



## NB SECTOR SNAPSHOT WHOLESALE TRADE

### Types of Businesses

- Machinery, equipment and supplies wholesaler-distributors
- Food, beverage and tobacco wholesaler-distributors
- Motor vehicle and parts wholesaler-distributors
- Other wholesaler-distributors (e.g. building materials, etc.)

Source: Statistics Canada (NAICS)

### Common Occupations

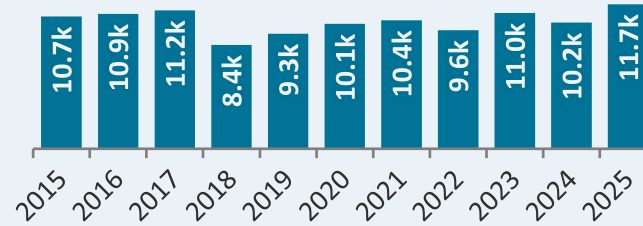
- Retail and wholesale trade managers
- Retail salespersons and visual merchandisers
- Technical sales specialists - wholesale trade
- Sales and account representatives - wholesale trade (non-technical)
- Transport truck drivers

Source: Statistics Canada (2021 Census of Population)

### Employment

# 11,700

12-Month Average (2025)



Source: Statistics Canada (LFS)

### Real GDP

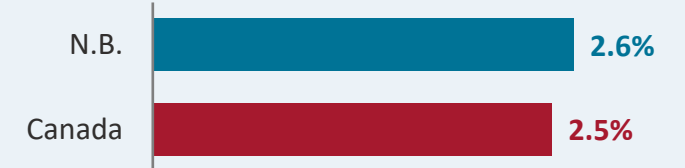
# +0.5%

Annual Growth Rate, 2019 to 2025



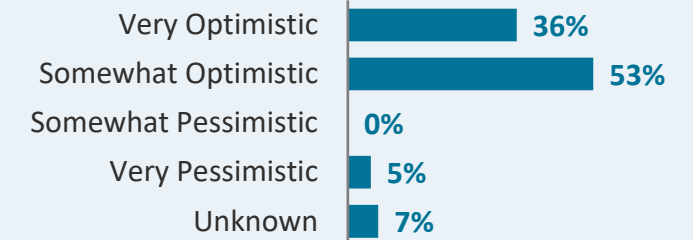
Source: Statistics Canada (GDP by Industry)

### Job Vacancy Rate 2025



Source: Statistics Canada (JVWS)

### Employer Optimism Q1 2026



Future outlook over the next 12 months

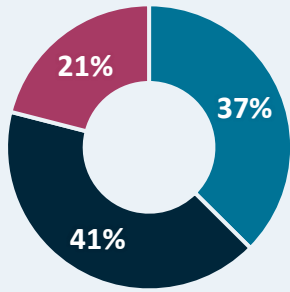
Source: Statistics Canada (CSBC)

### Long-Term Outlook 2025 to 2034

$$\begin{array}{rcl}
 3,082 & + & 847 \\
 \text{Retirements} & & \text{Change in Demand} \\
 & = & 3,931 \\
 & & \text{Forecasted Openings}
 \end{array}$$

Source: GNB (PETL) & Stokes Economics

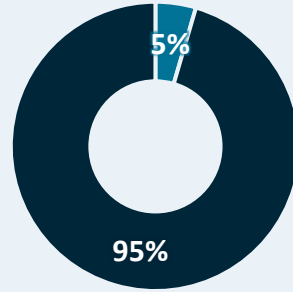
### Education 2024/25



- No Post-Secondary (37 %)
- Certificate (41 %)
- University Degree (21 %)

Source: Statistics Canada (LFS)

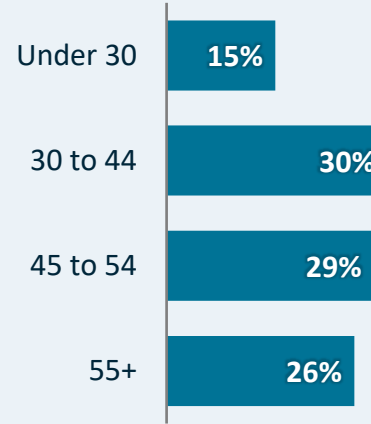
### Union Coverage 2024/25



- Union Coverage (5%)
- No Coverage (95%)

Source: Statistics Canada (LFS)  
Excluding self-employed individuals

### Age 2024/25



Source: Statistics Canada (LFS)

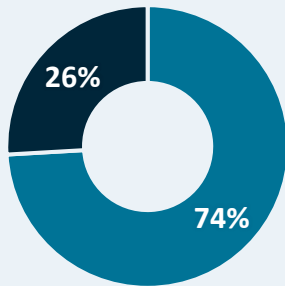
### Average Hourly Wage 2024/25

**\$31.58**  
Canada: \$36.73

Male		Female	
\$31.33	♂	♀	\$32.26
No Post-Secondary	Certificate	University Degree	
\$27.62	\$31.47	\$38.88	

Source: Statistics Canada (LFS)

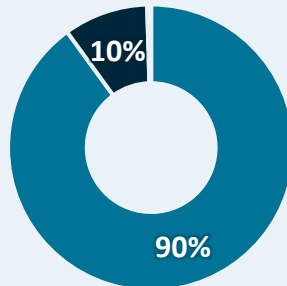
### Gender 2024/25



- Men (74 %)
- Women (26 %)

Source: Statistics Canada (LFS)

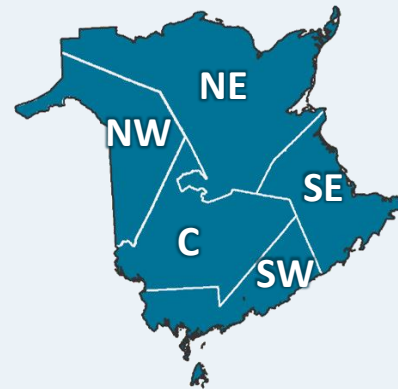
### Public/Private 2024/25



- Private Sector (90%)
- Self-Employed (10%)
- Public Sector (0%)

Source: Statistics Canada (LFS)

### Regional



NE = Gloucester, Northumberland, Restigouche  
SW = Saint John, Kings, Charlotte  
NW = Madawaska, Victoria, Carleton

	Employed May 2021	Businesses December 2025
Northeast	915	138
Southeast	3,330	397
Southwest	2,360	177
Central	1,270	124
Northwest	810	95

SE = Albert, Kent, Westmorland  
C = York, Sunbury, Queens

Source: Statistics Canada (2021 Census of Population and Business Register)

\*Suppressed to meet the confidentiality requirements of the Statistics Act