



# **A Profile of the RETAIL AND WHOLESALE TRADE SECTOR IN NEW BRUNSWICK**

**September 2021**

**NBjobs.ca**

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*Note: This profile includes data from a variety of sources that use different methodologies and are subject to periodic retroactive revisions. As a result, data from one source may not match with data from other datasets. Information about the sources and methodologies used are available upon request. In some instances source data points have been suppressed. Where this occurs, the data values presented have been inferred from non-suppressed data. Also, some totals may not equal the sum of their components due to rounding.*

# Sector Definition

For the purpose of this profile, the Retail and Wholesale Trade sector includes the following sectors:

**Retail Trade:** This sector consists of establishments that are primarily engaged in retailing merchandise, generally without transformation, and services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are therefore organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers, that is, store and non-store retailers.

**Wholesale Trade:** This sector consists of establishments that are primarily engaged in wholesaling merchandise, generally without transformation, and services incidental to the sale of merchandise. The wholesaling process is generally an intermediate step in the distribution of merchandise; many wholesalers are therefore organized to sell merchandise in large quantities to retailers, and business and institutional clients. Wholesalers normally operate from warehouses or offices that are characterized by having little or no display of merchandise and neither the design nor the location is intended to attract walk-in traffic.

The scope of this profile includes North American Industry Classification System (NAICS 2017) sectors 41 and 44-45.

## Legend



**Retail and Wholesale Trade sector**



**All sectors**



**Male**



**New Brunswick**



**Canada**



**Female**

# Current Business Environment

## GDP\* and Productivity

In 2019:

- The Retail and Wholesale Trade sector represented 9.4% of New Brunswick's (NB) GDP, contributing \$3.0 billion (*chained 2012 dollars*)<sup>1, 2</sup>
- NB Labour Productivity<sup>2, 3</sup> (*a measure of productivity based on GDP per hour worked in the sector*):
  - This sector – \$35.65 output per hour of work (*chained 2012 dollars*)
  - Average of all sectors – \$48.47 output per hour of work (*chained 2012 dollars*)

\* Gross Domestic Product



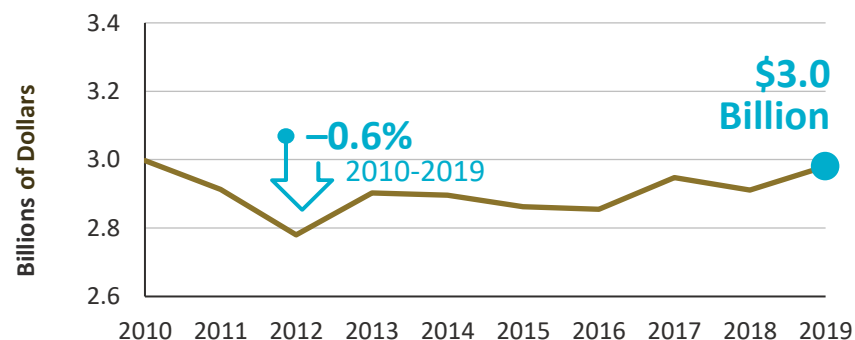
## Proportion of GDP in NB: 2019<sup>1</sup> Retail and Wholesale Trade Sector

Retail and  
Wholesale  
Trade  
9.4%



All other  
sectors  
90.6%

## Real GDP<sup>2</sup> NB Retail and Wholesale Trade Sector (at Basic Prices, Chained 2012 Dollars)



## Employment in New Brunswick

In 2019:

- 52,100 were employed in the NB Retail and Wholesale Trade sector (72.7% full-time, 27.3% part-time)<sup>4</sup>
- 2,800 were unemployed<sup>4</sup>
- 14.4% of all employed in NB worked in this sector<sup>4</sup>
- 4.8% of employees in this NB sector were part of a union and/or covered by a collective agreement – versus 29.1% of all employees in the Province<sup>5</sup>



