

Retail trade, February 2024

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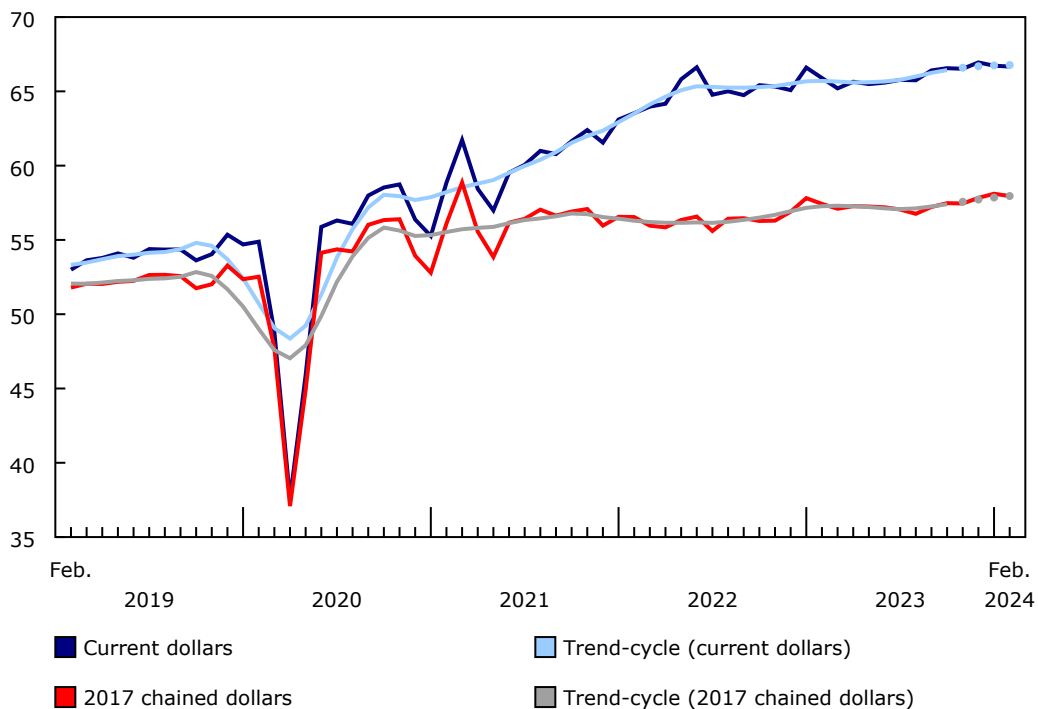
Retail sales decreased 0.1% to \$66.7 billion in February. Sales were down in five of nine subsectors and were led by decreases at gasoline stations and fuel vendors (-2.2%).

Core retail sales—which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers—were unchanged in February.

In volume terms, retail sales decreased 0.3% in February.

Chart 1
Retail sales decrease in February

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 gasoline stations and fuel vendors fall, while sales at motor vehicle and parts dealers rise

Lower sales at gasoline stations and fuel vendors (-2.2%) led the decrease in retail sales in February. In volume terms, sales at gasoline stations and fuel vendors decreased 3.9%.

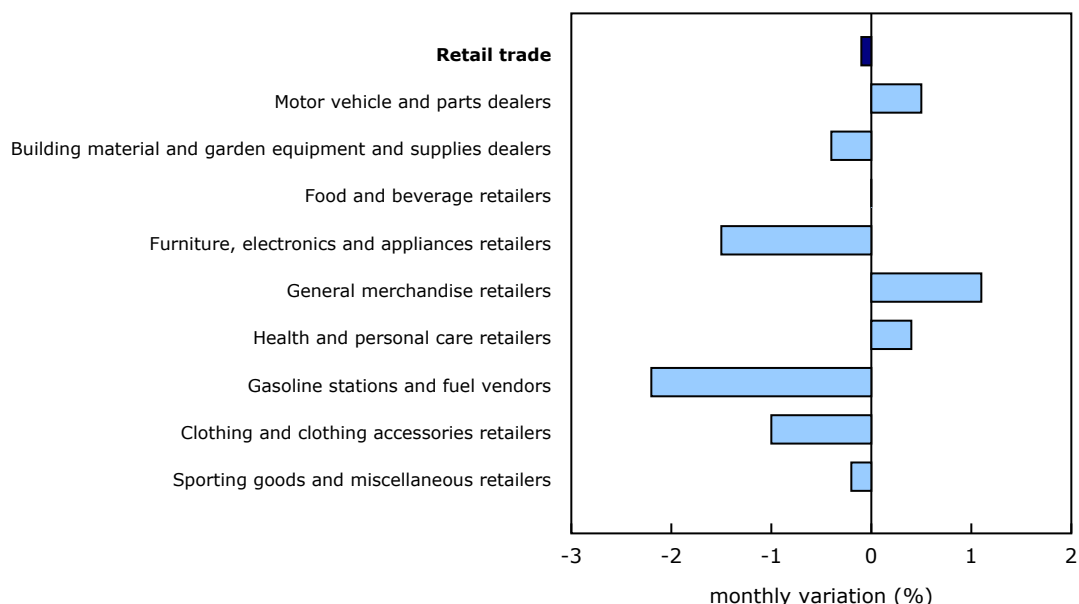
After their decline in January, sales at motor vehicle and parts dealers (+0.5%) were up in February. Other motor vehicle dealers (+5.1%) led the increase, followed by new car dealers (+0.3%). Gains at used car dealers (+0.3%) were more than offset by lower sales at automotive parts, accessories and tire retailers (-1.7%).

