

# Retail trade, January 2019

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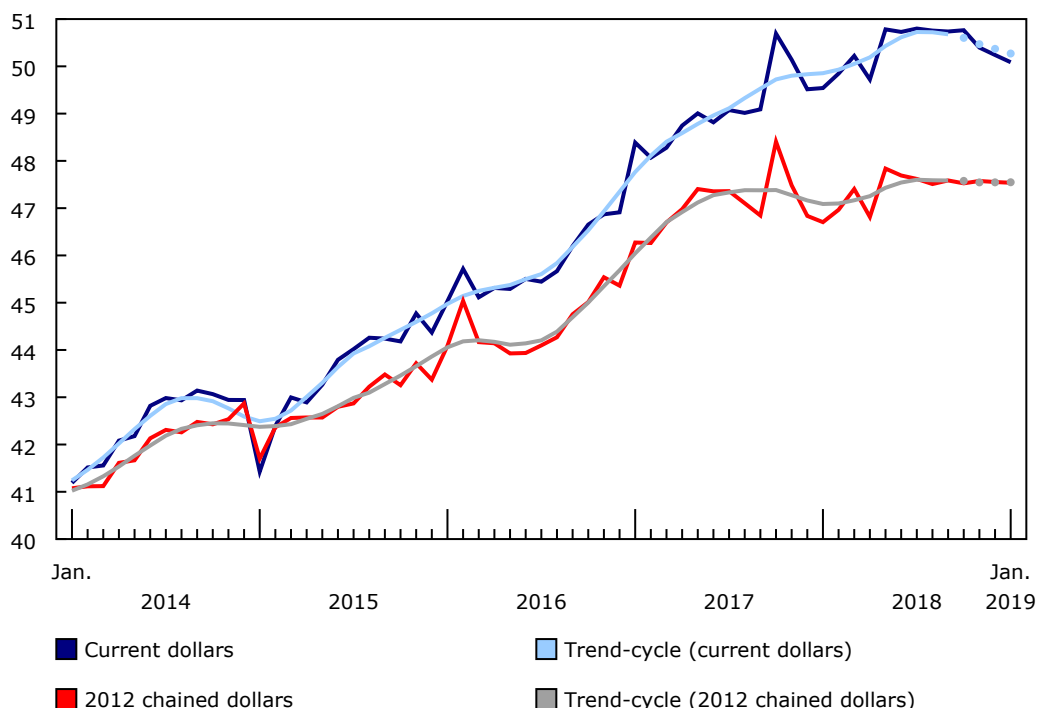
Retail sales decreased for the third consecutive month, declining 0.3% to \$50.1 billion in January. Sales were down in 4 of 11 subsectors, representing 52% of retail trade.

Lower sales at motor vehicle and parts dealers (-1.5%) contributed to the majority of the decline. Excluding sales in this subsector, retail sales increased 0.1%.

After removing the effects of price changes, retail sales in volume terms were essentially unchanged in January.

## Chart 1 Retail sales decrease in January

billions of dollars



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

## Retail sales decrease in four subsectors

Sales at motor vehicle and parts dealers declined 1.5% in January following a 1.0% increase in December. The decline was largely the result of lower sales at new car dealers (-2.4%) and, to a lesser extent, used car dealers (-2.7%).

Lower sales were reported at general merchandise stores (-2.4%) for the second consecutive month.

Receipts at gasoline stations (-0.4%) declined for the third month in a row. The decline in January stemmed from lower prices at the pump, as sales in volume terms increased 1.9%.



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Sales at building material and garden equipment and supplies dealers (+1.4%) increased for the second month in a row, following five consecutive monthly declines from July to November.

At health and personal care stores (+1.1%), sales rose for the first time in five months.

Sales were up at food and beverage stores (+0.4%), with gains from supermarkets and other grocery stores (+0.8%) and beer, wine and liquor stores (+1.4%).

### **Sales decline in seven provinces**

Sales in Ontario (-1.0%) decreased for the third month in a row, with a majority of subsectors declining in January. The largest decrease in dollar terms came from lower sales at gasoline stations. Sales in the census metropolitan area (CMA) of Toronto declined 1.5%.

Sales were down in all three Prairie provinces in January, with the majority of the decline coming from lower sales in Alberta (-1.0%). The decrease was primarily the result of lower sales at motor vehicle and parts dealers.

Following a 2.5% gain in December, sales in Manitoba decreased 2.0% in January. Motor vehicle and parts dealers contributed to the majority of the decline.

In Saskatchewan (-0.7%), sales were down for the fourth consecutive month as lower sales at motor vehicle and parts dealers more than offset gains at food and beverage stores.

Sales in British Columbia increased 1.5% on the strength of higher sales at motor vehicle and parts dealers. Sales in the CMA of Vancouver rose 1.3%.

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

The figures in the sections below are based on unadjusted (that is, not seasonally adjusted) estimates.

On an unadjusted basis, retail e-commerce sales were \$1.5 billion in January, accounting for 3.4% of total retail trade. On a year-over-year basis, retail e-commerce rose 12.0%, while total unadjusted retail sales increased 1.7%.

## Note to readers

*In addition to publishing the census metropolitan areas of Montréal, Toronto and Vancouver, unadjusted data are now available for Quebec, Winnipeg, Edmonton, Calgary and the census sub-divisions of Gatineau and Ottawa.*

*As of October 17, 2018, the date of legalization, the monthly retail trade survey now collects and disseminates sales of licensed cannabis stores. This includes both in-store and Internet-based sales.*

*For more information regarding cannabis statistics, consult the [Cannabis Stats Hub](#).*

*Seasonally adjusted estimates for cannabis store retailers are presented in unadjusted form as there is no seasonal pattern established by official statistics yet. Establishing such a pattern requires several months of observed data. In the interim, the "seasonally adjusted" estimates for cannabis store retailers will be identical to the unadjusted figures.*

*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 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 April 1.*

## Next release

*Data on retail trade for February will be released on April 18.*

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

	January 2018	December 2018 <sup>r</sup>	January 2019 <sup>p</sup>	December 2018 to January 2019	January 2018 to January 2019
	millions of dollars			% change	
<b>Canada</b>	<b>49,541</b>	<b>50,240</b>	<b>50,087</b>	<b>-0.3</b>	<b>1.1</b>
Newfoundland and Labrador	757	749	748	-0.1	-1.1
Prince Edward Island	204	200	199	-0.6	-2.4
Nova Scotia	1,335	1,337	1,367	2.3	2.4
New Brunswick	1,064	1,075	1,061	-1.2	-0.2
Quebec	10,645	10,717	10,744	0.3	0.9
Montréal	4,892	5,055	5,003	-1.0	2.3
Ontario	18,200	18,732	18,541	-1.0	1.9
Toronto	7,452	7,743	7,625	-1.5	2.3
Manitoba	1,679	1,731	1,696	-2.0	1.0
Saskatchewan	1,637	1,590	1,579	-0.7	-3.6
Alberta	6,736	6,759	6,692	-1.0	-0.6
British Columbia	7,102	7,181	7,286	1.5	2.6
Vancouver	3,375	3,363	3,407	1.3	0.9
Yukon	73	68	68	-0.7	-6.5
Northwest Territories	68	63	65	3.0	-3.9
Nunavut	41	38	40	5.6	-3.6

<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**

	January 2018	December 2018 <sup>r</sup>	January 2019 <sup>p</sup>	December 2018 to January 2019	January 2018 to January 2019
	millions of dollars			% change	
<b>Total retail trade (current dollars)</b>	<b>49,541</b>	<b>50,240</b>	<b>50,087</b>	<b>-0.3</b>	<b>1.1</b>
<b>Total retail trade (2012 chained dollars)</b>	<b>46,704</b>	<b>47,553</b>	<b>47,537</b>	<b>-0.0</b>	<b>1.8</b>
<b>Total (current dollars) excluding motor vehicle and parts dealers</b>	<b>36,403</b>	<b>36,567</b>	<b>36,614</b>	<b>0.1</b>	<b>0.6</b>
<b>Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations</b>	<b>30,803</b>	<b>31,493</b>	<b>31,559</b>	<b>0.2</b>	<b>2.5</b>
Motor vehicle and parts dealers	13,137	13,673	13,472	-1.5	2.6
New car dealers	10,553	10,960	10,695	-2.4	1.3
Used car dealers	888	1,012	985	-2.7	10.9
Other motor vehicle dealers	877	857	907	5.8	3.4
Automotive parts, accessories and tire stores	819	844	885	5.0	8.1
Furniture and home furnishings stores	1,563	1,530	1,524	-0.4	-2.5
Furniture stores	964	958	951	-0.7	-1.4
Home furnishings stores	599	572	573	0.1	-4.3
Electronics and appliance stores	1,420	1,253	1,253	0.0	-11.7
Building material and garden equipment and supplies dealers	3,071	3,177	3,223	1.4	4.9
Food and beverage stores	10,206	10,541	10,582	0.4	3.7
Supermarkets and other grocery (except convenience) stores	6,894	7,144	7,203	0.8	4.5
Convenience stores	683	717	689	-4.0	0.8
Specialty food stores	651	695	679	-2.4	4.2
Beer, wine and liquor stores	1,977	1,985	2,012	1.4	1.7
Health and personal care stores	3,887	3,845	3,887	1.1	0.0
Gasoline stations	5,600	5,074	5,055	-0.4	-9.7
Clothing and clothing accessories stores	2,783	2,880	2,909	1.0	4.5
Clothing stores	2,149	2,252	2,289	1.6	6.5
Shoe stores	329	346	343	-0.8	4.5
Jewellery, luggage and leather goods stores	305	282	276	-2.1	-9.3
Sporting goods, hobby, book and music stores	1,058	1,042	1,064	2.1	0.6
General merchandise stores	5,578	5,895	5,755	-2.4	3.2
Miscellaneous store retailers	1,239	1,328	1,362	2.6	9.9
Cannabis stores <sup>1</sup>		56	53	-4.5	