**NB Unemployment Rate: 2019<sup>4</sup>**  
Retail And Wholesale Trade Sector vs All Sectors

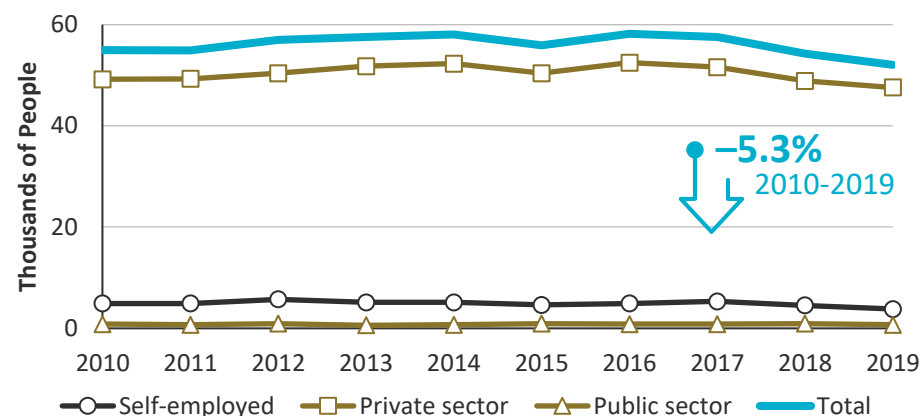


5.1%

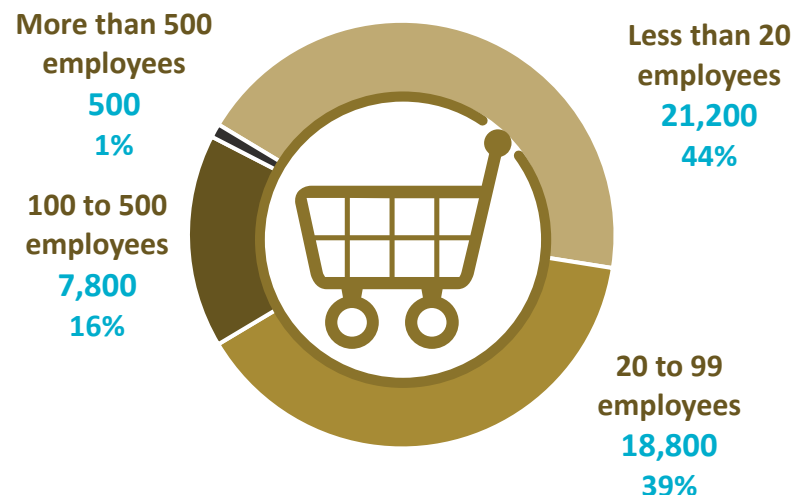


8.1%

**Employment: 2010-2019<sup>6</sup>**  
NB Retail and Wholesale Trade Sector



**Employment by Size of Employer: 2019<sup>7</sup>**  
NB Retail and Wholesale Trade Sector



\*This chart does not include the self-employed.

# Human Resources Profile

## Demographics

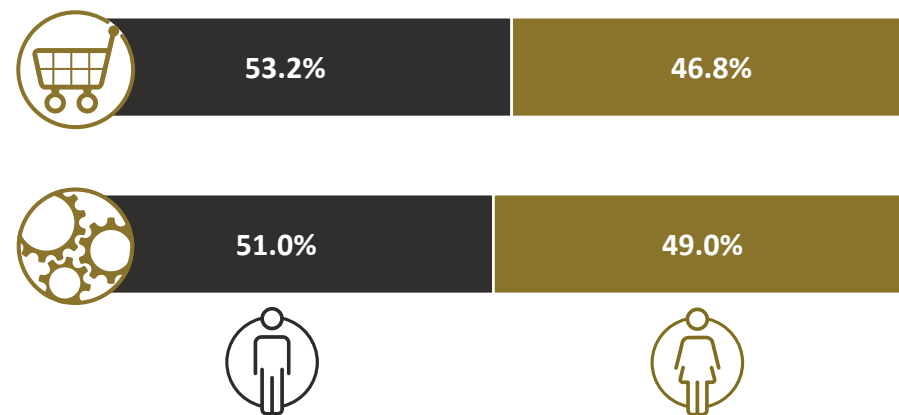
In 2019:

- 54,900 people were part of the labour force in the NB Retail and Wholesale Trade sector, of which 52,100 were employed<sup>4</sup>

