

Retail trade, September 2014

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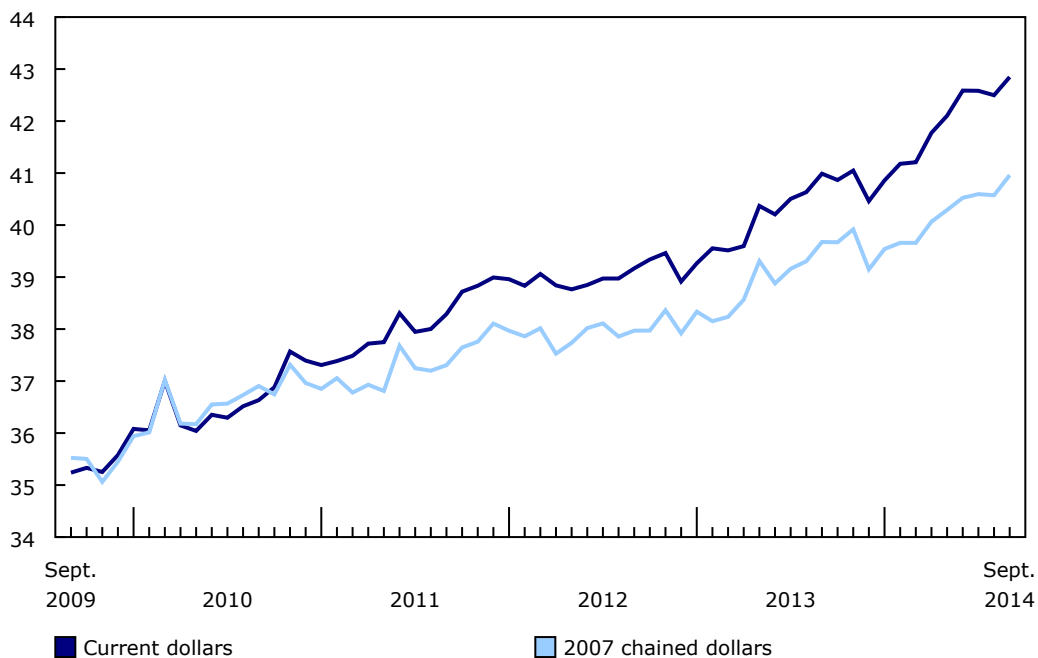
Retail sales rose 0.8% in September to \$42.8 billion, largely as a result of higher sales at motor vehicle and parts dealers. Retail sales have been on an upward swing since early 2014.

Gains were reported in 5 of 11 subsectors, representing 59% of retail trade. Excluding motor vehicle and parts dealers, sales were essentially unchanged from August.

After removing the effects of price changes, retail sales in volume terms increased 1.0%.

Chart 1
Retail sales increase in September

billions of dollars



Source(s): CANSIM tables 080-0020 and 080-0024.

Higher sales at motor vehicle and parts dealers dominate

The 3.4% increase at motor vehicle and parts dealers was the largest sales gain among all subsectors. Sales were up 3.3% at new car dealers, on the strength of higher volumes of sales of light trucks. Other motor vehicle dealers, which include retailers of recreational vehicles, motorcycles and boats, continued their recovery from a downturn in early 2014 with a 6.8% increase. Following three consecutive monthly decreases, sales at used car dealers increased 4.4% in September. Higher sales were also reported at automotive parts, accessories and tire stores (+1.1%).

Higher sales were reported at food and beverage stores (+0.7%) for the first time in three months in September. This gain mainly reflected higher sales at supermarkets and other grocery stores (+0.7%) and, to a lesser extent, beer, wine and liquor stores (+1.3%). Specialty food stores (+0.4%) posted their first increase in five months. Convenience store sales edged down 0.2%.



Receipts at furniture and home furnishings stores (+1.3%) rose for the second time in three months, in large part because of higher sales at home furnishings stores (+5.1%).

Sales at electronics and appliance stores (+1.2%) advanced for the fourth consecutive month, marking the second time since mid-2010 that sales in this subsector have posted four consecutive gains.

Receipts at general merchandise stores (-0.6%) and clothing and clothing accessories stores (-0.9%) declined in September. Decreases in these store types traditionally associated with back-to-school did not offset the gains in August.

Sales at gasoline stations declined 0.2% in September, mainly reflecting lower prices at the pump. September's decline was the third consecutive monthly decrease.

Lower sales were reported for the second consecutive month at building material and garden equipment and supplies dealers (-0.5%). This followed four months of growth.

