



New Jersey's Retail Trade Sector

A Detailed Analysis of Labor Market Information

Published Spring 2026



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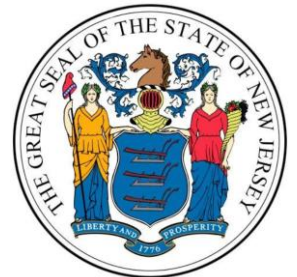


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Industries included in this sector

NAICS	Industry Description
441	Motor Vehicle and Parts Dealers
442	Furniture and Home Furnishings Stores
443	Electronics and Appliance Stores
444	Building Material and Garden Equipment and Supplies Dealers
445	Food and Beverage Stores
446	Health and Personal Care Stores




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Industries included in this sector (continued)

NAICS	Industry Description
447	Gasoline Stations
448	Clothing and Clothing Accessories Stores
451	Sporting Goods, Hobby, Book, and Music Stores
452	General Merchandise Stores
453	Miscellaneous Store Retailers
454	Non-store Retailers



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All information presented refers exclusively to New Jersey data, unless otherwise stated

Data reflects the most recent year available: 2024

Retail Trade Sector Highlights

- 2024 Retail Trade: 29,350 establishments employed 427,500 workers (11.6% of total private sector employment)
- Gross Domestic Product: \$52.7 billion (6.9 % of total output)
- Average Annual Wage: \$45,379 (\$38,316 below state average)
- Total Wages Paid: \$19.4 billion (6.3% of all wages paid)

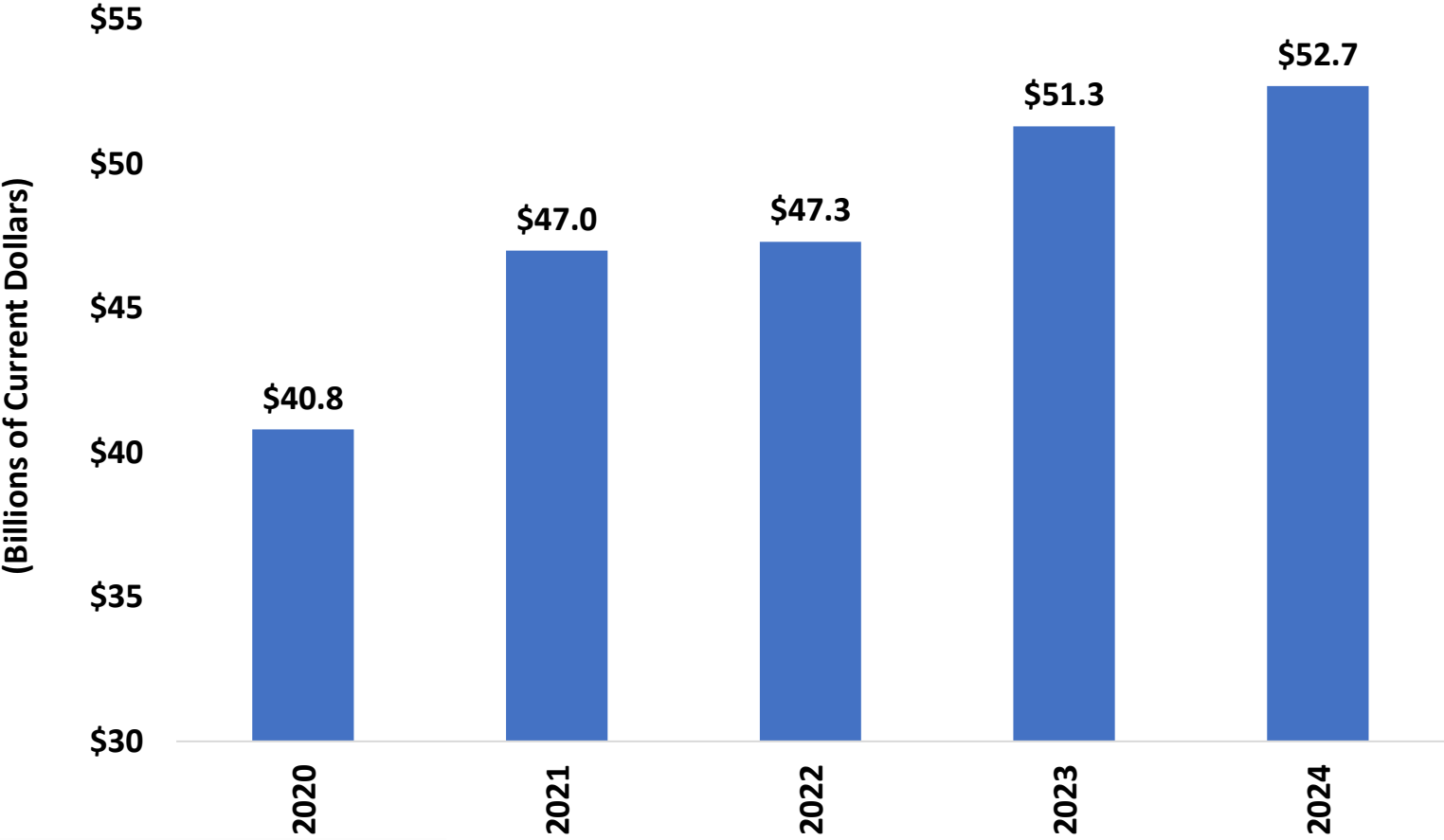


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Industry
Analysis and
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Overview



The retail trade industry contributed more than \$52.7 billion to the Gross Domestic Product in 2024 (6.9% of private sector GDP)