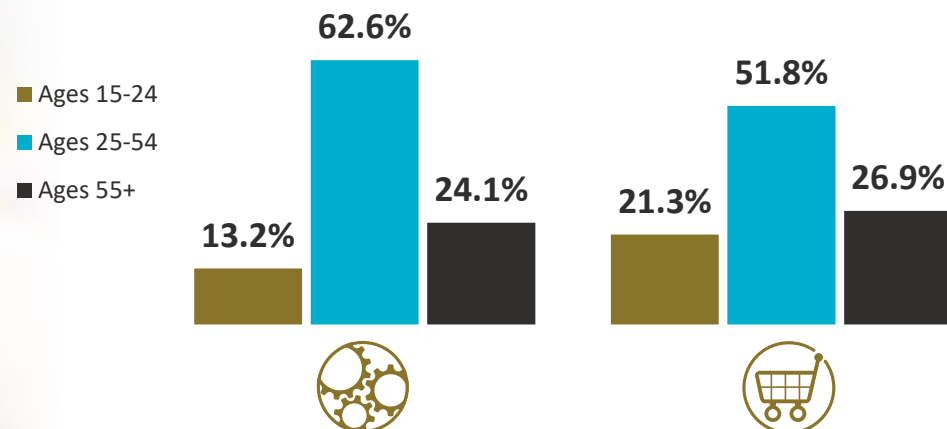
From 2010 to 2019:

- The percentage of females employed in the sector decreased from 50.8% to 46.8%<sup>4</sup>
- The percentage of workers employed in this sector:<sup>4</sup>
  - Ages 15-24 decreased 1.6 percentage points
  - Ages 25-54 decreased 9.4 percentage points
  - Ages 55 and over increased 11.1 percentage points

**NB Employment by Sex: 2019<sup>4</sup>**  
Retail and Wholesale Trade Sector vs All Sectors



**NB Employment by Age: 2019<sup>4</sup>**  
Retail And Wholesale Trade Sector vs All Sectors



## Major Occupations

In 2019:

- 55.8% of those working in the NB Retail and Wholesale Trade sector worked in one of the five National Occupation Code (NOC) occupations listed in the table to the right<sup>8</sup>
- These 31,600 employees represented 8.9% of all employed in NB<sup>8</sup>



| Major Occupations: 2019 <sup>8</sup><br>NB Retail and Wholesale Trade Sector |          |      |
|--|----------|------|
| Occupation   | Employed | NOC  |
| Retail salesperson   | 11,400   | 6421 |
| Retail and wholesale trade managers  | 8,900    | 0621 |
| Cashiers   | 6,800    | 6611 |
| Store shelf stockers, clerks and order fillers                               | 3,300    | 6622 |
| Retail sales supervisors   | 1,300    | 6211 |

## Wage and Salary Information

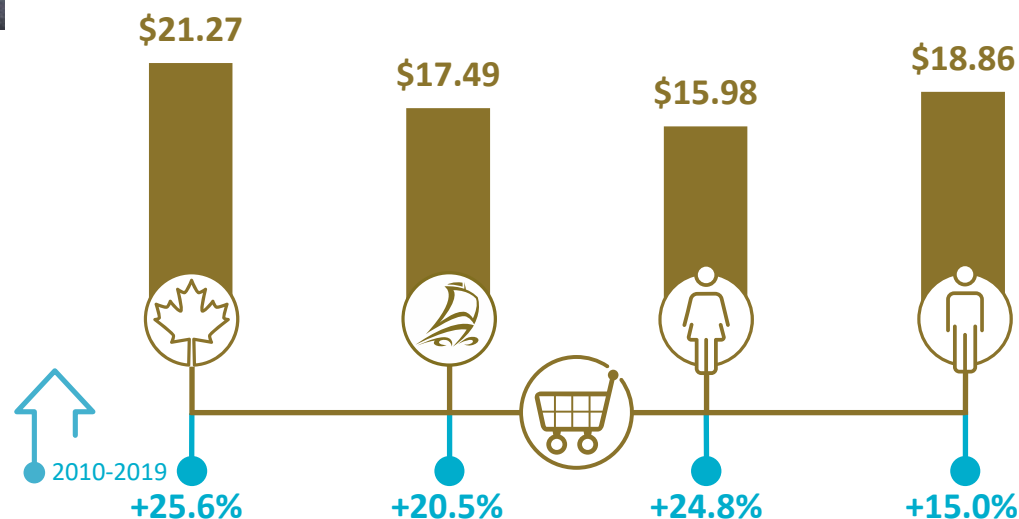
In 2019:

- The average wage in the NB Retail and Wholesale Trade sector (\$17.49) was less than the average NB wage across all sectors (\$23.49)<sup>9</sup>

From 2010 to 2019:

- The relative change in the sector's average wage (+20.5%) was less than the relative change in the average NB wage across all sectors (+23.2%)<sup>9</sup>

