

Retail trade, November 2022

Released at 8:30 a.m. Eastern time in *The Daily*, Friday, January 20, 2023

Retail sales decreased 0.1% to \$61.8 billion in November. Sales decreased in 6 of 11 subsectors, representing 47.4% of retail trade. The decrease was led by lower sales at food and beverage stores (-1.6%) and building material and garden equipment and supplies dealers (-3.8%).

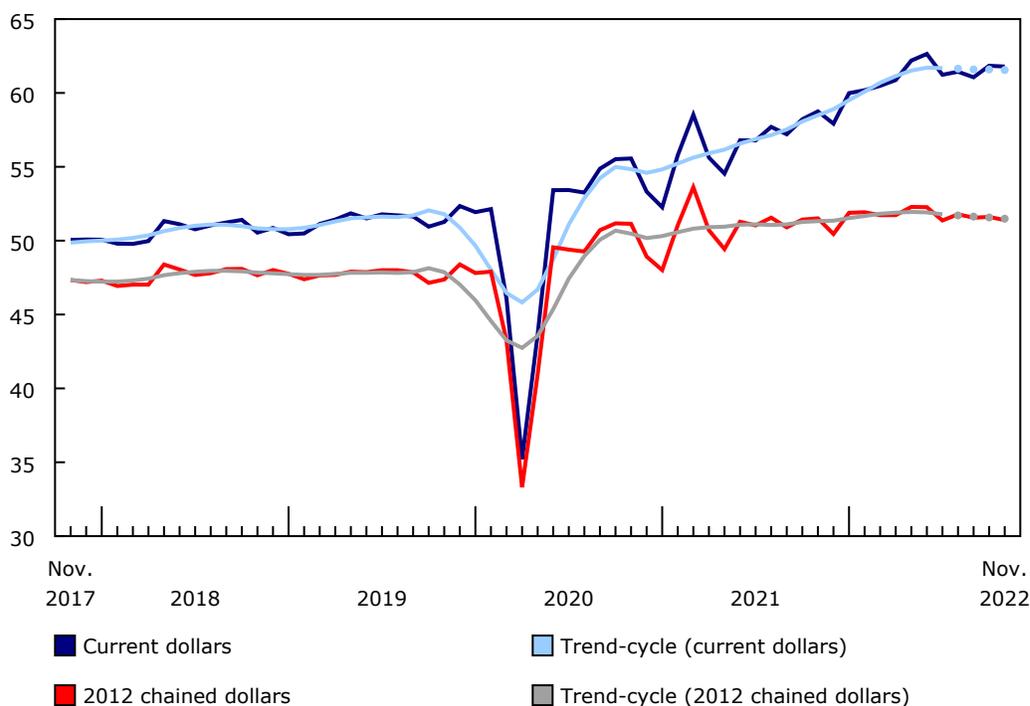
Core retail sales—which exclude gasoline stations and motor vehicle and parts dealers—decreased 1.1%, their largest decline in 11 months.

In volume terms, retail sales decreased 0.4% in November.

Given the continually evolving economic situation, Statistics Canada is providing an advance estimate of retail sales, which suggests that sales increased 0.5% in December. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 33.5% of companies surveyed. The average final response rate for the survey over the previous 12 months has been 90.3%.

Chart 1
Retail sales decrease in November

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](#).



Core retail sales posts its largest decline in 11 months

Posting their largest decrease in 11 months, core retail sales fell 1.1% in November, led by lower sales at food and beverage stores (-1.6%). Decreases were observed in all four store types in this subsector, led by lower sales at supermarkets and other grocery (except convenience) stores (-1.3%). The [Consumer Price Index \(CPI\)](#) noted that prices of food purchased from stores rose 11.4% on a year-over-year basis.

Also contributing to the decline in retail sales in November were lower sales at building material and garden equipment and supplies dealers (-3.8%), as this subsector recorded its largest decrease in seven months and coincided with deteriorating housing market conditions.

