

Retail trade, January 2020

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Retail sales rose for the third consecutive month, up 0.4% to \$52.0 billion in January. While the impacts of the coronavirus on the retail trade sector will be more noticeable in subsequent months, respondent comments for February note that business activities have been impacted.

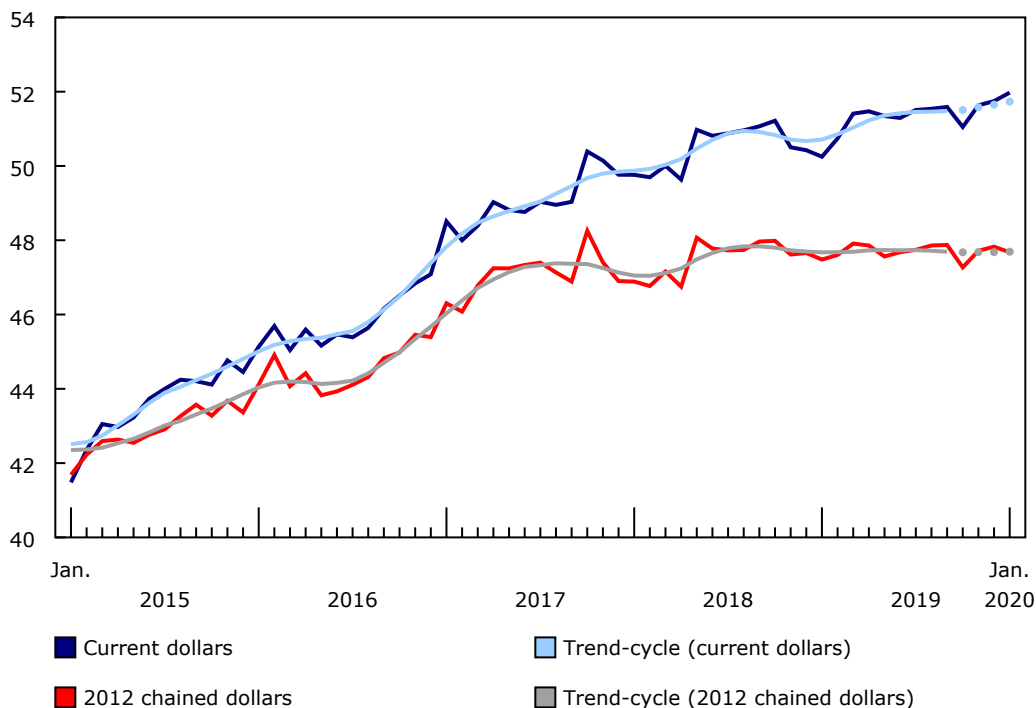
The increase was primarily attributable to higher sales at motor vehicle and parts dealers and gasoline stations, both of which were down in December. The other nine subsectors, which comprise the core retail sector, collectively declined 0.3%.

Sales were up in 4 of the 11 subsectors, representing 48% of retail trade.

After removing the effects of price changes, retail sales in volume terms decreased 0.3%.

Chart 1
Retail sales increase in January

billions of dollars



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

Higher sales at motor vehicle and parts dealers and gasoline stations

The largest contributor to the monthly gain came from the motor vehicle and parts dealers subsector (+1.8%). Higher sales were reported in all four store types within the subsector. Sales at new car dealers rose 1.5% in January to \$11.3 billion, the second-highest level of sales on record.

Sales at gasoline stations were up 1.5%. In volume terms, sales at gasoline stations rose 1.2%.



Statistics Canada
Statistique Canada

Canada

After outpacing total retail sales in the fourth quarter of 2019 and growing in three of the last four months, core retail sales fell 0.3% in January.

Sales at building material and garden equipment and supplies dealers decreased 1.6% in January, following a 4.1% increase in December.

Sales up in eight provinces

After declining 0.8% in December, retail sales in Quebec rose 1.7% to \$11.2 billion in January, the highest level on record. Similar to the national trend, motor vehicle and parts dealers were the main contributor to the growth in January. In the census metropolitan area of Montréal, sales increased 0.3%.

Retail sales in Alberta (+1.6%) increased for the second consecutive month, the largest monthly gain since March 2019. Growth in January was driven by motor vehicle and parts dealers.

Ontario (-0.8%) saw its largest monthly decline in retail sales since October 2019. The decrease in January was led by new car dealers.

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 were \$1.7 billion in January, accounting for 3.7% of total retail trade. On a year-over-year basis, retail e-commerce increased 9.8%, while total unadjusted retail sales rose 3.9%.

Note to readers

All data in this release are seasonally adjusted and expressed in current dollars, unless otherwise noted.

For 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.

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.

Some 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.

Real-time tables

Real-time tables 20-10-0054-01 and 20-10-0079-01 will be updated soon.

Next release

Data on retail trade for February will be released on April 21.

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

	January 2019	December 2019 ^r	January 2020 ^p	December 2019 to January 2020	January 2019 to January 2020
	millions of dollars			% change	
Canada	50,249	51,746	51,974	0.4	3.4
Newfoundland and Labrador	741	754	744	-1.3	0.5
Prince Edward Island	201	212	216	2.1	7.3
Nova Scotia	1,359	1,359	1,387	2.1	2.0
New Brunswick	1,075	1,122	1,159	3.3	7.7
Quebec	10,820	10,984	11,167	1.7	3.2
Montréal	5,222	5,263	5,281	0.3	1.1
Ontario	18,550	19,748	19,594	-0.8	5.6
Toronto	7,668	8,370	8,284	-1.0	8.0
Manitoba	1,711	1,751	1,766	0.9	3.2
Saskatchewan	1,595	1,619	1,631	0.7	2.3
Alberta	6,745	6,778	6,889	1.6	2.1
British Columbia	7,279	7,247	7,247	0.0	-0.4
Vancouver	3,386	3,359	3,299	-1.8	-2.6
Yukon	68	70	74	5.8	8.7
Northwest Territories	65	64	60	-5.7	-7.8
Nunavut	39	39	39	1.3	0.0