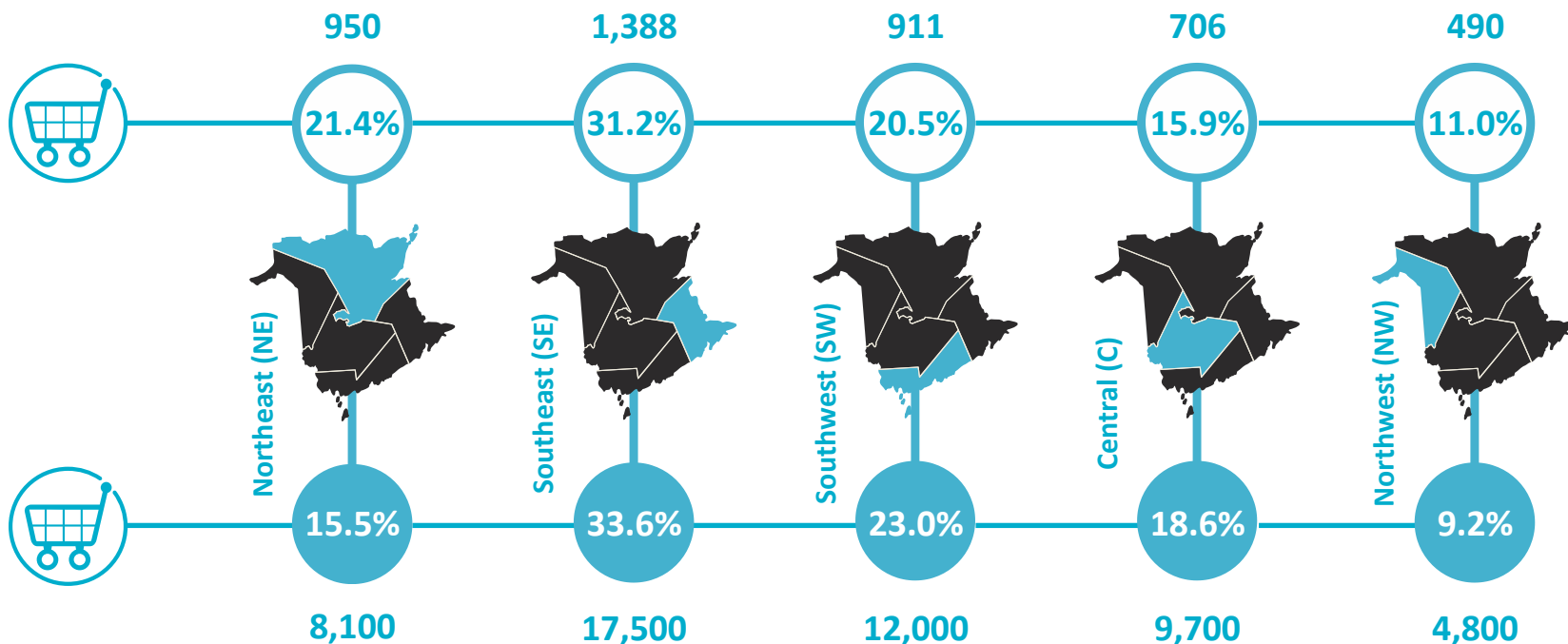
### Average Hour Wage: 2019<sup>9</sup> Retail and Wholesale Trade Sector (Current Dollars)



