



# Alberta Retail Trade Industry Profile 2021 and 2022

Jobs, Economy and Northern Development

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Email: [lbr.lfsanalyst@gov.ab.ca](mailto:lbr.lfsanalyst@gov.ab.ca)

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## Overview

The 2021 and 2022 Industry Profile for the Retail Trade Industry provides statistics and trends in the labour market for the retail trade 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<sup>1</sup> industry in Alberta includes two types of retailers:

- stores that attract walk-in customers for products and related services; and
- non-store retailers who reach customers and market merchandise via other methods, including:
  - 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 2022](#) for descriptions of industries.

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

## Section A: Business Environment

### Employment, Unemployment and Labour Force Characteristics

**TABLE 1: LABOUR FORCE CHARACTERISTICS**

	Alberta		Industry	
	2021	2022	2021	2022
Employment	2,259,600	2,376,100	268,700	279,400
Employment share	N/A	N/A	11.9%	11.8%
Unemployment	211,400	146,500	13,100	12,900
Unemployment rate	8.6%	5.8%	4.6%	4.4%
Labour force	2,471,000	2,522,600	281,800	292,300
Share of labour force	N/A	N/A	11.4%	11.6%

Source: Statistics Canada, Labour Force Survey, Table: [14-10-0023-01](#).

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

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

### Facts, Trends and Outlook

According to the most recent Statistics Canada's National Economic Accounts,<sup>2</sup> the retail trade industry accounted for 4.3% of Alberta's Gross Domestic Product (GDP) in 2021, an increase from 4.1% in 2011. Between 2012 and 2022, this industry's contribution to Alberta's employment rose from 11.0% to 11.8%.

Total employment in the retail trade industry (the total number of employees and self-employed people 15 years and over) in 2022 was 4.0% higher than its level in 2021. Over the last 10 years, employment in this industry rose by 41,500, a 17.4% increase. There were 279,400 people employed in the industry in 2022, of whom 64.7% were full-time and 35.3% were part-time.

**TABLE 2: LABOUR MARKET CHARACTERISTICS**

Characteristic	Alberta		Industry*	
	2021	2022	2021	2022
Median retirement age (years)	64.5	65.2	65.0	63.2
Average number of hours worked per week	36.4	36.4	32.7	33.2
Multiple job holders (% of total employment)	5.8%	6.0%	5.7%	4.9%
Average job tenure (months)	97.2	93.3	76.3	76.7
Employees under union coverage (%)	21.6%	20.4%	11.4%	9.4%
Employees working overtime per week (%)	17.1%	16.8%	11.3%	13.1%

Source: Statistics Canada, Labour Force Survey, Tables: [14-10-0037-01](#); [14-10-0044-01](#); [14-10-0055-01](#); [14-10-0070-01](#); [14-10-0076-01](#); and custom tabulation (median retirement age).

\* Both Wholesale and Retail Trade are included. Note: N/A denotes not available. The percentage of multiple job holders is obtained by dividing the number of multiple job holders 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.

<sup>2</sup> See Statistics Canada. [Table 36-10-0400-01](#) Gross domestic product (GDP) at basic prices, by industry, provinces and territories, percentage share. Alberta Retail Trade Industry Profile, 2021 and 2022 | Jobs, Economy and Northern Development

## Size of Businesses by Industry

**TABLE 3: EMPLOYMENT BY ESTABLISHMENT SIZE (2021)**

Establishment Size	Businesses in Alberta		Businesses in Industry**	
	Number of Employees	Share of Total*	Number of Employees	Share of Total*
Less than 20 employees	660,900	34.5%	120,200	38.0%
20 to 99 employees	683,400	35.7%	132,900	42.0%
100 to 500 employees	347,400	18.1%	53,900	17.0%
More than 500 employees	223,400	11.7%	9,400	3.0%

Source: Statistics Canada, Labour Force Survey, Table: [14-10-0068-01](#).

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

\*\* Both Wholesale and Retail Trade are included.

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.

**TABLE 4: EMPLOYMENT BY ESTABLISHMENT SIZE (2022)**

Establishment Size	Businesses in Alberta		Businesses in Industry**	
	Number of Employees	Share of Total*	Number of Employees	Share of Total*
Less than 20 employees	670,300	33.1%	123,600	36.1%
20 to 99 employees	700,900	34.6%	139,500	40.7%
100 to 500 employees	389,500	19.2%	60,300	17.6%
More than 500 employees	264,800	13.1%	19,400	5.7%

Source: Statistics Canada, Labour Force Survey, Table: [14-10-0068-01](#).

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

\*\* Both Wholesale and Retail Trade are included.

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.

**TABLE 5: CANADIAN BUSINESS COUNTS, WITH EMPLOYEES (2021)**

Employee Size	Businesses in Alberta		Businesses in Industry	
	Business Counts	Share of Total*	Business Counts	Share of Total*
Less than 20 employees	150,320	88.3%	14,454	83.5%
20 to 99 employees	16,765	9.8%	2,364	13.7%
100 to 500 employees	2,847	1.7%	479	2.8%
More than 500 employees	334	0.2%	3	0.0%

Source: Statistics Canada, Business Register, Table: [33-10-0493-01](#).

\* 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.

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**TABLE 6: CANADIAN BUSINESS COUNTS, WITH EMPLOYEES (2022)**

Employee Size	Businesses in Alberta		Businesses in Industry	
	Business Counts	Share of Total*	Business Counts	Share of Total*
Less than 20 employees	152,355	87.8%	14,536	83.1%
20 to 99 employees	17,735	10.2%	2,462	14.1%
100 to 500 employees	2,991	1.7%	480	2.7%
More than 500 employees	360	0.2%	4	0.0%

Source: Statistics Canada, Business Register, Table: [33-10-0661-01](#).

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

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

# Section B: Human Resources Profile

## Occupational Information

Some examples of occupations in the retail trade industry include:

- cashier;
- direct distributor;
- pharmacist; and
- 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](#).

## Occupational Growth

Some occupations in the retail trade industry with above average forecasted growth<sup>3</sup> between 2023 and 2025 include:

- security guards and related security service occupations;
- purchasing managers; and
- production logistics coordinators.

## Demographics: Gender and Age

In 2022, workers in the retail trade industry are:

- more likely to be female than the general workforce; and
- younger than the workforce as a whole.

TABLE 7: EMPLOYMENT BY GENDER, 2021

Gender	Employment in Alberta		Employment in Industry	
	Number	Share of Total	Number	Share of Total*
Males	1,209,200	53.5%	130,600	48.6%
Females	1,050,400	46.5%	138,100	51.4%

Source: Statistics Canada, Labour Force Survey, Table: [14-10-0023-01](#).

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

TABLE 8: EMPLOYMENT BY GENDER, 2022

Gender	Employment in Alberta		Employment in Industry	
	Number	Share of Total	Number	Share of Total*
Males	1,258,000	52.9%	128,200	45.9%
Females	1,118,100	47.1%	151,200	54.1%

Source: Statistics Canada, Labour Force Survey, Table: [14-10-0023-01](#).

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

<sup>3</sup> <https://open.alberta.ca/publications/albertas-occupational-outlook>



**TABLE 9: EMPLOYMENT BY AGE GROUP, 2021**

Age Characteristics	Employment in Alberta		Employment in Industry	
	Number	Share of Total	Number	Share of Total*
15 to 24 years	280,800	12.4%	77,400	28.8%
25 to 54 years	1,525,500	67.5%	142,900	53.2%
55 years and over	453,400	20.1%	48,500	18.0%

Source: Statistics Canada, Labour Force Survey, Table: [14-10-0023-01](#).

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

**TABLE 10: EMPLOYMENT BY AGE GROUP, 2022**

Age Characteristics	Employment in Alberta		Employment in Industry	
	Number	Share of Total	Number	Share of Total*
15 to 24 years	310,200	13.1%	86,100	30.8%
25 to 54 years	1,611,400	67.8%	147,100	52.6%
55 years and over	454,600	19.1%	46,200	16.5%

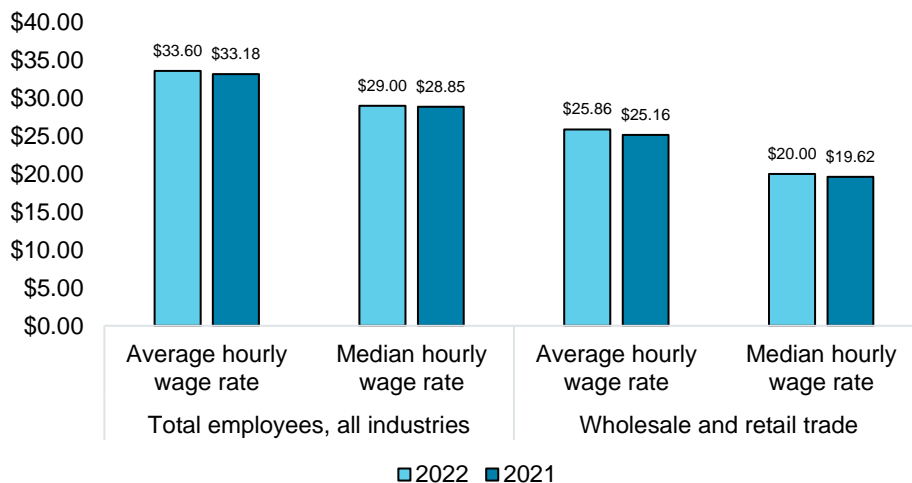
Source: Statistics Canada, Labour Force Survey, Table: [14-10-0023-01](#).

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

## Wages and Salaries

**CHART 1**

Alberta Hourly Wage Rate Comparison 2021 - 2022



Source: Statistics Canada, Labour Force Survey, Table: [14-10-0064-01](#).

Note: 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 the wage below which half the employees earn and above which half the employees earn.

## Wage and Salary Information for Selected Occupations

TABLE 11: WAGE AND SALARY BY OCCUPATION, 2021

Occupation	Employment in Alberta			Average Annual Salary
	Starting	Overall	Top	
Retail sales supervisors	\$17.48	\$21.00	\$23.00	\$44,145
Retail salespersons	\$15.00	\$17.00	\$22.50	\$30,085
Security guards and related security service occupations	\$15.00	\$20.18	\$21.95	\$35,993
Cashiers	\$15.00	\$16.26	\$19.00	\$21,841
Store shelf stockers, clerks and order fillers	\$15.00	\$17.00	\$21.38	\$24,228

Source: 2021 Alberta Wage and Salary Survey (AWSS). The AWSS is conducted once every two years.

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](#)