

Retail trade, January 2024

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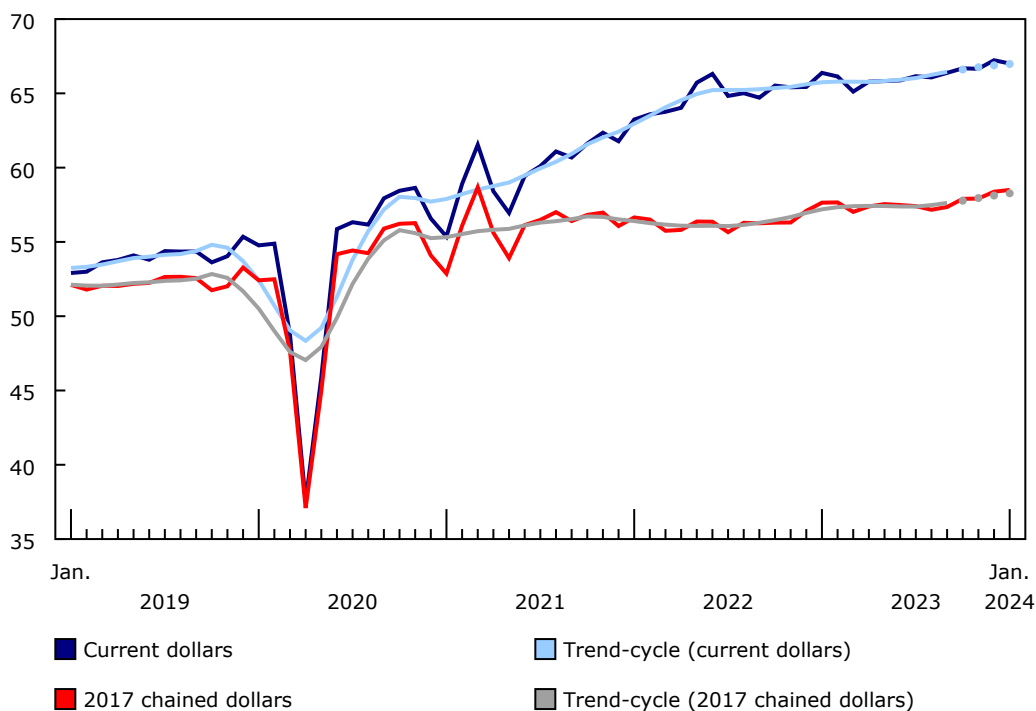
Retail sales decreased 0.3% to \$67.0 billion in January. Sales were down in three of nine subsectors and were led by decreases at motor vehicle and parts dealers (-2.4%).

Core retail sales—which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers—were up 0.4% in January.

In volume terms, retail sales increased 0.2% in January.

Chart 1 Retail sales decrease in January

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 fall for the first time in five months

The largest decrease in retail sales in January was recorded by motor vehicle and parts dealers (-2.4%), which recorded their first decline in five months. Lower sales at new car dealers (-3.0%) led the decrease. Gains at used car dealers (+4.5%) and automotive parts, accessories and tire retailers (+2.1%) were more than offset by lower sales at other motor vehicle dealers (-7.4%).

Sales at gasoline stations and fuel vendors (+0.9%) were up in January. In volume terms, sales at gasoline stations and fuel vendors increased 3.8%.



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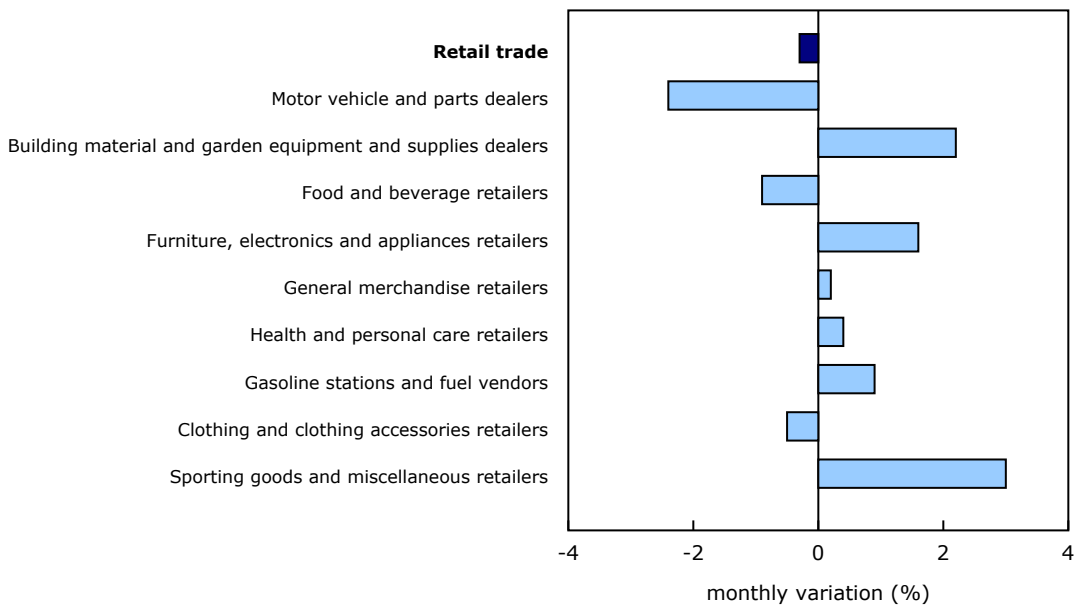
Core retail sales rise