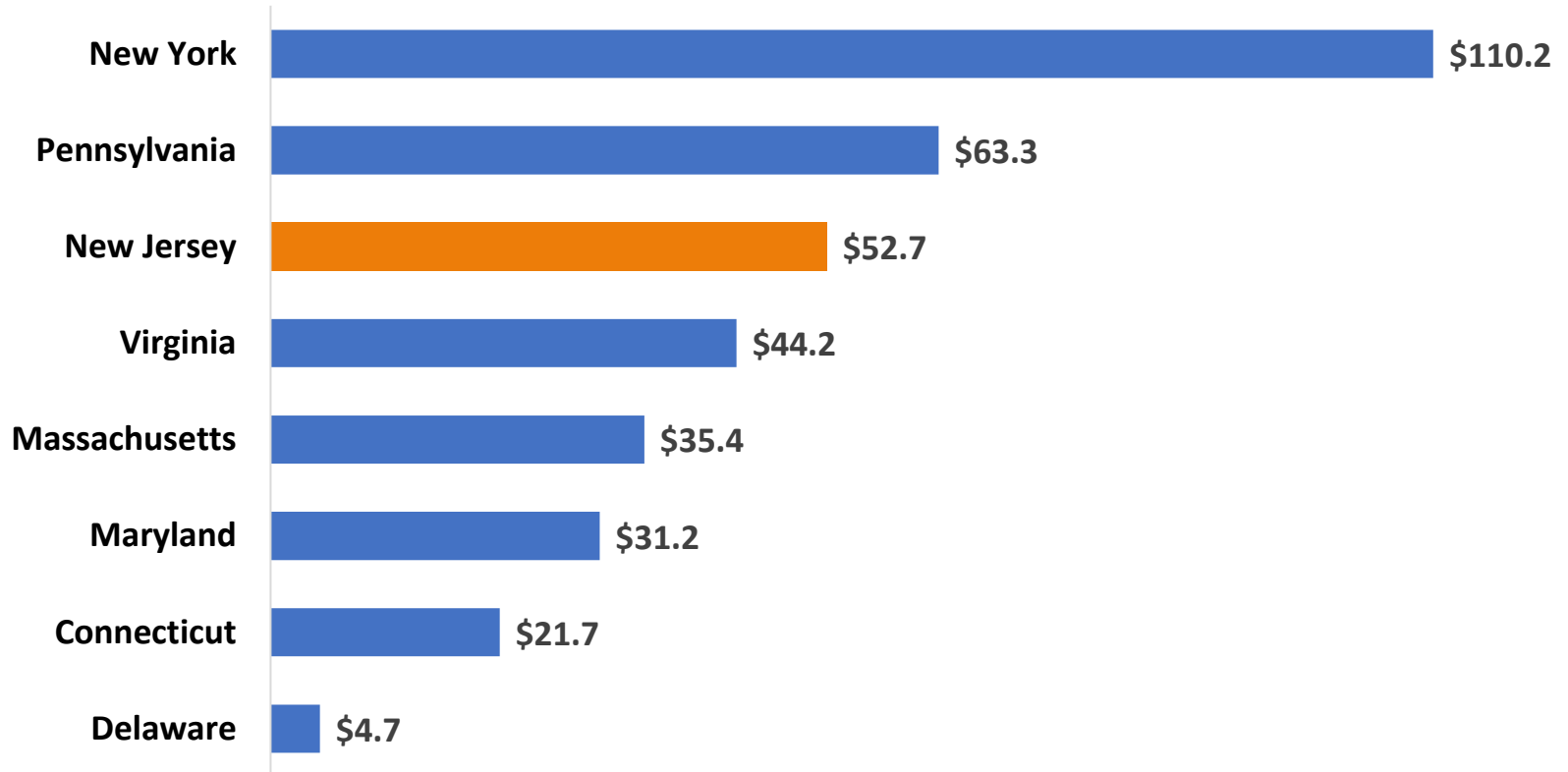


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SOURCE United States Bureau of Economic Analysis

Ranked third highest GDP among regional states

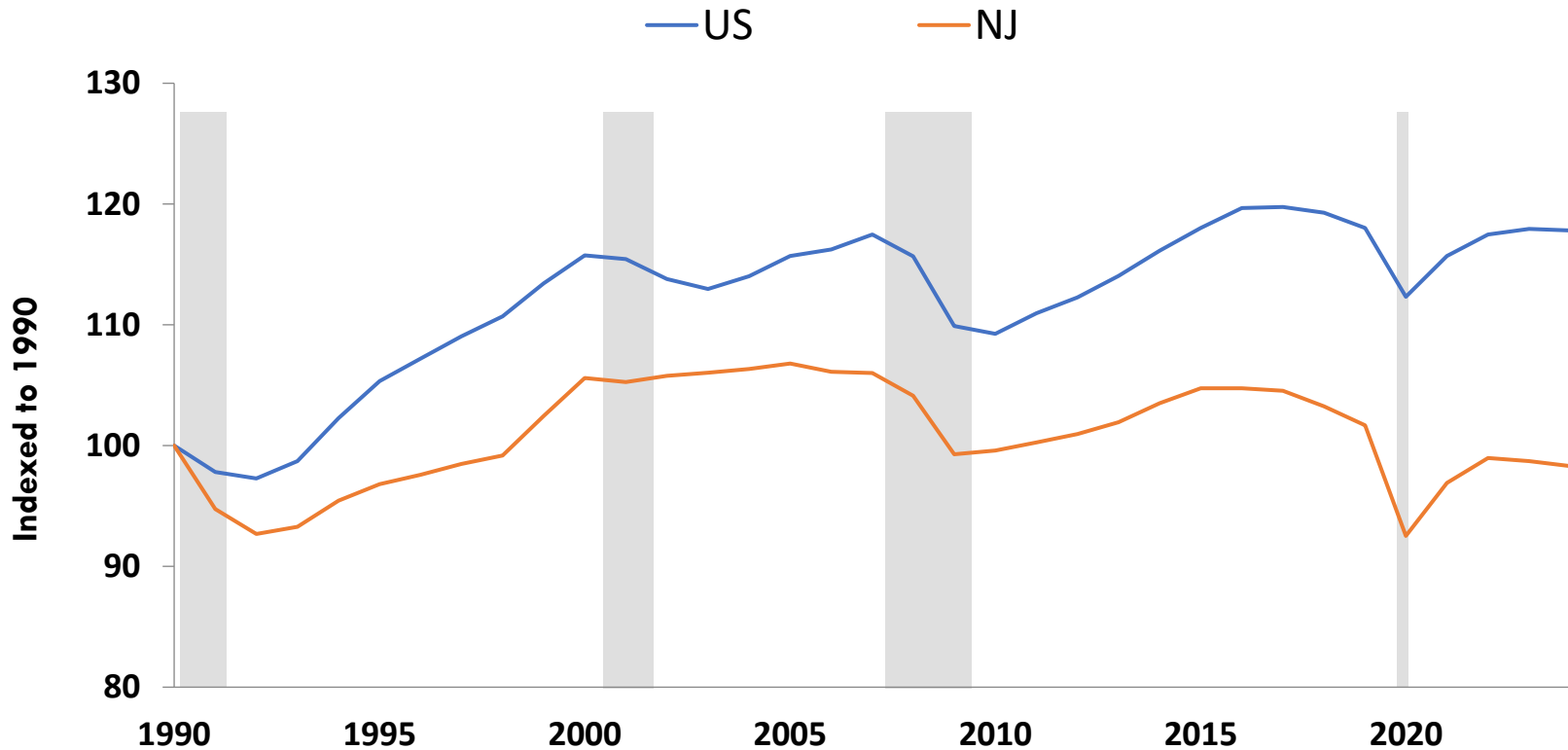
Retail Trade 2024 GDP (\$billions of current dollars)



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SOURCE United States Bureau of Economic Analysis

