

Retail trade, June 2024

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Retail sales decreased 0.3% to \$65.7 billion in June. Sales were down in four of nine subsectors and were led by decreases at motor vehicle and parts dealers.

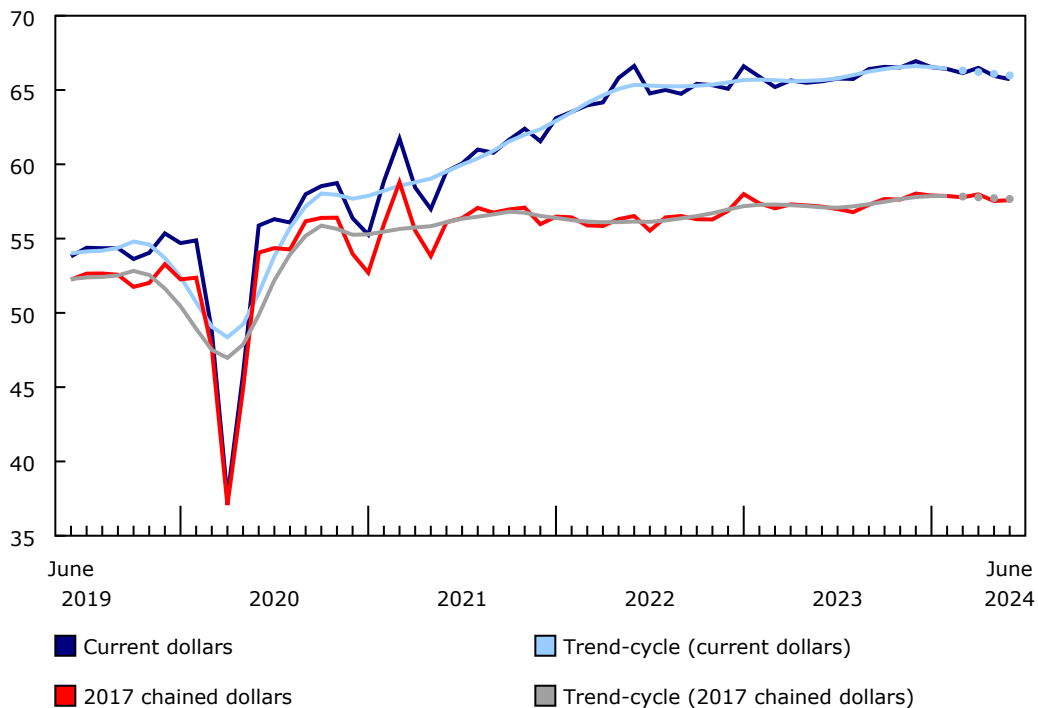
Core retail sales—which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers—were up 0.4% in June.

In volume terms, retail sales increased 0.1% in June.

Retail sales were down 0.5% in the second quarter. In volume terms, quarterly sales declined 0.3%.

Chart 1
Retail sales decrease in June

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 down at motor vehicle and parts dealers

The largest decrease in retail sales in June was observed at motor vehicle and parts dealers (-2.1%). The decrease was led by lower sales at new car dealers (-2.9%), followed by used car dealers (-0.6%). The largest increase in the motor vehicle and parts dealers subsector came from other motor vehicle dealers (+2.5%).

Sales at gasoline stations and fuel vendors (-0.5%) were down in June. In volume terms, sales at gasoline stations and fuel vendors increased 2.6%.

