

Retail trade, August 2014

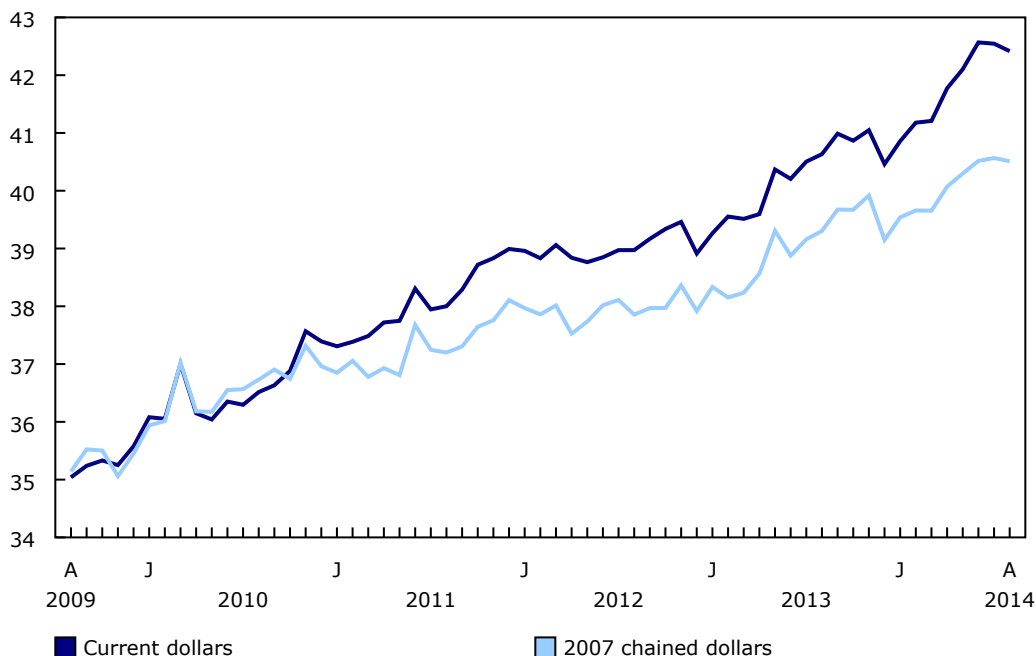
Released at 8:30 a.m. Eastern time in *The Daily*, Wednesday, October 22, 2014

Retail sales declined 0.3% in August to \$42.4 billion. This second consecutive monthly decrease follows gains in the six previous months. Sales were down in 7 of 11 subsectors, representing 76% of retail trade.

After removing the effects of price changes, particularly lower gasoline prices, retail sales in volume terms edged down 0.1%.

Chart 1
Retail sales decline in August

billions of dollars



Lower sales at gasoline stations

Sales at gasoline stations declined 2.1% in August to their lowest level since late 2013, mainly reflecting lower prices at the pump. According to the Consumer Price Index, seasonally unadjusted gasoline prices declined 3.2% in August compared with July.

Following four consecutive monthly increases, sales at building material and garden equipment and supplies dealers decreased 1.8% in August.

Sales at motor vehicle and parts dealers were down 0.4% in August, giving back some of July's gains. The overall subsector decline was due in large part to weaker sales at new car dealers (-0.6%) and, to a much lesser extent, automotive parts, accessories and tire stores (-0.6%). Higher sales were reported at other motor vehicle dealers (+1.8%) and used car dealers (+0.8%).

Sales at food and beverage stores declined 0.4%. Supermarkets and other grocery stores sales decreased 0.4% in August, while sales at beer, wine and liquor stores were down 0.7%. Lower sales were reported at specialty food stores (-0.5%) for the fourth consecutive month.



Receipts at furniture and home furnishings stores (-1.8%) declined for the second time in three months, largely as a result of lower sales at home furnishings stores (-5.0%).

After six months of growth, sales at sporting goods, hobby, book and music stores declined 0.2%.

Back-to-school sales

Store types traditionally associated with back-to-school sales advanced in August.

Sales at general merchandise stores rose 1.8%, with increases at both other general merchandise stores (+2.4%) and department stores (+1.0%).

Sales at clothing and clothing accessories stores (+1.1%) rose for the fourth time in five months. Higher receipts were posted at both clothing stores (+1.2%) and shoe stores (+1.9%).

Sales at electronics and appliance stores (+1.1%) increased for the second consecutive month.

Sales down in six provinces

Retail sales were down in six provinces in August. Lower sales in Ontario and, to a lesser extent, Alberta accounted for most of the decrease.

Lower sales in Ontario (-0.5%), Alberta (-0.5%), Nova Scotia (-1.5%) and Newfoundland and Labrador (-2.1%) came after three or more months of advances.

The largest increase in dollar terms was registered in British Columbia, where retail sales rose 0.4%.

