

Retail & Wholesale

Sector



Automotive Retail



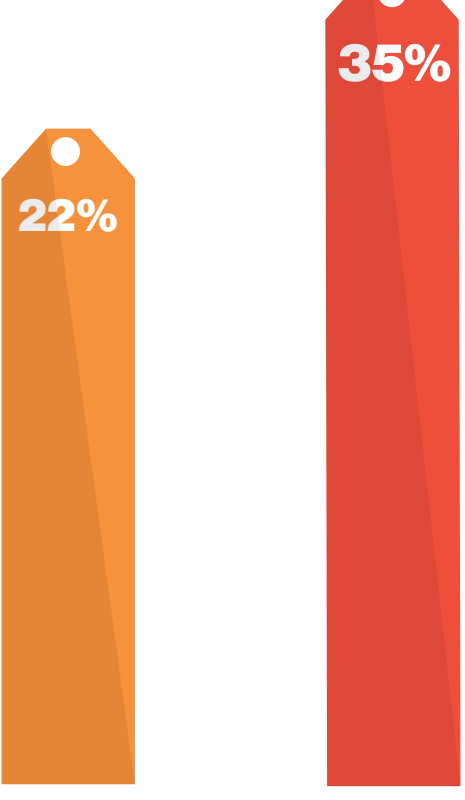
Wholesale



Retail

The wholesale and retail sector is crucial to the UK economy generating **£144 billion**.

There are **3 subsectors**. Retail is the largest by most measures.



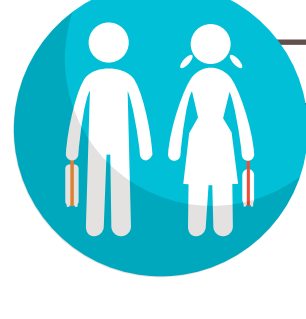
Workforce with a level 4 qualification (low skill)

Workforce employed in customer service roles

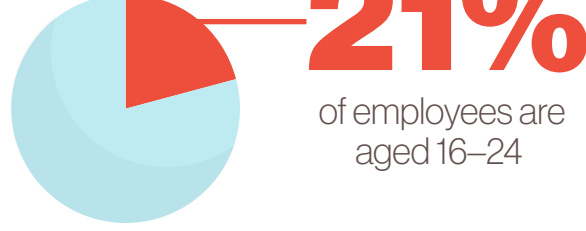


It is the UK's largest employer. **5 million** people work in the sector which is **15%** of all employment

Driver of change

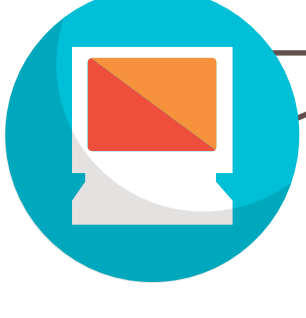


DEMOGRAPHIC CHANGE

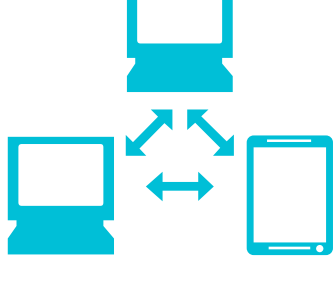


21% of employees are aged 16–24

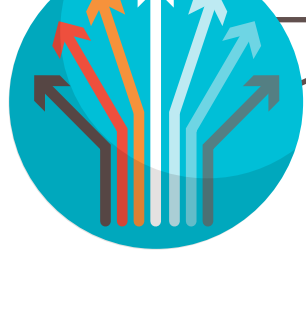
The sector is reliant on young people. However, as the UK population ages, it will need to attract older workers.



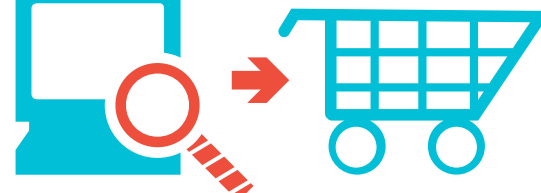
TECHNOLOGY AND INNOVATION



Businesses need to adapt to new technologies such as mobile-commerce



CHANGES IN CONSUMER BEHAVIOUR



As consumers become better informed and less brand loyal there is a growth in the ROBO (research offline, buy online) phenomenon.



REGULATION



The ability to market all over the world means that staff will need to be aware of international trading laws and local legislation.



GLOBALISATION



Retailers need staff that understand different cultural norms and differing customer needs. Employers told us they are actively recruiting employers with second languages.

Future skills challenges



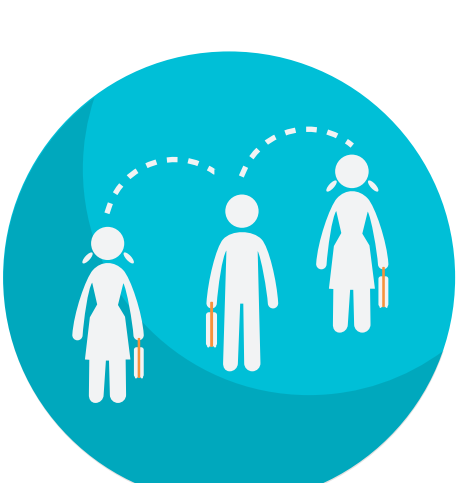
Attracting talent

The sector needs to attract young people with skills in maths, IT, analytics and big data management in combination marketing and commercial skills.



Business development, sales and marketing

Changes in business development and technology are making strategic business planning more complicated. Sales performance targets are increasingly linked to precise sales data



Employee retention and progression

Limited progression opportunities and a lack of training affect employee retention. When people do progress a lack of training can lead to skills gaps.



Image of the sector

The sector is as seen has having low pay, poor career prospects and requiring few skills. Careers advice needs to highlight less visible roles in retail.



Customer service management

Customer service will need to be embedded at the highest levels of management. Customer service staff will need higher levels of product knowledge as customers become better informed.



Managing innovation and technology

Managers in small retailers will need to have a variety of skills to take advantage of new technology and innovation.