Employment has decreased slightly after a recovery following pandemic-related losses



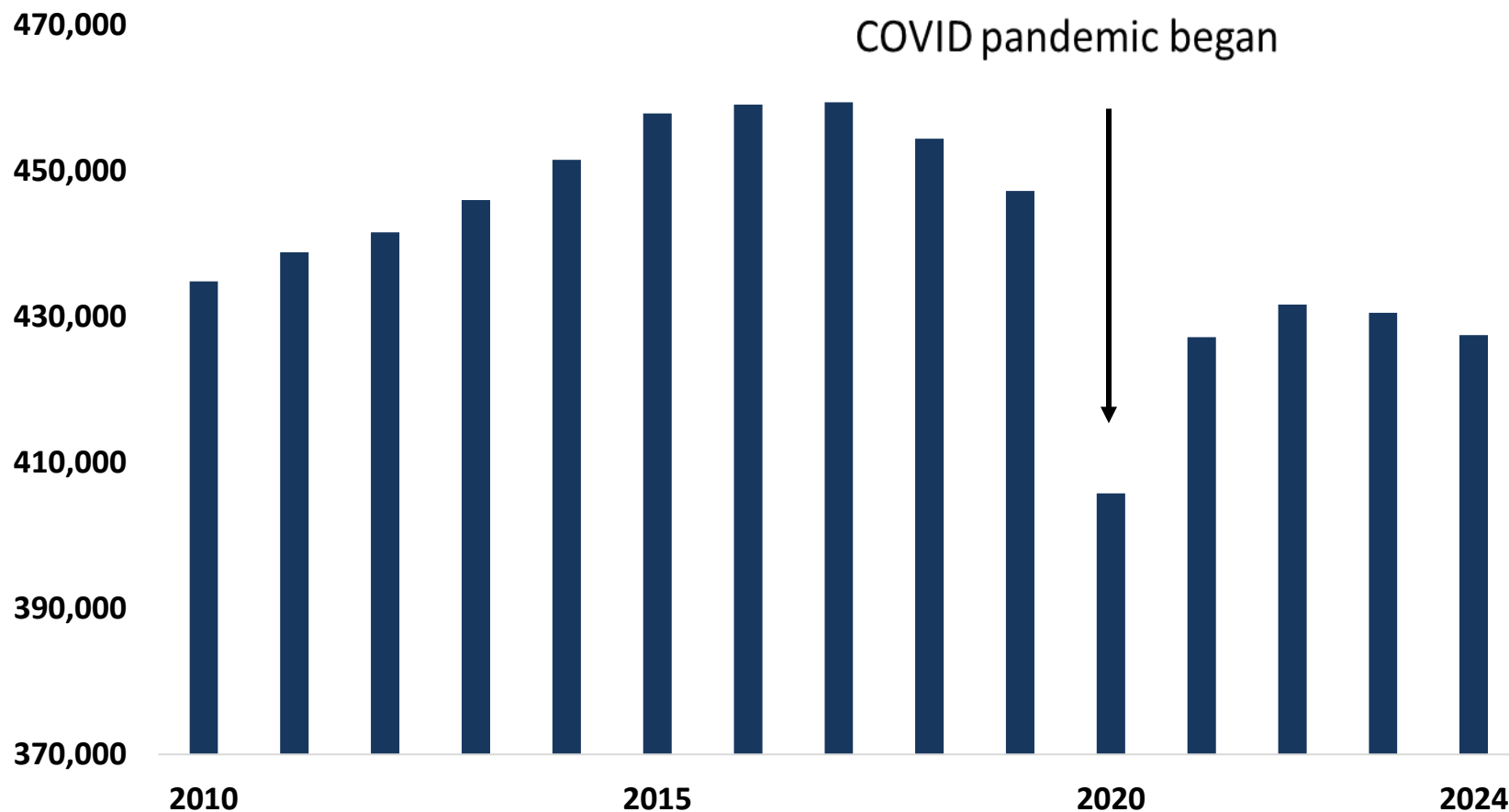
Gray area denotes U.S. economic recession as defined by the National Bureau of Economic Research



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SOURCE NJDOL, Current Employment Statistics

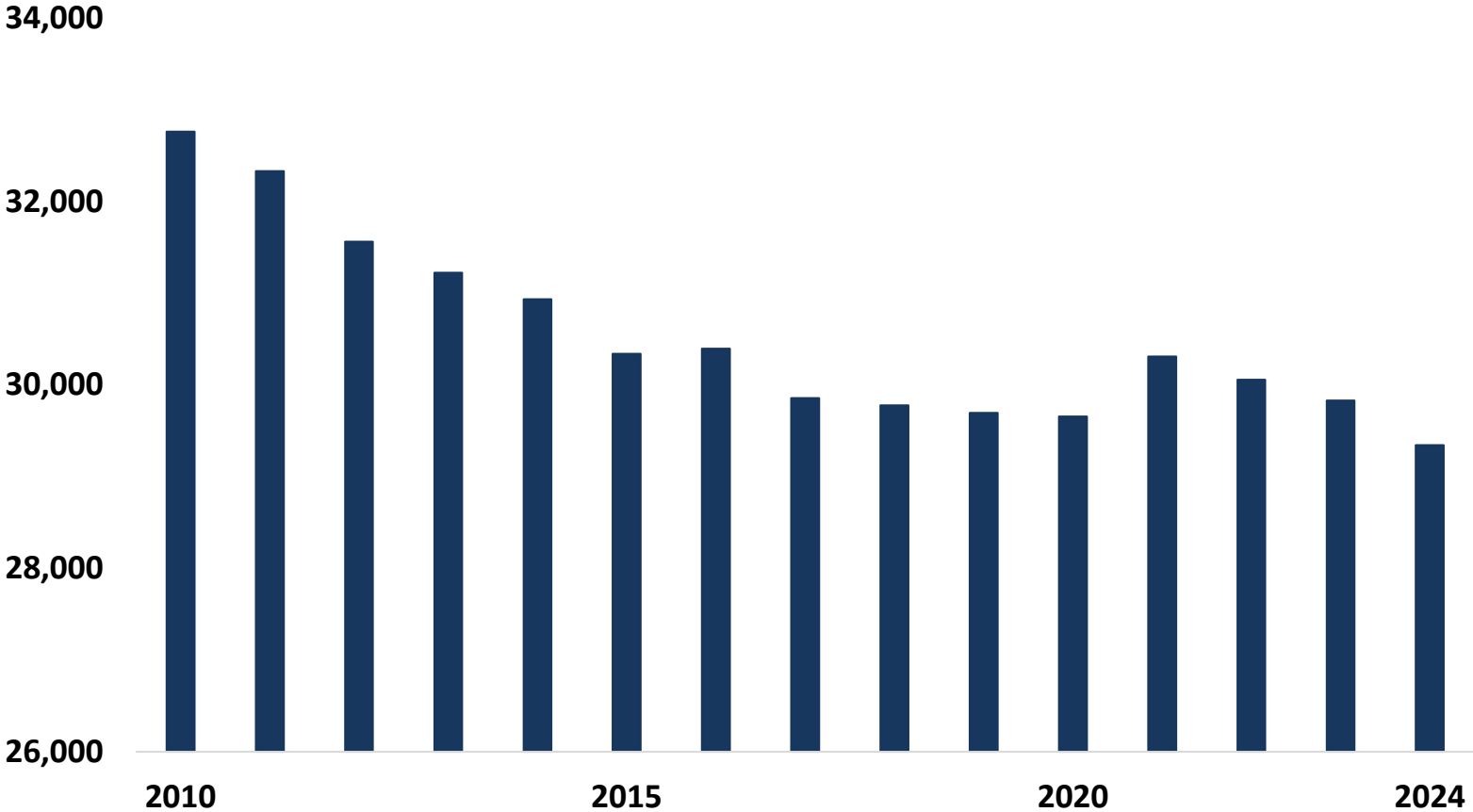
Retail employment dropped slightly again in 2024 after rising from steep pandemic-induced decline in 2020



