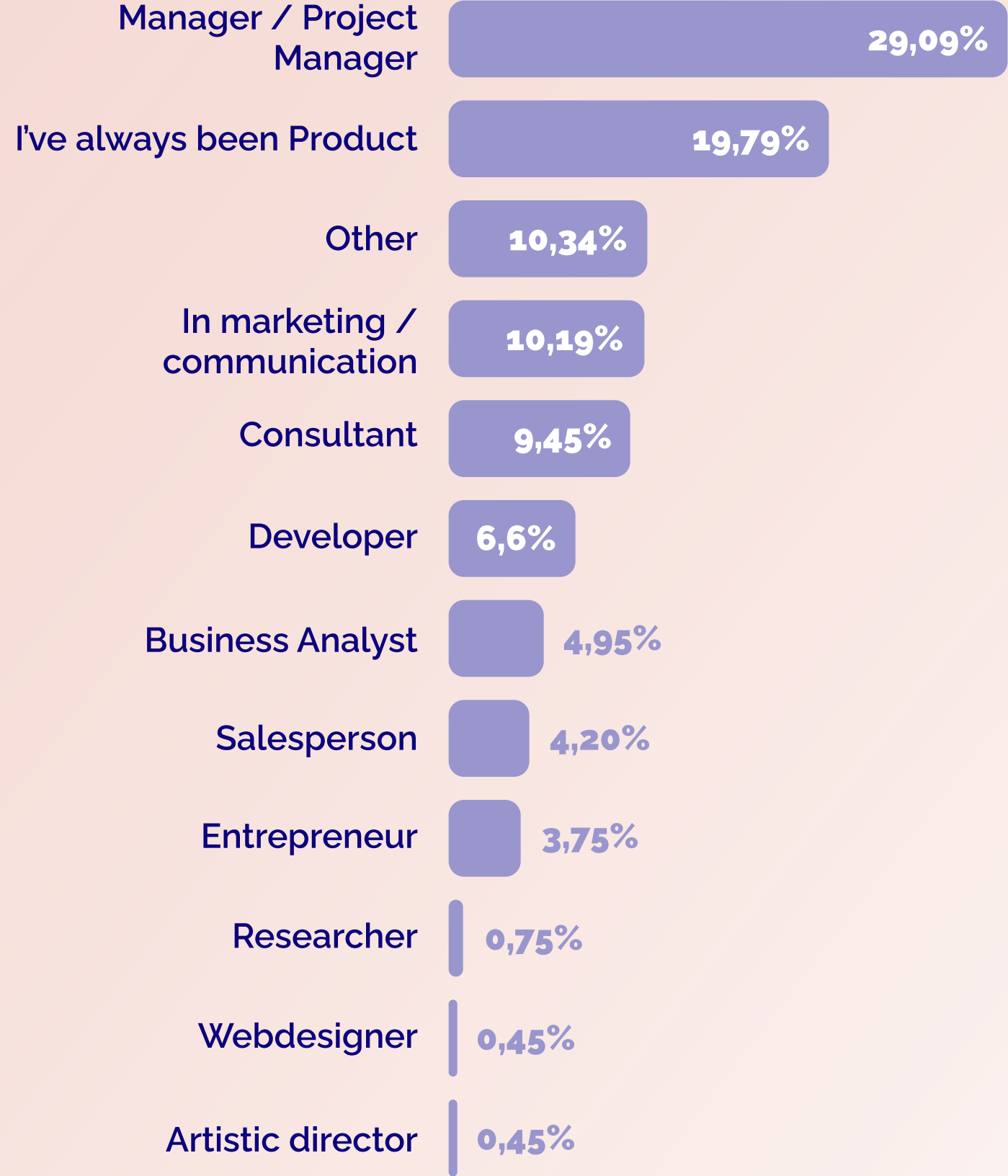
Product Designer



Product Leader



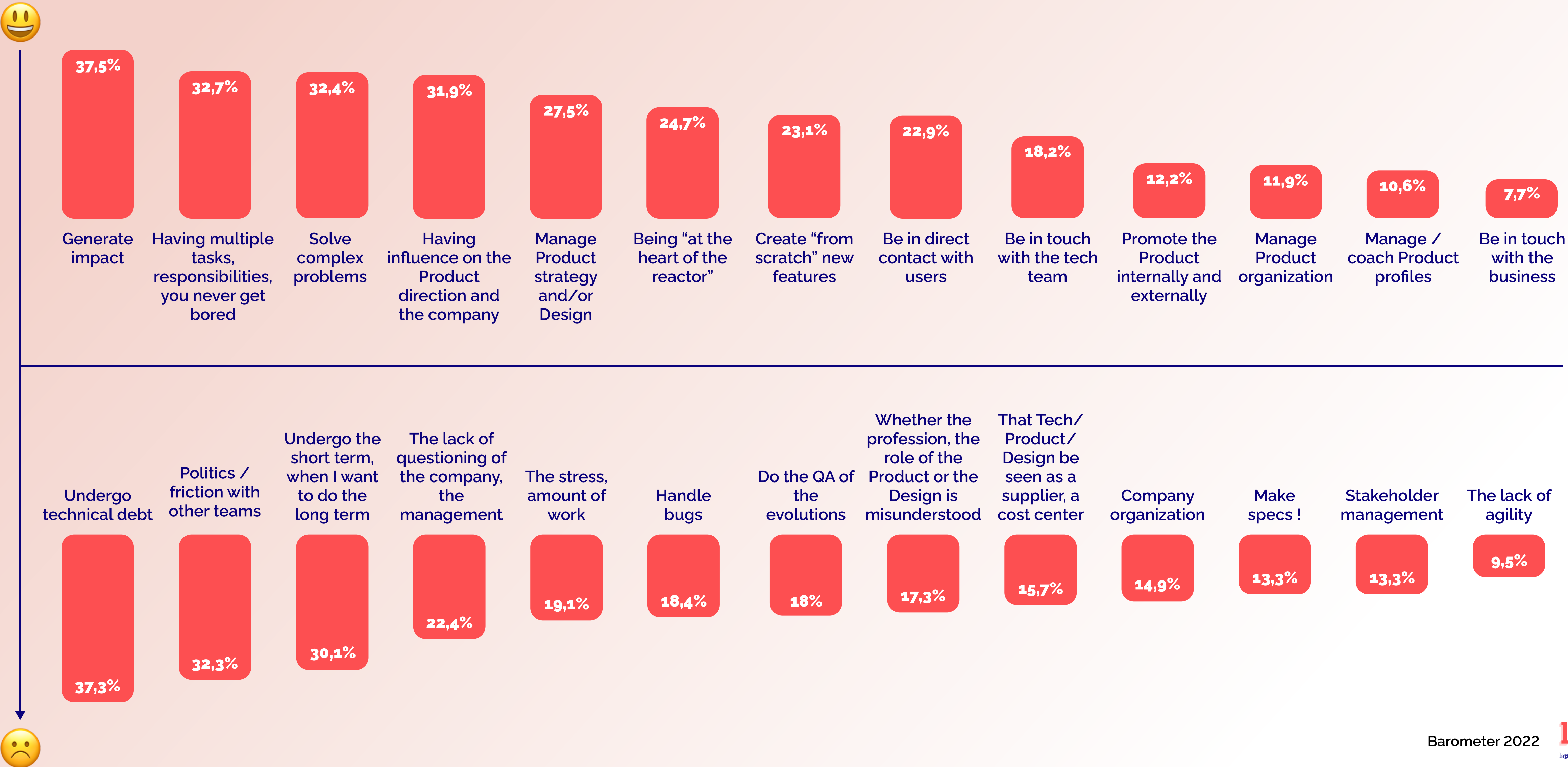
Product Manager





Their job

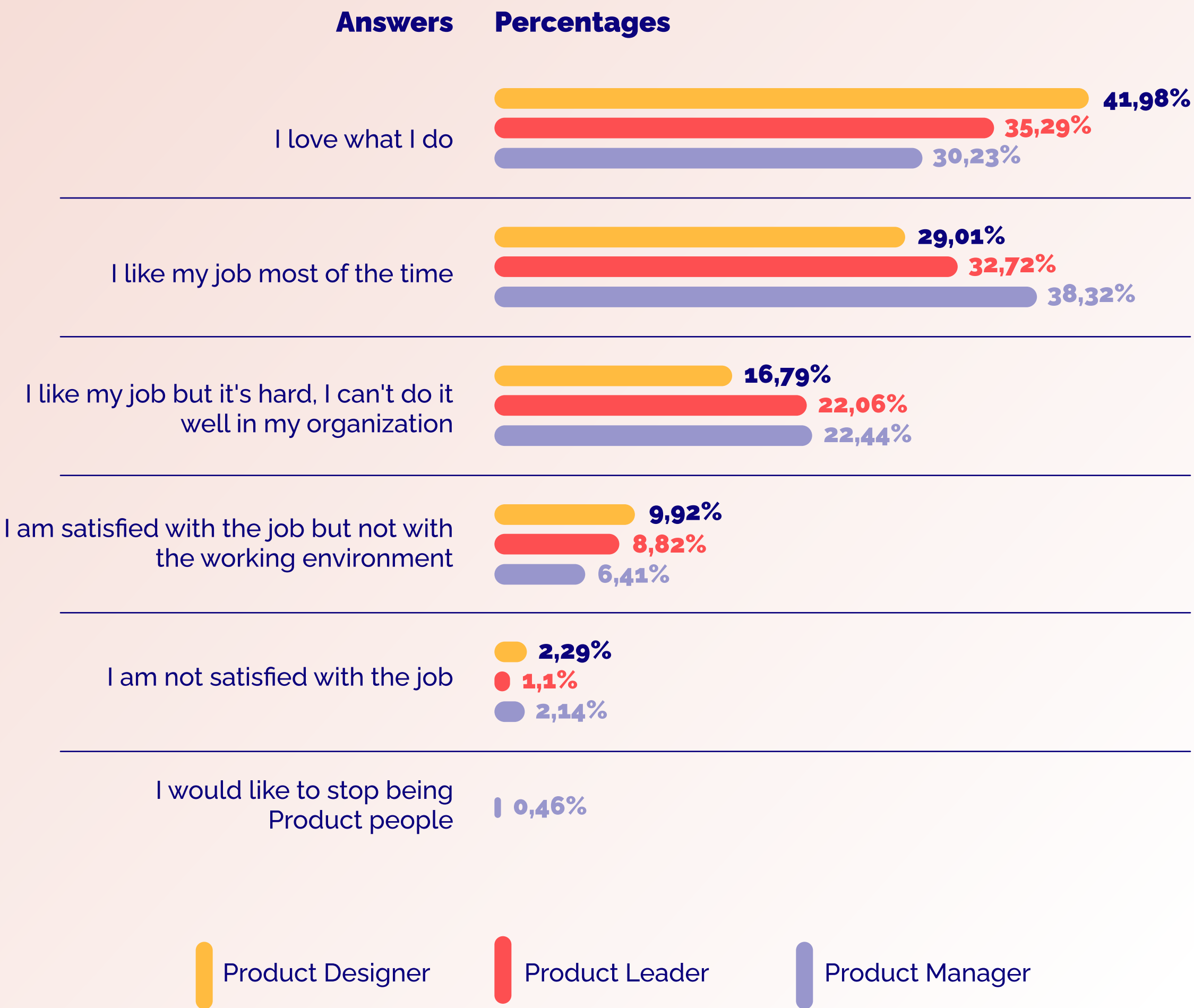
What is your favorite and least favorite thing about your Product job?



How do you feel in your current job?

To remember :

68.55% of Product Managers, 71% of Product Designers and 68.01% of Product Leaders love or like what they do. Rare are the professions that have such scores!



How many people do you manage?

2021-2022 comparison

2021

2022



For the CPOs



For the VPs Product



