

Retail trade, July 2024

Released at 8:30 a.m. Eastern time in *The Daily*, Friday, September 20, 2024

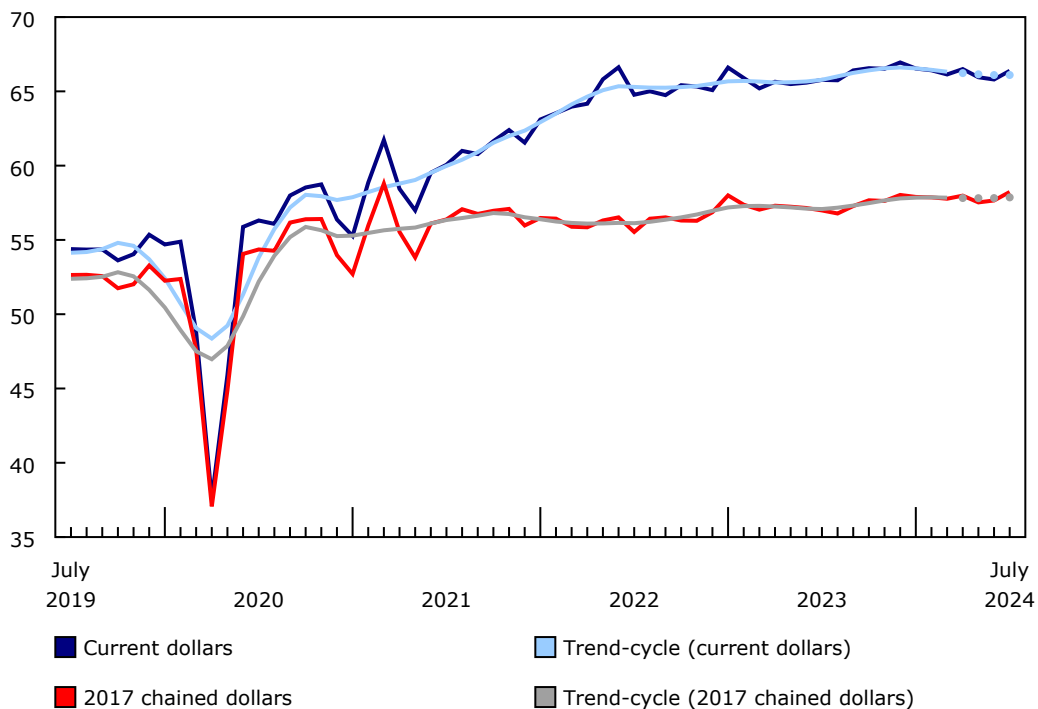
Retail sales increased 0.9% to \$66.4 billion in July. Sales were up in seven of nine subsectors, led by increases at motor vehicle and parts dealers.

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

In volume terms, retail sales increased 1.0% in July.

Chart 1
Retail sales increase in July

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 up at motor vehicle and parts dealers

The largest increase in retail sales in July was observed at motor vehicle and parts dealers (+2.2%). Higher sales at new car dealers (+2.3%) led the increase, followed by other motor vehicle dealers (+5.6%). Lower sales at used car dealers (-0.8%) were offset by gains at automotive parts, accessories and tire retailers (+1.0%).

Sales at gasoline stations and fuel vendors (-0.6%) were down in July. In volume terms, sales at gasoline stations and fuel vendors decreased 1.7%.



