

Retail trade, November 2025

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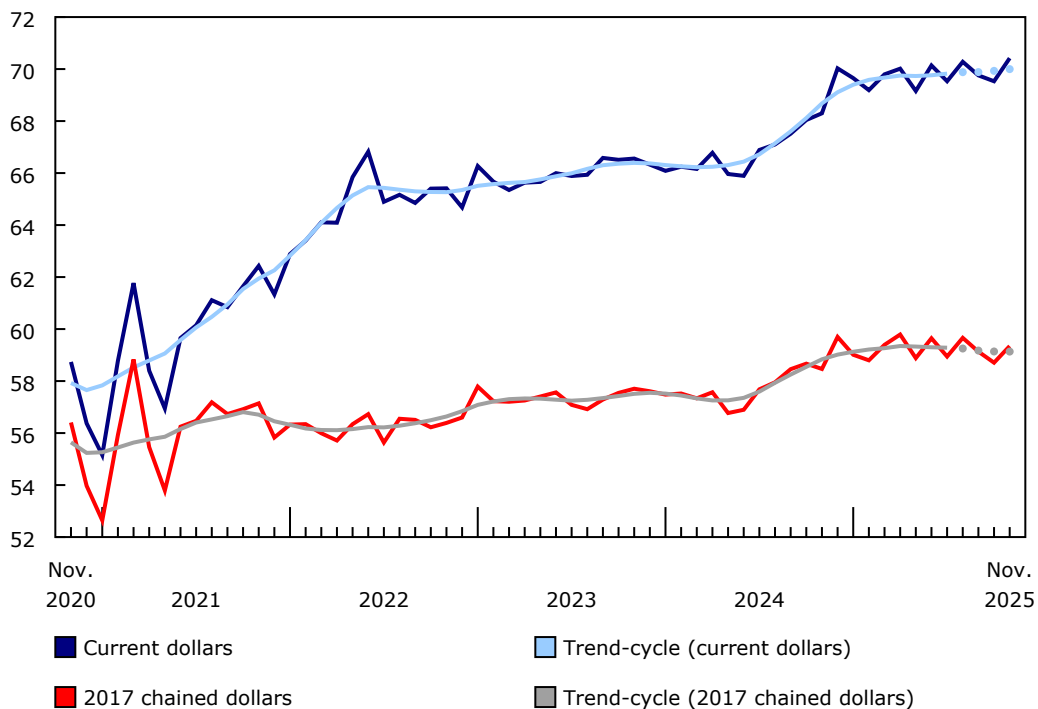
Retail sales increased 1.3% to \$70.4 billion in November. Sales were up in eight of nine subsectors, led by increases at food and beverage retailers.

Core retail sales—which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers—were up 1.6% in November.

In volume terms, retail sales increased 1.1% in November.

Chart 1
Retail sales increase in November

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](#).

Core retail sales rise on higher sales at food and beverage retailers

Core retail sales rose 1.6% in November after decreasing in the previous two months. The largest increase to core retail sales came from food and beverage retailers (+3.0%). The increase in this subsector was led by beer, wine and liquor retailers, which were up 14.3% in November after falling 11.8% in October amid labour disruptions in British Columbia that impacted the sale and distribution of alcoholic beverages. In the food and beverage retailers subsector, higher receipts were also recorded at supermarkets and other grocery retailers (+1.2%).

Also contributing to the gain in core retail sales in November were higher sales in the health and personal care retailers subsector (+1.6%).



Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers (+2.4%) were up in November. Clothing and clothing accessories retailers (+2.7%) led the increase in this subsector, following two consecutive monthly declines.