For the Product Directors



For the Heads of Product



For the Group PMs



For the Lead PMs



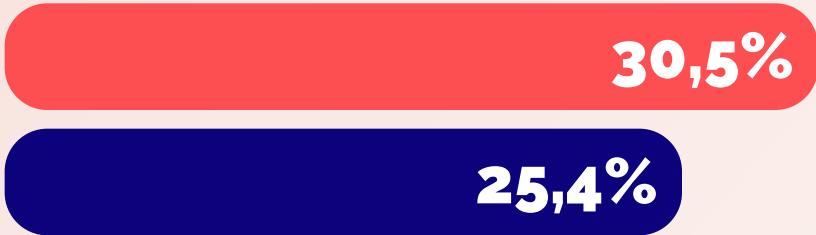
For the Lead Product Designers

How do you assess the recruitment of Product profiles?

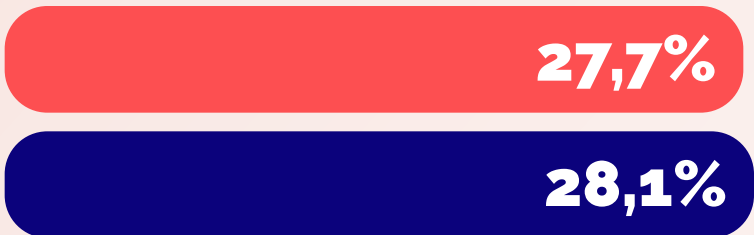
2021-2022 comparison



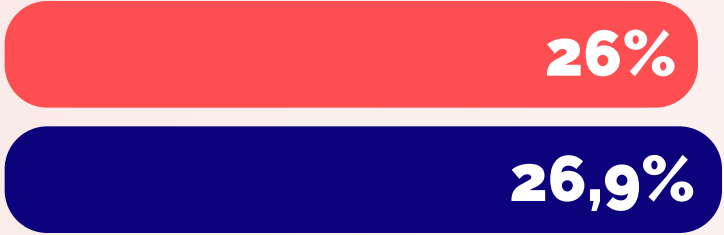
It is very difficult to find good profiles



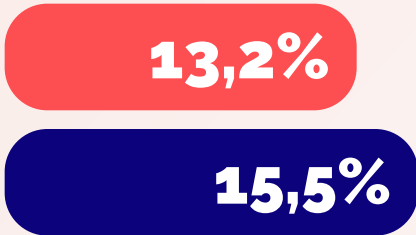
It is easy to find junior profiles, but difficult to find senior profiles



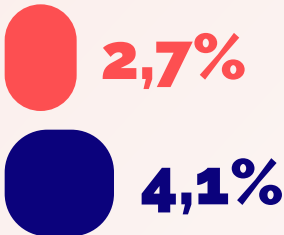
We find good profiles, but at the cost of great efforts



