

# Retail trade, November 2023

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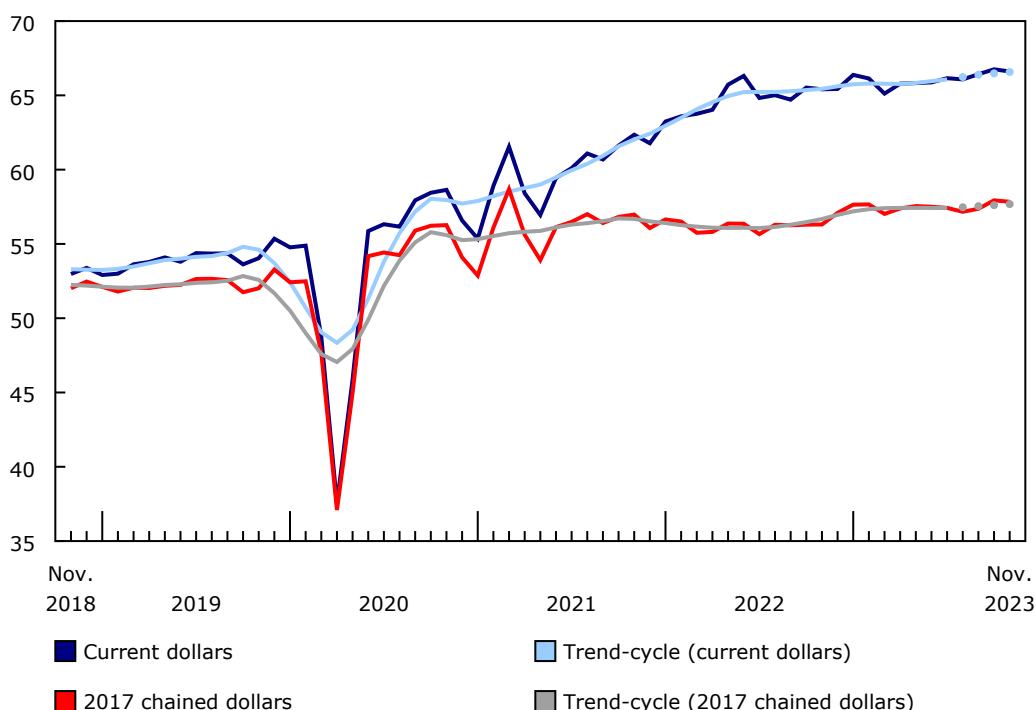
Retail sales decreased 0.2% to \$66.6 billion in November. Sales were down in four of nine subsectors and were led by decreases at food and beverage retailers (-1.4%).

Core retail sales—which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers—were down 0.6% in November.

In volume terms, retail sales decreased 0.2% in November.

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

## Core retail sales decline

Core retail sales decreased 0.6% in November, led by lower sales at food and beverage retailers (-1.4%) and general merchandise retailers (-1.8%). Sales at food and beverage retailers were down on lower sales at supermarkets and other grocery retailers (except convenience retailers) (-1.6%) and beer, wine and liquor retailers (-3.3%).

The largest increase to core retail sales in November came from clothing, clothing accessories, shoes, jewelry, luggage and leather goods retailers (+1.5%).

