

2023 Retail Workforce Trends

Australia and New Zealand

Who is looking for new opportunities?

Enduring employees (39%)

Have considered leaving but decided to stay

Top reason for leaving



37%

Better compensation and benefits elsewhere

Top reason for staying



89%

Job security

Decided leavers (24%)

Have considered leaving and decided to leave

Top 3 reasons for leaving



46%

Better compensation and benefits elsewhere



41%

I want to change the industry I am working in



38%

Limited opportunity for career progression

Unwavering workers (37%)

Have not considered leaving



Gen Z — 18-28 years

29%



Gen Y — 29-43 years

27%



Gen X — 44-58 years

35%



Baby Boomers — 59-77 years

54%

Younger workers are open to changing roles

% considered leaving their role in the last 12 months

% who have decided to leave



Gen Z

71%

26%



Gen Y

63%

19%



Gen X

65%

28%



Baby Boomers

46%

20%

Gen Z will have 18 jobs across 6 industries in their lifetime¹



Younger workers are likely to explore alternative income streams to keep up with increasing living expenses

% who agree



Gen Z

82%



Gen Y

89%



Gen X

74%



Baby Boomers

61%

Younger generations lack confidence to achieve career goals

Lack of confidence in applying for roles



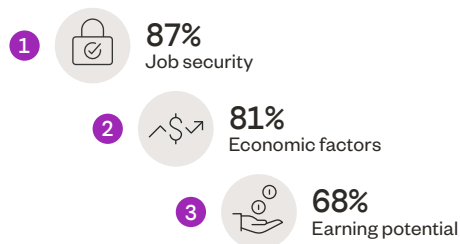
Roadblocks in achieving career goals



Job security is a key driver right now

Job security is critical in retaining quality workers

% who are more likely to stay in their role due to:



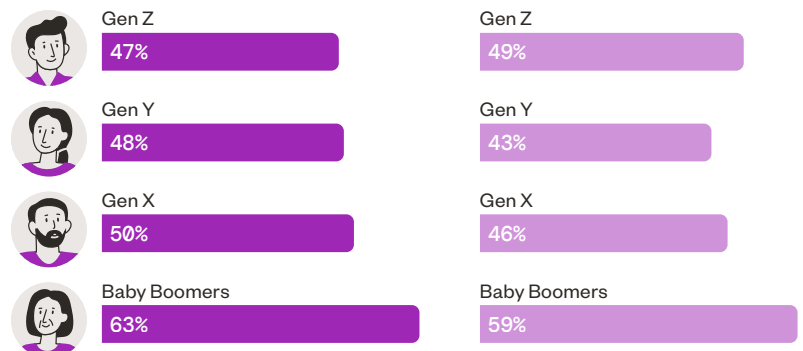
% who say job security contributes to:



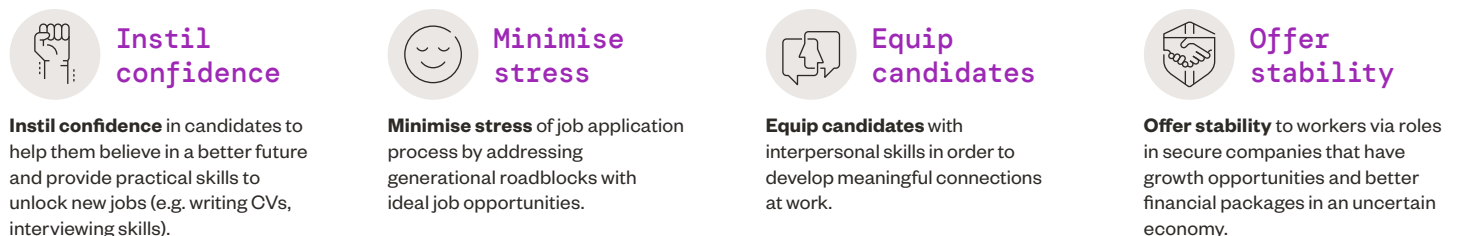
Retail workers find their role most satisfying when they can develop relationships with colleagues

% who found the following key contributors to job satisfaction:

Relationships with colleagues (Dark Purple)
Reasonable work expectations (Light Purple)



Tips for Hiring Managers



Methodology

Retail workers in the Frontline Recruitment Group network: Online survey in field 23 Jan – 6 February 2023, n=75
Australian retail workers: Online survey in field from 23 Jan – 6 February & 21 Feb – 27 Feb 2023, n=248
New Zealand retail workers: Online survey in field from 23 Jan – 6 February & 21 Feb – 27 Feb 2023, n=56

i. Shining a light on the positive impacts of the career development industry, McCrindle blog

Research and design by

mccrindle



Frontline
Recruitment