



NATIONAL CENTER FOR  
THE MIDDLE MARKET

# RETAIL TRADE

MIDDLE MARKET INDICATOR

## 3Q | 2019



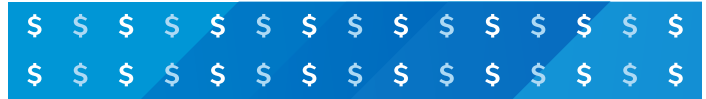
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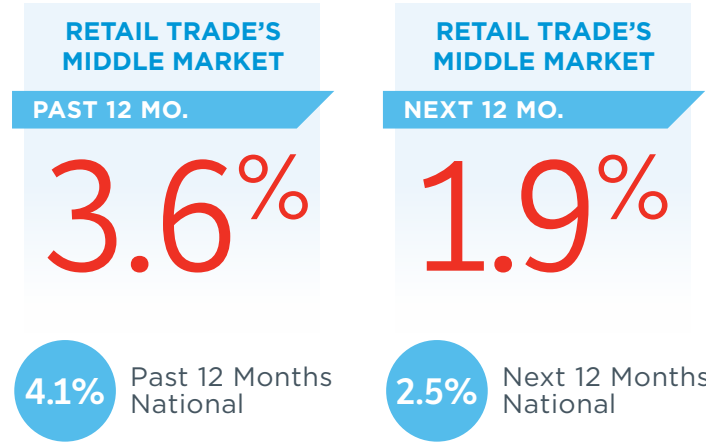
THE OHIO STATE UNIVERSITY  
FISHER COLLEGE OF BUSINESS

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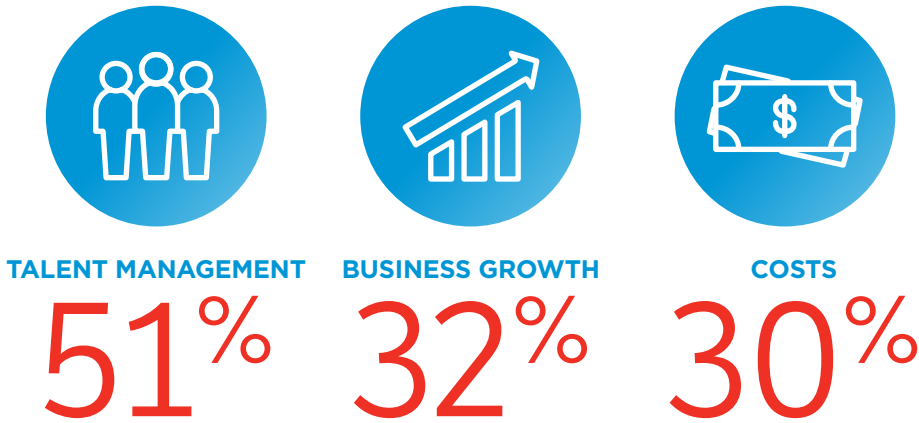
### Retail Trade's Revenue Growth vs. National



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

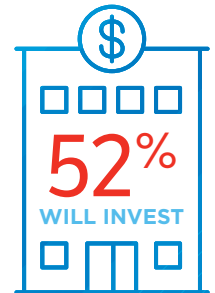


### Retail Trade's Top Internal Challenges Over The Next 3 Months



### Preparing for Growth Through Capital Investment

RETAIL TRADE'S APPETITE TO INVEST REMAINS THE SAME AS LAST QUARTER'S REPORTED 52%.