<sup>r</sup> revised

<sup>p</sup> preliminary

1. Data for this Canadian industry are presented in unadjusted form as there is no seasonal pattern established by official statistics yet.

**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**

	January 2019 <sup>P</sup>	November to December 2018	December 2017 to December 2018	December 2018 to January 2019	January 2018 to January 2019
	millions of dollars	% change			
<b>Total retail trade at 2012 constant prices<sup>1</sup></b>	<b>47,592</b>	<b>-0.2</b>	<b>1.5</b>	<b>0.0</b>	<b>1.8</b>
<b>Total excluding motor vehicle and parts dealers</b>	<b>35,655</b>	<b>-0.6</b>	<b>1.6</b>	<b>0.5</b>	<b>1.7</b>
<b>Total excluding motor vehicles and parts dealers and gasoline stations</b>	<b>30,143</b>	<b>-0.5</b>	<b>2.7</b>	<b>0.2</b>	<b>1.8</b>
Motor vehicle and parts dealers	11,937	1.0	1.2	-1.2	1.9
New car dealers	9,430	1.1	0.7	-2.2	0.6
Used car dealers	864	0.0	10.5	-1.9	10.5
Other motor vehicle dealers	800	-1.3	-2.7	6.5	4.3
Automotive parts, accessories and tire stores	843	2.9	1.6	5.0	6.7
Furniture and home furnishings stores	1,482	0.3	4.5	0.0	-1.3
Furniture stores	926	0.4	5.1	-0.3	0.0
Home furnishings stores	556	0.2	3.4	0.5	-3.5
Electronics and appliance stores	1,474	-11.7	-5.1	1.4	-8.6
Building material and garden equipment and supplies dealers	2,964	4.1	0.8	1.4	4.0
Food and beverage stores	9,463	0.3	0.7	0.0	1.2
Supermarkets and other grocery (except convenience) stores	6,489	0.2	-0.0	0.6	2.1
Convenience stores	559	0.0	2.6	-4.8	-5.3
Specialty food stores	594	1.7	5.5	-3.3	1.9
Beer, wine and liquor stores	1,821	0.2	1.2	0.6	-0.2
Health and personal care stores	4,059	-1.0	4.4	1.0	1.3
Gasoline stations	5,512	-0.8	-4.2	1.9	1.2
Clothing and clothing accessories stores	2,871	-0.7	5.5	1.7	5.0
Clothing stores	2,279	0.5	6.8	2.6	6.8
Shoe stores	342	-2.5	0.3	-0.9	5.6
Jewellery, luggage and leather goods stores	251	-8.2	2.4	-2.7	-9.1
Sporting goods, hobby, book and music stores	1,043	-1.0	-1.9	3.0	1.1
General merchandise stores	5,508	-0.1	6.3	-2.6	3.1
Miscellaneous store retailers	1,280	-2.5	8.1	1.9	8.8
Cannabis stores <sup>2</sup>	53	3.6		-5.2	

<sup>P</sup> preliminary

1. Using Laspeyres method.

2. Data for this Canadian industry are presented in unadjusted form as there is no seasonal pattern established by official statistics yet.

**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**

	January 2018	December 2018	January 2019	January 2019
	millions of dollars			% change
<b>Retail trade sales (44-453)</b>	<b>41,442</b>	<b>53,162</b>	<b>42,044</b>	<b>1.5</b>
Electronic shopping and mail-order houses sales (45411)	933	1,345	1,035	10.9
Retail e-commerce <sup>1</sup>	1,295	1,967	1,450	12.0
Retail e-commerce <sup>1</sup> (% of total retail trade)	3.06	3.61	3.37	...

... not applicable

1. Retail e-commerce includes e-sales from both store retailers included in the North American Industrial Classification System (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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