

# Retail trade, August 2018

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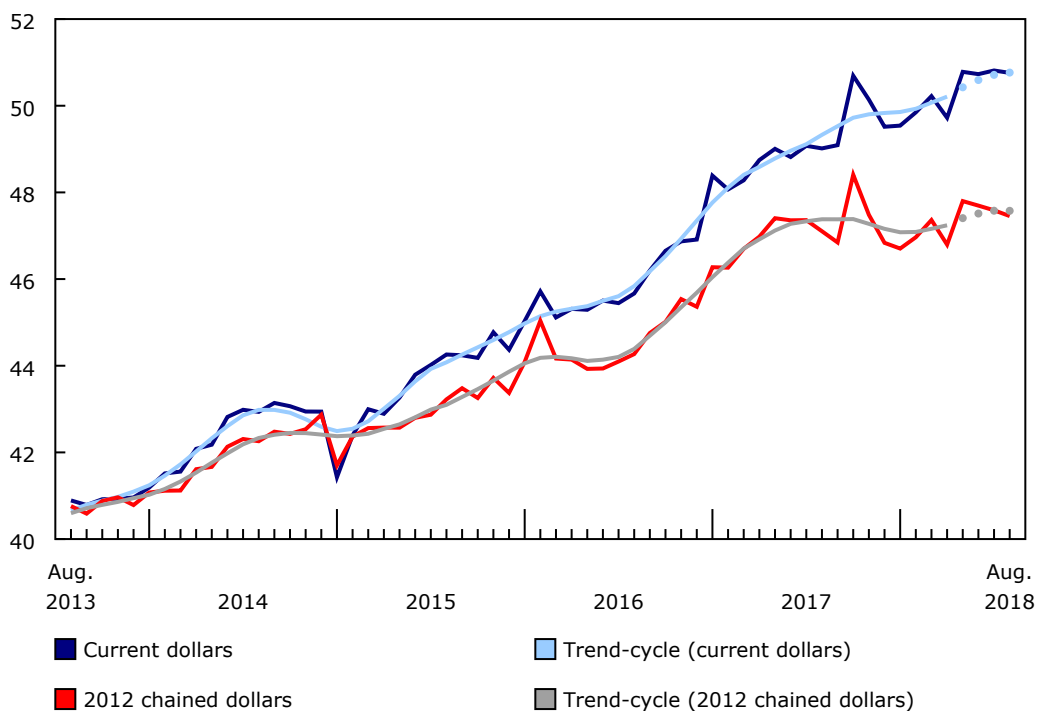
Retail sales declined 0.1% to \$50.8 billion in August, following a 0.2% increase in July. Sales were down in 7 of 11 subsectors in August, representing 52% of retail trade.

Lower sales at gasoline stations (-2.0%) more than offset gains at motor vehicle and parts dealers (+0.8%). Excluding motor vehicle and parts dealers, retail sales declined 0.4%.

In volume terms, retail sales decreased 0.3%.

**Chart 1**  
**Retail sales decrease in August**

billions of dollars



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

## Lower sales at gasoline stations more than offset gains at motor vehicle and parts dealers

Receipts at gasoline stations were down 2.0%, largely reflecting lower volumes in August. After removing the effects of price changes, gasoline sales decreased 1.9%.

Lower sales at clothing and clothing accessories stores (-1.2%) stemmed primarily from clothing stores (-1.1%), which saw sales decline for the first time in six months.

Sales at building material and garden equipment and supplies dealers (-1.1%) declined for the second consecutive month.



Gains were reported at motor vehicle and parts dealers (+0.8%) for the first time in three months. The increase was largely attributable to higher sales at new car dealers (+1.3%) and, to a lesser extent, automotive parts, accessories and tire stores (+1.5%).

Sales at health and personal care stores (+1.6%) increased for the third time in four months.

### **Retail sales down in four provinces**

Retail sales were down in four provinces in August. Quebec posted the largest decrease in dollar terms, followed by Saskatchewan.

Sales in Quebec declined 0.7%, in large part due to lower sales at motor vehicle and parts dealers and gasoline stations. Sales in the census metropolitan area (CMA) of Montréal were relatively unchanged.

In Saskatchewan (-2.7%), lower sales at motor vehicle and parts dealers were the primary contributor to the decline.

Sales in British Columbia edged down 0.1%, while the CMA of Vancouver (+0.9%) recorded a gain.

Retail sales continued their upward trend in Ontario (+0.3%), rising for the fourth consecutive month. Higher sales at motor vehicle and parts dealers led the increase in August. Retail sales in the Toronto CMA were up 0.3%.

Increases were reported in every Atlantic province in August. Nova Scotia (+0.5%), Newfoundland and Labrador (+0.4%) and Prince Edward Island (+1.1%) each reported a second consecutive increase, while retail sales in New Brunswick (+0.6%) grew for the fourth month in a row.

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

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

On an unadjusted basis, retail e-commerce sales totalled \$1.4 billion, representing 2.6% of total retail trade. On a year-over-year basis, retail e-commerce rose 13.9%, while total unadjusted retail sales increased 3.7%.

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 29.

### Next release

Data on retail trade for September will be released on November 23.

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

	August 2017	July 2018 <sup>r</sup>	August 2018 <sup>P</sup>	July to August 2018	August 2017 to August 2018
	millions of dollars			% change	
<b>Canada</b>	<b>49,015</b>	<b>50,813</b>	<b>50,758</b>	<b>-0.1</b>	<b>3.6</b>
Newfoundland and Labrador	762	758	761	0.4	-0.1
Prince Edward Island	194	202	204	1.1	5.1
Nova Scotia	1,336	1,348	1,355	0.5	1.4
New Brunswick	1,059	1,095	1,102	0.6	4.0
Quebec	10,385	10,935	10,863	-0.7	4.6
Montréal	4,641	5,116	5,118	0.0	10.3
Ontario	18,089	18,882	18,930	0.3	4.6
Toronto	7,646	7,698	7,724	0.3	1.0
Manitoba	1,700	1,725	1,736	0.6	2.1
Saskatchewan	1,614	1,665	1,620	-2.7	0.4
Alberta	6,669	6,890	6,883	-0.1	3.2
British Columbia	7,041	7,138	7,130	-0.1	1.3
Vancouver	3,369	3,308	3,338	0.9	-0.9
Yukon	65	71	73	3.0	11.3
Northwest Territories	65	64	63	-2.6	-3.1
Nunavut	35	38	38	-0.1	10.2

<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**

	August 2017	July 2018 <sup>r</sup>	August 2018 <sup>p</sup>	July to August 2018	August 2017 to August 2018
	millions of dollars			% change	
<b>Total retail trade (current dollars)</b>	<b>49,015</b>	<b>50,813</b>	<b>50,758</b>	<b>-0.1</b>	<b>3.6</b>
<b>Total retail trade (2012 chained dollars)</b>	<b>47,104</b>	<b>47,587</b>	<b>47,454</b>	<b>-0.3</b>	<b>0.7</b>
<b>Total (current dollars) excluding motor vehicle and parts dealers</b>	<b>35,719</b>	<b>37,400</b>	<b>37,241</b>	<b>-0.4</b>	<b>4.3</b>
<b>Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations</b>	<b>30,608</b>	<b>31,562</b>	<b>31,521</b>	<b>-0.1</b>	<b>3.0</b>
Motor vehicle and parts dealers	13,295	13,413	13,517	0.8	1.7
New car dealers	10,784	10,696	10,832	1.3	0.4
Used car dealers	935	964	950	-1.4	1.6
Other motor vehicle dealers	775	886	854	-3.5	10.2
Automotive parts, accessories and tire stores	801	867	880	1.5	9.9
Furniture and home furnishings stores	1,529	1,558	1,536	-1.4	0.5
Furniture stores	954	982	965	-1.7	1.2
Home furnishings stores	574	575	571	-0.8	-0.7
Electronics and appliance stores	1,300	1,415	1,395	-1.4	7.3
Building material and garden equipment and supplies dealers	3,053	3,187	3,153	-1.1	3.3
Food and beverage stores	10,143	10,442	10,439	-0.0	2.9
Supermarkets and other grocery (except convenience) stores	6,960	7,044	7,023	-0.3	0.9
Convenience stores	640	720	696	-3.3	8.8
Specialty food stores	629	654	660	0.9	4.8
Beer, wine and liquor stores	1,914	2,024	2,060	1.8	7.6
Health and personal care stores	3,878	3,848	3,908	1.6	0.8
Gasoline stations	5,112	5,838	5,720	-2.0	11.9
Clothing and clothing accessories stores	2,812	2,938	2,903	-1.2	3.2
Clothing stores	2,175	2,272	2,247	-1.1	3.3
Shoe stores	345	356	351	-1.5	1.8
Jewellery, luggage and leather goods stores	292	310	305	-1.8	4.5
Sporting goods, hobby, book and music stores	1,057	1,056	1,073	1.7	1.5
General merchandise stores	5,637	5,792	5,819	0.5	3.2
Miscellaneous store retailers	1,198	1,326	1,296	-2.3	8.2

