

Retail trade, July 2018

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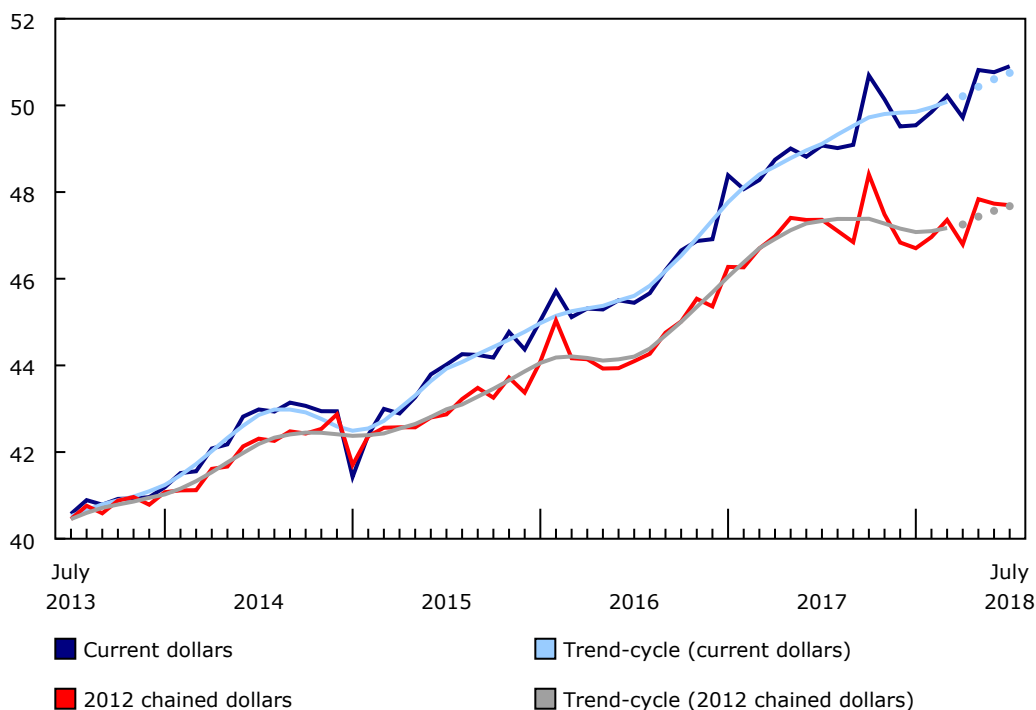
Retail sales rose 0.3% to \$50.9 billion in July on higher sales at food and beverage stores and gasoline stations. Excluding the lower sales at motor vehicle and parts dealers, retail sales increased 0.9%.

Sales were up in 8 of 11 subsectors, representing 54.8% of total retail sales.

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

Chart 1 Retail sales increase in July

billions of dollars



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

Sales rise at food and beverage stores and gasoline stations and fall at motor vehicle and parts dealers

Sales at food and beverage stores rose 1.3% in July. The gain was led by higher receipts at supermarkets and other grocery stores (+1.2%). Sales at beer, wine and liquor stores (+1.5%) and convenience stores (+3.3%) increased for the fifth consecutive month.

Sales at gasoline stations rose 1.9%, largely stemming from higher prices at the pump as sales in volume terms were relatively unchanged in July.

Electronics and appliance stores (+2.4%) increased for the fourth consecutive month.



Motor vehicle and parts dealers (-1.4%) declined for the second month in a row. Lower sales at new car dealers (-2.2%) contributed to the decline while all other store types within this subsector reported gains.

According to the New Motor Vehicle Sales Survey, unit sales of new motor vehicles were down 0.2% on a year-to-date basis in July. However, 2017 was a record year, with unit sales surpassing the 2-million mark. In the first seven months of 2017, unit sales of new motor vehicles were up 5.0%.

Sales up in eight provinces

Retail sales increased in eight provinces in July.

