

Retail trade, November 2013

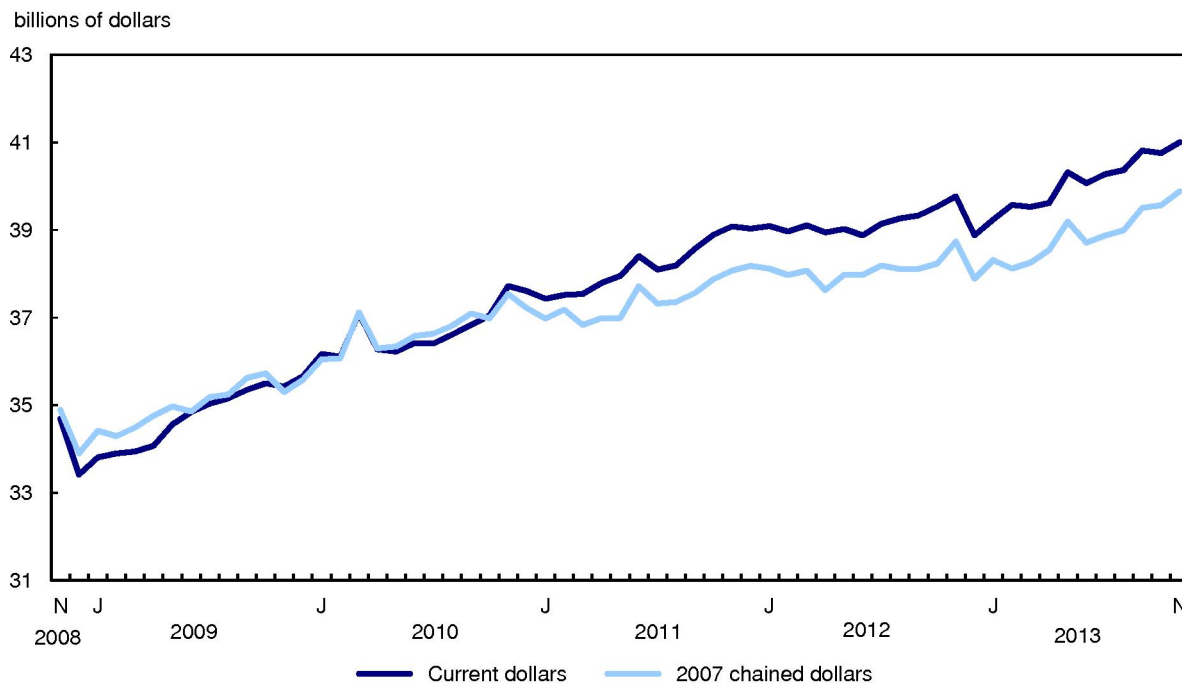
Released at 8:30 a.m. Eastern time in *The Daily*, Thursday, January 23, 2014

Retail sales rose 0.6% in November to \$41.0 billion, the fourth increase in five months. This increase was largely attributable to higher sales at motor vehicle and parts dealers as well as electronics and appliance stores.

Gains were observed in 9 of 11 subsectors, accounting for 72% of retail trade. Weather and the timing of new product releases had a greater effect on monthly sales than promotional events in November such as Black Friday.

In volume terms, retail sales rose 0.8%.

Chart 1
Retail sales increase in November



Retail sales rise in November

A 1.2% increase at motor vehicle and parts dealers accounted for the largest sales gain among all subsectors. Sales were up 0.6% at new car dealers. Early winter snowfalls across much of the country influenced sales of seasonal items at other motor vehicle dealers (+5.5%) and automotive parts, accessories and tire stores (+4.2%).

After increasing 3.0% in October, sales at electronics and appliance stores (+6.4%) advanced for the second consecutive month on the strength of new product releases.

November's 1.0% increase in sales at gasoline stations did not offset October's decline.

General merchandise store receipts rose 0.8% in November, a fourth increase in five months. Sales at department stores (+3.5%) more than offset a decline in sales at other general merchandise stores (-1.4%).

Colder weather and earlier than normal winter snowfalls advanced the purchase of winter merchandise at clothing and clothing accessories stores (+1.1%).



Following three consecutive monthly gains, receipts at food and beverage stores declined 1.1% in November. The decrease was largely attributable to lower sales at supermarkets and grocery stores (-1.4%) and to a lesser extent convenience stores (-2.0%).

Sales at building material and garden equipment and supplies dealers (-1.5%) were down for the second consecutive month.

Sales up in seven provinces

Retail sales rose in seven provinces in November.

British Columbia (+1.4%) reported the largest increase in dollar terms, in part due to higher sales at department stores. This was the third gain in four months.

In Quebec (+0.9%), sales advanced for the third straight month.

Higher clothing, footwear and accessories sales contributed to a 0.4% increase in Ontario.

Retail sales in Saskatchewan (+1.0%) increased for the third time in four months.

