

Retail trade, July 2022

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Retail sales decreased 2.5% to \$61.3 billion in July, the first decline observed in seven months. Sales were down in 9 of 11 subsectors, representing 94.5% of retail trade. The decrease was driven by lower sales at gasoline stations and clothing and clothing accessories stores.

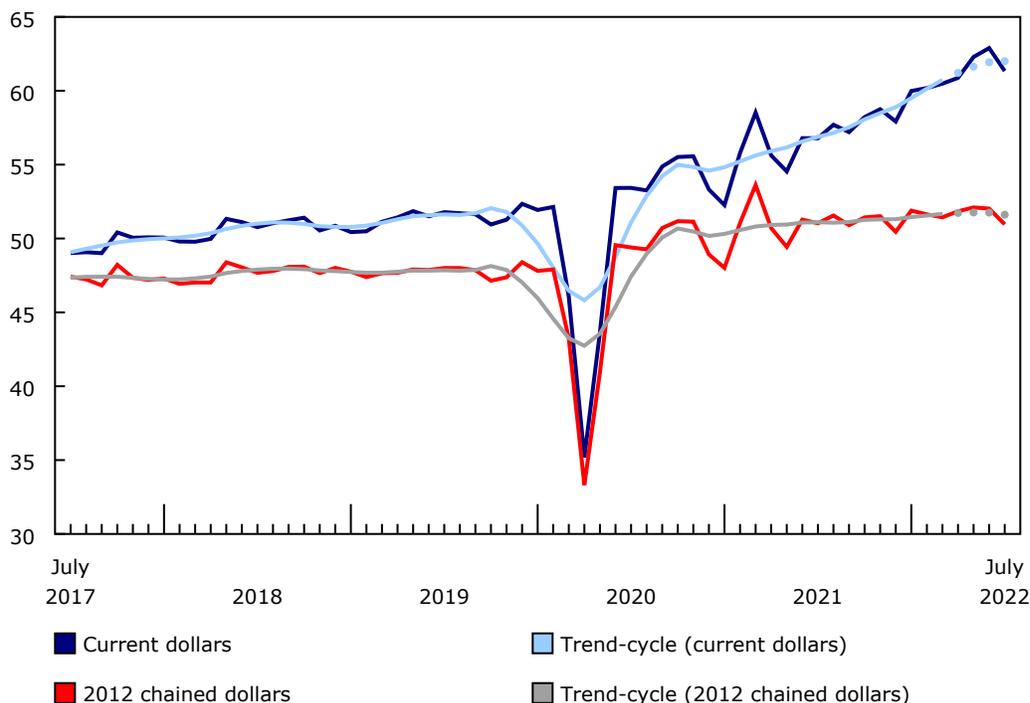
Core retail sales—which exclude gasoline stations and motor vehicle and parts dealers—decreased 0.9%.

In volume terms, retail sales were down 2.0% in July.

Given the continually evolving economic situation, Statistics Canada is providing an advance estimate of retail sales, which suggests that sales increased 0.4% in August. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 51.1% of companies surveyed. The average final response rate for the survey over the previous 12 months has been 91.0%.

Chart 1 Retail sales decrease in July

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 previous three months. For more information, see the Note to readers.

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

Lower sales at gasoline stations and motor vehicle and parts dealers

Leading the decrease in retail sales in July were lower sales at gasoline stations (-14.2%), which recorded their first decline in seven months. In volume terms, sales at gasoline stations decreased 7.0%. [Gasoline prices fell 9.2% on an unadjusted basis in July](#). Ongoing concerns related to a slowing global economy continued to put downward pressure on gas prices.



Statistics Canada
Statistique Canada

Canada

Sales at motor vehicle and parts dealers fell 0.5% in July. The decline was largely the result of lower sales at new car dealers (-0.6%). Lower sales were also reported at used car dealers (-1.7%) and automotive parts, accessories and tire stores (-0.9%). In contrast, other motor vehicle dealers (+2.4%) were the only store type in this subsector to increase.

Core retail sales decline

Core retail sales decreased 0.9% in July—the first decrease in seven months. Leading the decrease were sales at clothing and clothing accessories stores (-3.3%). The decrease was observed across all three store types in the subsector, with clothing stores (-3.3%) experiencing the largest decline.

Lower sales were also observed at food and beverage stores (-0.8%), which were led by a decline in supermarkets and other grocery (except convenience) stores (-0.9%) and beer, wine and liquor stores (-1.2%).

