



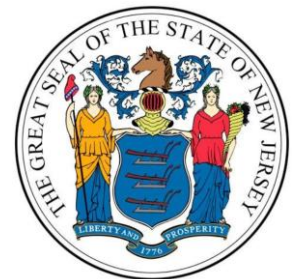
# New Jersey's Retail Trade Sector

A Detailed Analysis of Labor Market Information

Published Winter 2026



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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: 2023

## Sector Highlights

- 430,580 jobs, 11.8% of total private sector employment
- \$44,620 average annual wage, \$36,280 lower than the state average
- \$19.2 billion total wages, 6.5% of all wages paid
- Thirty percent of jobs are located in three counties: Bergen, Middlesex and Monmouth



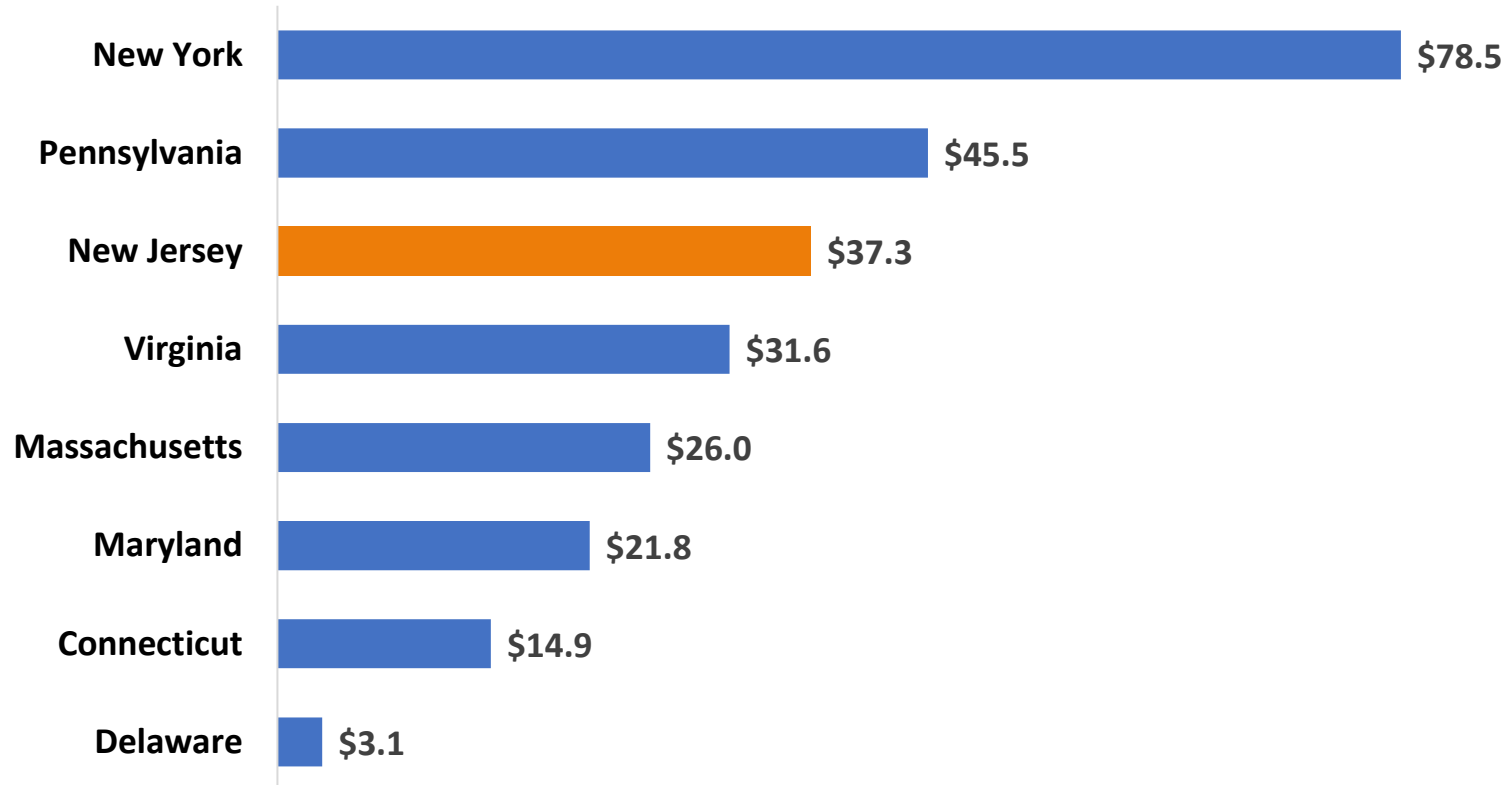
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# Industry Analysis and Economic Overview



