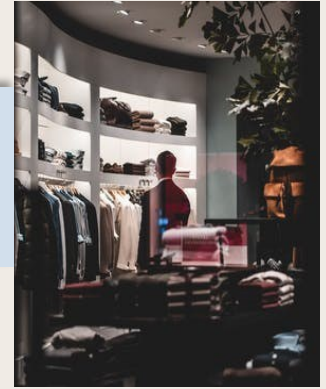


# 2024 IOWA INDUSTRY PROFILE

## RETAIL TRADE



### IOWA WORKFORCE DEVELOPMENT

#### What is Retail Trade?

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering 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.

Retail stores are fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers.

Retailers often reach customers and market merchandise with methods other than, or in addition to, physical stores, such as Internet websites.

Source: [www.bls.gov/cew/bls\\_naics/bls\\_naics\\_app.htm](http://www.bls.gov/cew/bls_naics/bls_naics_app.htm)

#### Industry Employment & Wages

**11.1%** - Of all covered public and private employment in Iowa is in the Retail Trade Sector, making it the third largest sector in the state, with 173,591 jobs.

**43.2% lower** - than the statewide average of \$61,352 for all industries, the 2024 average annual wage for the sector was \$34,868.

**3.1% increase** - In employment since the pandemic. Though increasing since 2020, the high was reached in 2022, and has been in slight decline since. Employment still has not reached pre-pandemic levels.

#### Establishment Facts



**11,104** Retail Trade locations across Iowa in 2024

**1,756** Sporting Goods, Hobby, Musical Instrument, Book, Miscellaneous Retailers locations made up the majority of establishments within the sector across Iowa in 2024 with 1,756 locations, followed closely by Gasoline Stations and Fuel Dealers with 1,741 locations.



**\$42,075** - National Annual Average Wage\*



**\$34,865** - Iowa Annual Average Wage\*

**17.1% lower** annual average wage in Iowa for this sector than the national average. Iowa (\$34,865) also has the lowest annual average wage for this sector compared to its neighboring states, with Illinois' annual average wage being the highest at \$41,802.

Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics  
Iowa Workforce Development  
<https://workforce.iowa.gov/labor-market-information/>

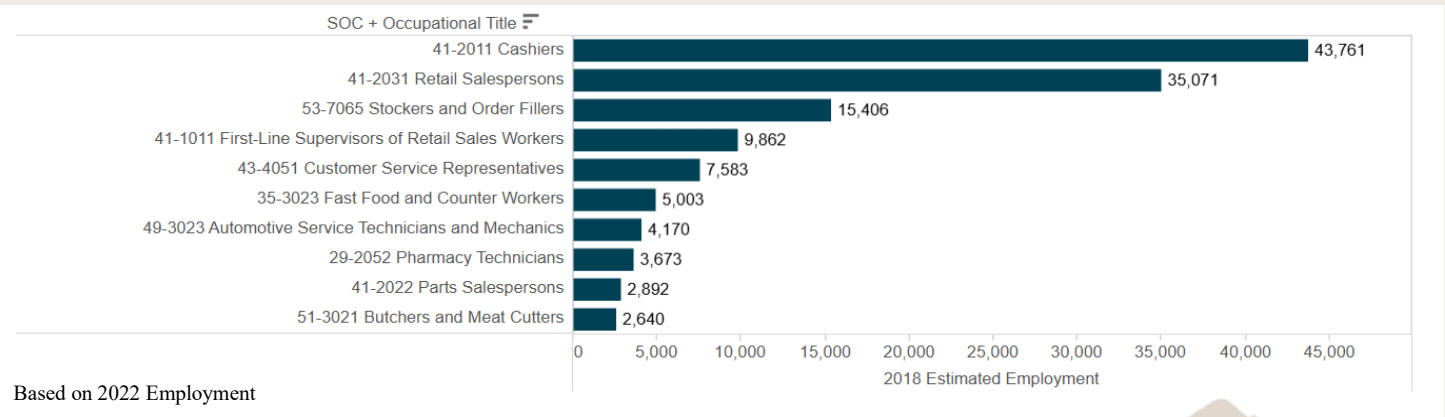
\*Annual Average Wage only includes private employment

<https://www.iowalmi.gov/qcew>

# RETAIL TRADE

## Iowa Industry Profile

### Top 10 Occupations for Retail Trade



**45.2%** - of all employment in the sector is within the Cashiers (25.1%) & Retail Salespersons (20.1%) occupations

### 2024-4th Qtr Industry Subsector Breakout by Employment & Wages

Industry Description	Locations	Average Monthly Employment	Average Weekly Wage Calculation
Grand Total	11,145	176,081	\$681
General Merchandise Retailers	920	37,459	\$528
Food and Beverage Retailers	1,183	37,330	\$501
Gasoline Stations and Fuel Dealers	1,736	24,217	\$541
Motor Vehicle and Parts Dealers	1,555	23,360	\$1,253
Building Material and Garden Equipment and Supplies Dealers	1,026	14,747	\$818
Sporting Goods, Hobby, Musical Instrument, Book, and Miscellaneous Retailers	1,764	14,526	\$553
Health and Personal Care Retailers	948	8,836	\$853
Furniture, Home Furnishings, Electronics, and Appliance Retailers	1,048	7,811	\$1,000
Clothing, Clothing Accessories, Shoe, and Jewelry Retailers	965	7,795	\$476

**21.3%** - of sector employment is in the largest subsector, General Merchandise Retailers, which employed 37,459 workers

**\$1,253** - average weekly wage in the Motor Vehicle & Parts Dealers subsector was highest in the industry.

### Contact Information

#### Iowa Workforce Development, Employment Statistics Bureau

1000 E Grand Ave  
Des Moines, IA 50319  
800-532-1249

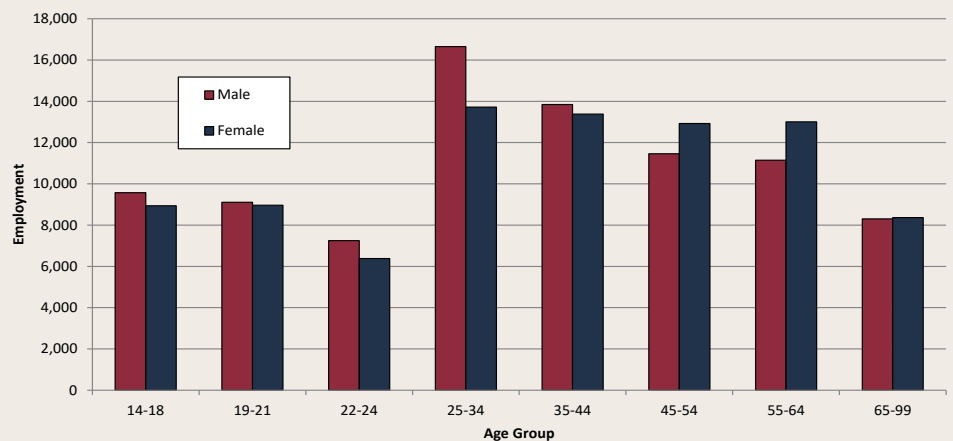
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Equal opportunity employer/program.  
Auxiliary aids and services are available upon request to individuals with disabilities.

TTY 515-281-4748  
1-800-831-1399

### Industry Distribution by Age and Gender, 4th Quarter 2024



**50.5%**- of employment for this sector is made up of males, while females accounted for 49.5 percent of the workforce.

Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics  
Iowa Workforce Development  
<https://workforce.iowa.gov/labor-market-information/>