



NATIONAL CENTER FOR
THE MIDDLE MARKET

RETAIL TRADE

MIDDLE MARKET INDICATOR



4Q | 2017

IN COLLABORATION WITH



THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS



Retail Trade's Revenue Growth vs. National

7.7%

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



4.9%

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



Retail Trade's Employment Growth vs. National

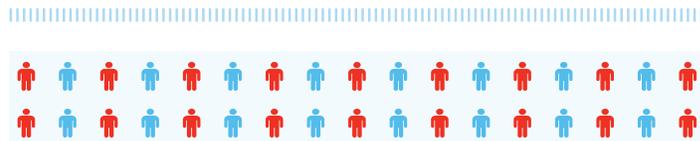
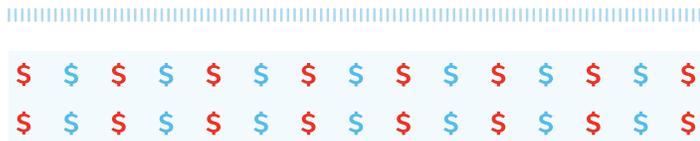
7.0%

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



5.6%

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



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



STAFF/EMPLOYEES

61%



BUSINESS GROWTH

42%



FINANCIAL

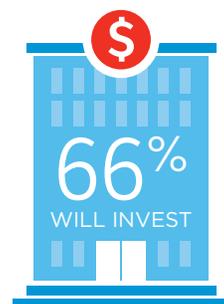
28%

VS. NEXT 12 MONTHS



Preparing for Growth Through Capital Investment

MIDDLE MARKET COMPANIES IN RETAIL TRADE ARE POISED TO INVEST.

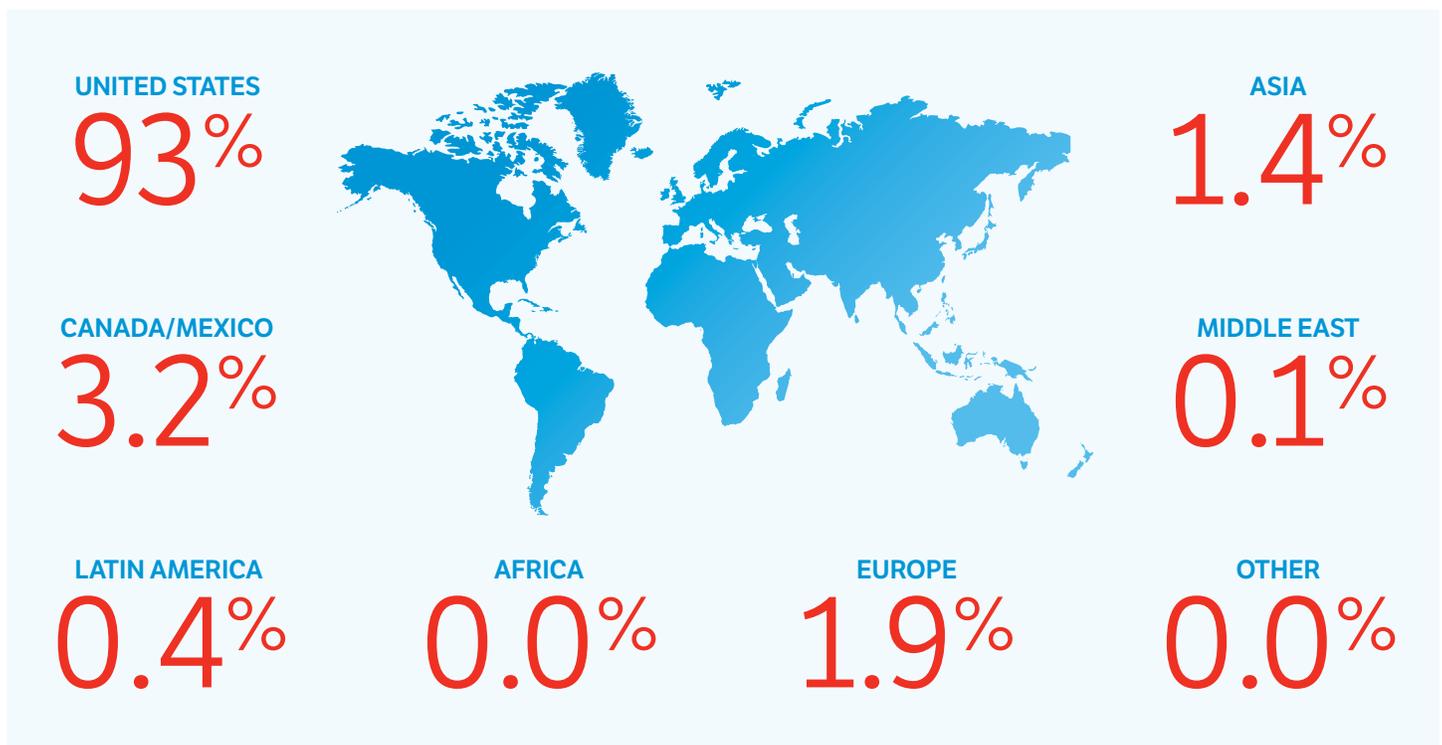


Retail Trade's Middle Market Defined



Source: 2014 D&B Data

Retail Trade's Percentage of Revenues Around the World



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