^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

	January 2019	December 2019 ^r	January 2020 ^p	December 2019 to January 2020	January 2019 to January 2020
	millions of dollars			% change	
Total retail trade (current dollars)	50,249	51,746	51,974	0.4	3.4
Total retail trade (2012 chained dollars)	47,480	47,827	47,677	-0.3	0.4
Total (current dollars) excluding motor vehicle and parts dealers	36,693	37,938	37,915	-0.1	3.3
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	31,634	32,560	32,454	-0.3	2.6
Motor vehicle and parts dealers	13,557	13,809	14,059	1.8	3.7
New car dealers	10,723	11,135	11,302	1.5	5.4
Used car dealers	1,028	1,029	1,038	0.8	1.0
Other motor vehicle dealers	910	850	880	3.6	-3.3
Automotive parts, accessories and tire stores	896	795	840	5.6	-6.3
Furniture and home furnishings stores	1,551	1,572	1,569	-0.2	1.2
Furniture stores	971	1,006	1,000	-0.5	3.0
Home furnishings stores	579	566	569	0.4	-1.8
Electronics and appliance stores	1,248	1,158	1,127	-2.7	-9.7
Building material and garden equipment and supplies dealers	3,165	3,306	3,254	-1.6	2.8
Food and beverage stores	10,613	10,934	10,931	-0.0	3.0
Supermarkets and other grocery (except convenience) stores	7,230	7,548	7,551	0.0	4.4
Convenience stores	690	665	670	0.7	-3.0
Specialty food stores	665	667	663	-0.5	-0.3
Beer, wine and liquor stores	2,028	2,055	2,047	-0.4	0.9
Health and personal care stores	3,996	4,013	4,035	0.5	1.0
Gasoline stations	5,059	5,378	5,461	1.5	7.9
Clothing and clothing accessories stores	2,905	2,978	2,961	-0.6	1.9
Clothing stores	2,289	2,318	2,313	-0.2	1.0
Shoe stores	344	346	327	-5.6	-5.0
Jewellery, luggage and leather goods stores	271	314	322	2.5	18.5
Sporting goods, hobby, book and music stores	1,039	1,009	991	-1.8	-4.6
General merchandise stores	5,762	6,079	6,068	-0.2	5.3
Miscellaneous store retailers	1,355	1,510	1,520	0.7	12.2
Cannabis stores ¹	55	148	154	4.3	181.0

^r revised

^p 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	December 2019 ^r	January 2020 ^p	December 2019 to January 2020	January 2019 to January 2020
	millions of dollars			% change	
Total retail trade at 2012 constant prices¹	47,541	47,842	47,683	-0.3	0.3
Total excluding motor vehicle and parts dealers	35,624	35,916	35,636	-0.8	0.0
Total excluding motor vehicle and parts dealers and gasoline stations	30,148	30,532	30,187	-1.1	0.1
Motor vehicle and parts dealers	11,917	11,926	12,047	1.0	1.1
New car dealers	9,384	9,590	9,666	0.8	3.0
Used car dealers	891	875	879	0.5	-1.3
Other motor vehicle dealers	798	724	726	0.3	-9.0
Automotive parts, accessories and tire stores	844	738	777	5.3	-7.9
Furniture and home furnishings stores	1,496	1,514	1,507	-0.5	0.7
Furniture stores	942	982	979	-0.3	3.9
Home furnishings stores	554	532	528	-0.8	-4.7
Electronics and appliance stores	1,473	1,388	1,349	-2.8	-8.4
Building material and garden equipment and supplies dealers	2,862	2,931	2,875	-1.9	0.5
Food and beverage stores	9,498	9,566	9,500	-0.7	0.0
Supermarkets and other grocery (except convenience) stores	6,510	6,618	6,577	-0.6	1.0
Convenience stores	566	524	527	0.6	-6.9
Specialty food stores	581	573	556	-3.0	-4.3
Beer, wine and liquor stores	1,841	1,851	1,840	-0.6	-0.1
Health and personal care stores	4,191	4,165	4,171	0.1	-0.5
Gasoline stations	5,476	5,384	5,449	1.2	-0.5
Clothing and clothing accessories stores	2,843	2,836	2,800	-1.3	-1.5
Clothing stores	2,256	2,216	2,194	-1.0	-2.7
Shoe stores	339	338	315	-6.8	-7.1
Jewellery, luggage and leather goods stores	249	282	291	3.2	16.9
Sporting goods, hobby, book and music stores	1,012	972	953	-2.0	-5.8
General merchandise stores	5,511	5,771	5,632	-2.4	2.2
Miscellaneous store retailers	1,262	1,390	1,402	0.9	11.1
Cannabis stores ²	54	146	154	5.5	185.2

^r revised

^p preliminary

1. Calculated using the 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 2019	December 2019	January 2020	January 2020
	millions of dollars			year-over-year % change
Retail trade sales (44-453)	42,253	54,407	43,759	3.6
Electronic shopping and mail-order houses sales (45411)	1,090	2,002	1,290	18.4
Retail e-commerce ¹	1,513	2,762	1,661	9.8
Retail e-commerce ¹ (% of total retail trade)	3.49	4.90	3.69	...

... not applicable

1. Retail e-commerce includes e-sales from both store retailers included in the North American Industry 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](#).

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; STATCAN.infostats-infostats.STATCAN@canada.ca) or Media Relations (613-951-4636; STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca).