

Retail trade, July 2023

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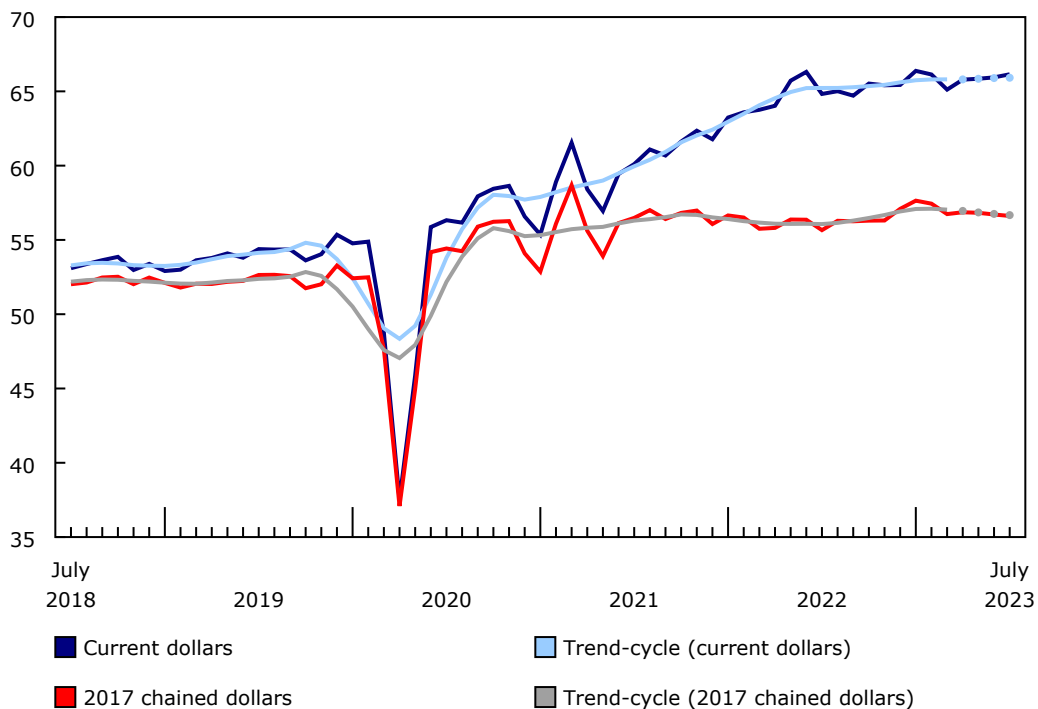
Retail sales increased 0.3% to \$66.1 billion in July. Sales increased in seven of the nine subsectors and were led by increases at food and beverage retailers (+1.3%).

Core retail sales—which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers—were up 1.3% in July.

In volume terms, retail sales edged down 0.2% in July.

Chart 1 Retail sales increase 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 [20-10-0056-01](#) and [20-10-0067-01](#).

Port strike in British Columbia

Based on respondent feedback, approximately 17% of Canadian retailers reported that their business activities in July had been affected by the strike at the ports in British Columbia.

On an unadjusted basis, the largest estimated impacts on sales in dollar terms were at motor vehicle and parts dealers.



Core retail sales rise on gains at food and beverage retailers

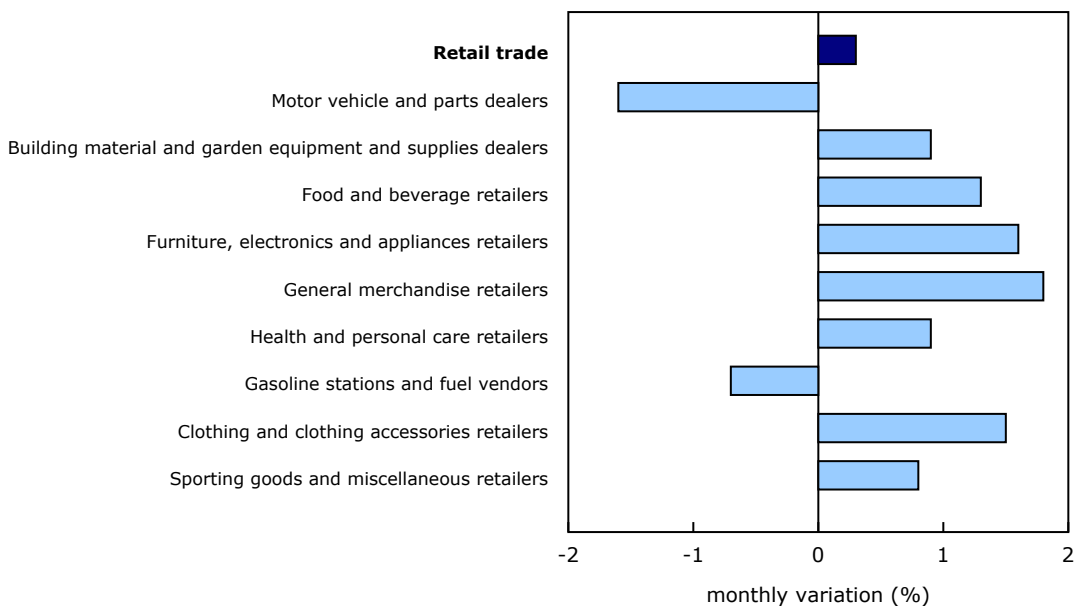
Core retail sales increased 1.3% in July, led by higher sales at food and beverage retailers (+1.3%) and general merchandise retailers (+1.8%). Sales at food and beverage retailers were up on the strength of higher sales at supermarkets and other grocery retailers (except convenience retailers) (+1.5%), beer, wine and liquor retailers (+1.3%) and convenience retailers and vending machine operators (+1.0%) in July.

