

# Retail trade, May 2018

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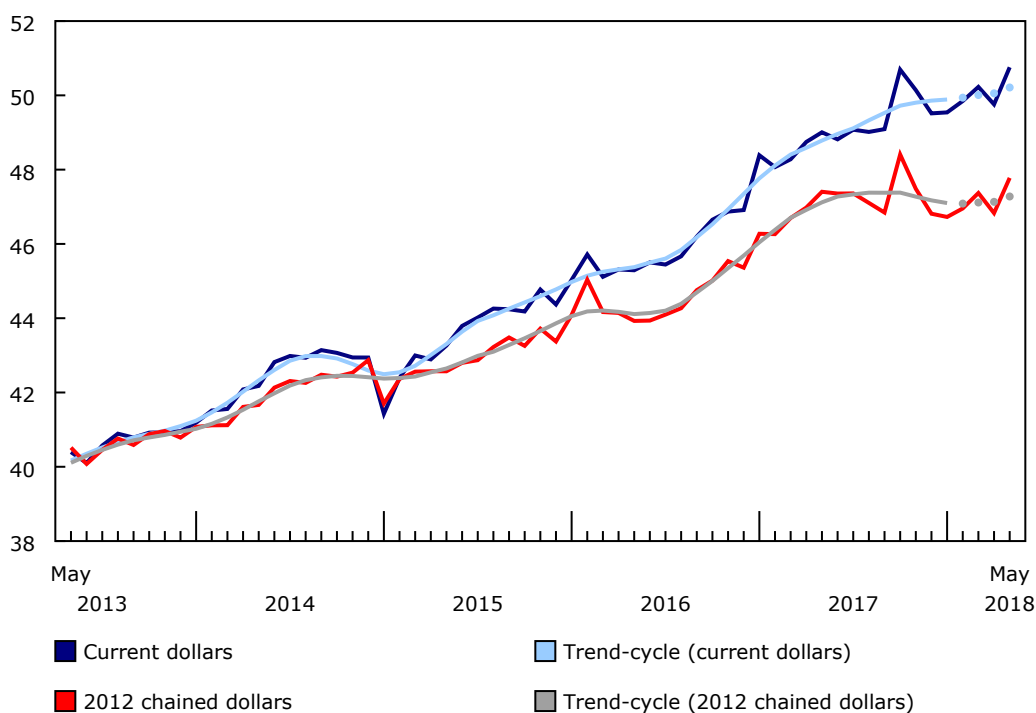
Retail sales increased 2.0% in May to \$50.8 billion, following a 0.9% decline in April. Sales rose in 8 of 11 subsectors, representing 70% of retail trade.

Higher sales at motor vehicle and parts dealers and at gasoline stations were the main contributors to the gain in May. Excluding these two subsectors, retail sales were up 0.9%.

After removing the effects of price changes, retail sales in volume terms increased 2.0%.

## Chart 1 Retail sales increase in May

billions of dollars



Source(s): Tables [20-10-0008-01](#) and [20-10-0078-01](#).

## Sales rebound in several subsectors

Sales at motor vehicle and parts dealers (+3.7%) made almost a full rebound following a 3.8% decline in April, which had unseasonably cool temperatures and inclement weather in many parts of the country.

Receipts at gasoline stations (+4.3%) were up for the second month in a row, partially reflecting higher prices at the pump. Sales in volume terms at gasoline stations rose 2.7%.

General merchandise stores (+3.2%), building material and garden equipment and supplies dealers (+5.4%) and clothing and clothing accessories stores (+2.8%) also contributed to the gain. Increases in each of these subsectors more than offset the declines that had been reported in April.



Food and beverage stores (-2.1%) posted a sales decline for the fourth time in five months. The decrease in May was primarily due to lower sales at supermarkets and other grocery stores (-3.1%).

According to the Retail Commodity Survey, 20.6% of food sales took place at general merchandise stores in the first quarter of 2018 compared with 19.1% in 2017. During the same period, 75.1% of food sales came from the food and beverage stores subsector, down from 76.5% in 2017.

### **Higher sales in seven provinces, led by Ontario and Quebec**

Seven provinces reported higher sales in May, with Ontario and Quebec more than offsetting their declines from April.

Sales in Ontario (+2.6%) increased for the fourth time in five months. Higher sales at motor vehicle and parts dealers accounted for the majority of the increase in May. Sales in the Toronto census metropolitan area (CMA) were up 1.4%.

In Quebec, sales increased 3.0%, following a 2.6% decline in April. Sales were up 1.4% in the Montréal CMA.

### **E-commerce sales by Canadian retailers**

The figures in this section are based on unadjusted (that is, not seasonally adjusted) estimates.

On an unadjusted basis, retail e-commerce sales totalled \$1.4 billion, representing 2.5% of total retail trade. On a year-over-year basis, retail e-commerce rose 16.9%, while total unadjusted sales increased 5.5%.

Summary tables of unadjusted data by [industry](#) and by [province and territory](#) are now available.

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

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### 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](#).

With this release, volume data in table 20-10-0078-01 have been revised back to January 2009 in order to incorporate updated weights based on annual revisions to the retail commodity survey.

Statistics Canada's retail e-commerce figures include the electronic sales of two distinct types of retailers. The first type do not have a storefront. These businesses are commonly referred to as 'pure-play' Internet retailers and are classified to North American Industry Classification System (NAICS) 45411—Electronic Shopping and Mail Order Houses. The second type have a storefront and are commonly referred to as 'brick and mortar' retailers. If the online operations of a brick and mortar retailer are separately managed, they too are classified to NAICS 45411.

Common electronic commerce transactions, such as travel and accommodation bookings, ticket purchases and financial transactions are not included in Canadian retail sales figures. For more information on individual Internet use and e-commerce, consult the most recent release of the [Canadian Internet Use Survey](#) and/or the [Survey of Digital Technology and Internet Use](#).

For more information on retail e-commerce in Canada, see [Retail E-Commerce in Canada](#).

Total retail sales expressed in volume terms are calculated by deflating current dollar values using consumer price indexes. The retail sales series in chained (2012) dollars is a chained Fisher volume index with 2012 as the reference year. For more information, see [Calculation of Volume of Retail Trade Sales](#).

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

### Real-time tables

Real-time tables 20-10-0054-01 and 20-10-0079-01 will be updated on July 30.

### Next release

Data on retail trade for June will be released on August 22.

**Table 1**  
**Retail sales by province, territory and census metropolitan area – Seasonally adjusted**

	May 2017	April 2018 <sup>r</sup>	May 2018 <sup>p</sup>	April to May 2018	May 2017 to May 2018
	millions of dollars			% change	
<b>Canada</b>	<b>49,005</b>	<b>49,757</b>	<b>50,756</b>	<b>2.0</b>	<b>3.6</b>
Newfoundland and Labrador	756	754	750	-0.5	-0.8
Prince Edward Island	194	200	204	1.7	5.2
Nova Scotia	1,318	1,367	1,340	-2.0	1.6
New Brunswick	1,083	1,050	1,069	1.8	-1.3
Quebec	10,400	10,606	10,925	3.0	5.0
Montréal	4,601	4,971	5,041	1.4	9.6
Ontario	18,064	18,170	18,648	2.6	3.2
Toronto	7,574	7,379	7,480	1.4	-1.2
Manitoba	1,718	1,691	1,710	1.1	-0.5
Saskatchewan	1,614	1,635	1,631	-0.2	1.1
Alberta	6,726	6,838	6,976	2.0	3.7
British Columbia	6,964	7,274	7,334	0.8	5.3
Vancouver	3,265	3,435	3,443	0.2	5.4
Yukon	65	68	67	-1.2	4.2
Northwest Territories	64	67	66	-1.4	2.3
Nunavut	38	37	37	-0.6	-4.4

<sup>r</sup> revised

<sup>p</sup> preliminary

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

**Source(s):** Table [20-10-0008-01](#).

**Table 2**  
**Retail sales by industry – Seasonally adjusted**

	May 2017	April 2018 <sup>r</sup>	May 2018 <sup>p</sup>	April to May 2018	May 2017 to May 2018
	millions of dollars			% change	
<b>Total retail trade (current dollars)</b>	<b>49,005</b>	<b>49,757</b>	<b>50,756</b>	<b>2.0</b>	<b>3.6</b>
<b>Total retail trade (2012 chained dollars)</b>	<b>47,404</b>	<b>46,830</b>	<b>47,778</b>	<b>2.0</b>	<b>0.8</b>
<b>Total (current dollars) excluding motor vehicle and parts dealers</b>	<b>35,543</b>	<b>36,496</b>	<b>37,007</b>	<b>1.4</b>	<b>4.1</b>
<b>Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations</b>	<b>30,531</b>	<b>30,907</b>	<b>31,176</b>	<b>0.9</b>	<b>2.1</b>
Motor vehicle and parts dealers	13,462	13,261	13,749	3.7	2.1
New car dealers	10,923	10,662	11,043	3.6	1.1
Used car dealers	898	886	925	4.4	3.0
Other motor vehicle dealers	837	892	895	0.3	7.0
Automotive parts, accessories and tire stores	804	821	887	8.1	10.3
Furniture and home furnishings stores	1,556	1,576	1,576	0.0	1.3
Furniture stores	963	978	970	-0.8	0.8
Home furnishings stores	594	598	606	1.5	2.1
Electronics and appliance stores	1,300	1,379	1,379	-0.0	6.1
Building material and garden equipment and supplies dealers	3,007	3,030	3,194	5.4	6.2
Food and beverage stores	10,172	10,323	10,104	-2.1	-0.7
Supermarkets and other grocery (except convenience) stores	7,009	7,029	6,808	-3.1	-2.9
Convenience stores	647	684	691	1.0	6.7
Specialty food stores	603	654	663	1.3	10.0
Beer, wine and liquor stores	1,913	1,956	1,942	-0.7	1.5
Health and personal care stores	3,863	3,838	3,838	-0.0	-0.6
Gasoline stations	5,012	5,589	5,831	4.3	16.3
Clothing and clothing accessories stores	2,740	2,799	2,877	2.8	5.0
Clothing stores	2,080	2,181	2,228	2.2	7.1
Shoe stores	344	328	342	4.3	-0.5
Jewellery, luggage and leather goods stores	317	290	307	5.9	-3.0
Sporting goods, hobby, book and music stores	1,046	1,065	1,075	1.0	2.8
General merchandise stores	5,603	5,627	5,805	3.2	3.6
Miscellaneous store retailers	1,245	1,270	1,328	4.6	6.7

<sup>r</sup> revised

<sup>p</sup> preliminary

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

**Source(s):** Tables [20-10-0008-01](#) and [20-10-0078-01](#).

**Table 3**  
**Retail e-commerce sales – Unadjusted**

	May 2017	April 2018	May 2018	May 2017 to May 2018
	millions of dollars			% change
<b>Retail trade sales (44-453)</b>	<b>54,058</b>	<b>48,709</b>	<b>56,899</b>	<b>5.3</b>
Electronic shopping and mail-order houses sales (45411)	849	935	1,017	19.8
Retail e-commerce <sup>1</sup>	1,239	1,343	1,448	16.9
Retail e-commerce <sup>1</sup> (% of total retail trade)	2.26	2.71	2.50	...

... not applicable

1. Retail e-commerce includes e-sales from both store retailers included in NAICS 44-453 and non-store retailers included in electronic shopping and mail order houses (NAICS 45411).

**Note(s):** For more information on retail e-commerce, see [Retail E-Commerce in Canada](#).

**Source(s):** Table [20-10-0072-01](#).

**Available tables:** [20-10-0008-01](#), [20-10-0072-01](#) and [20-10-0078-01](#).

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

For more information, contact us (toll-free 1-800-263-1136; 514-283-8300;  
[STATCAN.infostats-infostats.STATCAN@canada.ca](mailto:STATCAN.infostats-infostats.STATCAN@canada.ca)).

For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Annie Xie (613-951-0385; [annie.xie@canada.ca](mailto:annie.xie@canada.ca)), Retail and Service Industries Division.