

# RETAIL & DISTRIBUTION OVERVIEW

April 2025

This overview provides a summary of information about Retail & Distribution services, including information on the workforce, training, qualifications, businesses and the economy.

Retail & Distribution services refer to businesses that sell products through an online presence or traditional “bricks and mortar” premises to people (retail) and businesses (wholesale).

## Key information about this overview

Counts presented as “no change” while there is a difference in the numbers presented represent differences that sit within the margin of applied random rounding.

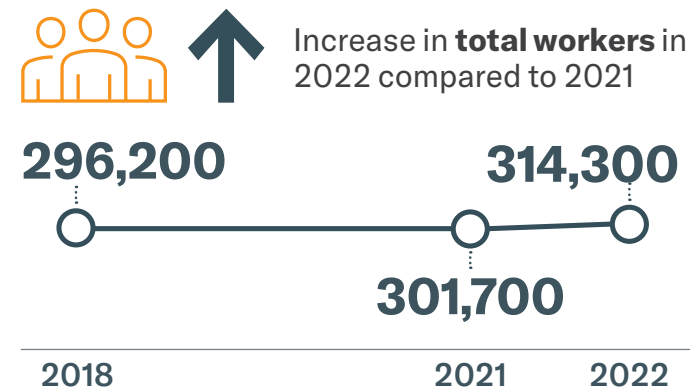
Workforce, business, economic, training and qualifications data presented here may differ from other previously published work from Ringa Hora. For more information on our methodology, or for more detailed breakdowns of the data presented here, please visit: [www.ringahora.nz/service-sector-overviews](http://www.ringahora.nz/service-sector-overviews)

## Integrated Data Infrastructure disclaimer

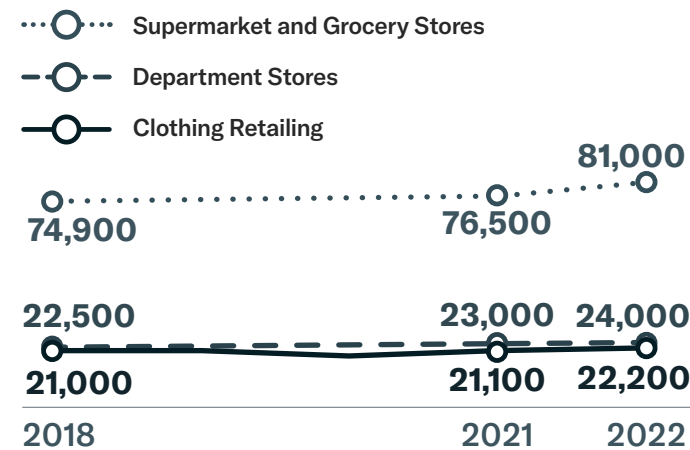
These statistics are not official statistics. They have been created for research purposes from the Integrated Data Infrastructure (IDI) and Longitudinal Business Database (LBD) which are carefully managed by Stats NZ. For more information about the IDI and/or LBD please visit [www.stats.govt.nz/integrated-data](http://www.stats.govt.nz/integrated-data)

The statistics are based in part on tax data supplied by Inland Revenue to Stats NZ under the Tax Administration Act 1994 for statistical purposes. Any discussion of data limitations or weaknesses is in the context of using the IDI for statistical purposes and is not related to the data’s ability to support Inland Revenue’s core operational requirements.