Sales at motor vehicle and parts dealers fall for the first time in four months

The largest decrease in retail sales in July was observed at motor vehicle and parts dealers (-1.6%), which recorded their first decline in four months. Lower sales at new car dealers (-1.7%) led the decrease, followed by used car dealers (-3.1%). Automotive parts, accessories and tire retailers (+1.0%) were the only store type in this subsector to increase in July.

Lower sales at gasoline stations and fuel vendors (-0.7%) also weighed on retail sales in July. In volume terms, sales at gasoline stations and fuel vendors decreased 1.0%.

Chart 2
Sales increase in seven of nine subsectors in July



Source(s): Table 20-10-0056-01.

Sales up in five provinces

Retail sales increased in five provinces in July, led by higher sales in Quebec (+1.0%) and British Columbia (+1.4%).

In Quebec, retail sales were up 1.0% in July. In the census metropolitan area (CMA) of Montréal, retail sales were down 0.5%.

After decreasing 3.2% in June, retail sales in British Columbia rose 1.4% in July. In the CMA of Vancouver, retail sales were up 2.0% in July.

The largest provincial decrease in retail sales in July was observed in Ontario (-0.2%). The decrease was driven by lower sales at motor vehicle and parts dealers.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were up 2.4% to \$4.0 billion in July, accounting for 6.0% of total retail trade, compared with 5.9% in June.

Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales decreased 0.3% in August. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 49.2% of companies surveyed. The average final response rate for the survey over the previous 12 months was 88.8%.

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 unofficial estimate 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, as 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.

Some common e-commerce transactions, such as travel and accommodation bookings, ticket purchases and financial transactions, are not included in Canadian retail sales figures.

Total retail sales expressed in volume terms are calculated by deflating current-dollar values using consumer price indexes.

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

Next release

Data on retail trade for August will be released on October 20.

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

	July 2022	June 2023 ^r	July 2023 ^p	June to July 2023	July 2022 to July 2023
	millions of dollars			% change	
Canada	64,825	65,940	66,148	0.3	2.0
Newfoundland and Labrador	942	941	970	3.1	2.9
Prince Edward Island	289	290	288	-0.9	-0.3
Nova Scotia	1,748	1,757	1,718	-2.2	-1.7
New Brunswick	1,401	1,440	1,449	0.6	3.4
Quebec	14,221	14,688	14,838	1.0	4.3
Montréal	6,911	7,413	7,377	-0.5	6.7
Ontario	24,385	24,890	24,831	-0.2	1.8
Toronto	11,009	11,395	11,352	-0.4	3.1
Manitoba	2,210	2,189	2,187	-0.1	-1.0
Saskatchewan	2,069	2,052	2,067	0.8	-0.1
Alberta	8,303	8,450	8,416	-0.4	1.4
British Columbia	9,041	9,018	9,147	1.4	1.2
Vancouver	4,470	4,466	4,555	2.0	1.9
Yukon	93	100	107	7.7	15.7
Northwest Territories	75	76	79	4.5	5.2
Nunavut	47	49	50	2.9	6.7

^r revised

^p preliminary

Note(s): Figures may not add up to totals as a result of rounding.

Source(s): Table [20-10-0056-01](#).

