

State of Product People

The Swedish Edition 2021

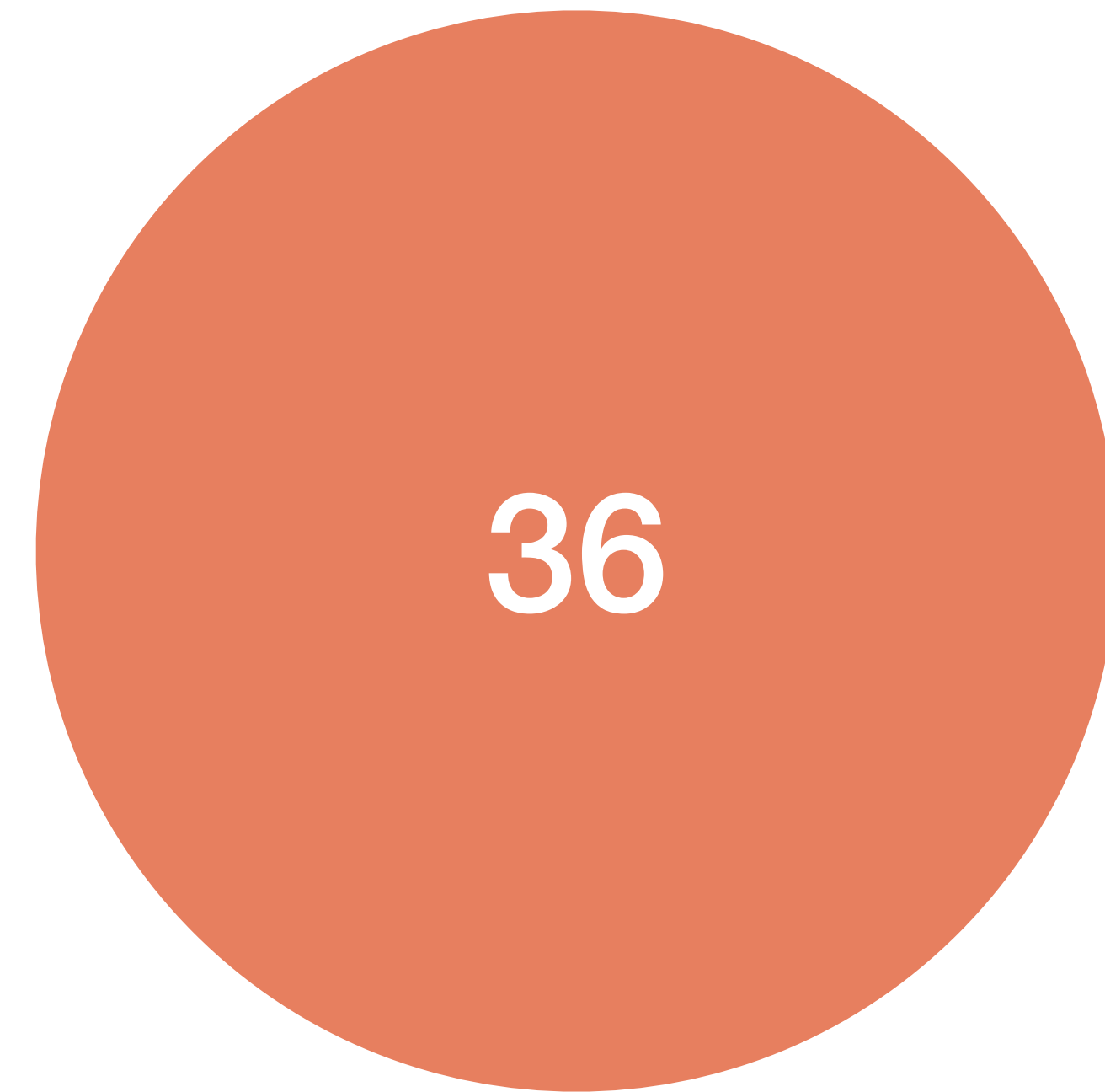


Who answered?

Number of answers

As this is the first year we are running this survey we haven't got that many answers.

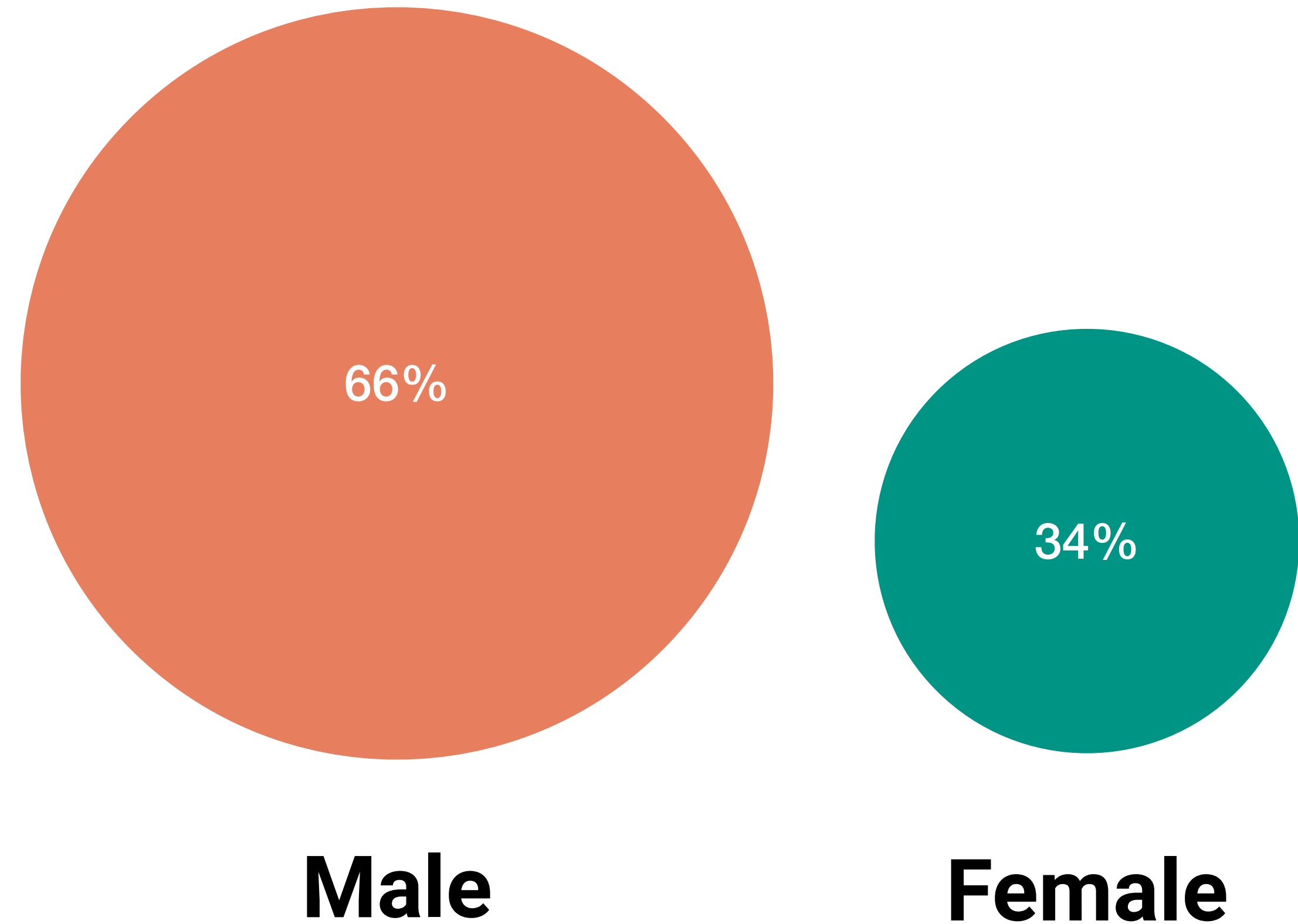
So please be aware some data will be skewed as we have a small dataset.



Gender

More male and female answered.

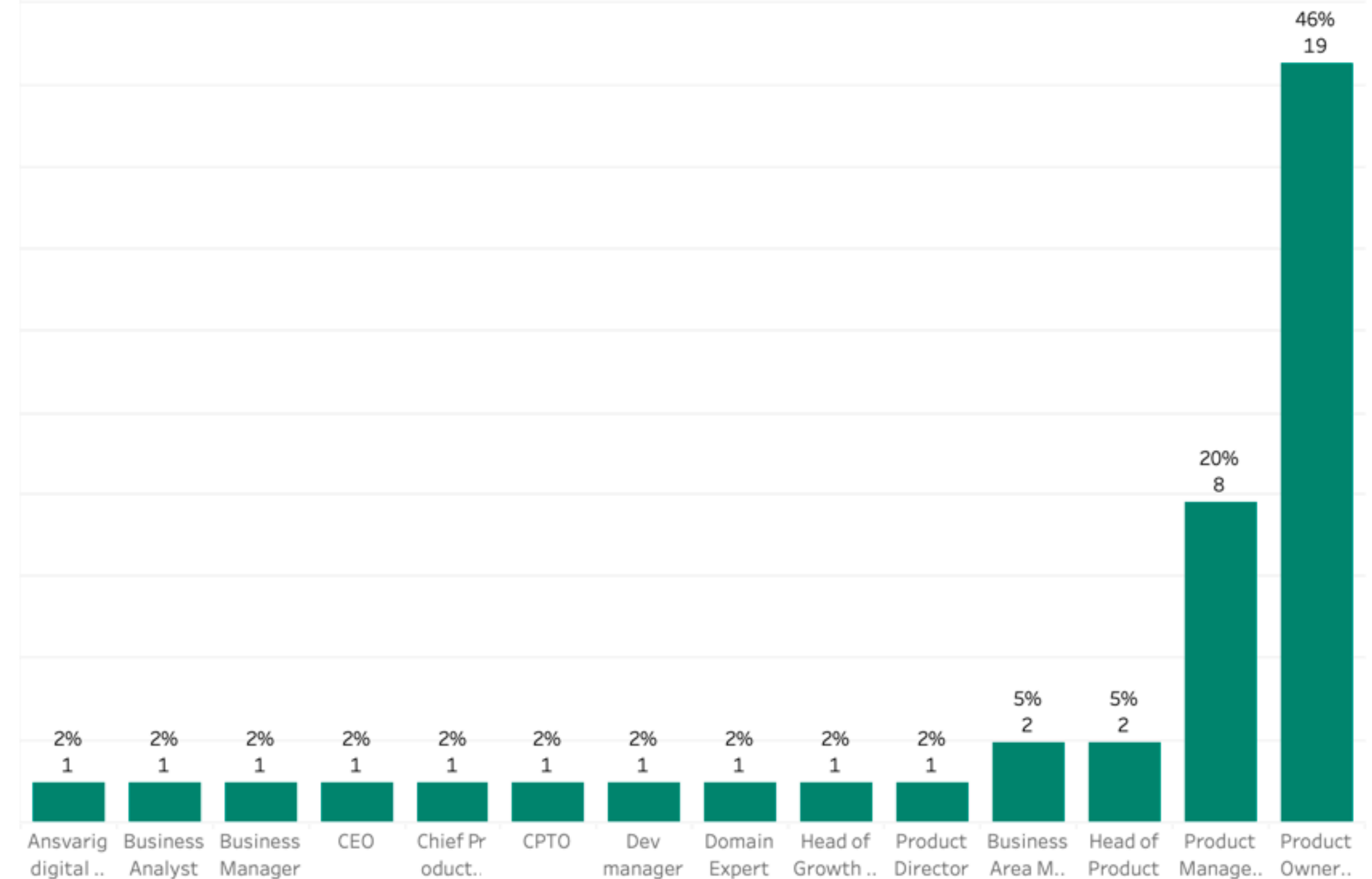
Our take: We are not not sure if product people are more often male than female.



Titles

There are both operative, tactical and strategic roles who have answered. Common roles are Product Owners, Product Managers and Head of Product

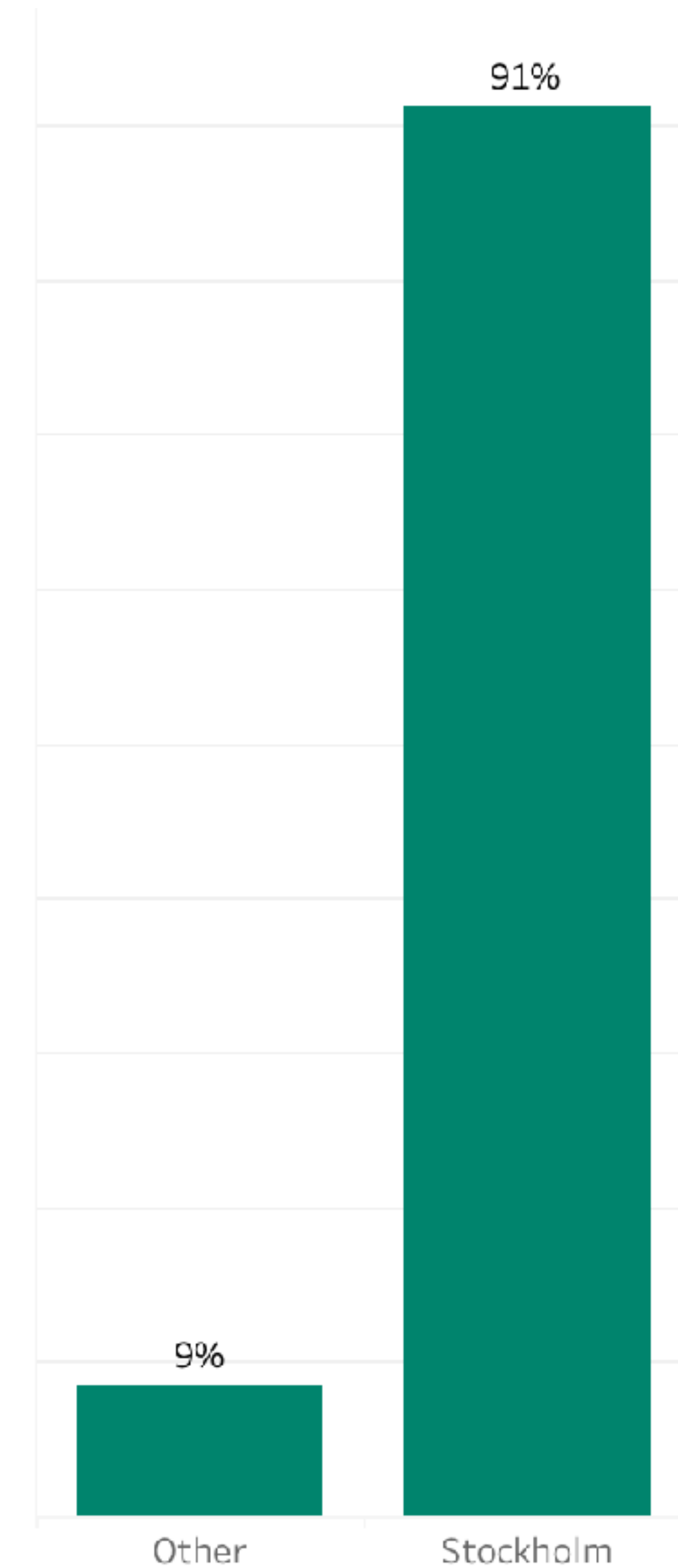
Our take: As most people who answer are PO and PM, this will reflect the answers.