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SOURCE NJDOL, Quarterly Census of Employment and Wages

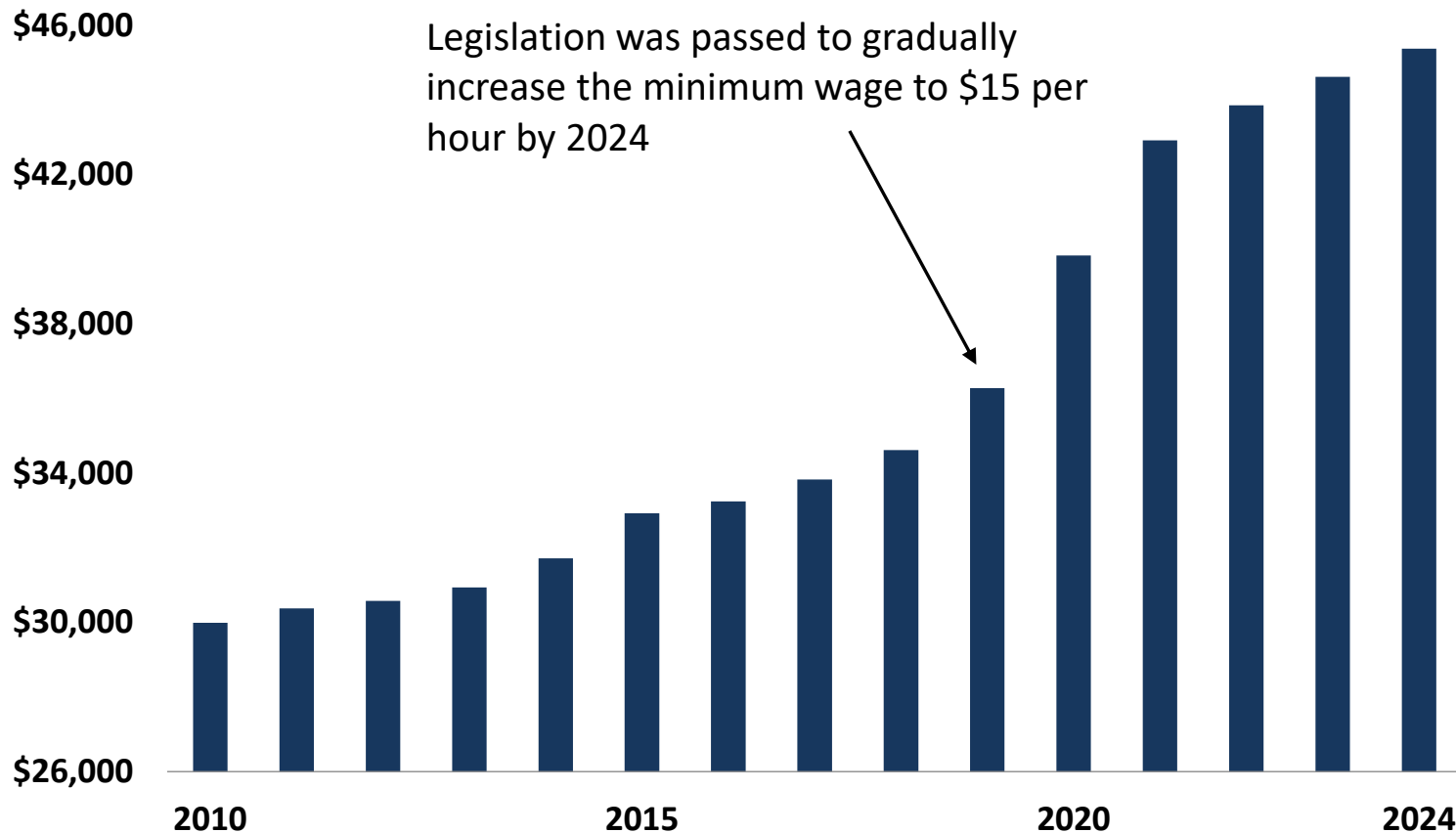
The number of establishments has decreased slightly since rebounding in 2021



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SOURCE NJDOL, Quarterly Census of Employment and Wages