The largest increase to core retail came from miscellaneous store retailers, which increased 0.7%. Stores in this subsector include pet stores, cannabis stores and office supplies and stationery stores.

Chart 2
Sales decrease in 9 of 11 subsectors in July



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

Sales down in seven provinces

Retail sales decreased in seven provinces in July, led by lower sales in Ontario (-5.0%). Leading the decline in Ontario were lower sales at gasoline stations. Gasoline prices fell the most in Ontario, where the provincial government temporarily lowered the gasoline tax. In the census metropolitan area (CMA) of Toronto, retail sales fell 5.7%.

Lower retail sales were observed in Quebec (-1.5%). In the CMA of Montréal, sales fell 2.3%.

Retail sales were also lower in British Columbia (-1.5%), led by lower sales at gasoline stations. Retail sales were down 2.2% in the CMA of Vancouver.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were down 0.7% in July.

On an unadjusted basis, retail e-commerce sales were up 4.3% year over year to \$3.2 billion in July, accounting for 4.7% of total retail trade. The share of e-commerce sales out of total retail sales fell 0.1 percentage points compared with July 2021.

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](#).

The percentage change for the advance estimate of retail sales is calculated using seasonally adjusted data and is expressed in current dollars.

This early indicator is a special product being provided in the context of the COVID-19 pandemic to offer Canadians timely information on the retail sector. The data sources and methodology used are the same as those outlined on the [Monthly Retail Trade Survey](#) information page.

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 extensive and could even lead to a reversal of movement, especially for the reference months near the end of the series or during periods of economic disruption.

Seasonally adjusted estimates for cannabis store retailers are presented in unadjusted form since no seasonal pattern has been 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 does not have a storefront. These businesses are commonly referred to as pure-play Internet retailers and are classified under the North American Industry Classification System (NAICS) code 45411—electronic shopping and mail-order houses. The second type has a storefront and is commonly referred to as a brick-and-mortar retailer. If the online operations of a brick-and-mortar retailer are separately managed, they, too, are classified under NAICS code 45411.

Some common e-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.

Find more [statistics on retail trade](#).

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 August will be released on October 21, 2022.

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

	July 2021	June 2022 ^r	July 2022 ^p	June to July 2022	July 2021 to July 2022
	millions of dollars			% change	
Canada	56,785	62,892	61,341	-2.5	8.0
Newfoundland and Labrador	820	897	919	2.5	12.0
Prince Edward Island	243	278	277	-0.1	14.1
Nova Scotia	1,529	1,662	1,673	0.7	9.4
New Brunswick	1,242	1,382	1,381	-0.1	11.2
Quebec	12,619	13,863	13,656	-1.5	8.2
Montréal	6,119	6,682	6,531	-2.3	6.7
Ontario	20,850	23,710	22,529	-5.0	8.1
Toronto	8,617	10,378	9,792	-5.7	13.6
Manitoba	1,928	2,174	2,133	-1.9	10.6
Saskatchewan	1,861	2,080	2,003	-3.7	7.6
Alberta	7,327	7,989	8,053	0.8	9.9
British Columbia	8,170	8,643	8,512	-1.5	4.2
Vancouver	3,845	4,152	4,060	-2.2	5.6
Yukon	78	93	86	-6.6	11.1
Northwest Territories	72	76	72	-5.3	-0.9
Nunavut	46	46	46	-1.2	-1.1

^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 2021	June 2022 ^r	July 2022 ^p	June to July 2022	July 2021 to July 2022
	millions of dollars			% change	
Total retail trade (current dollars)	56,785	62,892	61,341	-2.5	8.0
Total retail trade (2012 chained dollars)	51,031	52,025	50,961	-2.0	-0.1
Total (current dollars) excluding motor vehicle and parts dealers	41,152	47,100	45,623	-3.1	10.9
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	35,772	39,063	38,723	-0.9	8.2
Motor vehicle and parts dealers	15,633	15,791	15,718	-0.5	0.5
New car dealers	12,241	12,414	12,344	-0.6	0.8
Used car dealers	1,280	1,157	1,138	-1.7	-11.1
Other motor vehicle dealers	1,096	1,072	1,098	2.4	0.2
Automotive parts, accessories and tire stores	1,016	1,148	1,138	-0.9	12.0
Furniture and home furnishings stores	1,954	1,902	1,837	-3.4	-6.0
Furniture stores	1,284	1,202	1,179	-1.9	-8.2
Home furnishings stores	670	700	658	-6.0	-1.8
Electronics and appliance stores	1,247	1,310	1,273	-2.8	2.1
Building material and garden equipment and supplies dealers	3,668	4,188	4,162	-0.6	13.5
Food and beverage stores	11,421	12,025	11,931	-0.8	4.5
Supermarkets and other grocery (except convenience) stores	7,937	8,365	8,291	-0.9	4.5
Convenience stores	673	678	679	0.1	0.9
Specialty food stores	666	789	794	0.6	19.1
Beer, wine and liquor stores	2,144	2,193	2,167	-1.2	1.1
Health and personal care stores	4,343	4,773	4,759	-0.3	9.6
Gasoline stations	5,380	8,037	6,900	-14.2	28.2
Clothing and clothing accessories stores	2,966	3,285	3,176	-3.3	7.1
Clothing stores	2,281	2,559	2,475	-3.3	8.5
Shoe stores	344	353	330	-6.5	-3.9
Jewellery, luggage and leather goods stores	342	372	370	-0.6	8.2
Sporting goods, hobby, book and music stores	1,119	1,226	1,231	0.4	10.1
General merchandise stores	7,218	8,204	8,188	-0.2	13.4
Miscellaneous store retailers	1,837	2,150	2,165	0.7	17.9
Cannabis stores ¹	335	378	395	4.5	17.8

^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 at 2012 constant prices, by industry – Seasonally adjusted

	July 2021	June 2022 ^r	July 2022 ^p	June to July 2022	July 2021 to July 2022
	millions of dollars			% change	
Total retail trade at 2012 constant prices¹	51,166	52,296	51,278	-1.9	0.2
Total excluding motor vehicle and parts dealers	38,202	39,733	38,933	-2.0	1.9
Total excluding motor vehicle and parts dealers and gasoline stations	32,910	34,033	33,632	-1.2	2.2
Motor vehicle and parts dealers	12,964	12,563	12,345	-1.7	-4.8
New car dealers	10,062	9,779	9,594	-1.9	-4.7
Used car dealers	1,042	911	884	-3.0	-15.2
Other motor vehicle dealers	941	879	903	2.7	-4.0
Automotive parts, accessories and tire stores	918	993	965	-2.8	5.1
Furniture and home furnishings stores	1,790	1,571	1,515	-3.6	-15.4
Furniture stores	1,183	979	958	-2.1	-19.0
Home furnishings stores	607	592	557	-5.9	-8.2
Electronics and appliance stores	1,560	1,536	1,499	-2.4	-3.9
Building material and garden equipment and supplies dealers	2,864	3,252	3,218	-1.0	12.4
Food and beverage stores	9,826	9,611	9,450	-1.7	-3.8
Supermarkets and other grocery (except convenience) stores	6,866	6,611	6,511	-1.5	-5.2
Convenience stores	505	506	473	-6.5	-6.3
Specialty food stores	550	598	597	-0.2	8.5
Beer, wine and liquor stores	1,906	1,898	1,869	-1.5	-1.9
Health and personal care stores	4,500	4,882	4,840	-0.9	7.6
Gasoline stations	5,292	5,700	5,301	-7.0	0.2
Clothing and clothing accessories stores	2,875	3,113	3,022	-2.9	5.1
Clothing stores	2,249	2,467	2,404	-2.6	6.9
Shoe stores	355	372	346	-7.0	-2.5
Jewellery, luggage and leather goods stores	271	274	271	-1.1	0.0
Sporting goods, hobby, book and music stores	1,093	1,160	1,169	0.8	7.0
General merchandise stores	6,723	6,997	7,001	0.1	4.1
Miscellaneous store retailers	1,679	1,910	1,919	0.5	14.3
Cannabis stores ²	383	453	474	4.6	23.8

^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

	July 2021	June 2022	July 2022	July 2022
	millions of dollars			year-over-year change (%)
Retail trade sales (44-453)	60,779	67,766	64,510	6.1
Electronic shopping and mail-order houses sales (45411)	1,891	2,871	2,143	13.3
Retail e-commerce ¹	3,026	3,834	3,157	4.3
Retail e-commerce ¹ (% of total retail trade)	4.8	5.4	4.7	...

... not applicable

1. Retail e-commerce includes e-sales from both store retailers included in North American Industry Classification System (NAICS) codes 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; infostats@statcan.gc.ca) or Media Relations (statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca).