

Retail trade, April 2023

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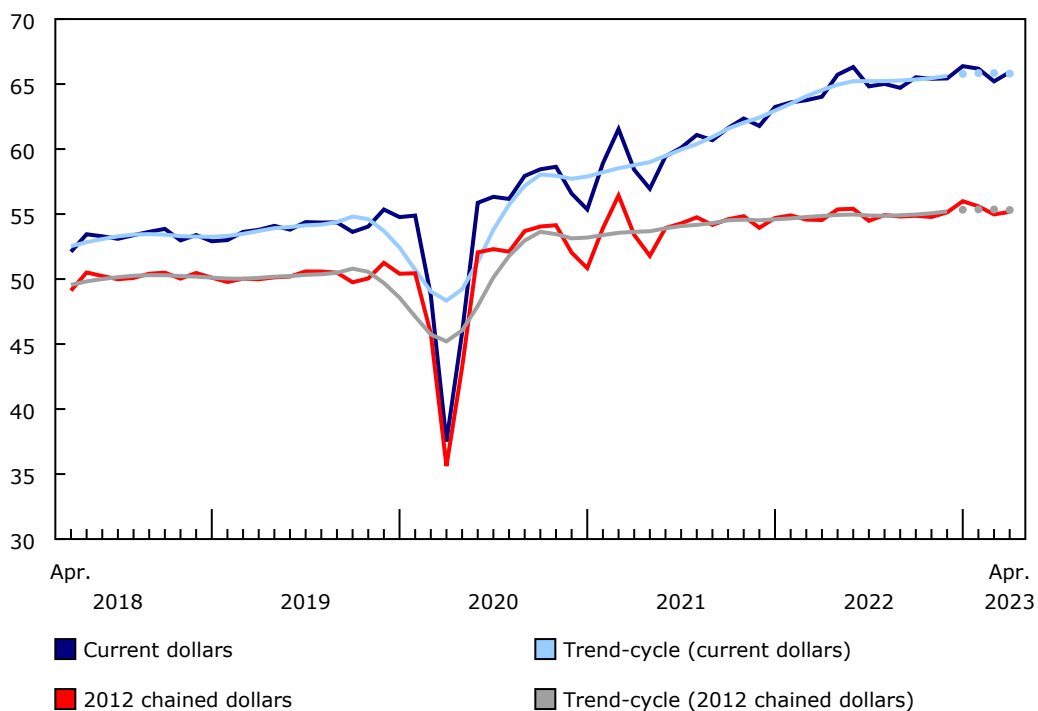
Retail sales increased 1.1% to \$65.9 billion in April. Sales increased in eight of nine subsectors and were led by increases at general merchandise retailers (+3.3%) and food and beverage retailers (+1.5%).

Core retail sales—which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers—increased 1.5% in April.

In volume terms, retail sales increased 0.3% in April.

Chart 1 Retail sales increase in April

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 increase on gains at general merchandise retailers and food and beverage retailers

Core retail sales increased 1.5% in April, posting its fifth consecutive monthly increase. The gain was led by higher sales at general merchandise retailers (+3.3%). Higher sales were also recorded at food and beverage retailers (+1.5%), with all store types in this subsector posting increases.

The largest decrease to core retail sales came from furniture, home furnishings, electronics and appliance retailers (-1.6%). Sales were down in all three store types, with lower sales at electronics and appliance retailers (-1.3%) leading the decline.