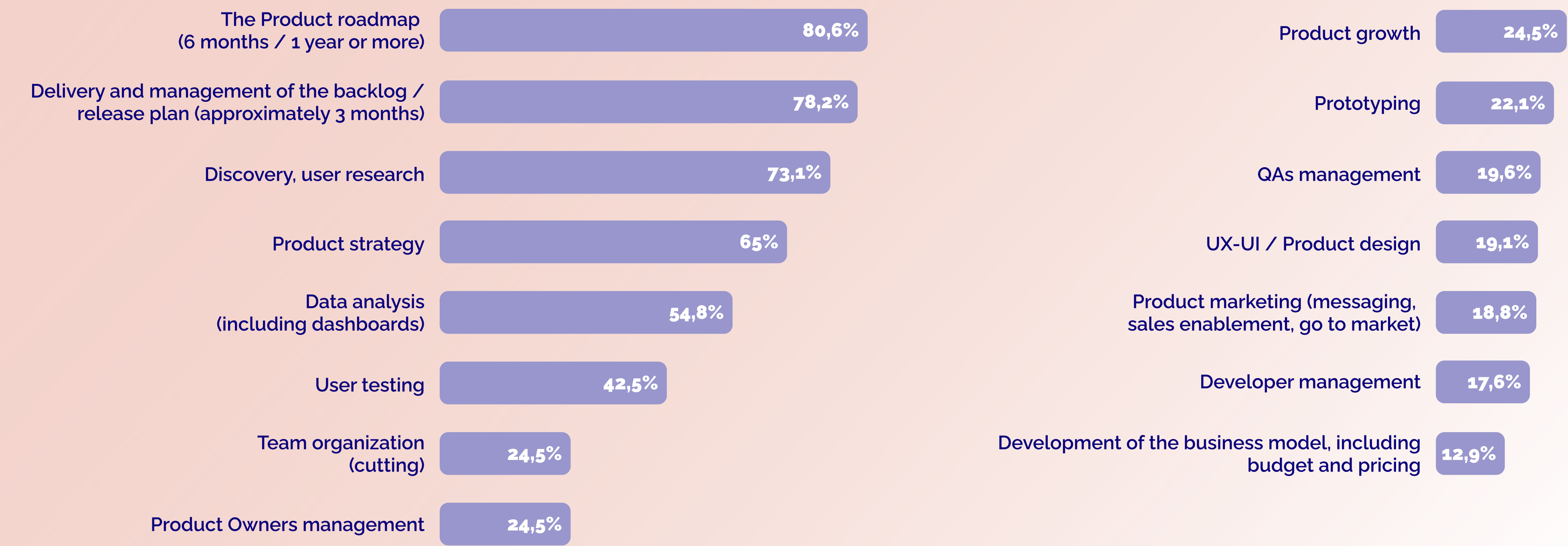
We are not looking to recruit



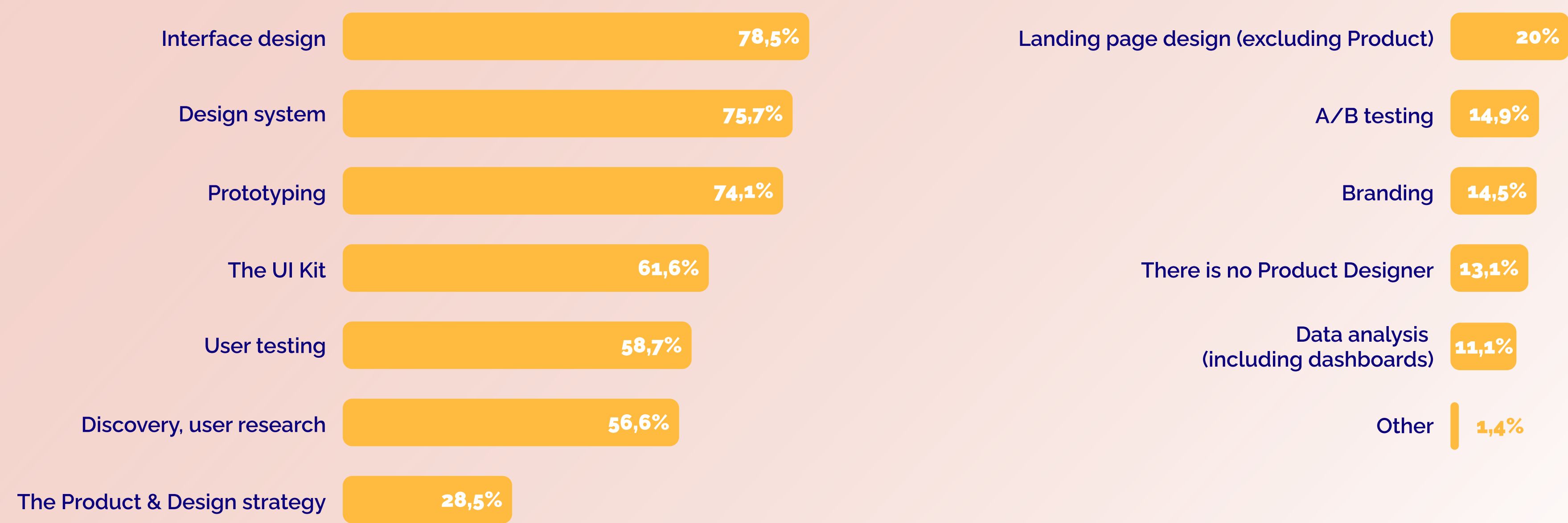
It is easy to find good profiles



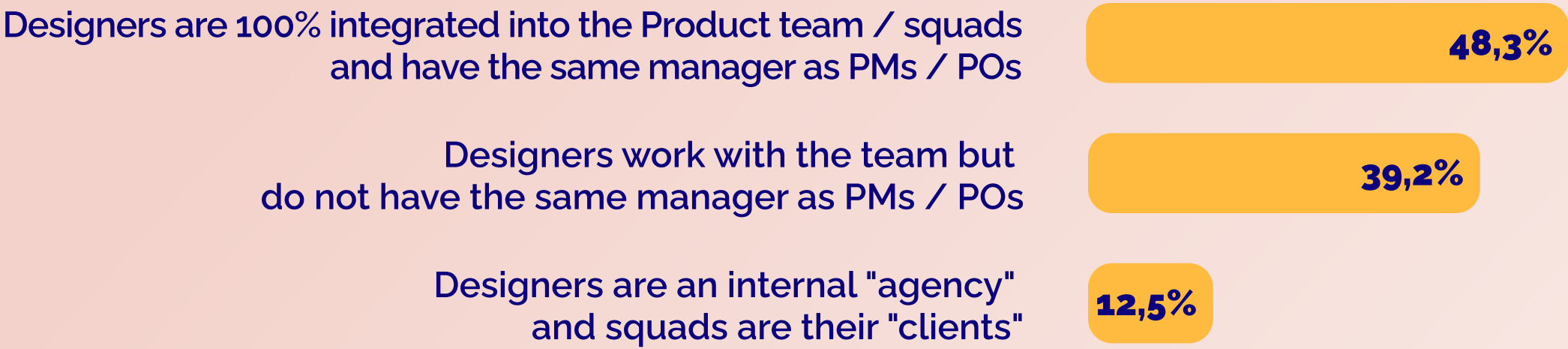
What are the responsibilities of a Product Manager in your company?



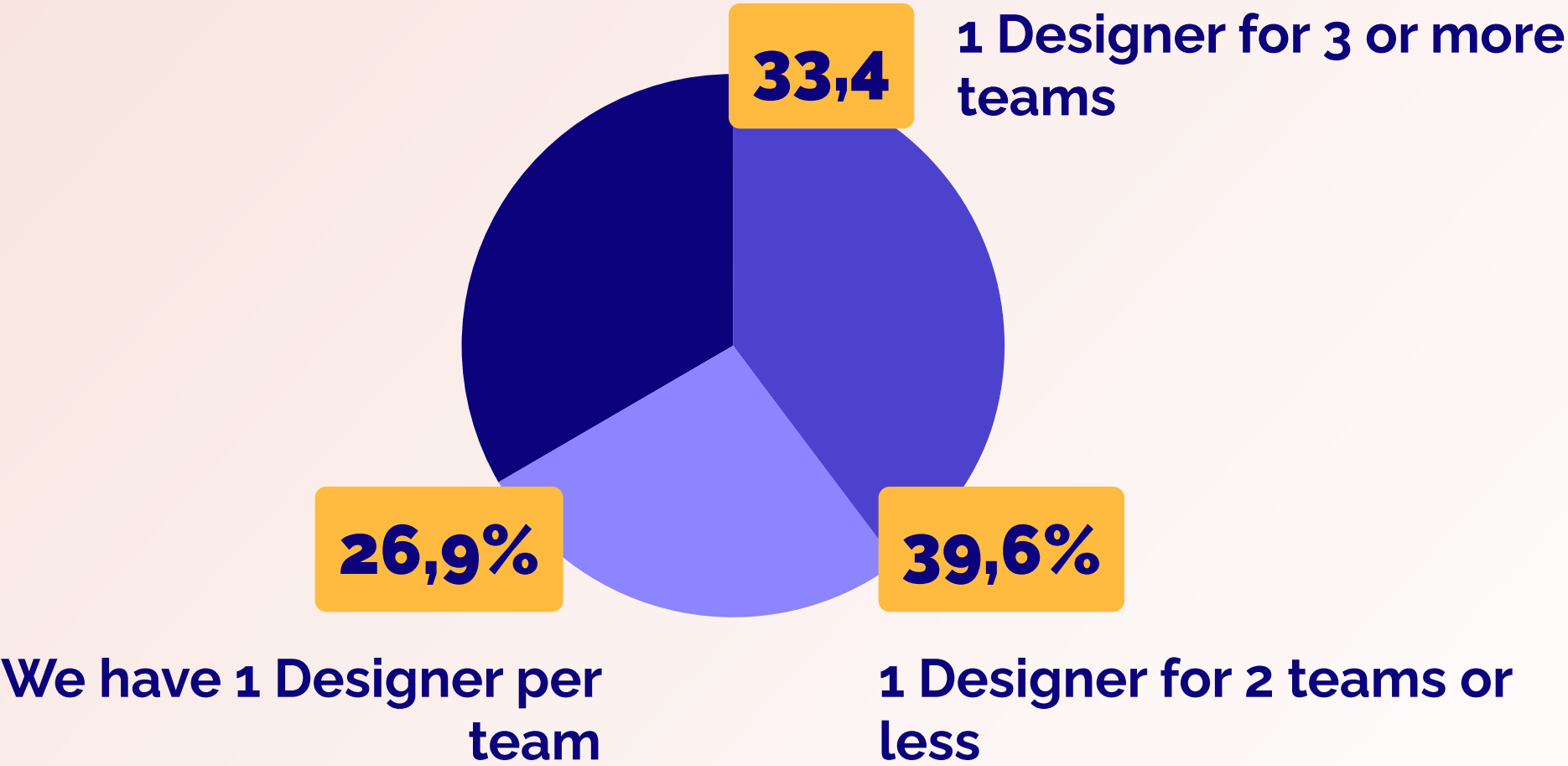
What are the responsibilities of a Product Designer in your company?



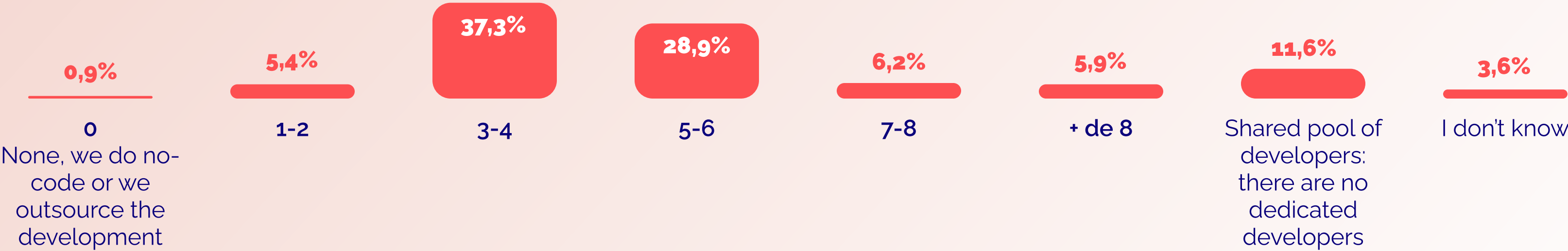
What is the design organization?