Quebec (+0.4%) posted the largest increase in dollar terms. Higher receipts at food and beverage stores and, to a lesser extent, motor vehicle and parts dealers, offset a decline in health and personal care stores. Sales in the census metropolitan area (CMA) of Montréal rose 1.0%.

Retail sales in Alberta (+0.6%) rose for the sixth time in seven months, largely due to higher sales at gasoline stations and food and beverage stores.

Widespread gains among most retail subsectors were behind the growth in Nova Scotia (+2.1%), where sales rose for the first time in three months, and Newfoundland and Labrador (+2.5%), where sales were up for the first time in four months. Retail sales in New Brunswick (+1.7%) continued their upward trend, rising for the third month in a row.

Sales were up in Ontario (+0.1%) for the third consecutive month, on the strength of gasoline stations and health and personal care stores. Within the CMA of Toronto, retail sales rose 0.2%.

Sales in British Columbia (-0.5%) declined for the third consecutive month. Lower sales were reported by motor vehicle and parts dealers. Sales in the CMA of Vancouver fell 1.6%.

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 \$1.3 billion, representing 2.5% of total retail trade. On a year-over-year basis, retail e-commerce rose 9.4%, while total unadjusted retail sales increased 3.8%.

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

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

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](#).

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 October 1.

Next release

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

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

	July 2017	June 2018 ^r	July 2018 ^p	June to July 2018	July 2017 to July 2018
	millions of dollars			% change	
Canada	49,075	50,766	50,903	0.3	3.7
Newfoundland and Labrador	751	741	759	2.5	1.0
Prince Edward Island	196	201	202	0.3	2.9
Nova Scotia	1,338	1,321	1,349	2.1	0.8
New Brunswick	1,060	1,073	1,091	1.7	2.9
Quebec	10,470	10,920	10,967	0.4	4.7
Montréal	4,655	5,080	5,131	1.0	10.2
Ontario	18,016	18,863	18,888	0.1	4.8
Toronto	7,466	7,684	7,703	0.2	3.2
Manitoba	1,677	1,738	1,726	-0.7	2.9
Saskatchewan	1,622	1,665	1,671	0.4	3.0
Alberta	6,703	6,873	6,912	0.6	3.1
British Columbia	7,074	7,199	7,159	-0.5	1.2
Vancouver	3,384	3,363	3,309	-1.6	-2.2
Yukon	67	70	70	0.7	4.2
Northwest Territories	64	66	70	6.7	9.5
Nunavut	35	38	39	2.7	9.7

^r revised

^p 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

	July 2017	June 2018 ^r	July 2018 ^p	June to July 2018	July 2017 to July 2018
	millions of dollars			% change	
Total retail trade (current dollars)	49,075	50,766	50,903	0.3	3.7
Total retail trade (2012 chained dollars)	47,360	47,733	47,697	-0.1	0.7
Total (current dollars) excluding motor vehicle and parts dealers	35,851	37,154	37,486	0.9	4.6
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	30,938	31,410	31,631	0.7	2.2
Motor vehicle and parts dealers	13,224	13,612	13,417	-1.4	1.5
New car dealers	10,733	10,938	10,693	-2.2	-0.4
Used car dealers	885	961	967	0.6	9.2
Other motor vehicle dealers	800	861	896	4.0	12.0
Automotive parts, accessories and tire stores	805	851	862	1.2	7.0
Furniture and home furnishings stores	1,553	1,558	1,571	0.8	1.1
Furniture stores	967	970	990	2.1	2.4
Home furnishings stores	587	589	581	-1.3	-1.0
Electronics and appliance stores	1,285	1,382	1,416	2.4	10.2
Building material and garden equipment and supplies dealers	3,095	3,246	3,257	0.3	5.3
Food and beverage stores	10,370	10,285	10,421	1.3	0.5
Supermarkets and other grocery (except convenience) stores	7,149	6,957	7,042	1.2	-1.5
Convenience stores	661	696	719	3.3	8.7
Specialty food stores	624	654	652	-0.3	4.5
Beer, wine and liquor stores	1,936	1,978	2,008	1.5	3.7
Health and personal care stores	3,893	3,863	3,831	-0.8	-1.6
Gasoline stations	4,913	5,745	5,855	1.9	19.2
Clothing and clothing accessories stores	2,802	2,916	2,948	1.1	5.2
Clothing stores	2,154	2,256	2,281	1.1	5.9
Shoe stores	350	351	356	1.3	1.7
Jewellery, luggage and leather goods stores	298	309	311	0.6	4.4
Sporting goods, hobby, book and music stores	1,070	1,055	1,057	0.1	-1.2
General merchandise stores	5,673	5,794	5,784	-0.2	2.0
Miscellaneous store retailers	1,198	1,308	1,347	2.9	12.4

