

# RETAIL TRADE'S GROWTH



## Revenue Growth vs. National

5.6%

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

7.5%

Past 12 Months  
National

4.0%

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

5.5%

Next 12 Months  
National

## Employment Growth

2.2%

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

3.5%

Past 12 Months  
National

2.4%

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

3.6%

Next 12 Months  
National

## Top 3 Challenges:

95%

Cost of doing business

87%

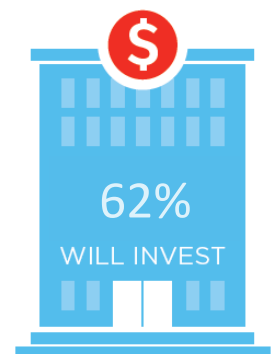
Ability to maintain  
margins

83%

Cost of healthcare

## Preparing for growth through capital investment

Middle market  
companies in  
Retail Trade are  
sending a strong  
message that they  
are poised to  
invest.



FOR MORE INFORMATION VISIT  
[MIDDLEMARKETCENTER.ORG](http://MIDDLEMARKETCENTER.ORG)



# MEET RETAIL TRADE'S MIGHTY MIDDLE MARKET

## Retail Trade's Middle Market Defined

ANNUAL REVENUE

**\$10MM—\$1B**



GENERATING

**\$725B**

IN ANNUAL REVENUE



MORE THAN

**16,500**

BUSINESSES



REPRESENTS

**0.7%**

OF ALL NATIONAL  
COMPANIES



GENERATES

**22%**

OF ALL NATIONAL  
BUSINESS REVENUE



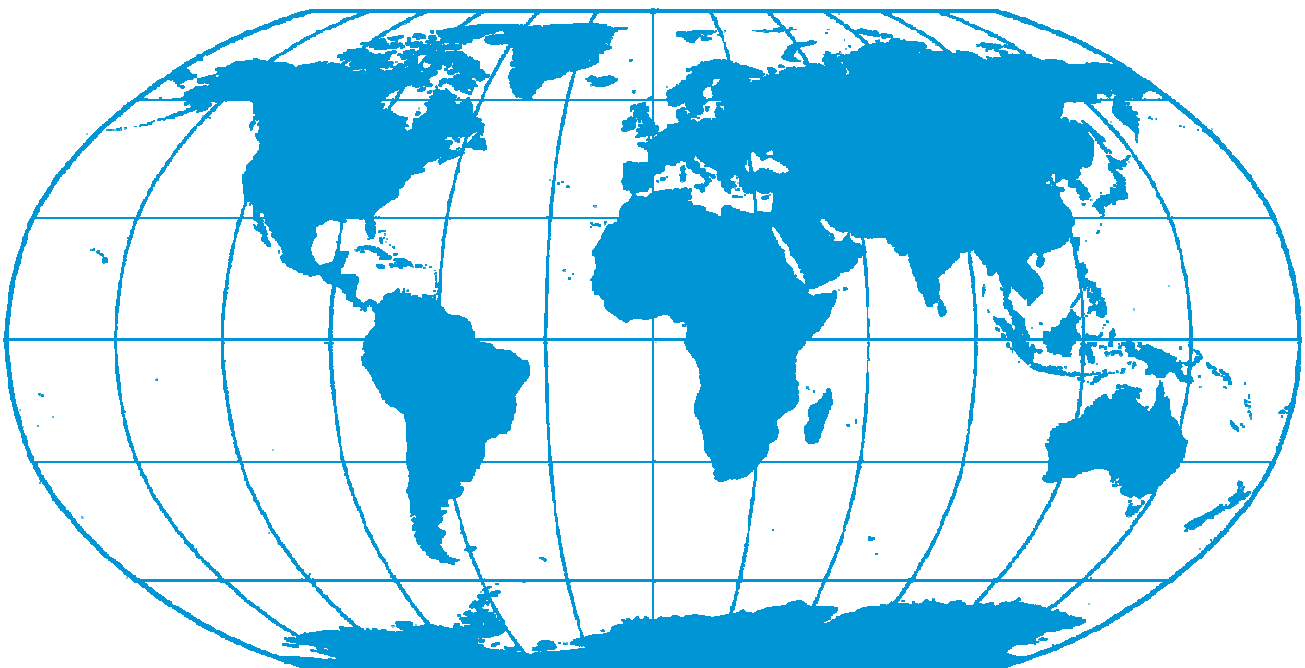
EMPLOYS

**29%**

OF THE NATIONAL  
WORKFORCE



## Percentage of Revenues around the World



86.3% United States 5.2% Mexico/ Canada 4.6% Europe 3.9% Asia 0% Other