# Ranked third highest GDP among regional states, totaling \$37.3B

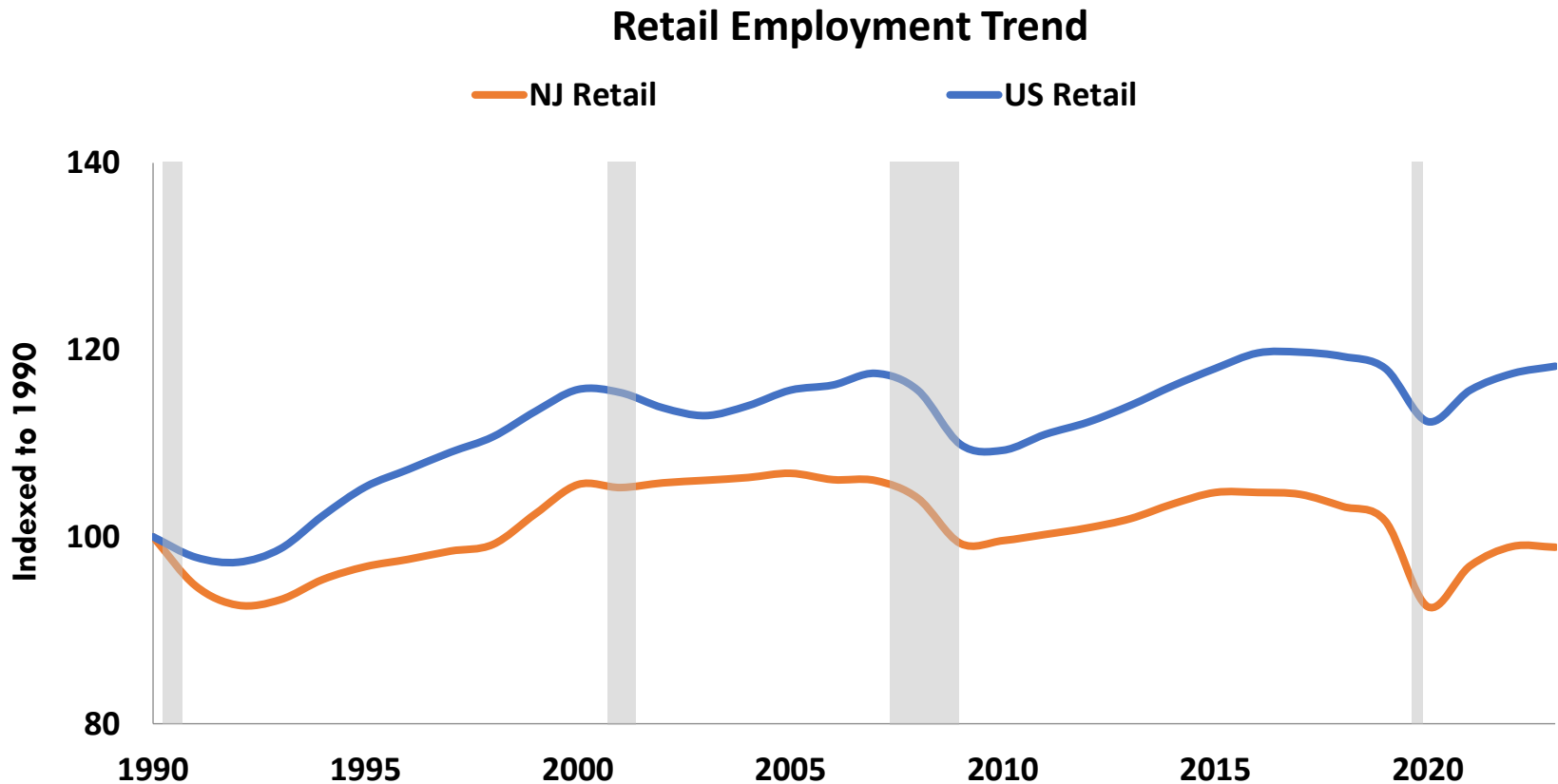
**Retail Trade 2023 GDP (\$, in billions)**



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SOURCE United States Bureau of Economic Analysis, Chained 2017 Dollars

# Employment has stabilized following pandemic-related losses



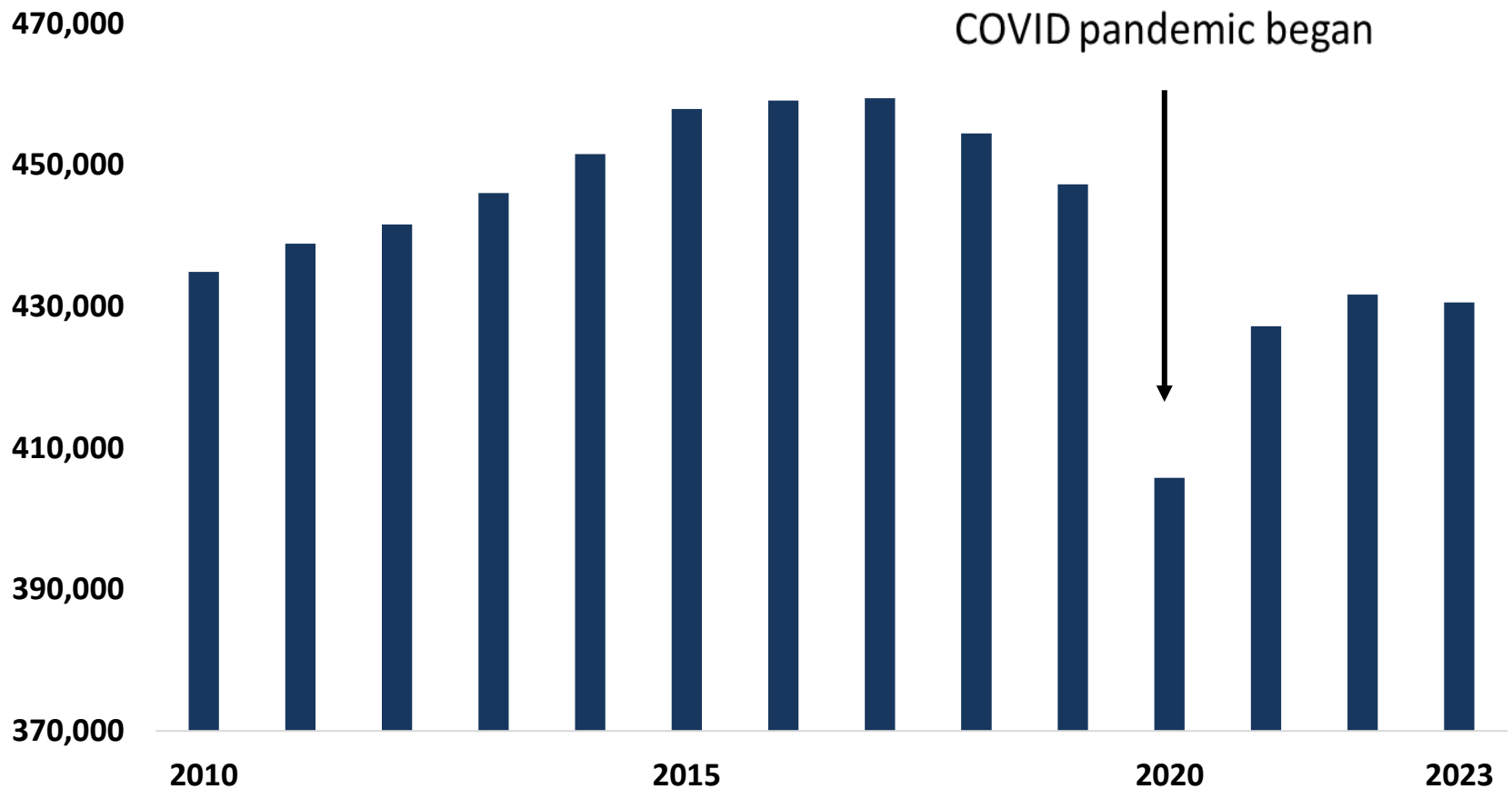
Gray area denotes U.S. economic recession as defined by the National Bureau of Economic Research



