



NATIONAL CENTER FOR
THE MIDDLE MARKET

RETAIL TRADE

MIDDLE MARKET INDICATOR

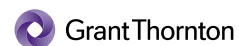
4Q | 2018



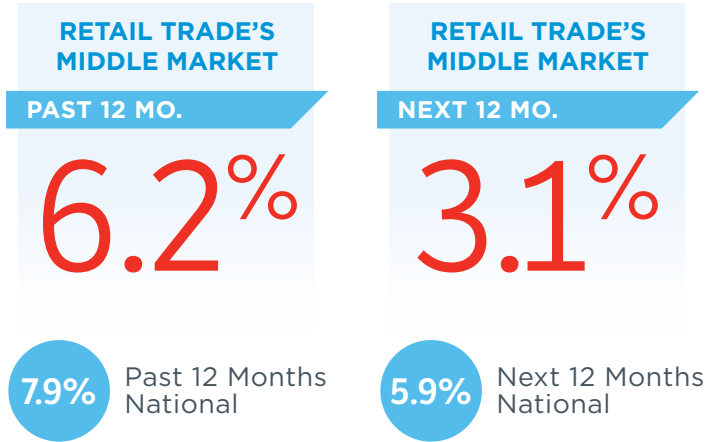
IN COLLABORATION WITH



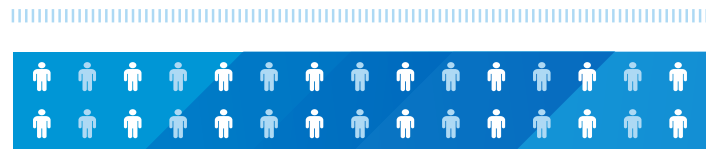
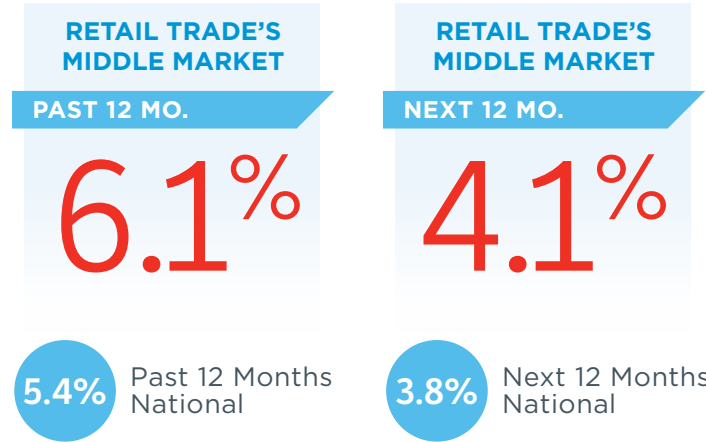
THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS



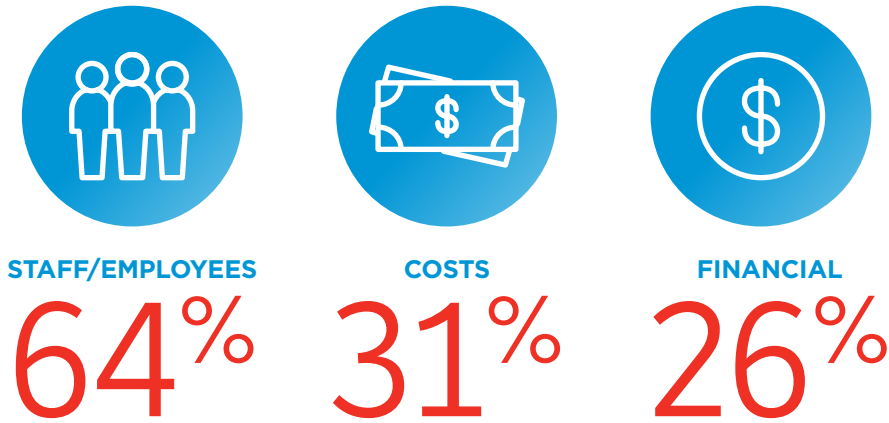
Retail Trade's Revenue Growth vs. National



Retail Trade's Employment Growth vs. National

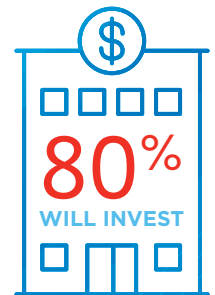


Retail Trade's Top Internal Challenges Over The Next 3 Months



Preparing for Growth Through Capital Investment

RETAIL TRADE'S APPETITE TO INVEST INCREASES SINCE LAST QUARTER'S REPORTED 69%.



VS. NEXT 12 MONTHS



Retail Trade's Middle Market Defined

ANNUAL REVENUE
\$10 MM-\$1B



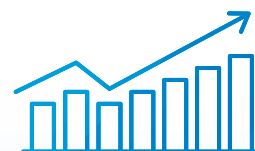
REPRESENTS
0.9%
OF ALL RETAIL TRADE
COMPANIES

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%

LATIN AMERICA

0.4%

AFRICA

0.0%

EUROPE

1.9%

ASIA

1.4%

MIDDLE EAST

0.1%

OTHER

0.0%