City

Most people who answered are based in Stockholm

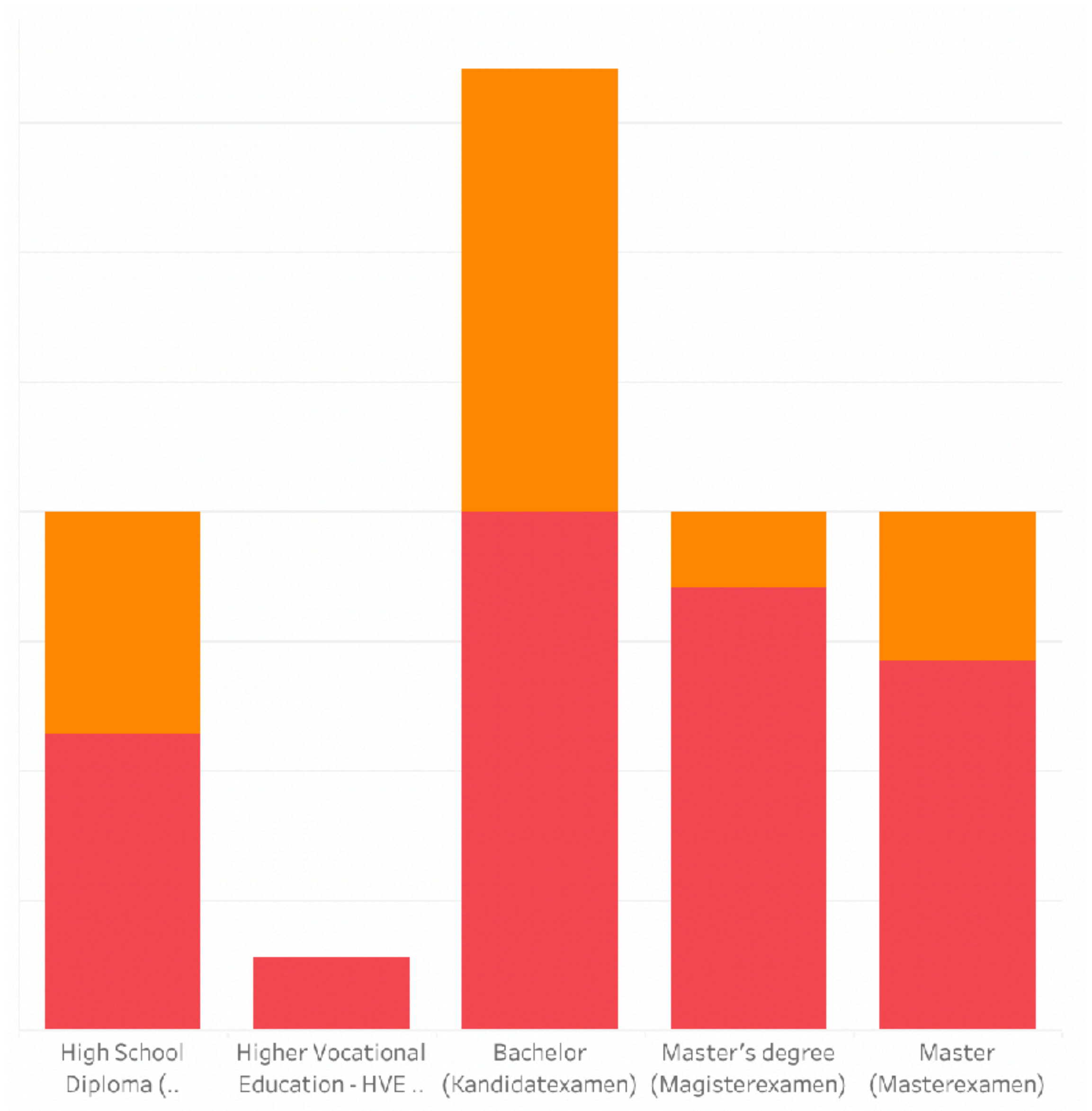
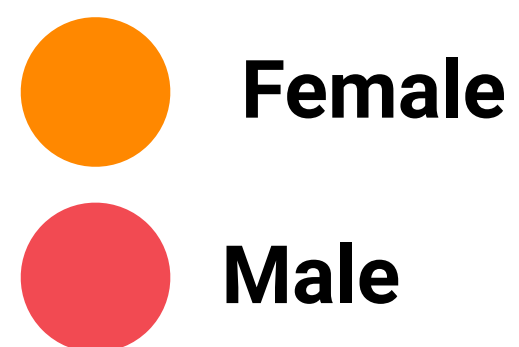
Our take: Help us spread this survey outside Stockholm next year.



Academic degree

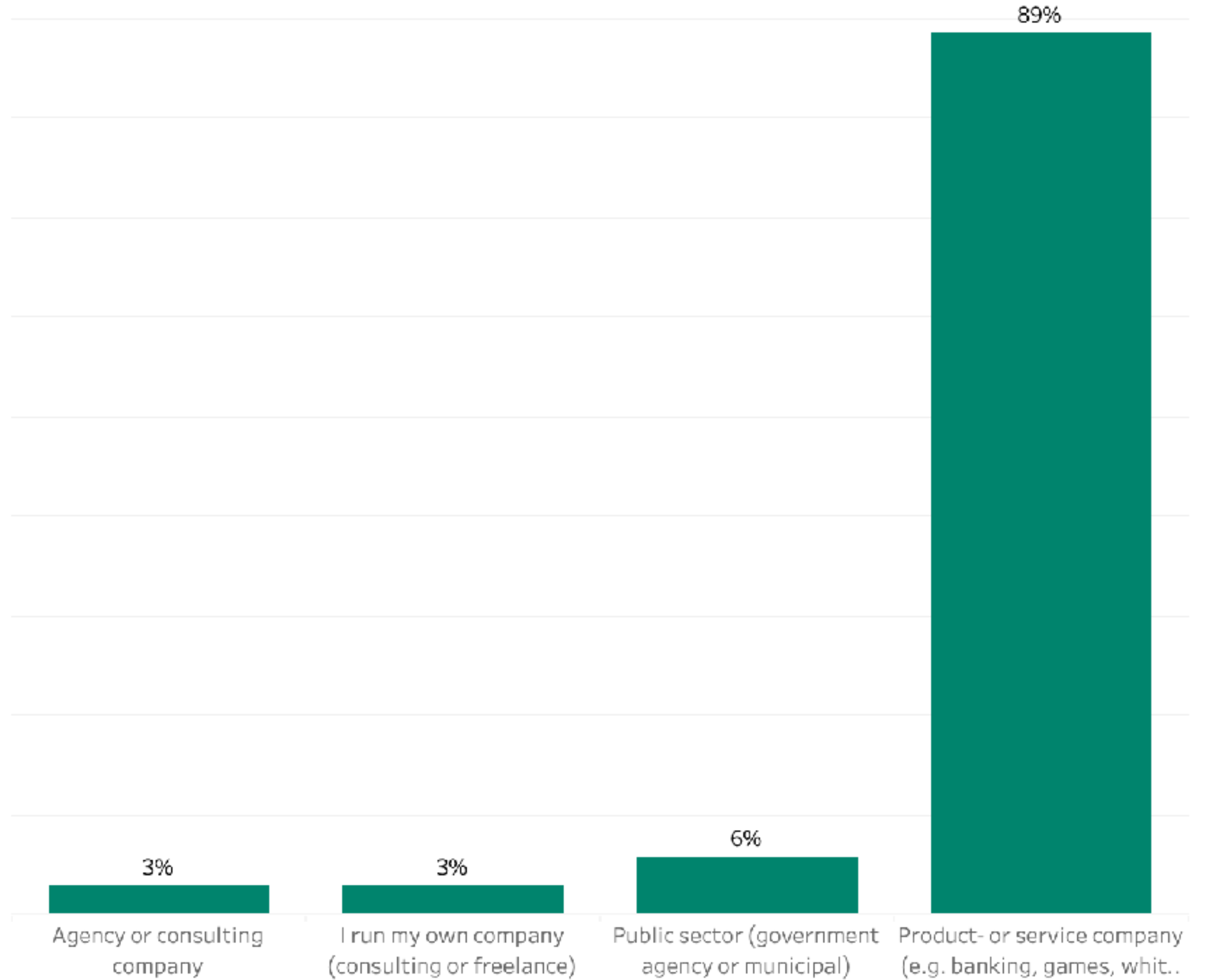
Most who answered have a Bachelor degree

Out take: Most product people have a strong academic background.



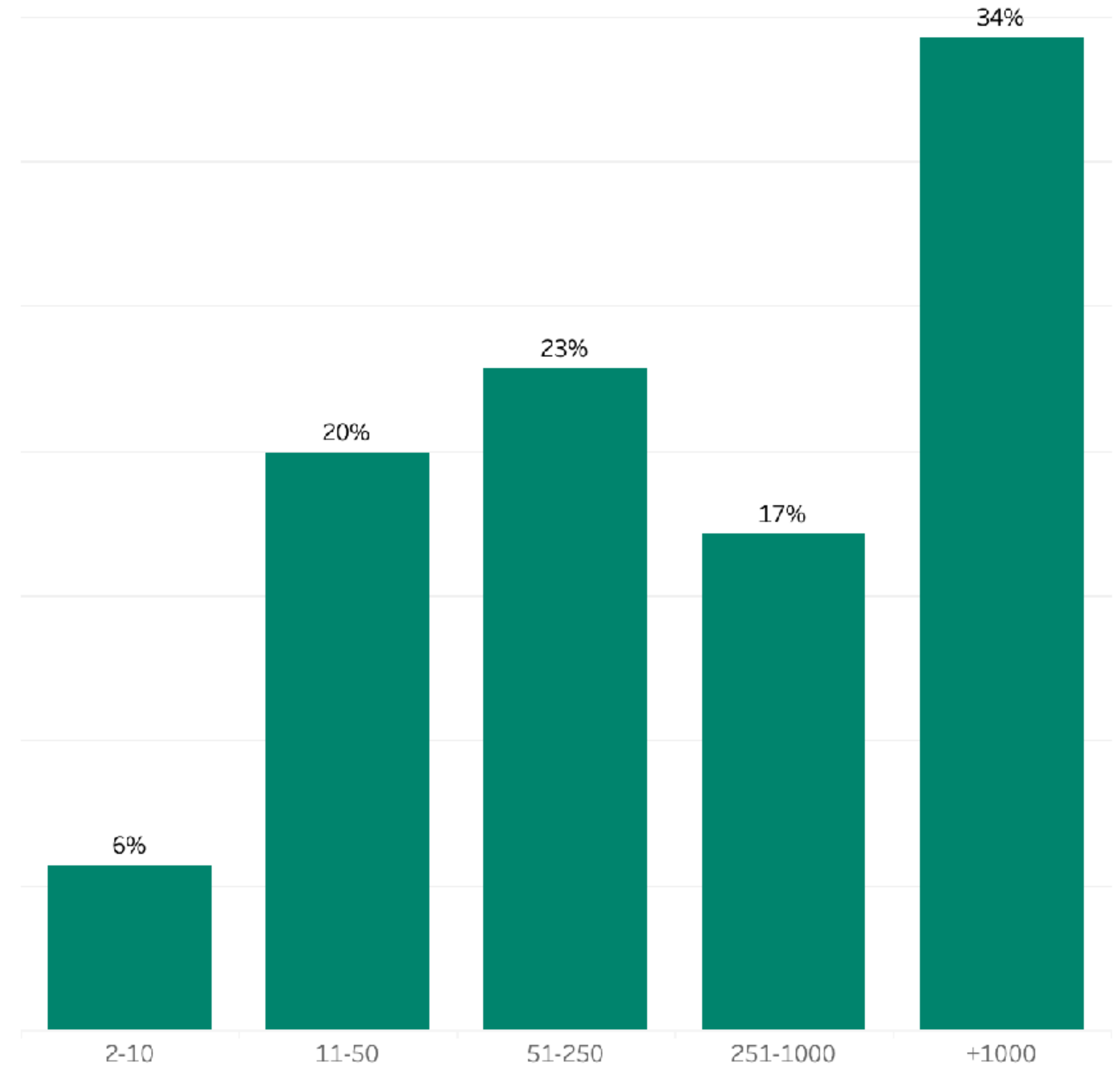
Type of company

Most people who answered are working at a product- or service company.



Size of company

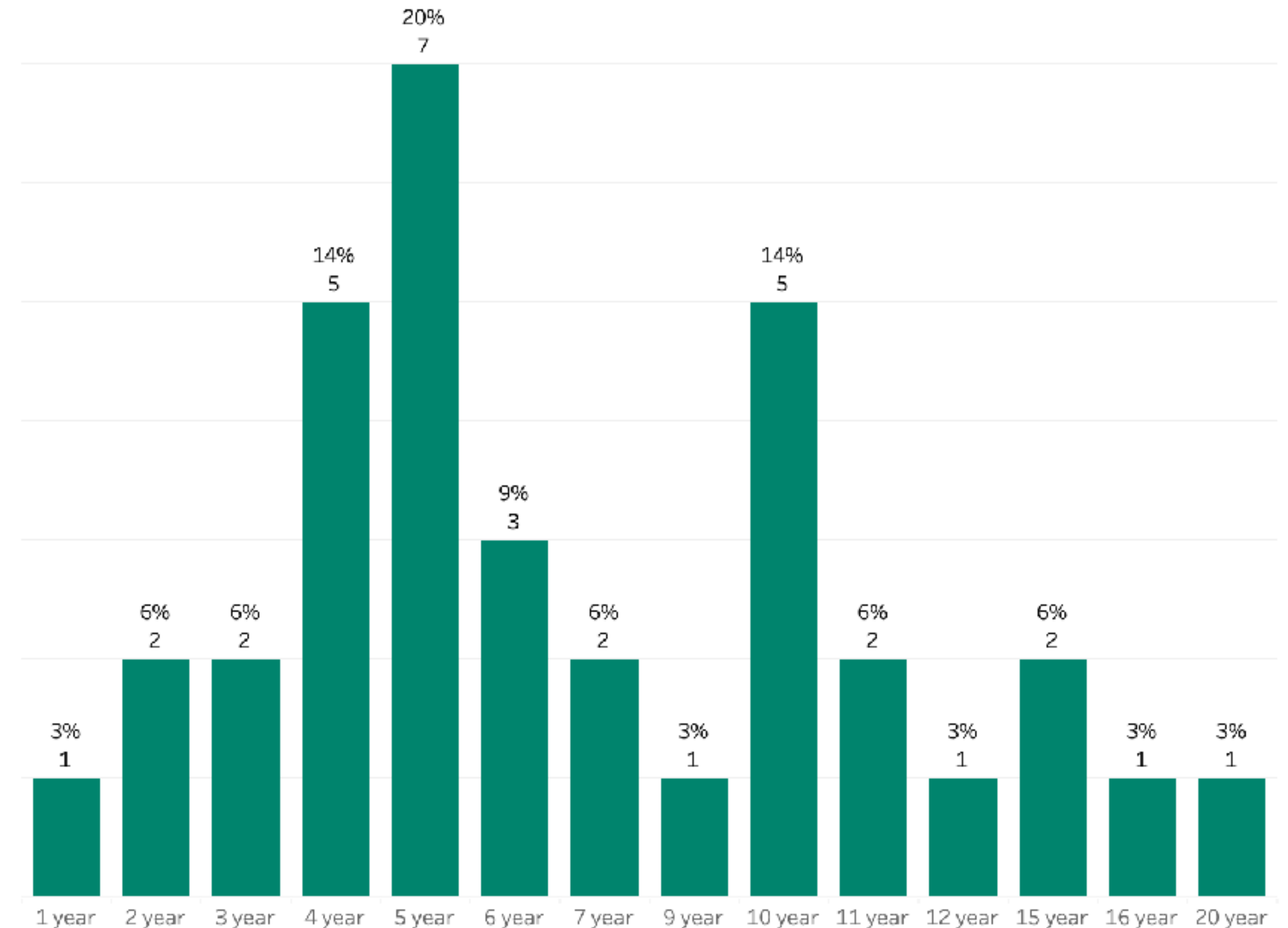
Most people who answer work at larger product companies.