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SOURCE NJDOL, Current Employment Statistics

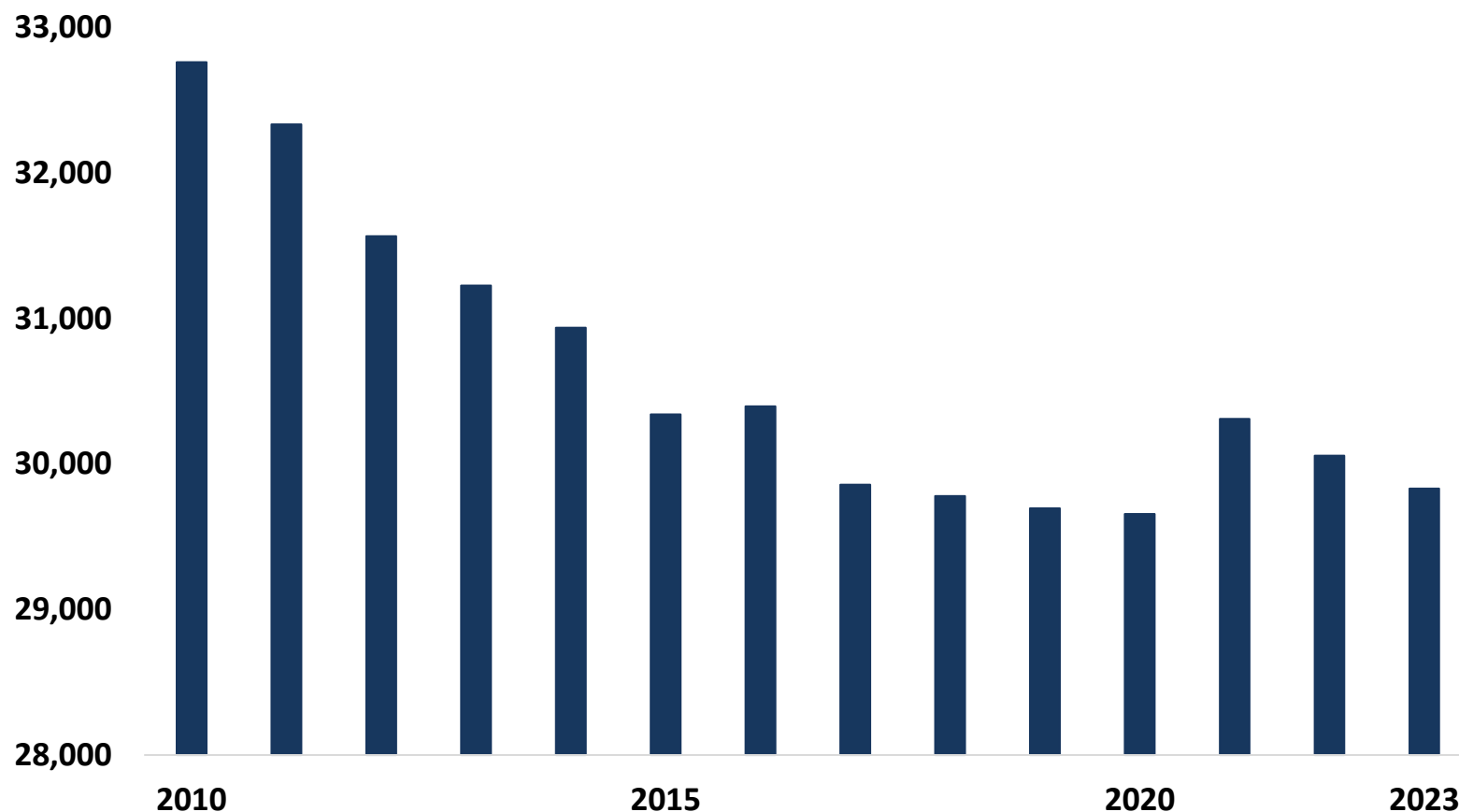
## Retail employment dropped slightly in 2023 after rising from steep pandemic-induced decline in 2020



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SOURCE NJDOL, Quarterly Census of Employment and Wages

