

## RETAIL TRADE'S GROWTH



### Revenue Growth vs. National

**9.8%**

RETAIL TRADE'S MIDDLE MARKET GROWTH OVER THE PAST 12 MONTHS

7.2%

Past 12 Months National

**4.0%**

RETAIL TRADE'S MIDDLE MARKET GROWTH OVER THE NEXT 12 MONTHS

4.1%

Next 12 Months National

### Employment Growth

**5.4%**

RETAIL TRADE'S MIDDLE MARKET GROWTH OVER THE PAST 12 MONTHS

4.1%

Past 12 Months National

**6.2%**

RETAIL TRADE'S MIDDLE MARKET GROWTH OVER THE NEXT 12 MONTHS

3.2%

Next 12 Months National

### Top 3 Internal Challenges (Next 3 Mo.):

67%

Business Growth

62%

Staff/ Employees

23%

Costs

### Top 3 Internal Challenges (Next 12 Mo.):

40%

Staff/ Employees

34%

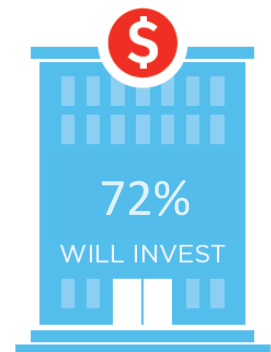
Business Growth

13%

Costs

### Preparing for growth through capital investment

Middle market companies in Retail Trade are sending a strong message that they are poised to invest.



FOR MORE INFORMATION VISIT  
[MIDDLEMARKETCENTER.ORG](http://MIDDLEMARKETCENTER.ORG)



# MEET RETAIL TRADE'S MIGHTY MIDDLE MARKET

## Retail Trade's Middle Market Defined

ANNUAL REVENUE

**\$10MM—\$1B**



GENERATING

**\$510B**

IN ANNUAL REVENUE



MORE THAN

**15,000**

BUSINESSES



REPRESENTS

**0.9%**

OF ALL RETAIL TRADE  
COMPANIES



GENERATES

**14.8%**

OF ALL RETAIL TRADE  
BUSINESS REVENUE



EMPLOYS

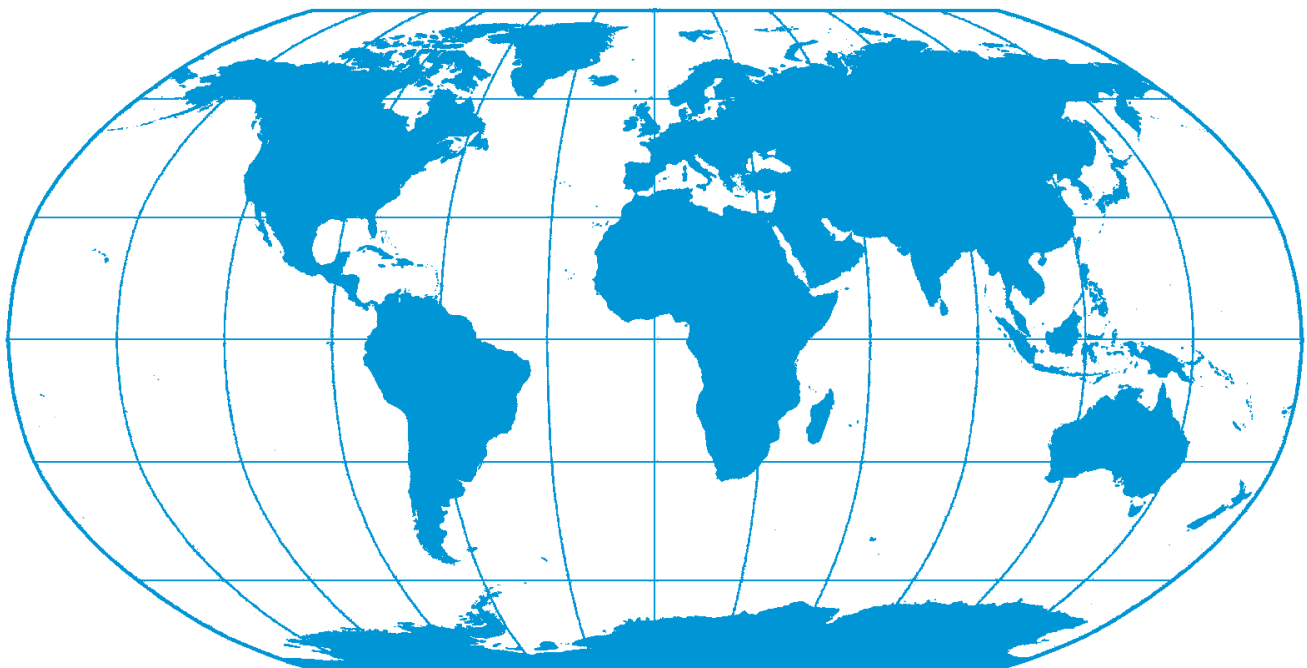
**15.6%**

OF THE RETAIL TRADE  
WORKFORCE



Source: D&B 2014 Data

## Percentage of Revenues around the World



94% United States    2.8% Canada/Mexico    1.6% Europe    1.0% Asia  
0.3% Other    0.2% Middle East    0% Africa    0.3% Latin America