

Retail trade, June 2020

Released at 8:30 a.m. Eastern time in *The Daily*, Friday, August 21, 2020

Retail sales were up 23.7% in June to \$53.0 billion. After three months of sales below pre-pandemic levels, retail sales in June were 1.3% higher than February levels as more regions moved ahead with plans to reopen their economies. Sales were up in all subsectors, with growth primarily led by motor vehicle and parts dealers, as well as clothing and clothing accessories stores. Rounding out the second quarter, retail sales were down 13.3% compared with the first quarter. In volume terms, quarterly retail sales were down 12.4%.

In comparison, retail sales in the United States increased 8.9% in June. Similar to Canada, sales were driven by increases at motor vehicle and parts dealers and clothing and clothing accessories stores.

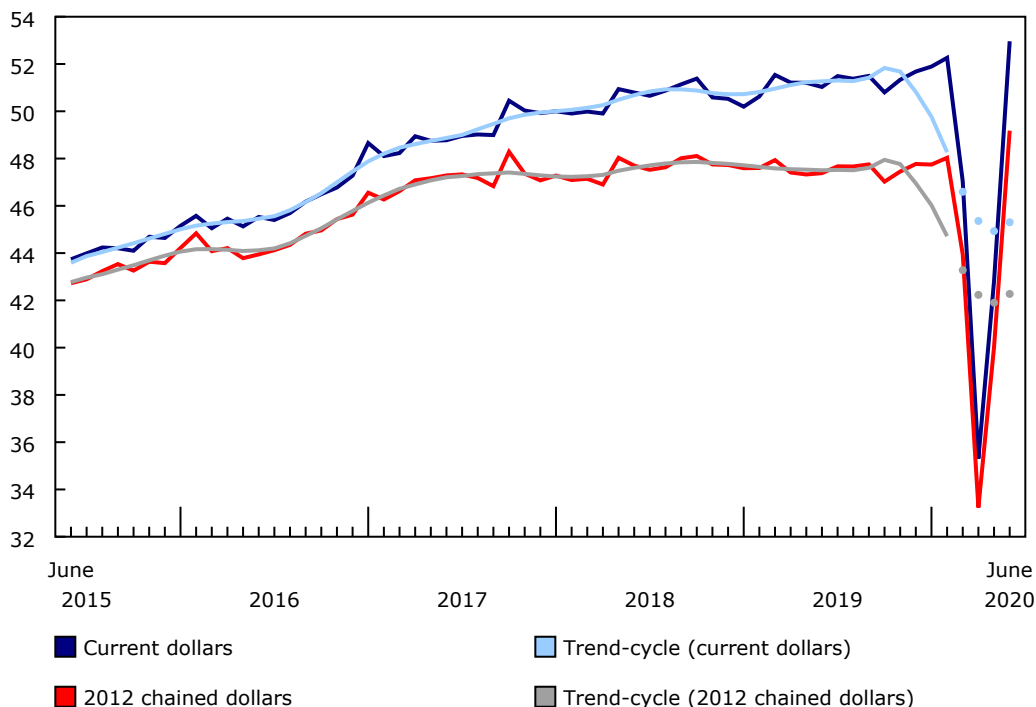
Retail sales in volume terms were up 22.9% in June.

Based on respondent feedback, approximately 9% of retailers were closed during June. The average length of shutdown was one business day. Despite these challenging times, most respondents reported their sales figures and Statistics Canada thanks them for their continued collaboration.

Given the rapidly-evolving economic situation, Statistics Canada is providing an advance estimate of July sales. Early estimates suggest that retail sales increased by 0.7% in July. Owing to its preliminary nature, this figure should be expected to be revised.

Chart 1
Retail sales increase in June

billions of dollars



Note(s): The higher variability associated with the trend-cycle estimates is indicated with a dotted line on the chart for the current reference month and the three previous months. For more information, see the note to readers.

