

Retail trade, September 2023

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Retail sales increased 0.6% to \$66.5 billion in September. Sales were up in four of nine subsectors and were led by increases at motor vehicle and parts dealers (+1.5%).

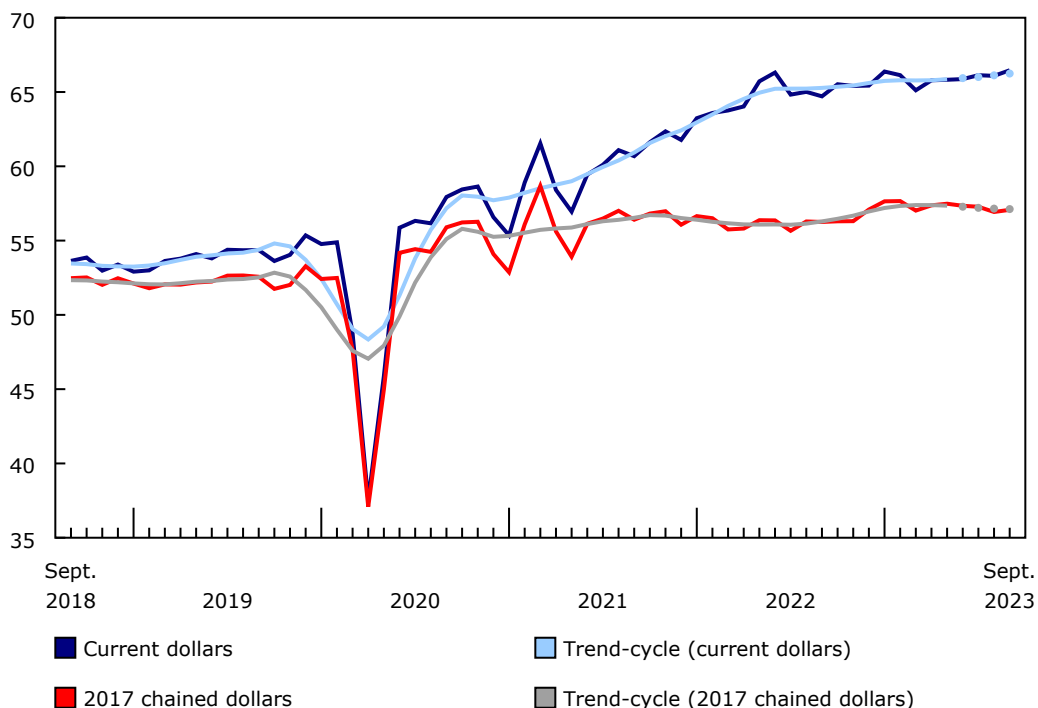
Core retail sales—which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers—were down 0.3% in September.

In volume terms, retail sales increased 0.3% in September.

Retail sales were up 0.6% in the third quarter, while in volume terms, retail sales declined 0.5%.

Chart 1
Retail sales increase in September

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](#).

Sales at motor vehicle and parts dealers rise

The largest increase to retail sales in September came from motor vehicle and parts dealers (+1.5%). The gain was led by higher sales at new car dealers (+2.4%). The largest decline in this subsector came from used car dealers (-2.0%), followed by other motor vehicle dealers (-1.5%).

Also contributing to the increase in retail sales in September were higher sales at gasoline stations and fuel vendors (+3.2%). In volume terms, sales at gasoline stations and fuel vendors increased 2.3%.

