

NATIONAL CENTER FOR THE MIDDLE MARKET

RETAIL TRADE

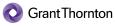
MIDDLE MARKET INDICATOR

4Q 2018

THE OHIO STATE UNIVERSITY

IN COLLABORATION WITH







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

QQQ

Preparing for Growth Through Capital Investment

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



staff/employees 64%	costs 31%	FINANCIAL 26%
VS. NEXT 12 MONTHS		
STAFF/EMPLOYEES	COSTS	FINANCIAL
55%	28%	14%

Retail Trade's Middle Market Defined



Source: 2014 D&B Data

Retail Trade's Percentage of Revenues Around the World



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