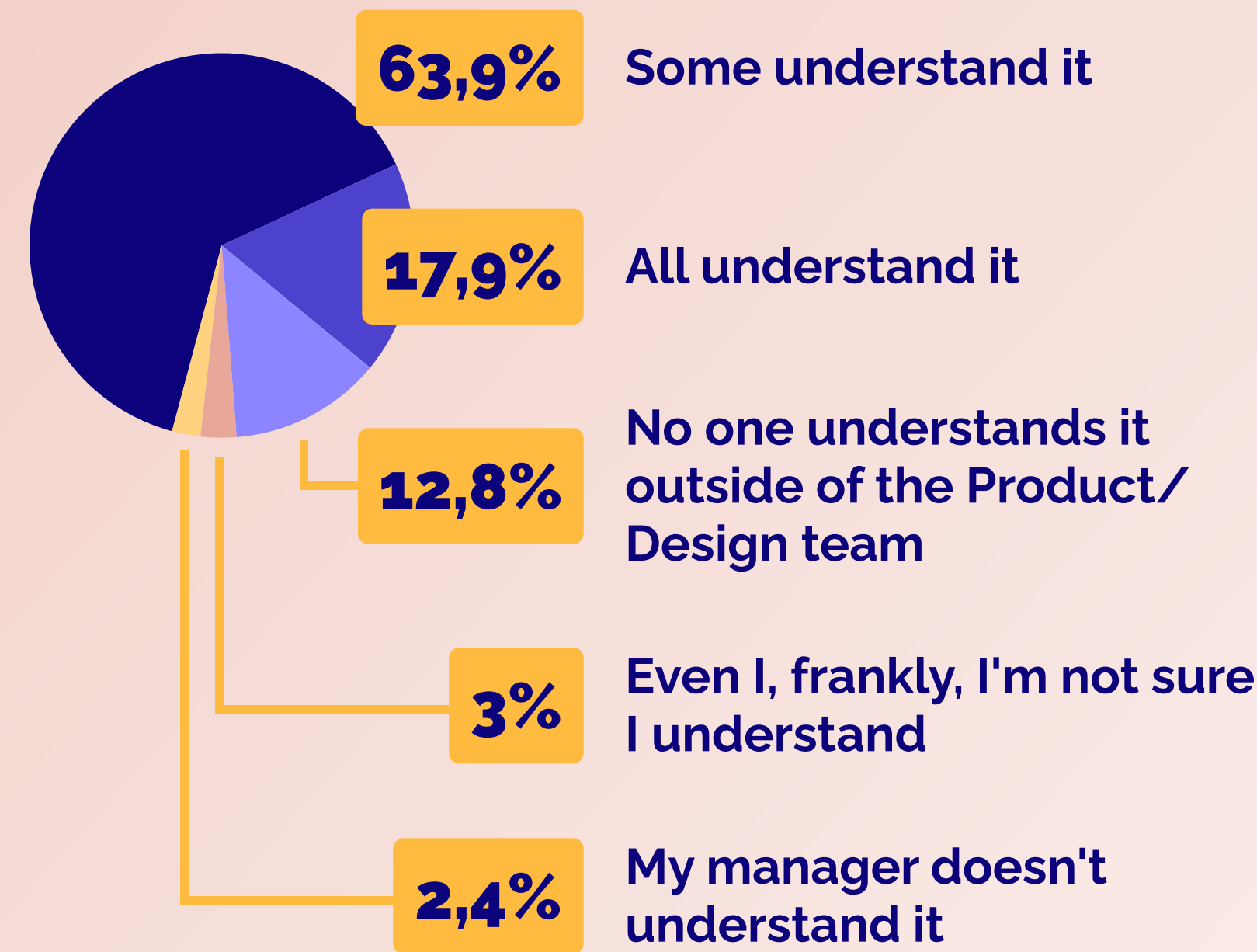
What is the ratio of designers per team Product?



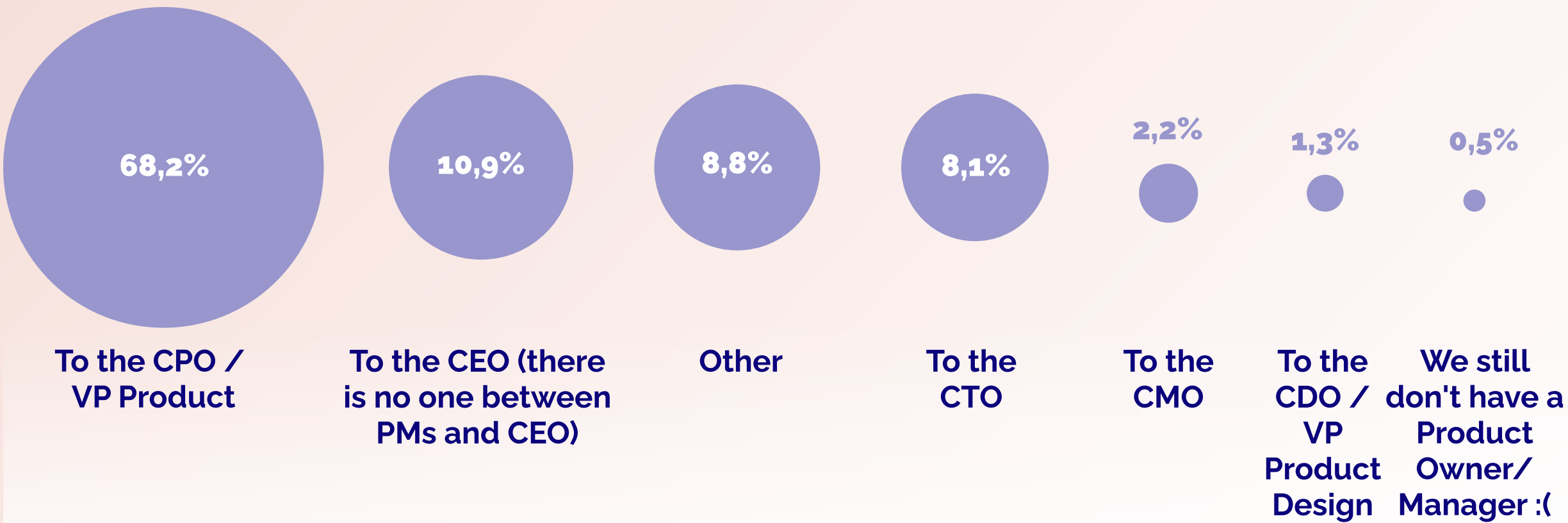
What is the ratio of dedicated Developers per PO / PM?



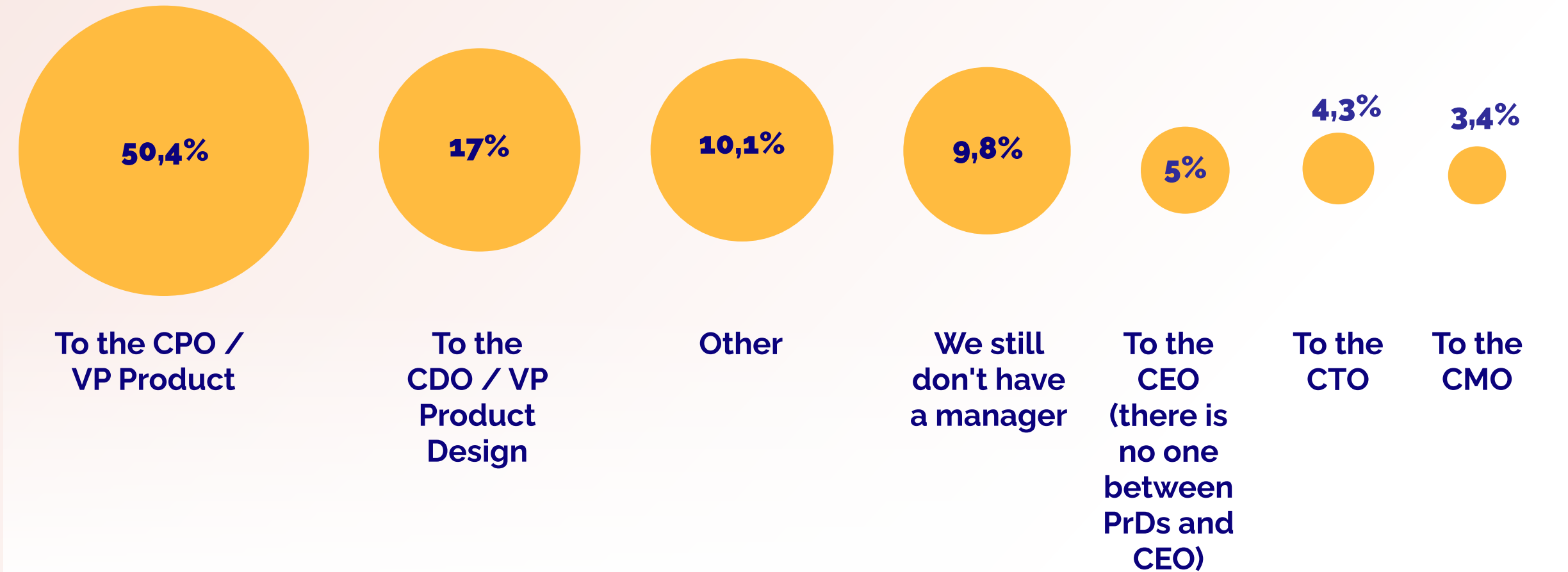
How are the roles of Product, Design and Product Marketing understood by other functions in your company?



Who does Product Management report to?