Core retail sales unchanged from January

Core retail sales were unchanged in February. Higher receipts were reported at general merchandise retailers (+1.1%) and, to a lesser extent, health and personal care retailers (+0.4%).

Offsetting these gains in February were lower sales at furniture, home furnishings, electronics and appliances retailers (-1.5%), clothing, clothing accessories, shoes, jewelry, luggage and leather goods retailers (-1.0%) and building material and garden equipment and supplies dealers (-0.4%).

Chart 2 Sales decrease in five of nine subsectors in February



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

Sales down in seven provinces

Retail sales decreased in seven provinces in February. The largest provincial decrease was observed in Alberta (-1.1%), led by lower sales at motor vehicle and parts dealers.

In Ontario, retail sales decreased 0.2% in February, led by lower sales at gasoline stations and fuel vendors. In the census metropolitan area of Toronto, sales were down 2.3%.

The largest provincial increase in retail sales in February was observed in British Columbia (+1.2%). 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 up 1.9% to \$3.8 billion in February, accounting for 5.7% of total retail trade, compared with 5.6% in January.

Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales were unchanged in March. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 61.9% of companies surveyed. The average final response rate to the survey over the previous 12 months was 90.7%.

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Note to readers

With this release, unadjusted monthly data were revised back to January 2023, while seasonally adjusted data were revised back to January 2020. Factors influencing revisions include the late receipt of respondent information, the correction of information in the data provided, the replacement of estimated figures with actual values (once available), the reclassification of companies within, into, and out of the retail trade sector, and updates to seasonal factors.

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.

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 March will be released on May 24.

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

	February 2023	January 2024 ^f	February 2024 ^P	January to February 2024	February 2023 to February 2024
	millions of dollars			% change	

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

	February 2023	January 2024 ^r	February 2024 ^p	January to February 2024	February 2023 to February 2024
Canada	65,898	66,726	66,670	-0.1	1.2
Newfoundland and Labrador	959	969	1,003	3.5	4.6
Prince Edward Island	305	303	300	-0.8	-1.7
Nova Scotia	1,767	1,851	1,823	-1.5	3.2
New Brunswick	1,501	1,514	1,494	-1.3	-0.5
Quebec	14,752	14,756	14,743	-0.1	-0.1
Montréal	7,317	7,480	7,384	-1.3	0.9
Ontario	24,758	25,332	25,272	-0.2	2.1
Toronto	11,240	11,449	11,182	-2.3	-0.5
Manitoba	2,236	2,279	2,264	-0.7	1.3
Saskatchewan	2,048	2,093	2,128	1.7	3.9
Alberta	8,587	8,504	8,410	-1.1	-2.1
British Columbia	8,760	8,888	8,992	1.2	2.6
Vancouver	4,322	4,515	4,506	-0.2	4.3
Yukon	93	98	100	1.7	7.2
Northwest Territories	81	88	89	1.1	10.2
Nunavut	52	52	51	-1.5	-1.8