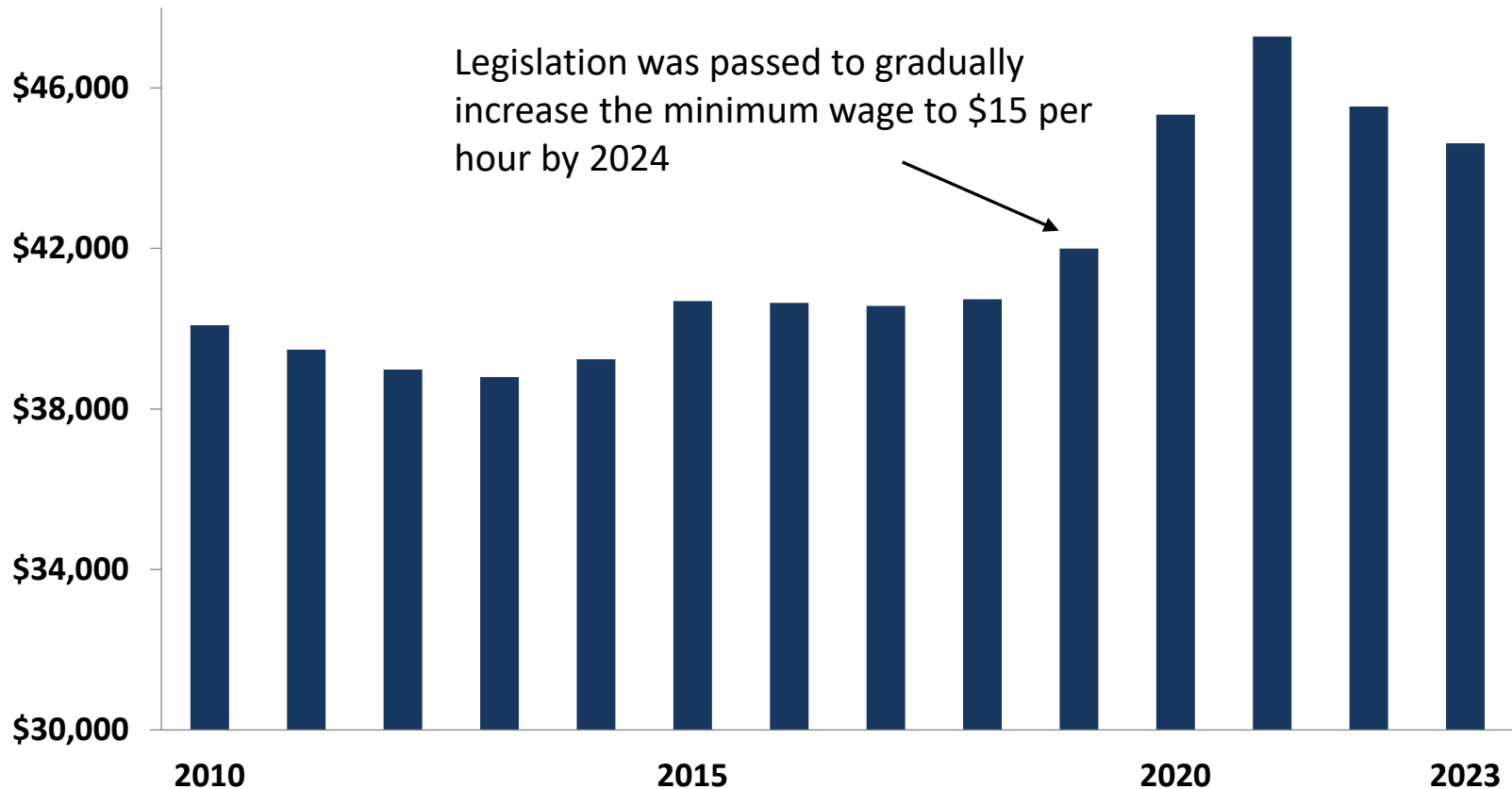
## Number of establishments dipped slightly in 2022 and 2023 after rebounding in 2021



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SOURCE NJDOL, Quarterly Census of Employment and Wages

Adjusted for inflation in 2023 dollars, retail workers remained at \$37k - \$40k range for a decade before minimum wage was increased beginning in 2019



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SOURCE NJDOL, Quarterly Census of Employment and Wages

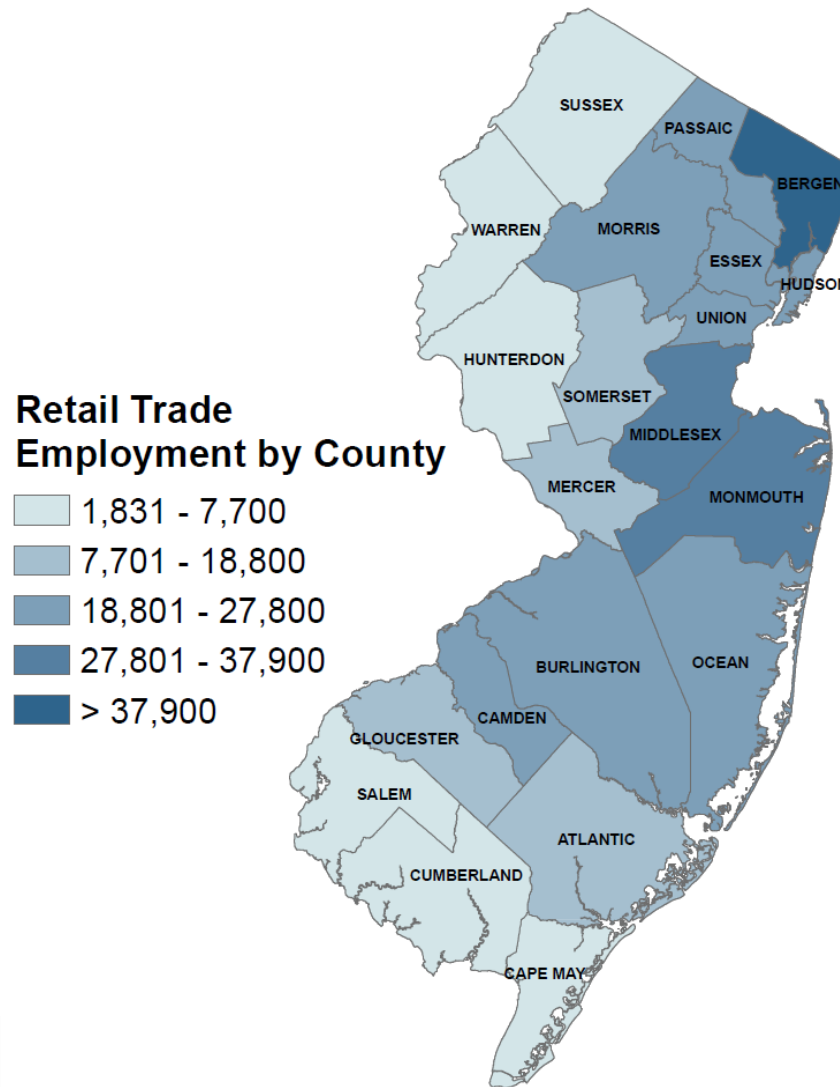
## The top three subsectors accounted for 53.6 percent of all jobs



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SOURCE NJDOL, Quarterly Census of Employment and Wages

# Retail trade employment by county



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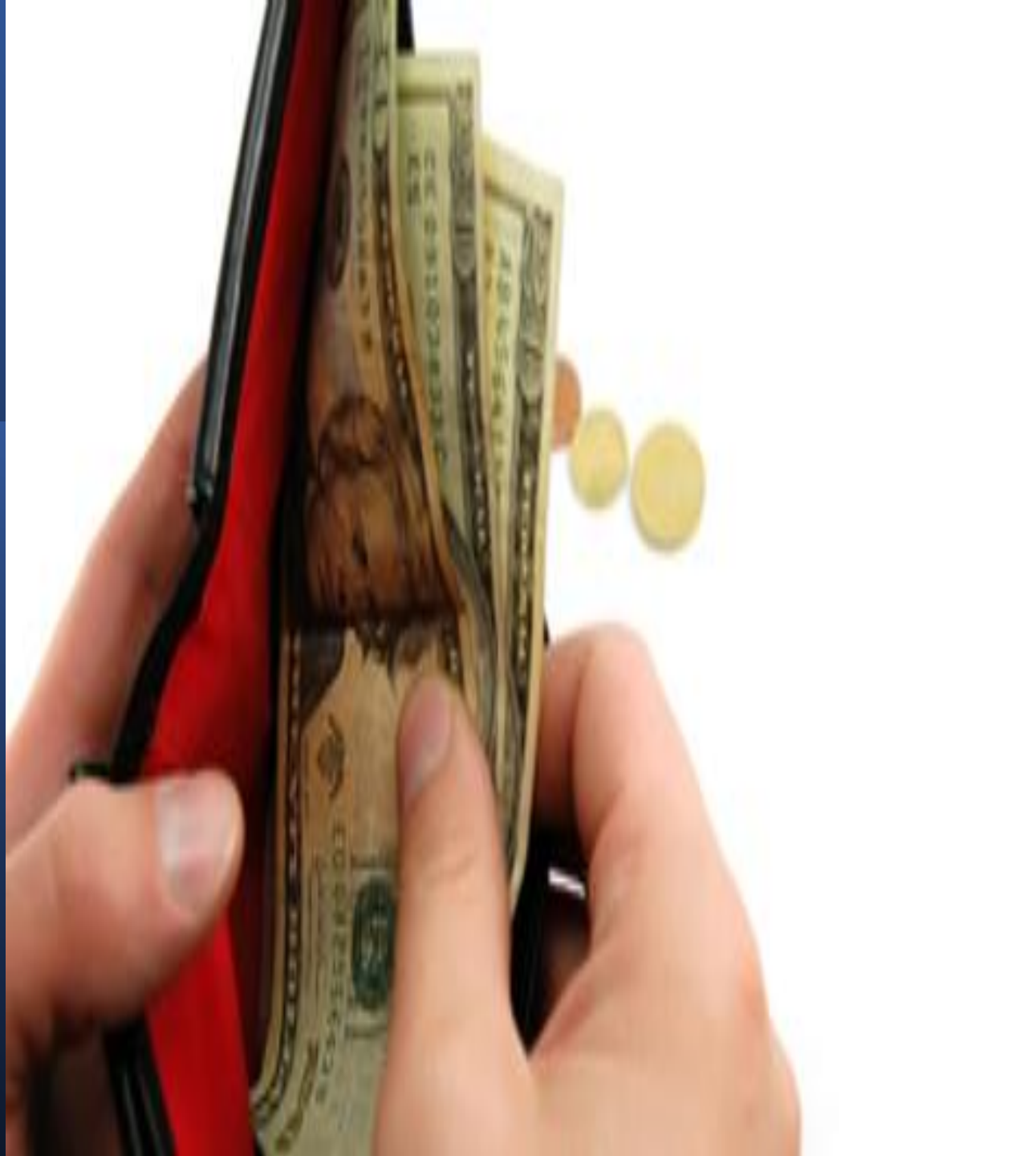
SOURCE NJDOL, Quarterly Census of Employment and Wages

