

# Retail trade, October 2023

Released at 8:30 a.m. Eastern time in *The Daily*, Thursday, December 21, 2023

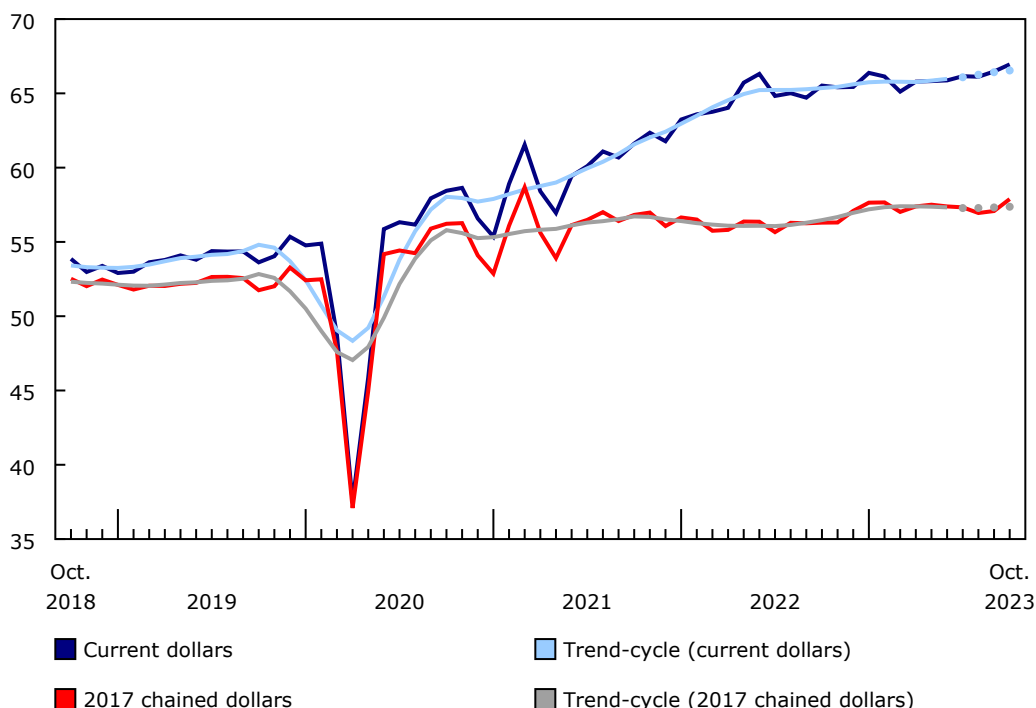
Retail sales increased 0.7% to \$66.9 billion in October. Sales were up in seven of nine subsectors and were led by increases at motor vehicle and parts dealers (+1.1%).

Core retail sales—which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers—were up 1.2% in October.

In volume terms, retail sales increased 1.4% in October.

**Chart 1**  
**Retail sales increase in October**

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 October came from motor vehicle and parts dealers (+1.1%). The gain was led by higher sales at new car dealers (+1.3%), followed by other motor vehicle dealers (+2.0%). The largest decline in this subsector came from automotive parts, accessories and tire retailers (-0.4%).

The largest decrease in retail sales in October was observed at gasoline stations and fuel vendors (-3.1%). In volume terms, sales at gasoline stations and fuel vendors increased 2.2%.



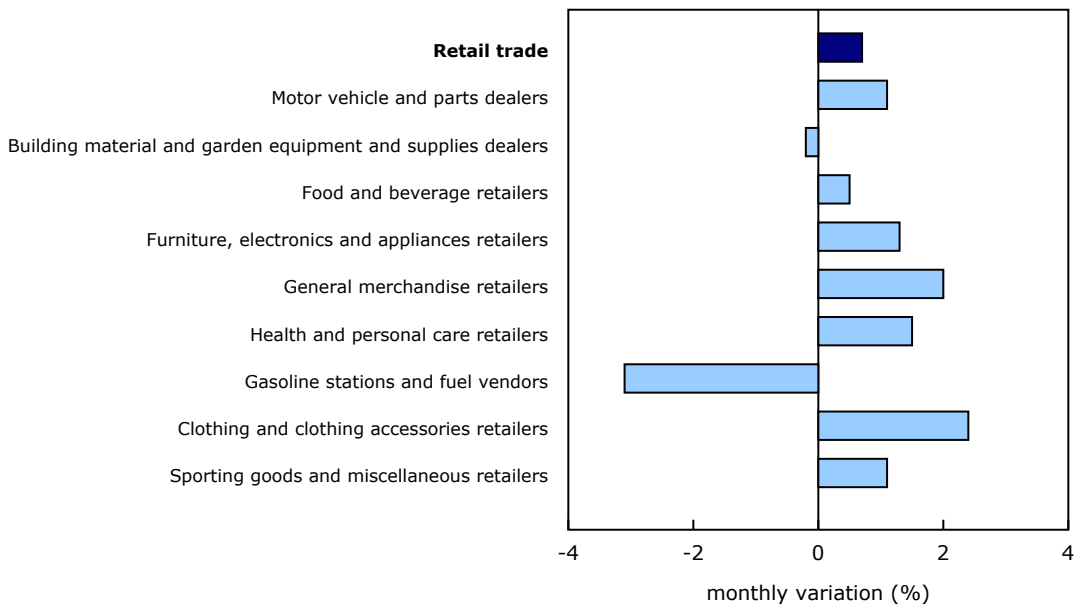
## Core retail sales increase on gains at general merchandise retailers

