



NATIONAL CENTER FOR
THE MIDDLE MARKET

RETAIL TRADE

MIDDLE MARKET INDICATOR

4Q | 2019



IN COLLABORATION WITH



THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS

CHUBB®

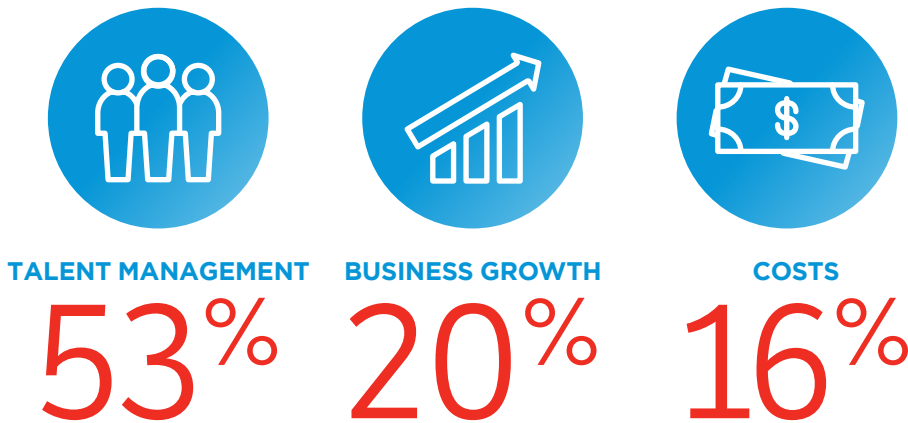
Retail Trade's Revenue Growth vs. National



Retail Trade's Employment Growth vs. National

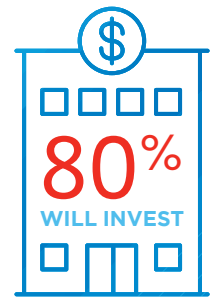


Retail Trade's Top Internal Challenges Over The Next 3 Months



Preparing for Growth Through Capital Investment

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



VS. NEXT 12 MONTHS

| Talent Management | Costs | Business Growth |
|-------------------|-------|-----------------|
| 44% | 10% | 9% |

Retail Trade's Middle Market Defined

ANNUAL REVENUE
\$10 MM-\$1B



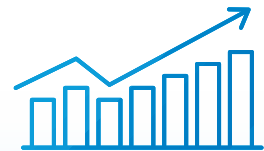
REPRESENTS
0.9%
OF ALL RETAIL TRADE
COMPANIES

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

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%