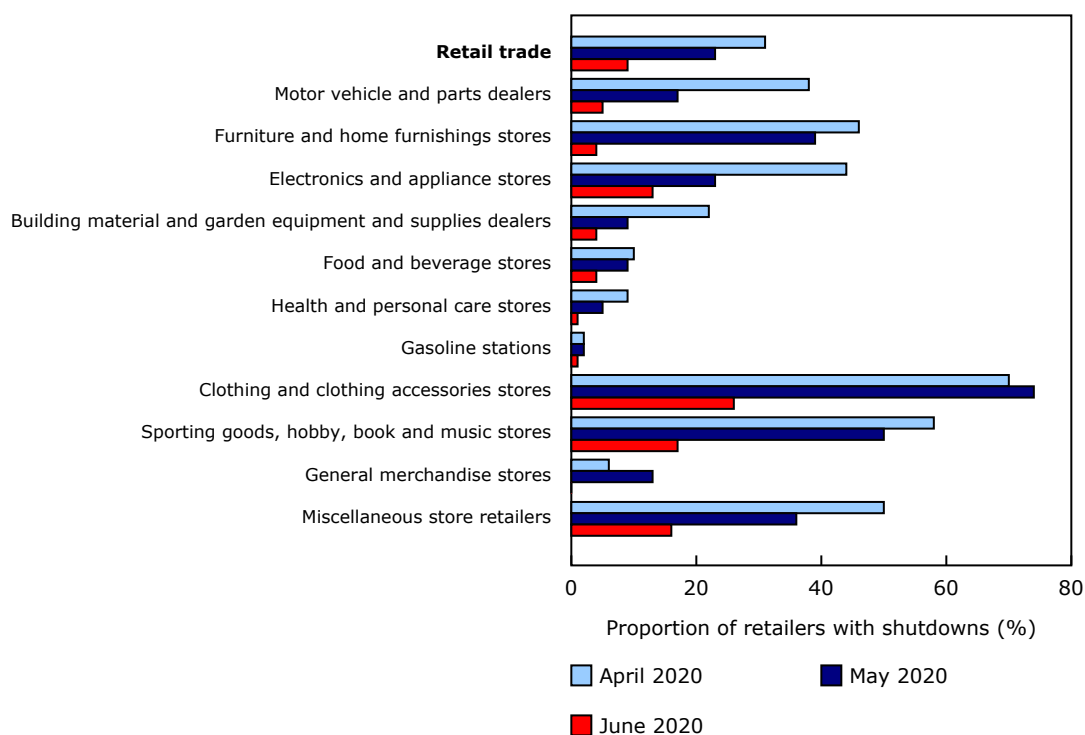
Source(s): Tables [20-10-0008-01](#) and [20-10-0078-01](#).



Statistics Canada
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Canada

Chart 2
Proportion of Canadian retailers with shutdowns decreases in June



Source(s): Monthly Retail Trade Survey (2406).

Widespread growth as more regions reopen

Retail sales were up across all subsectors in June. The motor vehicle and parts dealers subsector (+53.4%) contributed the most to the sales increase, largely the result of pent-up demand following dealership closures during the spring months.

Supporting growth in this subsector were new car dealers. According to the [New Motor Vehicle Sales Survey](#), the value of new motor vehicle sales in June was down 19.1% year over year. However, in unadjusted terms, the value of new motor vehicle sales increased 17.8% compared with their pre-pandemic levels in February 2020. Within this segment, sales of passenger cars (+32.4%) increased more than trucks (+15.1%).

Sales at gasoline stations were up 26.3%, while sales in volume terms at gasoline stations rose 19.9%. Higher gasoline prices contributed to the gain in June, reflecting growing demand due to the gradual reopening of businesses and increased local travel. Crude oil prices were also up in June, as more economies around the world began or continued to reopen.

