

Retail trade, February 2016

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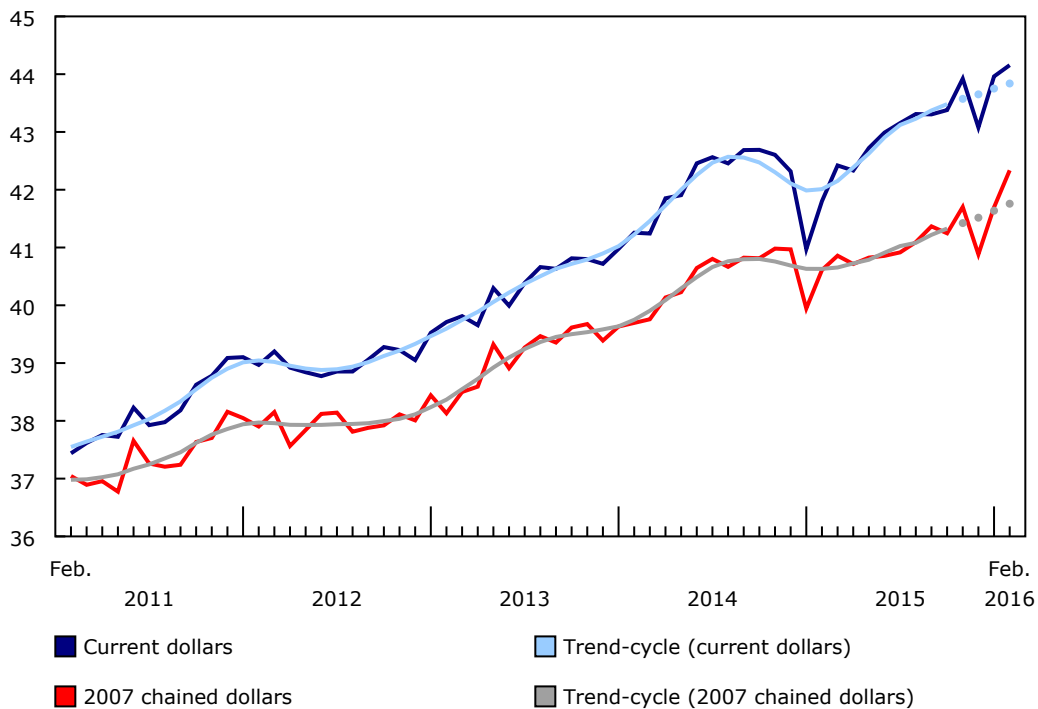
Retail sales rose for the second consecutive month, advancing 0.4% to \$44.2 billion in February. Gains were reported in 9 of 11 subsectors, representing 89% of total retail trade.

The gain in February was tempered by lower sales at gasoline stations. Excluding sales in this subsector, retail sales advanced 1.0%.

After removing the effects of price changes, particularly lower gasoline prices, retail sales in volume terms increased 1.5%.

Chart 1
Retail sales up in February

billions of dollars



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

Most subsectors post higher sales in February

The largest increase in dollar terms was a 1.0% advance at motor vehicle and parts dealers, led by a 9.7% sales gain at other motor vehicle dealers, which include retailers of recreational vehicles, motorcycles and boats. Higher sales were also reported at used car dealers (+4.4%) and new car dealers (+0.3%) in February. Sales at automotive parts, accessories and tire stores (+0.5%) increased for the fourth time in five months.

Following a 4.6% gain in January, sales at general merchandise stores rose 1.9%.



Clothing and clothing accessories stores sales advanced 2.7% in February. The increase was largely due to higher sales at clothing stores (+2.5%). Sales at shoe stores (+3.6%) and jewellery, luggage and leather goods stores (+3.2%) also played a part in the subsector increase.

Sales at building material and garden equipment and supplies dealers (+1.3%) continued their upward trend in February, rising for the sixth time in seven months.

Increased sales at sporting goods, hobby, book and music stores (+2.0%) more than offset declines in December and January.

Receipts at food and beverage stores rose 0.2%. Results were mixed among store types. Higher sales at beer, wine and liquor stores (+2.2%) more than offset lower sales at supermarkets and other grocery stores (-0.4%). Convenience stores (+0.7%) and specialty food stores (+0.6%) reported gains.

Gasoline stations sales down eight months in a row

Sales at gasoline stations (-4.9%) continued their downward trend in February, recording the largest decline in dollar terms among all subsectors. Sales in this subsector have decreased for eight consecutive months to reach their lowest level since August 2010.

Sales up in eight provinces

Retail sales were up in eight provinces in February.

Ontario (+0.6%) reported the largest increase in dollar terms, posting stronger sales across most store types.

Sales in British Columbia (+1.0%) advanced for the third time in four months.

Receipts in Quebec rose 0.3%, as higher sales were reported at general merchandise stores.

