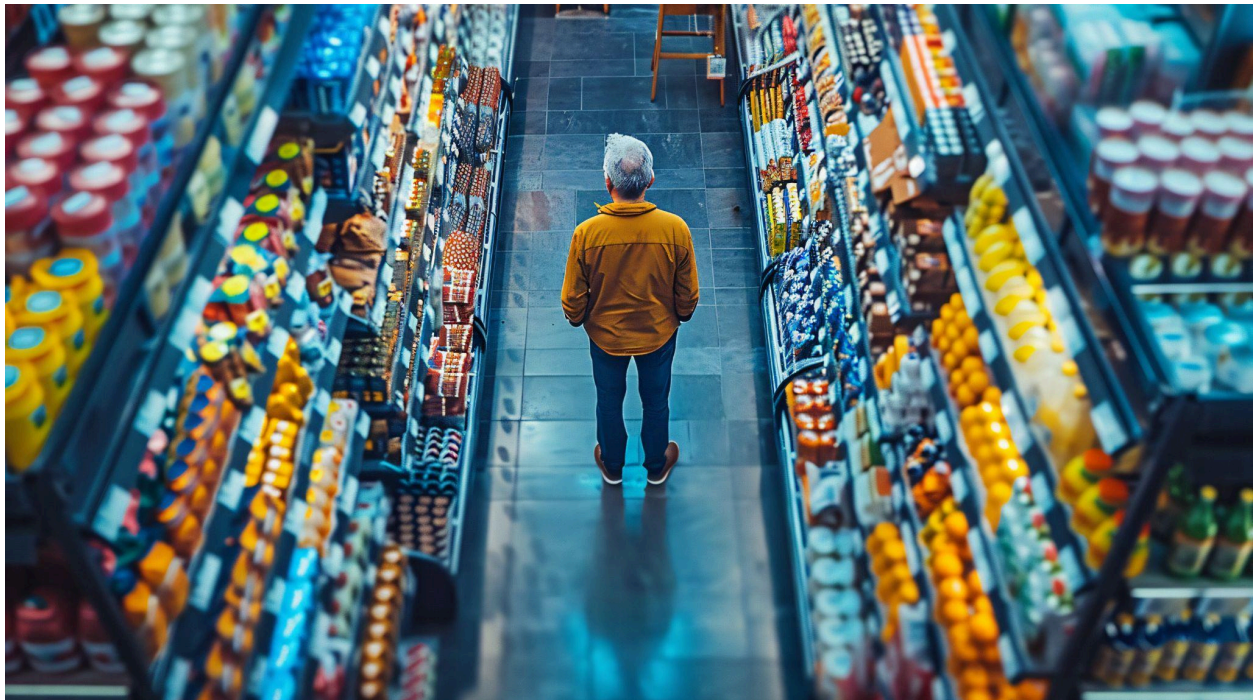


## Why Retail Roles Are Stuck on the Shelf

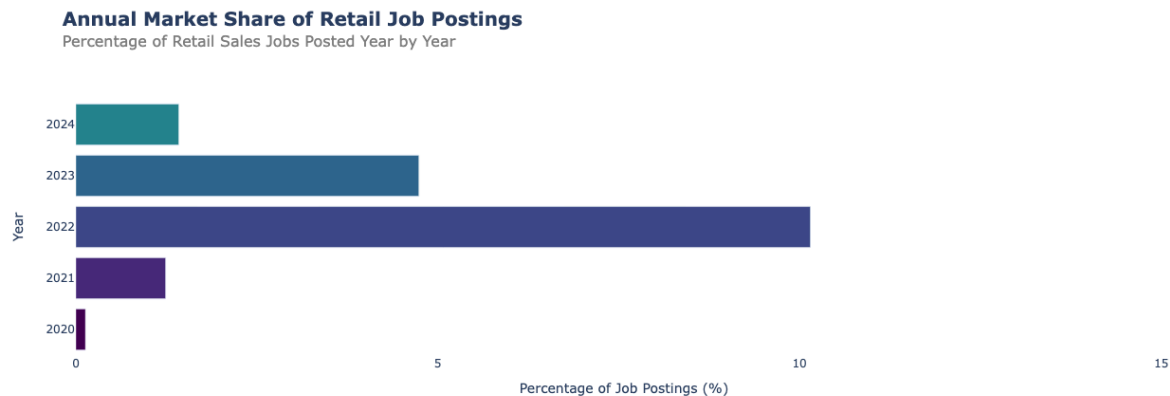
Retail in Reverse

Manan Bajaj Jan. 27th, 2025

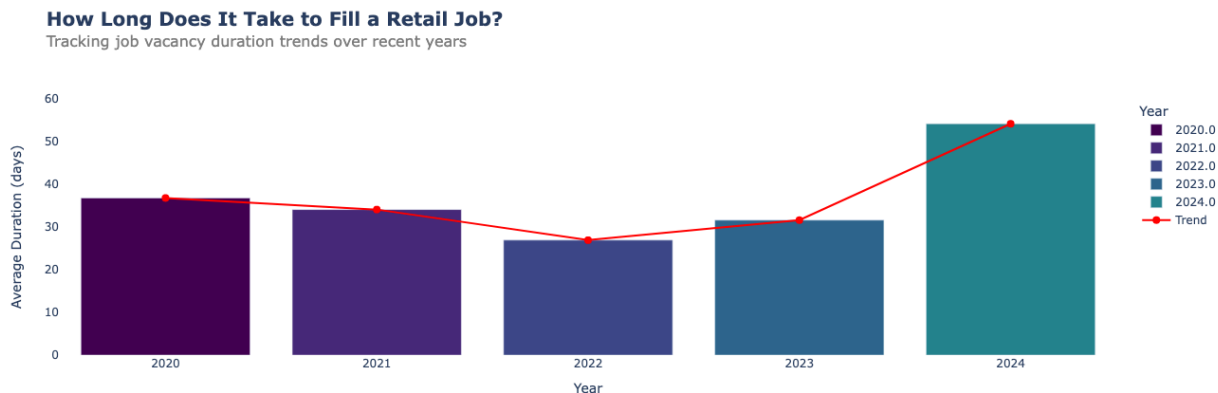


- Retail job postings have declined since 2022, and its share of job postings in the labor market has also steadily decreased.
  - Retail job vacancies now take 70% longer to fill in 2024 compared to the last few years.
  - Worker dissatisfaction in retail roles, especially in pay, benefits, and work-life balance, has reached record lows.
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The retail labor market is undergoing significant changes that could reshape its future. As we enter 2025, data from Revelio Labs highlights longer times to fill jobs, fewer job postings, and declining worker satisfaction. These trends not only raise questions about the sector’s future but also point to growing challenges within the retail labor market. In this newsletter, we examine what’s happening in the retail labor market and explore the forces driving these changes.



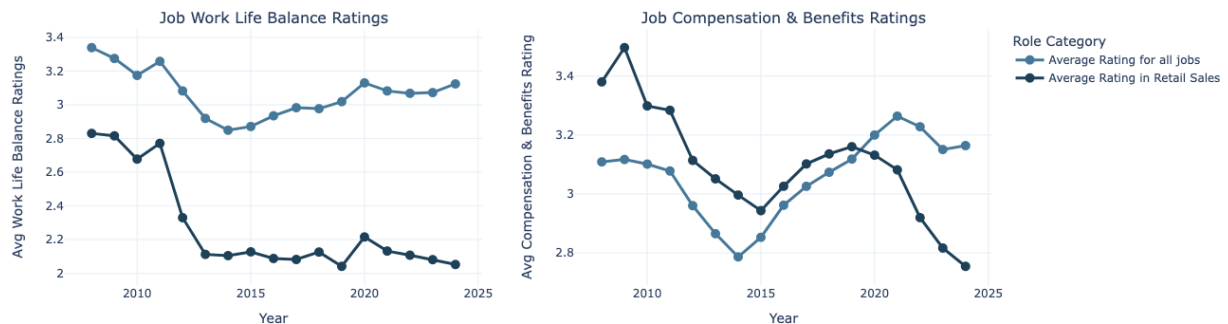
Retail job postings saw a significant spike in 2022, accounting for over 10% of all job listings as the world rebounded post-COVID. However, this momentum has not continued. By 2024, retail’s share of the overall job market shrank to just 1.42%. This decline in listings and market share underscores the tough road ahead for retail workers. In 2024, [Retailers](#) have responded to inflation and shifting consumer habits by focusing on essentials and value-driven spending, which has contributed to fewer job postings and may push workers to seek opportunities elsewhere.



However, despite the decline in retail job postings in 2023 and 2024, the time it takes to fill retail positions has risen sharply. Between 2020 and 2023, it took anywhere from 26 to 36 days to fill a retail role. However, in 2024, the average time surged to a whopping 54 days. This represents a 70% increase compared to 2023. This extended duration for filling a retail role reflects a growing reluctance among candidates to take on retail roles, even when fewer jobs are up for grabs. Dissatisfaction among retail workers could be a key reason for this, highlighting broader worker sentiment issues within the sector.

### What Are Retail Workers Unhappy About?

Comparing Retail Sales Jobs with General Workforce

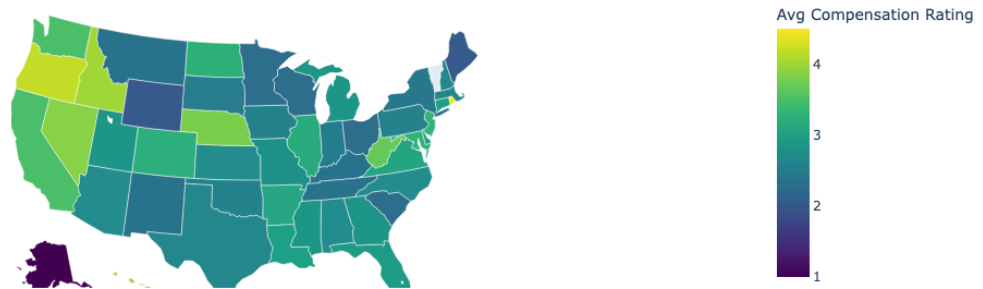


Employee satisfaction across all jobs in the US has been on the decline since mid-2021, reaching its lowest point in 2024. More workers are feeling stressed, burned out, and unhappy with their work-life balance, causing overall morale to drop. The retail sector is no exception.

Retail sales jobs serve as important entry-level positions for millions of Americans, but the pay often falls short of what's needed to live comfortably. Retail role's compensation and benefits are rated much lower than in other industries, with these ratings declining since 2019. Interestingly, when comparing states, West Coast regions like California, Nevada, Idaho, Washington, and Oregon are faring better, with higher ratings for compensation and benefits compared to the rest of the country.

## Retail Sales Compensation Satisfaction by State (2024)

Average Compensation and Benefits Ratings



It's not just compensation that's causing dissatisfaction—retail employees are reporting record-low sentiment across the board in 2024. Work-life balance remains a major issue across the United States, as retail workers struggle with irregular hours, long shifts, and high job demands. This growing dissatisfaction has widened the gap between retail and the general workforce, with overall job satisfaction in retail continuing to fall. These trends highlight deeper, systemic issues within the sector, leaving many employees feeling undervalued, underpaid, and overworked. To attract and retain talent in the years ahead, retailers will need to address these critical concerns.