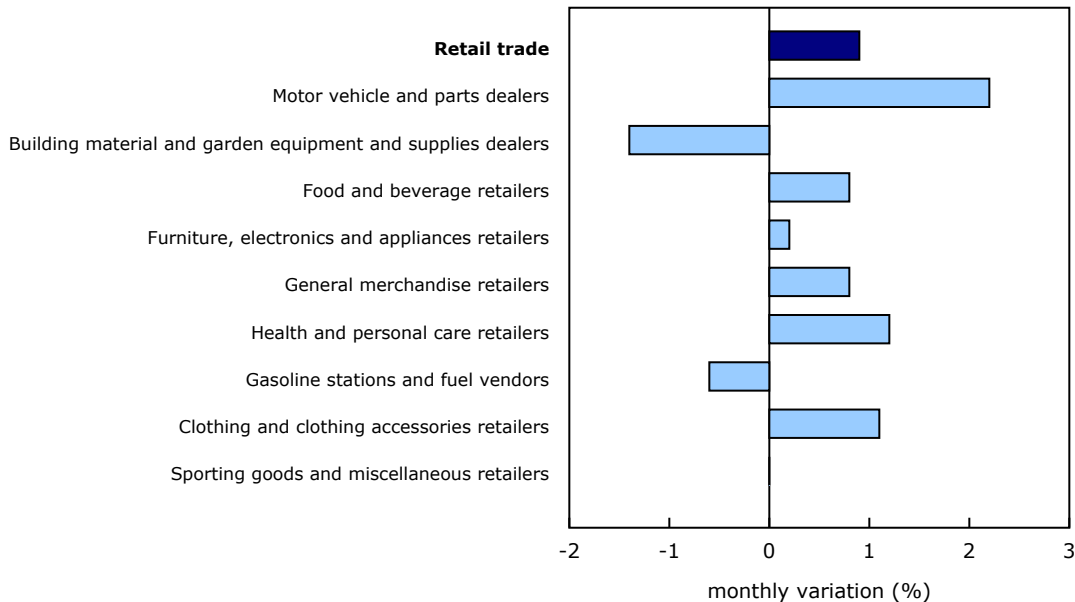
Core retail sales rise

Core retail sales increased 0.6% in July, posting their second consecutive monthly increase. The gain was led by higher sales at food and beverage retailers (+0.8%) and general merchandise retailers (+0.8%). Sales at food and beverage retailers were up on higher sales at supermarkets and other grocery retailers (except convenience retailers) (+1.2%) and, to a lesser extent, specialty food retailers (+2.1%) and convenience retailers and vending machine operators (+0.4%).

Higher sales were also reported at health and personal care retailers (+1.2%) in July.

The largest decrease in core retail sales in July came from building material and garden equipment and supplies dealers (-1.4%).

Chart 2 Sales increase in seven of nine subsectors in July



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

Sales up in eight provinces

Retail sales increased in eight provinces in July. The largest provincial increase was observed in Quebec (+1.5%). In the census metropolitan area (CMA) of Montréal, sales were up 2.0%.

In Alberta, retail sales increased 2.0% in July, led by higher sales at motor vehicle and parts dealers.

The largest provincial decrease in retail sales in July was observed in Ontario (-0.2%). The decrease was led by lower sales at food and beverage retailers. In the CMA of Toronto, sales were down 1.2%.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were up 3.4% to \$4.1 billion in July, accounting for 6.1% of total retail trade, compared with 6.0% in June.

Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales increased 0.5% in August. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 52.4% of companies surveyed. The average final response rate for the survey over the previous 12 months was 89.4%.

Did you know we have a mobile app?

Download our mobile app and get timely access to data at your fingertips! The [StatsCAN](#) app is available for free on the [App Store](#) and on [Google Play](#).

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 August will be released on October 25.

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

	July 2023	June 2024 ^r	July 2024 ^p	June to July 2024	July 2023 to July 2024
	millions of dollars			% change	
Canada	65,771	65,799	66,381	0.9	0.9
Newfoundland and Labrador	973	1,018	1,012	-0.6	4.0
Prince Edward Island	293	290	293	1.1	-0.2
Nova Scotia	1,723	1,762	1,791	1.6	3.9
New Brunswick	1,458	1,468	1,481	0.9	1.6
Quebec	14,834	14,790	15,006	1.5	1.2
Montréal	7,381	7,321	7,466	2.0	1.2
Ontario	24,665	24,540	24,485	-0.2	-0.7
Toronto	11,250	11,110	10,979	-1.2	-2.4
Manitoba	2,185	2,187	2,245	2.7	2.8
Saskatchewan	2,070	2,137	2,200	3.0	6.3
Alberta	8,339	8,510	8,679	2.0	4.1
British Columbia	8,997	8,861	8,949	1.0	-0.5
Vancouver	4,465	4,443	4,493	1.1	0.6
Yukon	105	103	101	-1.9	-4.2
Northwest Territories	77	80	82	3.1	7.1
Nunavut	51	55	56	3.1	11.0