Nova Scotia (+1.1%) posted its first gain in three months, while sales were up in Newfoundland and Labrador (+1.5%), New Brunswick (+0.8%) and Prince Edward Island (+0.8%).

Receipts in Alberta (-0.4%) decreased for the fifth time in six months. Higher sales at motor vehicle and parts dealers were more than offset by lower sales at gasoline stations.

Following four straight monthly increases, sales in Saskatchewan fell 0.4% as a result of lower sales at gasoline stations.

Summary tables of unadjusted data by [industry](#) and by [province and territory](#) are now available from the *Summary tables* 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 expressed in current dollars, unless otherwise noted. For 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](#).

With this release, unadjusted monthly data were revised back to January 2015, while seasonally adjusted data were revised back to January 2012. Factors influencing revisions include late receipt of respondent information, corrections to the information 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.

Data in volume terms have also been revised back to January 2012.

For information on trend-cycle data, see the [StatCan Blog](#) and [Trend-cycle estimates – Frequently asked questions](#).

Real-time CANSIM tables

Real-time CANSIM tables 080-8020 and 080-8024 will be updated on April 29. For more information, consult the document [Real-time CANSIM tables](#).

Next release

Data on retail trade for March will be released on May 20.

Table 1
Retail sales by province and territory – Seasonally adjusted

	February 2015 ^r	January 2016 ^r	February 2016 ^P	January to February 2016	February 2015 to February 2016
	millions of dollars			% change	
Canada	41,802	43,961	44,156	0.4	5.6
Newfoundland and Labrador	731	747	758	1.5	3.7
Prince Edward Island	166	176	178	0.8	6.7
Nova Scotia	1,090	1,174	1,188	1.1	9.0
New Brunswick	937	1,024	1,032	0.8	10.2
Quebec	8,951	9,330	9,356	0.3	4.5
Ontario	14,725	15,973	16,077	0.6	9.2
Manitoba	1,486	1,609	1,612	0.1	8.4
Saskatchewan	1,545	1,556	1,550	-0.4	0.3
Alberta	6,224	6,134	6,112	-0.4	-1.8
British Columbia	5,788	6,073	6,131	1.0	5.9
Yukon	57	61	62	1.2	8.9
Northwest Territories	70	67	66	-1.6	-6.5
Nunavut	31	35	35	1.7	12.8

^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

	February 2015 ^r	January 2016 ^r	February 2016 ^p	January to February 2016	February 2015 to February 2016
	millions of dollars			% change	
Total retail trade (current dollars)	41,802	43,961	44,156	0.4	5.6
Total retail trade (2007 chained dollars)	40,610	41,696	42,336	1.5	4.3
Total (current dollars) excluding motor vehicle and parts dealers	31,803	32,555	32,631	0.2	2.6
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	27,249	28,336	28,617	1.0	5.0
Motor vehicle and parts dealers	9,999	11,406	11,525	1.0	15.3
New car dealers	8,123	9,447	9,471	0.3	16.6
Used car dealers	559	664	693	4.4	24.0
Other motor vehicle dealers	657	649	712	9.7	8.3
Automotive parts, accessories and tire stores	660	646	650	0.5	-1.5
Furniture and home furnishings stores	1,312	1,418	1,445	1.9	10.1
Furniture stores	809	899	904	0.6	11.8
Home furnishings stores	503	519	541	4.1	7.5
Electronics and appliance stores	1,276	1,200	1,206	0.5	-5.5
Building material and garden equipment and supplies dealers	2,437	2,720	2,755	1.3	13.0
Food and beverage stores	9,337	9,515	9,535	0.2	2.1
Supermarkets and other grocery (except convenience) stores	6,529	6,613	6,586	-0.4	0.9
Convenience stores	579	601	606	0.7	4.6
Specialty food stores	504	501	504	0.6	0.0
Beer, wine and liquor stores	1,725	1,800	1,840	2.2	6.6
Health and personal care stores	3,076	3,271	3,275	0.1	6.5
Gasoline stations	4,554	4,219	4,014	-4.9	-11.9
Clothing and clothing accessories stores	2,400	2,599	2,669	2.7	11.2
Clothing stores	1,882	2,043	2,094	2.5	11.3
Shoe stores	269	301	312	3.6	16.0
Jewellery, luggage and leather goods stores	249	255	263	3.2	5.7
Sporting goods, hobby, book and music stores	976	1,015	1,034	2.0	5.9
General merchandise stores	5,482	5,595	5,699	1.9	4.0
Miscellaneous store retailers	953	1,003	997	-0.6	4.7

^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](#).

For more information, contact us (toll-free 1-800-263-1136; 514-283-8300;
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For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Jason Aston (613-951-0746; jason.aston@canada.ca), Retail and Service Industries Division.