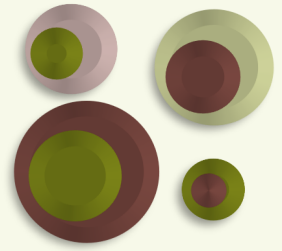
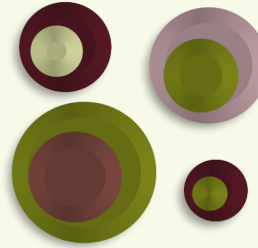


2022 IOWA INDUSTRY PROFILE

RETAIL TRADE

IOWA WORKFORCE DEVELOPMENT

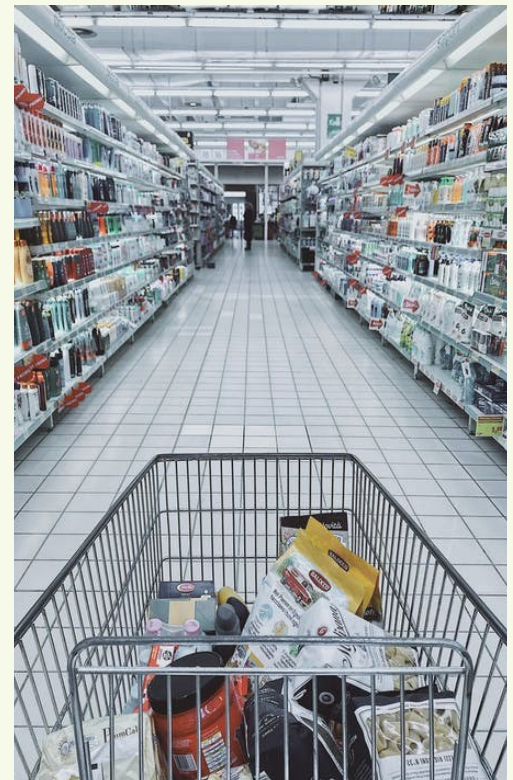


Executive Summary

In 2022, the **Retail Trade** sector comprised 11.4 percent of all public and private covered employment in Iowa, providing jobs for 174,620 workers. These workers had an average annual wage of \$33,510, which was 41.6 percent lower than the average annual wage of \$57,378 for all employment. The retail trade sector is the third-largest sector in the state of Iowa.

The sector reached its decade employment high in 2016, with 182,645 employees, has been in decline since. With consumer preferences moving more toward online shopping Iowa has experienced a 3.6 percent decrease in employment losing 6,587 workers from 2017 to 2019. With the onset of the pandemic in 2020, the losses to employment was only exacerbated. Employment fell by 4.0 percent from 2019 to 168,234 employees, rallying slightly in 2021 by 3.0 percent, to 173,299 employees, but still has not recovered the total number of retail jobs lost prior to the pandemic.

This sector's wages are low both regionally and nationally. In the Midwest, Iowa has the lowest average annual wage in the retail trade sector. Despite a year-over-year increase of \$1,493, Iowa's average annual wage is 17.2 percent lower than the national average.



RETAIL TRADE IOWA INDUSTRY PROFILE



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.

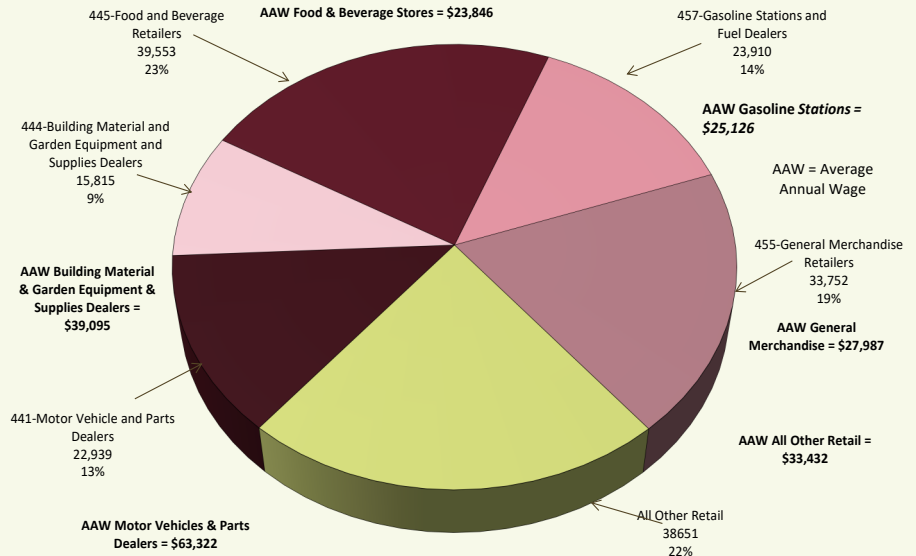
Retail stores are fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers.

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

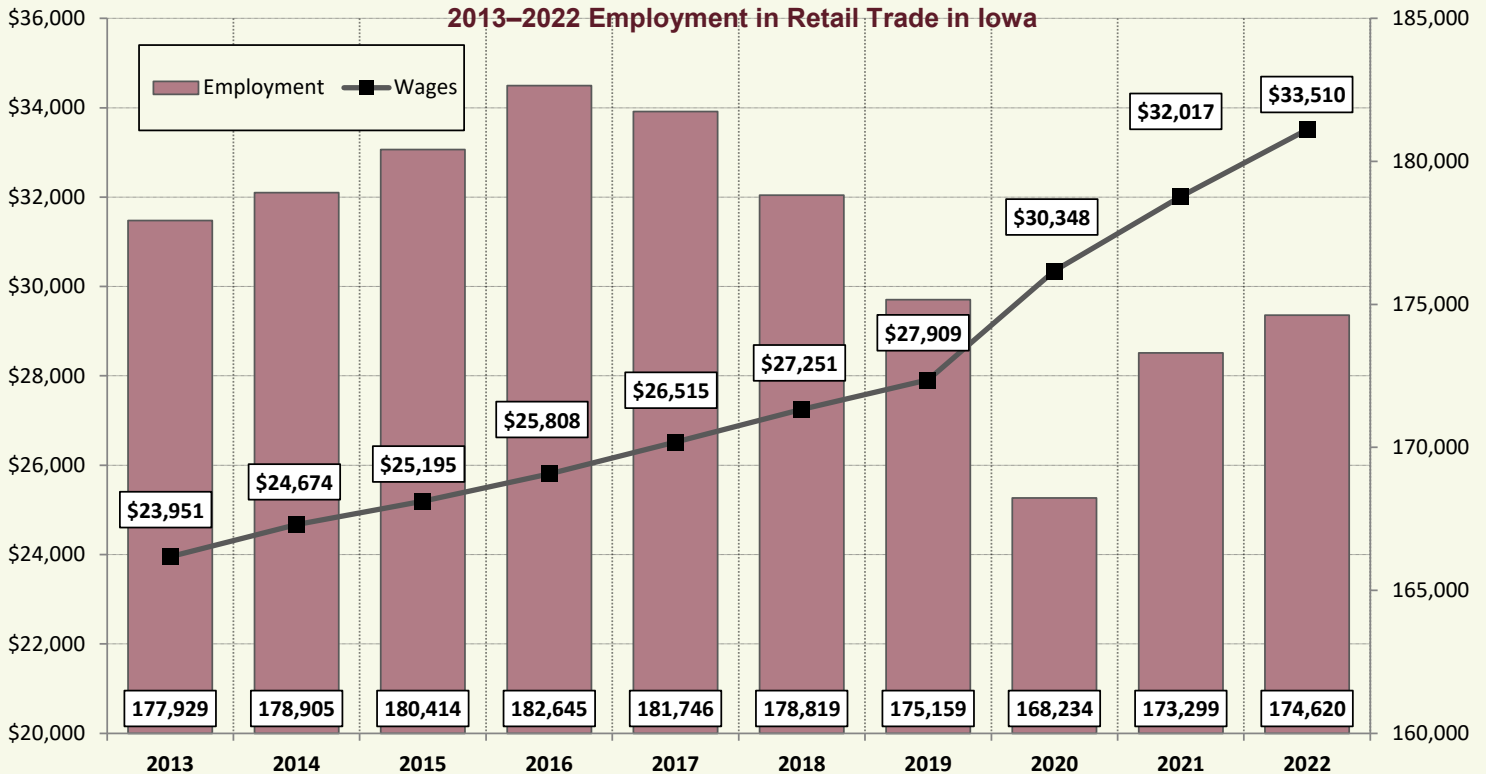
2022 Industry Breakout by Employment in Iowa

Retail Trade NAICS Industry Coding
Percentage Employed and Average Annual Wage by Subsector



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

2013–2022 Employment in Retail Trade in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

RETAIL TRADE IOWA INDUSTRY PROFILE



Top Occupations in Retail Trade	Employment
Cashiers	41,817
Retail Salespersons	36,051
First-Line Supervisors of Retail Sales Workers	11,028
Stockers and Order Fillers	10,966
Fast Food and Counter Workers	6,441
Customer Service Representatives	4,342
Automotive Service Technicians and Mechanics	3,599
Pharmacy Technicians	2,941
Light Truck or Delivery Services Drivers	2,605
Bookkeeping, Accounting, and Auditing Clerks	2,361
Butchers and Meat Cutters	2,274
General and Operations Managers	2,251
Laborers and Freight, Stock, and Material Movers, Hand	2,020
Parts Salespersons	1,895
Counter and Rental Clerks	1,869
Office Clerks, General	1,793
Pharmacists	1,751
Cleaners of Vehicles and Equipment	1,421
First-Line Supervisors of Office and Administrative Support Workers	1,302
Shipping, Receiving, and Traffic Clerks	1,089

