

## OSKA study of trade, rental and repairs occupations

### *Key findings*

#### **By the year 2028, the number of jobs in the field of trade, rental and repairs will decrease by 2%**

- The number of jobs in customer service that require skilled workers will decrease the most (approx. 4%), while the number of sales arrangement jobs will remain the same.
- The demand for sales representatives will decrease in retail businesses but will increase in manufacturing companies.
- There is an increasing demand for managers, especially for sales and marketing managers.
- The number of jobs related to wholesale and repairs occupations will decrease.

#### **The biggest challenge for trade businesses is to keep the employees and develop their skills**

- There are enough students studying at vocational education and training (VET) institutions to become a cashier or customer service representative. However, they will not continue to work in their field or will work there only temporarily.
  - Often the retail businesses are the first workplace for young people after which they will continue working elsewhere.
  - Low wages and inconvenient working conditions are an issue.
  - Employers value rather the personality traits and general skills suitable for the job than the obtained education. Training takes place at work.
- There are not enough visual display specialists and product managers employed in retail.

#### **The analytical skills and sales psychology will become more valued**

- The ability to analyse customer behaviour and sales results will become more important among managers and specialists.
  - Online sales will increase the amount of customer data, and the ability to analyse it will improve the competitiveness and results of the business activities.
- In the future, employees are expected to take up different responsibilities and implement sales psychology skills.
- The number of employees with category management and purchasing skills is not sufficient.

#### **Background**

- Approximately 72,000 people are employed in the field of trade, rental and repairs, which is 11% of the total employment in Estonia.
- Over 70% of the employees work in retail. The largest employment rate is among shop clerks and customer service representatives.
- Skills related to retail and sales can be obtained from:
  - six institutions of higher education offering 12 curricula, however only Lääne-Viru College offers applied higher education curriculum in retail;
  - 11 vocational educational institutions offering 20 curricula, whereas Tartu Vocational Education Centre has the most degree programmes.

- The OSKA study of trade, retail and repairs occupations analysed the need for labour and skills until 2028 and made proposals on how to meet it.
- The OSKA forecasting system produces projections of the need for labour force and skills in all fields of the Estonian economy by 2020 and compares these to the education and training offered by higher education institutions, VET institutions and continuing education courses.
- OSKA studies are conducted by the Estonian Qualifications Authority (Kutsekoda) and funded by the European Social Fund.