

Retail trade, April 2024

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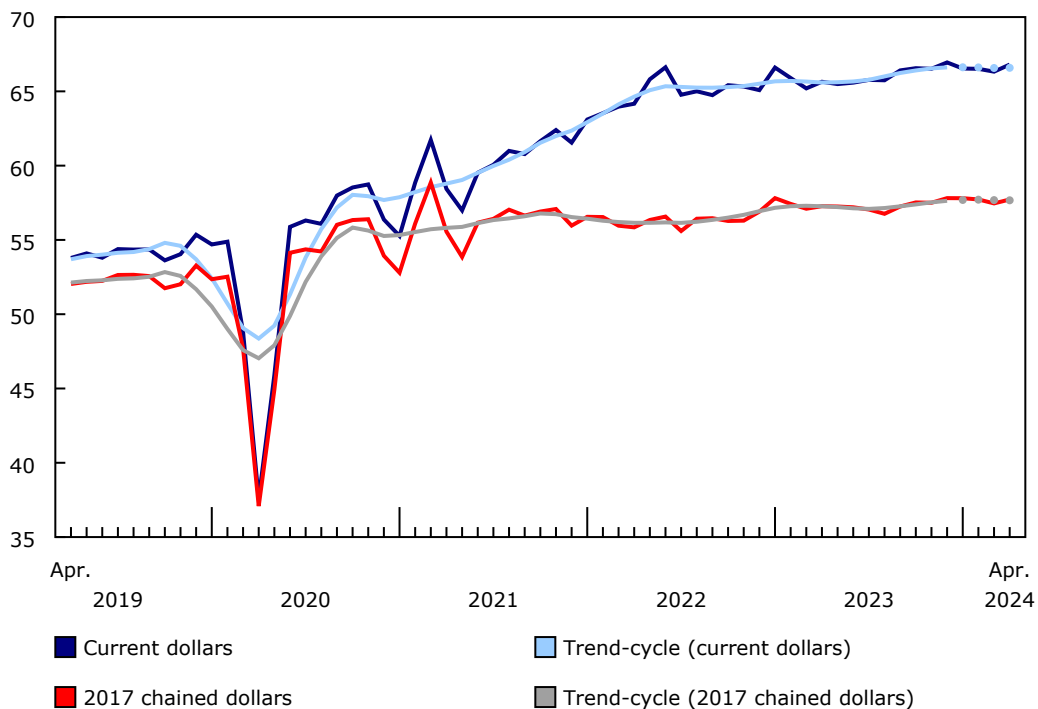
Retail sales increased 0.7% to \$66.8 billion in April. Sales were up in seven of nine subsectors and were led by increases at gasoline stations and fuel vendors as well as food and beverage retailers.

Core retail sales—which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers—were up 1.4% in April.

In volume terms, retail sales increased 0.5% in April.

Chart 1
Retail sales increase in April

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 rise, while sales at motor vehicle and parts dealers fall

The largest increase in retail sales in April was recorded at gasoline stations and fuel vendors (+4.5%), up for the first time in three months. In volume terms, sales at gasoline stations and fuel vendors increased 1.7% in April.

The largest decline in retail sales in April was posted by motor vehicle and parts dealers (-2.2%) on lower sales at new car dealers (-2.9%). Automotive parts, accessories and tire retailers (+1.6%) were the only store type within this subsector to record an increase in April.

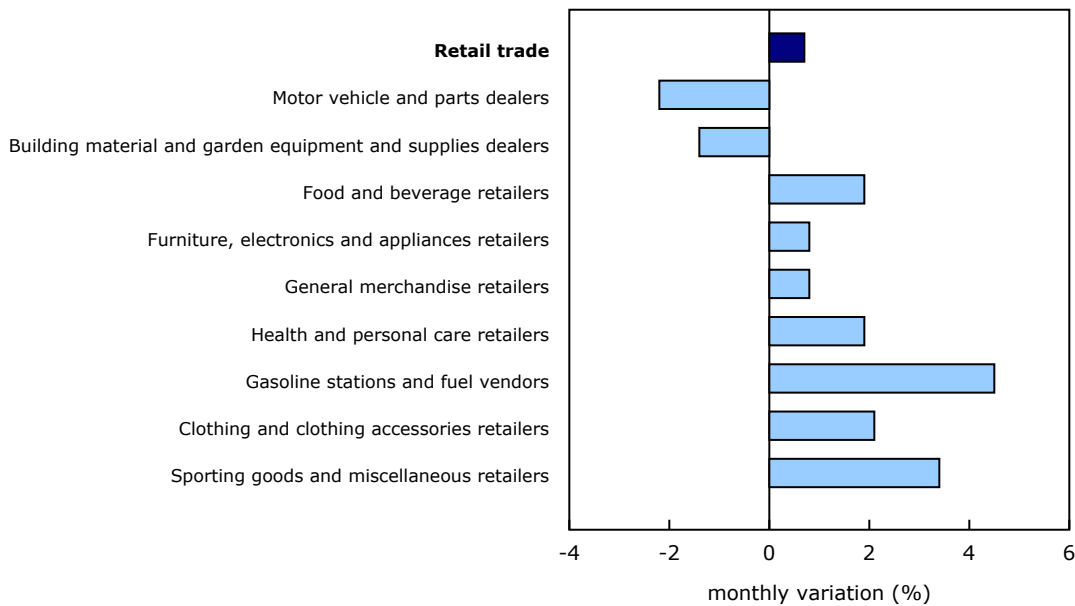


Core retail sales increase on strength at food and beverage retailers

Following a decline of 0.7% in March, core retail sales increased 1.4% in April on higher sales at food and beverage retailers (+1.9%), which were led by gains at supermarkets and other grocery retailers (except convenience retailers) (+1.6%). Higher receipts at beer, wine and liquor retailers (+5.5%), which were up for the first time in four months, also contributed to the increase at food and beverage retailers in April.

Higher sales in April were also reported at sporting goods, hobby, musical instrument, book and miscellaneous store retailers (+3.4%) and health and personal care retailers (+1.9%).

Chart 2 Sales increase in seven of nine subsectors in April



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

Sales up in eight provinces

Retail sales increased in eight provinces in April. The largest provincial increase was observed in Alberta (+3.1%), led by higher sales at motor vehicle and parts dealers.

The largest provincial decline in April was observed in Ontario (-1.0%) on lower sales at motor vehicle and parts dealers. Meanwhile, in the census metropolitan area of Toronto, sales were down 2.5%.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were down 0.1% to \$4.0 billion in April, accounting for 6.0% of total retail trade.

Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales decreased 0.6% in May. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 47.5% of companies surveyed. The average final response rate for the survey over the previous 12 months was 90.3%.

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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.

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 May will be released on July 19.

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

	April 2023	March 2024 ^f	April 2024 ^P	March to April 2024	April 2023 to April 2024
	millions of dollars			% change	
Canada	65,646	66,326	66,802	0.7	1.8
Newfoundland and Labrador	921	977	1,003	2.7	8.9
Prince Edward Island	284	307	312	1.6	9.8
Nova Scotia	1,817	1,818	1,810	-0.5	-0.4
New Brunswick	1,403	1,480	1,513	2.2	7.8

Table 1 - continued

Retail sales, by province, territory and census metropolitan area — Seasonally adjusted

	April 2023	March 2024 ^r	April 2024 ^p	March to April 2024	April 2023 to April 2024
Quebec	14,641	14,854	14,920	0.4	1.9
Montréal	7,301	7,412	7,427	0.2	1.7
Ontario	24,756	25,021	24,779	-1.0	0.1
Toronto	11,207	11,300	11,017	-2.5	-1.7
Manitoba	2,222	2,261	2,300	1.7	3.5
Saskatchewan	2,058	2,003	2,173	8.5	5.6
Alberta	8,456	8,442	8,706	3.1	3.0
British Columbia	8,864	8,926	9,045	1.3	2.0
Vancouver	4,365	4,484	4,499	0.4	3.1
Yukon	95	102	104	1.4	9.1
Northwest Territories	79	82	84	2.7	6.8
Nunavut	51	52	54	4.2	6.7