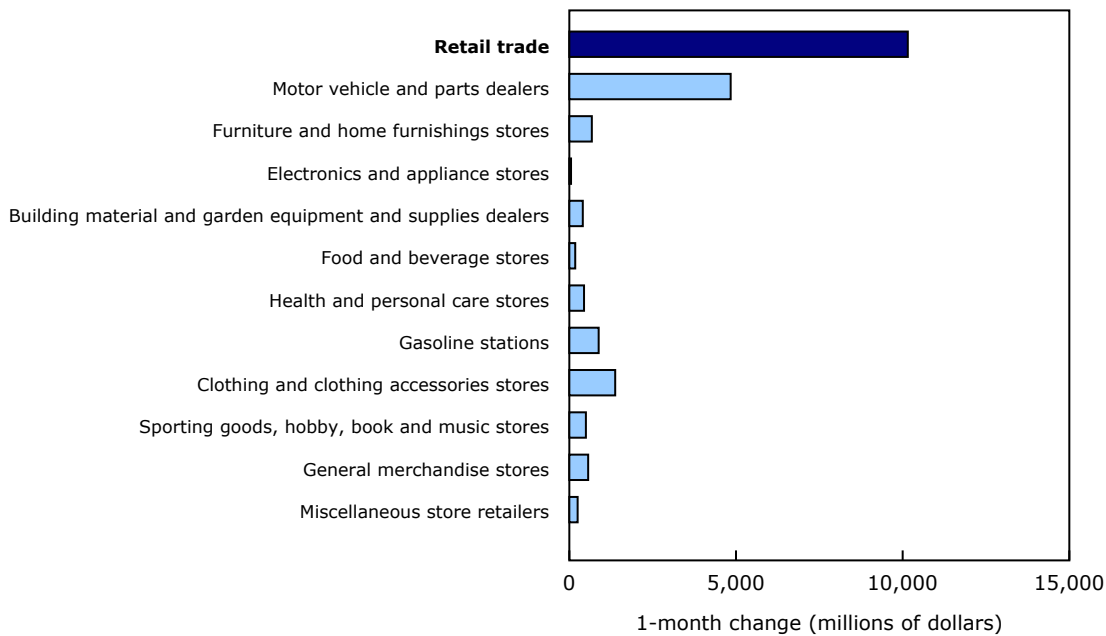
In other subsectors, sales were up at health and personal care stores (+11.7%), general merchandise stores (+8.6%), electronics and appliance stores (+4.4%), as well as food and beverage stores (+1.5%).

Sales surge at non-essential retailers

On the heels of double-digit growth in May, clothing and clothing accessories stores posted a 142.3% gain in June, as many regional economies implemented the later stages of their reopening plans, allowing more brick-and-mortar stores to open, including those in malls. While sales in this subsector increased in June, they remained below their February levels.

Sales rebounded at several other retailers that had been deemed non-essential at the start of the pandemic. Furniture and home furnishings stores (+70.9%), building material and garden equipment and supplies dealers (+13.0%), as well as sporting goods, hobby, book and music stores (+64.9%) all posted sales that exceeded their February levels.

Chart 3
Sales up in all subsectors



Source(s): Table 20-10-0008-01.