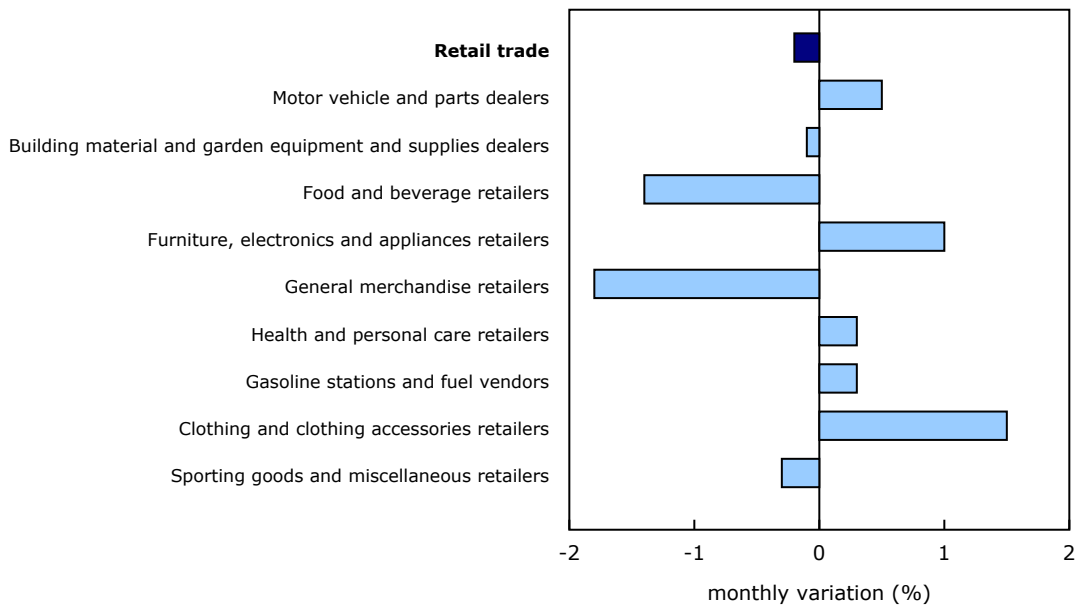


## Sales at motor vehicle and parts dealers rise

The largest increase in retail sales in November was observed at motor vehicle and parts dealers (+0.5%), up for a third consecutive month. Higher sales at other motor vehicle dealers (+4.0%) led the increase, followed by automotive parts, accessories and tire retailers (+3.4%). Gains at new car dealers (+0.2%) were more than offset by lower sales at used car dealers (-2.2%).

Sales at gasoline stations and fuel vendors (+0.3%) were also up in November. In volume terms, sales at gasoline stations and fuel vendors increased 2.2%.

## Chart 2 Sales decrease in four of nine subsectors in November



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

## Sales down in five provinces

Retail sales decreased in five provinces in November. The largest provincial decrease was observed in Quebec (-1.4%). In the census metropolitan area of Montréal, sales were down 0.9%.

In Saskatchewan, retail sales decreased 2.2% in November, led by lower sales at general merchandise retailers.

The largest provincial increase in retail sales in November was observed in British Columbia (+0.7%). The increase was led by higher sales at motor vehicle and parts dealers.

## Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were down 1.5% to \$3.9 billion in November, accounting for 5.8% of total retail trade, compared with 5.9% in October.

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## Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales increased 0.8% in December. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 49.4% of companies surveyed. The average final response rate for the survey over the previous 12 months was 88.1%.

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### 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 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 December 2023 will be released on February 22, 2024.*

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

	November 2022	October 2023 <sup>r</sup>	November 2023 <sup>p</sup>	October to November 2023	November 2022 to November 2023
	millions of dollars			% change	
<b>Canada</b>	<b>65,407</b>	<b>66,752</b>	<b>66,608</b>	<b>-0.2</b>	<b>1.8</b>
Newfoundland and Labrador	942	951	945	-0.6	0.4
Prince Edward Island	291	301	307	1.8	5.2
Nova Scotia	1,775	1,771	1,756	-0.9	-1.1
New Brunswick	1,390	1,472	1,470	-0.2	5.7
Quebec	14,458	15,077	14,861	-1.4	2.8
Montréal	7,240	7,725	7,652	-0.9	5.7
Ontario	24,433	24,880	24,901	0.1	1.9
Toronto	11,106	11,149	11,371	2.0	2.4
Manitoba	2,288	2,265	2,271	0.3	-0.8
Saskatchewan	2,160	2,166	2,118	-2.2	-2.0
Alberta	8,361	8,521	8,571	0.6	2.5
British Columbia	9,092	9,114	9,179	0.7	0.9
Vancouver	4,470	4,565	4,620	1.2	3.3
Yukon	91	95	98	2.9	7.8
Northwest Territories	75	85	83	-2.2	10.6
Nunavut	51	54	50	-8.4	-1.7