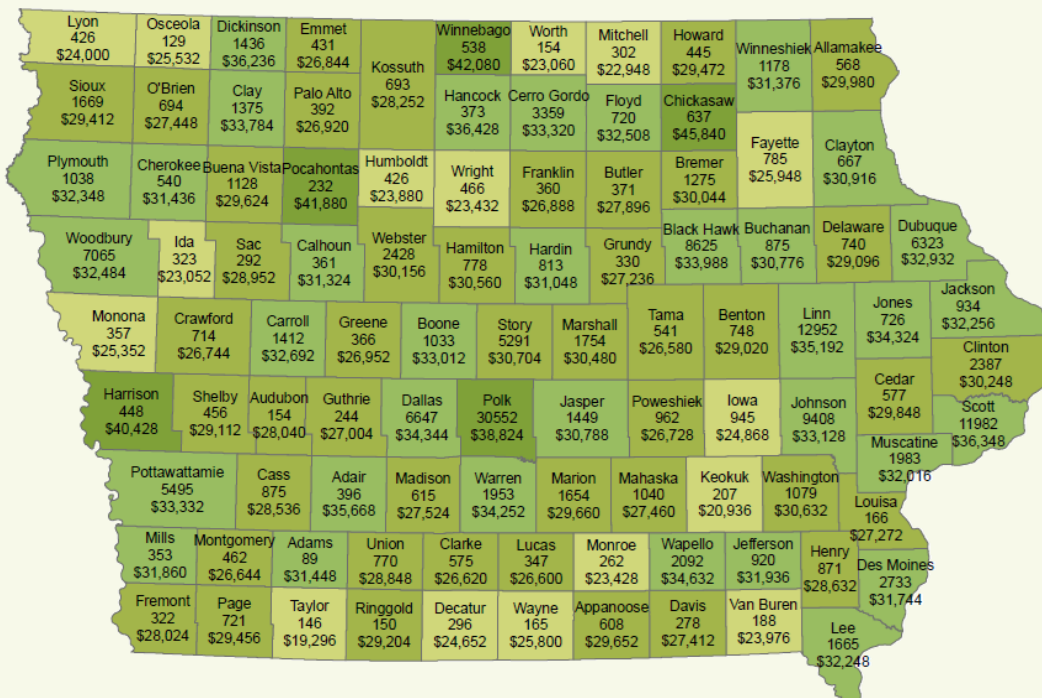
Source: Iowa Workforce Development, Labor Market Information Industry and Occupational Projections (2020-2030 Long-Term Projections)

Establishment Facts:

In 2022, there were 11,382 **Retail Trade** industry establishments across Iowa. **Gasoline stations** had the most locations in Iowa with 1,809. However, the **Food and Beverage** subsector accounted for the most employment, supplying 22.7 percent of all jobs in the sector.

Retail trade represents a wide variety of subsectors, specializing in different types of retail. There are nine different subsectors in retail trade, and the five largest have been broken out for further examination in the pie chart on the previous page.

2022 Covered Employment in Retail Trade by County



Sector Statewide:

Employment - 174,620
Average Annual Wage - \$33,510

Label Key:
First line is the county name followed by average employment and finally, average wage.

Wages ■ Less than \$25,948 ■ \$25,949 - \$30,704 ■ \$30,705 - \$36,428 ■ Greater than \$36,429

Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

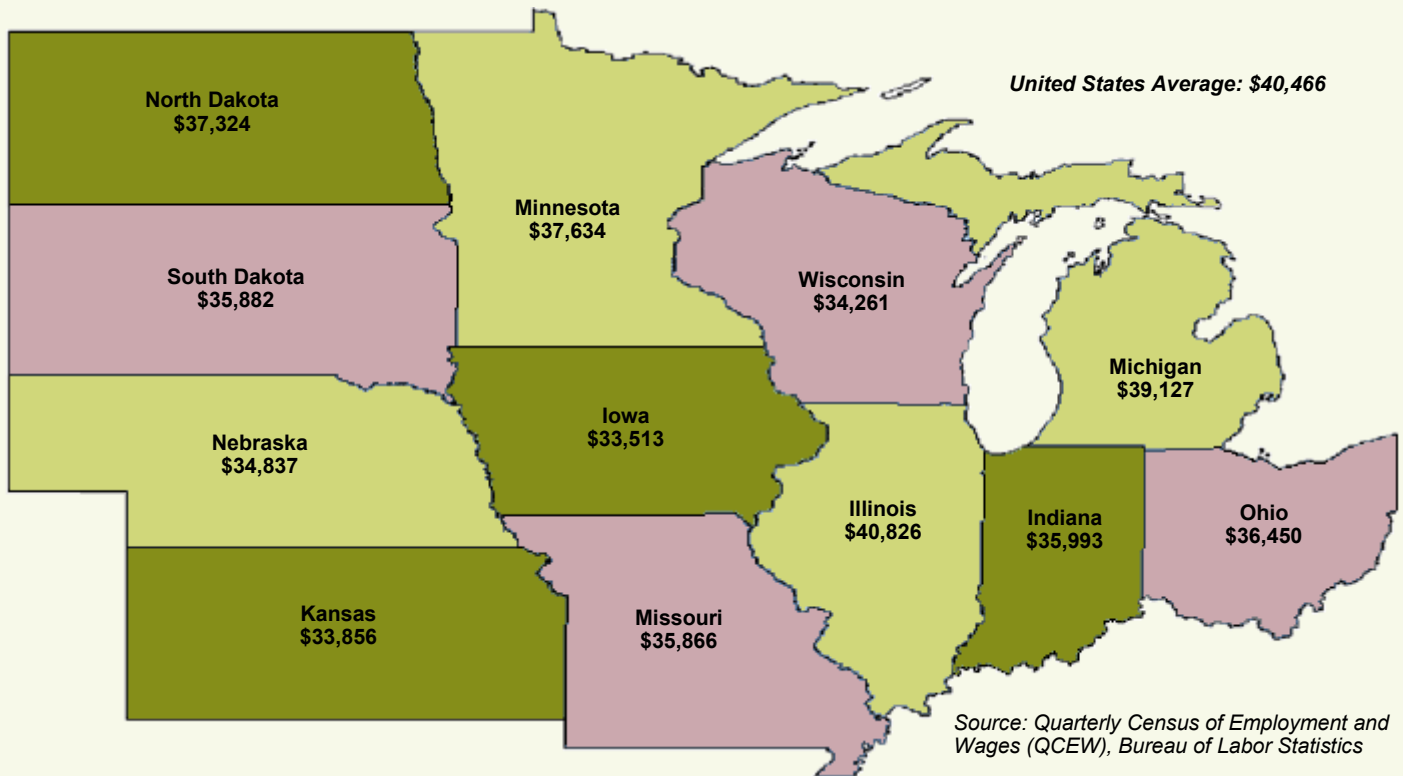
<https://www.iowalmi.gov/qcew>

RETAIL TRADE IOWA INDUSTRY PROFILE



2022 Average Annual Wage for Covered Employment in Retail Trade

State Comparisons by Private Ownership



Contact Information

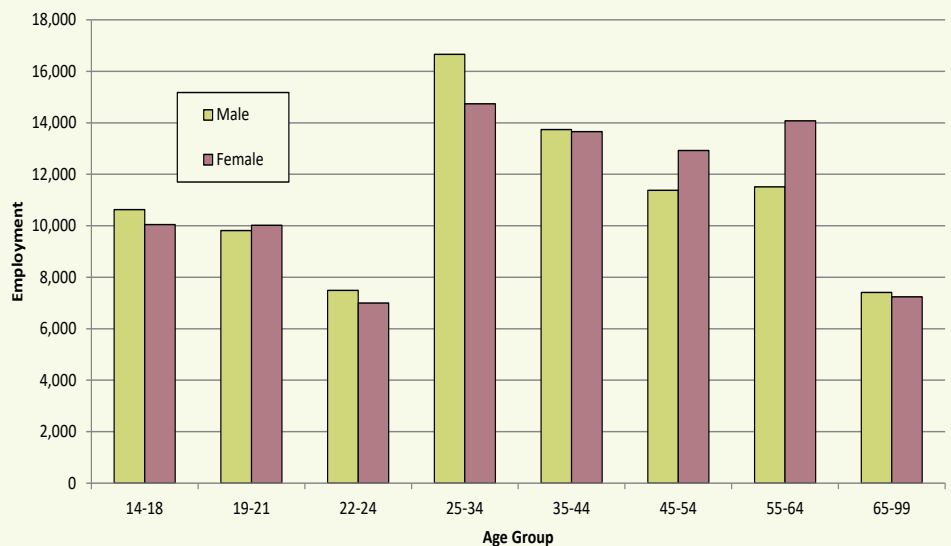
Iowa Workforce Development, Employment Statistics Bureau

1000 E Grand Ave
Des Moines, IA 50319
800-532-1249
Fax: 515-281-8195
lwd.lmi@iwd.iowa.gov
www.iowaworkforcedevelopment.gov

*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, 2nd Quarter 2022



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau
<https://lehd.ces.census.gov/>