## Nearly half of statewide retail employment is located in the more densely populated Northern Region

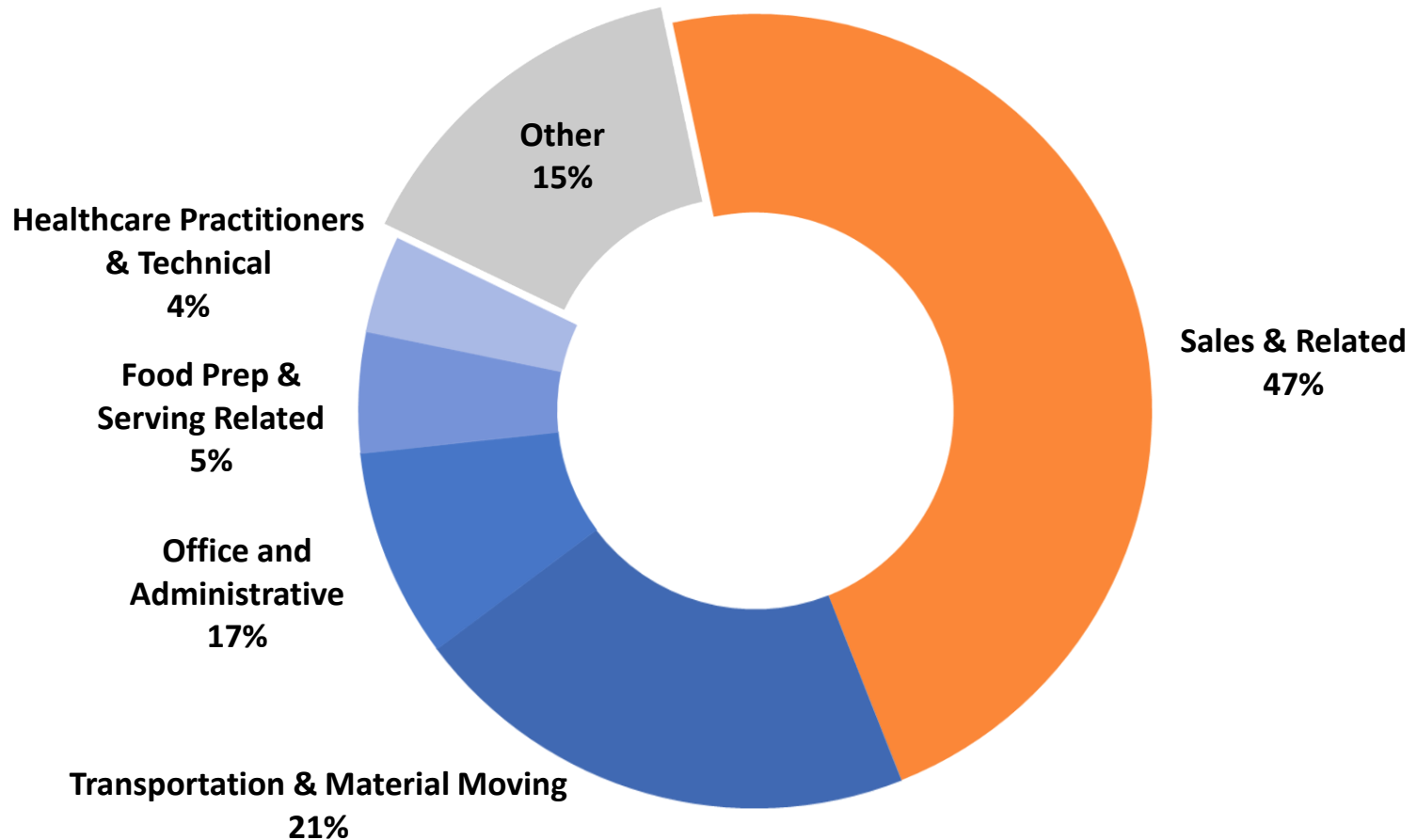
Area	Establishments	Annual Averages		Total Wages	Employment %
		Employment	Wages		
<b>New Jersey</b>	<b>29,830</b>	<b>430,578</b>	<b>\$44,623</b>	<b>\$19,213,881,064</b>	
<b>Northern Region</b>	14,828	207,443	\$44,869	\$9,307,677,719	48.2%
<b>Central Region</b>	7,671	119,035	\$42,175	\$5,020,353,792	27.6%
<b>Southern Region</b>	5,656	97,248	\$41,252	\$4,011,713,606	22.6%
<b>Undistributed</b>	1,676	6,854	\$127,534	\$874,135,947	1.6%



# Occupational Analysis



# Almost half of employment by major occupational group is in sales



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SOURCE NJDOL, Occupational Employment and Wage Statistics

