

Retail trade, April 2018

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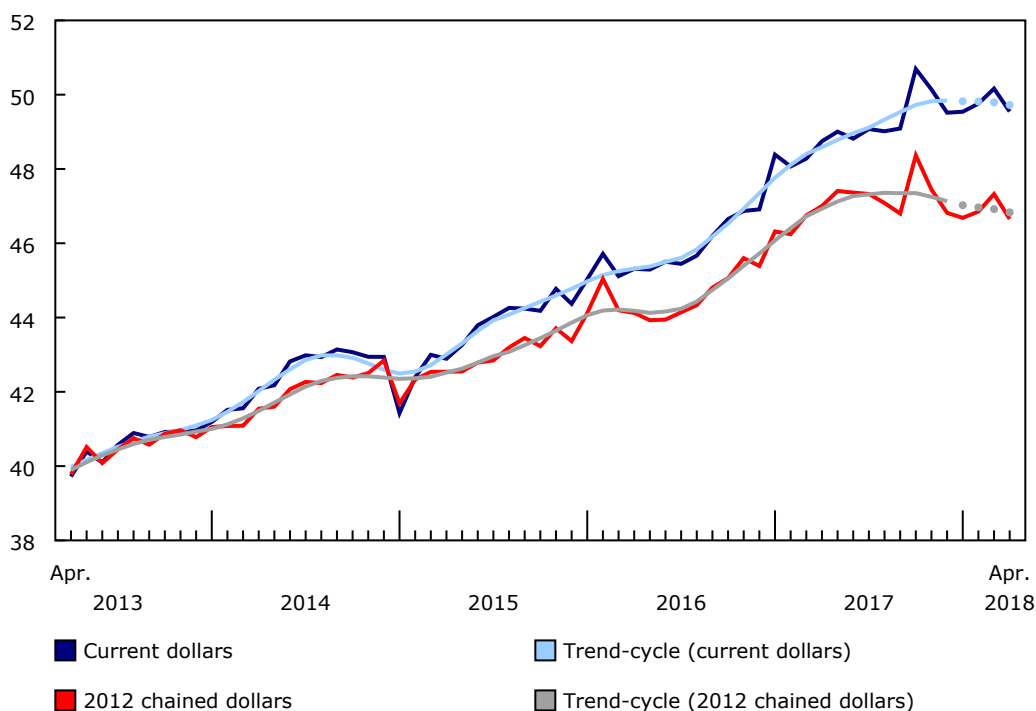
Following three consecutive monthly increases, retail sales in April declined 1.2% to \$49.5 billion. The decrease was primarily due to lower sales at motor vehicle and parts dealers. Inclement weather in many parts of Canada may have contributed to the overall decline in April. Excluding sales at motor vehicle and parts dealers, retail sales were down 0.1% in April.

Sales were down in 8 of 11 subsectors, representing 65% of retail trade.

Removing the effect of price changes, retail sales in volume terms declined 1.4%.

Chart 1 Retail sales decrease in April

billions of dollars



Source(s): Tables [20-10-0008-01](#) and [20-10-0078-01](#).

Sales down at motor vehicle and parts dealers

Motor vehicle and parts dealers posted a 4.3% decline in April. Sales at new car dealers fell 5.1%, after increasing 3.7% in March and 2.2% in February. Used car dealers reported a 4.1% decrease in sales in April. Ontario, which accounted for the majority of the decline in dollar terms at motor vehicle and parts dealers, experienced cooler than usual temperatures throughout the month, as well as freezing rain in mid-April.

Sales were down at general merchandise stores (-2.2%) for the first time in four months.

Building material and garden equipment and supplies dealers (-3.3%) reported a decrease in sales for the fifth time in six months.



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Canada

Sales at food and beverage stores rose 2.3% following three consecutive monthly declines. Sales were higher at all store types in this subsector, with supermarkets and other grocery stores (+2.9%) leading the increase in both dollar and percentage terms.

Receipts at gasoline stations increased 1.4%, reflecting higher prices at the pump. In volume terms, receipts at gasoline stations were down 0.1%.

Lower sales in Ontario and Quebec drive the decline

Six provinces reported lower sales in April, with the overall decline concentrated in Ontario and Quebec.

In Ontario, sales fell 2.3% following three consecutive monthly increases. Lower sales at motor vehicle and parts dealers accounted for the bulk of the decrease. Sales in the Toronto census metropolitan area (CMA) were down 2.9%.

Sales in Quebec decreased 2.7%. Sales in the Montréal CMA fell 2.6%.

Sales increased in British Columbia (+1.1%) for the third consecutive month. Unlike Ontario and Quebec, British Columbia reported higher sales at new car dealers. Retail sales in the Vancouver CMA rose 0.2%.

Sales were up in Saskatchewan (+2.2%) for the first time since October 2017.

E-commerce sales by Canadian retailers

The figures in this section are based on unadjusted (that is, not seasonally adjusted) estimates.

On an unadjusted basis, retail e-commerce sales totalled \$1.3 billion, representing 2.7% of total retail trade. On a year-over-year basis, retail e-commerce rose 8.8% while total unadjusted retail sales increased 0.8%.

Summary tables of unadjusted data by [industry](#) and by [province and territory](#) are now available.

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

Note to readers

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

Statistics Canada's retail e-commerce figures include the electronic sales of two distinct types of retailers. The first type do not have a storefront. These businesses are commonly referred to as 'pure-play' Internet retailers and are classified to North American Industry Classification System (NAICS) 45411—Electronic Shopping and Mail Order Houses. The second type have a storefront and are commonly referred to as 'brick and mortar' retailers. If the online operations of a brick and mortar retailer are separately managed, they too are classified to NAICS 45411.