^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

	February 2023	January 2024 ^r	February 2024 ^p	January to February 2024	February 2023 to February 2024
	millions of dollars			% change	
Total retail trade (current dollars)	65,898	66,726	66,670	-0.1	1.2
Retail e-commerce	3,777	3,752	3,824	1.9	1.2
Total retail trade (2017 chained dollars)	57,424	58,108	57,952	-0.3	0.9
Total (current dollars) excluding motor vehicle and parts dealers	47,940	48,780	48,642	-0.3	1.5
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	41,245	42,209	42,218	0.0	2.4
Motor vehicle and parts dealers	17,959	17,946	18,028	0.5	0.4
New car dealers	14,093	14,177	14,223	0.3	0.9
Used car dealers	1,375	1,424	1,428	0.3	3.9
Other motor vehicle dealers	1,218	1,069	1,123	5.1	-7.8
Automotive parts, accessories and tire retailers	1,273	1,276	1,254	-1.7	-1.5
Building material and garden equipment and supplies dealers	3,867	3,908	3,892	-0.4	0.7
Food and beverage retailers	12,597	12,766	12,767	0.0	1.4
Supermarkets and other grocery retailers (except convenience)	8,789	8,940	8,980	0.4	2.2
Convenience retailers and vending machine operators	744	722	719	-0.4	-3.4
Specialty food retailers	822	901	899	-0.2	9.4
Beer, wine and liquor retailers	2,242	2,203	2,169	-1.5	-3.3
Furniture, home furnishings, electronics and appliances retailers	3,742	3,710	3,653	-1.5	-2.4
Furniture retailers	1,239	1,212	1,200	-1.0	-3.1
Floor covering, window treatment and other home furnishing retailers	750	676	682	0.9	-9.1
Electronics and appliances retailers	1,753	1,822	1,771	-2.8	1.0
General merchandise retailers	8,355	9,034	9,131	1.1	9.3
Health and personal care retailers	5,279	5,580	5,603	0.4	6.1
Gasoline stations and fuel vendors	6,694	6,571	6,424	-2.2	-4.0
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,540	3,489	3,455	-1.0	-2.4
Clothing and clothing accessories retailers	2,730	2,657	2,645	-0.5	-3.1
Shoe retailers	409	417	407	-2.4	-0.5
Jewellery, luggage and leather goods retailers	401	415	403	-2.7	0.5
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	3,867	3,723	3,716	-0.2	-3.9
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,397	1,344	1,346	0.2	-3.6
Miscellaneous store retailers	2,469	2,380	2,370	-0.4	-4.0
Cannabis retailers	411	417	420	0.8	2.3

^r revised

^p preliminary

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

	February 2023	January 2024 ^r	February 2024 ^p	January to February 2024	February 2023 to February 2024
	millions of dollars			% change	
Total retail trade at 2017 constant prices¹	57,757	58,474	58,322	-0.3	1.0
Total excluding motor vehicle and parts dealers	41,986	43,298	43,076	-0.5	2.6
Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	36,891	37,513	37,515	0.0	1.7
Motor vehicle and parts dealers	15,771	15,176	15,246	0.5	-3.3
New car dealers	12,281	11,927	11,959	0.3	-2.6
Used car dealers	1,201	1,201	1,204	0.2	0.2
Other motor vehicle dealers	1,225	1,016	1,073	5.6	-12.4
Automotive parts, accessories and tire retailers	1,065	1,031	1,010	-2.0	-5.2
Building material and garden equipment and supplies dealers	3,811	3,809	3,805	-0.1	-0.2
Food and beverage retailers	10,243	10,036	9,992	-0.4	-2.5
Supermarkets and other grocery retailers (except convenience retailers)	7,126	7,015	7,060	0.6	-0.9
Convenience retailers and vending machine operators	577	535	532	-0.6	-7.8
Specialty food retailers	671	700	648	-7.4	-3.4
Beer, wine and liquor retailers	1,869	1,786	1,753	-1.8	-6.2
Furniture, home furnishings, electronics and appliances retailers	3,601	3,708	3,645	-1.7	1.2
Furniture retailers	1,041	1,077	1,059	-1.7	1.7
Floor covering, window treatment and other home furnishing retailers	689	619	624	0.8	-9.4
Electronics and appliances retailers	1,871	2,012	1,961	-2.5	4.8
General merchandise retailers	7,103	7,868	7,972	1.3	12.2
Health and personal care retailers	5,091	5,337	5,334	-0.1	4.8
Gasoline stations and fuel vendors	5,095	5,785	5,561	-3.9	9.1
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,492	3,488	3,505	0.5	0.4
Clothing and clothing accessories retailers	2,753	2,733	2,760	1.0	0.3
Shoe retailers	422	428	424	-0.9	0.5
Jewellery, luggage and leather goods retailers	317	326	322	-1.2	1.6
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,549	3,267	3,262	-0.2	-8.1
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,292	1,256	1,262	0.5	-2.3
Miscellaneous store retailers	2,257	2,011	1,999	-0.6	-11.4
Cannabis retailers	499	519	523	0.8	4.8

^r revised

^p preliminary

1. Calculated using the Laspeyres method.

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).