

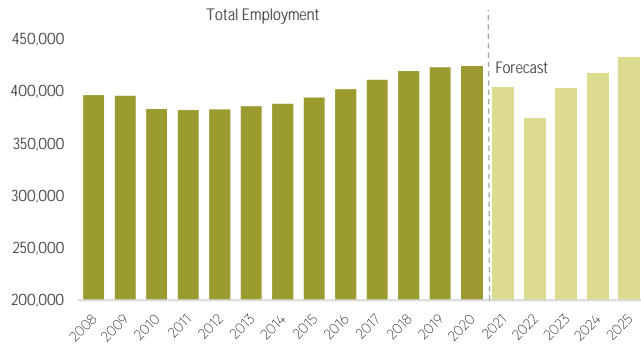


# RETAIL & RETAIL SUPPLY CHAIN



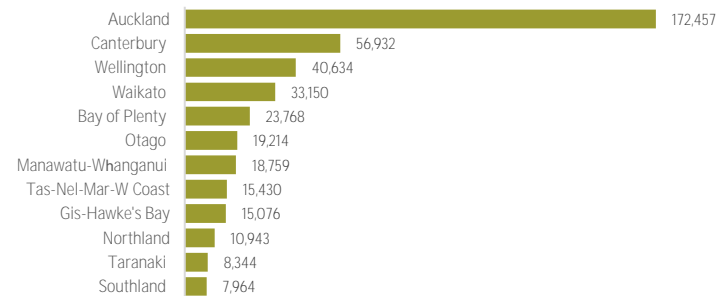
## Employment

2019 **422,669** **376,714** **16.6%**  
 Filled jobs FTEs % of NZ jobs



	Filled jobs			% change pa	
	2010	2019	2025	10-19	19-25
Retail	382,679	422,669	432,350	1.1%	0.4%
New Zealand	2,146,545	2,543,195	2,688,077	1.9%	0.9%

## Regional employment

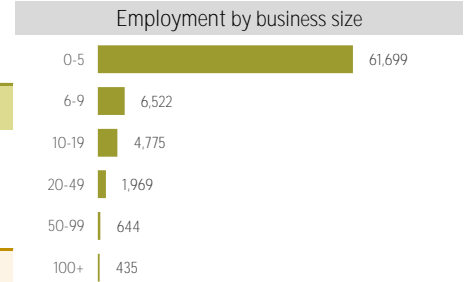


## Occupational employment

Filled jobs in top 5 occupations	2019	2025	Change
Sales Assistant (General)	93,871	94,168	297
Sales Representatives nec	47,098	49,091	1,993
Sales and Marketing Manager	35,655	38,695	3,040
Retail Manager (General)	35,455	35,685	230
Storeperson	22,964	23,731	767

## Business Units

2019 **76,067**  
 Business units



2019 **13.1%**  
 % of NZ

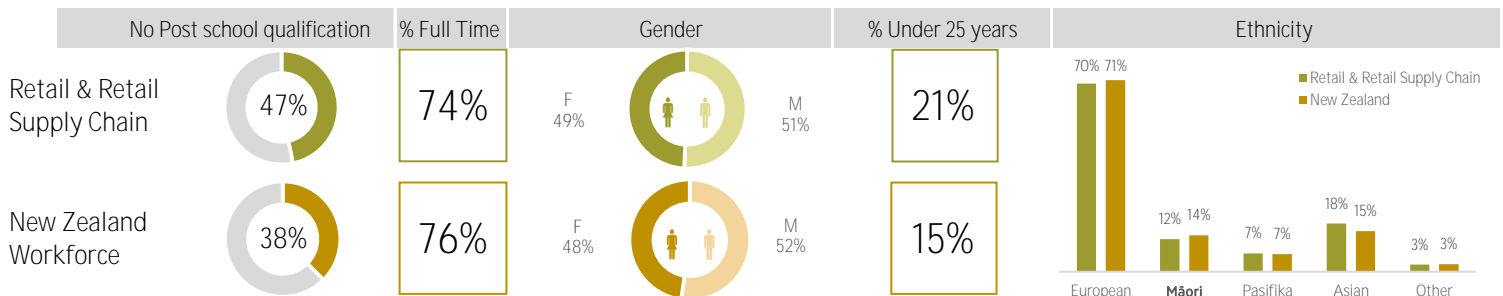
## Economic contribution

2019 **\$41,535m**  
 GDP (\$m)

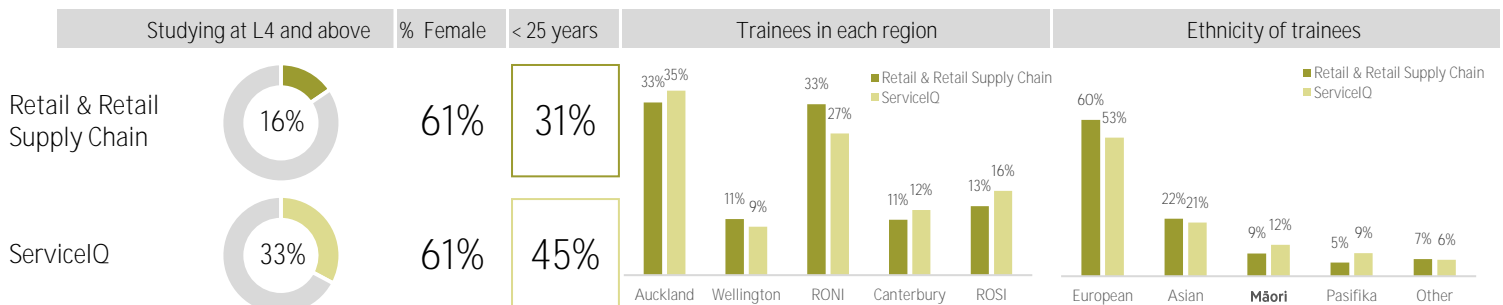
2019 **13.9%**  
 % of NZ



## Demographics of employees



## Demographics of trainees



Trainee data supplied by ServiceIQ, all other data supplied by Infometrics. 2020 employment data is as at end of March 2020, forecasts as at August 2020