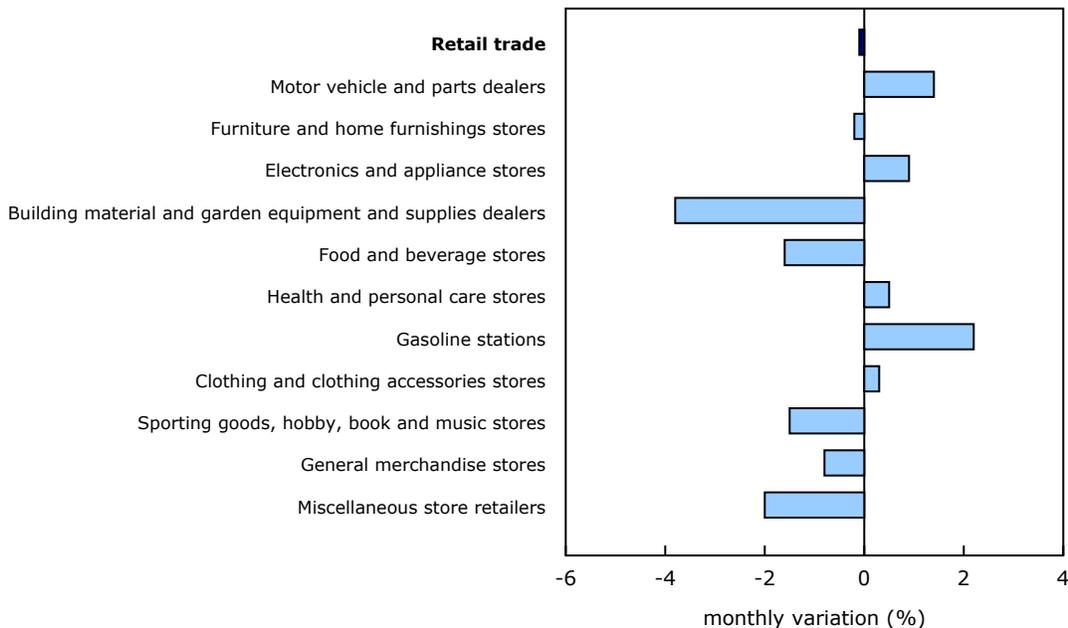
Sales at general merchandise stores decreased 0.8% in November. According to the [Retail Commodity Survey Data Visualization Tool](#), food is the top commodity sold in this subsector and typically accounts for roughly one-third of sales.

Higher sales at motor vehicle and parts dealers

Sales were up 1.4% at motor vehicle and parts dealers in November. The increase was observed in all store types within this subsector but was led by higher sales at new car dealers (+1.2%), which saw their fastest pace of growth since June 2022. The increase at this store type followed higher imports of motor vehicles and parts in the second quarter of 2022. Sales at other motor vehicle dealers were up 5.4% in November, after declining in October 2022.

Following the increases seen in October, sales at gasoline stations were up 2.2% in November. In volume terms, sales at gasoline stations increased 3.7%. Gasoline prices fell 3.6% on an unadjusted basis in November following refinery reopenings in the western United States.

Chart 2
Sales decrease in 6 of 11 subsectors in November



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

Retail sales down in eight provinces

Retail sales decreased in eight provinces in November, led by lower sales in Quebec (-0.5%). Sales were down 1.6% in the Montréal census metropolitan area (CMA).

Retail sales were also down in New Brunswick (-2.0%). Leading the decrease was lower sales at motor vehicle and parts dealers.

The largest provincial increase in retail sales was observed in British Columbia (+0.9%) and was driven by higher sales at motor vehicle and parts dealers. In the Vancouver CMA, sales were up 0.9%.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were down 2.7% in November.

On an unadjusted basis, retail e-commerce sales were down 3.5% year over year to \$4.4 billion in November, accounting for 6.5% of total retail trade. The share of e-commerce sales out of total retail sales fell 0.6 percentage points compared with November 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 December 2022 will be released on February 21, 2023.

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

	November 2021	October 2022 ^r	November 2022 ^p	October to November 2022	November 2021 to November 2022
	millions of dollars			% change	
Canada	58,751	61,841	61,787	-0.1	5.2
Newfoundland and Labrador	881	937	910	-2.9	3.3
Prince Edward Island	257	281	281	-0.0	9.3
Nova Scotia	1,597	1,713	1,712	-0.1	7.2
New Brunswick	1,320	1,414	1,386	-2.0	5.0
Quebec	13,154	13,983	13,908	-0.5	5.7
Montréal	6,351	7,023	6,908	-1.6	8.8
Ontario	21,521	22,426	22,416	-0.0	4.2
Toronto	9,111	9,737	9,671	-0.7	6.1
Manitoba	1,984	2,193	2,223	1.4	12.0
Saskatchewan	2,025	2,123	2,114	-0.4	4.4
Alberta	7,597	8,062	8,055	-0.1	6.0
British Columbia	8,214	8,496	8,574	0.9	4.4
Vancouver	3,890	4,010	4,045	0.9	4.0
Yukon	81	87	86	-0.5	6.9
Northwest Territories	73	75	71	-5.3	-3.8
Nunavut	47	49	50	0.1	5.9