Experience

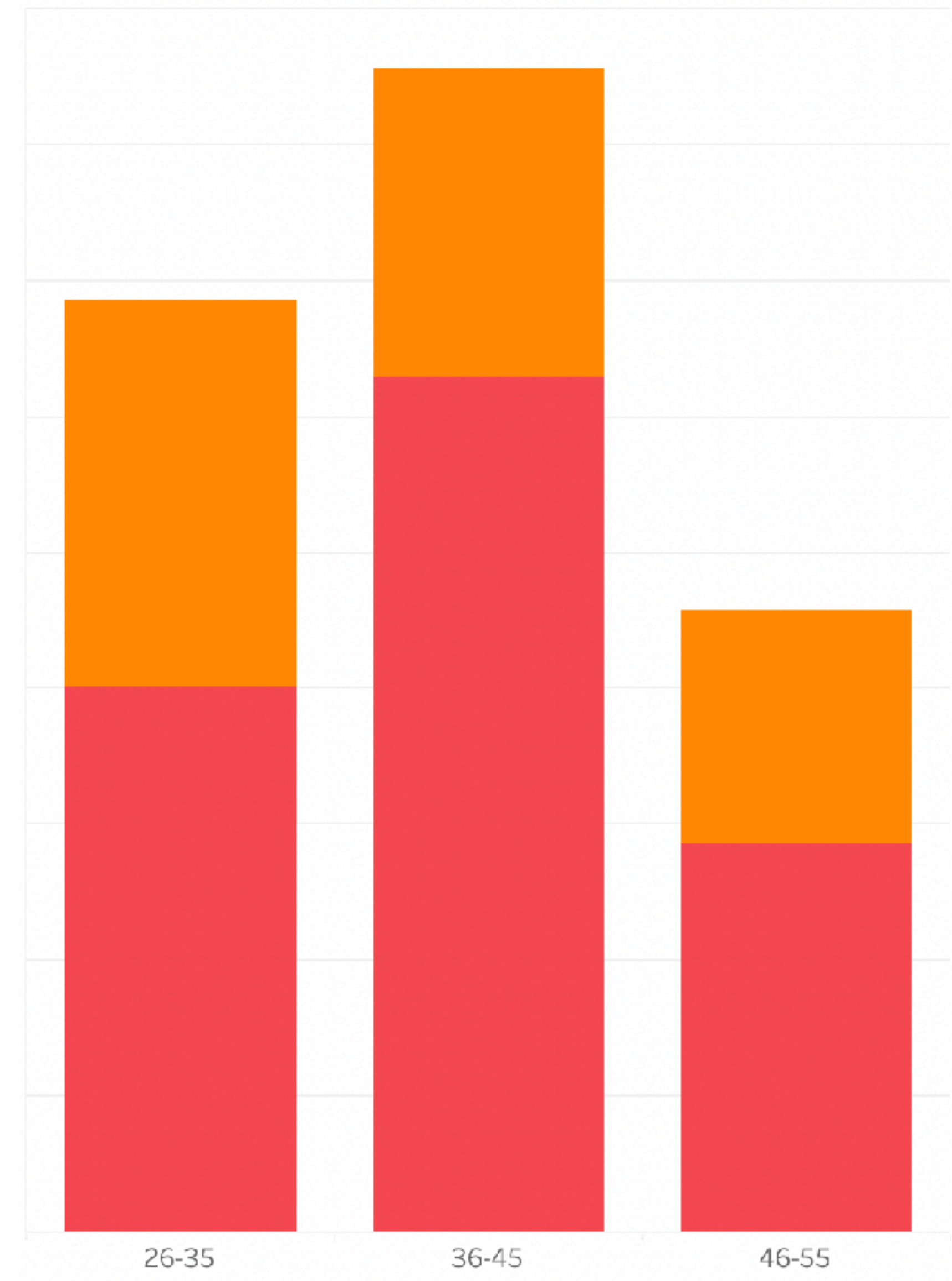
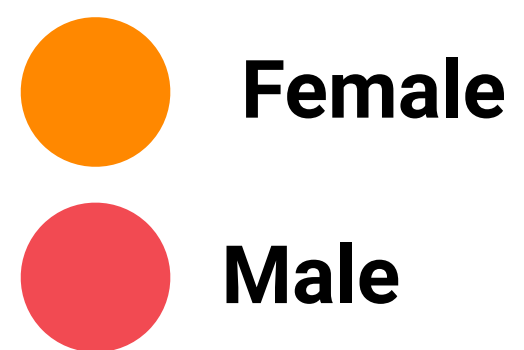
81% have 1-10 years xp
19% have +10 years of xp

Our take: More junior than senior answer, could this be that the product roles are quite new? The spikes at 5, 10 and 15 are often because you don't exactly remember.



Age group

Most people who answered are in the age group of 36-45



Working conditions

What product people love 🥰

- ... *The creative process of creating something, like a software product, through a collaborative process, solving complex problems together with like-minded and ambitious colleagues*
- ... *Focus on the product and delivery in a field that I enjoy a lot. I think what the company makes is important to society and i think my colleagues are great*
- ... *Take a problem, research it, understand it, prototype a new feature, solve it with the product*

What product people think less of 😞

- ... *Politics, Privacy, Security, Legal, waterfall processes & traditional hierarchies*
- ... *Gather funding and predicting the future.*
- ... *Angry voices, when discussions are not respectful.*

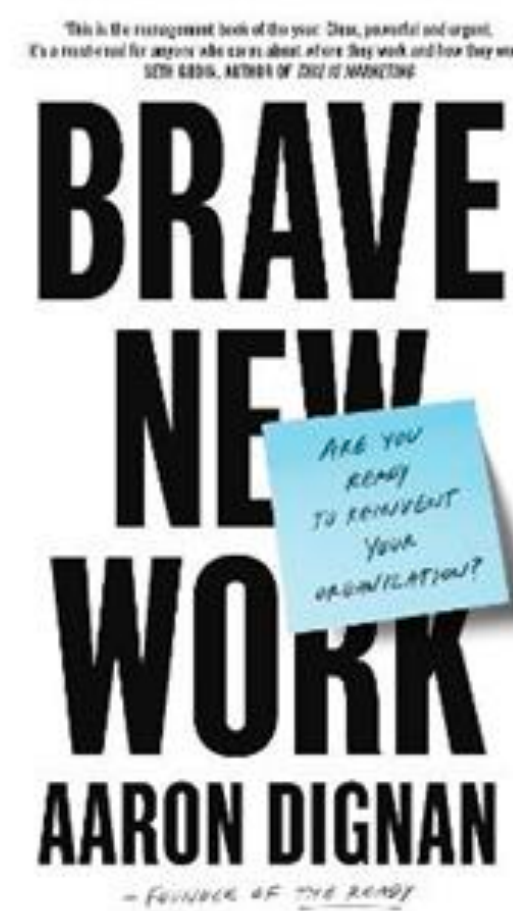
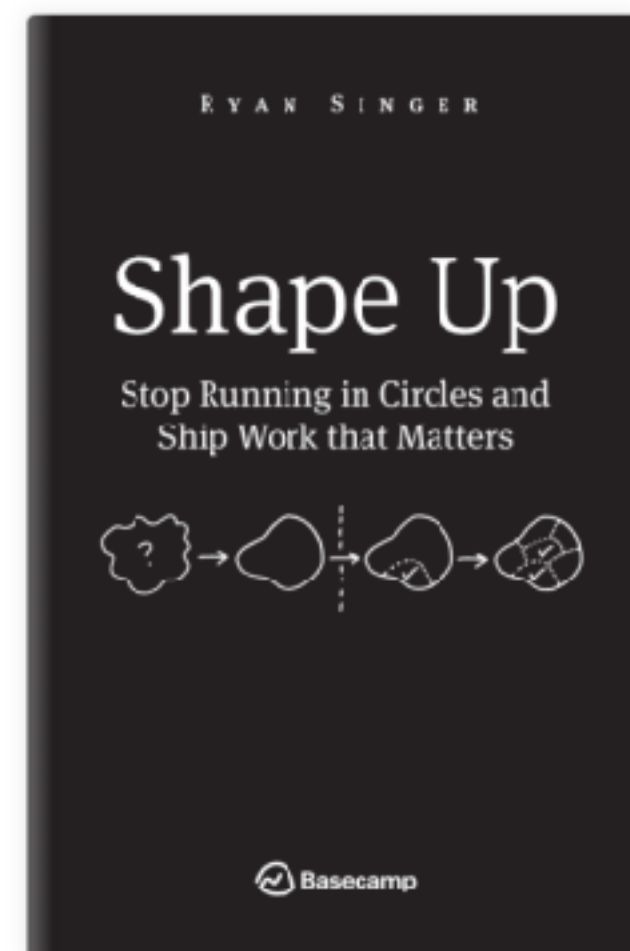
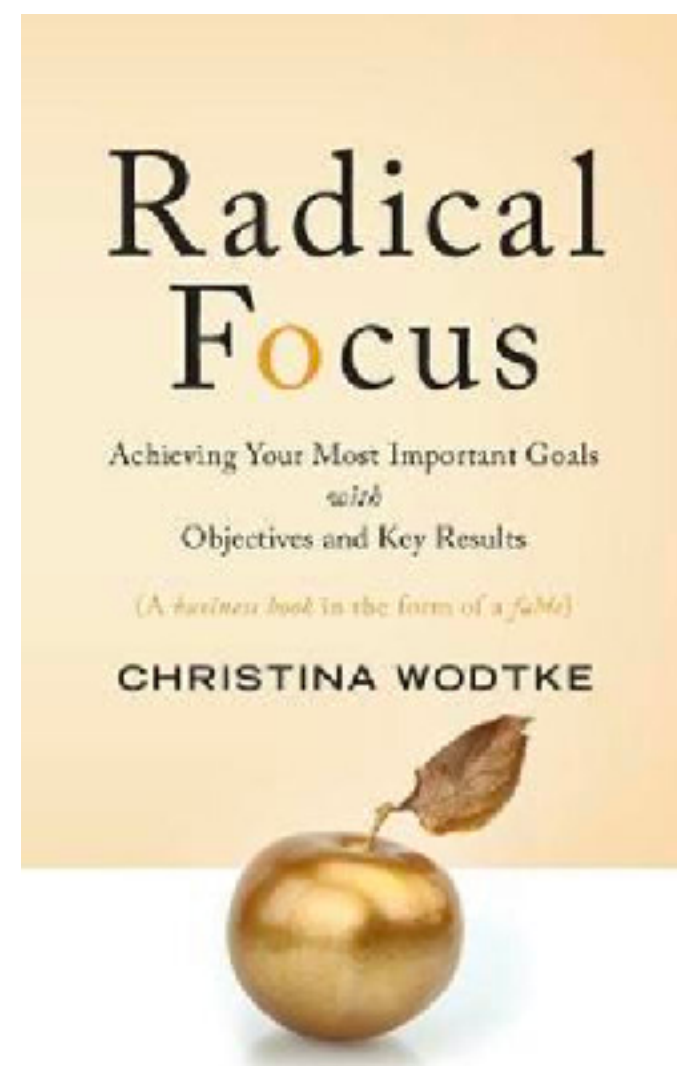
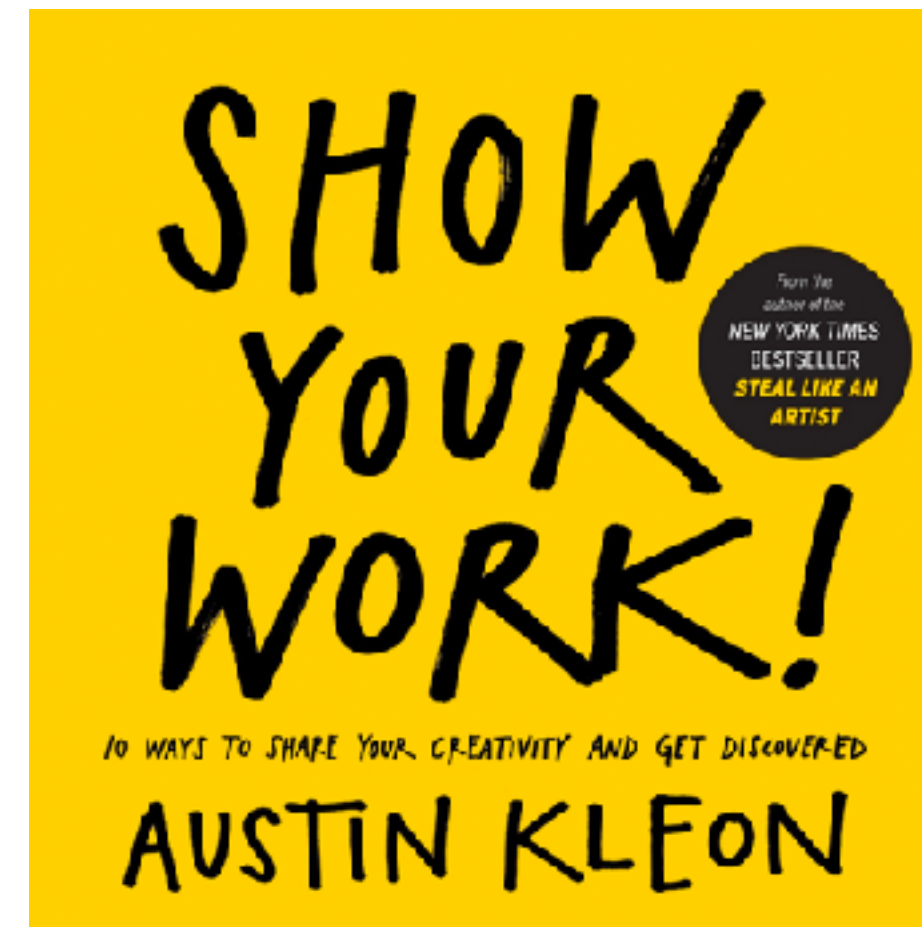
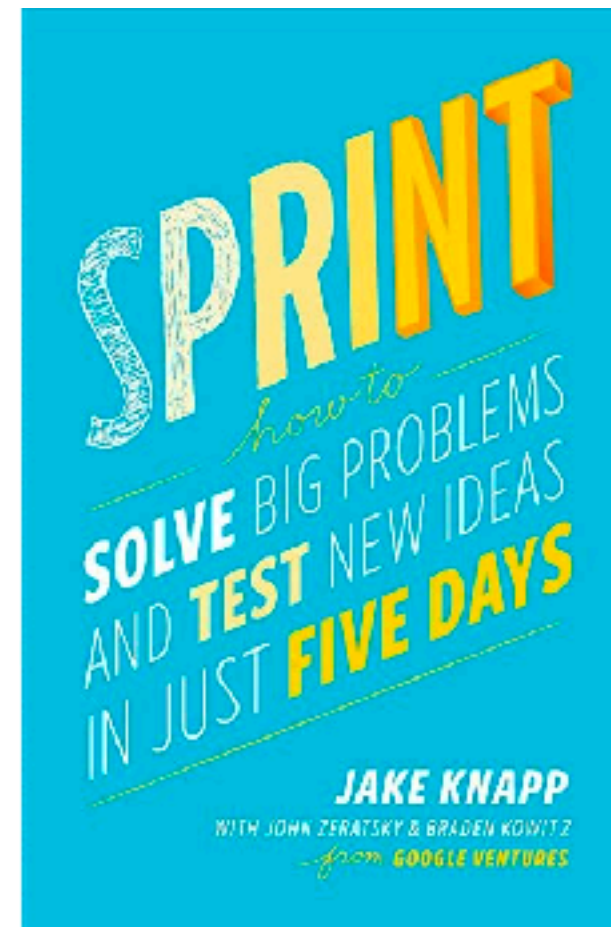
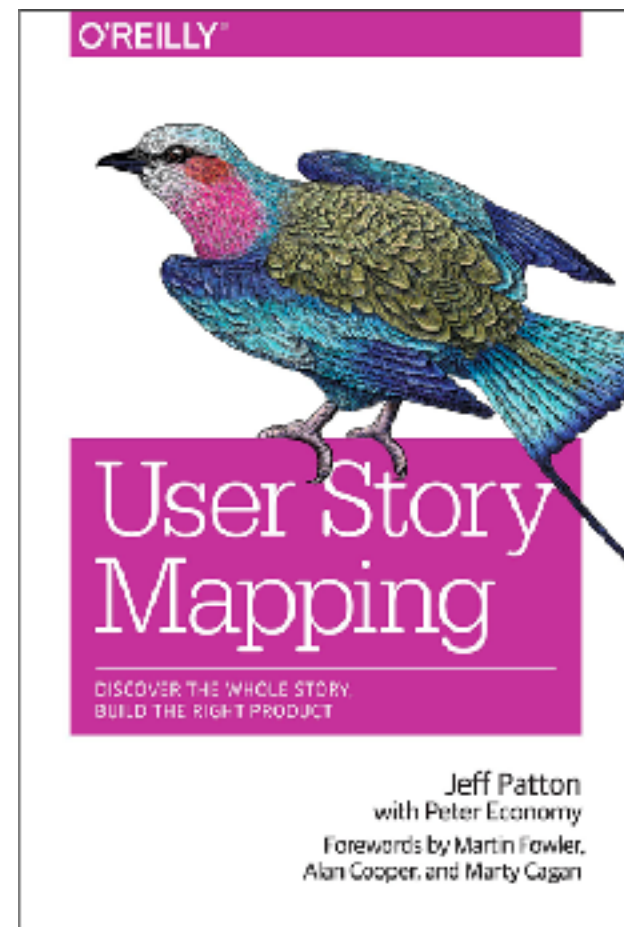
What makes great product people 🦾