Core retail sales increased 1.2% in October, after two consecutive monthly declines. The gain was led by higher sales at general merchandise retailers (+2.0%).

Higher sales were also reported at health and personal care retailers (+1.5%) in October.

The largest decrease to core retail sales in October came from building material and garden equipment and supplies dealers (-0.2%).

### Chart 2 Sales increase in seven of nine subsectors in October



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

## Sales up in nine provinces

Retail sales increased in nine provinces in October. The largest provincial increase was observed in Ontario (+1.0%), led by higher sales at general merchandise retailers. In the census metropolitan area (CMA) of Toronto, sales were up 0.2%.

In Quebec, retail sales increased 0.7% in October. In the CMA of Montréal, retail sales were up 2.5%.

The lone provincial decrease in October was observed in Alberta (-0.2%), led by lower sales at food and beverage retailers.

## Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were up 1.8% to \$3.9 billion in October, accounting for 5.9% of total retail trade, compared with 5.8% in September.

---

## Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales were relatively unchanged in November. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 54.5% of companies surveyed. The average final response rate for the survey over the previous 12 months was 88.4%.

### 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 November 2023 will be released on January 19, 2024.*

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

|                           | October<br>2022     | September<br>2023 <sup>r</sup> | October<br>2023 <sup>p</sup> | September to<br>October 2023 | October 2022 to<br>October 2023 |
|---------------------------|---------------------|--------------------------------|------------------------------|------------------------------|---------------------------------|
|                           | millions of dollars |                                |                              | % change                     |                                 |
| <b>Canada</b>             | <b>65,523</b>       | <b>66,470</b>                  | <b>66,948</b>                | <b>0.7</b>                   | <b>2.2</b>                      |
| Newfoundland and Labrador | 968                 | 944                            | 957                          | 1.4                          | -1.1                            |
| Prince Edward Island      | 292                 | 304                            | 304                          | 0.0                          | 4.0                             |
| Nova Scotia               | 1,780               | 1,773                          | 1,778                        | 0.3                          | -0.1                            |
| New Brunswick             | 1,442               | 1,445                          | 1,468                        | 1.6                          | 1.8                             |
| Quebec                    | 14,507              | 14,995                         | 15,104                       | 0.7                          | 4.1                             |
| Montréal                  | 7,350               | 7,545                          | 7,733                        | 2.5                          | 5.2                             |
| Ontario                   | 24,490              | 24,764                         | 25,001                       | 1.0                          | 2.1                             |
| Toronto                   | 11,182              | 11,140                         | 11,164                       | 0.2                          | -0.2                            |
| Manitoba                  | 2,260               | 2,252                          | 2,263                        | 0.5                          | 0.1                             |
| Saskatchewan              | 2,173               | 2,157                          | 2,195                        | 1.8                          | 1.1                             |
| Alberta                   | 8,336               | 8,544                          | 8,529                        | -0.2                         | 2.3                             |
| British Columbia          | 9,055               | 9,074                          | 9,118                        | 0.5                          | 0.7                             |
| Vancouver                 | 4,461               | 4,533                          | 4,565                        | 0.7                          | 2.3                             |
| Yukon                     | 91                  | 98                             | 95                           | -2.7                         | 4.4                             |
| Northwest Territories     | 79                  | 67                             | 82                           | 22.7                         | 3.4                             |
| Nunavut                   | 51                  | 55                             | 55                           | 0.9                          | 8.8                             |

