

RETAIL TRADE

MIDDLE MARKET INDICATOR

4Q 2019



IN COLLABORATION WITH





Retail Trade's Revenue Growth vs. National

RETAIL TRADE'S MIDDLE MARKET

PAST 12 MO.

6.4%

7.5% Past 12 Months National RETAIL TRADE'S MIDDLE MARKET

NEXT 12 MO.

3.8%

4.9% Next 12 Months National

Retail Trade's Employment Growth vs. National

RETAIL TRADE'S MIDDLE MARKET

PAST 12 MO.

6.2%

5.0% Past 12 Months National RETAIL TRADE'S MIDDLE MARKET

NEXT 12 MO.

3.1%

3.5% Next 12 Months National

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



TALENT MANAGEMENT

BUSINESS GROWTH

20%



COSTS

16%

Preparing for Growth Through Capital Investment

RETAIL TRADE'S
APPETITE TO
INVEST INCREASED
SIGNIFICANTLY
COMPARED TO
LAST QUARTER'S
REPORTED 52%.



VS. NEXT 12 MONTHS

TALENT MANAGEMENT

44%

COSTS

10%

BUSINESS GROWTH

9%

Retail Trade's Middle Market Defined



MORE THAN
15,000
BUSINESSES



EMPLOYS 6%

OF THE RETAIL TRADE
WORKFORCE

\$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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