



NATIONAL CENTER FOR
THE MIDDLE MARKET

WHOLESALE TRADE

MIDDLE MARKET INDICATOR

Mid-Year | 2022



IN COLLABORATION WITH



THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS

CHUBB®

VISA

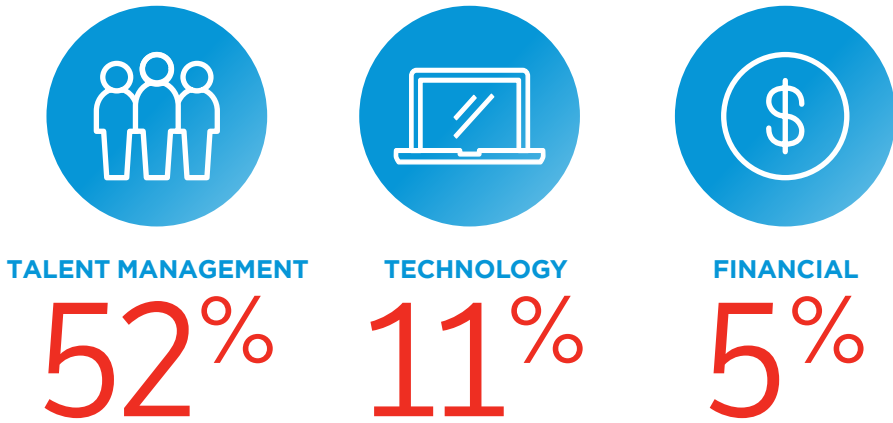
Wholesale Trade's Revenue Growth vs. National



Wholesale Trade's Employment Growth vs. National



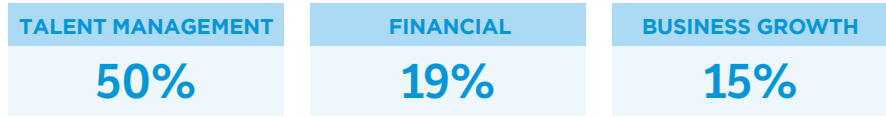
Wholesale Trade's Top Internal Challenges Over The Next 12 Months



Preparing For Growth Through Capital Investment



VS. NATIONAL MIDDLE MARKET



Most Difficult Aspects of Running a Business in the Current Environment

	ALL MIDDLE MARKET COMPANIES	BUSINESS SERVICES	MANUFACTURING	WHOLESAL TRADE	RETAIL TRADE	CONSTRUCTION	FINANCIAL SERVICES	HEALTHCARE	TECHNOLOGY*
CONTINUITY OF OPERATIONS	36%	31%	33%	14%	31%	37%	29%	32%	37%
ONGOING UNCERTAINTY	42%	35%	37%	57%	38%	42%	30%	26%	38%
EMPLOYEE COMMUNICATION, ENGAGEMENT, AND PRODUCTIVITY	49%	49%	48%	22%	41%	51%	44%	60%	42%
MAINTAINING CUSTOMER RELATIONSHIPS AND ENGAGEMENT	47%	33%	30%	47%	42%	34%	38%	33%	36%
WORKING CAPITAL MANAGEMENT/CASH	29%	30%	24%	31%	26%	24%	37%	27%	32%
FOSTERING COMPANY CULTURE	26%	25%	17%	30%	26%	14%	24%	15%	26%
TRANSFORMING TO BE A MORE DIGITALIZED COMPANY	23%	25%	36%	35%	33%	24%	36%	26%	21%
STAYING CURRENT WITH TECH AND DIGITAL SOLUTIONS	27%	37%	34%	40%	28%	34%	31%	39%	36%
INCREASED RISKS (E.G. CYBER, CLIMATE/WEATHER)	17%	33%	35%	25%	31%	37%	28%	39%	30%
SOMETHING ELSE	4%	3%	5%	0%	2%	4%	1%	3%	2%

Percent of respondents ranking these as first, second, or third most difficult

*Includes companies also represented in other industries, e.g., computer manufacturers, IT services, healthtech, fintech.

Wholesale Trade's Middle Market Defined

ANNUAL REVENUE
\$10 MM-\$1B



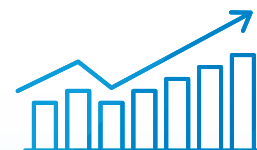
REPRESENTS
2.2%
OF ALL WHOLESAL
TRADE COMPANIES

MORE THAN
17,400
BUSINESSES



EMPLOYS
37.6%
OF THE WHOLESAL
TRADE WORKFORCE

GENERATING
\$604B
IN ANNUAL REVENUE



GENERATES
28.9%
OF ALL WHOLESAL
TRADE BUSINESS REVENUE

Source: 2014 D&B Data

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