<sup>r</sup> revised

<sup>p</sup> 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**

|   | October<br>2022     | September<br>2023 <sup>r</sup> | October<br>2023 <sup>p</sup> | September to<br>October 2023 | October 2022<br>to October<br>2023 |
|---|---------------------|--------------------------------|------------------------------|------------------------------|------------------------------------|
|   | millions of dollars |                                |                              | % change                     |                                    |
| <b>Total retail trade (current dollars)</b>   | <b>65,523</b>       | <b>66,470</b>                  | <b>66,948</b>                | <b>0.7</b>                   | <b>2.2</b>                         |
| <b>Retail e-commerce</b>  | <b>3,535</b>        | <b>3,859</b>                   | <b>3,929</b>                 | <b>1.8</b>                   | <b>11.1</b>                        |
| <b>Total retail trade (2017 chained dollars)</b>  | <b>56,298</b>       | <b>57,079</b>                  | <b>57,883</b>                | <b>1.4</b>                   | <b>2.8</b>                         |
| <b>Total (current dollars) excluding motor vehicle and parts dealers</b>  | <b>48,915</b>       | <b>48,762</b>                  | <b>49,037</b>                | <b>0.6</b>                   | <b>0.2</b>                         |
| <b>Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors</b> | <b>41,330</b>       | <b>41,780</b>                  | <b>42,270</b>                | <b>1.2</b>                   | <b>2.3</b>                         |
| Motor vehicle and parts dealers   | 16,608              | 17,708                         | 17,911                       | 1.1                          | 7.8                                |
| New car dealers   | 12,911              | 13,950                         | 14,137                       | 1.3                          | 9.5                                |
| Used car dealers  | 1,369               | 1,360                          | 1,358                        | -0.1                         | -0.8                               |
| Other motor vehicle dealers   | 1,133               | 1,145                          | 1,167                        | 2.0                          | 3.0                                |
| Automotive parts, accessories and tire retailers  | 1,195               | 1,254                          | 1,248                        | -0.4                         | 4.4                                |
| Building material and garden equipment and supplies dealers   | 4,141               | 3,888                          | 3,881                        | -0.2                         | -6.3                               |
| Food and beverage retailers   | 12,530              | 12,734                         | 12,799                       | 0.5                          | 2.1                                |
| Supermarkets and other grocery retailers (except convenience)   | 8,656               | 8,967                          | 9,024                        | 0.6                          | 4.3                                |
| Convenience retailers and vending machine operators   | 716                 | 764                            | 745                          | -2.6                         | 4.0                                |
| Specialty food retailers  | 877                 | 872                            | 853                          | -2.2                         | -2.8                               |
| Beer, wine and liquor retailers   | 2,281               | 2,130                          | 2,178                        | 2.2                          | -4.5                               |
| Furniture, home furnishings, electronics and appliances retailers   | 3,614               | 3,685                          | 3,732                        | 1.3                          | 3.3                                |
| Furniture retailers   | 1,256               | 1,183                          | 1,180                        | -0.3                         | -6.1                               |
| Floor covering, window treatment and other home furnishing retailers  | 734                 | 687                            | 695                          | 1.2                          | -5.3                               |
| Electronics and appliances retailers  | 1,624               | 1,815                          | 1,857                        | 2.4                          | 14.4                               |
| General merchandise retailers   | 8,584               | 8,811                          | 8,986                        | 2.0                          | 4.7                                |
| Health and personal care retailers  | 5,118               | 5,457                          | 5,541                        | 1.5                          | 8.2                                |
| Gasoline stations and fuel vendors  | 7,585               | 6,982                          | 6,767                        | -3.1                         | -10.8                              |
| Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers                           | 3,439               | 3,471                          | 3,554                        | 2.4                          | 3.3                                |
| Clothing and clothing accessories retailers   | 2,668               | 2,713                          | 2,753                        | 1.5                          | 3.2                                |
| Shoe retailers  | 390                 | 397                            | 425                          | 7.0                          | 8.8                                |
| Jewellery, luggage and leather goods retailers  | 381                 | 362                            | 376                          | 4.1                          | -1.2                               |
| Sporting goods, hobby, musical instrument, book, and miscellaneous retailers                                    | 3,903               | 3,734                          | 3,776                        | 1.1                          | -3.3                               |
| Sporting goods, hobby, musical instrument and book retailers and news dealers                                   | 1,400               | 1,380                          | 1,388                        | 0.6                          | -0.9                               |
| Miscellaneous store retailers   | 2,503               | 2,354                          | 2,389                        | 1.5                          | -4.6                               |
| Cannabis retailers <sup>1</sup>   | 390                 | 438                            | 449                          | 2.4                          | 15.0                               |

