



Alberta Retail Trade Industry Profile 2023

Jobs, Economy and Trade



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Overview

The 2023 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 trade¹ 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.

¹ North American Industry Classification System (NAICS) 2017 major group 44-45.
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Section A: Business Environment

Employment, Unemployment and Labour Force Characteristics

TABLE 1: LABOUR FORCE CHARACTERISTICS, 2023

	Alberta	Industry
Employment	2,461,100	269,800
Employment share	N/A	11.0%
Unemployment	154,100	10,200
Unemployment rate	5.9%	3.6%
Labour force	2,615,200	280,100
Share of labour force	N/A	10.7%

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,² the retail trade industry accounted for 4.1% of Alberta's Gross Domestic Product (GDP) in 2022, unchanged from its share in 2012. Between 2013 and 2023, this industry's contribution to Alberta's employment rose modestly from 10.9% to 11.0%.

Total employment in the retail trade industry (the total number of employees and self-employed people 15 years and over) in 2023 was 3.4% lower than its level in 2022. Over the last 10 years, employment in this industry rose by 29,600, a 12.3% increase. There were 269,800 people employed in the industry in 2023, of whom 65.5% were full-time and 34.5% were part-time.

TABLE 2: LABOUR MARKET CHARACTERISTICS, 2023

Characteristic	Alberta	Industry
Median retirement age (years)	64.8	68.5
Average number of hours worked per week	36.6	33.4
Multiple job holders (% of total employment)	6.0%	5.3%
Average job tenure (months)	94.9	84.3
Employees under union coverage (%)	21.4%	9.5%
Employees working overtime per week (%)	15.9%	11.4%

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: 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.

² 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, 2023 | Jobs, Economy and Trade

Size of Businesses by Industry

TABLE 3: EMPLOYMENT BY ESTABLISHMENT SIZE, 2023

Establishment Size	Businesses in Alberta		Businesses in Industry**	
	Number of Employees	Share of Total*	Number of Employees	Share of Total*
Less than 20 employees	671,700	31.8%	121,200	36.0%
20 to 99 employees	728,300	34.5%	135,600	40.3%
100 to 500 employees	425,000	20.1%	63,800	19.0%
More than 500 employees	286,900	13.6%	15,600	4.6%

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: CANADIAN BUSINESS COUNTS, WITH EMPLOYEES, 2023

Employee Size	Businesses in Alberta		Businesses in Industry	
	Business Counts	Share of Total*	Business Counts	Share of Total*
Less than 20 employees	153,543	87.5%	14,623	83.0%
20 to 99 employees	18,319	10.4%	2,506	14.2%
100 to 500 employees	3,159	1.8%	484	2.7%
More than 500 employees	362	0.2%	5	0.0%

Source: Statistics Canada, Business Register, Table: [33-10-0806-01](#).

* 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 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 growth³ between 2024 and 2026 include:

- security guards and related security service occupations;
- delivery and courier service drivers; and
- transportation route and crew schedulers.

Demographics: Gender and Age

In 2023, 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 5: EMPLOYMENT BY GENDER, 2023

Gender	Employment in Alberta		Employment in Industry	
	Number	Share of Total	Number	Share of Total*
Males	1,310,800	53.3%	123,100	45.6%
Females	1,150,300	46.7%	146,800	54.4%

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

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

TABLE 6: EMPLOYMENT BY AGE GROUP, 2023

Age Characteristics	Employment in Alberta		Employment in Industry	
	Number	Share of Total	Number	Share of Total*
15 to 24 years	313,000	12.7%	73,900	27.4%
25 to 54 years	1,667,700	67.8%	141,300	52.4%
55 years and over	480,400	19.5%	54,700	20.3%

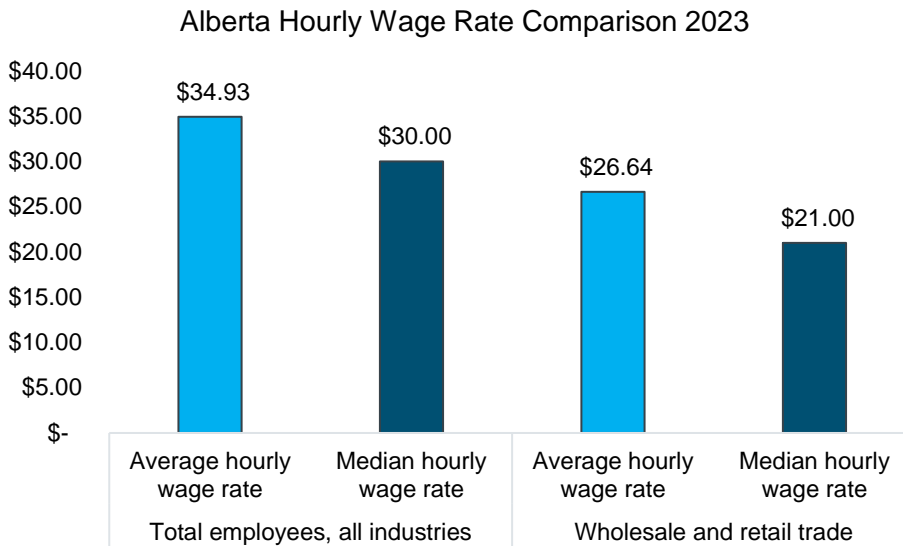
Source: Statistics Canada, Labour Force Survey, Table: [14-10-0023-01](#).

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

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

Wages and Salaries

CHART 1



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 7: 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](#)

For More Information

We at Alberta Jobs, Economy and Trade are committed to providing ongoing labour market information and insights.

We encourage readers to visit our website for the latest updates on Alberta's labour market outlook and to provide feedback on this report. You can find us at: <https://www.alberta.ca/labour-market-information> or contact us at JET.LFSAnalyst@gov.ab.ca.

Thank you for your interest in Alberta's Industry Profiles.