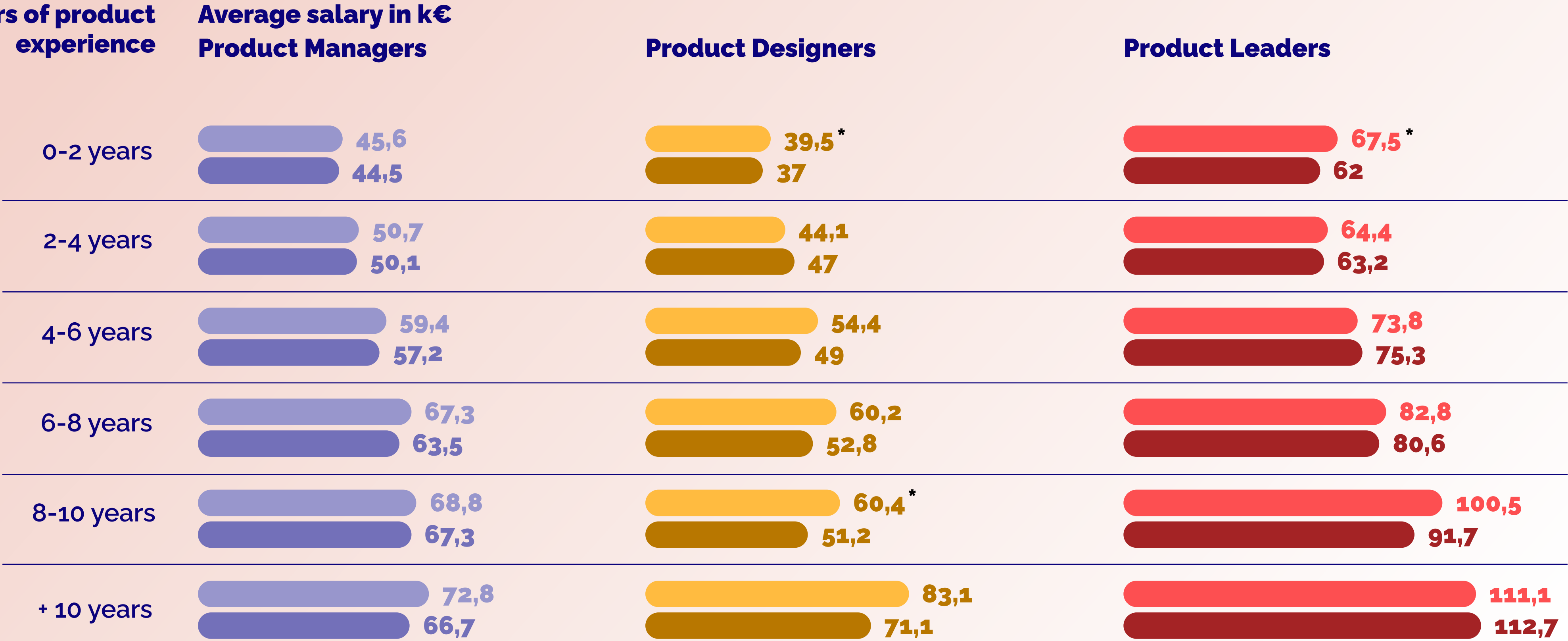
Who does Product Design report to?





Their salary

What is your gross annual package? (fixed, variable bonus, before taxes)



2021-2022 comparison

2021
2022

2021
2022

2021
2022

Nota Bene: for the first year, we have data on all years of experience in all trades. However, some slices are based on 10 values or less. They are therefore to be taken with precaution, we have indicated them with an asterisk *

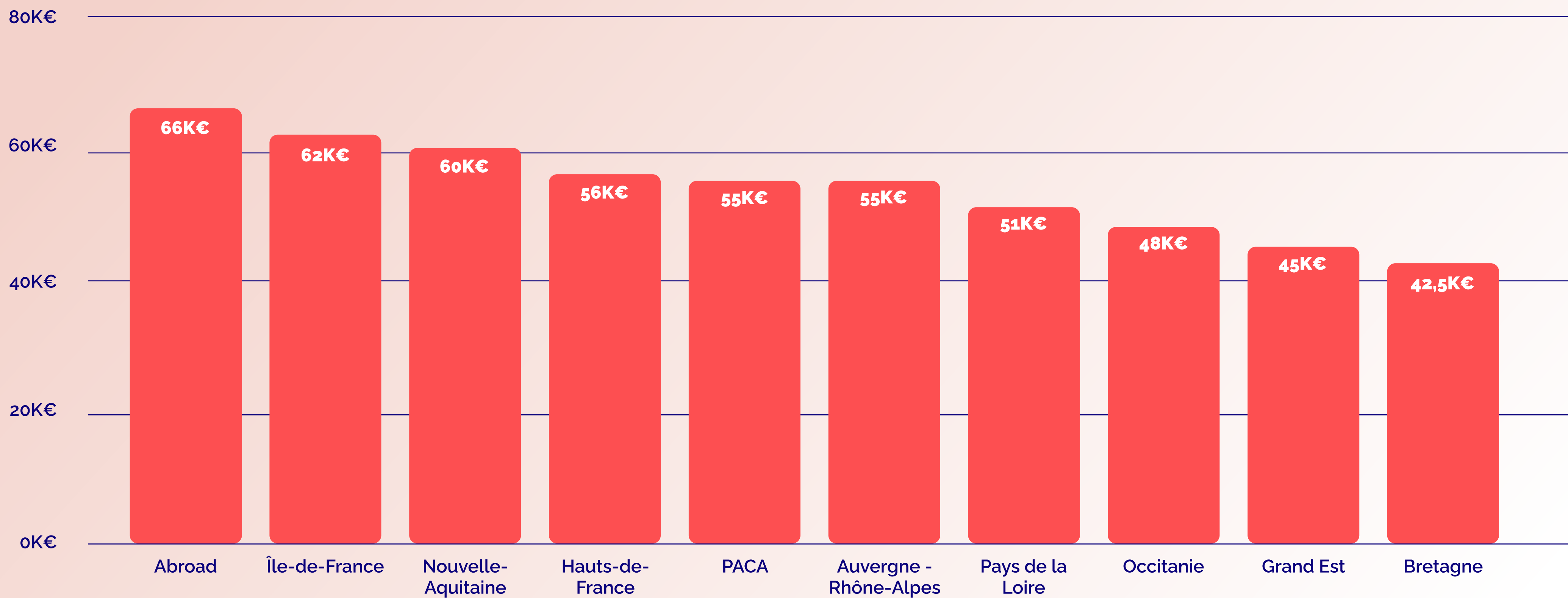
What is your gross annual package? (fixed, variable bonus, before taxes)

Comparison of women/men according to product experience



Nota Bene: for the first year, we have data on all years of experience in all trades. However, some slices are based on 10 values or less. They are therefore to be taken with precaution, we have indicated them with an asterisk*.

Median salary (gross annual total package depending on the region)

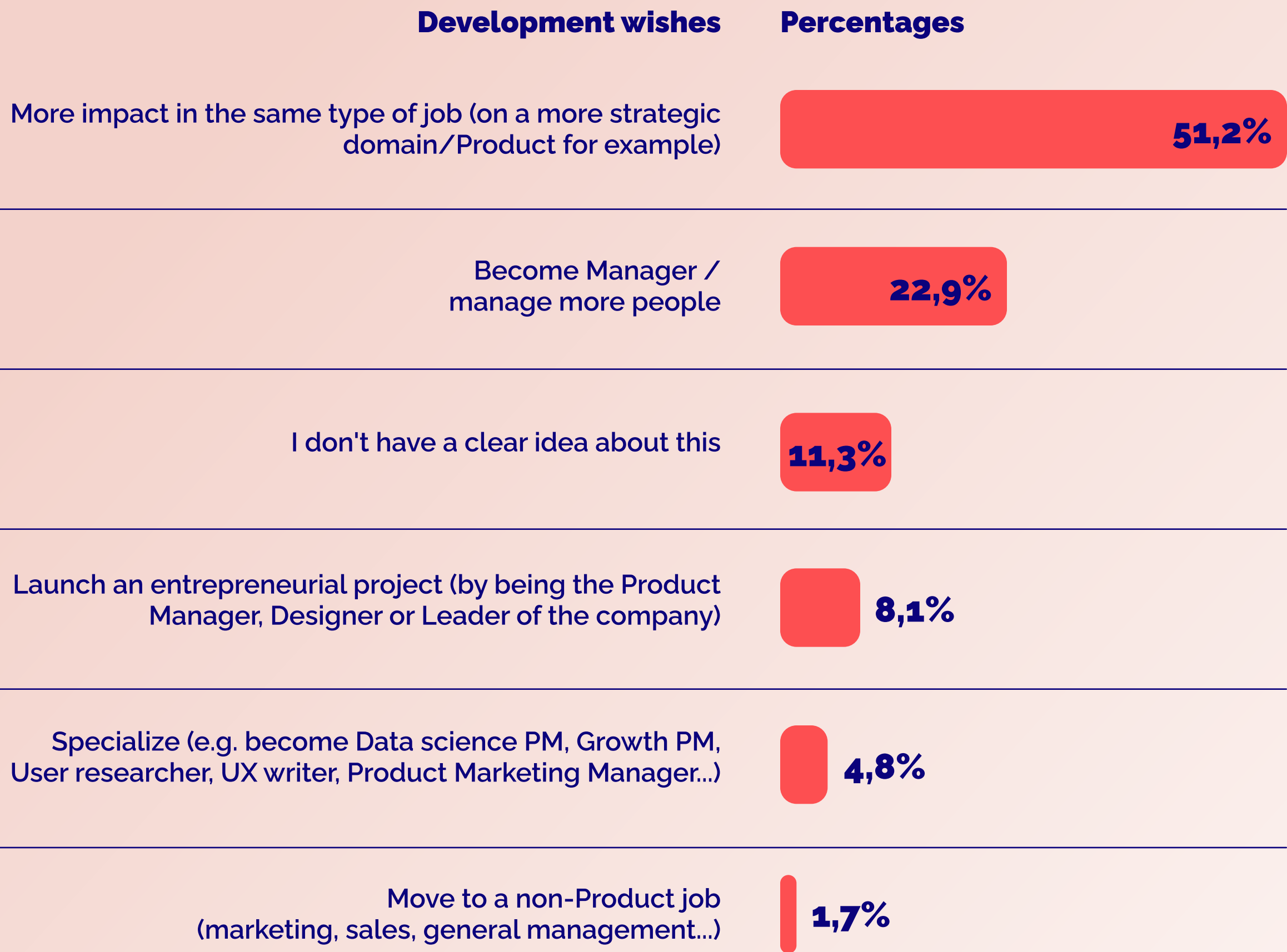


Reminder: the median is a numerical value that separates the upper half from the lower half of a set.



