



NB SECTOR SNAPSHOT RETAIL TRADE

Types of Businesses

General merchandise stores

Food and beverage stores

Motor vehicle and parts dealers

Other retailers (e.g. gasoline stations, clothing stores, etc.)

Source: Statistics Canada (NAICS)

Common Occupations

Retail salespersons and visual merchandisers

Cashiers

Retail and wholesale trade managers

Store shelf stockers, clerks and order fillers

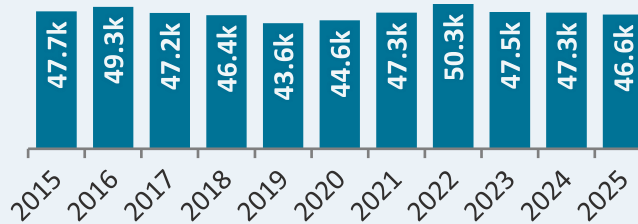
Retail sales supervisors

Source: Statistics Canada (2021 Census of Population)

Employment

46,600

12-Month Average (2025)

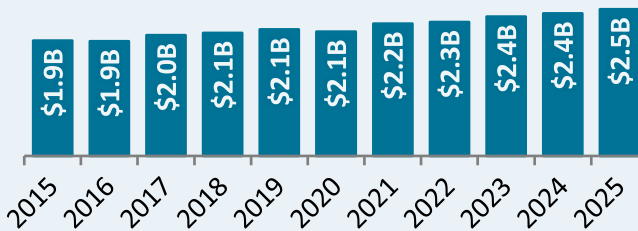


Source: Statistics Canada (LFS)

Real GDP

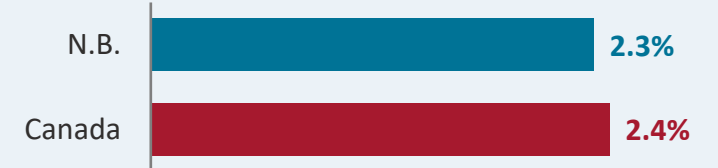
+2.5%

Annual Growth Rate, 2019 to 2025



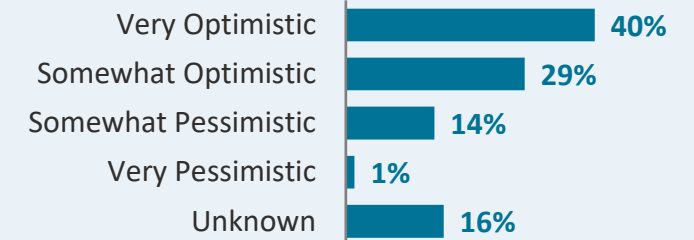
Source: Statistics Canada (GDP by Industry)

Job Vacancy Rate 2025



Source: Statistics Canada (JVWS)

Employer Optimism Q1 2026



Future outlook over the next 12 months

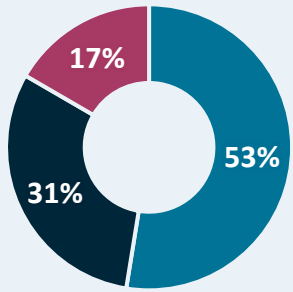
Source: Statistics Canada (CSBC)

Long-Term Outlook 2025 to 2034

$$11,354 \text{ Retirements} + 5,822 \text{ Change in Demand} = 17,177 \text{ Forecasted Openings}$$

Source: GNB (PETL) & Stokes Economics

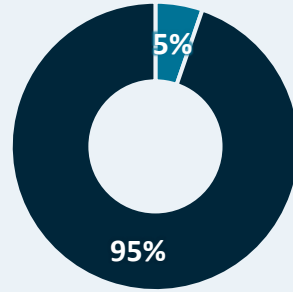
Education 2024/25



- No Post-Secondary (53 %)
- Certificate (31 %)
- University Degree (17 %)

Source: Statistics Canada (LFS)

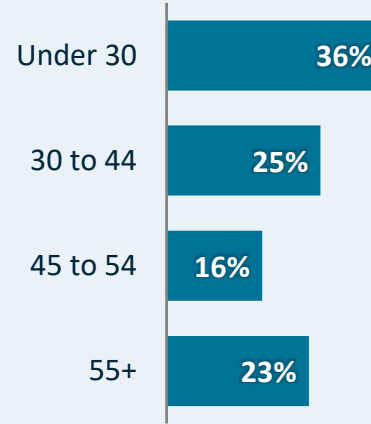
Union Coverage 2024/25



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

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

Age 2024/25



Source: Statistics Canada (LFS)

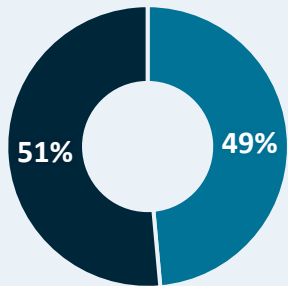
Average Hourly Wage 2024/25

\$21.81
Canada: \$24.40

Male		Female	
\$23.27	♂	♀	\$20.47
No Post-Secondary	Certificate	University Degree	
\$19.14	\$23.36	\$27.99	

Source: Statistics Canada (LFS)

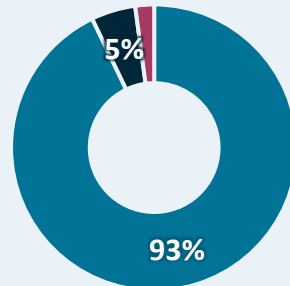
Gender 2024/25



- Men (49 %)
- Women (51 %)

Source: Statistics Canada (LFS)

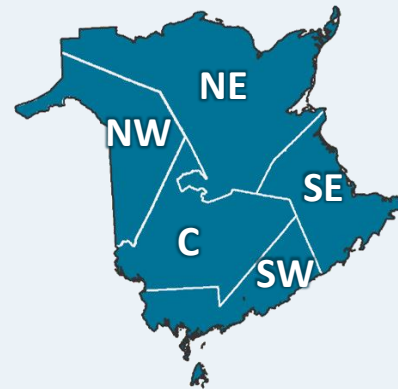
Public/Private 2024/25



- Private Sector (93%)
- Self-Employed (5%)
- Public Sector (2%)

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	7,860	711
Southeast	12,600	942
Southwest	9,820	675
Central	7,915	548
Northwest	4,050	338

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