



NATIONAL CENTER FOR
THE MIDDLE MARKET

RETAIL TRADE

MIDDLE MARKET INDICATOR

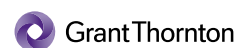
2Q | 2018



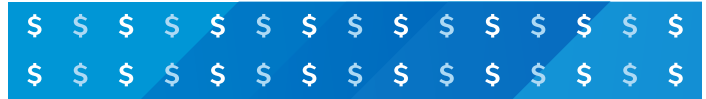
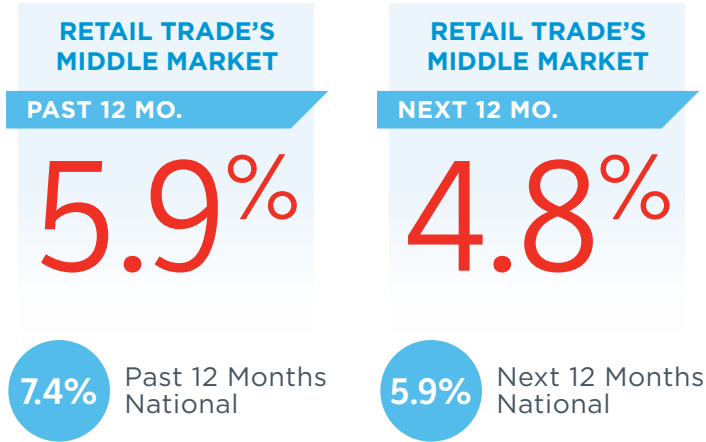
IN COLLABORATION WITH



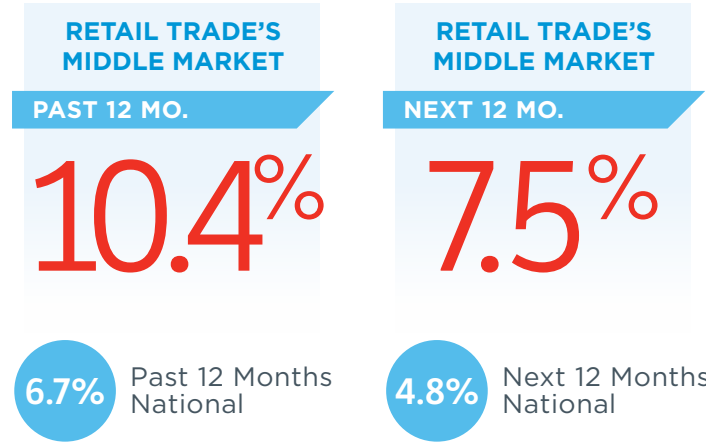
THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS



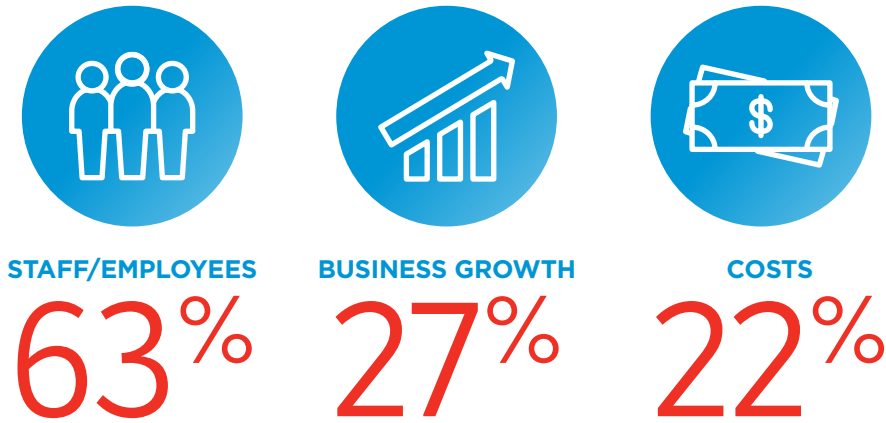
Retail Trade's Revenue Growth vs. National



Retail Trade's Employment Growth vs. National



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

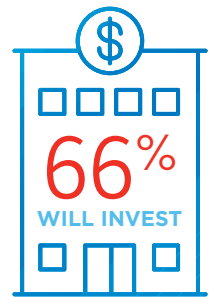


VS. NEXT 12 MONTHS



Preparing for Growth Through Capital Investment

THE PROPORTION OF RETAIL TRADE COMPANIES WILLING TO INVEST REMAINS STRONG BUT LOWER THAN OTHER INDUSTRIES.



Retail Trade's Middle Market Defined

ANNUAL REVENUE
\$10 MM-\$1 B



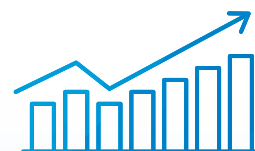
REPRESENTS
0.9%
OF ALL RETAIL TRADE
COMPANIES

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%

LATIN AMERICA

0.4%

AFRICA

0.0%

EUROPE

1.9%

ASIA

1.4%

MIDDLE EAST

0.1%

OTHER

0.0%