- ... *Team players, open to give and receive feedback, motivated and ambitious*
- ... *When a person feels accountable and always have improvement top of mind.*
- ... *Agile mindset, focus on delivery a product together with other people. A learning mindset where we always strive to become better.*

What makes great product leaders 👍

- ... *Persistent, open minded to new insights, customer focused, able to balance UX, Business & Tech through own knowledge or by teaming up with the right competencies, empathic, responsive*
- ... *When you have faith and trust in that the people who develop a product are the experts.*
- ... *Transparent leadership, clear on priorities and coaching*

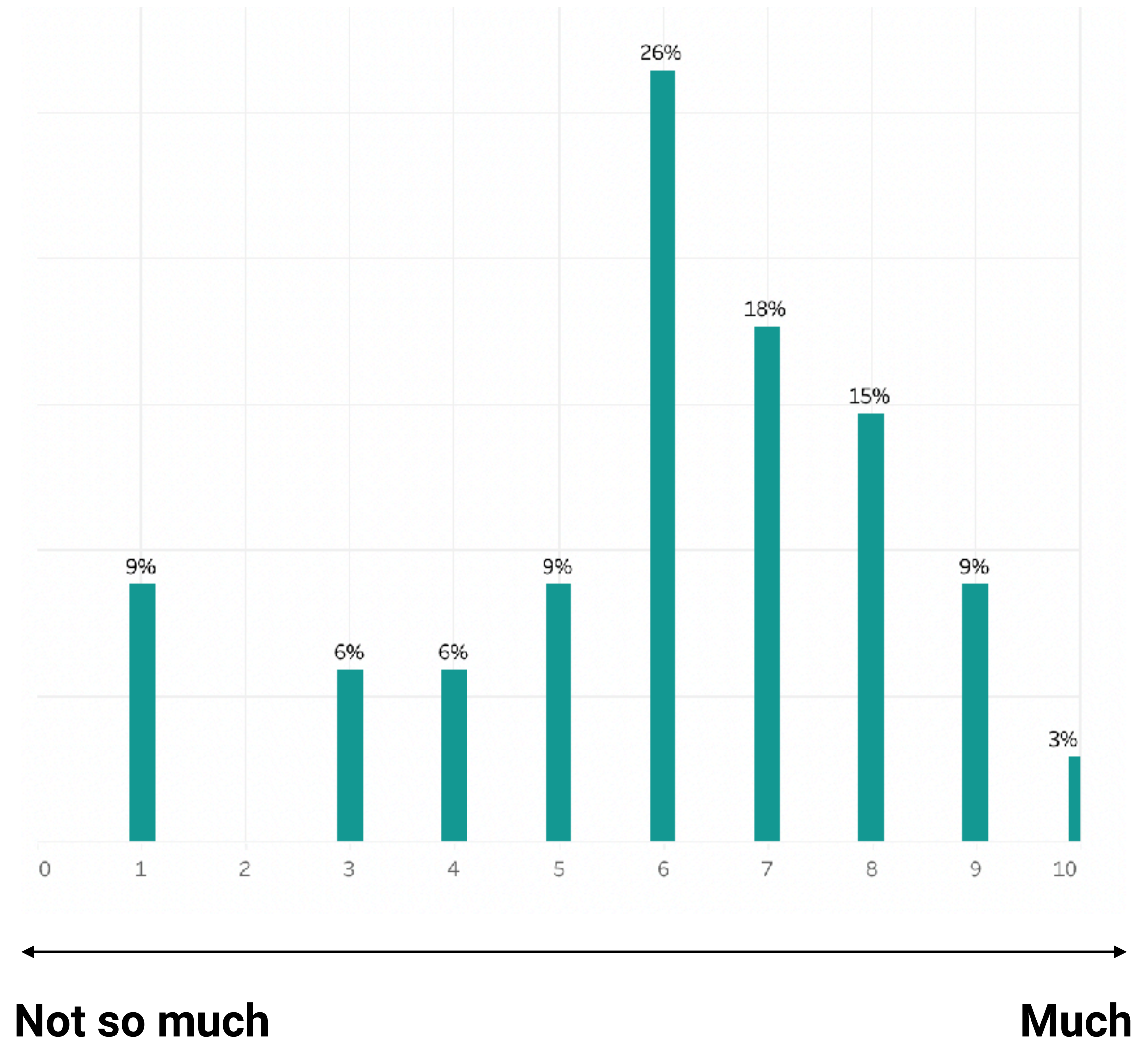
Interesting books



School rating

56% (0-6) are less impressed that their academic studies have helped them in their work. 45% (7-10) think that their studies have helped them in their work.

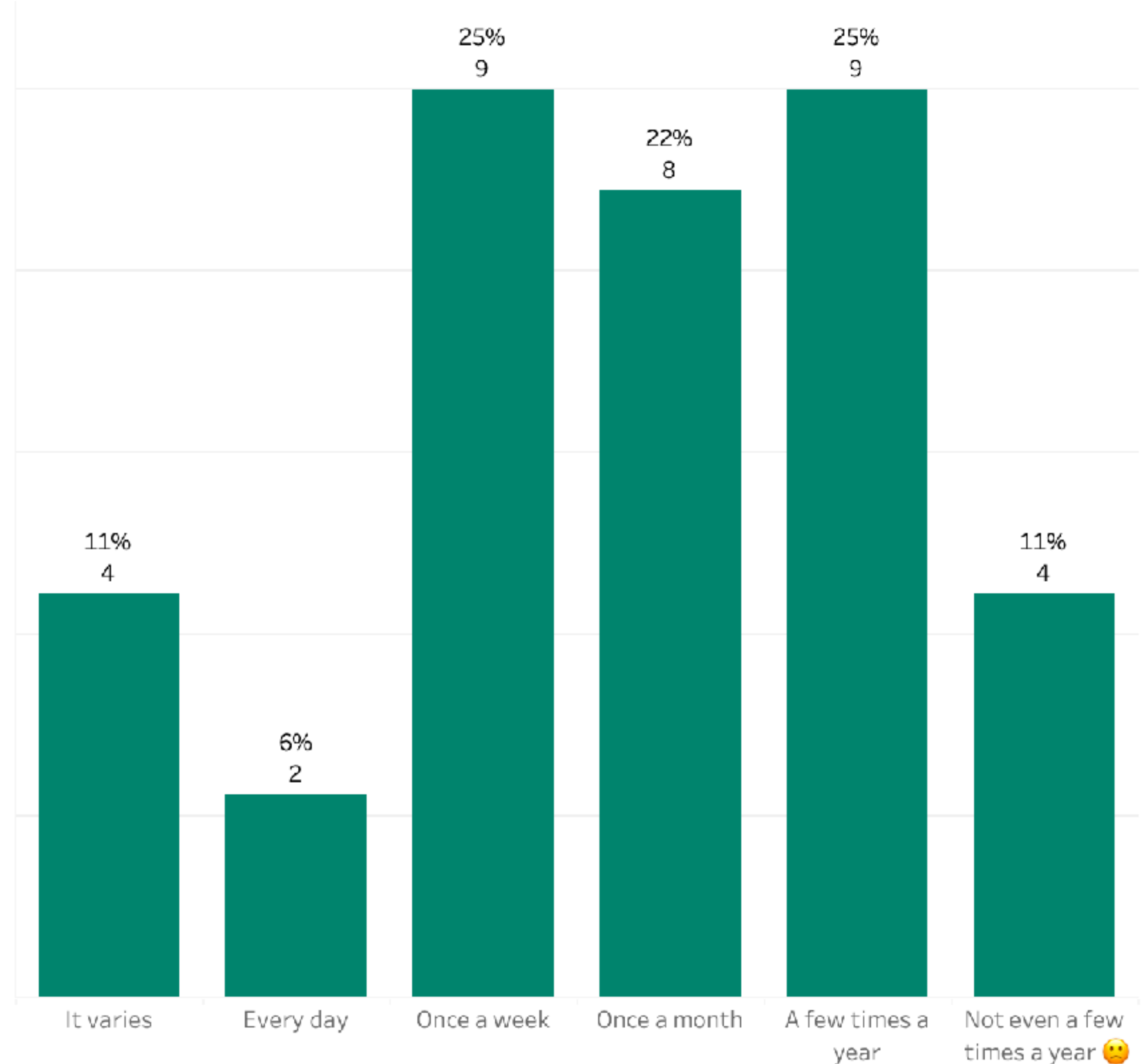
Our take: It would be interesting to learn more what everyone need from schools to become better product people.



