

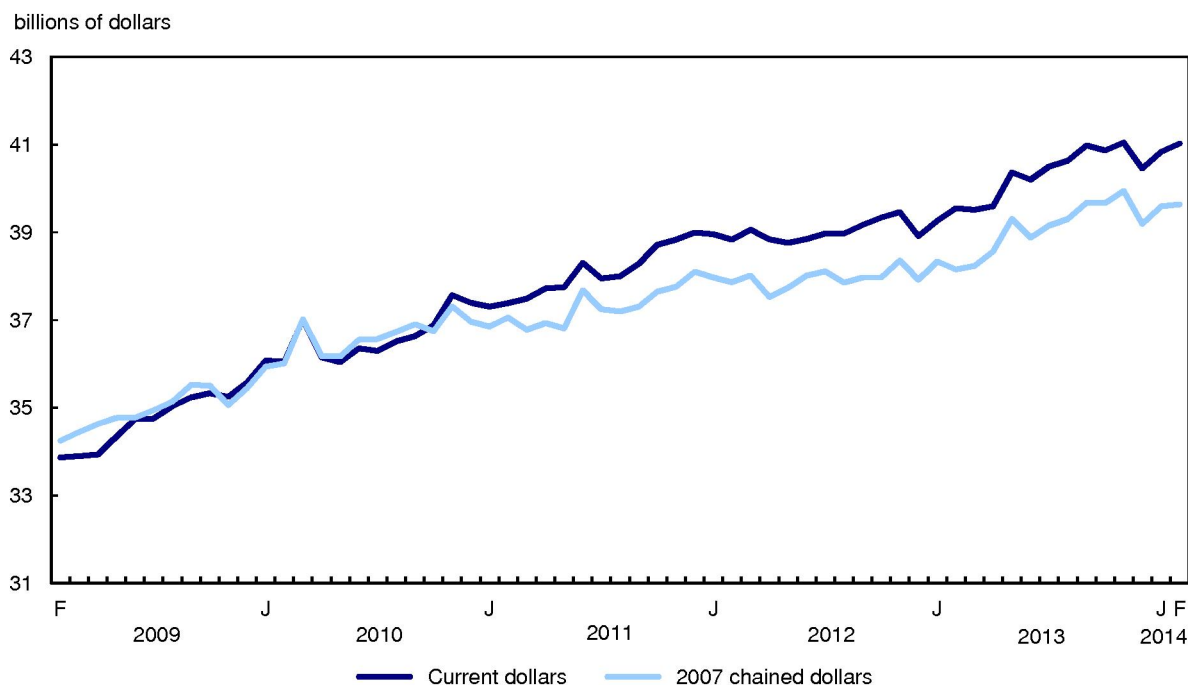
Retail trade, February 2014

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

Retail sales rose 0.5% to \$41.0 billion in February. Gains were reported in 7 of 11 subsectors, representing 56% of total retail sales. Excluding sales at gasoline stations and motor vehicles and parts dealers, sales advanced 0.8%.

After removing the effects of price changes, retail sales in volume terms rose 0.1%.

Chart 1
Retail sales increase in February



Most subsectors post higher sales in February

Health and personal care stores (+2.6%) recorded the largest advance in dollar terms among all subsectors on the strength of higher sales at pharmacies and drug stores and, to a lesser extent, food supplement stores.

Retail sales at general merchandise stores grew 1.4%. Sales in the "other general merchandise stores" industry grew for a third consecutive month.

Following flat sales in January, food and beverage store sales grew 0.5% as a result of higher sales at all store types. A 0.4% increase at supermarkets and other grocery stores accounted for most of the gain, while sales at specialty food stores grew 1.6%. Convenience stores (+1.1%) and beer, wine and liquor stores (+0.1%) both advanced for the third consecutive month.

Following two straight monthly declines, clothing and clothing accessories stores reported a 1.5% increase in February. Higher sales were reported at clothing stores (+1.8%), shoe stores (+0.8%) and jewellery, luggage and leather goods stores (+0.1%).

After advancing 1.0% in January, sales at electronics and appliance stores rose 1.3% in February. Sales in this subsector have begun to stabilize after larger than normal fluctuations in November and December.



The largest decline in dollar terms was reported at building material and garden equipment and supplies dealers (-1.4%), the fifth monthly decrease in six months.

Sales at gasoline stations declined 0.3% in February, the first decrease in four months.

Sales at motor vehicle and parts dealers were unchanged from January. New car dealers edged down 0.1%. Sales were down at used car dealers (-0.4%) and other motor vehicle dealers (-1.8%). Sales in automotive parts, accessories and tire stores were up 2.6%.

Sales up in seven provinces

Retail sales rose in seven provinces in February. The increase was largely attributable to higher sales in Ontario and, to a lesser extent, Quebec and Alberta.