# The top ten occupations account for 70 percent of employment

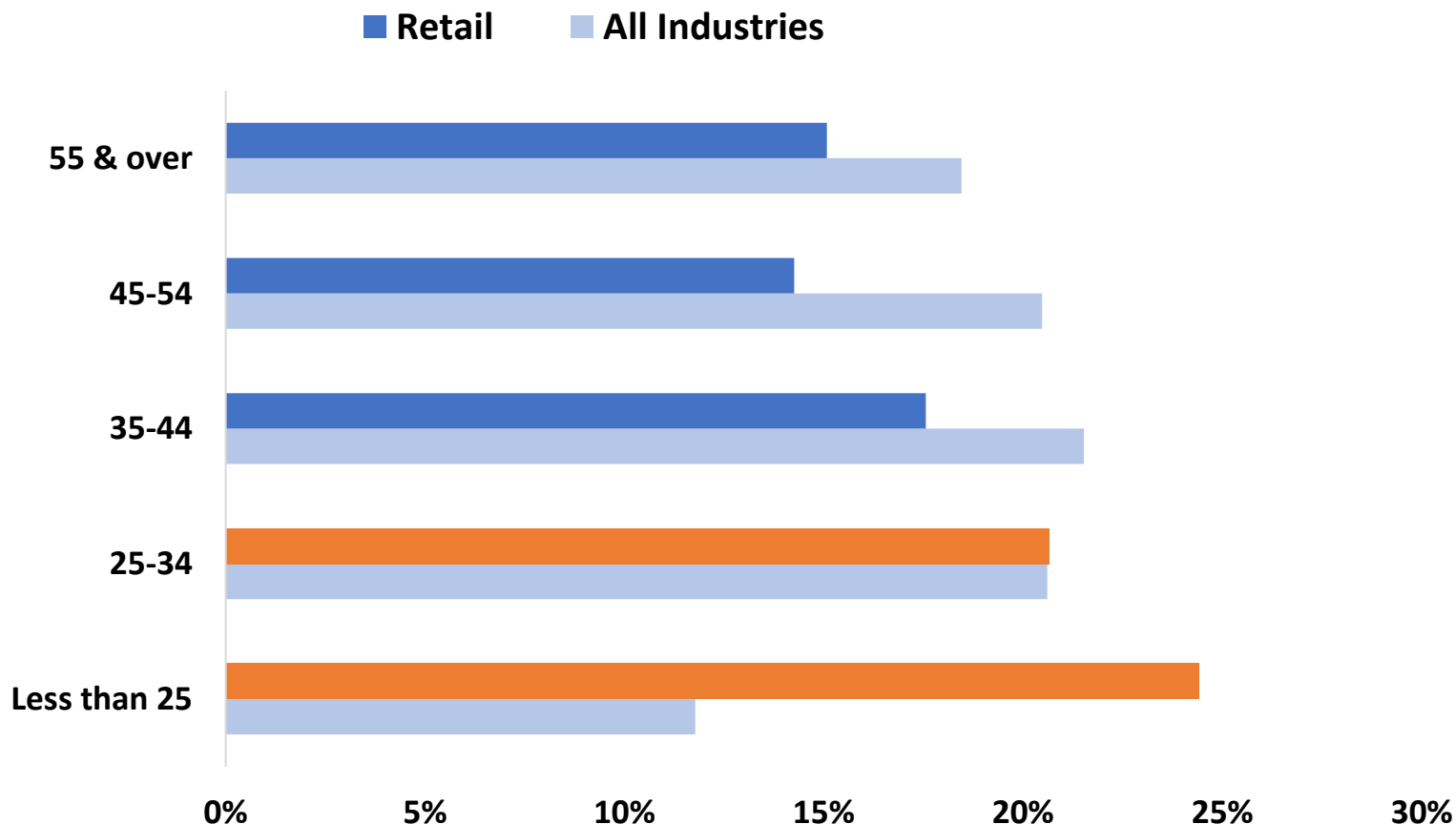
Occupational Title	Estimated Employment	Average Hourly Wage
Retail Salespersons	91,870	\$19.35
Cashiers	74,010	\$15.90
Stockers and Order Fillers	53,850	\$17.54
Supervisors of Retail Sales Workers	24,450	\$30.24
Customer Service Representatives	12,800	\$18.62
Food Preparation Workers	10,920	\$17.91
General and Operations Managers	10,040	\$60.98
Pharmacy Technicians	8,500	\$18.75
Automotive and Watercraft Service Attendants	8,480	\$15.93
Automotive Service Technicians and Mechanics	8,400	\$28.80



# Demographic Profile



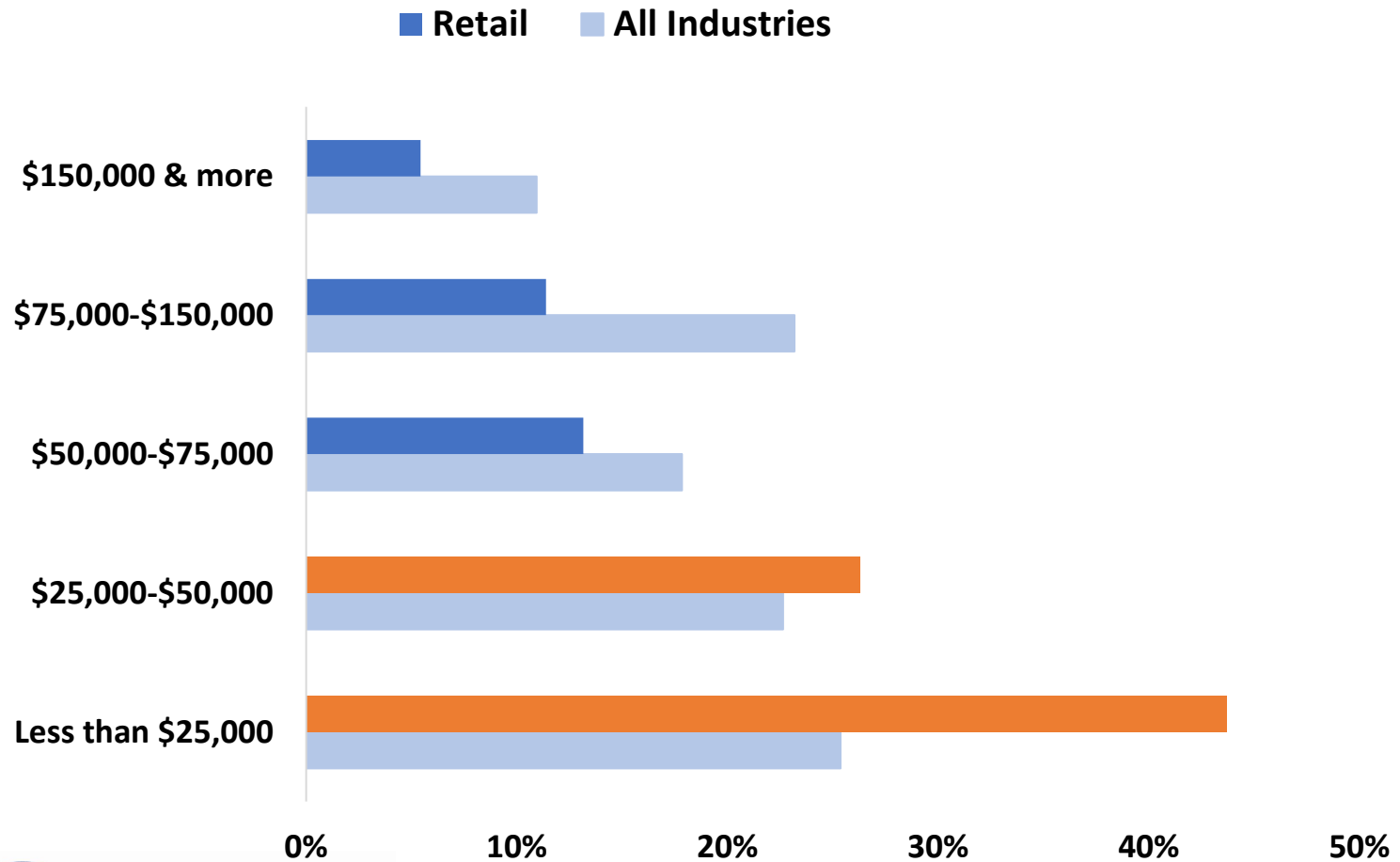
The industry employs a younger workforce, with 45% under 35 versus one-third for all industries