Sales in New Brunswick (+0.1%) rose for the fifth consecutive month.

It is possible to consult tables of unadjusted data by [industry](#) and by [province and territory](#) in the *Tables by subject* module of our website.

For information on related indicators, refer to the [Latest statistics](#) page on our website.

Note to readers

All data in this release are seasonally adjusted and in current dollars, unless otherwise noted. For more information on seasonal adjustment, see [Seasonally adjusted data – Frequently asked questions](#).

Total retail sales expressed in volume are calculated by deflating current dollar values using consumer price indexes. The retail sales series in chained (2007) dollars is a chained Fisher volume index with 2007 as the reference year. For more information, see [Calculation of Volume of Retail Trade Sales](#).

Table 1
Retail sales by province and territory – Seasonally adjusted

	August 2013	July 2014 ^r	August 2014 ^p	July to August 2014	August 2013 to August 2014
	millions of dollars			% change	
Canada	40,633	42,545	42,416	-0.3	4.4
Newfoundland and Labrador	722	769	753	-2.1	4.2
Prince Edward Island	164	173	172	-0.5	5.0
Nova Scotia	1,159	1,200	1,182	-1.5	2.0
New Brunswick	929	976	977	0.1	5.2
Quebec	8,905	9,117	9,109	-0.1	2.3
Ontario	14,231	14,845	14,763	-0.5	3.7
Manitoba	1,434	1,495	1,496	0.1	4.3
Saskatchewan	1,535	1,607	1,608	0.0	4.7
Alberta	6,126	6,644	6,614	-0.5	8.0
British Columbia	5,279	5,567	5,588	0.4	5.8
Yukon	55	56	55	-0.9	-0.1
Northwest Territories	62	68	69	2.4	11.6
Nunavut	30	29	30	1.1	-1.5

^r revised

^p preliminary

Note(s): Figures may not add up to totals as a result of rounding.

Table 2
Retail sales by industry – Seasonally adjusted

	August 2013	July 2014 ^r	August 2014 ^p	July to August 2014	August 2013 to August 2014
	millions of dollars			% change	
Total retail trade (current dollars)	40,633	42,545	42,416	-0.3	4.4
Total retail trade (2007 chained dollars)	39,304	40,566	40,510	-0.1	3.1
Total (current dollars) excluding motor vehicle and parts dealers	31,276	32,393	32,301	-0.3	3.3
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	26,041	26,895	26,918	0.1	3.4
Motor vehicle and parts dealers	9,357	10,152	10,116	-0.4	8.1
New car dealers	7,537	8,335	8,287	-0.6	9.9
Used car dealers	538	544	548	0.8	1.8
Other motor vehicle dealers	650	615	626	1.8	-3.7
Automotive parts, accessories and tire stores	631	659	655	-0.6	3.7
Furniture and home furnishings stores	1,285	1,396	1,370	-1.8	6.6
Furniture stores	812	872	872	0.1	7.4
Home furnishings stores	473	524	498	-5.0	5.1
Electronics and appliance stores	1,189	1,218	1,232	1.1	3.6
Building material and garden equipment and supplies dealers	2,373	2,440	2,397	-1.8	1.0
Food and beverage stores	9,012	9,066	9,031	-0.4	0.2
Supermarkets and other grocery (except convenience) stores	6,327	6,298	6,276	-0.4	-0.8
Convenience stores	545	578	580	0.4	6.5
Specialty food stores	486	497	495	-0.5	1.9
Beer, wine and liquor stores	1,655	1,693	1,680	-0.7	1.5
Health and personal care stores	2,924	3,115	3,105	-0.3	6.2
Gasoline stations	5,234	5,498	5,383	-2.1	2.8
Clothing and clothing accessories stores	2,300	2,386	2,413	1.1	4.9
Clothing stores	1,810	1,882	1,904	1.2	5.2
Shoe stores	255	262	267	1.9	4.6
Jewellery, luggage and leather goods stores	235	242	242	-0.3	3.0
Sporting goods, hobby, book and music stores	922	965	963	-0.2	4.4
General merchandise stores	5,065	5,343	5,440	1.8	7.4
Department stores	2,211	2,295	2,317	1.0	4.8
Other general merchandise stores	2,854	3,048	3,123	2.4	9.4
Miscellaneous store retailers	970	965	967	0.2	-0.3

^r revised

^p preliminary

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Available in CANSIM: tables [080-0020](#) and [080-0024](#).

Definitions, data sources and methods: survey numbers [2406](#) and [2408](#).

The August 2014 issue of *Retail Trade* ([63-005-X](#)) will soon be available.

Data on retail trade for September will be released on November 25.

For more information, or to order data, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca).

For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Kimberley Evans (613-951-0502; kimberley.evans@statcan.gc.ca), Retail and Service Industries Division.