Common electronic commerce transactions, such as travel and accommodation bookings, ticket purchases and financial transactions are not included in Canadian retail sales figures. For more information on individual Internet use and e-commerce, consult the most recent release of the [Canadian Internet Use Survey](#) and/or the [Survey of Digital Technology and Internet Use](#).

For more information on retail e-commerce in Canada, see [Retail E-Commerce in Canada](#).

Total retail sales expressed in volume terms are calculated by deflating current dollar values using consumer price indexes. The retail sales series in chained (2012) dollars is a chained Fisher volume index with 2012 as the reference year. For more information, see [Calculation of Volume of Retail Trade Sales](#).

For information on trend-cycle data, see the [StatCan Blog](#) and [Trend-cycle estimates – Frequently asked questions](#).

Real-time tables

Real-time tables 20-10-0054-01 and 20-10-0079-01 will be updated on July 9.

Next release

Data on retail trade for May will be released on July 20.

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

	April 2017	March 2018 ^r	April 2018 ^p	March to April 2018	April 2017 to April 2018
	millions of dollars			% change	
Canada	48,746	50,163	49,546	-1.2	1.6
Newfoundland and Labrador	753	765	757	-1.1	0.5
Prince Edward Island	196	201	199	-1.0	1.4
Nova Scotia	1,307	1,340	1,368	2.1	4.7
New Brunswick	1,055	1,077	1,050	-2.5	-0.5
Quebec	10,466	10,837	10,546	-2.7	0.8
Montréal	4,650	5,019	4,887	-2.6	5.1
Ontario	17,982	18,497	18,063	-2.3	0.4
Toronto	7,594	7,599	7,375	-2.9	-2.9
Manitoba	1,719	1,694	1,681	-0.8	-2.2
Saskatchewan	1,600	1,613	1,648	2.2	3.0
Alberta	6,642	6,777	6,790	0.2	2.2
British Columbia	6,864	7,194	7,270	1.1	5.9
Vancouver	3,306	3,435	3,442	0.2	4.1
Yukon	64	66	69	4.6	8.6
Northwest Territories	62	66	68	3.6	10.5
Nunavut	36	37	37	-2.3	0.5

^r revised

^p preliminary

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

Source(s): Table [20-10-0008-01](#).

Table 2
Retail sales by industry – Seasonally adjusted

	April 2017	March 2018 ^r	April 2018 ^p	March to April 2018	April 2017 to April 2018
	millions of dollars			% change	
Total retail trade (current dollars)	48,746	50,163	49,546	-1.2	1.6
Total retail trade (2012 chained dollars)	47,002	47,325	46,655	-1.4	-0.7
Total (current dollars) excluding motor vehicle and parts dealers	35,564	36,381	36,363	-0.1	2.2
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations	30,466	30,915	30,820	-0.3	1.2
Motor vehicle and parts dealers	13,182	13,783	13,183	-4.3	0.0
New car dealers	10,660	11,181	10,613	-5.1	-0.4
Used car dealers	853	921	883	-4.1	3.5
Other motor vehicle dealers	890	866	882	1.8	-0.9
Automotive parts, accessories and tire stores	779	815	805	-1.2	3.4
Furniture and home furnishings stores	1,559	1,598	1,583	-0.9	1.5
Furniture stores	954	988	983	-0.6	2.9
Home furnishings stores	605	610	601	-1.5	-0.7
Electronics and appliance stores	1,271	1,359	1,381	1.6	8.6
Building material and garden equipment and supplies dealers	3,032	3,126	3,024	-3.3	-0.3
Food and beverage stores	10,059	10,074	10,309	2.3	2.5
Supermarkets and other grocery (except convenience) stores	6,934	6,811	7,008	2.9	1.1
Convenience stores	649	671	685	2.2	5.6
Specialty food stores	614	651	653	0.4	6.4
Beer, wine and liquor stores	1,862	1,941	1,962	1.1	5.4
Health and personal care stores	3,894	3,862	3,825	-0.9	-1.8
Gasoline stations	5,099	5,466	5,542	1.4	8.7
Clothing and clothing accessories stores	2,749	2,830	2,793	-1.3	1.6
Clothing stores	2,093	2,184	2,178	-0.3	4.0
Shoe stores	354	334	326	-2.2	-7.9
Jewellery, luggage and leather goods stores	301	312	289	-7.3	-4.0
Sporting goods, hobby, book and music stores	1,063	1,061	1,049	-1.1	-1.3
General merchandise stores	5,671	5,713	5,585	-2.2	-1.5
Miscellaneous store retailers	1,168	1,293	1,272	-1.6	8.9

^r revised

^p preliminary

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

Source(s): Tables [20-10-0008-01](#) and [20-10-0078-01](#).

Table 3
Retail e-commerce sales, unadjusted

	April 2017	March 2018	April 2018	April 2018
	thousands of dollars			year-over-year % change
Retail trade sales (44-453)	48,423,073	48,192,258	48,735,334	0.6
Electronic shopping and mail-order houses sales (45411)	836,585	936,169	926,617	10.8
Retail e-commerce ¹	1,218,384	1,278,918	1,325,646	8.8
Retail e-commerce share of total retail trade (%)	2.47	2.60	2.67	

1. Retail e-commerce includes e-sales from both store retailers included in NAICS 44-453 and non-store retailers included in electronic shopping and mail order houses (NAICS 45411).

Note(s): For more information on retail e-commerce, see [Retail E-Commerce in Canada](#).

Source(s): Table [20-10-0072-01](#).

Available tables: [20-10-0008-01](#), [20-10-0072-01](#) and [20-10-0078-01](#).

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

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