Core retail sales increased 0.4% in January, posting its second consecutive monthly increase. The gain was led by higher sales at sporting goods, hobby, musical instrument, book, and miscellaneous retailers (+3.0%).

In January, higher sales were also recorded at building material and garden equipment and supplies dealers (+2.2%).

The largest decrease in core retail sales in January came from food and beverage retailers (-0.9%). Sales were down in all four store types, led by lower sales at supermarkets and other grocery retailers (except convenience retailers) (-0.8%).

Chart 2 Sales decrease in three of nine subsectors in January



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

Sales down in four provinces

Retail sales decreased in four provinces in January, led by lower sales in British Columbia (-2.2%) and Quebec (-1.0%).

In British Columbia (-2.2%), retail sales were down amid record low temperatures in parts of the province in January. The decrease was led by lower sales at motor vehicle and parts dealers. In the census metropolitan area (CMA) of Vancouver, sales were down 1.6%.

Retail sales in Quebec fell 1.0% in January. In the CMA of Montréal, sales were down 0.5%.

The largest provincial increase in retail sales in January was observed in Ontario (+0.5%). The increase was led by higher sales at sporting goods, hobby, musical instrument, book, and miscellaneous retailers.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were up 3.5% to \$3.8 billion in January, accounting for 5.7% of total retail trade, compared with 5.5% in December.

Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales increased 0.1% in February. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 58.5% of companies surveyed. The average final response rate to 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 February will be released on April 24.

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

	January 2023	December 2023 ^r	January 2024 ^p	December 2023 to January 2024	January 2023 to January 2024
	millions of dollars			% change	
Canada	66,378	67,228	67,009	-0.3	0.9
Newfoundland and Labrador	981	959	963	0.5	-1.8
Prince Edward Island	298	294	301	2.6	1.2
Nova Scotia	1,820	1,798	1,820	1.2	-0.0
New Brunswick	1,386	1,485	1,517	2.2	9.5
Quebec	14,619	14,957	14,809	-1.0	1.3
Montréal	7,261	7,516	7,478	-0.5	3.0
Ontario	24,703	25,360	25,475	0.5	3.1
Toronto	11,028	11,528	11,635	0.9	5.5
Manitoba	2,369	2,258	2,277	0.8	-3.9
Saskatchewan	2,198	2,115	2,091	-1.1	-4.9
Alberta	8,664	8,595	8,546	-0.6	-1.4
British Columbia	9,115	9,175	8,972	-2.2	-1.6
Vancouver	4,529	4,604	4,528	-1.6	-0.0
Yukon	97	98	97	-0.8	0.8
Northwest Territories	79	84	87	4.6	10.7
Nunavut	50	52	52	0.7	4.6

^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

	January 2023	December 2023 ^r	January 2024 ^p	December 2023 to January 2024	January 2023 to January 2024
	millions of dollars			% change	
Total retail trade (current dollars)	66,378	67,228	67,009	-0.3	0.9
Retail e-commerce	3,406	3,708	3,836	3.5	12.6
Total retail trade (2017 chained dollars)	57,642	58,379	58,499	0.2	1.5
Total (current dollars) excluding motor vehicle and parts dealers	48,781	48,943	49,169	0.5	0.8
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	41,438	42,135	42,298	0.4	2.1
Motor vehicle and parts dealers	17,597	18,285	17,840	-2.4	1.4
New car dealers	13,847	14,551	14,110	-3.0	1.9
Used car dealers	1,335	1,296	1,354	4.5	1.4
Other motor vehicle dealers	1,191	1,184	1,096	-7.4	-7.9
Automotive parts, accessories and tire retailers	1,225	1,253	1,279	2.1	4.4
Building material and garden equipment and supplies dealers	3,923	3,844	3,927	2.2	0.1
Food and beverage retailers	12,504	12,869	12,757	-0.9	2.0
Supermarkets and other grocery retailers (except convenience)	8,653	9,010	8,940	-0.8	3.3
Convenience retailers and vending machine operators	731	729	725	-0.7	-0.8
Specialty food retailers	831	912	899	-1.4	8.2
Beer, wine and liquor retailers	2,289	2,217	2,193	-1.1	-4.2
Furniture, home furnishings, electronics and appliances retailers	3,646	3,639	3,697	1.6	1.4
Furniture retailers	1,239	1,176	1,184	0.7	-4.4
Floor covering, window treatment and other home furnishing retailers	722	655	671	2.5	-7.0
Electronics and appliances retailers	1,686	1,809	1,842	1.9	9.3
General merchandise retailers	8,720	8,996	9,015	0.2	3.4
Health and personal care retailers	5,238	5,527	5,551	0.4	6.0
Gasoline stations and fuel vendors	7,343	6,808	6,871	0.9	-6.4
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,558	3,598	3,580	-0.5	0.6
Clothing and clothing accessories retailers	2,773	2,770	2,745	-0.9	-1.0
Shoe retailers	408	418	409	-2.3	0.3
Jewellery, luggage and leather goods retailers	377	410	426	3.9	12.8
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	3,849	3,661	3,771	3.0	-2.0
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,426	1,234	1,337	8.3	-6.2
Miscellaneous store retailers	2,424	2,426	2,434	0.3	0.4
Cannabis retailers ¹	395	452	400	-11.5	1.2

^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

	January 2023	December 2023 ^r	January 2024 ^p	December 2023 to January 2024	January 2023 to January 2024
	millions of dollars			% change	
Total retail trade at 2017 constant prices¹	57,937	58,681	58,810	0.2	1.5
Total excluding motor vehicle and parts dealers	42,438	43,167	43,602	1.0	2.7
Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	37,132	37,355	37,570	0.6	1.2
Motor vehicle and parts dealers	15,499	15,514	15,208	-2.0	-1.9
New car dealers	12,108	12,285	11,982	-2.5	-1.0
Used car dealers	1,170	1,093	1,148	5.0	-1.9
Other motor vehicle dealers	1,190	1,128	1,043	-7.5	-12.4
Automotive parts, accessories and tire retailers	1,032	1,008	1,034	2.6	0.2
Building material and garden equipment and supplies dealers	3,786	3,753	3,824	1.9	1.0
Food and beverage retailers	10,194	10,167	10,057	-1.1	-1.3
Supermarkets and other grocery retailers (except convenience retailers)	7,036	7,087	7,010	-1.1	-0.4
Convenience retailers and vending machine operators	571	539	536	-0.6	-6.1
Specialty food retailers	676	733	723	-1.4	7.0
Beer, wine and liquor retailers	1,911	1,809	1,787	-1.2	-6.5
Furniture, home furnishings, electronics and appliances retailers	3,507	3,516	3,595	2.2	2.5
Furniture retailers	1,034	997	1,012	1.5	-2.1
Floor covering, window treatment and other home furnishing retailers	656	601	615	2.3	-6.2
Electronics and appliances retailers	1,817	1,919	1,968	2.6	8.3
General merchandise retailers	7,491	7,642	7,699	0.7	2.8
Health and personal care retailers	5,069	5,365	5,361	-0.1	5.8
Gasoline stations and fuel vendors	5,306	5,812	6,032	3.8	13.7
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,562	3,540	3,574	1.0	0.3
Clothing and clothing accessories retailers	2,838	2,789	2,810	0.8	-1.0
Shoe retailers	427	414	414	0.0	-3.0
Jewellery, luggage and leather goods retailers	297	337	350	3.9	17.8
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,524	3,372	3,462	2.7	-1.8
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,323	1,131	1,226	8.4	-7.3
Miscellaneous store retailers	2,201	2,241	2,236	-0.2	1.6
Cannabis retailers ²	480	562	498	-11.4	3.8

^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).