



# **Alberta Retail Trade**

## Industry Profile 2020

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# Overview

The 2020 Industry Profile for the Retail Trade industry provides statistics and trends in the labour market for this sector in Alberta. Topics include employment, unemployment, number of businesses, occupation, wages and demographics. All statistics provided are 12-month averages for the year. The statistics are from Statistics Canada's Labour Force Survey and the Alberta Wage and Salary Survey.

The Retail Trade industry<sup>1</sup> in Alberta includes two types of retailers:

- stores that attract walk-in customers for products and related services
- non-store retailers who reach customers and market merchandise via other methods (i.e. infomercials, direct-response advertising, traditional and electronic catalogues, in-home demonstrations and vending machines).

For more information, please see [Statistics Canada North American Industry Classifications System \(NAICS\) Canada 2017](#) for descriptions of industries.

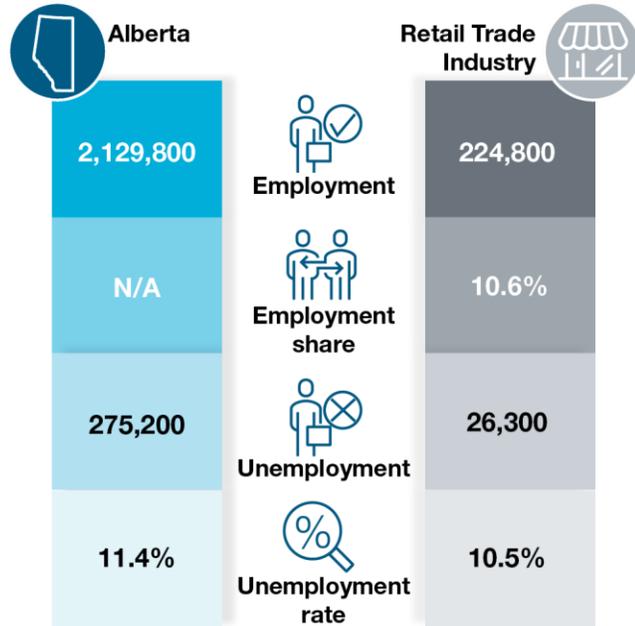
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<sup>1</sup> North American Industry Classification System (NAICS) 2017 major group 44 and 45

# Section A: Business Environment

## 1. Employment and Unemployment

FIGURE 1: EMPLOYMENT AND UNEMPLOYMENT



Data Source: Statistics Canada, Labour Force Survey, Table: 14-10-0023-01 (formerly CANSIM 282-0008), 2020

Note: N/A denotes not applicable. Employment share is obtained by dividing the number of employment in this industry by total employment in Alberta.

For more information on employment numbers or for a historical comparison, please go to [Labour Force Statistics](#) or [Statistics Canada](#).

## 2. Industry Growth

- The Retail Trade industry accounted for 10.6% of total employment in Alberta in 2020, a 0.2 percentage point increase from 2019.
- Employment in this industry is expected to increase at an average rate of 1.5% from 2020 to 2023.<sup>2</sup>
- The industry is expected to account for 10.5% of total employment in Alberta in 2021.
- The above projections were completed prior to the economic decline associated with the COVID-19 pandemic and therefore may not capture labour market conditions in the short term. However, the projections are expected to reflect long-term expectations of employment trends.

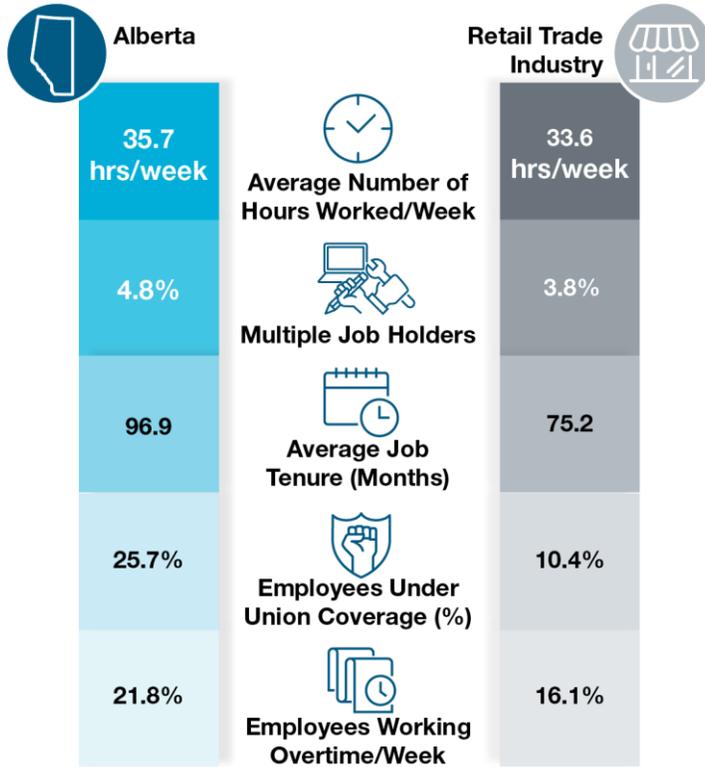
## 3. Facts, Trends and Outlook

According to the most recent Statistics Canada's National Economic Accounts, the Retail Trade industry accounted for approximately 4.2% of Alberta's Gross Domestic Product (GDP) in 2020, a slight decline from 4.3% in 2010. Between 2010 and 2020, this industry's contribution to Alberta's total employment declined from 11.5% to 10.6%.

<sup>2</sup> Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2019 – 2023, Industry Employment Outlook

Total employment in the Retail Trade industry (the total number of employees and self-employed people, 15 years and over) in 2020 was 8.5% lower than its level in 2019. Over the last 10 years, employment in this industry increased by 8,500, a 3.6% decrease. There were 224,800 people employed in the industry in 2020, of whom 67.8% were full-time and 32.2% were part-time.

**FIGURE 2: LABOUR MARKET CHARACTERISTICS**

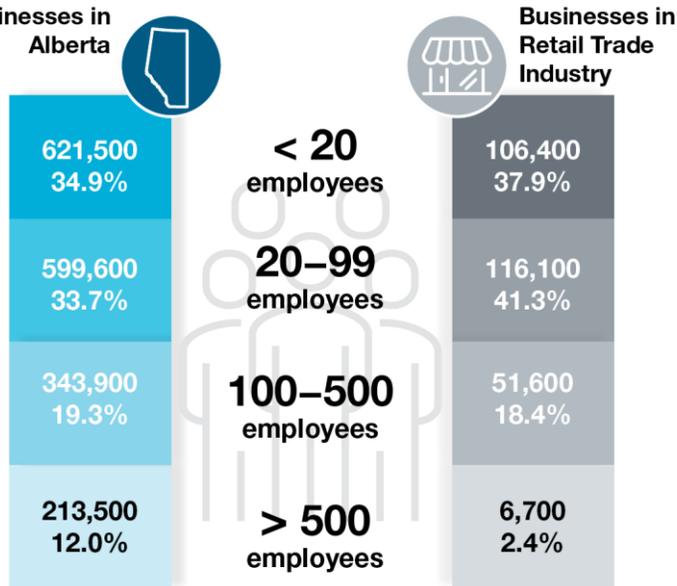


Data Source: Statistics Canada, Labour Force Survey, Tables 14-10-0037-01 (formerly: CANSIM 282-0022), 14-10-0044-01 (formerly CANSIM 282-0031), 14-10-0055-01 (formerly CANSIM 282-0042), 14-10-0070-01 (formerly CANSIM 282-0078) and 14-10-0076-01 (formerly CANSIM 282-0084), 2020.

Note: The percentage of jobholders is obtained by dividing the number of multiple jobholders by total employment. This calculation method also applies to the percentage of employees under union coverage and the percentage of employees working overtime per week. Combined retail and wholesale numbers are used where disaggregated data is not available.

## 4. Size of Businesses in Alberta, by industry

FIGURE 3: EMPLOYMENT BY ESTABLISHMENT SIZE

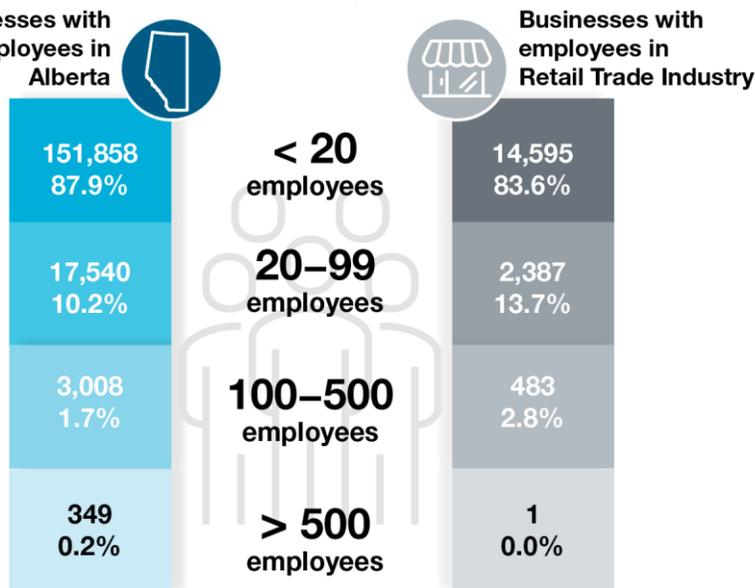


Data Source: Statistics Canada. Table: 14-10-0068-01 (formerly CANSIM 282-0076), 2020

\*Percentages may not add up to 100 due to rounding

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence. Combined retail and wholesale numbers are used where disaggregated data is not available

FIGURE 4: CANADIAN BUSINESS COUNTS, WITH EMPLOYEES



Data Source: Statistics Canada. Table: 33-10-0304-01, 2020

\*Percentages may not add up to 100 due to rounding

Employment by establishment size is based on the Labour Force Survey and provides the number of employees by establishment size. Canadian business counts is compiled from the Business Register and provides counts of active business establishments by employment size ranges.

# Section B: Human Resources Profile

## 1. Occupation Information

Some examples of occupations in the Retail Trade industry include:

- cashier
- direct distributor
- optician
- pharmacist
- retail store manager

For a complete listing of all occupations related to this industry, as well as detailed information on education and skill requirements, visit the [Alberta Occupational Profiles](#) webpage.

## 2. Demographics: Gender and Age

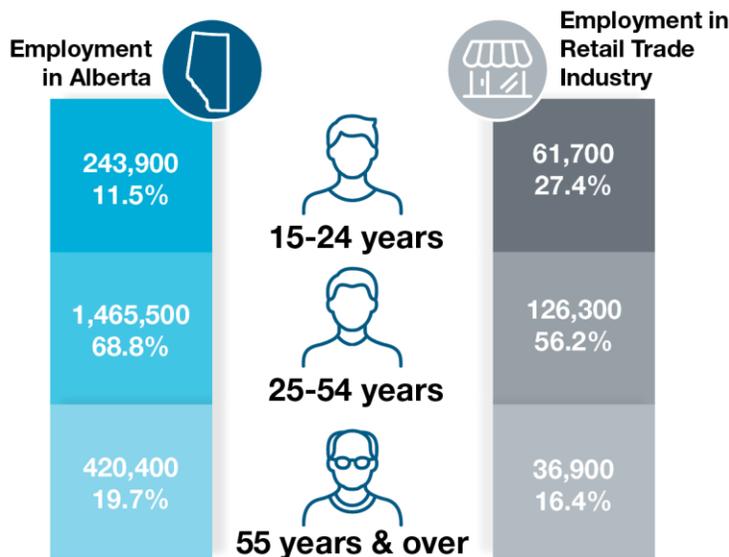
According to the Labour Force Survey, the gender breakdown of Albertans employed in the Retail Trade industry in 2020 was as follows:



\* Percentages may not add up to 100 due to rounding

Overall in Alberta, women accounted for 45.9% and men made up 54.1% of total employment (for all industries) in 2020.

FIGURE 5: EMPLOYMENT BY AGE GROUP



Data Source: Statistics Canada, Labour Force Survey, CANSIM Table: 14-10-0023-01 (formerly CANSIM 282-0008), 2020  
\*Percentages may not add up 100 due to rounding

### 3. Wages and Salaries

CHART 1: HOURLY WAGE RATE IN ALBERTA, 2020



Data Source: Statistics Canada, Labour Force Survey, Table 14-10-0064-01 (formerly CANSIM 282-0072), 2020

\* The hourly wages for the industry are for Trade (wholesale and Retail combined).

Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

### 4. Wage and Salary Information for Selected Occupations

FIGURE 6: WAGE AND SALARY BY OCCUPATION

	Median Hourly Wage			Average Annual Salary
	Starting	Overall	Top	
 Pharmacist	\$48.00	\$48.00	\$50.00	\$79,051
 Retail trade manager*	\$25.67	\$29.43	\$38.46	\$71,383
 Retail salesperson	\$15.00	\$16.30	\$19.00	\$29,328

Data Source: 2019 Alberta Wage and Salary Survey (AWSS). The AWSS is done once every 2 years

Note: Due to methodological changes, a direct comparison of survey results from different years is not recommended.

\*includes wholesale trade managers

More information on wages and salaries is available [online](#). For job descriptions, duties, skills and educational requirements of specific occupations in the Retail Trade industry, visit the [ALIS](#) website.

## Section C: Additional Information

### Links to Industry Associations

- [Retail Council of Canada](#)
- [Motor Dealers' Association of Alberta](#)
- [Alberta Pharmacists' Association](#)
- [Canadian Federation of Independent Business](#)