fountain

The Modern Hiring Guide for Hardware Stores

Recruitment Strategies and Solutions for Today's Workforce



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The state of today's hardware store workforce

By the numbers

$35.8 billion

Total sales from U.S. hardware stores in 2021, an increase from $34.5 billion in 2020[1]

2.14 million

Number of hardware sales associates currently employed in the United States[3]

$660 billion

Expected revenue from the DIY and Hardware Store market in 2024, an increase of 2.8%[2]

42%

Increase in retail quit rates in the past 10 years[4]

The current hardware store workforce

As the pandemic cooled, consumers were keen to get back to (or start) home improvement projects, so much so that a lumber shortage in the early part of the decade led to skyrocketing home prices.

But this didn't stop consumers. Home and DIY projects have reached popularity heights, putting demands on hardware stores around the country. Paint and wallpaper store sales surpassed $15 billion in 2021.[1] Builders want convenient access to the tools they need and they want a wider range of products.

The strain on hardware stores is reflected in seasonal ebbs and flows and high turnover rates, which can temporarily (but consistently) hamstring hardware stores' operations and leave managers in a lull.

What this means for your hiring process

Turnover is a persistent problem for companies that hire frontline workers, one that the hiring managers have struggled to solve. While the volatility of such work may lend itself to steady turnover, recruitment teams have the opportunity to use the hiring process to attract candidates who are more likely to stay on staff for the long term, thus defraying the costs and time expenditures involved with talent acquisition.

In order to attract these workers, you need a customizable, automated, and candidate-friendly application experience that makes it easier for job seekers to apply and allows recruiters to move through applications quickly and effortlessly.