

# The Retail & Distribution Industry

The Retail & Distribution sector includes a wide range of businesses that are involved in the wholesale and retail of a range of products including things fuel, groceries, houseware and clothing. It does not include parts of retail and wholesale that relate closely to the industries of other WDCs, for example car retailing or building materials retailing.



## Workforce

### 1. Number of workers

**223,300**

There are 223,300 people employed in the Retail & Distribution sector, or about 24% of all workers covered by Ringa Hora, or 9% of all NZ workers. This is the largest sector in Ringa Hora's coverage.

**↑1.1%**  
change pa 2016 - 2021

The number of workers in the Retail & Distribution sector grew by 1.1% per year from 2016 - 2021, considerably slower than growth of 2.1% in the NZ economy overall.

### 2. Age

**27%**  
aged 15 - 24

27% of people in Retail & Distribution are 15-24, much higher than the NZ total of 15% and the Ringa Hora total of 20%.

**38.5** Average age

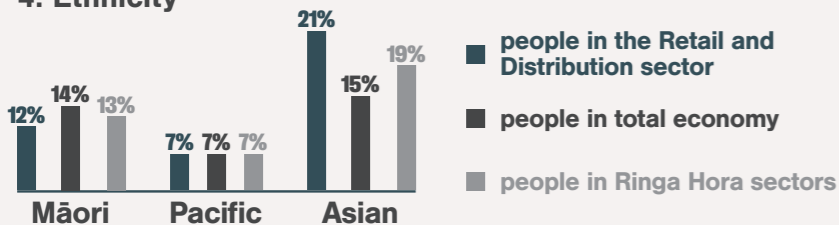
The average age in the Retail & Distribution sector is about 4 years younger than in the NZ economy as a whole, and 2 years younger than all Ringa Hora workers.

### 3. Gender

**58%**  
female

58% of people in the Retail & Distribution sector are women, considerably higher than the 47% in the NZ economy and marginally higher than the 55% across Ringa Hora sectors

### 4. Ethnicity



Maori representation within the Retail and Distribution sector is slightly less than both the total economy and across Ringa Hora sectors. For the Pacific representation, they are the same in both the total economy and across Ringa Hora sectors. Retail & Distribution has the third highest percentage of Asian workers of all Ringa Hora sectors.

## Businesses

### 1. Number of business

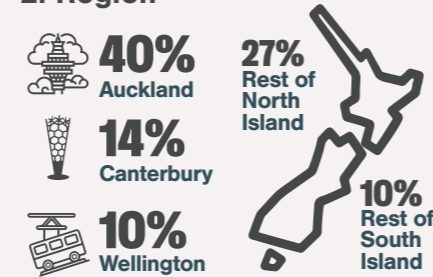
**35,796**

There are 35,800 businesses in the Retail & Distribution Sector, or about 12% of all businesses covered by Ringa Hora and 6% of all NZ businesses.

**↓0.2%** from 2016 - 2021

The number of businesses in the Retail & Distribution sector decreased by 0.2% per year from 2016 - 2021, compared with growth of 1.6% in the NZ economy overall. Retail & Distribution was one of only three Ringa Hora sectors to have a decline in businesses over this period.

### 2. Region



The Retail & Distribution sector is heavily concentrated in Auckland with 40% of all Retail & Distribution sector workers based in Auckland. This is higher than both the NZ economy (35% of workers) and Ringa Hora overall (39%) of workers. Compared to the total NZ economy the Retail & Distribution sector has a large proportion of workers in Canterbury and a noticeably smaller share of workers in Wellington and all regions outside the three main centres.

### 3. Self-employment

**11%** self employed

11% of people in the Retail & Distribution sector are self-employed, lower than the 17% in both NZ overall and in all Ringa Hora sectors.

### 4. Business size - FTE per business

**6** Jobs per business

On average 6 people work in each business in the Retail & Distribution sector compared with 4 in the NZ economy as a whole and 3 across all Ringa Hora industries.

## Economic contribution

### 1. GDP

**\$19.3 Billion**

The Retail & Distribution sector contributes \$19.3 Billion to GDP. This is 5.9% of NZ's GDP and 19.3% of Ringa Hora's total contribution to GDP.

### 2. GDP per FTE

**\$103,811**  
per full time equivalent worker

The Retail & Distribution sector generates close to \$104,000 per full time equivalent worker. This is around 75% of the total across the NZ economy.

### 3. Change in GDP

**↑3.9%**  
change pa 2016 - 2021

GDP generated by the Retail & Distribution sector grew by 3.9% per annum from 2016 - 2021, this is higher than both the Ringa Hora total of 2.7% and NZ total of 2.3%.

### 4. Earnings

Average earnings 2020  
**\$46,300**

The average worker in the Retail & Distribution sector earned \$46,300 in 2020. This is considerably lower than the NZ average of \$64,000 and the Ringa Hora average of \$60,000.

## Education and Training

### 1. Highest qualification of workers

**50%** no post school qualification

Half of all workers in Retail & Distribution have no post-school qualification. This compares to 40% of workers in all Ringa Hora sectors and 38% of workers across the NZ economy.

### 2. No. of qualifications and standards by level

**7** No. of qualifications

There are 7 qualifications relating to the Retail & Distribution sector, at levels 2, 3 and 4. These make up 7% of all of Ringa Hora's qualifications.

**167** No. of standards

There are 167 standards relating to the Retail & Distribution sector, mostly at levels 2, 3 and 4 with a small number at levels 5, 6 and 7.

### 3. No. of learners in 2021

**3,155**  
No. of learners in 2021

There were 3,155 people undertaking qualifications relating to Retail & Distribution in 2021. This is 6% of all learners undertaking qualifications in Ringa Hora's coverage.

### 4. Mode of provision – off job, on job remote

**12%** on-site provider

**0%** remote provider

**88%** workplace learning

The vast majority of provision of qualifications relating to Retail & Distribution was done through workplace learning in 2021, with small amounts undertaken on-site at providers.

### 5. Major providers

Almost 90% of provision of qualifications relating to Retail & Distribution was done through ServiceIQ in 2021 with small amounts through PTEs, an ITP and another ITO.

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