

# Retail's Impact in New Hampshire

Retail is the nation's largest private-sector employer, driving the U.S. economy and supporting **55 million jobs** in communities across the country. Here's a quick look at retail in your state.

For the full report, "The Economic Contribution of the U.S. Retail Industry," visit [nrf.com/retailsimpact](https://nrf.com/retailsimpact).

**28%**

of jobs in the state are supported by the retail industry

## BY THE NUMBERS

**\$24.6B** total impact on GDP

**\$7.8B** direct labor income

**20K** retail establishments

**162.9K** direct retail employment

**260.3K** total jobs supported

**\$11.2B** direct impact on GDP

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN NEW HAMPSHIRE

Industry	Employment (Jobs)	GDP (\$Millions)
<b>Retail trade (including food services and drinking places)</b>	<b>162,930</b>	<b>\$11,151</b>
Accommodation	9,840	\$1,591
Administrative and support and waste management and remediation services	51,180	\$4,078
Agriculture, forestry, fishing, and related activities	7,980	\$185
Arts, entertainment, and recreation	23,550	\$1,373
Construction	58,060	\$3,354
Educational services	32,510	\$2,338
Finance and insurance	51,080	\$7,334
Health care and social assistance	104,150	\$9,287
Information	16,360	\$4,116
Management of companies and enterprises	11,790	\$1,797
Manufacturing	74,060	\$10,071
Mining, quarrying, and oil and gas extraction	1,280	\$159
Other services (except government and government enterprises)	45,030	\$2,481
Professional, scientific, and technical services	75,600	\$9,473
Real estate and rental and leasing	51,580	\$15,043
Transportation and warehousing	28,870	\$1,833
Utilities	2,270	\$1,646
Wholesale trade	35,260	\$7,767

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## THE ECONOMIC CONTRIBUTION OF THE RETAIL INDUSTRY IN NEW HAMPSHIRE 2022

State / Congressional District	Number of Retail Establishments	Employment (Jobs)		Labor Income (\$Millions)		GDP (\$Millions)	
		Direct	Total	Direct	Total	Direct	Total
<b>New Hampshire</b>	<b>20,016</b>	<b>162,930</b>	<b>260,270</b>	<b>\$7,756</b>	<b>\$15,757</b>	<b>\$11,151</b>	<b>\$24,608</b>
NH-1	8,957	77,360	128,310	\$3,659	\$7,992	\$5,158	\$12,435
NH-2	11,059	85,570	131,950	\$4,097	\$7,765	\$5,993	\$12,173