



NORTH AMERICA MARKET

Talent Trends Report 2025

SAP

Understanding the talent
landscape to unlock hiring success

Foreword from the recruiter

Over the past year, my conversations with both candidates and clients have reinforced just how dynamic the SAP recruitment market continues to be. It's a space shaped by ongoing technological change, economic uncertainty, and evolving expectations around how and where people want to work.

As the SAP ecosystem evolves alongside broader business transformation initiatives, we're seeing growing demand for specialized skills and more flexible hiring strategies. Looking ahead through the rest of 2025, three key trends stand out in how organizations and professionals are navigating this market.

First, the continued push toward S/4HANA migration is intensifying competition for skilled talent. At the same time, more organizations are working to strike the right balance between onshore and offshore hiring to drive ERP efficiencies without sacrificing quality. Finally, salaries are beginning to increase in high-demand areas like SAP BTP, Fiori, S/4HANA Finance, and RISE with SAP, making it essential for hiring managers to rely on up-to-date market data to stay competitive.

I hope the insights in this snapshot report help guide your SAP workforce planning for the remainder of 2025.



Patrick Hindmarsh
Associate Director



Charles T
Snr SAP Developer

Available



Roxanne M
SAP Program Manager

Available



Sheila B
SAP Project Manager

Available



William S
SAP Architect

Available



S/4HANA migration requirement drives competition for talent

As SAP's 2027 deadline approaches, more businesses are steadily making the move to S/4HANA. The landscape through the remainder of 2025 is particularly interesting, as over 60% of SAP customers globally have yet to even purchase migration licenses.

As a result, demand is surging for consultants, developers, and project managers with proven S/4HANA migration experience. Skills in areas like SAP BTP, Fiori, Finance, HCM, AI integration, and cloud solutions - including RISE with SAP - are among the most sought-after, as organizations work to deliver forward-looking transformation programs.

Organizations seek a balance between onshore and offshore talent

Just as we saw in 2024, economic pressures and return-to-office dynamics are shaping the hiring landscape in 2025. While a potential drop in interest rates may open the door for increased tech investment, many organizations are still navigating tight budgets - leading to greater interest in offshore delivery models.

We've seen a notable rise in LATAM-based SAP talent supporting US operations, offering both time zone alignment and cost efficiencies. This adds further complexity to an already competitive North American market.

At the same time, SAP customers - especially those working with consulting partners - continue to prioritize a strong on-site presence, particularly for mid-to-senior-level roles. Candidates who are flexible with travel and thrive in client-facing environments are increasingly in demand.



Salary benchmarks rise for targeted skills in the talent pool

The growing demand for SAP expertise, coupled with a tight labor market, is driving compensation shifts - especially for professionals with high-demand skills. Areas such as BTP, Fiori, S/4HANA, S/4 migrations, and cloud-based solutions like RISE with SAP are commanding premium salaries and higher hourly rates.

In contrast, SAP professionals in less in-demand areas are likely to see compensation remain more in line with 2024 benchmarks.



2025 salary insights - SAP North America

Primary Roles	US Contract - (\$/hr)			US Perm - (\$)		
	Low	Median	High	Low	Median	High
Program Manager	115	135	165	170,000	196,000	247,000
Project Manager	105	120	140	130,000	142,000	172,500
Architect/SME	105	120	150	169,000	188,000	233,000
Senior Developer	90	97.5	115	130,000	140,000	160,000
Developer	75	87.5	100	115,000	125,000	141,000
Senior Consultant	95	110	130	138,000	160,000	180,000
Consultant	85	95	105	127,000	144,000	165,000

Primary Modules	US Contract - (\$/hr)			US Perm - (\$)		
	Low	Median	High	Low	Median	High
FI/CO	85	95	130	130,000	150,000	172,000
HR/HCM	80	92	125	120,000	130,000	170,000
SD/MM	80	94	127.5	126,000	149,000	173,000
EWM	85	105	130	130,000	155,000	183,000
QM	87.5	95	127.5	130,000	147,000	170,000
PP	90	102	135	132,000	150,000	174,000
PM	90	105	135	138,000	154,000	176,000
BASIS	82.5	91	117.5	116,000	122,000	142,000
BI/SAC	85	102	125	129,000	154,000	178,000
ABAP	75	87	100	109,000	119,000	140,000



Book a 30-min hiring 1-2-1 with Patrick Hindmarsh

Stott and May can assist with:

- Contractor hires
- Contract to hire
- FTE hires
- Outcome-based consulting (SOW)

Book a 30-min hiring 1-2-1





About Stott and May

Founded in 2009 Stott and May are a professional search firm with a passion for helping leaders achieve complete confidence that they have hired the right talent, first time in fiercely competitive markets. We believe you should never have to make the choice between quality of candidate and time to hire.

As a result, our business has been founded on the principle of offering a premier standard of search service delivered in vastly accelerated timescales, that our competition simply cannot match. Because after all this is about more than just recruitment, it's about turning your business vision into reality.

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