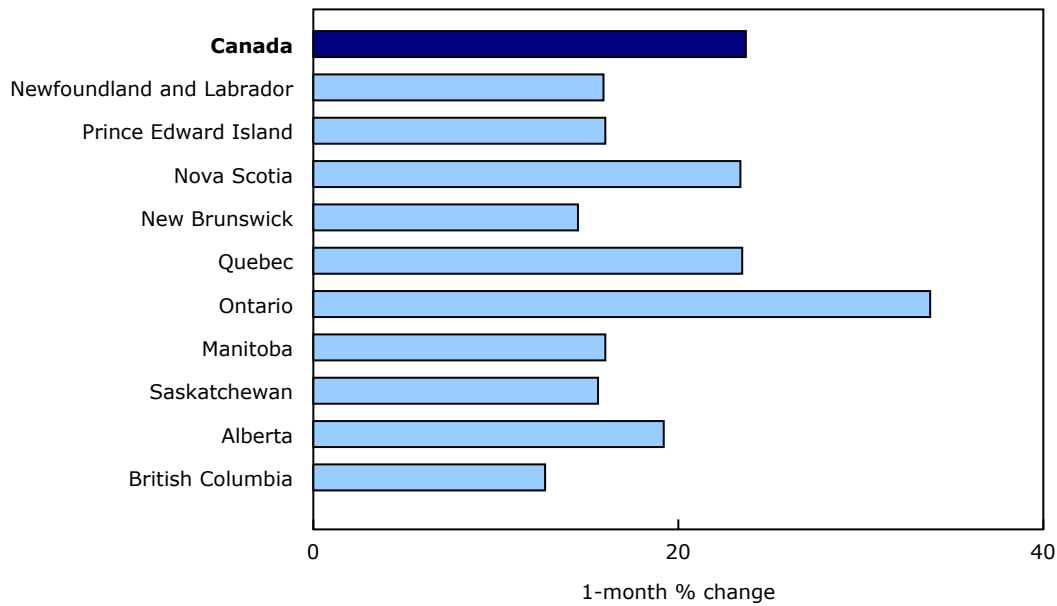
Sales up in every province

Sales were up in every province in June, largely as a result of gains in the motor vehicle and parts dealers and general merchandise stores subsectors. Eight provinces rebounded to their pre-pandemic February levels.

In Ontario, sales increased 33.8%—the province's largest gain on record. In the census metropolitan area (CMA) of Toronto, sales rose 34.8%.

Sales were up 23.5% in Quebec, with the CMA of Montréal (+35.8%) posting the largest increase.

Chart 4
Sales up in every province



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

E-commerce sales in Canada

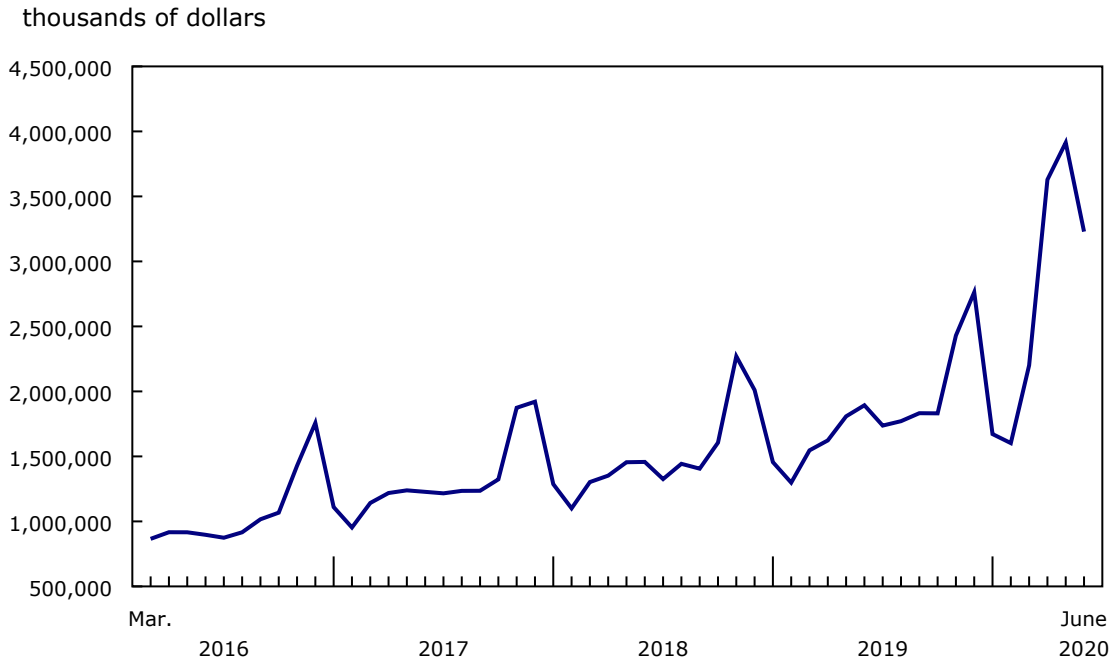
On an unadjusted basis, retail e-commerce sales were \$3.2 billion in June, accounting for 5.5% of total retail trade. E-commerce sales in June made up a smaller share of retail sales than in April and May, as more non-essential retailers opened their brick-and-mortar stores.