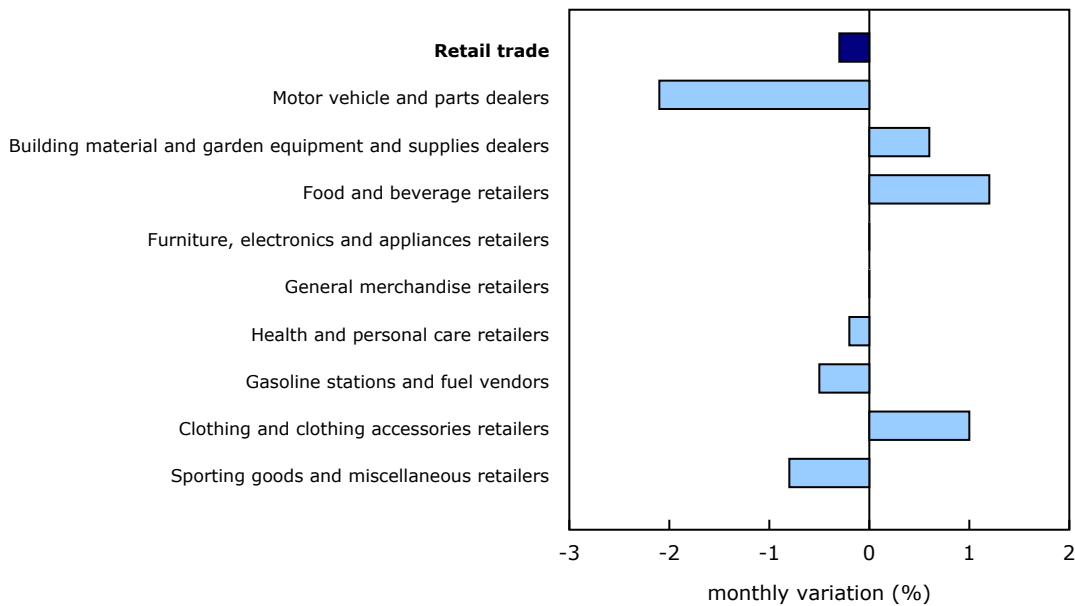


Core retail sales rise

Following a decrease of 1.3% in May, core retail sales were up 0.4% in June on higher sales at food and beverage retailers (+1.2%), which were led by gains at supermarkets and other grocery retailers (except convenience retailers) (+1.8%). Gains at beer, wine and liquor retailers (+0.4%) and specialty food retailers (+0.5%) were offset by lower sales at convenience retailers and vending machine operators (-1.9%).

The largest decrease in core retail sales in June came from sporting goods, hobby, musical instrument, book, and miscellaneous retailers (-0.8%).

Chart 2 Sales decrease in four of nine subsectors in June



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

Sales down in seven provinces

Retail sales decreased in seven provinces in June. The largest provincial decrease was observed in Ontario (-0.4%), led by lower sales at motor vehicle and parts dealers. In the census metropolitan area of Toronto, sales were up 0.3%.

In Manitoba, retail sales decreased 2.2% in June, led by lower sales at motor vehicle and parts dealers.

The largest provincial increase in retail sales in June was observed in Newfoundland and Labrador (+0.2%). This increase was led by higher sales at gasoline stations and fuel vendors.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were down 2.4% to \$3.8 billion in June, accounting for 5.7% of total retail trade, compared with 5.8% in May.

Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales increased 0.6% in July. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 53.4% of companies surveyed. The average final response rate for the survey over the previous 12 months was 89.6%.

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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 July will be released on September 20.

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

	June 2023	May 2024 ^r	June 2024 ^p	May to June 2024	June 2023 to June 2024
	millions of dollars			% change	
Canada	65,586	65,952	65,726	-0.3	0.2
Newfoundland and Labrador	938	1,000	1,002	0.2	6.9
Prince Edward Island	295	294	288	-1.9	-2.3
Nova Scotia	1,762	1,792	1,756	-2.0	-0.3
New Brunswick	1,445	1,469	1,470	0.0	1.7
Quebec	14,611	14,828	14,807	-0.1	1.3
Montréal	7,353	7,322	7,332	0.1	-0.3
Ontario	24,784	24,587	24,497	-0.4	-1.2
Toronto	11,462	11,026	11,065	0.3	-3.5
Manitoba	2,184	2,253	2,204	-2.2	0.9
Saskatchewan	2,066	2,156	2,136	-1.0	3.4
Alberta	8,433	8,493	8,485	-0.1	0.6
British Columbia	8,844	8,843	8,843	0.0	-0.0
Vancouver	4,317	4,407	4,427	0.4	2.6
Yukon	98	99	103	3.9	4.6
Northwest Territories	76	83	80	-3.8	5.8
Nunavut	50	54	55	0.7	9.1

^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

	June 2023	May 2024 ^r	June 2024 ^p	May to June 2024	June 2023 to June 2024
	millions of dollars			% change	
Total retail trade (current dollars)	65,586	65,952	65,726	-0.3	0.2
Retail e-commerce	3,767	3,856	3,764	-2.4	-0.1
Total retail trade (2017 chained dollars)	57,150	57,529	57,586	0.1	0.8
Total (current dollars) excluding motor vehicle and parts dealers	47,882	48,354	48,496	0.3	1.3
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	41,405	41,713	41,888	0.4	1.2
Motor vehicle and parts dealers	17,705	17,598	17,230	-2.1	-2.7
New car dealers	13,903	13,909	13,506	-2.9	-2.9
Used car dealers	1,377	1,383	1,375	-0.6	-0.2
Other motor vehicle dealers	1,166	1,063	1,089	2.5	-6.6
Automotive parts, accessories and tire retailers	1,258	1,243	1,260	1.3	0.1
Building material and garden equipment and supplies dealers	3,839	3,759	3,781	0.6	-1.5
Food and beverage retailers	12,775	12,659	12,816	1.2	0.3
Supermarkets and other grocery retailers (except convenience)	9,005	8,932	9,090	1.8	0.9
Convenience retailers and vending machine operators	735	720	706	-1.9	-4.0
Specialty food retailers	886	893	898	0.5	1.3
Beer, wine and liquor retailers	2,149	2,115	2,123	0.4	-1.2
Furniture, home furnishings, electronics and appliances retailers	3,592	3,583	3,585	0.0	-0.2
Furniture retailers	1,185	1,144	1,145	0.1	-3.4
Floor covering, window treatment and other home furnishing retailers	700	710	698	-1.7	-0.3
Electronics and appliances retailers	1,707	1,729	1,742	0.7	2.1
General merchandise retailers	8,565	8,956	8,956	0.0	4.6
Health and personal care retailers	5,327	5,613	5,602	-0.2	5.1
Gasoline stations and fuel vendors	6,476	6,641	6,608	-0.5	2.0
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,452	3,423	3,457	1.0	0.2
Clothing and clothing accessories retailers	2,655	2,659	2,692	1.3	1.4
Shoe retailers	407	394	390	-1.0	-4.0
Jewellery, luggage and leather goods retailers	390	370	374	1.2	-3.9
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	3,855	3,719	3,691	-0.8	-4.3
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,363	1,362	1,352	-0.7	-0.8
Miscellaneous store retailers	2,492	2,357	2,338	-0.8	-6.2
Cannabis retailers	436	416	410	-1.4	-5.8

^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

	June 2023	May 2024 ^r	June 2024 ^p	May to June 2024	June 2023 to June 2024
	millions of dollars			% change	
Total retail trade at 2017 constant prices¹	57,473	58,019	58,106	0.1	1.1
Total excluding motor vehicle and parts dealers	42,129	43,001	43,369	0.9	2.9
Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	36,838	36,753	36,957	0.6	0.3
Motor vehicle and parts dealers	15,344	15,018	14,737	-1.9	-4.0
New car dealers	11,967	11,750	11,423	-2.8	-4.5
Used car dealers	1,192	1,240	1,246	0.5	4.5
Other motor vehicle dealers	1,150	1,036	1,065	2.8	-7.4
Automotive parts, accessories and tire retailers	1,035	993	1,003	1.0	-3.1
Building material and garden equipment and supplies dealers	3,821	3,771	3,806	0.9	-0.4
Food and beverage retailers	10,227	9,884	10,032	1.5	-1.9
Supermarkets and other grocery retailers (except convenience retailers)	7,203	6,975	7,131	2.2	-1.0
Convenience retailers and vending machine operators	561	569	559	-1.8	-0.4
Specialty food retailers	730	640	639	-0.2	-12.5
Beer, wine and liquor retailers	1,733	1,699	1,703	0.2	-1.7
Furniture, home furnishings, electronics and appliances retailers	3,485	3,679	3,702	0.6	6.2
Furniture retailers	1,018	1,105	1,106	0.1	8.6
Floor covering, window treatment and other home furnishing retailers	639	656	655	-0.2	2.5
Electronics and appliances retailers	1,828	1,918	1,941	1.2	6.2
General merchandise retailers	7,230	7,670	7,687	0.2	6.3
Health and personal care retailers	5,142	5,248	5,242	-0.1	1.9
Gasoline stations and fuel vendors	5,291	6,248	6,412	2.6	21.2
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,379	3,473	3,504	0.9	3.7
Clothing and clothing accessories retailers	2,671	2,762	2,793	1.1	4.6
Shoe retailers	404	410	409	-0.2	1.2
Jewellery, luggage and leather goods retailers	304	301	302	0.3	-0.7
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,554	3,028	2,983	-1.5	-16.1
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,268	1,281	1,262	-1.5	-0.5
Miscellaneous store retailers	2,286	1,747	1,722	-1.4	-24.7
Cannabis retailers	546	521	513	-1.5	-6.0

^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).