



NATIONAL CENTER FOR  
THE MIDDLE MARKET

# RETAIL TRADE

## MIDDLE MARKET INDICATOR

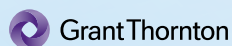


4Q | 2016

IN COLLABORATION WITH



THE OHIO STATE UNIVERSITY  
FISHER COLLEGE OF BUSINESS



### Retail Trade's Revenue Growth vs. National

6.4%

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

6.9% Past 12 Months National

4.9%

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

5.5% Next 12 Months National

### Retail Trade's Employment Growth vs. National

5.7%

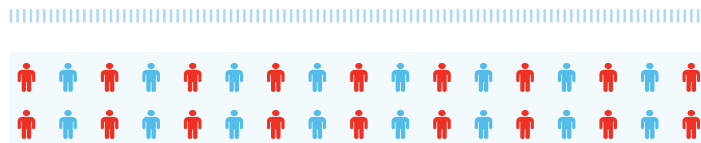
RETAIL TRADE'S MIDDLE MARKET GROWTH OVER THE PAST 12 MONTHS

5.4% Past 12 Months National

2.4%

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

3.4% Next 12 Months National



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



STAFF/EMPLOYEES

43%



BUSINESS GROWTH

33%



FINANCES

29%

VS. NEXT 12 MONTHS

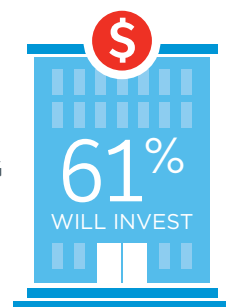
STAFF/EMPLOYEES  
32%

COSTS  
18%

FINANCES  
16%

### Preparing for Growth Through Capital Investment

MIDDLE MARKET COMPANIES IN RETAIL TRADE ARE SENDING A STRONG MESSAGE THAT THEY ARE POISED TO INVEST.



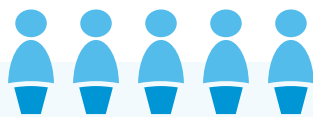
## Retail Trade's Middle Market Defined

ANNUAL REVENUE  
**\$10 MM-\$1 B**



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%**