Their career

How do you see your next career evolution?



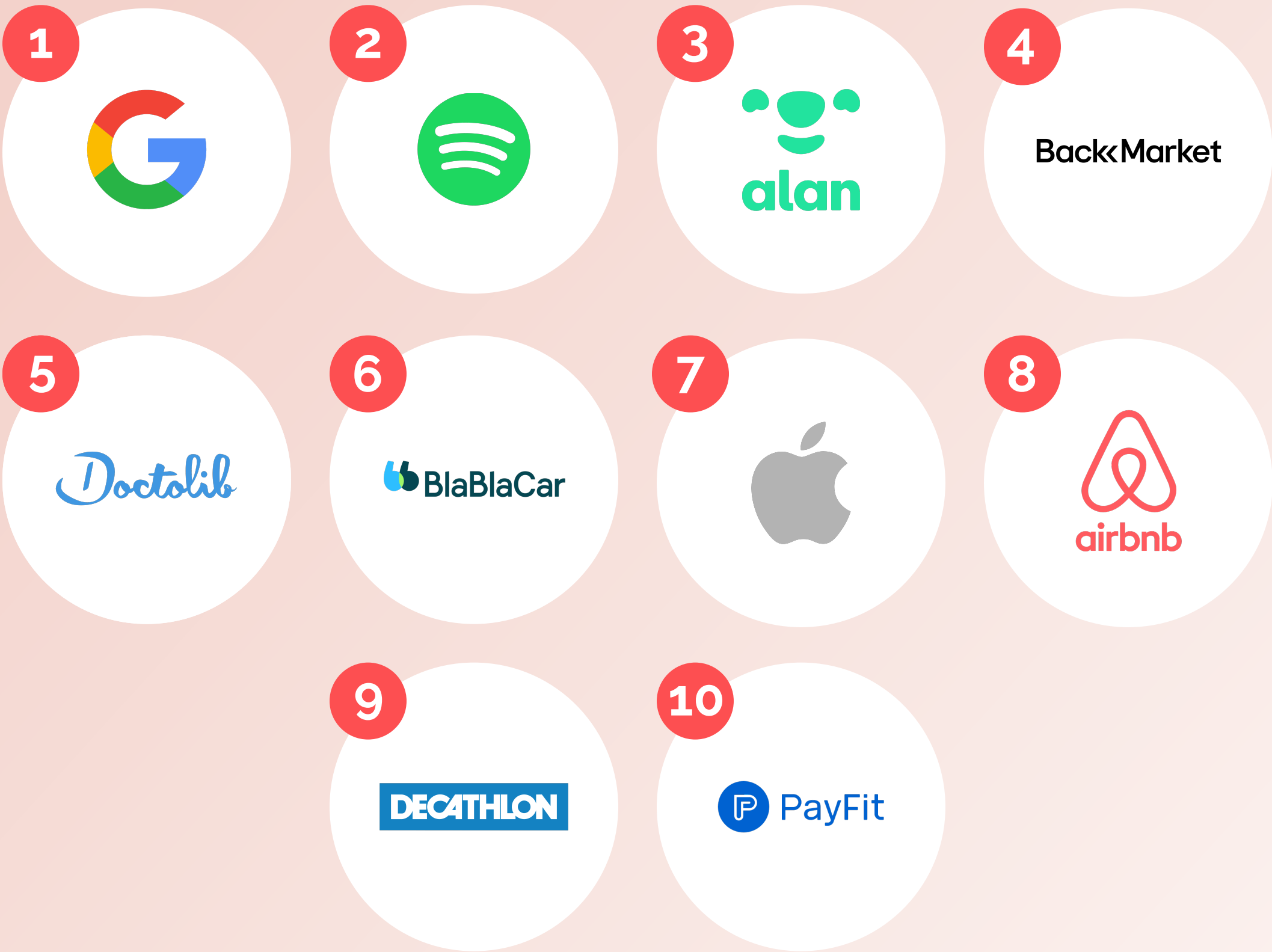
If you were to change companies, what would you look for?