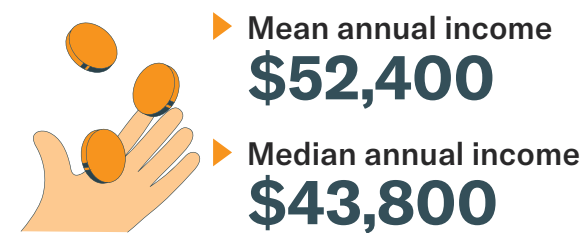
## Our Workforce



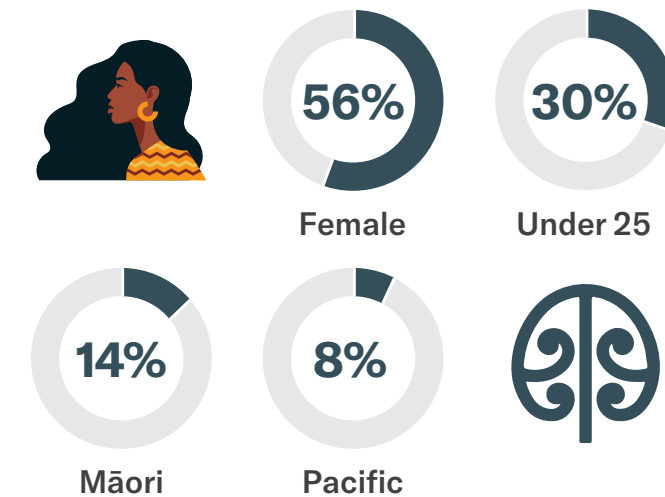
### Workforce by selected industries



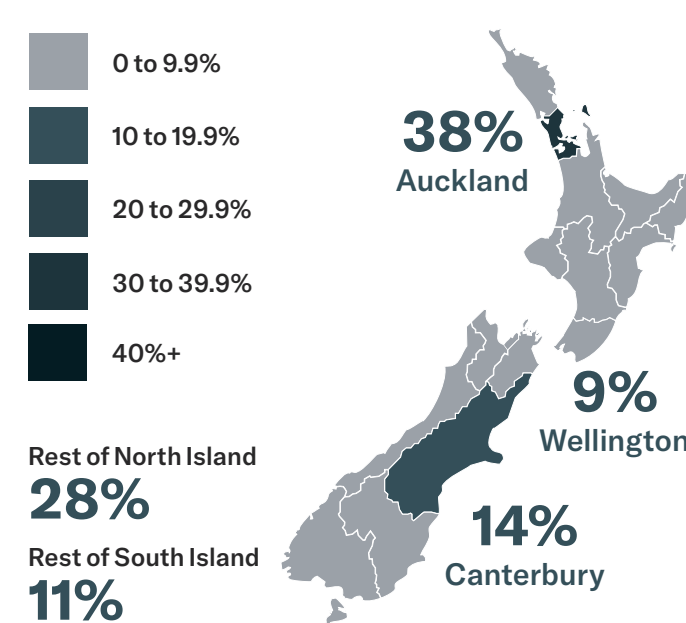
### Income (2022)



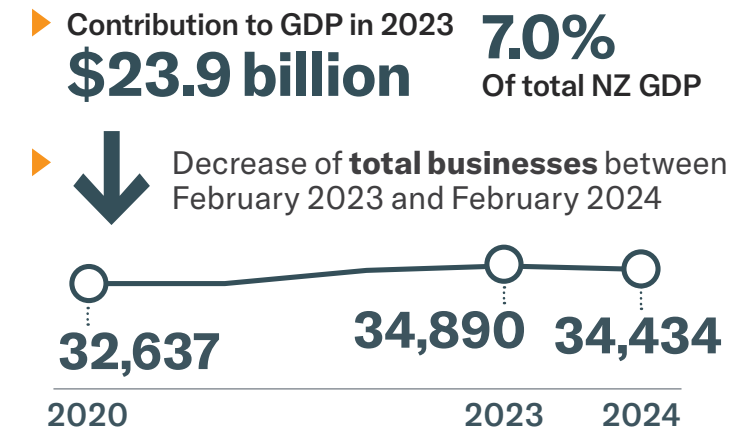
### Workforce demographics (2022)



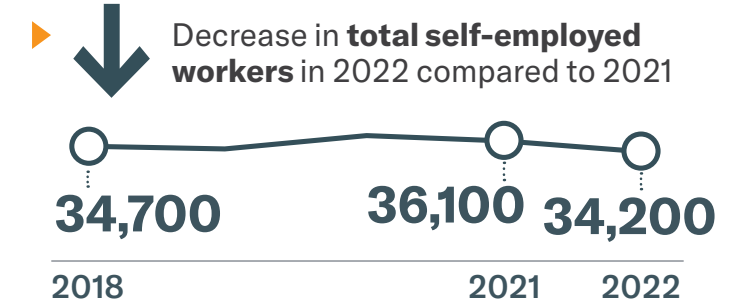
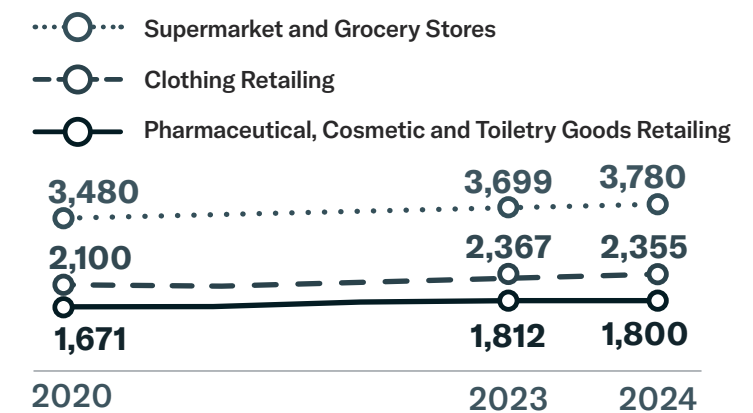
### Regional distribution (2022)



## Business and Economy

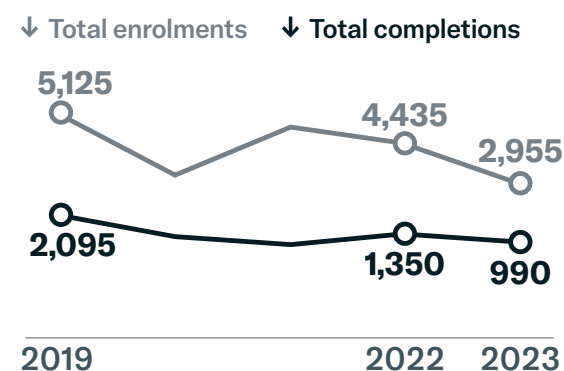


### Businesses by selected industries

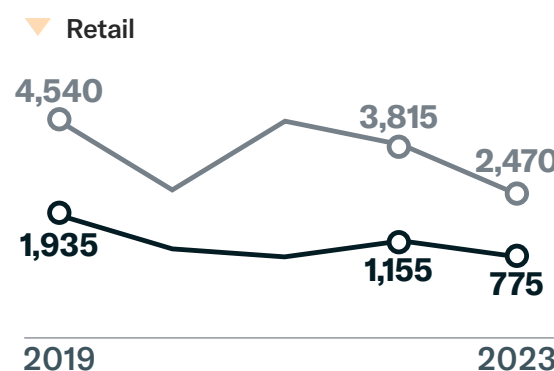


## Training and Qualifications

### In 2023 compared to 2022



### Selected subject breakdowns



Enrolments   Completions

Distribution