Ontario (+0.8%) reported the largest increase in dollar terms as gains were widespread across most store types.

In Quebec (+0.7%), sales advanced largely as a result of higher sales at new car dealers.

Sales in Alberta (+0.9%) advanced on the strength of higher sales at other general merchandise stores.

Sales advanced for the second consecutive month in each of the Atlantic provinces, led by Nova Scotia (+1.4%) and New Brunswick (+1.5%).

British Columbia (-1.0%) reported the largest decrease in dollar terms, mostly due to weaker sales at building, material and garden equipment and supplies dealers.

The 1.3% sales decline in Manitoba was partially attributable to weaker sales at new car dealers.

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 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](#).

At the end of each calendar year, seasonally adjusted monthly figures are revised to equal the sum of the unadjusted estimates. With this release, unadjusted and seasonally adjusted monthly data were revised back to January 2004. Factors influencing revisions include late receipt of respondent information, correction of information in the data provided, the replacement of estimated figures with actual values (once available), the re-classification of companies within, into and out of the retail trade industry and updates to seasonal factors, including trading day weights. Data in volume terms have also been revised back to January 2004.

Table 1
Retail sales by province and territory – Seasonally adjusted

	February 2013	January 2014 ^r	February 2014 ^P	January to February 2014	February 2013 to February 2014
	millions of dollars			% change	
Canada	39,553	40,838	41,031	0.5	3.7
Newfoundland and Labrador	696	713	717	0.6	3.1
Prince Edward Island	159	162	164	1.8	3.7
Nova Scotia	1,090	1,128	1,145	1.4	5.0
New Brunswick	904	949	963	1.5	6.5
Quebec	8,774	8,891	8,957	0.7	2.1
Ontario	13,750	14,088	14,194	0.8	3.2
Manitoba	1,438	1,465	1,446	-1.3	0.6
Saskatchewan	1,505	1,568	1,567	-0.1	4.1
Alberta	5,972	6,407	6,467	0.9	8.3
British Columbia	5,117	5,314	5,261	-1.0	2.8
Yukon	55	55	55	-0.7	-0.6
Northwest Territories	63	67	65	-3.0	2.6
Nunavut	30	29	29	-0.8	-2.9

^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

	February 2013	January 2014 ^r	February 2014 ^p	January to February 2014	February 2013 to February 2014
	millions of dollars			% change	
Total retail trade (current dollars)	39,553	40,838	41,031	0.5	3.7
Total retail trade (2007 chained dollars)	38,151	39,595	39,641	0.1	3.9
Total (current dollars) excluding motor vehicle and parts dealers	30,589	31,353	31,549	0.6	3.1
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	25,551	25,960	26,171	0.8	2.4
Motor vehicle and parts dealers	8,964	9,485	9,482	0.0	5.8
New car dealers	7,256	7,664	7,658	-0.1	5.5
Used car dealers	512	556	554	-0.4	8.2
Other motor vehicle dealers	596	636	625	-1.8	4.9
Automotive parts, accessories and tire stores	600	629	645	2.6	7.4
Furniture and home furnishings stores	1,271	1,244	1,250	0.5	-1.6
Furniture stores	801	782	776	-0.7	-3.0
Home furnishings stores	470	461	474	2.7	0.7
Electronics and appliance stores	1,218	1,184	1,200	1.3	-1.5
Building material and garden equipment and supplies dealers	2,266	2,278	2,247	-1.4	-0.9
Food and beverage stores	8,963	8,997	9,039	0.5	0.8
Supermarkets and other grocery (except convenience) stores	6,336	6,303	6,329	0.4	-0.1
Convenience stores	542	551	558	1.1	2.8
Specialty food stores	457	490	498	1.6	9.0
Beer, wine and liquor stores	1,627	1,652	1,653	0.1	1.6
Health and personal care stores	2,816	3,032	3,111	2.6	10.5
Gasoline stations	5,038	5,393	5,378	-0.3	6.7
Clothing and clothing accessories stores	2,221	2,214	2,247	1.5	1.2
Clothing stores	1,736	1,718	1,749	1.8	0.7
Shoe stores	260	254	256	0.8	-1.8
Jewellery, luggage and leather goods stores	224	242	243	0.1	8.2
Sporting goods, hobby, book and music stores	873	901	902	0.1	3.3
General merchandise stores	4,956	5,147	5,218	1.4	5.3
Department stores	2,214	2,232	2,262	1.4	2.2
Other general merchandise stores	2,742	2,915	2,955	1.4	7.8
Miscellaneous store retailers	967	964	958	-0.6	-0.9

^r revised

^p preliminary

Note(s): Figures may not add up to totals 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 February 2014 issue of *Retail Trade* (63-005-X) will soon be available.

Data on retail trade for March will be released on May 22.

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), Retail and Service Industries Division.