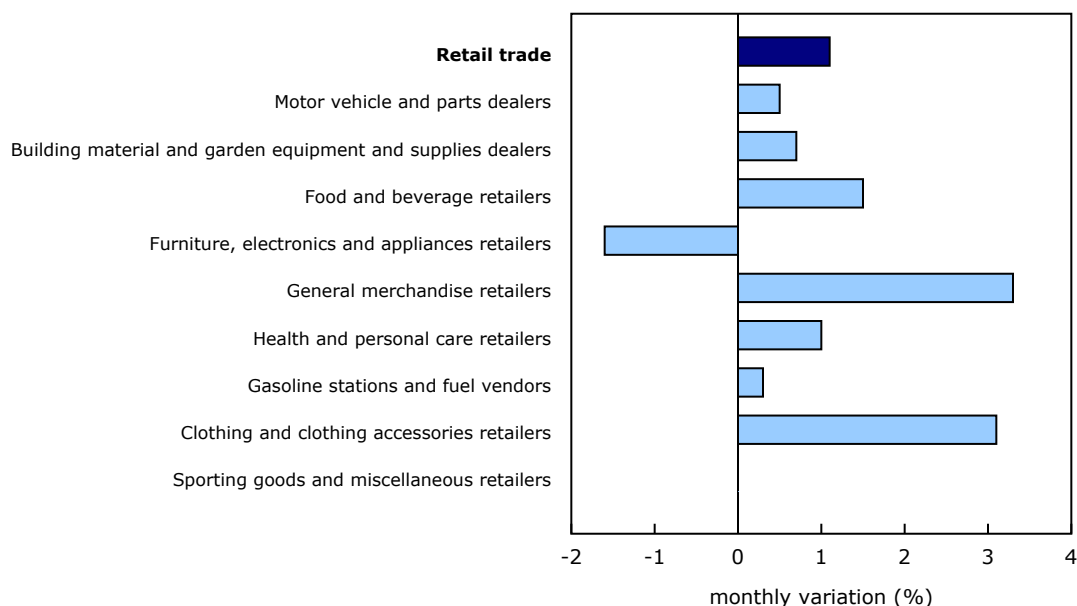


Sales at motor vehicle and parts dealers and gasoline stations and fuel vendors rise

After their decline in March, sales at motor vehicle and parts dealers increased 0.5% in April. The increase was led by higher sales at used car dealers (+3.7%), followed by automotive parts, accessories and tire retailers (+3.5%). The largest decline in this subsector were sales of other motor vehicle dealers (-1.2%), which recorded their second consecutive decrease.

Also contributing to the increase in retail sales in April were higher sales at gasoline stations and fuel vendors (+0.3%). In volume terms, sales at gasoline stations and fuel vendors decreased 1.5%.

Chart 2 Sales increase in eight of nine subsectors in April



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

Sales up in eight provinces

Retail sales increased in eight provinces in April. The largest provincial increase was observed in Ontario (+1.3%), led by higher sales at motor vehicle and parts dealers. In the Toronto census metropolitan area (CMA), retail sales were up 1.4%.

In Quebec, retail sales increased 0.9% in April. In the Montréal CMA, retail sales were down 0.3%.

The largest provincial decrease in April was observed in Newfoundland and Labrador (-1.1%). The decrease was driven by lower sales at motor vehicle and parts dealers.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales were down 6.1% to \$3.6 billion in April, accounting for 5.5% of total retail trade compared with 5.9% in March.

Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales increased 0.5% in May. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 40.6% of companies surveyed. The average final response rate for the survey over the previous 12 months was 89.2%.

Note to readers

As of the January 2023 reference period, Monthly Retail Trade Survey (MRTS) figures are based on the North American Industry Classification System (NAICS) 2022 classification structure. This new classification structure has, in effect, broadened the scope of the MRTS results.

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 in the context of the COVID-19 pandemic 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.

Seasonally adjusted estimates for cannabis store retailers are presented in unadjusted form, as no seasonal pattern has been established by official statistics yet. Establishing such a pattern requires several months of observed data. In the interim, the seasonally adjusted estimates for cannabis store retailers will be identical to the unadjusted figures.

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 May will be released on July 21.

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

	April 2022	March 2023 ^r	April 2023 ^p	March to April 2023	April 2022 to April 2023
	millions of dollars			% change	
Canada	64,027	65,209	65,913	1.1	2.9
Newfoundland and Labrador	920	927	917	-1.1	-0.4
Prince Edward Island	269	288	287	-0.2	6.7
Nova Scotia	1,689	1,730	1,807	4.4	7.0
New Brunswick	1,341	1,348	1,382	2.5	3.1
Quebec	13,896	14,677	14,806	0.9	6.5
Montréal	6,817	7,345	7,324	-0.3	7.4
Ontario	24,617	24,439	24,761	1.3	0.6
Toronto	11,171	10,933	11,086	1.4	-0.8
Manitoba	2,083	2,223	2,240	0.8	7.5
Saskatchewan	2,049	2,073	2,089	0.8	2.0
Alberta	7,989	8,374	8,446	0.9	5.7
British Columbia	8,959	8,912	8,953	0.5	-0.1
Vancouver	4,459	4,423	4,394	-0.7	-1.4
Yukon	89	92	95	2.8	6.9
Northwest Territories	76	75	78	3.8	2.6
Nunavut	49	50	52	3.5	7.1