Top 10 companies where they would like to work

All profiles combined

In the world



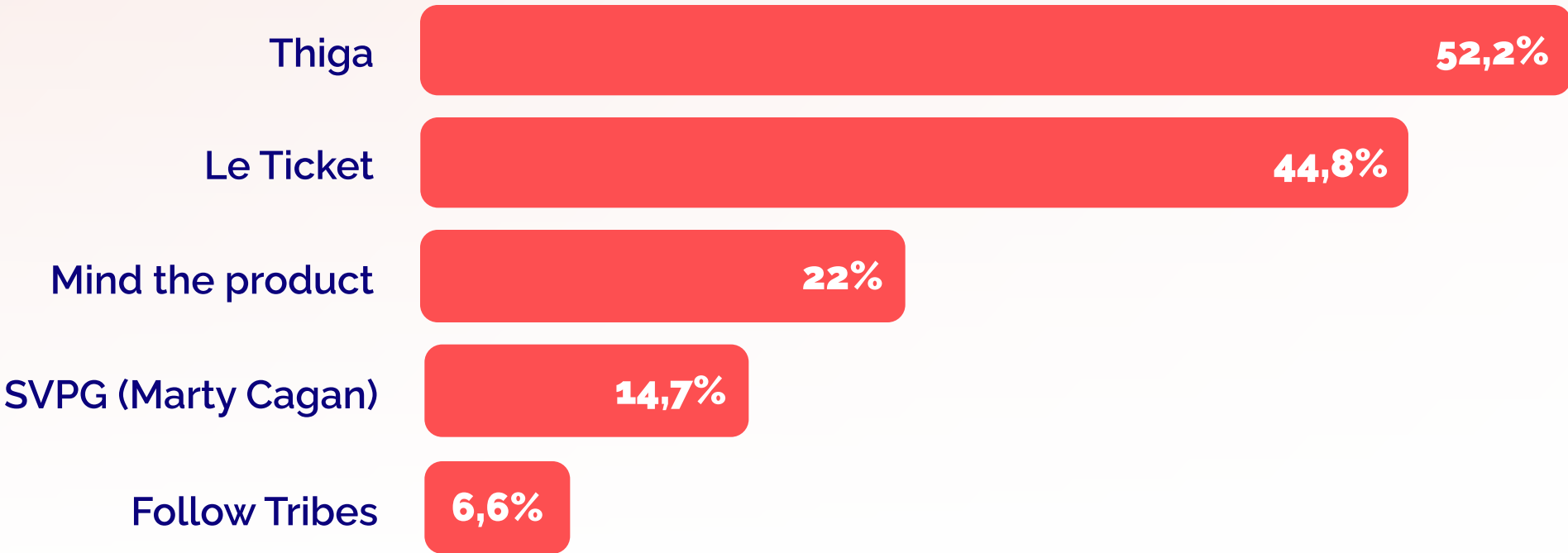
In France



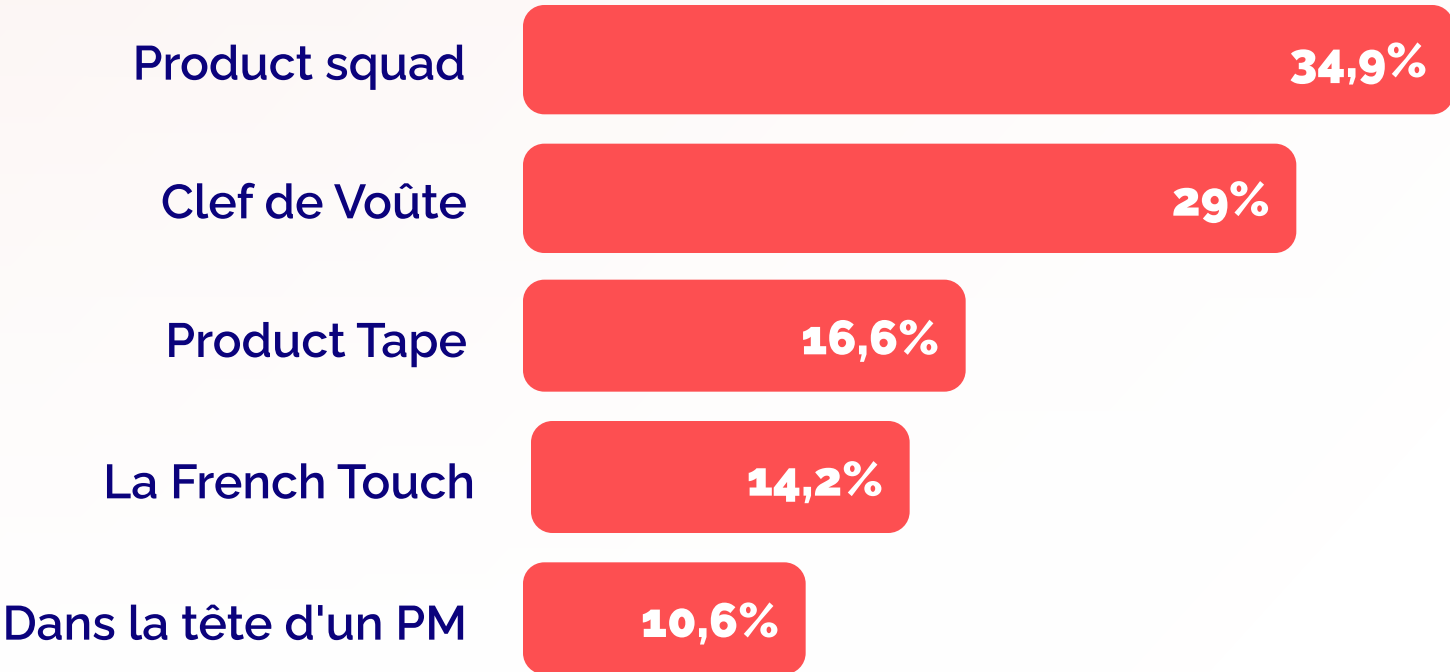
How do you level up?



Top 5 most read newsletters and blogs



Top 5 most listened to podcasts





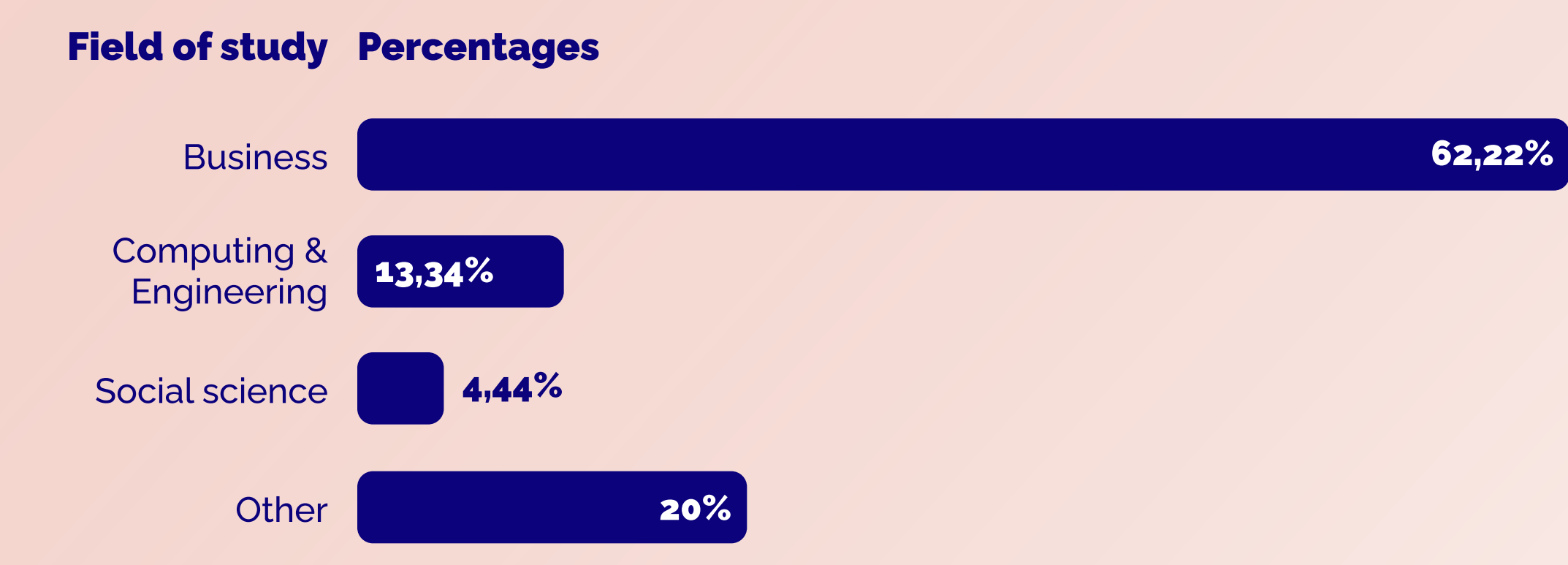
Focus on Product Marketers

Image credit : Photo by [Tim Bogdanov](#) on [Unsplash](#)

