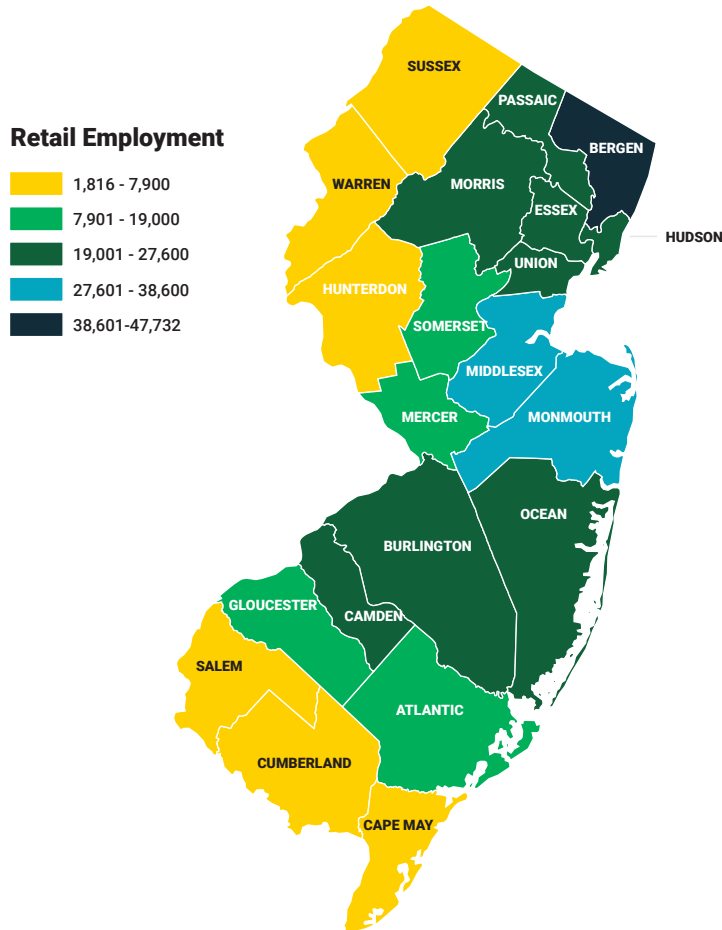# Labor Market Spotlight

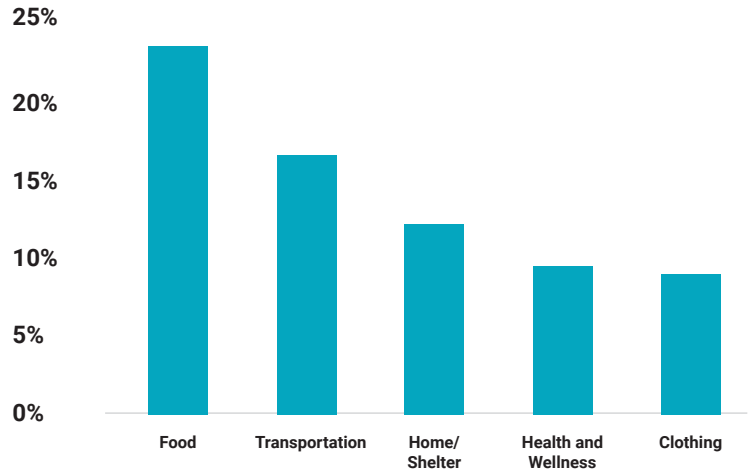## Retail Industry

Issue No. 11, Volume 2: January 2024

With the holiday season just concluded, it's timely to recognize the industry with an outsized presence through December: retail. New Jersey's retailers employed approximately 431,700 workers in 2022, contributing $18.9 billion in total wages. Retail is the state's second-largest sector in terms of employment, with about one person in eight working in retail in New Jersey, following closely behind health care/social assistance. Grocery and convenience stores is retail's largest segment, accounting for 20% of the jobs in the sector.

Retail Employment by County

Retail Employment

- 1,816 - 7,900
- 7,901 - 19,000
- 19,001 - 27,600
- 27,601 - 38,600
- 38,601-47,732

Retail Employment by Necessity

Food — Transportation — Home/Shelter — Health and Wellness — Clothing

More than two-thirds (68%) of retail employment in New Jersey is linked to essential human needs, such as food, transportation and housing. For this reason, retail employment is generally concentrated in the state's population centers.

431.7K Total employment; Share of NJ's employment: 12.1%

$49.8K Average annual wage for retail workers; For all private industries: $78.9K

87.7K Workers employed at grocery/convenience stores, NJ's largest retail segment

Office of Research and Information

Most Prevalent Occupations in Retail Trade

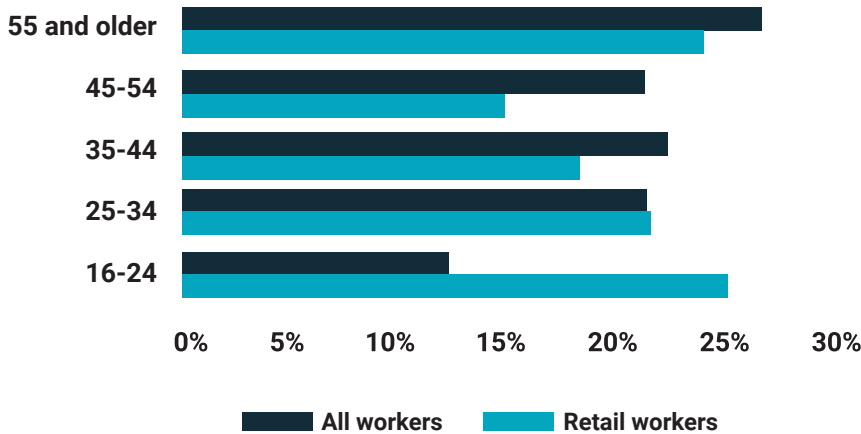| Occupation	Employment	Average Salary
Retail Salesperson	97,480	$37,746
Cashier	73,270	$30,743
Stocker and Order Filler	51,260	$34,175
Retail Sales Supervisor/Team Leader	23,780	$59,253
Customer Service Representative	13,060	$35,591

The top five occupations in retail trade account for about 60% of all jobs in the sector; most do not require postsecondary degrees or formal training.

Skills Sought by Employers

Merchandising
Cash Handling
Product Knowledge
Inventory Management
Loss Prevention

Information gleaned from online job ads indicates the most sought-after skills by employers include merchandising, cash handling, and product knowledge, in addition to interpersonal skills such as communication and customer service. Walgreens, CVS, Walmart, Macy's, and T.J.Maxx were among the retailers advertising job openings online during the past year.

New Jersey Workforce by Age Group

Retail trade primarily employs younger workers, with approximately 63% aged between 16 and 44. The chart on the left illustrates the distribution of workers by age group within the retail industry in New Jersey.

More about New Jersey's retail industry can be found here: **nj.gov/labor/labormarketinformation/assets/PDFs/pub/empecon/retail.pdf**