# Regional Highlights

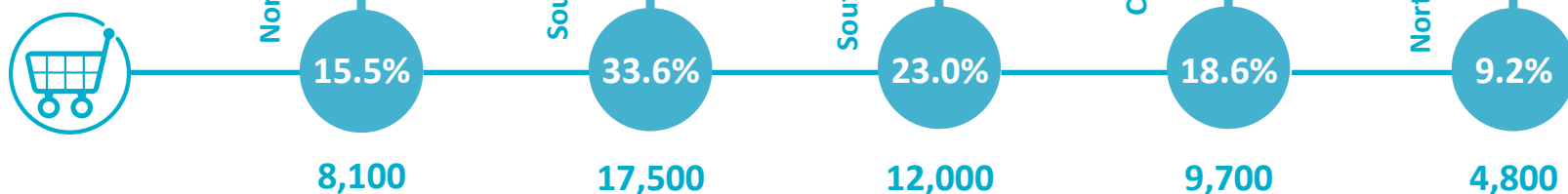
## Employers

Regional  
Distribution:  
2019<sup>10</sup>



## Employed

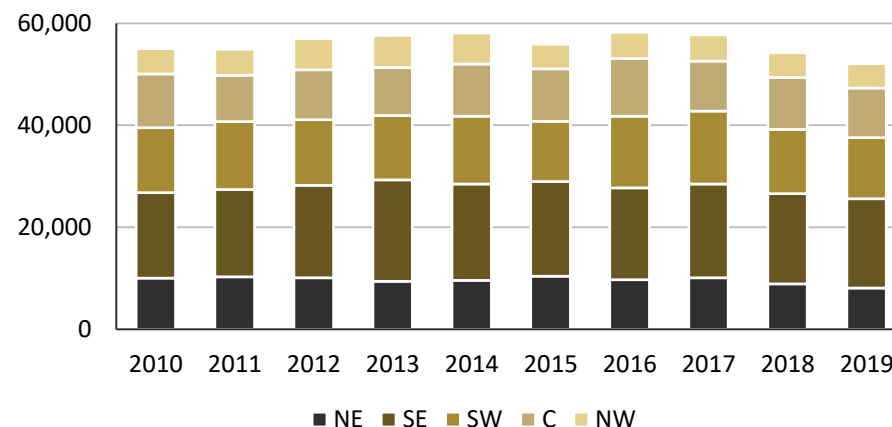
Regional  
Distribution:  
2019<sup>11</sup>



Number of Regional Employers by Employment Size: 2019<sup>10</sup>  
NB Retail and Wholesale Trade Sector

| Region       | 1-9          | 10-49        | 50-199     | 200+      | Total        |
|--------------|--------------|--------------|------------|-----------|--------------|
| NE           | 604          | 310          | 35         | 1         | 950          |
| SE           | 821          | 497          | 67         | 3         | 1,388        |
| SW           | 554          | 307          | 47         | 3         | 911          |
| C            | 423          | 251          | 29         | 3         | 706          |
| NW           | 303          | 165          | 22         | 0         | 490          |
| Unknown      | 3            | 1            | 1          | 0         | 5            |
| <b>TOTAL</b> | <b>2,708</b> | <b>1,531</b> | <b>201</b> | <b>10</b> | <b>4,450</b> |

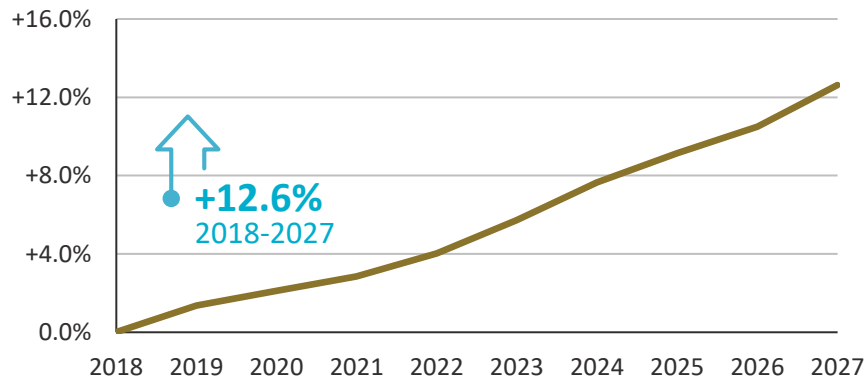
Employment by Economic Region: 2010-2019<sup>11</sup>  
NB Retail and Wholesale Trade Sector



