



Missouri Retail and Restaurants Sales 2016

Missouri Retail Trade and Restaurants

Retail trade is the sale and distribution of merchandise to consumers through either a store location or a non-store location such as internet, phone, catalog or advertising. The restaurant industry includes drinking places, caterers, and snack bars, in addition to restaurants. For the purposes of this report, the retail trade industry also includes the restaurant industry. Retail trade, including restaurants, is one of the key economic indicators of an economy. The retail strength of a county is a function of customer base, the buying power of the customer base, the quality of the retail environment, and the pull that county has as a regional employment or tourism destination.

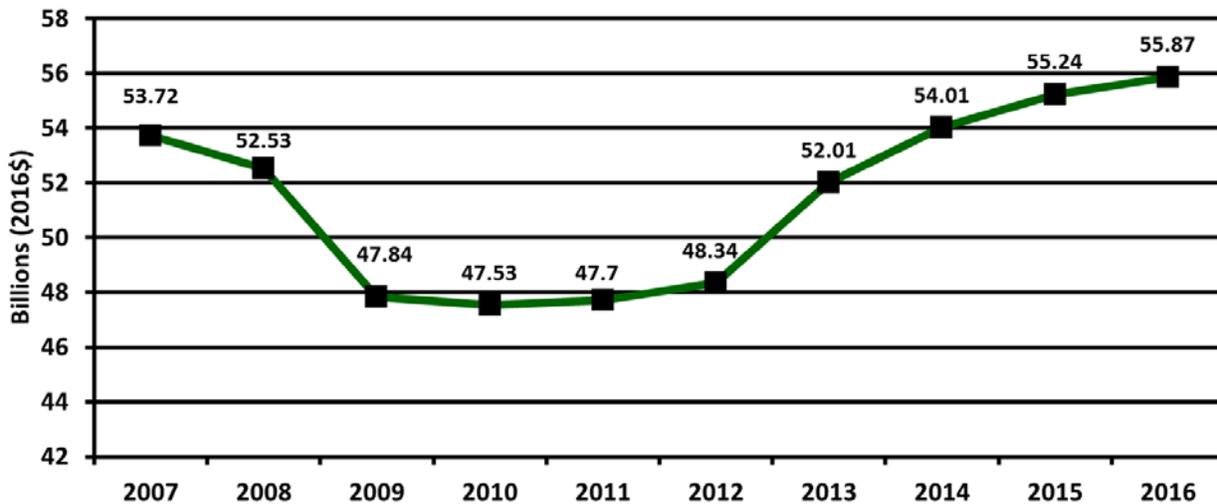
Between 2013 and 2016, the total employment in the retail trade and restaurant industries increased by 5.7% to over 541,000 workers. This represents 19.7% of total employment in the state for all industries. The average annual wage per job in the retail trade and restaurant industries, after adjusting for inflation, increased from \$21,528 to \$22,455. This is a 4.3% increase from 2013 to 2016.

Retail Trade and Restaurants 2013-2016			
Indicator	2013	2016	2013-2016 % Change
Establishments	30,638	30,930	1.0%
Employment	512,282	541,588	5.7%
Total Wages	\$11.03 B	\$12.16 B	10.3%
Avg. Annual Wage	\$21,528	\$22,455	4.3%

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages. Wages are adjusted for inflation to 2016 dollars.

Over the last ten years, total taxable sales from retail trade and restaurants have dropped during the recession and then increased since 2010. Taxable sales from retail trade were \$55.87 billion in 2016. This is a 4% increase from 2007 after adjusting for inflation. When compared to 2010, however, it is a 17.5% increase.

Retail Trade and Restaurants Taxable Sales 2007-2016



Source: Missouri Department of Revenue, Taxable Sales Data

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Retail and Restaurant Sales Trends

In 2016, the “All Other” industry category had the largest percentage of taxable sales within retail trade, at 25.8%. The “All Other” category comprises the industries of *Building Materials Dealers, Furniture Stores, Automotive Dealers and Gasoline Stations, and Apparel Stores*. Of the industries within “All Other”, *Building Materials Dealers* was the largest with \$4.4 billion in taxable sales, which represents 7.8% of total retail trade taxable sales.

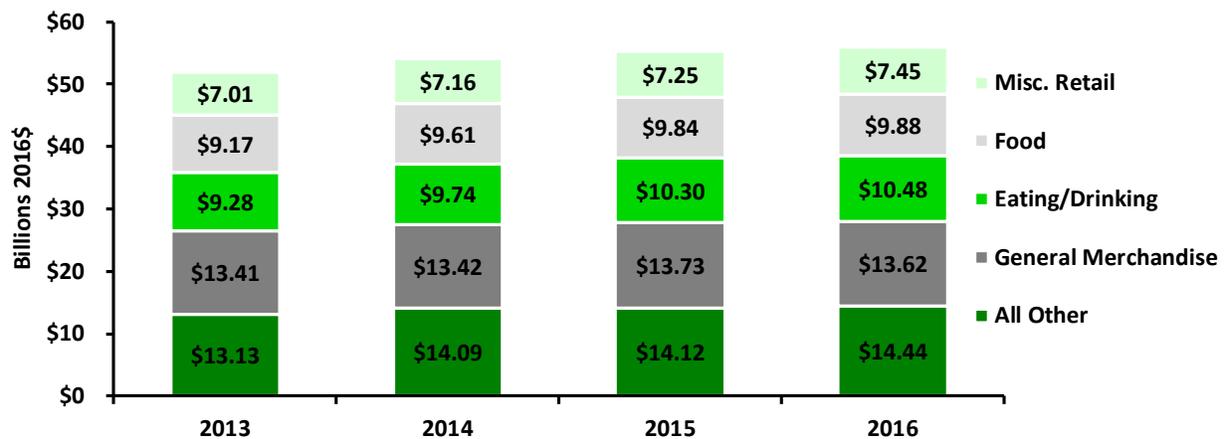
General Merchandise is the next largest category with 24.4% of taxable sales within retail trade. This industry includes department stores as well as warehouse clubs and supercenters. The *General Merchandise* industry experienced a 1.6% growth in taxable sales from 2013 to 2016.

The *Food Stores* industry is primarily engaged in selling food for home preparation and consumption, whereas the *Eating and Drinking Places* industry sells already prepared food and drinks for immediate consumption on the premises or for takeout. The *Eating and Drinking* industry has had a higher growth rate of the two industries since 2013, and made up 18.8% of total retail trade taxable sales in 2016, as compared to the *Food Stores* industry’s share of 17.7%

The *Miscellaneous Retail* industry comprises all other retail establishments that have not otherwise been classified into one of the previously described industries. This industry includes drug stores, used merchandise stores, catalog and mail-order houses, as well as many other types of establishments. The *Miscellaneous Retail* industry made up 13.3% of total retail trade taxable sales in 2016 and experienced a 6.3% growth rate in taxable sales from 2013-2016.

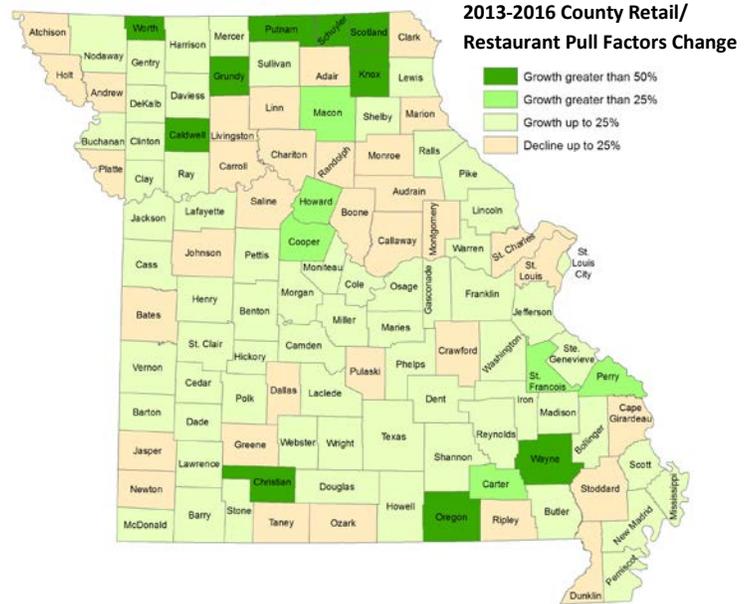
Between 2013 and 2016, the retail trade industry that had the fastest growth rate of taxable sales was *Automotive Dealers and Gasoline Service Stations*, with a growth rate of 15.7%. The next fastest growing industries were *Eating and Drinking Places* and *Building Materials Dealers*, with growth rates of 12.9% and 11.8% respectively.

Taxable Sales by Retail Trade/Restaurant Category



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From 2013 to 2016, 81 counties experienced an increase in their pull factor. Thirty-four counties either had no change in their pull factor or had a decrease over the same time period. The counties that experienced the largest pull factor increases were located in the northern and southern regions of the state.



Source: Missouri Department of Revenue, Taxable Sales Data

Notes

Pull factors were calculated based on retail trade taxable sales report data from the Missouri Department of Revenue. Taxable sales are those that are subject to sales or use tax. Sales tax is imposed on retail sales of tangible personal property and some services when they are purchased from a Missouri retailer that is subject to Missouri sales tax. Use tax is imposed on the storage, use or consumption of tangible personal property when the purchase is made from an out-of-state business that is not subject to Missouri sales tax. Taxable sales data from the Missouri Department of Revenue is based on Standard Industry Codes (SIC). Retail trade taxable sales data for this report was based on SIC 52-59.

State and county population data was obtained from the U.S. Census Bureau. Employment and wage data was obtained from the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW). QCEW data is based on the North American Industry Classification System (NAICS). QCEW data for this report is based on NAICS code 44-45 (*Retail Trade*) and 722 (*Food Services and Drinking Places*).

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