Lower sales were reported in the Atlantic provinces, with the exception of Nova Scotia (+0.2%), where sales rose for the eighth time in nine months.

It is possible to consult tables of unadjusted data by [industry](#) and by [province and territory](#) in the *Tables by subject* module of our website.

For information on related indicators, refer to the [Latest statistics](#) page on our website.

Note to readers

All the data in this release are seasonally adjusted and in current dollars, unless otherwise noted. For more information on seasonal adjustment, see [Seasonal adjustment and identifying economic trends](#).

Total retail sales expressed in volume are calculated by deflating current dollar values using consumer price indexes. The retail sales series in chained (2007) dollars is a chained Fisher volume index with 2007 as the reference year. For more information, see [Calculation of Volume of Retail Trade Sales](#).

Table 1
Retail sales by province and territory – Seasonally adjusted

	November 2012	October 2013 ^r	November 2013 ^p	October to November 2013	November 2012 to November 2013
	millions of dollars			% change	
Canada	39,768	40,759	41,006	0.6	3.1
Newfoundland and Labrador	696	721	712	-1.3	2.3
Prince Edward Island	162	165	164	-0.5	1.4
Nova Scotia	1,120	1,149	1,152	0.2	2.8
New Brunswick	915	933	930	-0.4	1.6
Quebec	8,799	8,861	8,936	0.9	1.6
Ontario	13,960	14,250	14,302	0.4	2.5
Manitoba	1,435	1,468	1,469	0.1	2.3
Saskatchewan	1,514	1,549	1,564	1.0	3.3
Alberta	5,860	6,220	6,258	0.6	6.8
British Columbia	5,150	5,297	5,373	1.4	4.3
Yukon	57	53	53	0.3	-6.4
Northwest Territories	70	63	63	-0.3	-9.9
Nunavut	30	29	29	1.0	-3.2

^r revised

^p preliminary

Note(s): Figures may not add up to totals as a result of rounding.

Table 2
Retail sales by industry – Seasonally adjusted

	November 2012	October 2013 ^r	November 2013 ^p	October to November 2013	November 2012 to November 2013
	millions of dollars			% change	
Total retail trade (current dollars)	39,768	40,759	41,006	0.6	3.1
Total retail trade (2007 chained dollars)	38,739	39,567	39,885	0.8	3.0
Total (current dollars) excluding motor vehicle and parts dealers	30,618	31,243	31,374	0.4	2.5
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	25,608	26,240	26,319	0.3	2.8
Motor vehicle and parts dealers	9,150	9,516	9,632	1.2	5.3
New car dealers	7,439	7,768	7,815	0.6	5.1
Used car dealers	503	516	524	1.6	4.1
Other motor vehicle dealers	624	613	647	5.5	3.7
Automotive parts, accessories and tire stores	584	620	646	4.2	10.5
Furniture and home furnishings stores	1,293	1,277	1,300	1.8	0.6
Furniture stores	796	803	820	2.1	3.0
Home furnishings stores	497	475	481	1.3	-3.2
Electronics and appliance stores	1,346	1,226	1,304	6.4	-3.1
Building material and garden equipment and supplies dealers	2,224	2,355	2,320	-1.5	4.3
Food and beverage stores	8,977	9,147	9,046	-1.1	0.8
Supermarkets and other grocery (except convenience) stores	6,347	6,445	6,357	-1.4	0.2
Convenience stores	550	554	543	-2.0	-1.3
Specialty food stores	455	489	489	0.0	7.5
Beer, wine and liquor stores	1,624	1,658	1,656	-0.1	2.0
Health and personal care stores	2,845	2,970	2,995	0.8	5.3
Gasoline stations	5,010	5,003	5,055	1.0	0.9
Clothing and clothing accessories stores	2,185	2,292	2,317	1.1	6.0
Clothing stores	1,684	1,778	1,789	0.7	6.3
Shoe stores	244	251	261	4.0	6.9
Jewellery, luggage and leather goods stores	257	263	266	1.2	3.6
Sporting goods, hobby, book and music stores	887	939	952	1.4	7.3
General merchandise stores	4,904	5,050	5,088	0.8	3.8
Department stores	2,211	2,228	2,305	3.5	4.3
Other general merchandise stores	2,693	2,821	2,782	-1.4	3.3
Miscellaneous store retailers	949	984	997	1.4	5.1

^r revised

^p preliminary

Note(s): Figures may not add up to total as a result of rounding.

Available in CANSIM: tables 080-0020 and 080-0024.

Definitions, data sources and methods: survey numbers 2406 and 2408.

The November 2013 issue of *Retail Trade* (63-005-X) will soon be available.

Data on retail trade for December 2013 will be released on February 21.

For more information, or to order data, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca).

For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Kimberley Evans (613-951-0502; kimberley.evans@statcan.gc.ca), Distributive Trades Division.