# Business Outlook 2018-2027

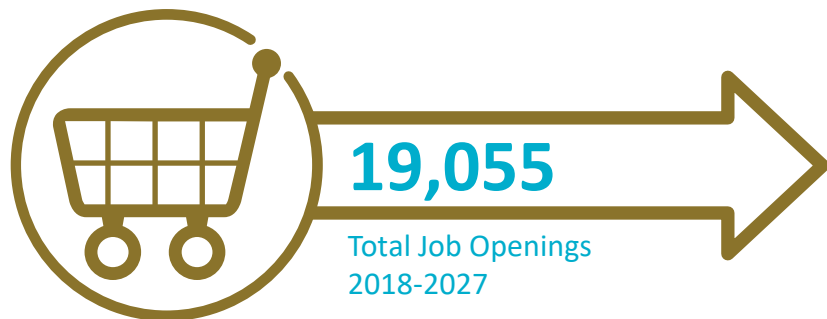
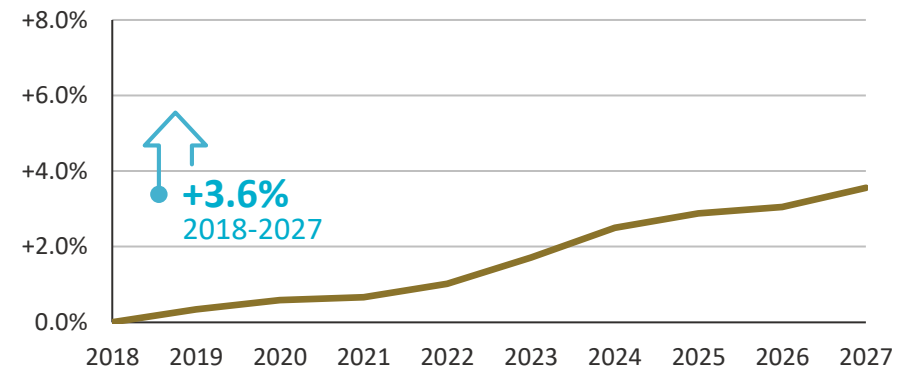
## GDP Forecast

**Forecasted Change in Real GDP<sup>8</sup>**  
**NB Retail and Wholesale Trade Sector**  
*(Relative to 2018)*

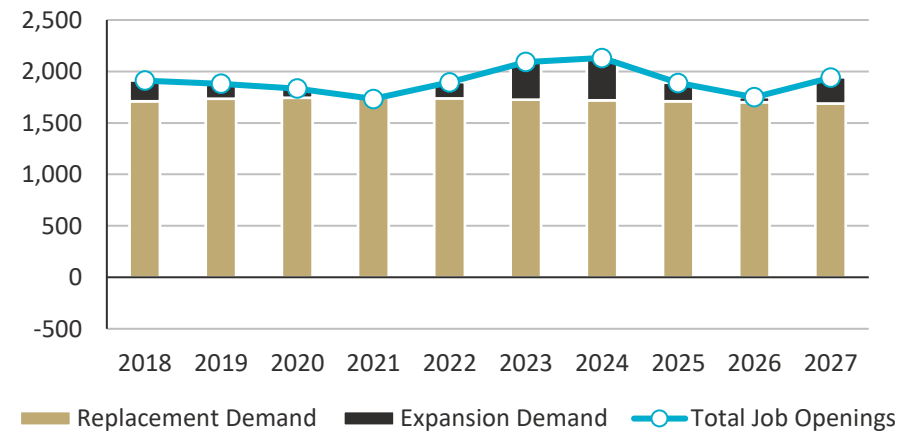


## Employment Forecast

**Forecasted Change in Employment<sup>8</sup>**  
**NB Retail and Wholesale Trade Sector**  
*(Relative to 2018)*



**Forecasted Job Openings<sup>8</sup>**  
**NB Retail and Wholesale Trade Sector**



# Links for Further Information

## Government Sources

- NBjobs.ca
- Labour Market Information
- Sector Definitions - North American Industry Classification System, 2017 (NAICS)
- Classification of Occupations - National Occupational Classification, 2016 (NOC)

## Sector Associations

- Canadian Association of Importers and Exporters
- Canadian Federation of Independent Business
- Food & Consumer Products of Canada
- Retail Council of Canada

## For Additional Information Contact:

New Brunswick Department of Post-Secondary Education,  
Training and Labour

lmi@gnb.ca



Prepared by:



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## Data Sources

- <sup>1</sup> Statistics Canada, Table 36-10-0400
- <sup>2</sup> Statistics Canada, Table 36-10-0402
- <sup>3</sup> Statistics Canada, Table 36-10-0489
- <sup>4</sup> Statistics Canada, Table 14-10-0023
- <sup>5</sup> Statistics Canada, Table 14-10-0070
- <sup>6</sup> Statistics Canada, Table 14-10-0027

- <sup>7</sup> Statistics Canada, Table 14-10-0068
- <sup>8</sup> Stokes Economics, Customized New Brunswick Forecast
- <sup>9</sup> Statistics Canada, Table 14-10-0064
- <sup>10</sup> Statistics Canada via the Community Data Program
- <sup>11</sup> Statistics Canada, Table 14-10-0392