



NATIONAL CENTER FOR
THE MIDDLE MARKET

RETAIL TRADE

MIDDLE MARKET INDICATOR

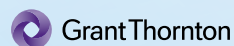


3Q | 2017

IN COLLABORATION WITH



THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS



Retail Trade's Revenue Growth vs. National

3.2%

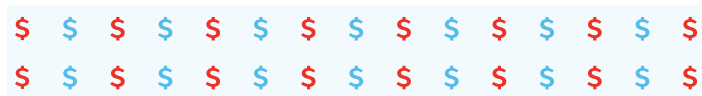
RETAIL TRADE'S MIDDLE MARKET GROWTH OVER THE PAST 12 MONTHS

7.0% Past 12 Months National

2.9%

RETAIL TRADE'S MIDDLE MARKET GROWTH OVER THE NEXT 12 MONTHS

6.0% Next 12 Months National



Retail Trade's Employment Growth vs. National

9.1%

RETAIL TRADE'S MIDDLE MARKET GROWTH OVER THE PAST 12 MONTHS

6.4% Past 12 Months National

7.0%

RETAIL TRADE'S MIDDLE MARKET GROWTH OVER THE NEXT 12 MONTHS

4.7% Next 12 Months National



Retail Trade's Top Internal Challenges Over The Next 3 Months



STAFF/EMPLOYEES

45%



FINANCIAL

24%



COSTS

21%

VS. NEXT 12 MONTHS

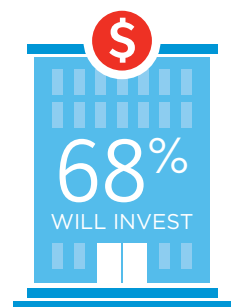
STAFF/EMPLOYEES
37%

COSTS
21%

BUSINESS GROWTH
10%

Preparing for Growth Through Capital Investment

MIDDLE MARKET COMPANIES IN RETAIL TRADE ARE POISED TO INVEST.



Retail Trade's Middle Market Defined

ANNUAL REVENUE
\$10 MM-\$1B



REPRESENTS
0.9%
OF ALL RETAIL TRADE
COMPANIES

MORE THAN
15,000
BUSINESSES



EMPLOYS
15.6%
OF THE RETAIL TRADE
WORKFORCE

GENERATING
\$510B
IN ANNUAL REVENUE



GENERATES
14.8%
OF ALL RETAIL TRADE
BUSINESS REVENUE

Source: 2014 D&B Data

Retail Trade's Percentage of Revenues Around the World



UNITED STATES

93%

CANADA/MEXICO

3.2%

EUROPE

1.9%

ASIA

1.4%

LATIN AMERICA

0.4%

MIDDLE EAST

0.1%

AFRICA

0.0%

OTHER

0.0%