Sales up in eight provinces

Retail sales were up in eight provinces in September. Higher sales in Ontario (+1.0%), Alberta (+1.0%) and Quebec (+0.7%) accounted for most of the increase. Gains in these provinces reflected higher sales at new car dealers.

Retailers in British Columbia reported a 0.5% gain in September, the third increase in four months.

Retail sales advanced for the fifth time in six months in Manitoba (+1.2%), with widespread gains across most store types.

Sales in New Brunswick (+0.6%) rose for the sixth consecutive month.

After peaking in June, sales in Prince Edward Island (-1.1%) declined for the third month in a row.

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 [Seasonally adjusted data – Frequently asked questions](#).

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

	September 2013	August 2014 ^r	September 2014 ^p	August to September 2014	September 2013 to September 2014
	millions of dollars			% change	
Canada	40,988	42,497	42,847	0.8	4.5
Newfoundland and Labrador	721	748	752	0.5	4.2
Prince Edward Island	164	171	169	-1.1	3.3
Nova Scotia	1,158	1,181	1,180	-0.0	1.9
New Brunswick	943	977	982	0.6	4.2
Quebec	8,945	9,121	9,184	0.7	2.7
Ontario	14,363	14,817	14,968	1.0	4.2
Manitoba	1,447	1,499	1,517	1.2	4.8
Saskatchewan	1,557	1,616	1,628	0.8	4.6
Alberta	6,231	6,623	6,691	1.0	7.4
British Columbia	5,314	5,590	5,617	0.5	5.7
Yukon	54	55	56	2.1	5.4
Northwest Territories	62	69	70	1.8	12.7
Nunavut	29	30	30	0.2	4.8

^r revised

^p preliminary

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

Source(s): CANSIM table [080-0020](#).

Table 2
Retail sales by industry – Seasonally adjusted

	September 2013	August 2014 ^r	September 2014 ^p	August to September 2014	September 2013 to September 2014
	millions of dollars			% change	
Total retail trade (current dollars)	40,988	42,497	42,847	0.8	4.5
Total retail trade (2007 chained dollars)	39,674	40,573	40,960	1.0	3.2
Total (current dollars) excluding motor vehicle and parts dealers	31,269	32,335	32,339	0.0	3.4
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	26,055	26,928	26,945	0.1	3.4
Motor vehicle and parts dealers	9,720	10,162	10,507	3.4	8.1
New car dealers	7,910	8,329	8,600	3.3	8.7
Used car dealers	535	544	569	4.4	6.3
Other motor vehicle dealers	628	633	676	6.8	7.7
Automotive parts, accessories and tire stores	646	655	663	1.1	2.5
Furniture and home furnishings stores	1,291	1,360	1,378	1.3	6.7
Furniture stores	807	872	866	-0.8	7.4
Home furnishings stores	484	487	512	5.1	5.7
Electronics and appliance stores	1,195	1,242	1,257	1.2	5.2
Building material and garden equipment and supplies dealers	2,351	2,386	2,375	-0.5	1.0
Food and beverage stores	9,014	9,043	9,109	0.7	1.0
Supermarkets and other grocery (except convenience) stores	6,325	6,281	6,324	0.7	-0.0
Convenience stores	552	581	580	-0.2	5.0
Specialty food stores	485	497	499	0.4	2.9
Beer, wine and liquor stores	1,652	1,684	1,706	1.3	3.3
Health and personal care stores	2,947	3,113	3,119	0.2	5.8
Gasoline stations	5,213	5,406	5,394	-0.2	3.5
Clothing and clothing accessories stores	2,292	2,407	2,385	-0.9	4.1
Clothing stores	1,795	1,898	1,884	-0.7	4.9
Shoe stores	252	269	261	-2.8	3.6
Jewellery, luggage and leather goods stores	244	240	240	-0.2	-1.8
Sporting goods, hobby, book and music stores	927	962	954	-0.8	2.9
General merchandise stores	5,064	5,436	5,406	-0.6	6.8
Department stores	2,205	2,317	2,311	-0.2	4.8
Other general merchandise stores	2,858	3,119	3,094	-0.8	8.3
Miscellaneous store retailers	975	980	963	-1.8	-1.2

^r revised

^p preliminary

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

Source(s): CANSIM tables [080-0020](#) and [080-0024](#).

Available in CANSIM: tables [080-0020](#) and [080-0024](#).

Definitions, data sources and methods: survey numbers [2406](#) and [2408](#).

The September 2014 issue of *Retail Trade* ([63-005-X](#)) will soon be available.

Data on retail trade for October will be released on December 19.

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 Jason Aston (613-951-0746; jason.aston@statcan.gc.ca), Retail and Service Industries Division.