However, the proportion of e-commerce out of total retail sales still remained above the pre-pandemic share observed in February. On a year-over-year basis, retail e-commerce increased 70.6%, while total unadjusted retail sales increased 3.0%.

Detailed information about the impact of COVID-19 on retail ecommerce is available in the article [Retail e-commerce and COVID-19: How online shopping opened doors while many were closing](#).

When adjusted for basic seasonal effects, retail e-commerce decreased 13.0% in June.

Chart 5
Retail E-commerce decreases in June



Source(s): Monthly Retail Trade Survey (2406).

Note to readers

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

Seasonally adjusted data are data that have been modified to eliminate the effect of seasonal and calendar influences to allow for more meaningful comparisons of economic conditions from period to period. For more information on seasonal adjustment, see [Seasonally adjusted data – Frequently asked questions](#).

Trend-cycle estimates are included in selected charts as a complement to the seasonally adjusted series. These data represent a smoothed version of the seasonally adjusted time series and provide information on longer-term movements including changes in direction underlying the series. For information on trend-cycle data, see [Trend-cycle estimates – Frequently asked questions](#).

Both seasonally adjusted data and trend-cycle estimates are subject to revision as additional observations become available. These revisions could be large and could even lead to a reversal of movement, especially for reference months near the end of the series or during periods of economic disruptions.

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.

Canadian seasonally adjusted retail trade statistics measure monthly sales in industries 441 through 453 of NAICS. US total retail sales have been adjusted to match this industrial composition.

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 July will be released on September 18.

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

	June 2019	May 2020 ^r	June 2020 ^p	May to June 2020	June 2019 to June 2020
	millions of dollars			% change	
Canada	51,029	42,807	52,962	23.7	3.8
Newfoundland and Labrador	750	716	830	15.9	10.6
Prince Edward Island	208	192	222	16.0	6.9
Nova Scotia	1,363	1,149	1,419	23.4	4.1
New Brunswick	1,109	1,036	1,185	14.5	6.9
Quebec	10,952	9,301	11,490	23.5	4.9
Montréal	5,331	4,075	5,535	35.8	3.8
Ontario	19,283	14,676	19,631	33.8	1.8
Toronto	8,004	5,488	7,395	34.8	-7.6
Manitoba	1,757	1,638	1,900	16.0	8.2
Saskatchewan	1,599	1,493	1,726	15.6	7.9
Alberta	6,731	5,870	6,997	19.2	4.0
British Columbia	7,100	6,543	7,371	12.7	3.8
Vancouver	3,247	2,884	3,392	17.6	4.5
Yukon	73	69	71	1.9	-2.8
Northwest Territories	64	73	72	-0.7	12.6
Nunavut	39	51	47	-8.0	19.6

^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

	June 2019	May 2020 ^r	June 2020 ^p	May to June 2020	June 2019 to June 2020
	millions of dollars			% change	
Total retail trade (current dollars)	51,029	42,807	52,962	23.7	3.8
Total retail trade (2012 chained dollars)	47,383	40,028	49,181	22.9	3.8
Total (current dollars) excluding motor vehicle and parts dealers	37,586	33,747	39,061	15.7	3.9
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	32,330	30,401	34,834	14.6	7.7
Motor vehicle and parts dealers	13,443	9,061	13,901	53.4	3.4
New car dealers	10,658	6,616	10,836	63.8	1.7
Used car dealers	1,027	774	989	27.7	-3.7
Other motor vehicle dealers	880	818	1,177	43.9	33.8
Automotive parts, accessories and tire stores	878	853	900	5.5	2.4
Furniture and home furnishings stores	1,592	953	1,628	70.9	2.3
Furniture stores	999	623	1,092	75.3	9.2
Home furnishings stores	592	330	537	62.5	-9.4
Electronics and appliance stores	1,171	1,149	1,200	4.4	2.4
Building material and garden equipment and supplies dealers	3,333	3,102	3,506	13.0	5.2
Food and beverage stores	10,722	11,813	11,989	1.5	11.8
Supermarkets and other grocery (except convenience) stores	7,372	8,224	8,306	1.0	12.7
Convenience stores	656	787	722	-8.3	10.0
Specialty food stores	673	739	727	-1.6	8.1
Beer, wine and liquor stores	2,021	2,062	2,234	8.3	10.5
Health and personal care stores	3,973	3,759	4,200	11.7	5.7
Gasoline stations	5,256	3,346	4,226	26.3	-19.6
Clothing and clothing accessories stores	2,991	967	2,343	142.3	-21.7
Clothing stores	2,332	736	1,807	145.4	-22.5
Shoe stores	353	135	343	154.3	-2.6
Jewellery, luggage and leather goods stores	307	95	192	101.5	-37.4
Sporting goods, hobby, book and music stores	1,031	766	1,263	64.9	22.5
General merchandise stores	6,093	6,579	7,144	8.6	17.2
Miscellaneous store retailers	1,423	1,313	1,562	19.0	9.8
Cannabis stores ¹	92	186	201	7.9	119.3

^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

	June 2019	May 2020 ^r	June 2020 ^p	May to June 2020	June 2019 to June 2020
	millions of dollars			% change	
Total retail trade at 2012 constant prices¹	47,443	40,086	49,184	22.7	3.7
Total excluding motor vehicle and parts dealers	35,851	32,378	37,446	15.7	4.4
Total excluding motor vehicle and parts dealers and gasoline stations	30,516	28,378	32,648	15.0	7.0
Motor vehicle and parts dealers	11,592	7,708	11,738	52.3	1.3
New car dealers	9,173	5,582	9,095	62.9	-0.9
Used car dealers	879	648	823	27.0	-6.4
Other motor vehicle dealers	718	690	990	43.5	37.9
Automotive parts, accessories and tire stores	821	788	830	5.3	1.1
Furniture and home furnishings stores	1,532	942	1,600	69.9	4.4
Furniture stores	972	635	1,096	72.6	12.8
Home furnishings stores	561	308	504	63.6	-10.2
Electronics and appliance stores	1,390	1,423	1,484	4.3	6.8
Building material and garden equipment and supplies dealers	2,984	2,728	3,093	13.4	3.7
Food and beverage stores	9,473	10,180	10,358	1.7	9.3
Supermarkets and other grocery (except convenience) stores	6,539	7,109	7,181	1.0	9.8
Convenience stores	525	607	564	-7.1	7.4
Specialty food stores	581	604	602	-0.3	3.6
Beer, wine and liquor stores	1,828	1,860	2,011	8.1	10.0
Health and personal care stores	4,138	3,909	4,380	12.0	5.8
Gasoline stations	5,335	4,000	4,798	20.0	-10.1
Clothing and clothing accessories stores	2,905	985	2,335	137.1	-19.6
Clothing stores	2,283	755	1,805	139.1	-20.9
Shoe stores	345	144	357	147.9	3.5
Jewellery, luggage and leather goods stores	277	86	174	102.3	-37.2
Sporting goods, hobby, book and music stores	1,010	770	1,256	63.1	24.4
General merchandise stores	5,772	6,247	6,709	7.4	16.2
Miscellaneous store retailers	1,314	1,191	1,433	20.3	9.1
Cannabis stores ²	86	186	201	8.1	133.7

^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

	June 2019	May 2020	June 2020	June 2020
	millions of dollars			year-over-year % change
Retail trade sales (44-453)	54,274	47,342	56,903	4.8
Electronic shopping and mail-order houses sales (45411)	1,470	2,307	2,042	38.9
Retail e-commerce ¹	1,893	3,914	3,229	70.6
Retail e-commerce ¹ (% of total retail trade)	3.40	7.88	5.48	...

... 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).