^r revised

^p 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 sales by industry at 2012 constant prices – Seasonally adjusted

	July 2018 ^P	May to June 2018	June 2017 to June 2018	June to July 2018	July 2017 to July 2018
	millions of dollars	% change			
Total retail trade at 2012 constant prices¹	47,745	-0.2	0.7	-0.0	0.7
Total excluding motor vehicle and parts dealers	35,828	0.1	0.4	0.6	1.2
Total excluding motor vehicles and parts dealers and gasoline stations	30,338	0.2	1.5	0.7	1.9
Motor vehicle and parts dealers	11,917	-1.1	1.6	-1.9	-0.5
New car dealers	9,473	-1.0	1.2	-2.7	-2.3
Used car dealers	851	1.7	5.6	0.4	7.7
Other motor vehicle dealers	770	-2.1	0.8	4.1	9.5
Automotive parts, accessories and tire stores	823	-4.1	2.9	1.0	5.1
Furniture and home furnishings stores	1,534	-0.4	1.1	0.9	2.5
Furniture stores	979	0.3	2.5	2.7	4.9
Home furnishings stores	555	-1.6	-1.2	-2.1	-1.6
Electronics and appliance stores	1,610	0.1	10.1	2.5	12.3
Building material and garden equipment and supplies dealers	3,006	0.3	3.9	0.6	4.1
Food and beverage stores	9,502	0.7	0.1	1.1	-0.2
Supermarkets and other grocery (except convenience) stores	6,458	0.9	-1.3	0.9	-2.0
Convenience stores	624	2.4	4.9	3.5	8.3
Specialty food stores	581	-1.5	5.4	-0.9	4.9
Beer, wine and liquor stores	1,838	-0.1	1.7	1.5	2.1
Health and personal care stores	3,987	0.6	0.3	-0.5	-0.4
Gasoline stations	5,490	-0.3	-4.8	0.0	-2.6
Clothing and clothing accessories stores	2,903	0.0	2.7	1.4	4.9
Clothing stores	2,257	-0.1	3.5	1.5	5.2
Shoe stores	354	0.6	-1.7	1.1	2.6
Jewellery, luggage and leather goods stores	292	0.7	2.1	1.0	5.4
Sporting goods, hobby, book and music stores	1,034	0.4	-1.2	0.4	-0.9
General merchandise stores	5,482	-0.3	0.1	-0.5	0.0
Miscellaneous store retailers	1,282	-1.8	6.5	3.0	11.9

^P preliminary

1. Using Laspeyres method

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

Source(s): Table [20-10-0078-01](#).

Table 4
Retail e-commerce sales – Unadjusted

	July 2017	June 2018	July 2018	July 2018
	millions of dollars			% change
Retail trade sales (44-453)	50,974	55,062	52,833	3.6
Electronic shopping and mail-order houses sales (45411)	848	1,041	949	12.0
Retail e-commerce ¹	1,216	1,458	1,330	9.4
Retail e-commerce ¹ (% of total retail trade)	2.35	2.60	2.47	...

... 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).

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