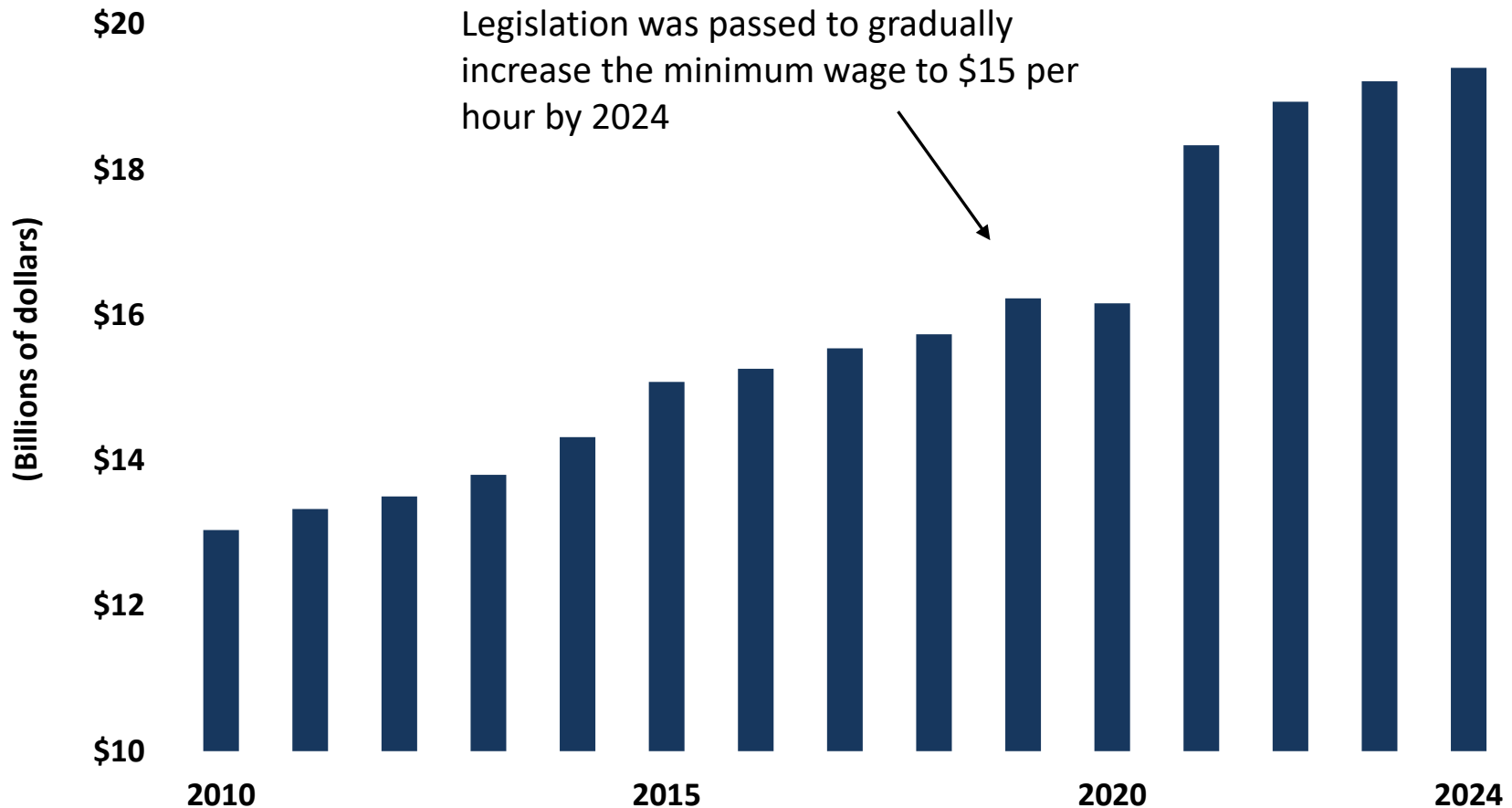
Annual wages have had a steady increase even before the minimum wage was increased beginning in 2019



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SOURCE NJDOL, Quarterly Census of Employment and Wages

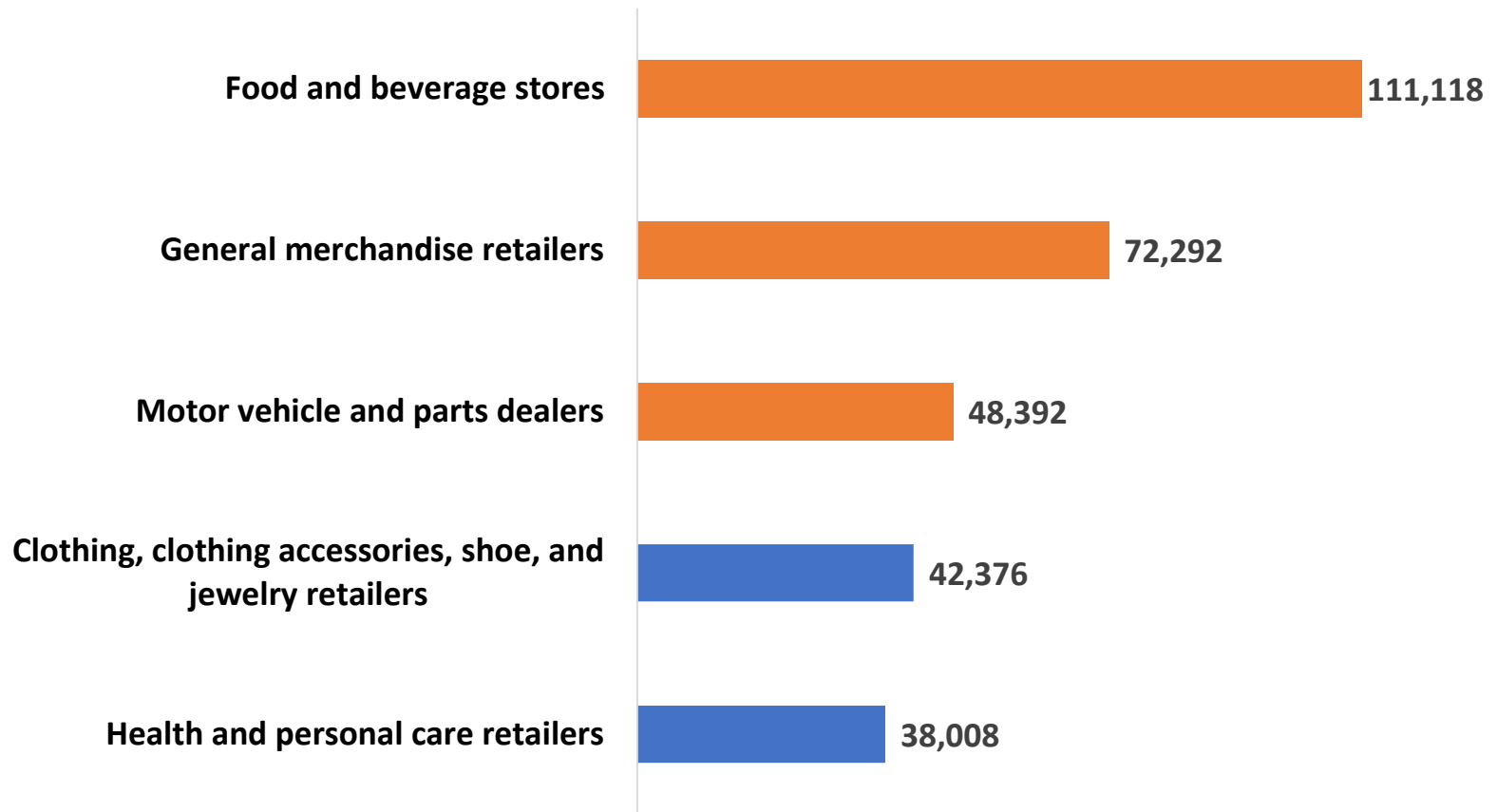
Despite retail employment and establishments decreasing the last several years, total wages have continued to rise and had a sharp increase in 2021



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SOURCE NJDOL, Quarterly Census of Employment and Wages

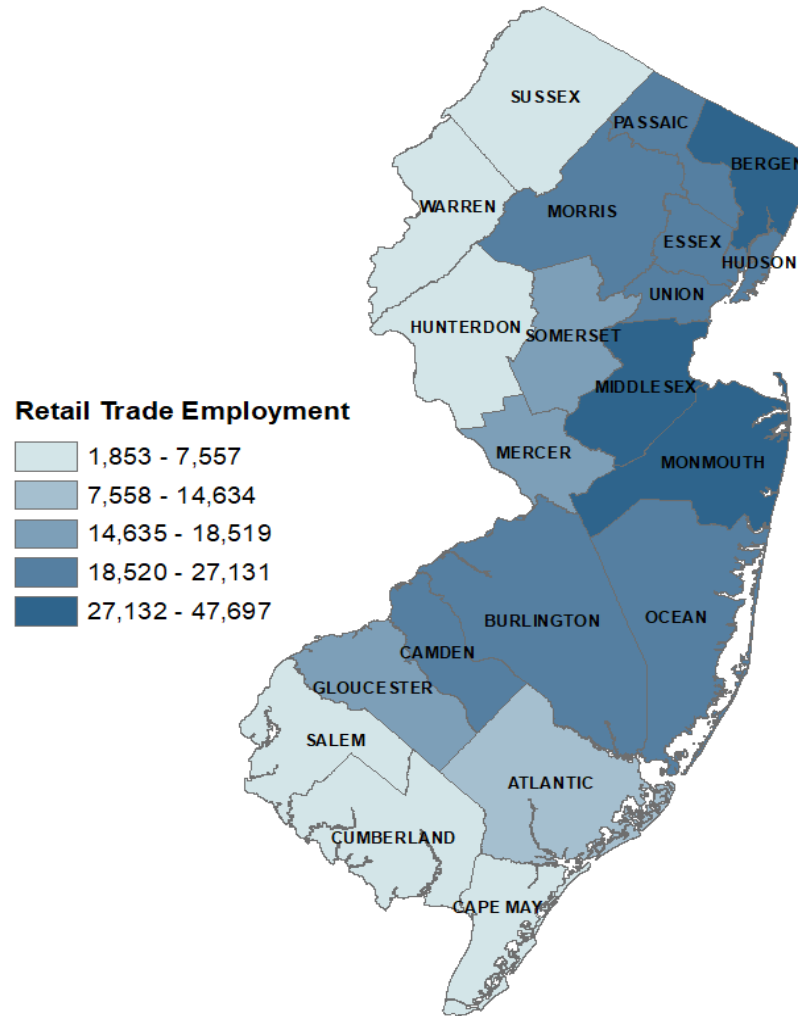
The top three subsectors accounted for 54 percent of all jobs (highlighted in orange)



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SOURCE NJDOL, Quarterly Census of Employment and Wages

Retail Trade Employment by County



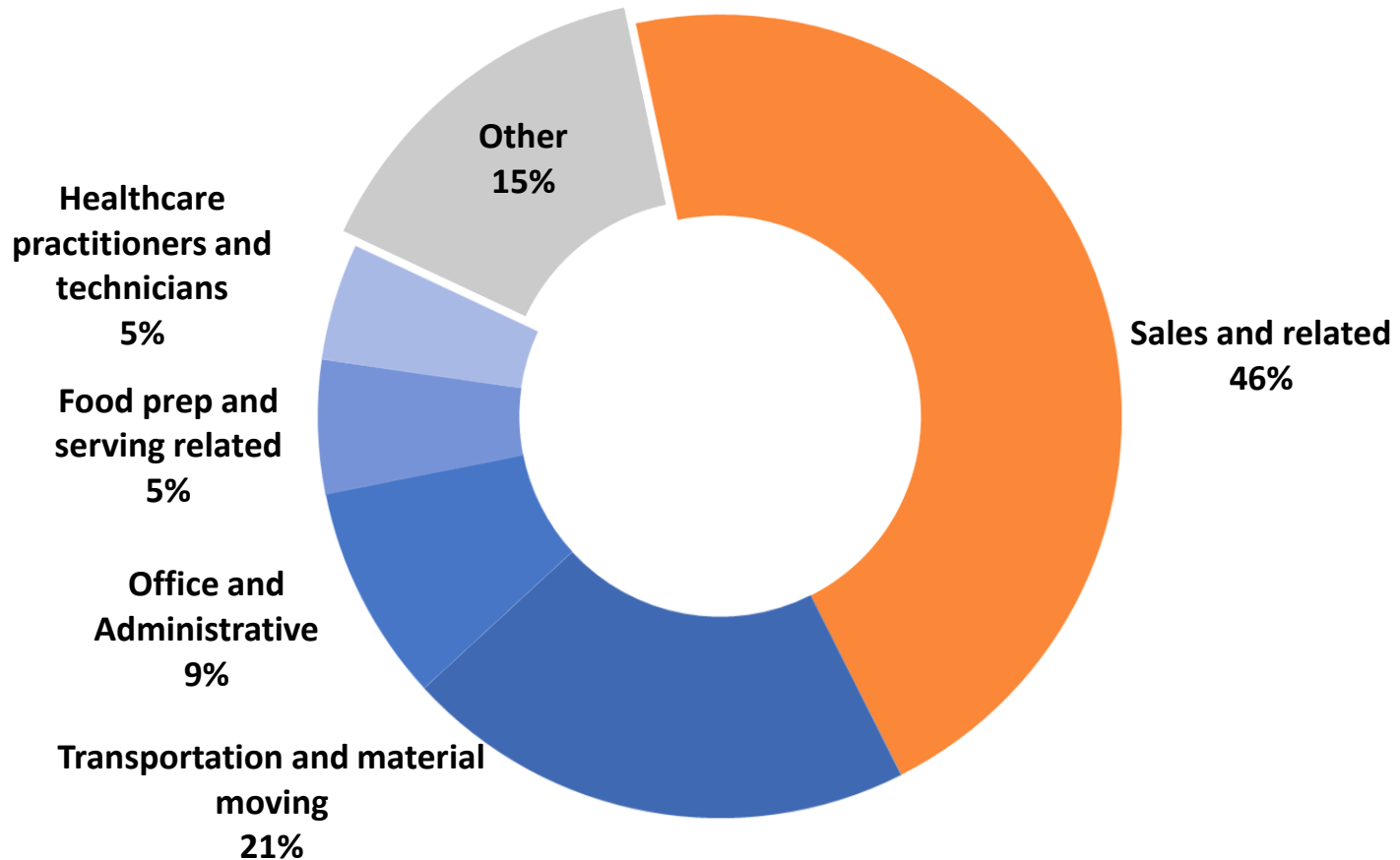
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SOURCE NJDOL, Quarterly Census of Employment and Wages

Occupational Analysis



46 percent of employment by major occupational group is in sales



Types of "other" occupations include installation, maintenance and repair; management; production and numerous smaller major occupational groups.



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SOURCE NJDOL, Occupational Employment and Wage Statistics

The top ten occupations account for 70 percent of employment

Occupational Title	Employment	Average Hourly Wage
Retail salespersons	82,720	\$ 19.77
Cashiers	76,850	\$ 16.57
Stockers and order fillers	53,230	\$ 18.10
First-line supervisors of retail sales workers	25,560	\$ 28.88
Customer service representatives	12,760	\$ 19.27
Pharmacy technicians	11,100	\$ 19.42
Fast food and counter workers	9,590	\$ 17.36
Food preparation workers	9,460	\$ 18.15
General and operations managers	9,100	\$ 62.01
Automotive and watercraft service attendants	9,050	\$ 16.95
Total, top 10 retail trade occupations	299,420	



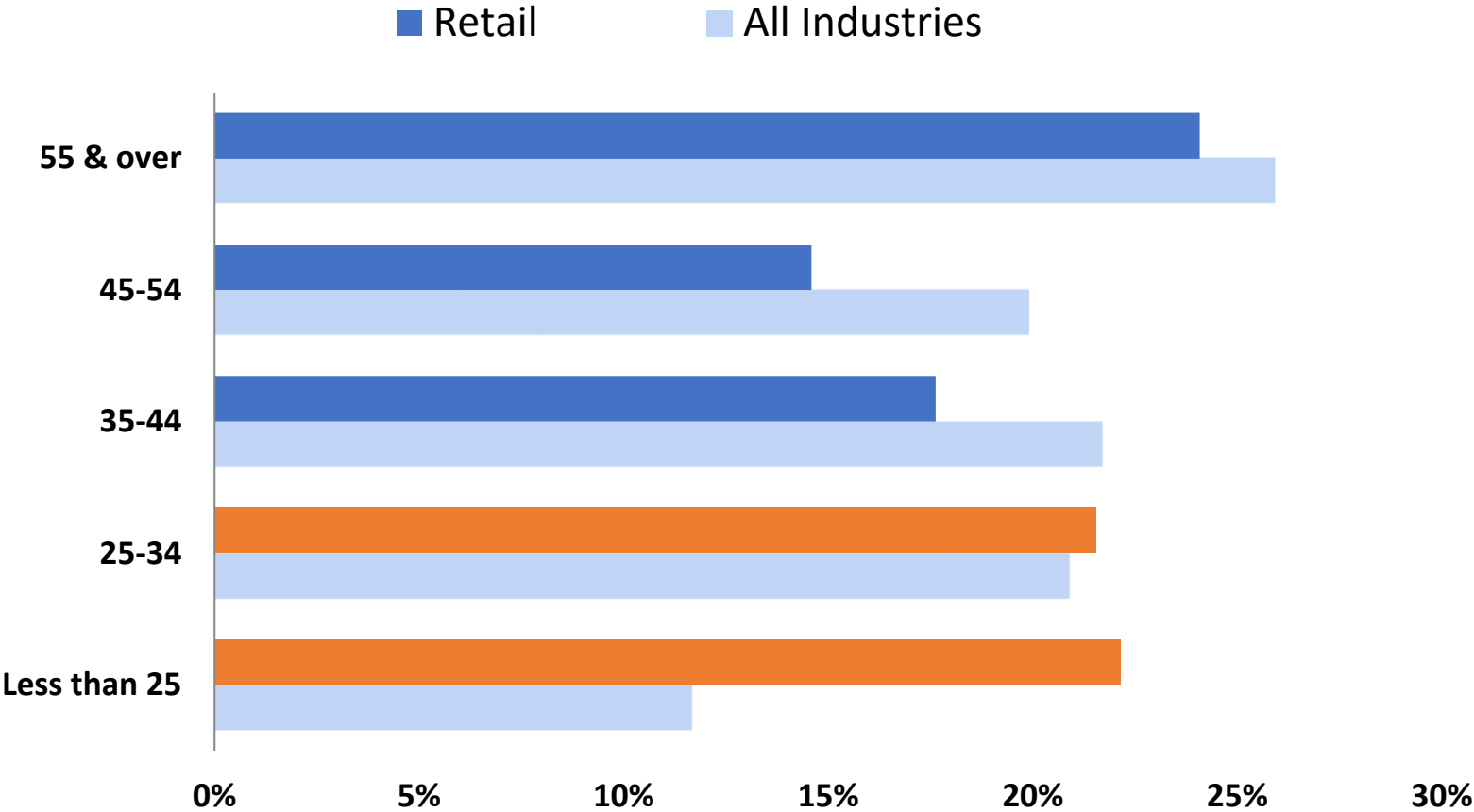
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SOURCE NJDOL, Occupational Employment and Wage Statistics