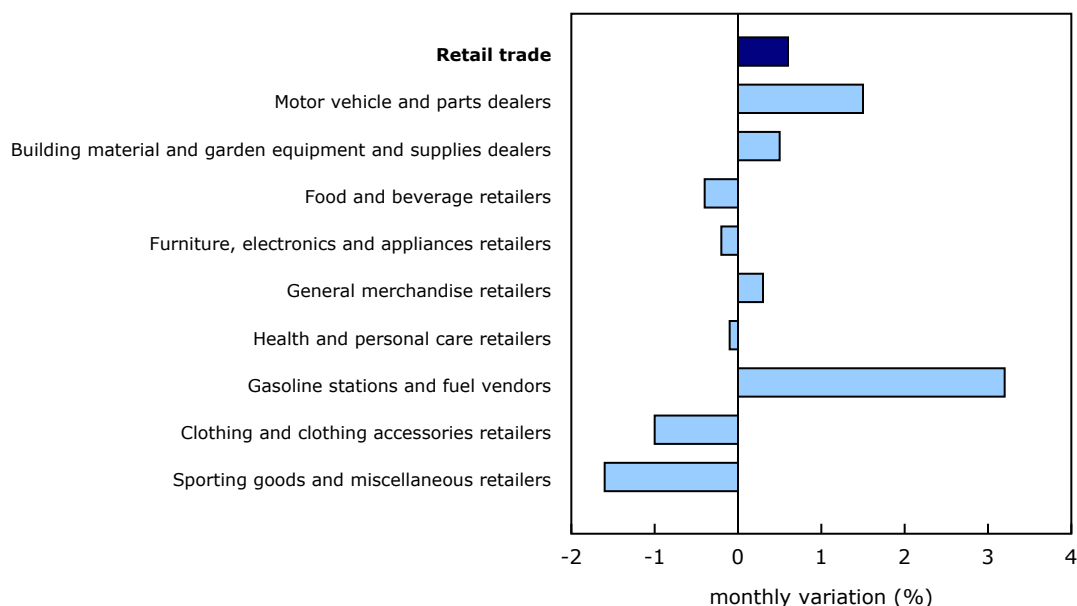


Core retail sales decline

Core retail sales decreased 0.3% in September, led by lower sales at sporting goods, hobby, musical instrument, book and miscellaneous retailers (-1.6%) and food and beverage retailers (-0.4%). Sales at food and beverage retailers were down on lower sales at beer, wine and liquor retailers (-1.8%), supermarkets and other grocery retailers (except convenience retailers) (-0.2%) and specialty food retailers (-0.4%).

The largest increase to core retail sales in September came from general merchandise retailers (+0.3%). Sales were up in this subsector for the third consecutive month.

Chart 2 Sales increase in four of nine subsectors in September



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

Sales up in eight provinces

Retail sales increased in eight provinces in September. The largest provincial increase was observed in Ontario (+0.3%), led by higher sales at motor vehicle and parts dealers. In the census metropolitan area of Toronto, sales were down 0.6%.

In Alberta, retail sales were up 0.9% in September. The increase was driven by higher sales at general merchandise retailers.

The largest provincial decrease in September was observed in New Brunswick (-0.2%), led by lower sales at motor vehicle and parts dealers.

After their decline in August, retail sales in the Northwest Territories increased 26.6% in September.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were down 0.6% to \$3.8 billion in September, accounting for 5.8% of total retail trade.

Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales increased 0.8% in October. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 48.7% of companies surveyed. The average final response rate for the survey over the previous 12 months was 88.6%.

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 October will be released on December 21, 2023.

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

	September 2022	August 2023 ^r	September 2023 ^p	August to September 2023	September 2022 to September 2023
	millions of dollars			% change	
Canada	64,709	66,087	66,463	0.6	2.7
Newfoundland and Labrador	942	946	945	-0.0	0.3
Prince Edward Island	278	304	307	0.8	10.2
Nova Scotia	1,689	1,762	1,776	0.8	5.2
New Brunswick	1,380	1,446	1,443	-0.2	4.6
Quebec	14,138	14,905	14,972	0.4	5.9
Montréal	6,967	7,432	7,528	1.3	8.0
Ontario	24,553	24,689	24,768	0.3	0.9
Toronto	11,176	11,223	11,160	-0.6	-0.2
Manitoba	2,209	2,232	2,260	1.2	2.3
Saskatchewan	2,120	2,086	2,148	3.0	1.3
Alberta	8,205	8,482	8,560	0.9	4.3
British Columbia	8,979	9,021	9,061	0.4	0.9
Vancouver	4,426	4,475	4,513	0.9	2.0
Yukon	89	104	96	-7.5	8.3
Northwest Territories	78	58	73	26.6	-5.9
Nunavut	49	52	55	5.6	12.5