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SOURCE NJDOL, American Community Survey, Public Use Microdata Sample

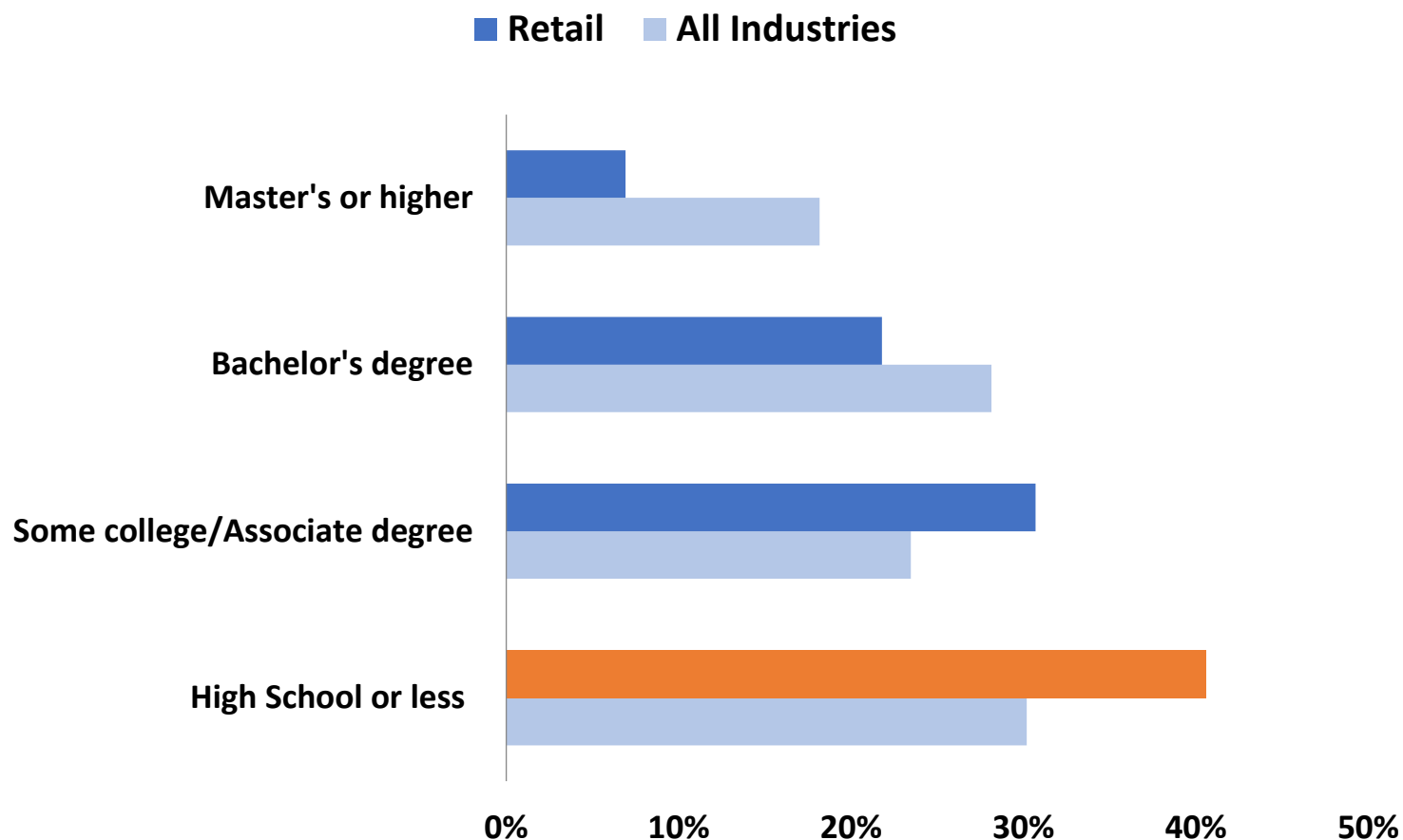
# Nearly three-quarters of the workforce earn less than \$50,000 annually



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SOURCE NJDOL, American Community Survey, Public Use Microdata Sample

## 40% of retail workers have a high school education or less



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SOURCE NJDOL, American Community Survey, Public Use Microdata Sample

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