<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 sales by industry at 2012 constant prices – Seasonally adjusted**

	August 2018 <sup>P</sup>	June to July 2018	July 2017 to July 2018	July to August 2018	August 2017 to August 2018
	millions of dollars	% change			
<b>Total retail trade at 2012 constant prices<sup>1</sup></b>	<b>47,506</b>	<b>-0.2</b>	<b>0.5</b>	<b>-0.3</b>	<b>0.8</b>
<b>Total excluding motor vehicle and parts dealers</b>	<b>35,563</b>	<b>0.4</b>	<b>0.9</b>	<b>-0.5</b>	<b>1.2</b>
<b>Total excluding motor vehicles and parts dealers and gasoline stations</b>	<b>30,185</b>	<b>0.5</b>	<b>1.6</b>	<b>-0.2</b>	<b>2.4</b>
Motor vehicle and parts dealers	11,943	-1.9	-0.6	0.3	-0.6
New car dealers	9,543	-2.7	-2.4	0.8	-1.8
Used car dealers	829	0.2	7.3	-2.2	-0.5
Other motor vehicle dealers	732	3.4	8.3	-3.8	6.9
Automotive parts, accessories and tire stores	839	1.2	5.7	1.3	7.7
Furniture and home furnishings stores	1,491	-0.2	0.6	-1.0	1.8
Furniture stores	944	1.3	2.6	-1.4	3.3
Home furnishings stores	547	-2.5	-2.5	-0.5	-0.7
Electronics and appliance stores	1,579	2.6	11.9	-1.6	8.2
Building material and garden equipment and supplies dealers	2,895	-0.9	1.8	-1.5	1.9
Food and beverage stores	9,500	1.2	-0.0	-0.2	2.1
Supermarkets and other grocery (except convenience) stores	6,426	0.9	-2.0	-0.5	0.2
Convenience stores	604	3.8	8.5	-3.4	8.6
Specialty food stores	588	-0.7	5.2	0.9	4.8
Beer, wine and liquor stores	1,881	1.8	2.8	1.6	5.7
Health and personal care stores	4,072	-0.3	0.0	1.6	2.0
Gasoline stations	5,378	-0.0	-2.7	-1.9	-5.1
Clothing and clothing accessories stores	2,865	1.3	4.5	-1.0	3.0
Clothing stores	2,228	1.3	4.7	-0.8	2.6
Shoe stores	351	1.4	2.9	-1.1	2.9
Jewellery, luggage and leather goods stores	286	1.0	5.1	-1.7	6.3
Sporting goods, hobby, book and music stores	1,045	0.0	-1.1	1.3	1.2
General merchandise stores	5,510	-0.4	0.1	0.4	1.3
Miscellaneous store retailers	1,229	1.9	9.9	-2.5	7.1

<sup>P</sup> 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**

	August 2017	July 2018	August 2018	August 2018
	millions of dollars			% change
<b>Retail trade sales (44-453)</b>	<b>52,091</b>	<b>52,745</b>	<b>53,907</b>	<b>3.5</b>
Electronic shopping and mail-order houses sales (45411)	843	940	987	17.1
Retail e-commerce <sup>1</sup>	1,235	1,308	1,406	13.9
Retail e-commerce <sup>1</sup> (% of total retail trade)	2.33	2.44	2.56	...

... 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](#).

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