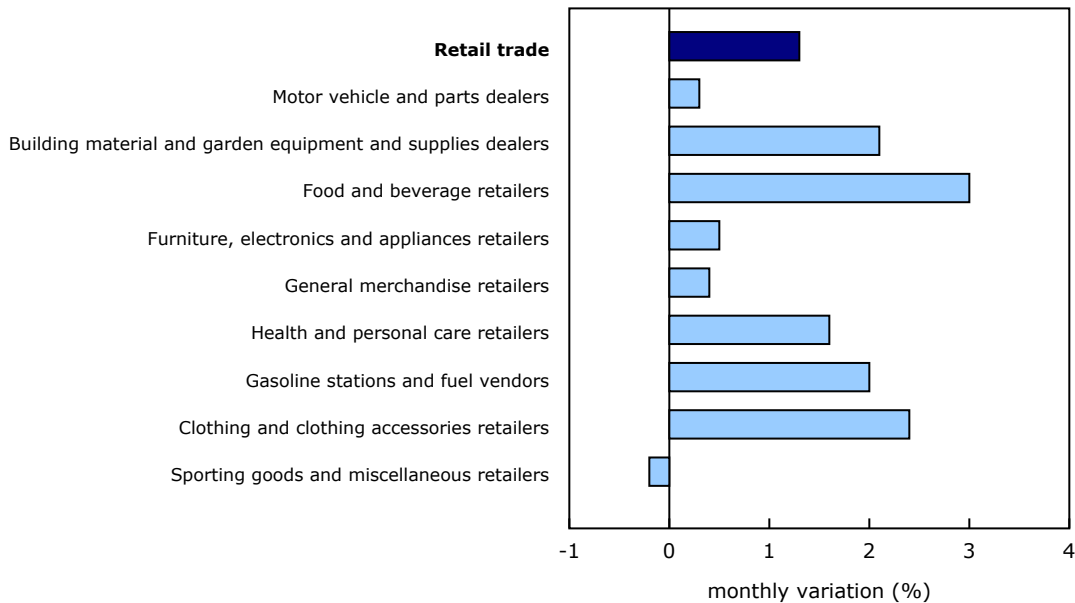
Higher sales were also recorded at building material and garden equipment and supplies dealers (+2.1%) in November. The increase marks a second consecutive monthly gain for this subsector.

The sole decrease to retail sales in November came from sporting goods, hobby, musical instrument, book, and miscellaneous retailers (-0.2%).

Sales up at gasoline stations and fuel vendors

Sales at gasoline stations and fuel vendors (+2.0%) were up in November after falling 1.4% in October. In volume terms, sales at gasoline stations and fuel vendors rose 0.7% in November.

Chart 2
Sales increase in eight of nine subsectors in November



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

Sales up in seven provinces

Retail sales increased in seven provinces in November. The largest provincial increase in dollar terms was observed in Alberta (+3.7%) on higher sales at motor vehicle and parts dealers.

In Ontario, retail sales increased 0.8% in November on higher receipts at health and personal care retailers. In the census metropolitan area of Toronto, retail sales were up 0.9% in the month.

The largest provincial decrease in retail sales in November was observed in New Brunswick (-0.7%). This decrease was led by lower sales at food and beverage retailers.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales decreased 2.8% to \$4.0 billion in November, accounting for 5.7% of total retail trade, compared with 6.0% in October.

Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales decreased 0.5% in December. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 61.3% of companies surveyed. The average final response rate for the survey over the previous 12 months was 88.0%.

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.

The early indicator in this release 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 December 2025 will be released on February 20, 2026.

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

	November 2024	October 2025 ^f	November 2025 ^p	October to November 2025	November 2024 to November 2025
	millions of dollars			% change	
Canada	68,299	69,531	70,419	1.3	3.1
Newfoundland and Labrador	1,049	1,070	1,062	-0.7	1.3
Prince Edward Island	287	308	308	-0.1	7.3
Nova Scotia	1,832	1,878	1,920	2.2	4.8
New Brunswick	1,449	1,591	1,579	-0.7	8.9
Quebec	15,302	15,667	15,740	0.5	2.9
Montréal	7,704	7,762	7,778	0.2	1.0
Ontario	25,592	25,865	26,068	0.8	1.9

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

	November 2024	October 2025 ^r	November 2025 ^p	October to November 2025	November 2024 to November 2025
Toronto	11,761	11,475	11,573	0.9	-1.6
Manitoba	2,300	2,336	2,395	2.5	4.2
Saskatchewan	2,170	2,183	2,209	1.2	1.8
Alberta	8,826	8,921	9,255	3.7	4.9
British Columbia	9,252	9,470	9,641	1.8	4.2
Vancouver	4,710	4,866	4,884	0.4	3.7
Yukon	95	99	102	2.7	7.5
Northwest Territories	86	79	79	0.3	-8.4
Nunavut	60	64	61	-4.3	2.7

