



# Challenger, Gray & Christmas

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## **FOR IMMEDIATE RELEASE**

### **2025 Seasonal Retail Hiring Report**

#### **HIRING ANNOUNCEMENTS REMAIN MUTED; RETAIL SEASONAL HIRING TO FALL TO LOWEST LEVEL SINCE 2009**

**CHICAGO, September 23, 2025** – Seasonal hiring announcements from U.S. employers have been limited so far this year, with only a handful of companies making public commitments to holiday staffing. Following a summer of subdued hiring, Challenger, Gray & Christmas expects seasonal Retail hiring in 2025 to fall to its lowest point since the recession-hit season of 2009.

Retailers added 543,100 jobs in the final quarter of 2024, down nearly 4% from 2023, as companies waited until late in the season to boost staff. In contrast, Challenger projects Retailers may add under 500,000 positions in the last three months of 2025, marking the smallest seasonal gain in 16 years.

“Seasonal employers are facing a confluence of factors this year: tariffs loom, inflationary pressures linger, and many companies continue to rely on automation and permanent staff instead of large waves of seasonal hires,” said Andy Challenger, workplace expert and Senior Vice President of Challenger, Gray & Christmas.

“While we could see a late hiring push if holiday sales surprise to the upside, the cautious pace of announcements so far suggests that companies are not betting on a big seasonal surge. This year may be more about doing more with less,” he added.

[Bath & Body Works](#) announced plans to hire 32,000 workers this holiday season, including 2,000 workers in distribution centers. [Spirit Halloween](#) plans to add 50,000 workers. Warehousing and Logistics company [Geodis](#) told news outlets it would add 4,600 workers.

Meanwhile, Kohl’s announced that it was hiring seasonal workers, but did not give a number. [Target](#) updated a posting outlining their seasonal plans, but did not detail numbers of workers. Instead, the

major Retailer said it would offer hours to existing workers and tap into a network of 43,000 “On-Demand” team members, in addition to hiring new team members.

Preliminary figures from the Bureau of Labor Statistics (BLS) show Retail currently employs 15,550,700, the highest number of workers since 2018, when 15,713,500 workers were employed. This figure tends to dip in September as teens and college-aged workers go back to school, and picks up again in the final quarter of the year.

“A wave of uncertainty is impacting not just Retailers, but also consumers heading into the final quarter of the year. With hiring slowing across the board, Retailers may hire fewer workers themselves, while many of their shoppers slow spending,” said Challenger.

### **Transportation & Warehousing**

Similarly, seasonal hiring in Transportation and Warehousing is expected to underperform. Last year, employers in this sector added 303,700 positions in the fourth quarter, down 2% from 2023, and the lowest Q4 total since 2019. Challenger forecasts a further decline in 2025, as e-commerce firms and logistics providers continue to lean on automation, flexible scheduling, and year-round staff to meet fluctuating demand.

“Companies have been steadily restructuring their workforces this year, with a sharper focus on efficiency and technology,” said Challenger.

“The traditional seasonal spike in warehousing and shipping jobs is no longer as pronounced, and that shift could be permanent.”

JOBS ADDED IN RETAIL TRADE					
October, November, December					
	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	160,900	431,900	79,500	672,300	7.47%
2020	239,200	356,800	140,300	736,300	9.52%
2021	224,400	348,600	128,400	701,400	-4.74%
2022	143,700	263,200	102,400	509,300	-27.39%
2023	149,600	294,900	119,700	564,200	10.78%
2024	123,700	277,400	142,000	543,100	-3.74%
Average*	142,785	378,915	127,060	653,363	
*Since 2005					
JOBS ADDED IN TRANSPORTATION & WAREHOUSING					
October, November, December					
	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%
2020	117,900	254,200	121,700	493,800	67.39%
2021	121,600	239,800	190,900	552,300	11.85%
2022	86,800	166,900	122,700	376,400	-31.84%
2023	64,400	140,300	131,700	368,500	-10.63%
2024	42,800	154,700	171,000	303,700	-2.10%
AVERAGE*	48,686	114,264	128,779		
*Since 2011					

Source: Challenger, Gray & Christmas, Inc. with non-seasonally adjusted data from the Bureau of Labor Statistics BLS

**Table 2: ANNOUNCED SEASONAL HIRING PLANS**

Company	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Spirit Halloween									50000	50,000
Bath & Body Works								32,500	32,700	32,000
GEODIS							5,000	3,000		4,600
Amazon	120,000	120,000	100,000	200,000	100,000	150,000	150,000	250,000	250,000	
UPS	95,000	95,000	100,000	95,000	100,000	100,000	100,000	100,000	125,000	
Target	77,500	100,000	120,000	133,000	130,000	100,000	100,000	100,000	100,000	
Macy's	83,000	87,000	80,000	80,000	25,000	76,000	41,000	38,000	31,500	
Burlington Stores		12,000							24,500	
Aldis						20,000			13,000	
JCPenney	40,000	40,000	39,000	37,000	1,700			10,000	10,000	
1-800-FLOWERS.COM Inc.		8,000	8,000	8,000	10,000	10,000	8,000	8,000	8000	
Dick's Sporting Goods					9,000	10,000	9,000	8,600	8,000	
Radial	20,000	23,000	20,000	12,581	25,000	7,700	1,700	10,500	7,000	
JW Marriott San Antonio						1,000			150	
USPS						40,000	28,000	10,000		
Kohl's	69,000		90,000	90,000	90,000	90,000	90,000	2,700		
DHL Supply Chain					7,000					
Walmart					20,000	150,000	40,000			
Michaels		15,000	15,000	15,000	16,000	20,000	15,000			
See's Candies							5,000			
Boscov's						1,000	2,000			
Kroger		14,000	10,000		20,000	20,000	1,500			
Williams-Sonoma		2,000			2,500		1,000			
Legoland					150		400			
Opryland	300	400								
FedEx	50,000	50,000	55,000	55,000	70,000	90,000				
Dollar Tree				25,000	25,000	35,000				
Party City	35,000			25,000	20,000	17,000				
Shipt					100,000					
Lowe's					20,000					
Cherry Hill Programs					11,000					
Gap			65,000	30,000	10,000					
Hy-Vee					10,000					
Bass Pro Shop				7,000	7,000					
L Brands	4,000		4,000		4,000					
Kings Dominion					4,000					
Office Depot					3,000					
Sheetz					3,000					
Omaha Steaks					3,000					
Fresh Market					1,500					

Company	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Giant Eagle					1,300					
Meijer					200					
Nordstrom	11,400	13,650				28,600				
Toys"R"Us		12,500								
The Bon-Ton Stores	13,500	10,000								
McDonald's		3,179								
Fanatics		2,000								
Plow & Hearth		400								
Versant Supply Chain	2,000									
XPO Logistics		6,000	8,000							
Hickory Farms (Food)										
Alter'd State				1,200						
Under Armour						1,000				
<b>TOTAL</b>	<b>620,700</b>	<b>614,129</b>	<b>714,000</b>	<b>813,781</b>	<b>849,350</b>	<b>967,300</b>	<b>597,600</b>	<b>573,300</b>	<b>659,850</b>	<b>86,600</b>

**Source: Challenger, Gray & Christmas, Inc.**