^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

	April 2022	March 2023 ^r	April 2023 ^p	March to April 2023	April 2022 to April 2023
	millions of dollars			% change	
Total retail trade (current dollars)	64,027	65,209	65,913	1.1	2.9
Retail e-commerce	3,373	3,876	3,641	-6.1	7.9
Total retail trade (2012 chained dollars)	54,541	54,976	55,163	0.3	1.1
Total (current dollars) excluding motor vehicle and parts dealers	48,279	48,177	48,804	1.3	1.1
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	40,644	41,608	42,217	1.5	3.9
Motor vehicle and parts dealers	15,748	17,032	17,110	0.5	8.6
New car dealers	12,111	13,289	13,282	-0.0	9.7
Used car dealers	1,348	1,432	1,486	3.7	10.2
Other motor vehicle dealers	1,161	1,058	1,046	-1.2	-9.9
Automotive parts, accessories and tire retailers	1,128	1,253	1,296	3.5	14.9
Building material and garden equipment and supplies dealers	4,331	3,935	3,962	0.7	-8.5
Food and beverage retailers	12,135	12,661	12,854	1.5	5.9
Supermarkets and other grocery retailers (except convenience)	8,385	8,822	8,932	1.2	6.5
Convenience retailers and vending machine operators	690	754	769	2.1	11.6
Specialty food retailers	859	825	852	3.2	-0.9
Beer, wine and liquor retailers	2,201	2,261	2,301	1.8	4.5
Furniture, home furnishings, electronics and appliances retailers	3,739	3,686	3,628	-1.6	-3.0
Furniture retailers	1,295	1,230	1,212	-1.5	-6.3
Floor covering, window treatment and other home furnishing retailers	766	727	709	-2.5	-7.5
Electronics and appliances retailers	1,678	1,729	1,707	-1.3	1.7
General merchandise retailers	8,262	8,572	8,856	3.3	7.2
Health and personal care retailers	4,850	5,289	5,341	1.0	10.1
Gasoline stations and fuel vendors	7,635	6,569	6,587	0.3	-13.7
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,378	3,622	3,733	3.1	10.5
Clothing and clothing accessories retailers	2,616	2,847	2,930	2.9	12.0
Shoe retailers	354	390	420	7.7	18.6
Jewellery, luggage and leather goods retailers	408	385	383	-0.4	-6.2
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	3,950	3,842	3,843	0.0	-2.7
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,399	1,399	1,413	1.0	1.0
Miscellaneous store retailers	2,551	2,443	2,430	-0.5	-4.7
Cannabis retailers ¹	373	406	412	1.3	10.3

^r revised

^p preliminary

1. Data for this Canadian industry are presented in unadjusted form as there is no seasonal pattern established by official statistics yet.

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 2012 constant prices, by industry – Seasonally adjusted

	April 2022	March 2023 ^r	April 2023 ^p	March to April 2023	April 2022 to April 2023
	millions of dollars			% change	
Total retail trade at 2012 constant prices¹	54,772	55,350	55,541	0.3	1.4
Total excluding motor vehicle and parts dealers	42,211	41,775	42,048	0.7	-0.4
Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	35,737	35,818	36,180	1.0	1.2
Motor vehicle and parts dealers	12,561	13,575	13,493	-0.6	7.4
New car dealers	9,588	10,505	10,379	-1.2	8.2
Used car dealers	1,058	1,123	1,151	2.5	8.8
Other motor vehicle dealers	934	929	917	-1.3	-1.8
Automotive parts, accessories and tire retailers	981	1,018	1,046	2.8	6.6
Building material and garden equipment and supplies dealers	3,302	3,456	3,507	1.5	6.2
Food and beverage retailers	9,688	9,466	9,560	1.0	-1.3
Supermarkets and other grocery retailers (except convenience retailers)	6,743	6,610	6,656	0.7	-1.3
Convenience retailers and vending machine operators	513	510	515	1.0	0.4
Specialty food retailers	663	594	609	2.5	-8.1
Beer, wine and liquor retailers	1,769	1,752	1,780	1.6	0.6
Furniture, home furnishings, electronics and appliances retailers	3,744	3,696	3,655	-1.1	-2.4
Furniture retailers	1,059	988	980	-0.8	-7.5
Floor covering, window treatment and other home furnishing retailers	661	638	620	-2.8	-6.2
Electronics and appliances retailers	2,024	2,070	2,055	-0.7	1.5
General merchandise retailers	7,298	7,044	7,178	1.9	-1.6
Health and personal care retailers	4,877	5,241	5,228	-0.2	7.2
Gasoline stations and fuel vendors	6,474	5,957	5,868	-1.5	-9.4
Clothing, clothing accessories, shoes, jewellery, luggage and leather goods retailers	3,255	3,574	3,681	3.0	13.1
Clothing and clothing accessories retailers	2,574	2,884	2,952	2.4	14.7
Shoe retailers	375	407	445	9.3	18.7
Jewellery, luggage and leather goods retailers	306	283	284	0.4	-7.2
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,573	3,341	3,370	0.9	-5.7
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,305	1,237	1,252	1.2	-4.1
Miscellaneous store retailers	2,268	2,105	2,118	0.6	-6.6
Cannabis retailers ²	446	491	511	4.1	14.6

^r revised

^p preliminary

1. Calculated using the Laspeyres method.

2. Data for this Canadian industry are presented in unadjusted form as there is no seasonal pattern established by official statistics yet.

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).