



CONTACT

Dodie Hofstetter, Executive Writer & Editor

Mobile: 312-307-2906

press@challengergray.com

FOR IMMEDIATE RELEASE

2020 Seasonal Retail Hiring Outlook

COMPANIES SLOW TO ANNOUNCE SEASONAL HIRING PLANS; RETAIL HIRING JUMPED 12.21% IN 2019

September 15, 2020 – Retailers added 702,000 jobs for the holiday season in 2019, a 12.21% increase over the 625,600 hires for the 2018 holiday season, according to an analysis of non-seasonally adjusted data from the Bureau of Labor Statistics (BLS) by global outplacement and executive and business coaching firm Challenger, Gray & Christmas, Inc.

Meanwhile, last holiday season, Retailers, Transportation, and Warehousing companies announced they were hiring 789,781 seasonal positions, 10.61% more than the 714,000 announced in 2018, according to Challenger tracking.

Amazon announced Monday it will add 100,000 workers ahead of this holiday season, a 50% decrease over 2019. But Amazon has been adding jobs throughout the COVID-19 pandemic. It added 200,000 seasonal jobs in 2019, a 100% increase over the 100,000 announced in 2018.

“The pandemic has thrown typical holiday hiring patterns off. Last year’s strong consumer spending, coupled with low unemployment, led to one of the strongest holiday seasons in recent history. Despite current high unemployment and ongoing uncertainty, Retailers, particularly those with a strong online shopping infrastructure, are anticipating high demand,” said Andrew Challenger, Vice President of Challenger, Gray & Christmas, Inc.

“Consumers are spending more online than they did in 2019. To accommodate the increase, online Retailers as well as Transportation and Warehousing companies have been doing a lot of hiring during the pandemic. Shopping online will continue for the holidays, but it is not yet clear if all companies need even more workers to accommodate the holiday sales. Retailers are struggling to figure out how many hires will be made,” said Challenger.

According to the U.S. Department of Commerce, e-commerce sales in the second quarter of 2020, during the height of the pandemic, were \$211.5 billion, an increase of 44.5% over the second quarter of 2019, despite a decrease of 3.6% for total retail sales.

Retailer JCPenney announced it is adding only 1,700 holiday jobs for this year, compared with 37,000 in 2019. The company, which filed for Chapter 11 bankruptcy protection in May, announced last week an agreement to sell its retail business to the mall operators Simon Property Group and Brookfield Property Partners.

According to non-seasonally adjusted figures from the BLS, companies in Transportation and Warehousing added 295,000 jobs in the final quarter of 2019. That is up 13.68% from the 259,500 jobs added during the same period in 2018.

Although many companies have not yet announced their hiring plans for the 2020 holiday season, most of those that have are increasing the number from 2019. In addition to the JCPenney and Amazon announcements, 200,000 seasonal jobs have been announced so far this year: Michaels has announced 16,000 seasonal jobs (15,000 in 2019), UPS announced 100,000 (95,000 in 2019), FedEx announced 70,000 (55,000 last year), 1-800-Flowers.com, Inc. will add 10,000 jobs (8,000 in 2019), and L Brands will add 4,000 (2019 N/A).

“This holiday season will likely look different by location and region, due to the differing regulations regarding the virus. While the holidays are usually a time when Retailers are desperate to attract crowds to their stores, one constant with COVID-19 precautions is that most stores are now concentrating on how to provide a safe shopping experience,” said Challenger.

“While retailers may not know exactly how many workers to hire during this period to keep up with demand, they will likely need to create positions and tasks that are unprecedented, such as temperature takers, mask enforcers, and curb-side workers,” he added.

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Company	2012	2013	2014	2015	2016	2017	2018	2019	2020
Amazon	50,000	70,000	80,000	100,000	120,000	120,000	100,000	200,000	100,000
Target	88,000	70,000	70,000	70,000	77,500	100,000	120,000	133,000	
UPS	55,000	55,000	95,000	95,000	95,000	95,000	100,000	95,000	100,000
Macy's	80,000	83,000	86,000	85,000	83,000	87,000	80,000	80,000	
FedEx (Transportation)	20,000	20,000	50,000	55,000	50,000	50,000	55,000	55,000	70,000
JCPenney	40,000	35,000	35,000	30,000	40,000	40,000	39,000	37,000	1,700
Michaels						15,000	15,000	15,000	16,000
Kroger						14,000	10,000		
Kroger (GA & SC Stores)								1,000	
Nordstrom				11,800	11,400	13,650			
Toys"R"Us	45,000	45,000	45,000	40,000		12,500			
Burlington Stores						12,000			
The Bon-Ton Stores					13,500	10,000			
1-800-Flowers.com, Inc.						8,000	8,000	8,000	10,000
McDonald's						3,179			
Williams-Sonoma						2,000			
Fanatics						2,000			
Plow & Hearth						400			
Opryland					300	400			
Kohl's	52,700	53,000	76,970	79,160	69,000		90,000	90,000	
Walmart	50,000	55,000	60,000	60,000					
GameStop	17,000	17,000	25,000	28,000					
Sports Authority				3,500					
Best Buy	14,000								
Meijer	12,000	9,000	10,000						
Radial					20,000	23,000	20,000	12,581	
Party City					35,000			25,000	
Gap			63,000				65,000	30,000	
Versant Supply Chain					2,000				
L Brands					4,000		4,000		4,000
XPO Logistics						6,000	8,000		
Hickory Farms (Food)	5,225	6,000							
Altar'd State								1,200	
Bass Pro Shops								7,000	
Total	528,925	518,000	695,970	657,460	620,700	614,129	714,000	789,781	301,700

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JOBS ADDED IN RETAIL TRADE					
October, November, December 2005-October 2019					
	Oct	Nov	Dec	TOTAL	% Change
2005	122,300	392,700	196,600	711,600	0.20%
2006	150,600	427,300	169,000	746,900	5.00%
2007	87,900	465,400	167,600	720,900	-3.50%
2008	38,600	213,600	72,700	324,900	-54.90%
2009	45,100	317,100	133,600	495,800	52.60%
2010	149,800	339,200	158,600	647,600	30.60%
2011	134,200	390,600	154,500	679,300	4.90%
2012	138,700	485,400	99,600	723,700	6.50%
2013	159,600	443,100	184,100	786,800	8.70%
2014	182,800	412,200	154,100	749,100	-4.80%
2015	183,300	399,300	125,700	708,800	-5.38%
2016	149,400	359,400	132,200	641,000	-9.57%
2017	146,400	462,700	59,300	668,400	4.27%
2018	115,900	494,800	14,900	625,600	-6.40%
2019	156,100	466,400	79,500	702,000	12.21%
Average*	130,713	404,613	126,800	662,160	
<i>*Since 2005</i>					

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JOBS ADDED IN TRANSPORTATION & WAREHOUSING

October, November, December 2011-2018

	Oct	Nov	Dec	TOTAL	% Change
2011	11,200	25,900	62,200	99,300	-2.93%
2012	14,000	28,300	103,900	146,200	47.20%
2013	11,300	57,500	96,300	165,100	12.39%
2014	39,100	56,800	135,800	231,700	40.34%
2015	13,900	70,600	144,000	228,500	-1.38%
2016	28,000	85,500	152,800	266,300	16.54%
2017	41,400	88,600	135,200	265,200	-0.41%
2018	52,900	111,200	95,400	259,500	-2.15%
2019	36,300	119,400	139,300	295,000	13.68%
AVERAGE*	27,567	71,533	118,322	217,422	

**Since 2011*

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