Table 2
Retail sales, by industry – Seasonally adjusted

	July 2022	June 2023 ^r	July 2023 ^p	June to July 2023	July 2022 to July 2023
	millions of dollars			% change	
Total retail trade (current dollars)	64,825	65,940	66,148	0.3	2.0
Retail e-commerce	3,604	3,862	3,954	2.4	9.7
Total retail trade (2017 chained dollars)	55,658	56,711	56,615	-0.2	1.7
Total (current dollars) excluding motor vehicle and parts dealers	48,422	48,144	48,639	1.0	0.4
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	40,859	41,633	42,172	1.3	3.2
Motor vehicle and parts dealers	16,403	17,795	17,508	-1.6	6.7
New car dealers	12,726	13,922	13,691	-1.7	7.6
Used car dealers	1,359	1,446	1,401	-3.1	3.0
Other motor vehicle dealers	1,135	1,173	1,150	-2.0	1.3
Automotive parts, accessories and tire retailers	1,184	1,254	1,267	1.0	7.0
Building material and garden equipment and supplies dealers	4,171	3,844	3,879	0.9	-7.0
Food and beverage retailers	12,204	12,842	13,005	1.3	6.6
Supermarkets and other grocery retailers (except convenience)	8,421	9,047	9,183	1.5	9.0
Convenience retailers and vending machine operators	692	736	744	1.0	7.5
Specialty food retailers	887	871	862	-1.1	-2.8
Beer, wine and liquor retailers	2,204	2,187	2,215	1.3	0.5
Furniture, home furnishings, electronics and appliances retailers	3,615	3,619	3,677	1.6	1.7
Furniture retailers	1,249	1,189	1,204	1.3	-3.6
Floor covering, window treatment and other home furnishing retailers	723	685	680	-0.8	-6.0
Electronics and appliances retailers	1,643	1,745	1,794	2.8	9.2
General merchandise retailers	8,560	8,589	8,744	1.8	2.1
Health and personal care retailers	4,992	5,305	5,352	0.9	7.2
Gasoline stations and fuel vendors	7,563	6,512	6,468	-0.7	-14.5
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,381	3,548	3,600	1.5	6.5
Clothing and clothing accessories retailers	2,632	2,759	2,797	1.4	6.3
Shoe retailers	354	405	407	0.7	15.1
Jewellery, luggage and leather goods retailers	395	384	395	2.9	0.2
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	3,936	3,885	3,915	0.8	-0.5
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,384	1,383	1,406	1.7	1.6
Miscellaneous store retailers	2,552	2,502	2,509	0.3	-1.7
Cannabis retailers ¹	393	438	446	1.9	13.6

^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 [20-10-0056-01](#) and [20-10-0067-01](#).

Table 3
Retail sales at 2017 constant prices, by industry – Seasonally adjusted

	July 2022	June 2023 ^r	July 2023 ^p	June to July 2023	July 2022 to July 2023
	millions of dollars			% change	
Total retail trade at 2017 constant prices¹	56,104	57,112	57,042	-0.1	1.7
Total excluding motor vehicle and parts dealers	41,793	41,749	42,099	0.8	0.7
Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	37,237	36,958	37,358	1.1	0.3
Motor vehicle and parts dealers	14,311	15,363	14,943	-2.7	4.4
New car dealers	11,038	11,929	11,578	-2.9	4.9
Used car dealers	1,180	1,242	1,185	-4.6	0.4
Other motor vehicle dealers	1,063	1,161	1,141	-1.7	7.3
Automotive parts, accessories and tire retailers	1,030	1,031	1,038	0.7	0.8
Building material and garden equipment and supplies dealers	3,739	3,876	3,852	-0.6	3.0
Food and beverage retailers	10,423	10,331	10,454	1.2	0.3
Supermarkets and other grocery retailers (except convenience retailers)	7,190	7,244	7,356	1.5	2.3
Convenience retailers and vending machine operators	567	561	567	1.1	0.0
Specialty food retailers	756	708	696	-1.7	-7.9
Beer, wine and liquor retailers	1,910	1,818	1,834	0.9	-4.0
Furniture, home furnishings, electronics and appliances retailers	3,469	3,523	3,621	2.8	4.4
Furniture retailers	1,053	998	1,017	1.9	-3.4
Floor covering, window treatment and other home furnishing retailers	649	625	626	0.2	-3.5
Electronics and appliances retailers	1,767	1,900	1,978	4.1	11.9
General merchandise retailers	7,639	7,157	7,241	1.2	-5.2
Health and personal care retailers	4,972	4,979	5,015	0.7	0.9
Gasoline stations and fuel vendors	4,556	4,791	4,741	-1.0	4.1
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,323	3,500	3,548	1.4	6.8
Clothing and clothing accessories retailers	2,657	2,770	2,807	1.3	5.6
Shoe retailers	353	424	427	0.7	21.0
Jewellery, luggage and leather goods retailers	313	305	313	2.6	0.0
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,673	3,592	3,627	1.0	-1.3
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,300	1,294	1,318	1.9	1.4
Miscellaneous store retailers	2,373	2,298	2,309	0.5	-2.7
Cannabis retailers ²	471	548	561	2.4	19.1

^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 20-10-0067-01.

Available tables: [20-10-0056-01](#) and [20-10-0067-01](#).

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).