^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

	November 2021	October 2022 ^r	November 2022 ^p	October to November 2022	November 2021 to November 2022
	millions of dollars			% change	
Total retail trade (current dollars)	58,751	61,841	61,787	-0.1	5.2
Total retail trade (2012 chained dollars)	51,510	51,607	51,394	-0.4	-0.2
Total (current dollars) excluding motor vehicle and parts dealers	43,118	46,198	45,922	-0.6	6.5
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	37,181	39,110	38,681	-1.1	4.0
Motor vehicle and parts dealers	15,633	15,643	15,865	1.4	1.5
New car dealers	12,128	12,205	12,355	1.2	1.9
Used car dealers	1,377	1,187	1,193	0.6	-13.4
Other motor vehicle dealers	1,101	1,105	1,165	5.4	5.8
Automotive parts, accessories and tire stores	1,026	1,146	1,152	0.6	12.3
Furniture and home furnishings stores	1,928	1,844	1,841	-0.2	-4.5
Furniture stores	1,252	1,173	1,178	0.4	-5.9
Home furnishings stores	677	671	663	-1.2	-2.0
Electronics and appliance stores	1,230	1,228	1,239	0.9	0.7
Building material and garden equipment and supplies dealers	4,041	4,098	3,944	-3.8	-2.4
Food and beverage stores	11,916	12,393	12,198	-1.6	2.4
Supermarkets and other grocery (except convenience) stores	8,341	8,615	8,506	-1.3	2.0
Convenience stores	673	700	689	-1.6	2.4
Specialty food stores	661	790	779	-1.4	17.9
Beer, wine and liquor stores	2,242	2,288	2,224	-2.8	-0.8
Health and personal care stores	4,456	4,898	4,920	0.5	10.4
Gasoline stations	5,937	7,088	7,242	2.2	22.0
Clothing and clothing accessories stores	3,079	3,213	3,224	0.3	4.7
Clothing stores	2,416	2,498	2,511	0.5	3.9
Shoe stores	318	372	375	0.7	17.9
Jewellery, luggage and leather goods stores	346	342	338	-1.3	-2.3
Sporting goods, hobby, book and music stores	1,136	1,255	1,236	-1.5	8.8
General merchandise stores	7,518	8,114	8,053	-0.8	7.1
Miscellaneous store retailers	1,876	2,068	2,027	-2.0	8.1
Cannabis stores ¹	340	390	373	-4.3	9.9

^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

	November 2021	October 2022 ^r	November 2022 ^p	October to November 2022	November 2021 to November 2022
	millions of dollars			% change	
Total retail trade at 2012 constant prices¹	51,633	51,908	51,702	-0.4	0.1
Total excluding motor vehicle and parts dealers	38,898	39,533	39,179	-0.9	0.7
Total excluding motor vehicle and parts dealers and gasoline stations	33,534	33,781	33,213	-1.7	-1.0
Motor vehicle and parts dealers	12,735	12,375	12,523	1.2	-1.7
New car dealers	9,813	9,548	9,627	0.8	-1.9
Used car dealers	1,106	920	922	0.2	-16.6
Other motor vehicle dealers	903	948	1,014	7.0	12.3
Automotive parts, accessories and tire stores	912	958	960	0.2	5.3
Furniture and home furnishings stores	1,737	1,524	1,514	-0.7	-12.8
Furniture stores	1,132	943	946	0.3	-16.4
Home furnishings stores	604	581	568	-2.2	-6.0
Electronics and appliance stores	1,491	1,471	1,472	0.1	-1.3
Building material and garden equipment and supplies dealers	3,205	3,452	3,334	-3.4	4.0
Food and beverage stores	9,961	9,523	9,311	-2.2	-6.5
Supermarkets and other grocery (except convenience) stores	6,952	6,648	6,522	-1.9	-6.2
Convenience stores	515	488	474	-2.9	-8.0
Specialty food stores	523	588	579	-1.5	10.7
Beer, wine and liquor stores	1,970	1,798	1,737	-3.4	-11.8
Health and personal care stores	4,630	4,898	4,884	-0.3	5.5
Gasoline stations	5,364	5,752	5,966	3.7	11.2
Clothing and clothing accessories stores	2,963	3,174	3,197	0.7	7.9
Clothing stores	2,341	2,543	2,570	1.1	9.8
Shoe stores	342	378	376	-0.5	9.9
Jewellery, luggage and leather goods stores	281	252	251	-0.4	-10.7
Sporting goods, hobby, book and music stores	1,085	1,139	1,117	-1.9	2.9
General merchandise stores	6,760	6,749	6,603	-2.2	-2.3
Miscellaneous store retailers	1,703	1,854	1,781	-3.9	4.6
Cannabis stores ²	393	467	444	-4.9	13.0

^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

	November 2021	October 2022	November 2022	November 2022
	millions of dollars			year-over-year change (%)
Retail trade sales (44-453)	60,666	62,703	64,276	6.0
Electronic shopping and mail-order houses sales (45411)	2,875	2,337	2,781	-3.3
Retail e-commerce ¹	4,520	3,460	4,360	-3.5
Retail e-commerce ¹ (% of total retail trade)	7.1	5.3	6.5	...

... 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).