^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

	July 2023	June 2024 ^r	July 2024 ^p	June to July 2024	July 2023 to July 2024
	millions of dollars			% change	
Total retail trade (current dollars)	65,771	65,799	66,381	0.9	0.9
Retail e-commerce	3,822	3,917	4,051	3.4	6.0
Total retail trade (2017 chained dollars)	56,984	57,655	58,224	1.0	2.2
Total (current dollars) excluding motor vehicle and parts dealers	48,263	48,459	48,660	0.4	0.8
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	41,898	41,879	42,117	0.6	0.5
Motor vehicle and parts dealers	17,507	17,340	17,721	2.2	1.2
New car dealers	13,731	13,626	13,942	2.3	1.5
Used car dealers	1,361	1,364	1,354	-0.8	-0.5
Other motor vehicle dealers	1,142	1,095	1,157	5.6	1.3
Automotive parts, accessories and tire retailers	1,273	1,254	1,268	1.0	-0.5
Building material and garden equipment and supplies dealers	3,867	3,755	3,703	-1.4	-4.2
Food and beverage retailers	12,938	12,861	12,961	0.8	0.2
Supermarkets and other grocery retailers (except convenience)	9,135	9,110	9,218	1.2	0.9
Convenience retailers and vending machine operators	741	705	708	0.4	-4.4
Specialty food retailers	876	903	922	2.1	5.3
Beer, wine and liquor retailers	2,187	2,143	2,112	-1.4	-3.4
Furniture, home furnishings, electronics and appliances retailers	3,644	3,535	3,542	0.2	-2.8
Furniture retailers	1,203	1,121	1,142	1.9	-5.0
Floor covering, window treatment and other home furnishing retailers	697	693	713	2.8	2.2
Electronics and appliances retailers	1,744	1,721	1,687	-2.0	-3.2
General merchandise retailers	8,701	8,956	9,030	0.8	3.8
Health and personal care retailers	5,375	5,617	5,687	1.2	5.8
Gasoline stations and fuel vendors	6,365	6,580	6,543	-0.6	2.8
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,510	3,480	3,517	1.1	0.2
Clothing and clothing accessories retailers	2,680	2,707	2,727	0.7	1.7
Shoe retailers	424	389	395	1.4	-6.9
Jewellery, luggage and leather goods retailers	406	384	396	3.2	-2.4
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	3,864	3,674	3,675	0.0	-4.9
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,382	1,342	1,335	-0.5	-3.4
Miscellaneous store retailers	2,482	2,332	2,340	0.4	-5.7
Cannabis retailers	441	432	424	-1.8	-3.8

^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

	July 2023	June 2024 ^r	July 2024 ^p	June to July 2024	July 2023 to July 2024
	millions of dollars			% change	
Total retail trade at 2017 constant prices¹	57,311	58,174	58,720	0.9	2.5
Total excluding motor vehicle and parts dealers	42,417	43,345	43,453	0.2	2.4
Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	37,202	36,960	37,178	0.6	-0.1
Motor vehicle and parts dealers	14,894	14,829	15,267	3.0	2.5
New car dealers	11,558	11,524	11,897	3.2	2.9
Used car dealers	1,168	1,236	1,233	-0.2	5.6
Other motor vehicle dealers	1,126	1,069	1,128	5.5	0.2
Automotive parts, accessories and tire retailers	1,042	1,000	1,009	0.9	-3.2
Building material and garden equipment and supplies dealers	3,788	3,789	3,775	-0.4	-0.3
Food and beverage retailers	10,387	10,068	10,097	0.3	-2.8
Supermarkets and other grocery retailers (except convenience retailers)	7,296	7,149	7,197	0.7	-1.4
Convenience retailers and vending machine operators	562	558	558	0.0	-0.7
Specialty food retailers	717	643	652	1.4	-9.1
Beer, wine and liquor retailers	1,811	1,719	1,691	-1.6	-6.6
Furniture, home furnishings, electronics and appliances retailers	3,542	3,658	3,678	0.5	3.8
Furniture retailers	1,027	1,084	1,109	2.3	8.0
Floor covering, window treatment and other home furnishing retailers	642	651	663	1.8	3.3
Electronics and appliances retailers	1,873	1,924	1,906	-0.9	1.8
General merchandise retailers	7,370	7,685	7,795	1.4	5.8
Health and personal care retailers	5,117	5,257	5,323	1.3	4.0
Gasoline stations and fuel vendors	5,215	6,385	6,275	-1.7	20.3
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,447	3,523	3,559	1.0	3.2
Clothing and clothing accessories retailers	2,696	2,806	2,830	0.9	5.0
Shoe retailers	421	408	414	1.5	-1.7
Jewellery, luggage and leather goods retailers	331	308	315	2.3	-4.8
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,551	2,979	2,951	-0.9	-16.9
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,282	1,251	1,240	-0.9	-3.3
Miscellaneous store retailers	2,268	1,728	1,711	-1.0	-24.6
Cannabis retailers	555	540	530	-1.9	-4.5

^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).