^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

	September 2022	August 2023 ^r	September 2023 ^p	August to September 2023	September 2022 to September 2023
	millions of dollars			% change	
Total retail trade (current dollars)	64,709	66,087	66,463	0.6	2.7
Retail e-commerce	3,664	3,849	3,824	-0.6	4.4
Total retail trade (2017 chained dollars)	56,254	56,926	57,070	0.3	1.5
Total (current dollars) excluding motor vehicle and parts dealers	48,224	48,703	48,812	0.2	1.2
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	41,062	41,888	41,775	-0.3	1.7
Motor vehicle and parts dealers	16,485	17,383	17,652	1.5	7.1
New car dealers	12,712	13,555	13,879	2.4	9.2
Used car dealers	1,344	1,394	1,367	-2.0	1.7
Other motor vehicle dealers	1,226	1,168	1,150	-1.5	-6.2
Automotive parts, accessories and tire retailers	1,203	1,266	1,255	-0.8	4.4
Building material and garden equipment and supplies dealers	4,152	3,894	3,913	0.5	-5.7
Food and beverage retailers	12,262	12,806	12,761	-0.4	4.1
Supermarkets and other grocery retailers (except convenience)	8,442	8,985	8,968	-0.2	6.2
Convenience retailers and vending machine operators	699	756	771	2.1	10.4
Specialty food retailers	879	888	885	-0.4	0.7
Beer, wine and liquor retailers	2,243	2,177	2,137	-1.8	-4.7
Furniture, home furnishings, electronics and appliances retailers	3,673	3,693	3,685	-0.2	0.3
Furniture retailers	1,254	1,172	1,161	-1.0	-7.4
Floor covering, window treatment and other home furnishing retailers	792	686	679	-1.0	-14.3
Electronics and appliances retailers	1,627	1,835	1,845	0.5	13.4
General merchandise retailers	8,515	8,749	8,773	0.3	3.0
Health and personal care retailers	5,057	5,407	5,399	-0.1	6.8
Gasoline stations and fuel vendors	7,163	6,816	7,037	3.2	-1.8
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,457	3,505	3,469	-1.0	0.3
Clothing and clothing accessories retailers	2,682	2,724	2,716	-0.3	1.3
Shoe retailers	384	405	395	-2.7	2.7
Jewellery, luggage and leather goods retailers	391	376	359	-4.6	-8.3
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	3,946	3,833	3,774	-1.6	-4.4
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,427	1,409	1,420	0.8	-0.5
Miscellaneous store retailers	2,519	2,425	2,354	-2.9	-6.6
Cannabis retailers ¹	392	467	444	-4.9	13.2

^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

	September 2022	August 2023 ^r	September 2023 ^p	August to September 2023	September 2022 to September 2023
	millions of dollars			% change	
Total retail trade at 2017 constant prices¹	56,529	57,291	57,423	0.2	1.6
Total excluding motor vehicle and parts dealers	42,129	42,293	42,243	-0.1	0.3
Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	36,940	37,063	36,893	-0.5	-0.1
Motor vehicle and parts dealers	14,400	14,998	15,180	1.2	5.4
New car dealers	11,014	11,608	11,837	2.0	7.5
Used car dealers	1,168	1,197	1,169	-2.3	0.1
Other motor vehicle dealers	1,184	1,159	1,153	-0.5	-2.6
Automotive parts, accessories and tire retailers	1,034	1,034	1,021	-1.3	-1.3
Building material and garden equipment and supplies dealers	3,760	3,800	3,791	-0.2	0.8
Food and beverage retailers	10,246	10,211	10,115	-0.9	-1.3
Supermarkets and other grocery retailers (except convenience retailers)	7,051	7,161	7,094	-0.9	0.6
Convenience retailers and vending machine operators	566	574	584	1.7	3.2
Specialty food retailers	735	723	717	-0.8	-2.4
Beer, wine and liquor retailers	1,895	1,753	1,720	-1.9	-9.2
Furniture, home furnishings, electronics and appliances retailers	3,516	3,624	3,652	0.8	3.9
Furniture retailers	1,053	994	991	-0.3	-5.9
Floor covering, window treatment and other home furnishing retailers	711	631	631	0.0	-11.3
Electronics and appliances retailers	1,751	1,999	2,030	1.6	15.9
General merchandise retailers	7,412	7,326	7,335	0.1	-1.0
Health and personal care retailers	4,929	5,108	5,092	-0.3	3.3
Gasoline stations and fuel vendors	5,189	5,230	5,350	2.3	3.1
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,440	3,446	3,416	-0.9	-0.7
Clothing and clothing accessories retailers	2,740	2,736	2,731	-0.2	-0.3
Shoe retailers	393	430	422	-1.9	7.4
Jewellery, luggage and leather goods retailers	307	280	263	-6.1	-14.3
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,637	3,549	3,492	-1.6	-4.0
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,339	1,307	1,319	0.9	-1.5
Miscellaneous store retailers	2,297	2,242	2,173	-3.1	-5.4
Cannabis retailers ²	470	589	560	-4.9	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).