Demographic Profile



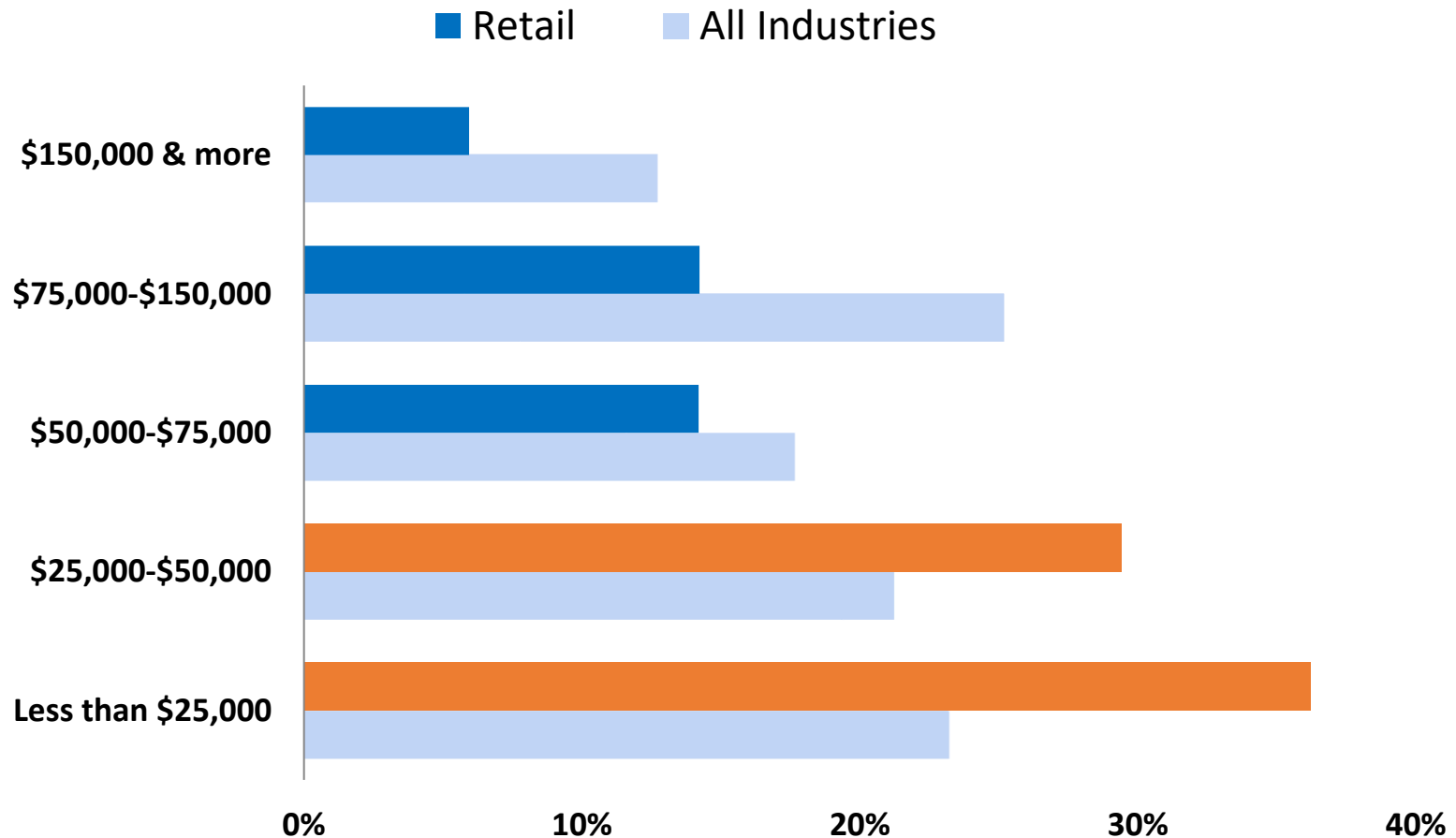
The industry employs a younger workforce with 44 percent under 35 (highlighted in orange)



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SOURCE NJDOL, American Community Survey, Public Use Microdata Sample

66 percent of residents who work in retail trade earn less than \$50,000 (highlighted in orange)

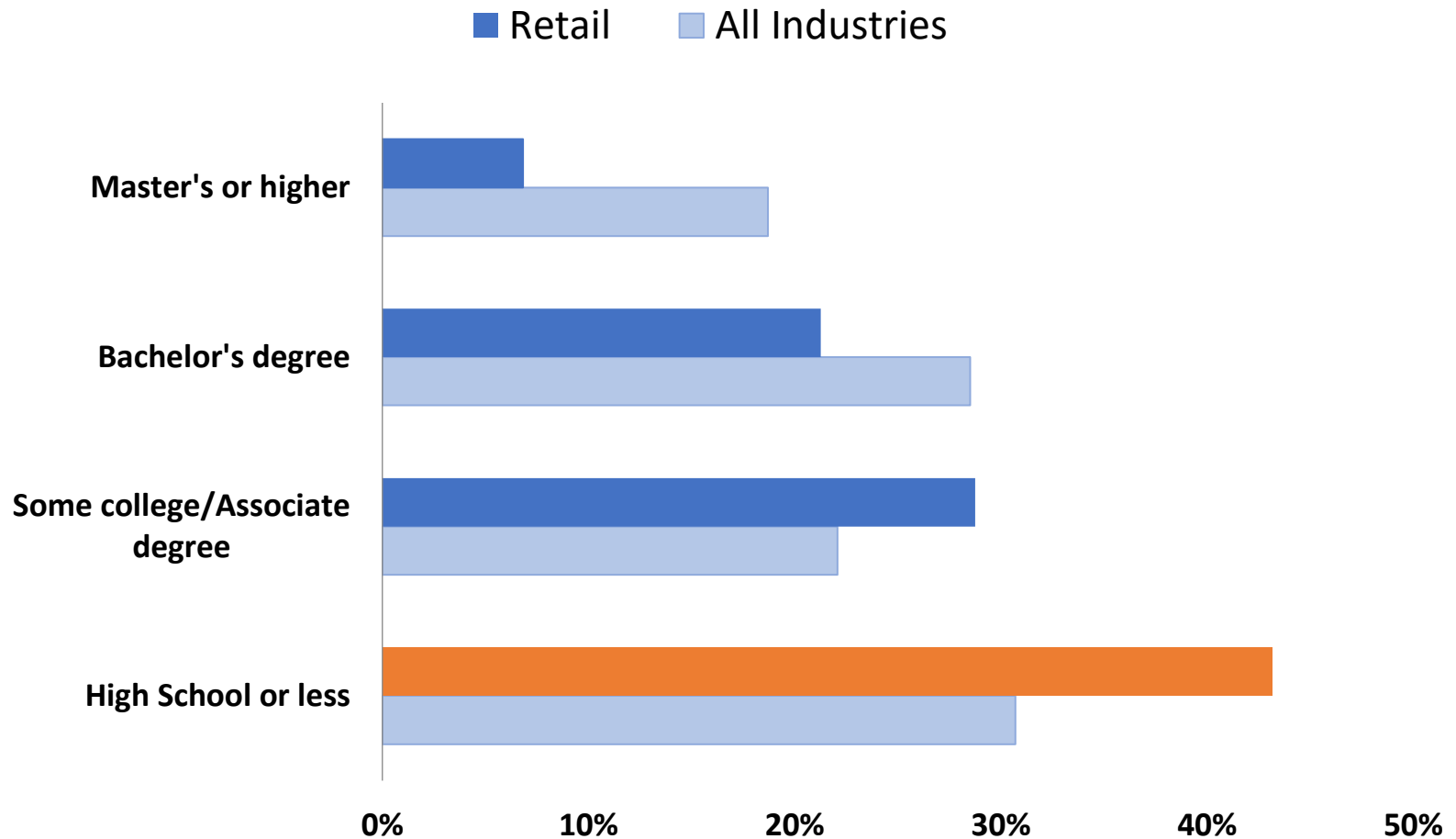


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Source: 2022 American Community Survey, Public Use Microdata Sample
Prepared by: New Jersey Department of Labor and Workforce Development

43 percent of retail workers have a high school education or less (highlighted in orange)



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Source: 2022 American Community Survey, Public Use Microdata Sample
Prepared by: New Jersey Department of Labor and Workforce Development

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