^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

	November 2024	October 2025 ^r	November 2025 ^p	October to November 2025	November 2024 to November 2025
	millions of dollars			% change	
Total retail trade (current dollars)	68,299	69,531	70,419	1.3	3.1
Retail e-commerce	4,313	4,138	4,024	-2.8	-6.7
Total retail trade (2017 chained dollars)	58,465	58,707	59,346	1.1	1.5
Total (current dollars) excluding motor vehicle and parts dealers	48,737	50,471	51,308	1.7	5.3
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	42,523	44,471	45,187	1.6	6.3
Motor vehicle and parts dealers	19,562	19,060	19,111	0.3	-2.3
New car dealers	15,753	14,873	14,898	0.2	-5.4
Used car dealers	1,386	1,707	1,721	0.8	24.1
Other motor vehicle dealers	1,131	1,181	1,124	-4.8	-0.6
Automotive parts, accessories and tire retailers	1,292	1,300	1,368	5.2	5.9
Building material and garden equipment and supplies dealers	3,767	3,935	4,015	2.1	6.6
Food and beverage retailers	12,837	13,015	13,408	3.0	4.4
Supermarkets and other grocery retailers (except convenience)	9,102	9,382	9,496	1.2	4.3
Convenience retailers and vending machine operators	713	692	686	-0.9	-3.8
Specialty food retailers	891	986	992	0.5	11.3
Beer, wine and liquor retailers	2,131	1,955	2,234	14.3	4.8
Furniture, home furnishings, electronics and appliances retailers	3,693	3,797	3,815	0.5	3.3
Furniture retailers	1,177	1,187	1,186	-0.0	0.8
Floor covering, window treatment and other home furnishing retailers	733	767	789	2.8	7.6
Electronics and appliances retailers	1,782	1,843	1,840	-0.2	3.3
General merchandise retailers	8,952	9,538	9,579	0.4	7.0
Health and personal care retailers	5,780	6,050	6,149	1.6	6.4
Gasoline stations and fuel vendors	6,215	6,000	6,121	2.0	-1.5

Table 2 - continued
Retail sales, by industry — Seasonally adjusted

	November 2024	October 2025 ^r	November 2025 ^p	October to November 2025	November 2024 to November 2025
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,638	3,933	4,028	2.4	10.7
Clothing and clothing accessories retailers	2,814	3,064	3,147	2.7	11.8
Shoe retailers	410	403	425	5.4	3.8
Jewellery, luggage and leather goods retailers	414	465	455	-2.1	9.8
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	3,856	4,203	4,193	-0.2	8.7
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,293	1,381	1,386	0.4	7.2
Miscellaneous store retailers	2,563	2,822	2,808	-0.5	9.5
Cannabis retailers	461	454	478	5.3	3.7

^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

	November 2024	October 2025 ^r	November 2025 ^p	October to November 2025	November 2024 to November 2025
	millions of dollars			% change	
Total retail trade at 2017 constant prices¹	58,896	59,266	59,962	1.2	1.8
Total excluding motor vehicle and parts dealers	42,379	43,679	44,266	1.3	4.5
Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	36,722	38,174	38,721	1.4	5.4
Motor vehicle and parts dealers	16,517	15,587	15,696	0.7	-5.0
New car dealers	13,266	12,239	12,340	0.8	-7.0
Used car dealers	1,264	1,519	1,526	0.5	20.7
Other motor vehicle dealers	965	839	792	-5.6	-17.9
Automotive parts, accessories and tire retailers	1,022	991	1,040	4.9	1.8
Building material and garden equipment and supplies dealers	3,674	4,008	4,087	2.0	11.2
Food and beverage retailers	9,744	9,671	9,925	2.6	1.9
Supermarkets and other grocery retailers (except convenience retailers)	6,887	6,956	7,010	0.8	1.8
Convenience retailers and vending machine operators	545	527	522	-0.9	-4.2
Specialty food retailers	622	661	661	0.0	6.3
Beer, wine and liquor retailers	1,690	1,526	1,733	13.6	2.5
Furniture, home furnishings, electronics and appliances retailers	3,597	3,603	3,610	0.2	0.4
Furniture retailers	1,051	1,102	1,103	0.1	4.9
Floor covering, window treatment and other home furnishing retailers	685	709	728	2.7	6.3

Table 3 - continued
Retail sales at 2017 constant prices, by industry — Seasonally adjusted

	November 2024	October 2025 ^r	November 2025 ^P	October to November 2025	November 2024 to November 2025
Electronics and appliances retailers	1,861	1,791	1,779	-0.7	-4.4
General merchandise retailers	7,518	7,844	7,860	0.2	4.5
Health and personal care retailers	5,376	5,762	5,842	1.4	8.7
Gasoline stations and fuel vendors	5,657	5,505	5,545	0.7	-2.0
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,758	4,065	4,148	2.0	10.4
Clothing and clothing accessories retailers	2,991	3,258	3,348	2.8	11.9
Shoe retailers	457	461	486	5.4	6.3
Jewellery, luggage and leather goods retailers	311	345	314	-9.0	1.0
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,054	3,224	3,248	0.7	6.4
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,206	1,325	1,337	0.9	10.9
Miscellaneous store retailers	1,847	1,899	1,910	0.6	3.4
Cannabis retailers	579	579	610	5.4	5.4

^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 number [2406](#).

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).