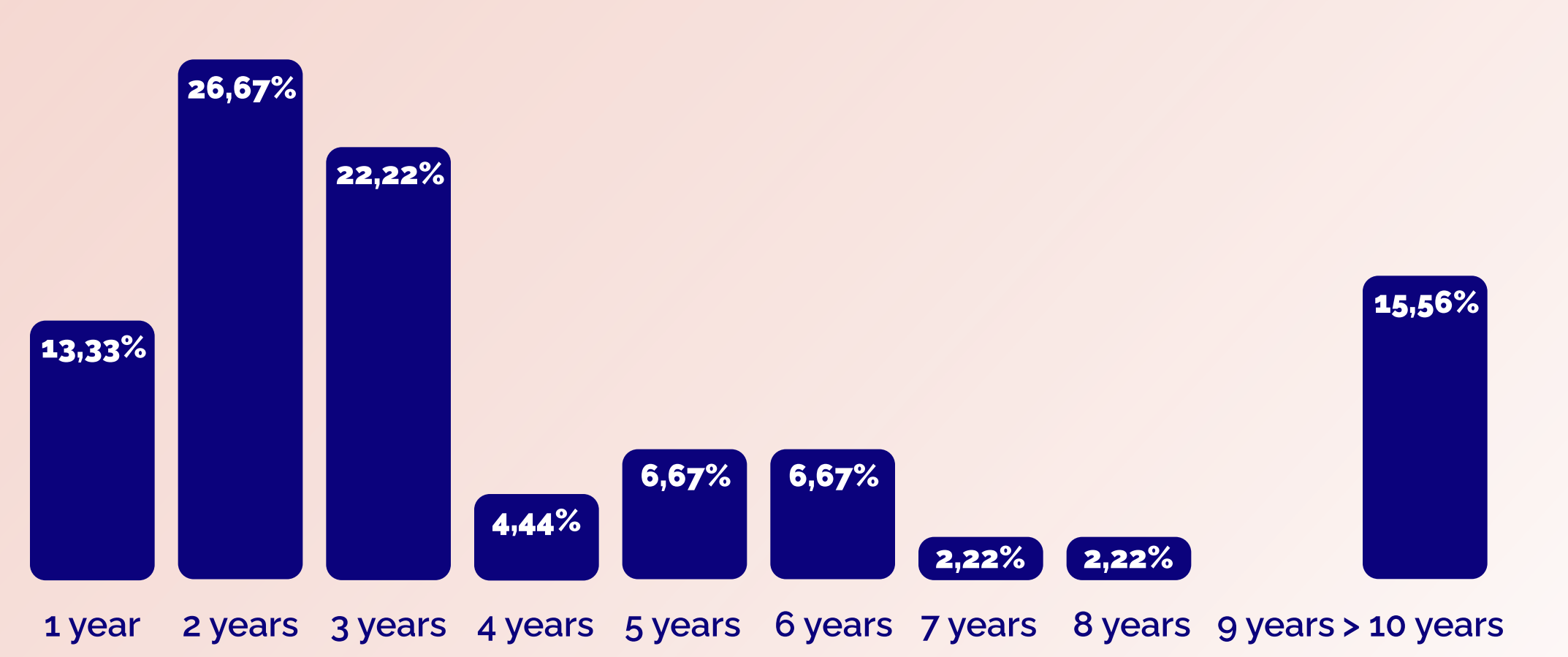
Barometer 2022



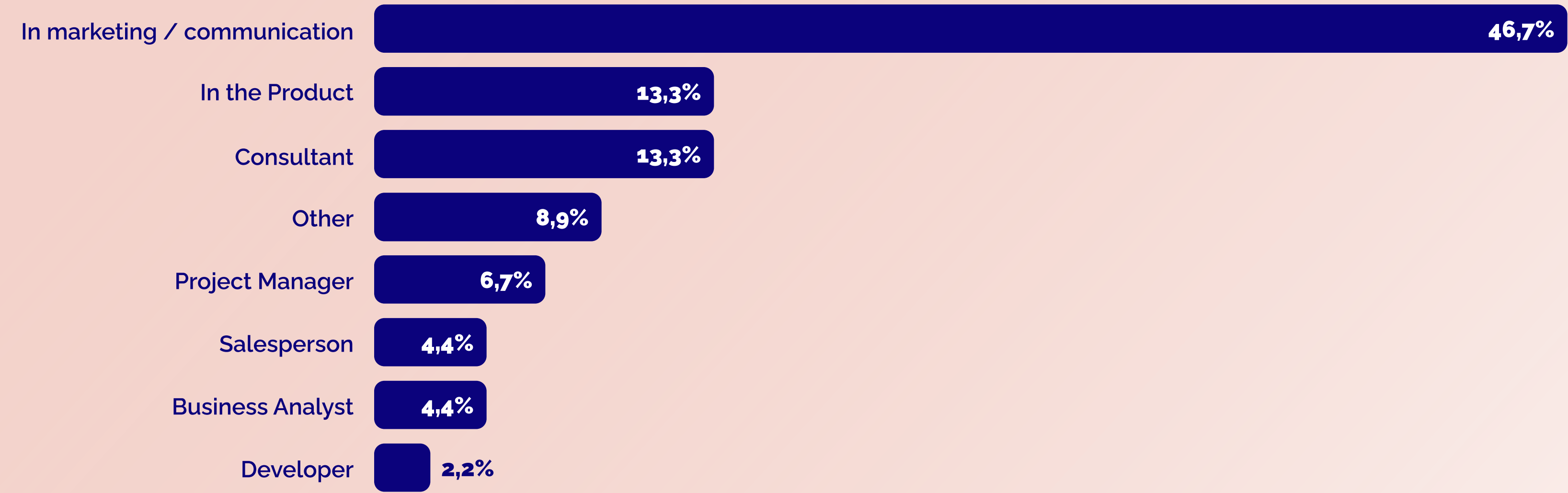
What is your main field of study?



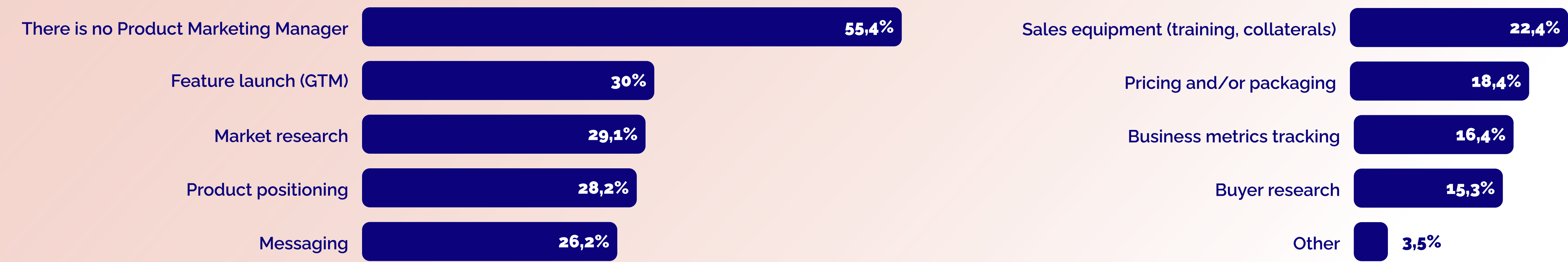
How many years of product experience do you have?



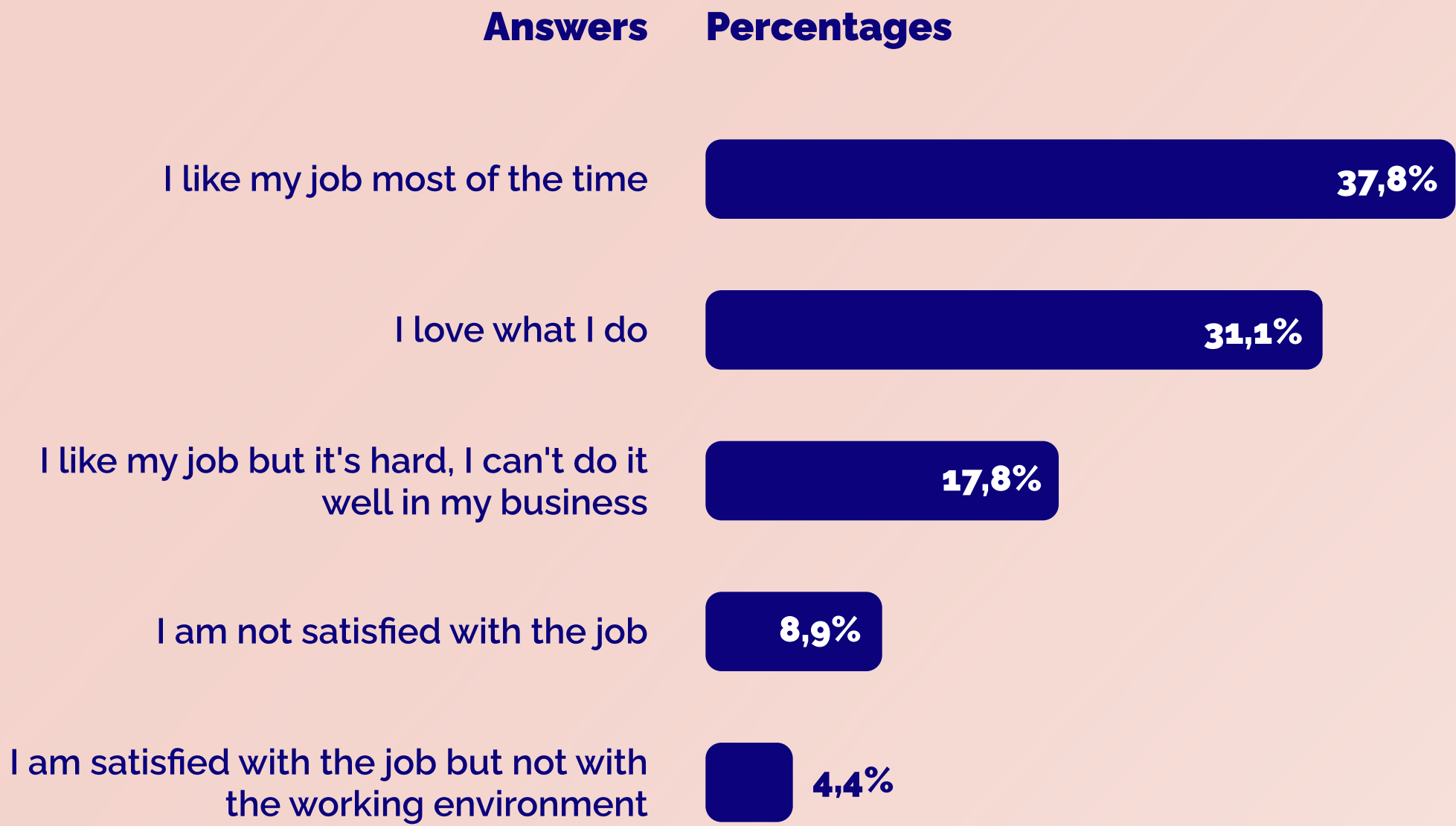
Before making Product, you were...



What are the responsibilities of a Product Marketing Manager in your company?



How do you feel in your current job?

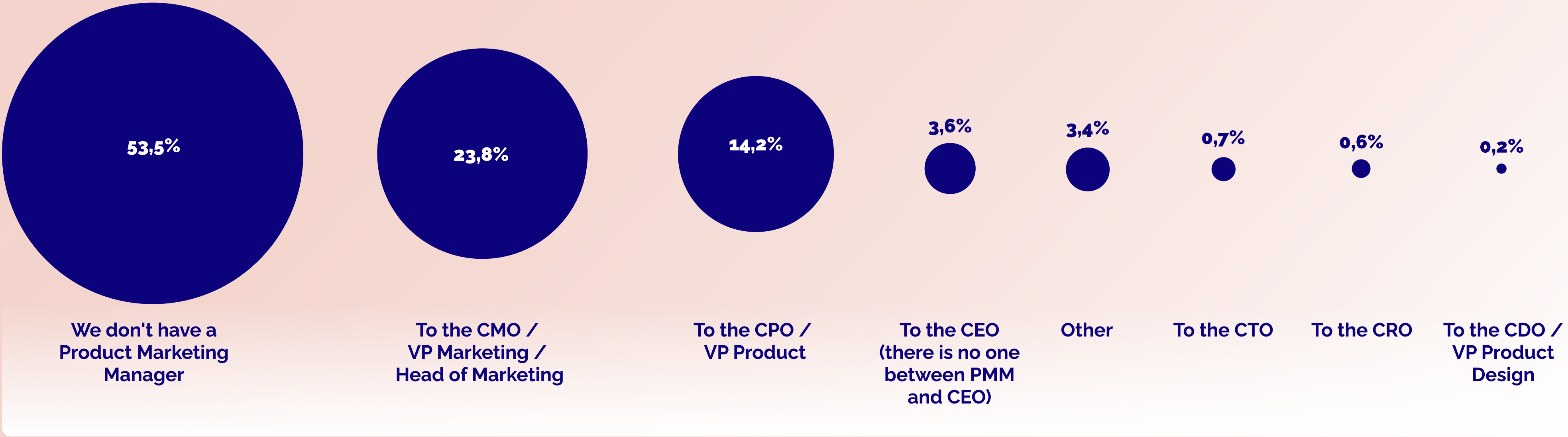


What is your gross annual package? (fixed, variable bonus, before taxes)



Who does Product Marketing report to?

Answer given by all participants





lpc

la**product**conf

A huge thank you to everyone who responded to this survey!

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