^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

	April 2023	March 2024 ^r	April 2024 ^p	March to April 2024	April 2023 to April 2024
	millions of dollars			% change	
Total retail trade (current dollars)	65,646	66,326	66,802	0.7	1.8
Retail e-commerce	3,640	4,003	4,000	-0.1	9.9
Total retail trade (2017 chained dollars)	57,272	57,458	57,722	0.5	0.8
Total (current dollars) excluding motor vehicle and parts dealers	48,359	48,246	49,122	1.8	1.6
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	41,845	41,864	42,452	1.4	1.5
Motor vehicle and parts dealers	17,287	18,079	17,680	-2.2	2.3
New car dealers	13,549	14,282	13,873	-2.9	2.4
Used car dealers	1,380	1,363	1,355	-0.6	-1.8
Other motor vehicle dealers	1,059	1,155	1,152	-0.2	8.8
Automotive parts, accessories and tire retailers	1,299	1,279	1,300	1.6	0.0
Building material and garden equipment and supplies dealers	3,884	3,941	3,886	-1.4	0.0
Food and beverage retailers	12,806	12,738	12,982	1.9	1.4
Supermarkets and other grocery retailers (except convenience)	8,949	9,010	9,156	1.6	2.3
Convenience retailers and vending machine operators	754	726	726	0.1	-3.7
Specialty food retailers	860	887	870	-1.9	1.2
Beer, wine and liquor retailers	2,243	2,114	2,230	5.5	-0.6
Furniture, home furnishings, electronics and appliances retailers	3,622	3,587	3,618	0.8	-0.1
Furniture retailers	1,194	1,188	1,173	-1.3	-1.8
Floor covering, window treatment and other home furnishing retailers	720	659	688	4.5	-4.4
Electronics and appliances retailers	1,708	1,741	1,756	0.9	2.8
General merchandise retailers	8,742	9,034	9,108	0.8	4.2
Health and personal care retailers	5,329	5,554	5,657	1.9	6.2
Gasoline stations and fuel vendors	6,514	6,382	6,670	4.5	2.4
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,576	3,389	3,458	2.1	-3.3
Clothing and clothing accessories retailers	2,751	2,627	2,671	1.7	-2.9
Shoe retailers	424	392	401	2.5	-5.3
Jewellery, luggage and leather goods retailers	401	370	386	4.1	-3.7
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	3,886	3,621	3,743	3.4	-3.7
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,391	1,335	1,328	-0.5	-4.5
Miscellaneous store retailers	2,495	2,286	2,415	5.7	-3.2
Cannabis retailers	422	418	432	3.3	2.4

^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

	April 2023	March 2024 ^r	April 2024 ^p	March to April 2024	April 2023 to April 2024
	millions of dollars			% change	
Total retail trade at 2017 constant prices¹	57,570	57,831	58,098	0.5	0.9
Total excluding motor vehicle and parts dealers	42,511	42,547	43,080	1.3	1.3
Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	37,272	37,141	37,582	1.2	0.8
Motor vehicle and parts dealers	15,059	15,284	15,018	-1.7	-0.3
New car dealers	11,724	11,993	11,715	-2.3	-0.1
Used car dealers	1,197	1,149	1,147	-0.2	-4.2
Other motor vehicle dealers	1,063	1,116	1,116	0.0	5.0
Automotive parts, accessories and tire retailers	1,075	1,026	1,039	1.3	-3.3
Building material and garden equipment and supplies dealers	3,940	3,854	3,820	-0.9	-3.0
Food and beverage retailers	10,286	9,955	10,134	1.8	-1.5
Supermarkets and other grocery retailers (except convenience retailers)	7,189	7,084	7,180	1.4	-0.1
Convenience retailers and vending machine operators	575	531	529	-0.4	-8.0
Specialty food retailers	704	636	625	-1.7	-11.2
Beer, wine and liquor retailers	1,818	1,704	1,800	5.6	-1.0
Furniture, home furnishings, electronics and appliances retailers	3,486	3,603	3,668	1.8	5.2
Furniture retailers	1,009	1,057	1,053	-0.4	4.4
Floor covering, window treatment and other home furnishing retailers	656	598	631	5.5	-3.8
Electronics and appliances retailers	1,822	1,948	1,983	1.8	8.8
General merchandise retailers	7,423	7,805	7,820	0.2	5.3
Health and personal care retailers	5,030	5,286	5,333	0.9	6.0
Gasoline stations and fuel vendors	5,239	5,406	5,498	1.7	4.9
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,523	3,442	3,511	2.0	-0.3
Clothing and clothing accessories retailers	2,764	2,740	2,785	1.6	0.8
Shoe retailers	441	402	412	2.5	-6.6
Jewellery, luggage and leather goods retailers	319	300	314	4.7	-1.6
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,582	3,194	3,296	3.2	-8.0
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,292	1,261	1,262	0.1	-2.3
Miscellaneous store retailers	2,290	1,933	2,034	5.2	-11.2
Cannabis retailers	525	521	539	3.5	2.7

^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).