<sup>r</sup> revised

<sup>p</sup> 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**

|   | October 2022        | September 2023 <sup>r</sup> | October 2023 <sup>p</sup> | September to October 2023 | October 2022 to October 2023 |
|---|---------------------|-----------------------------|---------------------------|---------------------------|------------------------------|
|   | millions of dollars |                             |                           | % change                  |                              |
| <b>Total retail trade at 2017 constant prices<sup>1</sup></b>                                 | <b>56,660</b>       | <b>57,425</b>               | <b>58,242</b>             | <b>1.4</b>                | <b>2.8</b>                   |
| <b>Total excluding motor vehicle and parts dealers</b>  | <b>42,120</b>       | <b>42,219</b>               | <b>42,962</b>             | <b>1.8</b>                | <b>2.0</b>                   |
| <b>Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors</b> | <b>37,250</b>       | <b>36,905</b>               | <b>37,531</b>             | <b>1.7</b>                | <b>0.8</b>                   |
| Motor vehicle and parts dealers   | 14,540              | 15,206                      | 15,280                    | 0.5                       | 5.1                          |
| New car dealers   | 11,218              | 11,882                      | 11,971                    | 0.7                       | 6.7                          |
| Used car dealers  | 1,192               | 1,161                       | 1,153                     | -0.7                      | -3.3                         |
| Other motor vehicle dealers   | 1,106               | 1,142                       | 1,144                     | 0.2                       | 3.4                          |
| Automotive parts, accessories and tire retailers  | 1,024               | 1,020                       | 1,013                     | -0.7                      | -1.1                         |
| Building material and garden equipment and supplies dealers                                   | 3,885               | 3,773                       | 3,769                     | -0.1                      | -3.0                         |
| Food and beverage retailers   | 10,362              | 10,099                      | 10,148                    | 0.5                       | -2.1                         |
| Supermarkets and other grocery retailers (except convenience retailers)                       | 7,141               | 7,098                       | 7,143                     | 0.6                       | 0.0                          |
| Convenience retailers and vending machine operators   | 569                 | 577                         | 559                       | -3.1                      | -1.8                         |
| Specialty food retailers  | 713                 | 706                         | 688                       | -2.5                      | -3.5                         |
| Beer, wine and liquor retailers   | 1,939               | 1,717                       | 1,758                     | 2.4                       | -9.3                         |
| Furniture, home furnishings, electronics and appliances retailers                             | 3,471               | 3,648                       | 3,707                     | 1.6                       | 6.8                          |
| Furniture retailers   | 1,059               | 1,012                       | 1,014                     | 0.2                       | -4.2                         |
| Floor covering, window treatment and other home furnishing retailers                          | 663                 | 638                         | 646                       | 1.3                       | -2.6                         |
| Electronics and appliances retailers  | 1,749               | 1,997                       | 2,047                     | 2.5                       | 17.0                         |
| General merchandise retailers   | 7,502               | 7,360                       | 7,632                     | 3.7                       | 1.7                          |
| Health and personal care retailers  | 5,013               | 5,147                       | 5,227                     | 1.6                       | 4.3                          |
| Gasoline stations and fuel vendors  | 4,870               | 5,314                       | 5,431                     | 2.2                       | 11.5                         |
| Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers         | 3,433               | 3,427                       | 3,539                     | 3.3                       | 3.1                          |
| Clothing and clothing accessories retailers   | 2,728               | 2,737                       | 2,809                     | 2.6                       | 3.0                          |
| Shoe retailers  | 407                 | 426                         | 456                       | 7.0                       | 12.0                         |
| Jewellery, luggage and leather goods retailers  | 298                 | 265                         | 274                       | 3.4                       | -8.1                         |
| Sporting goods, hobby, musical instrument, book and miscellaneous retailers                   | 3,584               | 3,452                       | 3,508                     | 1.6                       | -2.1                         |
| Sporting goods, hobby, musical instrument and book retailers and news dealers                 | 1,310               | 1,282                       | 1,290                     | 0.6                       | -1.5                         |
| Miscellaneous store retailers   | 2,275               | 2,170                       | 2,219                     | 2.3                       | -2.5                         |
| Cannabis retailers <sup>2</sup>   | 467                 | 553                         | 555                       | 0.4                       | 18.8                         |

<sup>r</sup> revised

<sup>p</sup> 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](mailto:infostats@statcan.gc.ca)) or Media Relations ([statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca](mailto:statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca)).