Customer interactions

**53% meet their customer every month or more often.
36% meet their customers less.**

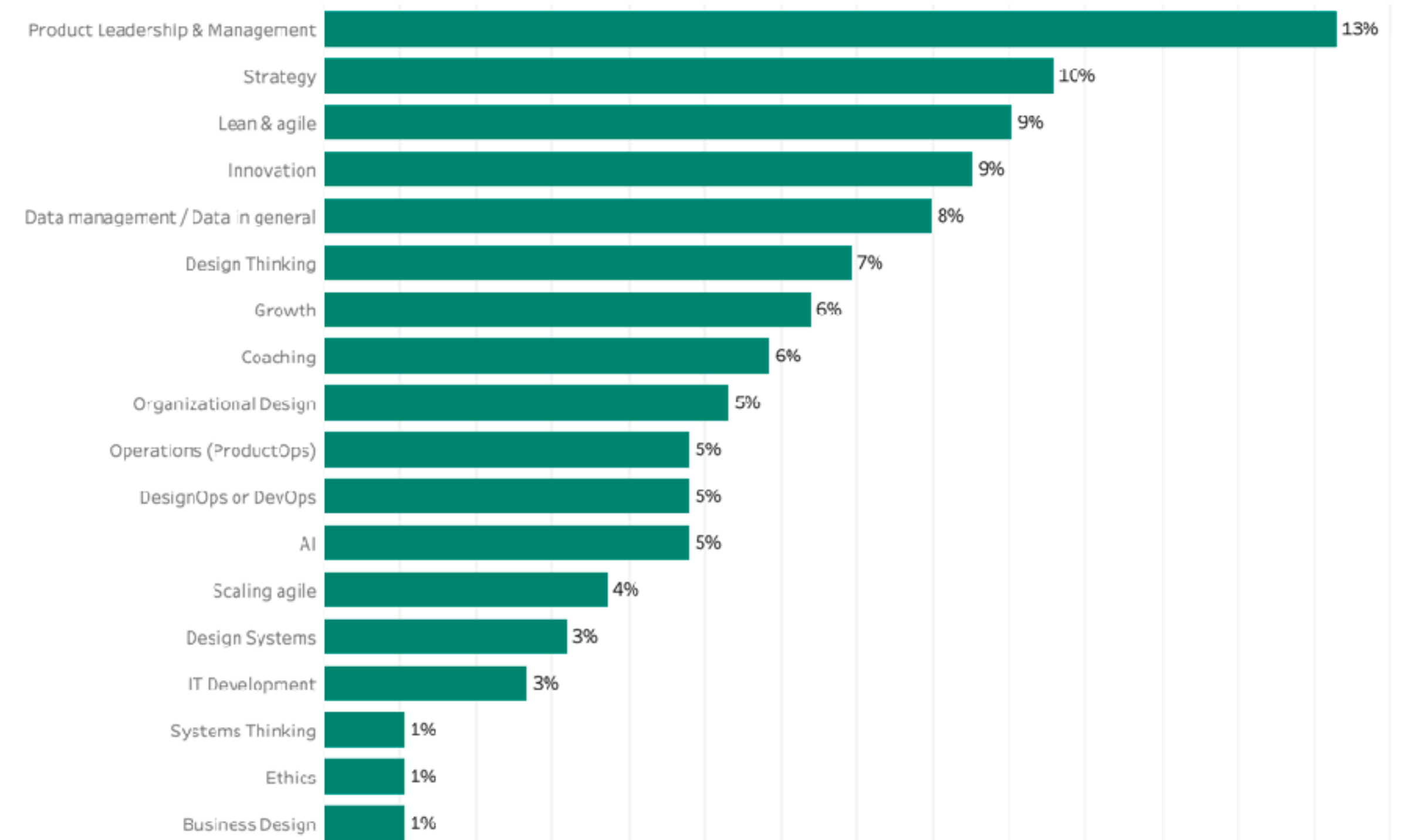
Our take: It is great to see that many product people have the possibility to meet their customers.



Trends

Most interesting trends for product people are product management, strategy, lean & agile and innovation.

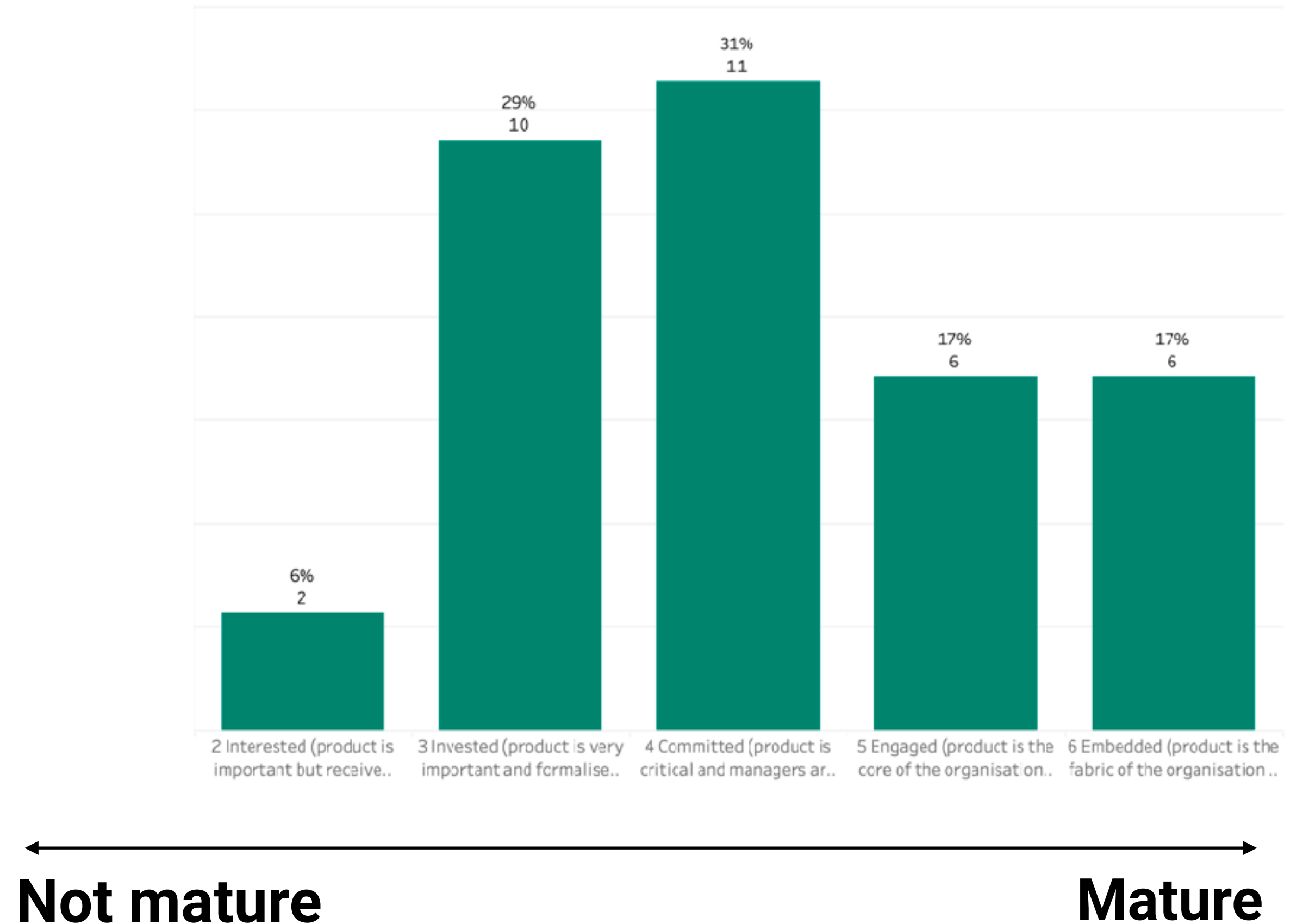
Our take: It would be interesting to understand more about what product leadership and management means for everyone. It is also interesting to see that ethics and business design are at the very end.



Product maturity

66% believe that the product capability maturity is between 1-4 and 34% think that the maturity is between 5-6.

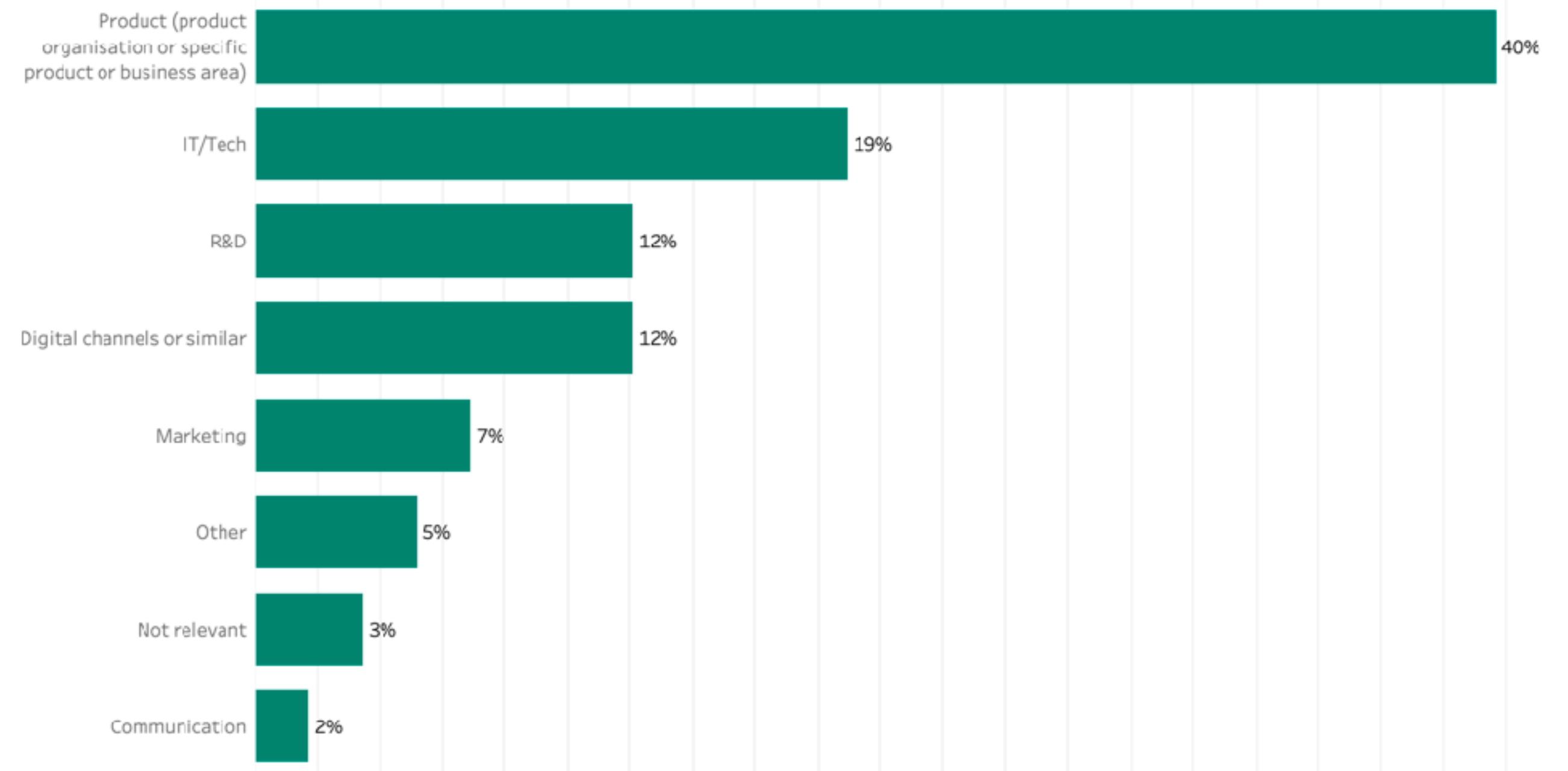
Our take: It is nice to see that nobody answered 1. It will be interesting to see the maturity trends over coming years.



Location

Product is often located in Product or Tech organization.

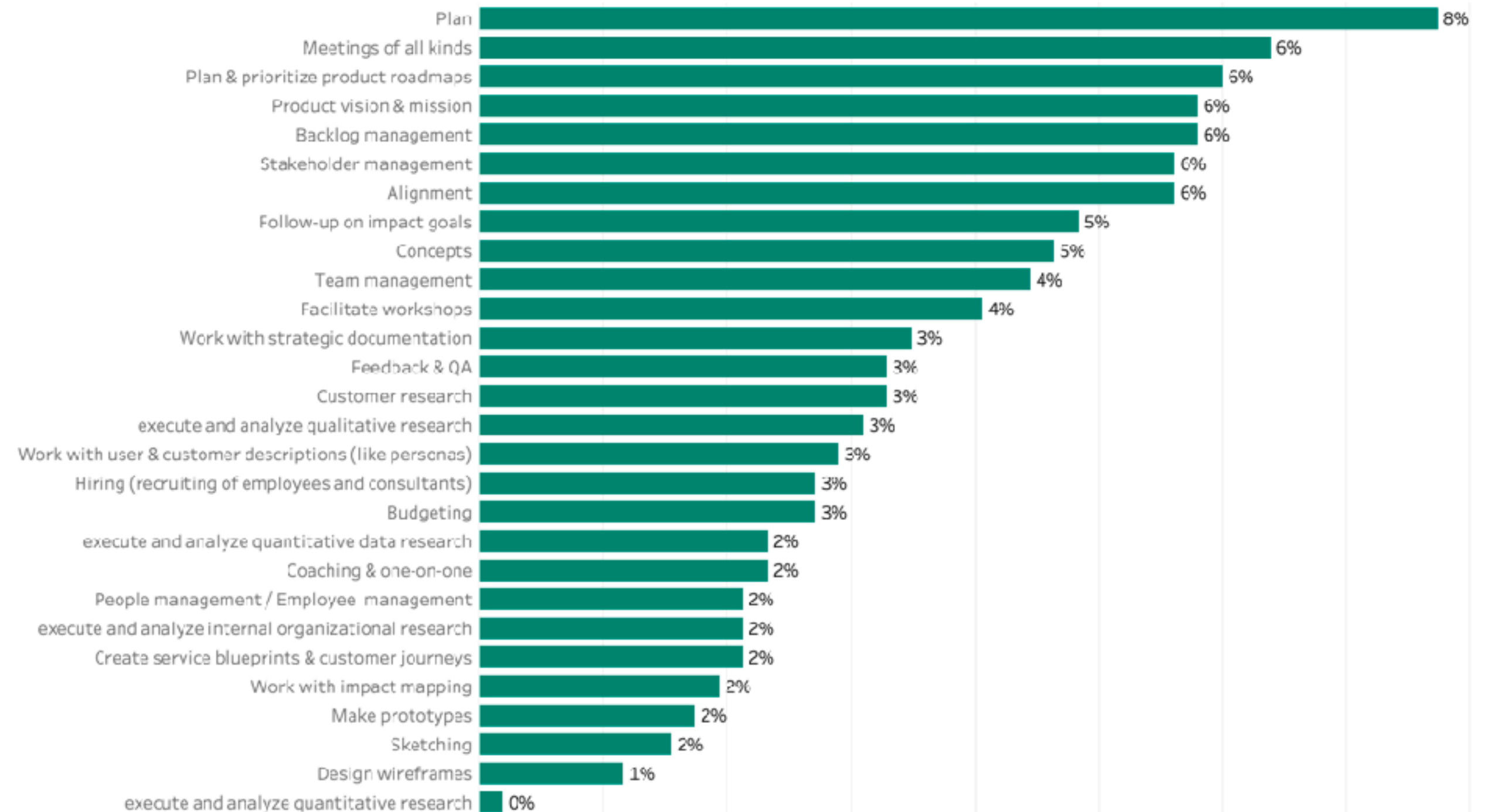
Our take: It seems quite normal that product people have their own organization or are under Tech which often deliver digital products.



Activities

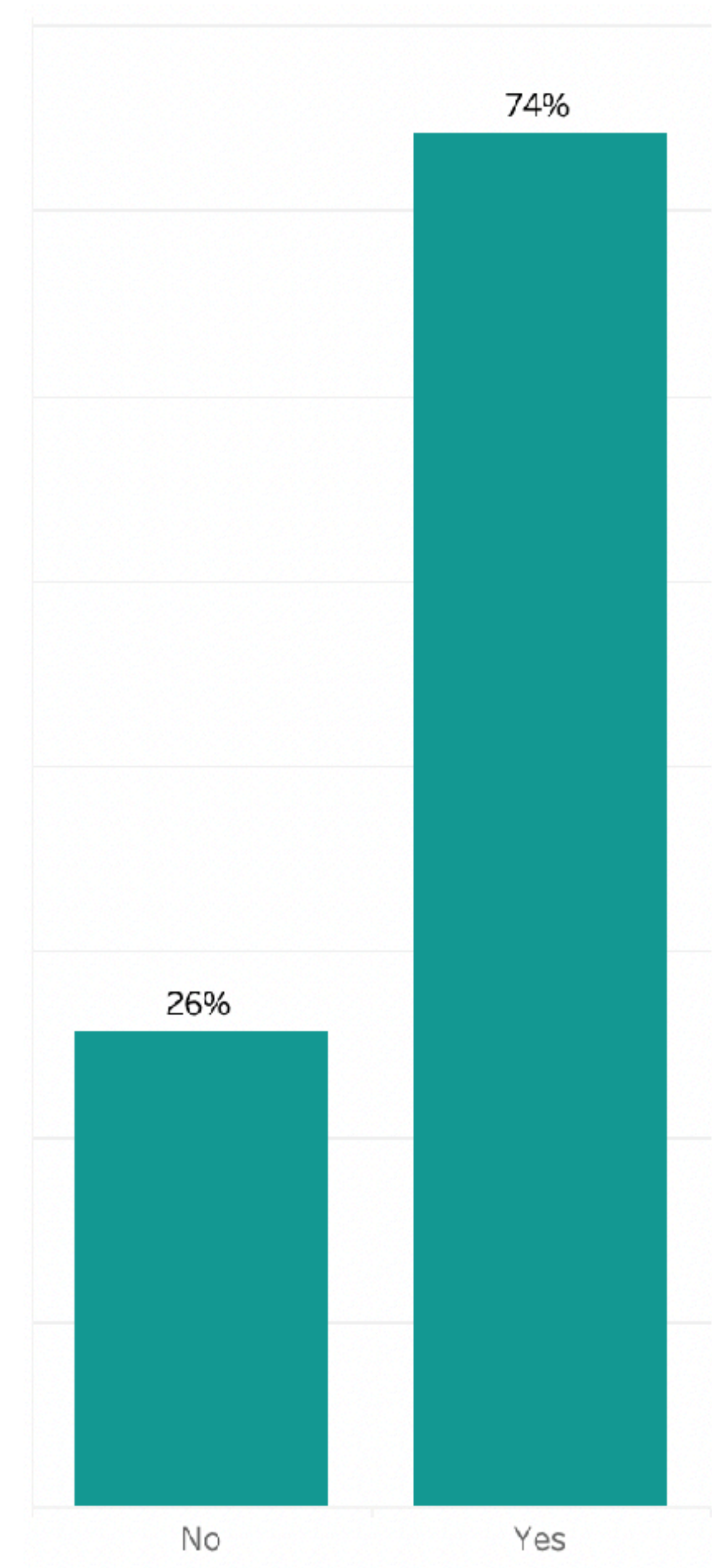
Most people work with planning, meetings, product roadmaps and backlog management.

Our take: Operative and tactical work seem to be what most people work on, probably because most people who answered are Product Owners.



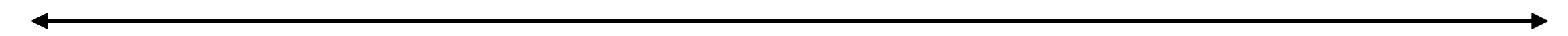
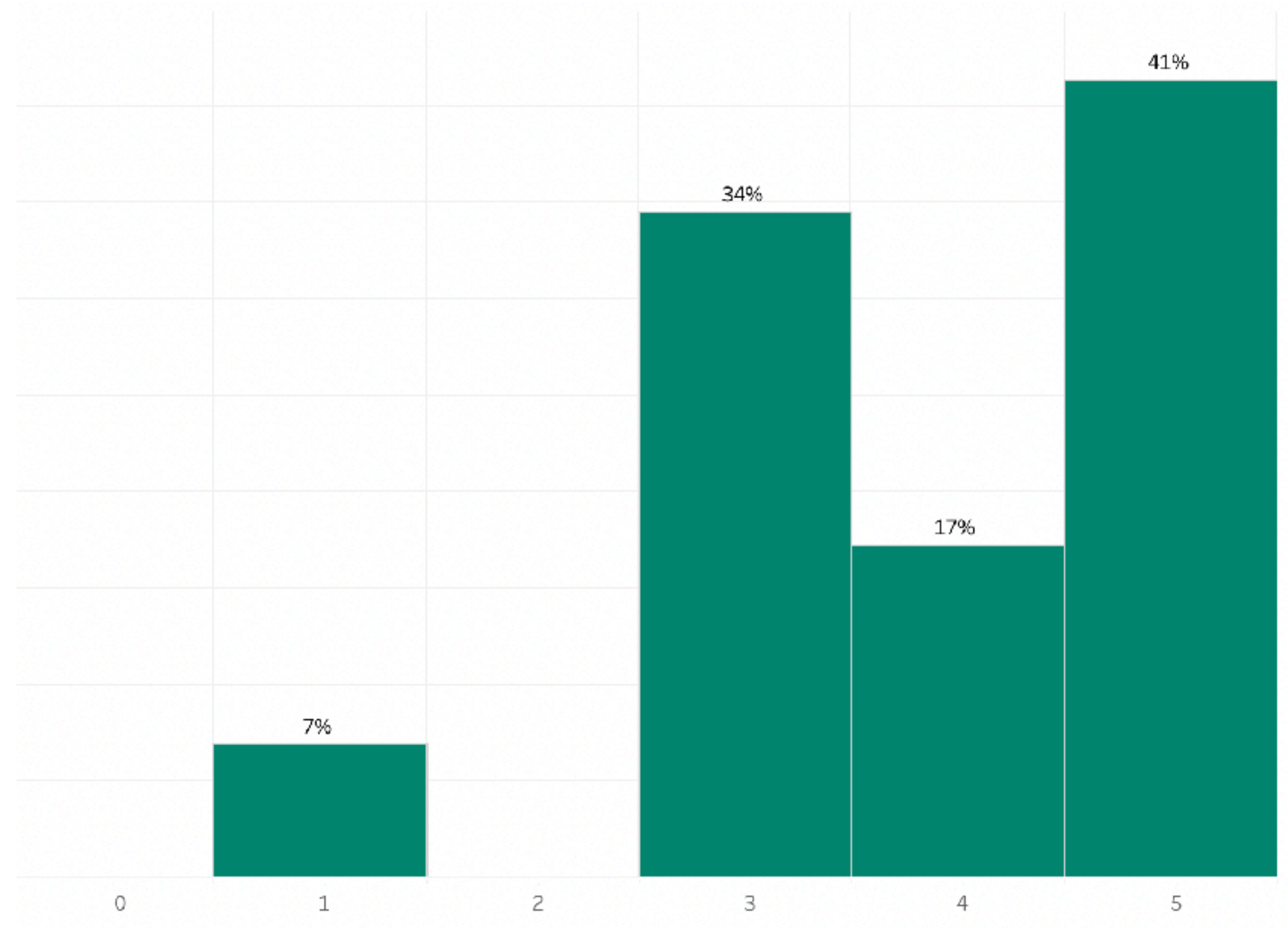
Clear responsibility

Most people, 74% think that there is a clear about who is responsible for the product.



Ownership

Most people (92%) feel that they have ownership of their work.



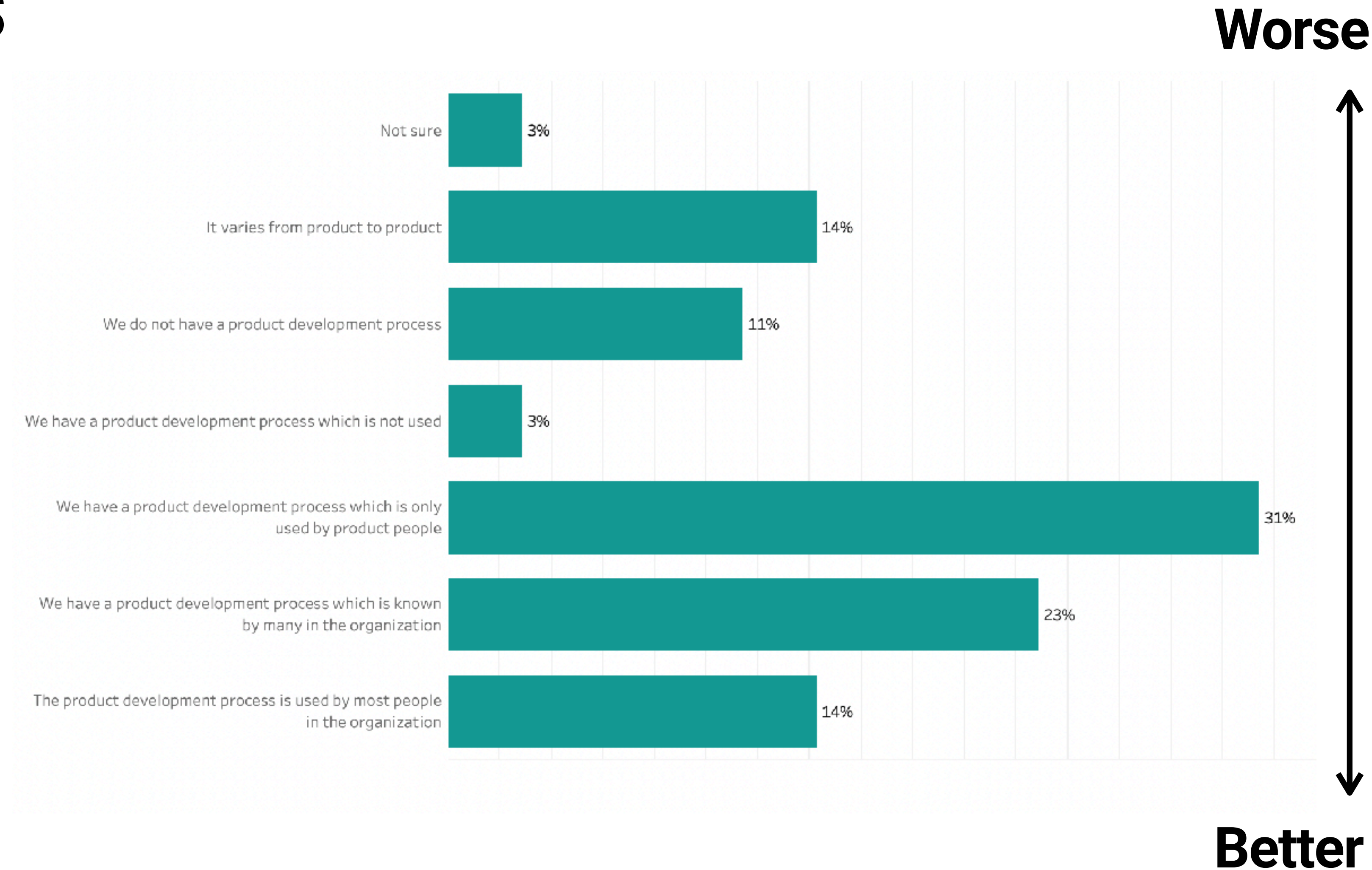
Not so much

Much

Product process

Most (82%) say that there is a product process which is used in various degrees.

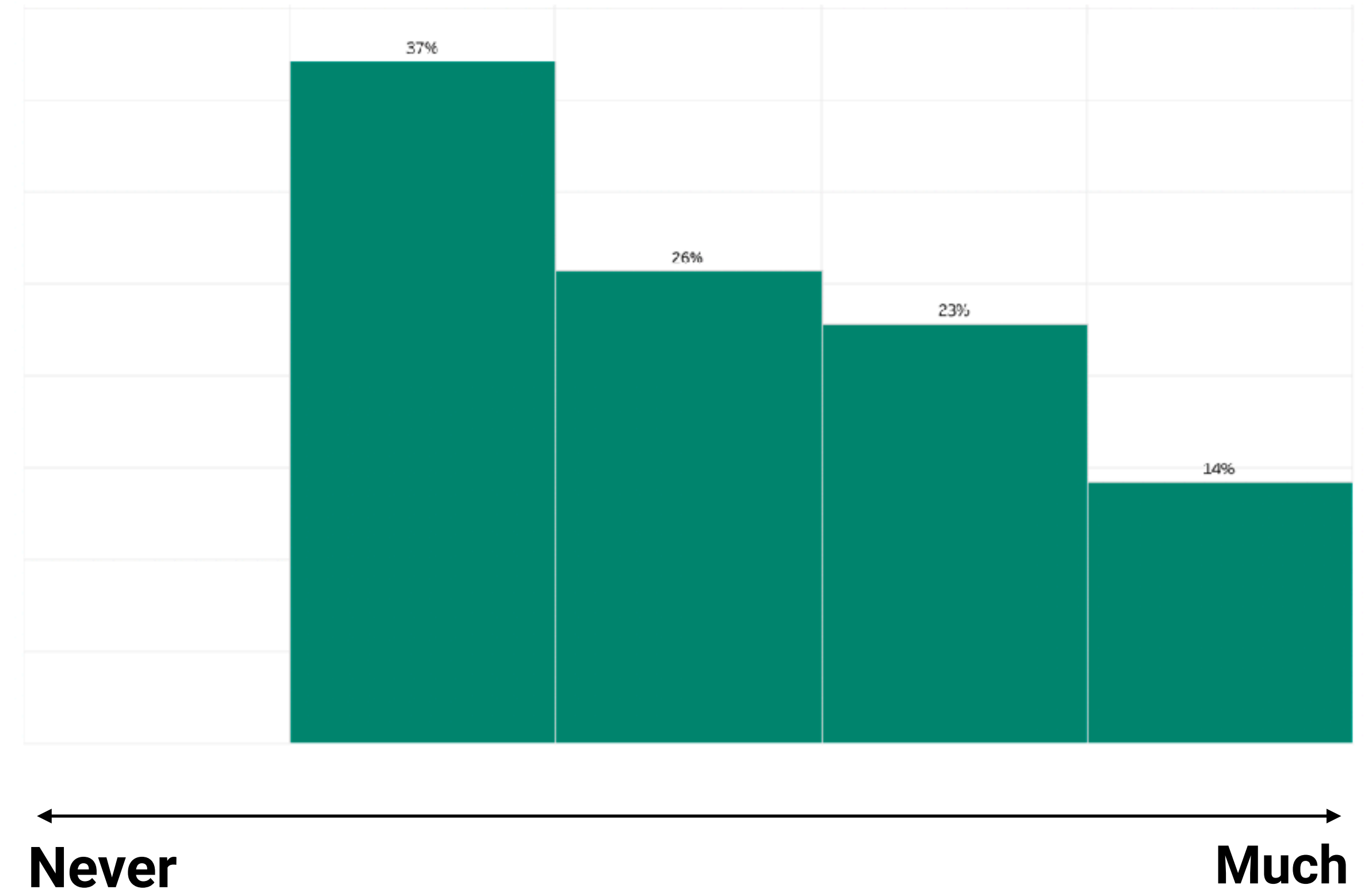
Our take: How could you make the product development process used by others in your organization?



Overtime

0% do never work overtime, which means that everyone is working overtime in some degree.

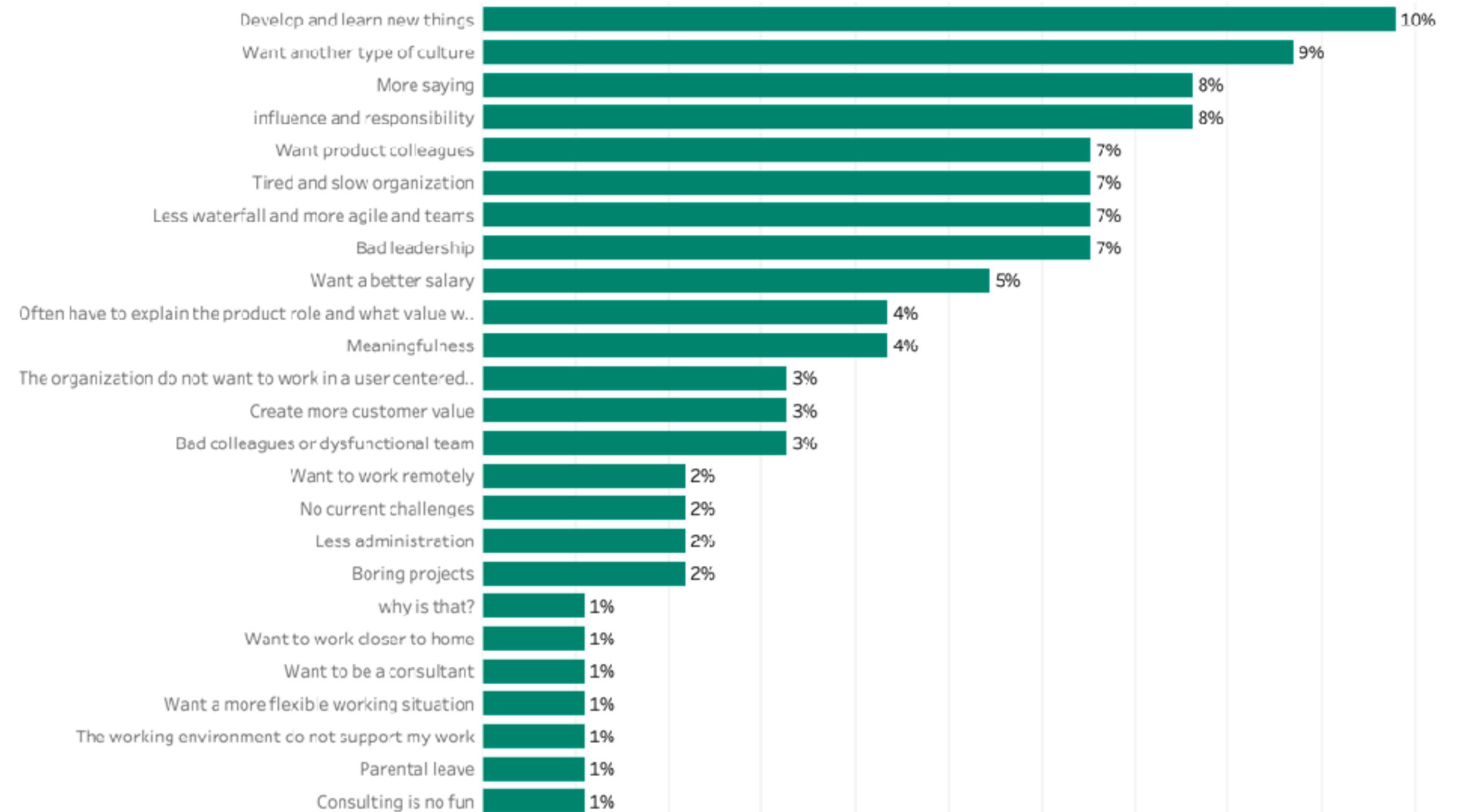
Our take: It is sad to see that most product people work overtime in some degree. Why does it look like this?



Why new job

Most people answer that they look for new job because they want to learn new things, another culture, more saying and influence.

Our take: Make personal development a part of the work to keep people longer.

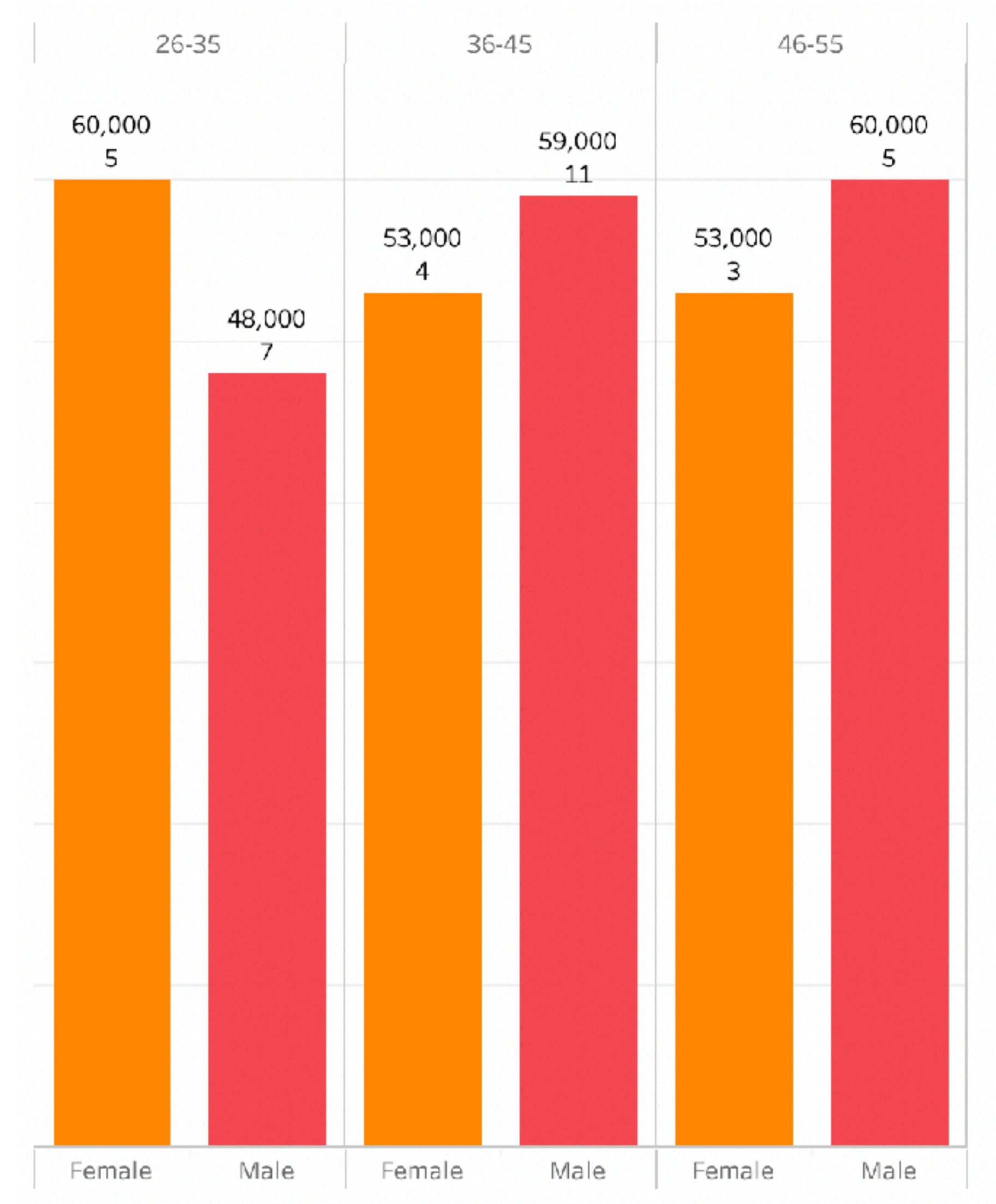
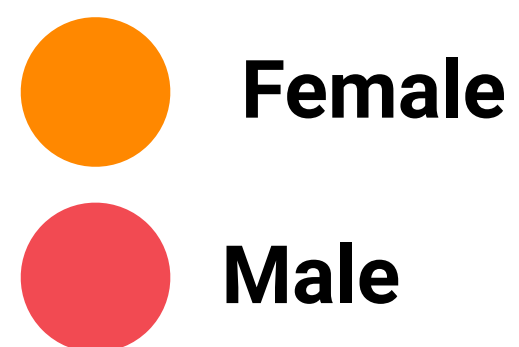


Salary

Salary per Age group

The median salary between age groups are between 48.000 and 60.000.

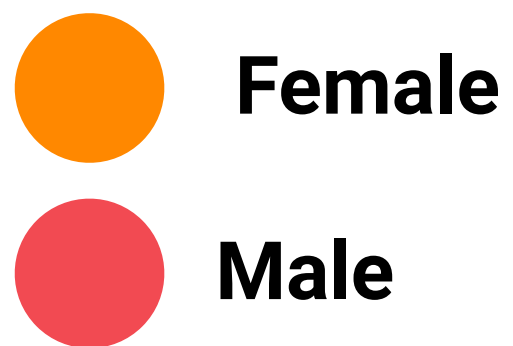
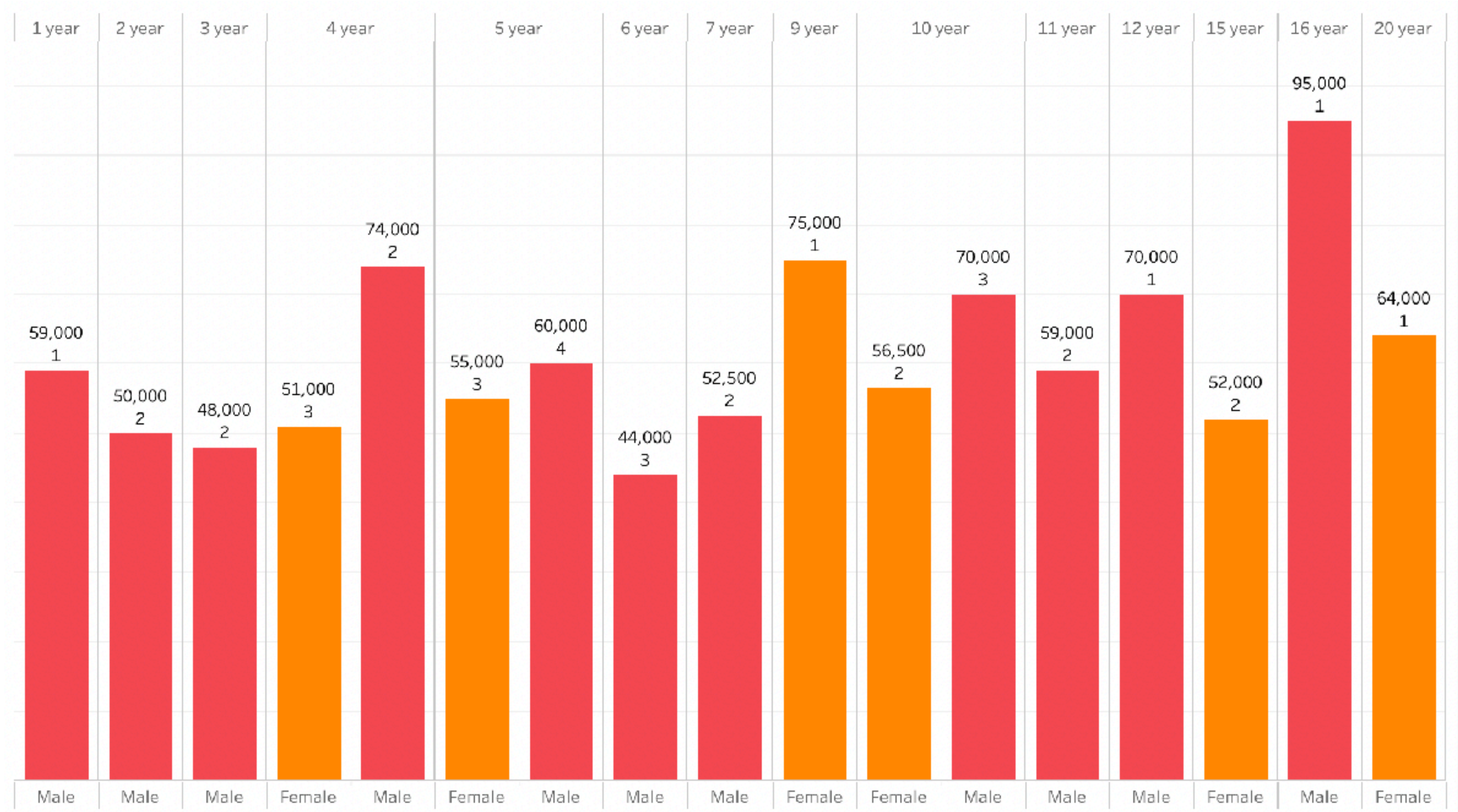
Please note that some groups have very little data points.



