

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

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

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





2018 2021 2022

Workforce by selected industries

... Supermarket and Grocery Stores

→ Department Stores

Clothing Retailing 81,000 74,900 76,500

 22,500
 23,000
 24,000

 21,000
 21,100
 22,200

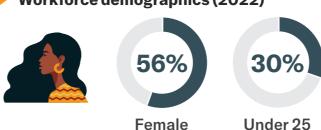
 2018
 2021
 2022

Income (2022)

\$52,400

Median annual income
\$43,800

Workforce demographics (2022)



Female

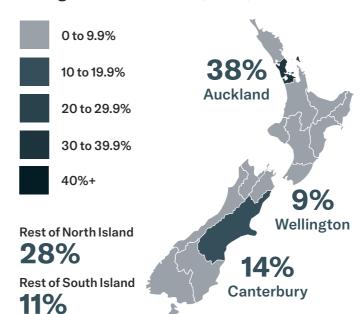


Pacific

Regional distribution (2022)

14%

Māori



Business and Economy

Section 10 Contribution to GDP in 2023 7.0% Of total NZ GDP

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Decrease of **total businesses** between February 2023 and February 2024



2020 2023 2024

Businesses by selected industries

···O··· Supermarket and Grocery Stores

-- Clothing Retailing

— Pharmaceutical, Cosmetic and Toiletry Goods Retailing

3,480	3,699	3,699 3,780	
2,100 Q		2,355	
0—————————————————————————————————————	1,812	1,800	
2020	2023	2024	

Decrease in total self-employed workers in 2022 compared to 2021



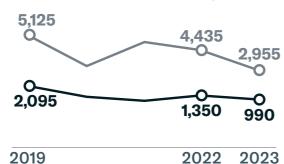
2018

2021 2022

Training and Qualifications



lacklash Total enrolments lacklash Total completions



Selected subject breakdowns

Retail

2019

4,540 3,815 2,470 1,935 1,155 775

2023

—O— Enrolments —O— Completions

Distribution



