



Retail is Everywhere

By NetChoice



NetChoice: What is Retail?

Retail is a robust sector driven by innovation, offering consumers many ways to shop and receive products. A retail sale takes place when a business sells a product or service. This occurs through many sales methods including both online and offline, such as in-store, online web stores, online marketplaces, direct mail, farmers markets, and social media to name a few.

What to Know:

- The average small and medium-sized business uses **five different sales** methods to reach customers, mixing offline and online channels.
- Consumers research and gather information using every channel available whether it is to compare products and prices or to determine when and where is most convenient to receive their purchase.

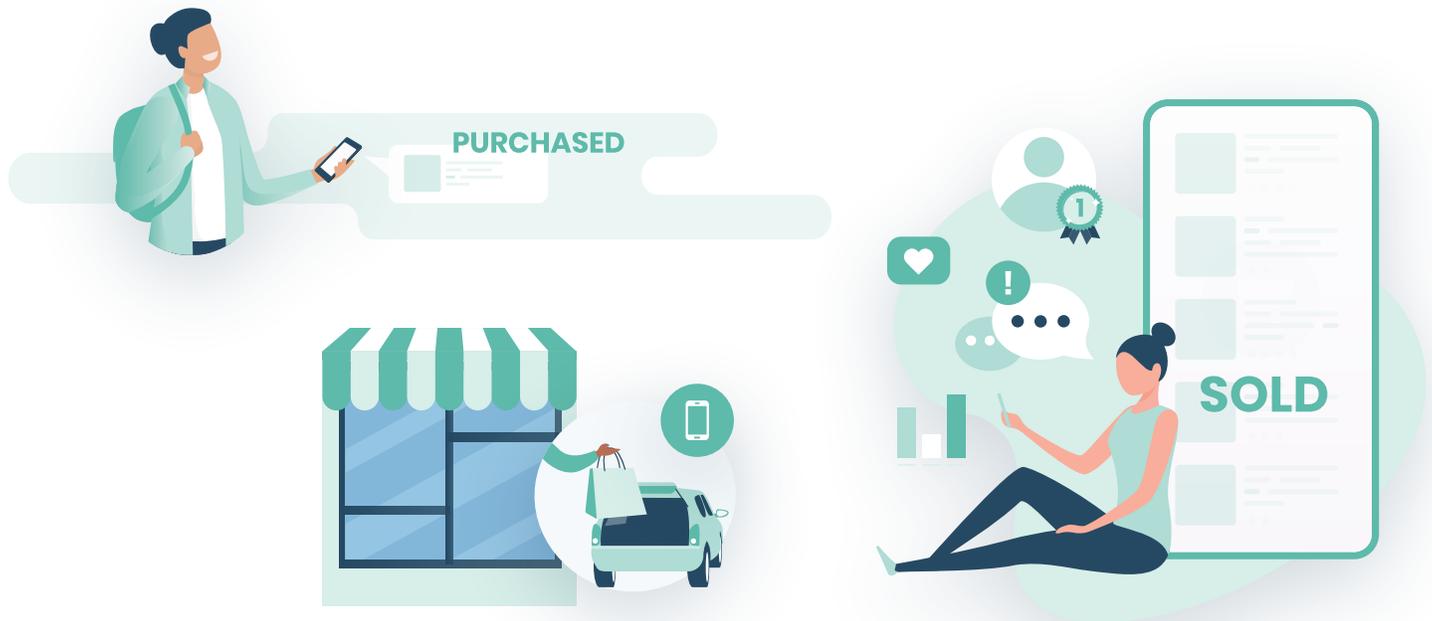


Retail Quick Facts

- There are an estimated **4.2 million retail establishments** in the U.S., employing 32 million people.
- **1 in 4** American jobs are in retail.
- U.S. retailers announced **twice as many** store openings as closings in 2021.
- Retail was a **top industry** driving small business creation in 2021.
- Retail sales **grew** by 7% in 2020 and by over 14% in 2021.
- 80% of all shopping still happens **in stores**. Online sales account for only 15% of all retail sales.

Omnichannel Retail

Retailers of all sizes are increasingly offering shoppers more choice and convenience by integrating online and offline research, purchase, and fulfillment options. This is known as omnichannel in retail. Retailers have more ways than ever to reach customers including instore, a business web store, an online marketplace, social media platforms, and more. Retailers of all sizes are also offering customers more ways to fulfill their purchases such as home delivery, buy online pick-up in store, or curbside pickup.



Small Businesses in Retail

Small and medium-sized businesses (SMBs) are thriving in retail, leveraging physical stores and digital tools to reach consumers in innovative ways.

Over the past five years, small business retailers have seen an average revenue **growth of 51%**. SMBs greatly **benefit from online tools** to grow their business, with 87% of SMB leaders using digital tools to find new customers. They can also leverage integrated fulfillment options like ShipBob, ShipMonk, Fulfillment by Amazon (FBA), and Walmart Fulfillment Services (WFS).

With access to affordable online marketplaces and social media promotion as well as simple ways to build a web store, it's never been easier to launch a retail business. In fact, online sales methods have helped SMB retailers **increase the digital share** of their revenues to about 50%. SMB retailers are constantly innovating to provide consumers the convenience and choice they desire through physical stores and online offerings.

Did You Know:

- Nearly **32%** of Americans' first job ever was in retail, and six in 10 have held a retail job at some point in their careers.
- **78%** of current retail employees say they are happy working in retail.
- **68%** of shoppers prefer retailers that offer both in-person and online shopping.
- Most retail sales in the U.S. occur outside the largest retailers. The **top five** U.S. retailers account for only a quarter of retail sales.
- **More than 98%** of all retail companies employ fewer than 50 people.