Salary per Experience

The median salary per experience are between 44.000 to 95.000

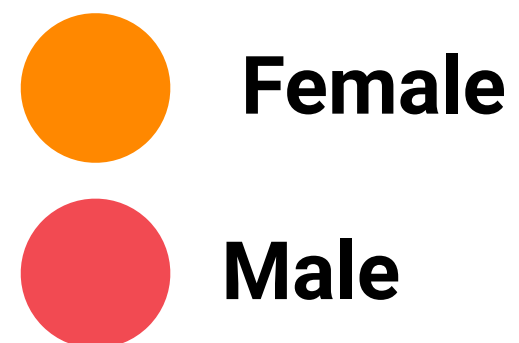
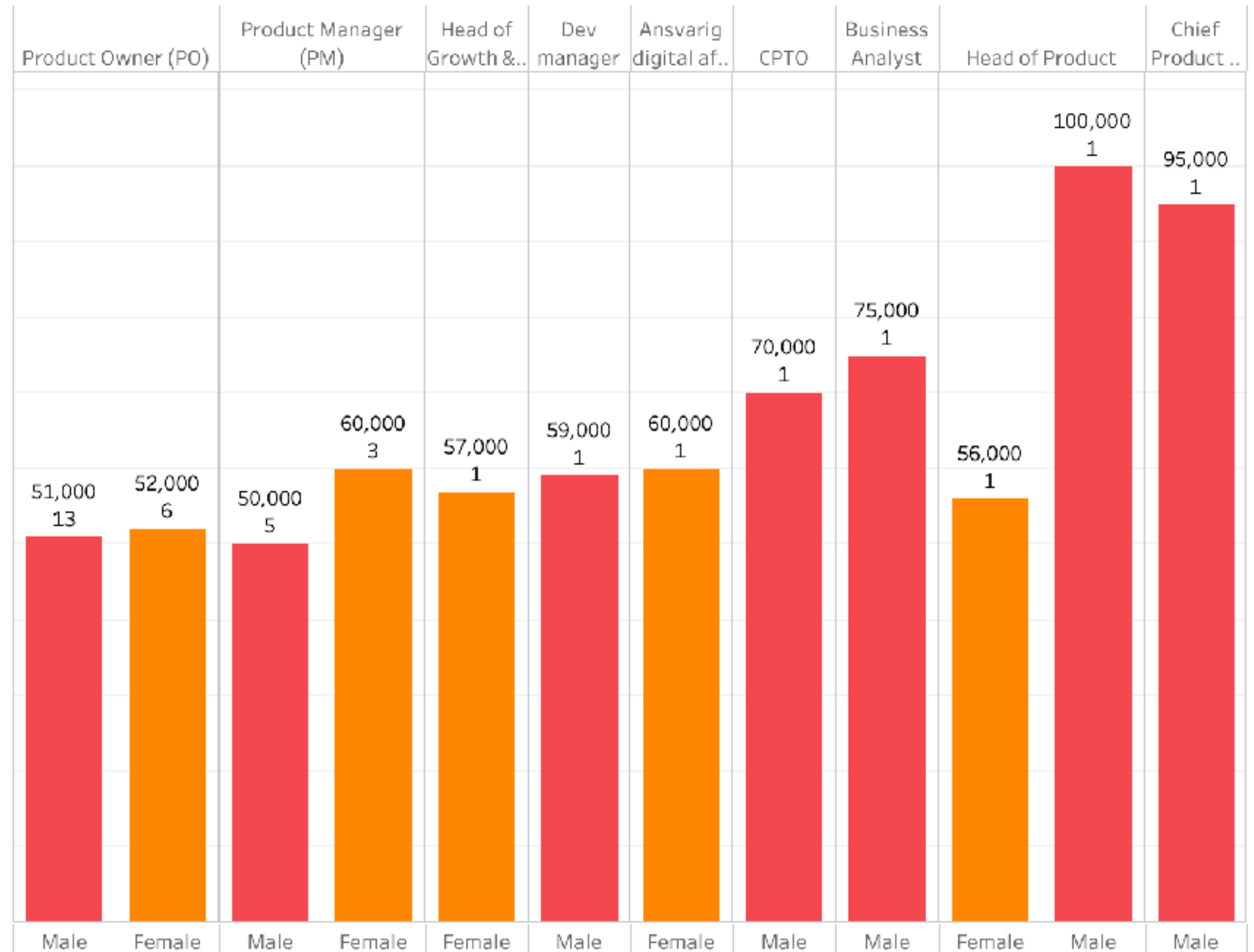
Please note that some groups have very little data points.



Salary per Title

The median salary ranges are between 51.000 and 100.000 depending on role.

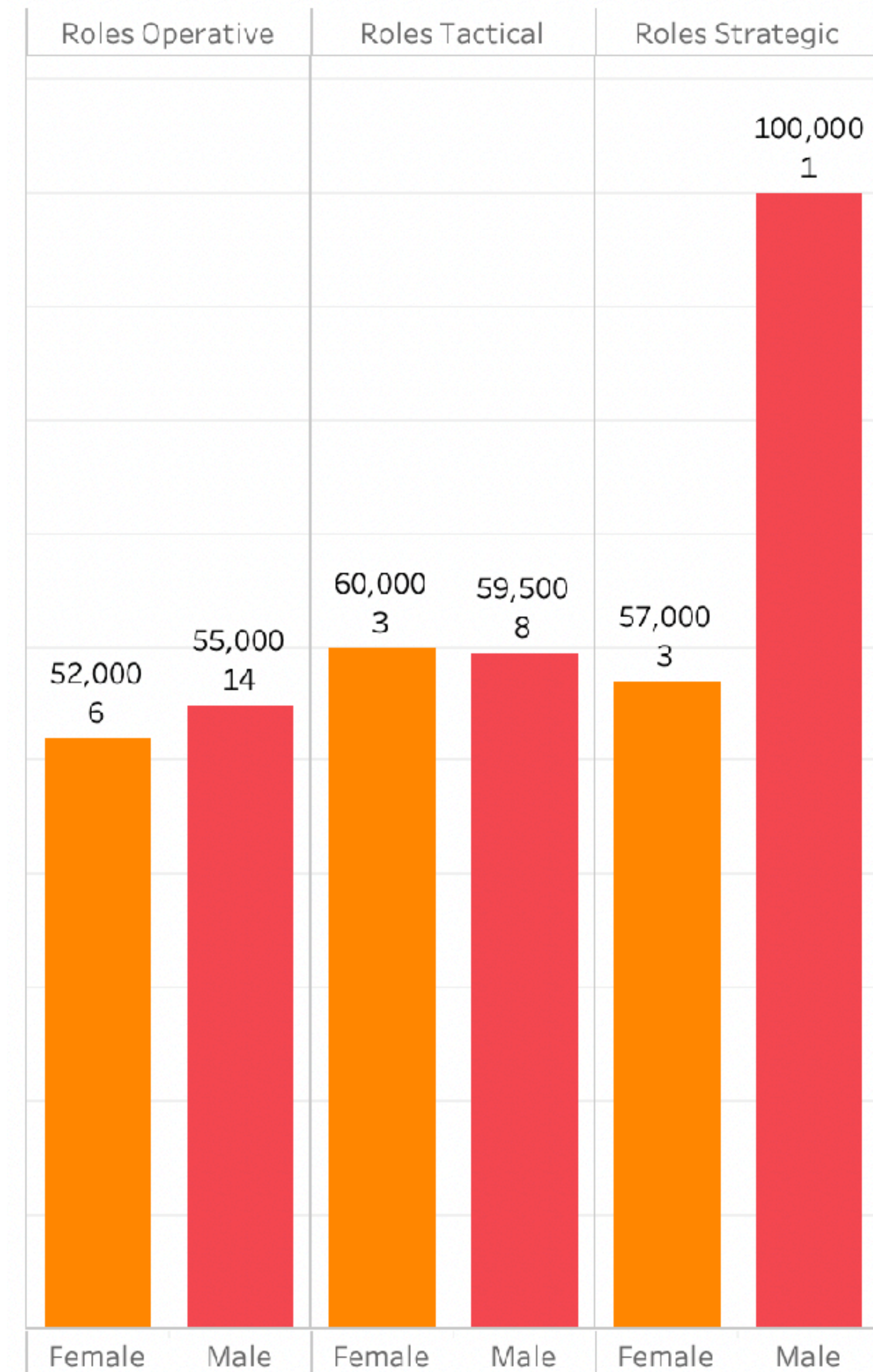
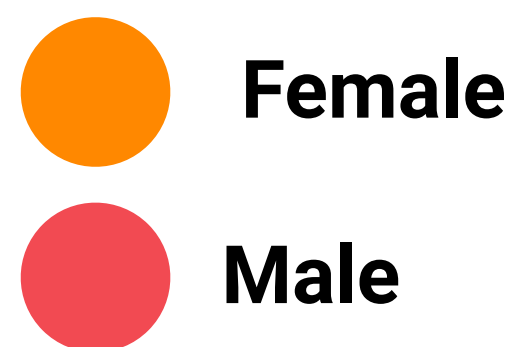
Please note that some groups have very little data points.



Salary per Level

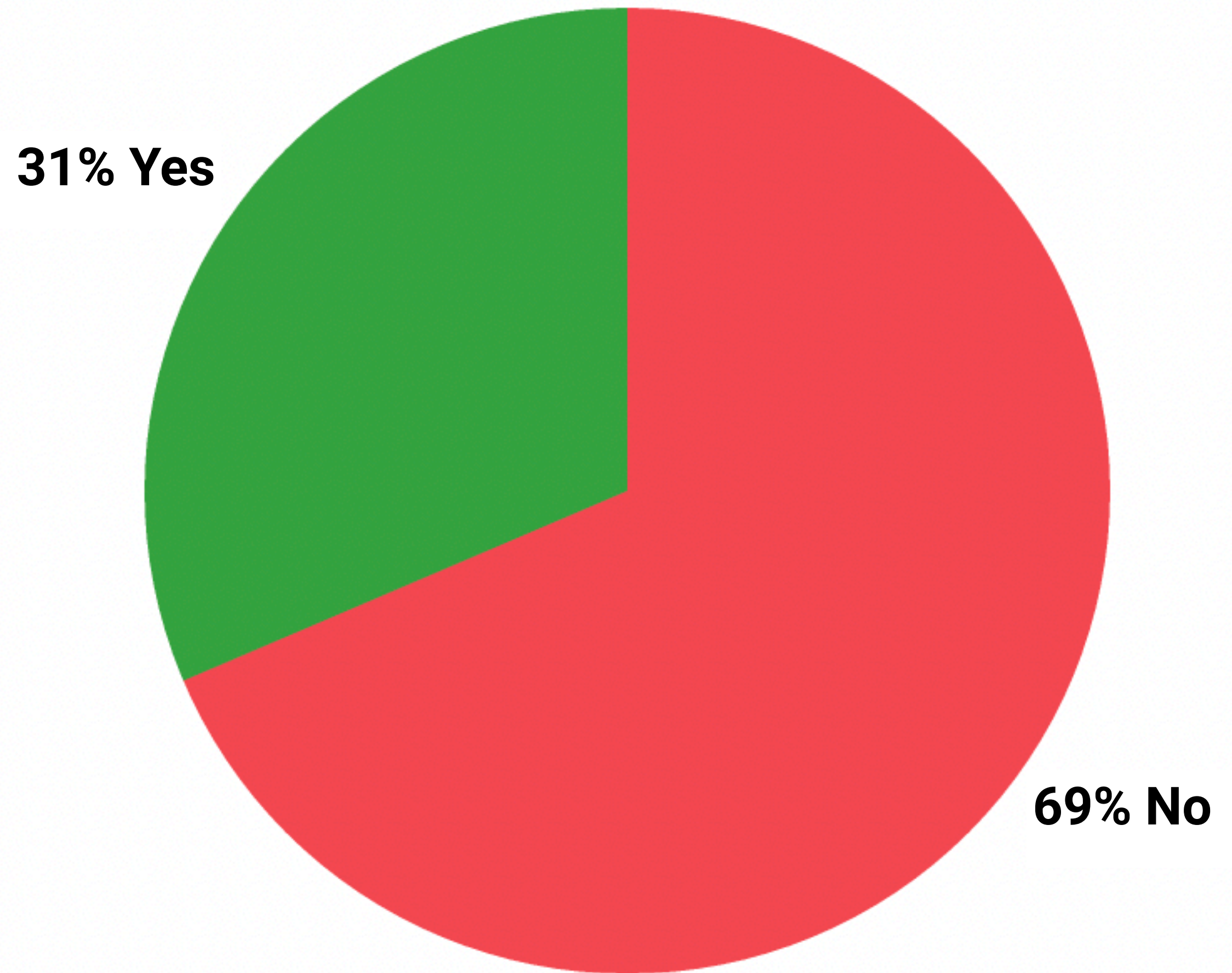
The salary ranges are between 52.000 and 100.000 depending on level.

Please note that some groups have very little data points.



New job

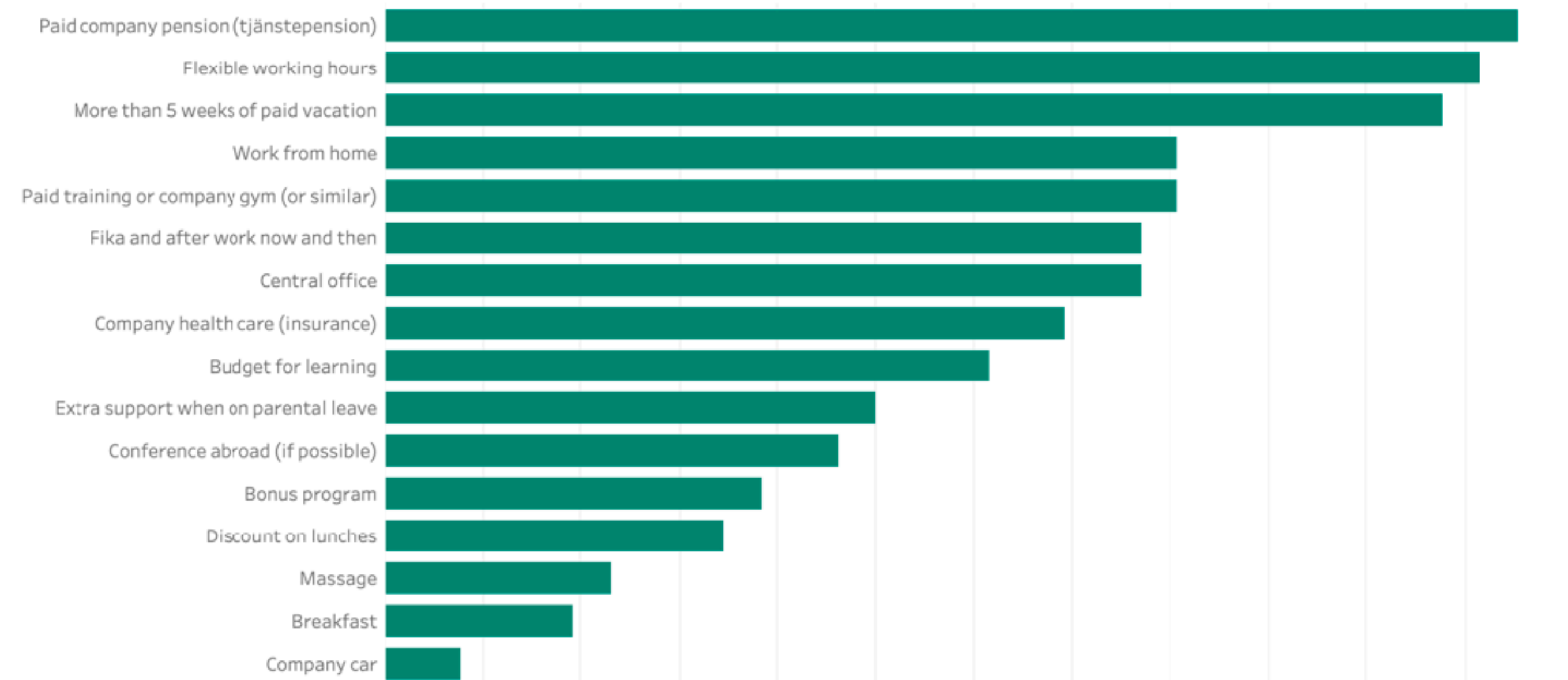
More people are not looking for a new job.



Perks

Most perks are

- **paid company pension**
- **flexible working hours**
- **more than 5 weeks of paid vacation**



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