VS. NEXT 12 MONTHS

<b>TALENT MANAGEMENT</b>	<b>COSTS</b>	<b>BUSINESS GROWTH</b>
45%	35%	22%

## Retail Trade’s Middle Market Defined

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



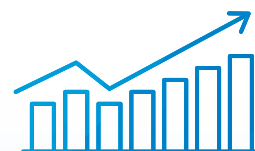
REPRESENTS  
**0.9%**  
OF ALL RETAIL TRADE  
COMPANIES

MORE THAN  
**15,000**  
BUSINESSES



EMPLOYS  
**15.6%**  
OF THE RETAIL TRADE  
WORKFORCE

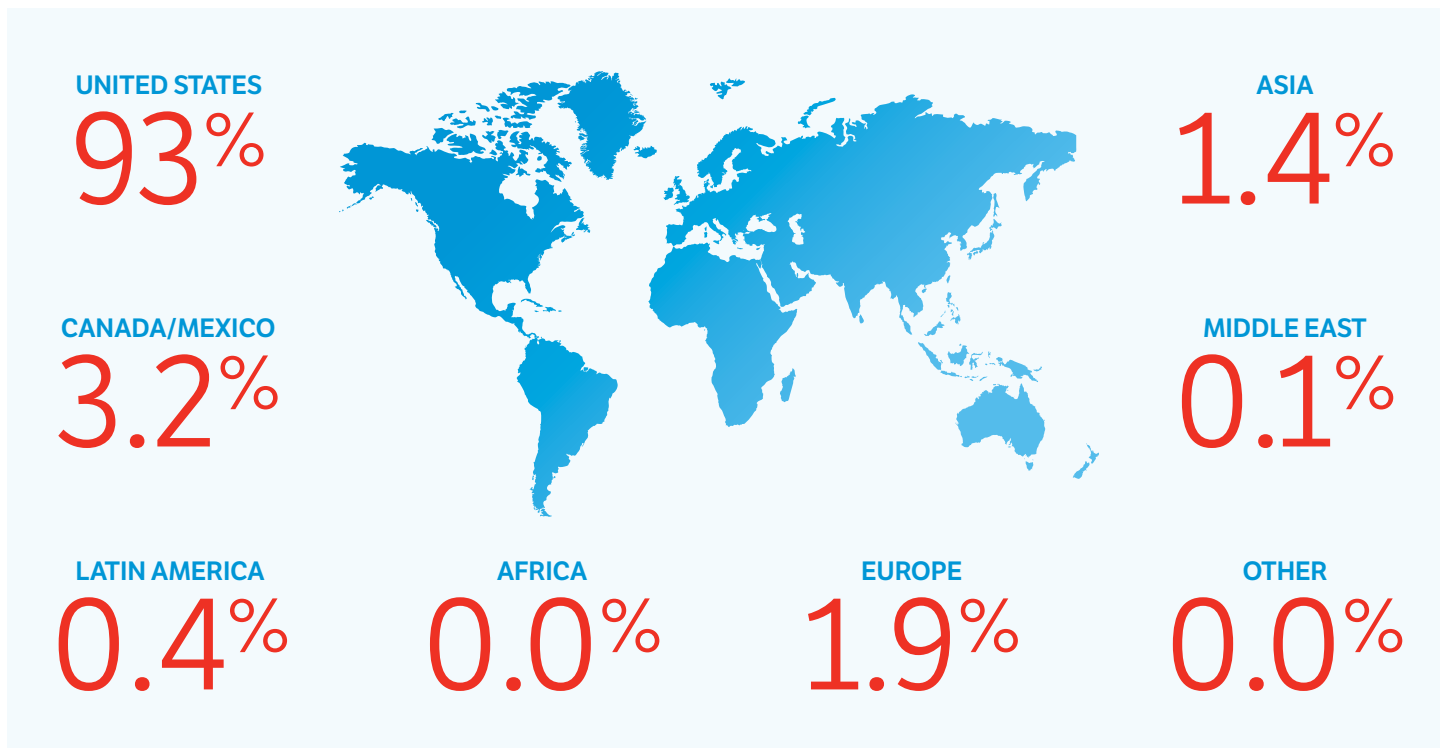
GENERATING  
**\$510B**  
IN ANNUAL REVENUE



GENERATES  
**14.8%**  
OF ALL RETAIL TRADE  
BUSINESS REVENUE

Source: 2014 D&B Data

## Retail Trade’s Percentage of Revenues Around the World



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