<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**

	November 2022	October 2023 <sup>r</sup>	November 2023 <sup>p</sup>	October to November 2023	November 2022 to November 2023
	millions of dollars			% change	
<b>Total retail trade (current dollars)</b>	<b>65,407</b>	<b>66,752</b>	<b>66,608</b>	<b>-0.2</b>	<b>1.8</b>
<b>Retail e-commerce</b>	<b>3,507</b>	<b>3,947</b>	<b>3,888</b>	<b>-1.5</b>	<b>10.8</b>
<b>Total retail trade (2017 chained dollars)</b>	<b>56,307</b>	<b>57,933</b>	<b>57,837</b>	<b>-0.2</b>	<b>2.7</b>
<b>Total (current dollars) excluding motor vehicle and parts dealers</b>	<b>48,677</b>	<b>48,929</b>	<b>48,702</b>	<b>-0.5</b>	<b>0.1</b>
<b>Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors</b>	<b>41,032</b>	<b>42,152</b>	<b>41,903</b>	<b>-0.6</b>	<b>2.1</b>
Motor vehicle and parts dealers	16,729	17,824	17,906	0.5	7.0
New car dealers	12,964	14,125	14,148	0.2	9.1
Used car dealers	1,364	1,295	1,266	-2.2	-7.2
Other motor vehicle dealers	1,197	1,152	1,198	4.0	0.1
Automotive parts, accessories and tire retailers	1,204	1,251	1,293	3.4	7.4
Building material and garden equipment and supplies dealers	3,999	3,871	3,866	-0.1	-3.3
Food and beverage retailers	12,388	12,761	12,581	-1.4	1.6
Supermarkets and other grocery retailers (except convenience)	8,575	9,005	8,863	-1.6	3.4
Convenience retailers and vending machine operators	703	746	753	0.9	7.1
Specialty food retailers	854	853	879	3.0	2.9
Beer, wine and liquor retailers	2,256	2,157	2,086	-3.3	-7.5
Furniture, home furnishings, electronics and appliances retailers	3,628	3,699	3,738	1.0	3.0
Furniture retailers	1,266	1,176	1,203	2.3	-4.9
Floor covering, window treatment and other home furnishing retailers	726	695	707	1.6	-2.6
Electronics and appliances retailers	1,636	1,828	1,827	-0.0	11.7
General merchandise retailers	8,532	8,916	8,752	-1.8	2.6
Health and personal care retailers	5,162	5,545	5,564	0.3	7.8
Gasoline stations and fuel vendors	7,646	6,777	6,799	0.3	-11.1
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,457	3,558	3,611	1.5	4.4
Clothing and clothing accessories retailers	2,691	2,756	2,804	1.7	4.2
Shoe retailers	394	424	416	-1.9	5.5
Jewellery, luggage and leather goods retailers	372	378	392	3.5	5.1
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	3,865	3,802	3,791	-0.3	-1.9
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,388	1,394	1,393	-0.0	0.4
Miscellaneous store retailers	2,477	2,408	2,398	-0.4	-3.2
Cannabis retailers <sup>1</sup>	374	439	412	-6.2	10.1

<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**

	November 2022	October 2023 <sup>r</sup>	November 2023 <sup>p</sup>	October to November 2023	November 2022 to November 2023
	millions of dollars			% change	
<b>Total retail trade at 2017 constant prices<sup>1</sup></b>	<b>56,634</b>	<b>58,263</b>	<b>58,174</b>	<b>-0.2</b>	<b>2.7</b>
<b>Total excluding motor vehicle and parts dealers</b>	<b>41,935</b>	<b>43,004</b>	<b>42,864</b>	<b>-0.3</b>	<b>2.2</b>
<b>Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors</b>	<b>36,884</b>	<b>37,450</b>	<b>37,186</b>	<b>-0.7</b>	<b>0.8</b>
Motor vehicle and parts dealers	14,699	15,259	15,310	0.3	4.2
New car dealers	11,292	12,017	12,029	0.1	6.5
Used car dealers	1,191	1,105	1,079	-2.4	-9.4
Other motor vehicle dealers	1,190	1,123	1,157	3.0	-2.8
Automotive parts, accessories and tire retailers	1,026	1,014	1,045	3.1	1.9
Building material and garden equipment and supplies dealers	3,797	3,749	3,757	0.2	-1.1
Food and beverage retailers	10,199	10,145	9,966	-1.8	-2.3
Supermarkets and other grocery retailers (except convenience retailers)	7,031	7,127	6,997	-1.8	-0.5
Convenience retailers and vending machine operators	555	560	562	0.4	1.3
Specialty food retailers	699	684	707	3.4	1.1
Beer, wine and liquor retailers	1,915	1,774	1,701	-4.1	-11.2
Furniture, home furnishings, electronics and appliances retailers	3,460	3,578	3,598	0.6	4.0
Furniture retailers	1,062	997	1,015	1.8	-4.4
Floor covering, window treatment and other home furnishing retailers	648	646	650	0.6	0.3
Electronics and appliances retailers	1,750	1,935	1,933	-0.1	10.5
General merchandise retailers	7,322	7,527	7,397	-1.7	1.0
Health and personal care retailers	5,102	5,361	5,377	0.3	5.4
Gasoline stations and fuel vendors	5,051	5,554	5,678	2.2	12.4
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,470	3,552	3,586	1.0	3.3
Clothing and clothing accessories retailers	2,764	2,812	2,855	1.5	3.3
Shoe retailers	414	426	410	-3.8	-1.0
Jewellery, luggage and leather goods retailers	292	314	321	2.2	9.9
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,534	3,537	3,507	-0.8	-0.8
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,296	1,302	1,295	-0.5	-0.1
Miscellaneous store retailers	2,238	2,235	2,211	-1.1	-1.2
Cannabis retailers <sup>2</sup>	445	544	511	-6.1	14.8

<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.

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**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)).