

Sales in the retail and wholesale industries recovered in 2010 after the 2008–2009 recession caused them to fall for the first time in nearly two decades.

Retail rebounds

From 2009 to 2010, retail sales increased by 5.5% to reach \$438.4 billion. Ten of eleven retail subsectors recorded sales growth. One of these subsectors was gasoline stations, which experienced a 15.5% increase in sales. This increase reflected a rise in price and volume. Motor vehicle and parts dealers had a 7.9% increase in sales, while sales at general merchandisers, including department stores, grew by 4.7%. All provinces experienced higher retail sales in 2010. Quebec saw the largest growth at 6.3%.

Out of 10 top-level categories of commodities, the largest was food and beverages with \$103.3 billion in sales. Motor vehicles, parts, service and rental followed with \$88.6 billion. Automotive fuels, oils and additives (\$43.3 billion), health and personal care products (\$40.0 billion), and furniture, home furnishings and electronics (\$38.8 billion) rounded out the top categories in sales.

At 15.9%, automotive fuels, oils and additives posted the largest annual increase in sales for 2010, followed by motor vehicles, parts, service and rental (10.2%) and clothing, footwear and accessories (7.1%), all above the average overall annual change. Food and beverages, hardware, lawn and garden products, housewares (non-electric) and household supplies, furniture, home furnishings and electronics, and health and personal care products all posted single-digit growth. Sporting and leisure goods (-3.6%) and all other goods and services (-4.7%) were the two categories that showed a decline in sales from 2009 to 2010.

Wholesale recovers

In 2010, wholesale sales bounced back after losses during the 2008–2009 recession. Wholesale sales rose 8.1% in 2010 to more than \$537.1 billion. All seven subsectors of the wholesale trade industry saw higher sales in 2010. The largest gain was in the motor vehicle and parts subsector, whose sales rose 18.7% from the previous year to \$90.0 billion. Next were farm product wholesaler-distributors, whose sales rose 12.8% to \$6.5 billion. Sales in the building materials and supplies subsector increased by 10.5% to \$73.9 billion. As well, all provinces and territories saw greater wholesale sales in 2010.

Inventories are under control

Unlike in previous recessions, inventory levels in retail and wholesale did not play a major role in the 2008–2009 recession. Retailers and wholesalers were better able to predict and control inventory levels using management techniques and computerized systems to avoid having too much or too little stock to sell. Inventory levels fell steadily throughout the recession—sales decreased by 16% in wholesale and by 4% in retail—then grew as demand rose in 2010. Wholesalers and retailers started to restock their inventories in the first quarter of 2010, when the ratio

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business cycles, fraud against businesses in Canada, general merchandise store sales, Internet shopping, interprovincial trade, new motor vehicle sales, operating statistics of wholesale trade, retail trade, sales of commodities of large retailers, wholesale merchants' inventories, wholesale merchants' sales, wholesale trade

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of inventories to sales—the lower the ratio, the better—reached a record low in retail and wholesale trade. This was partly achieved as a result of housing and retail sales rebounding quickly.

Changes in employment

Retailers and wholesalers, like many other industries, experienced increased rates of employment in 2010, as their overall employment rose 1.0% to 2.7 million employees, following a decrease of 1.2% in 2009. Employment in retail trade rose 1.4%, while employment in wholesale trade edged down 0.5%.

Among provinces, retail employment grew most rapidly in Newfoundland and Labrador (10.4%) but declined the most in Saskatchewan (2.0%). Wholesale employment rose fastest in Prince Edward Island (25.0%) but fell most in Nova Scotia (13.9%).

Among retailers, clothing and clothing accessory stores employed 3.1% more staff in 2010, whereas employment at food

Table 26.a
Employment, retail and wholesale trade

	2000	2010
	thousands	
All trade	2,299.8	2,677.8
Retail trade	1,754.0	2,048.9
Wholesale trade	545.8	628.9

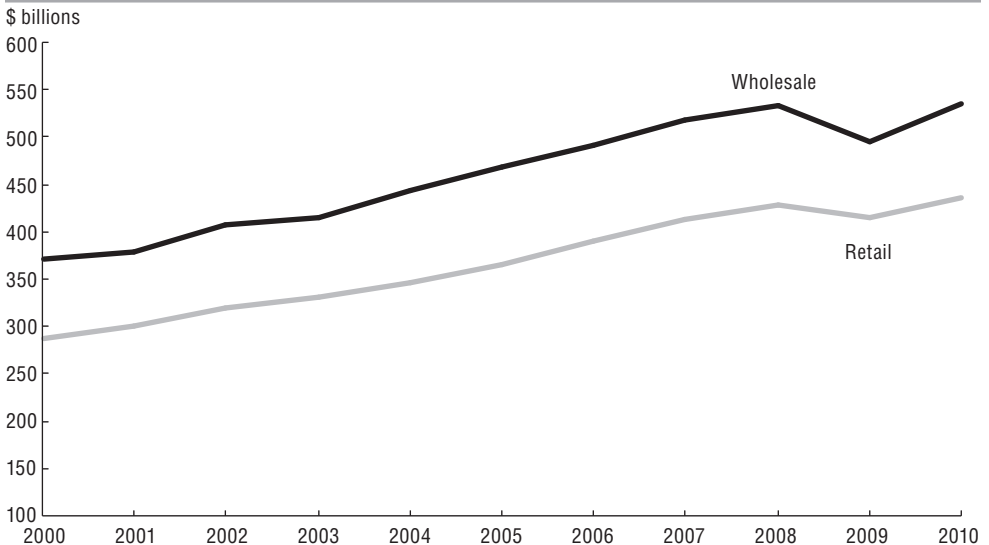
Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM table 282-0008.

and beverage stores fell 3.3%. Employment in farm products wholesaler-distributors increased 4.6% in 2010, but employment in petroleum product wholesaler-distributors declined 2.8%.

Over the longer term, the retail and wholesale trade industries have experienced job growth. In 2000, retailers employed 1.8 million people. By 2010, this number had grown to nearly 2.1 million people, a 16.8% increase. Meanwhile, the number employed by wholesalers rose 15.2% from 545,800 employees in 2000 to 628,900 employees in 2010.

Chart 26.1
Retail and wholesale sales



Source: Statistics Canada, CANSIM tables 080-0020 and 081-0011.

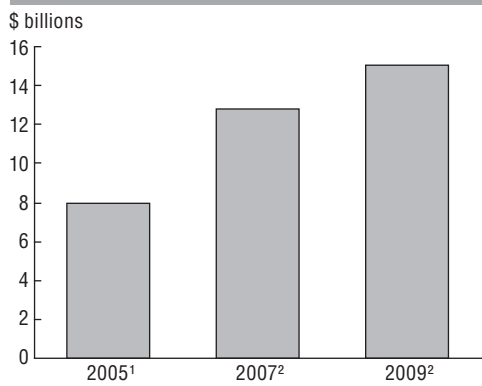
Internet shopping on the rise

The value of goods and services purchased online continues to rise. In 2009, Canadian Internet orders totalled \$15.1 billion, up from \$12.8 billion in 2007. About 39% of people aged 16 and older used the Internet to buy goods or services in 2009, up from 32% in 2007. The number of orders placed also rose from 70 million to 95 million in two years. However, while Canadians are shopping online more, they're spending less each time, as the average value per order fell from \$183 in 2007 to \$158 in 2009.

A relatively small group of people is responsible for the bulk of online sales, with the top 25% of online shoppers accounting for almost half (49%) of total orders and more than three-quarters (79%) of their value.

The most popular types of goods and services purchased online were travel services and entertainment products

Chart 26.2
Value of online orders



1. Population aged 18 and older.

2. Population aged 16 and older.

Source: Statistics Canada, CANSIM table 358-0137.

(such as concert tickets), books and magazines, and clothing, jewellery and accessories. The Internet is also used to complement traditional retail shopping in categories such as consumer electronics and appliances and furniture.

Many retailers experience fraud

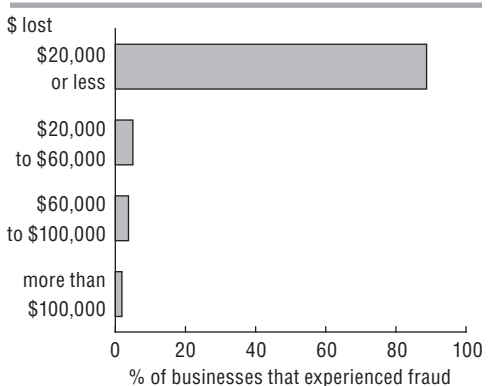
In 2008, some 57% of Canadian retailers experienced fraud. The most common type reported was the fraudulent return of goods, accounting for 32% of all fraud, followed by credit card fraud and the use of counterfeit money, each making up 15% of retail fraud.

Among retailers who experienced fraud in the previous 12 months, about 80% said they suffered direct monetary losses.

More than half (53%) of retailers were victims of fraud by individuals other than employees in 2008, while 19% were victimized by employees.

Almost half of retailers (47%) said they never or rarely notify law enforcement when they are victims of fraud, often because they feel the incident is too minor to involve police. On the other hand, 34% of retailers always or often report incidents to police.

Chart 26.3
Retail businesses, by fraud-related losses, 2008

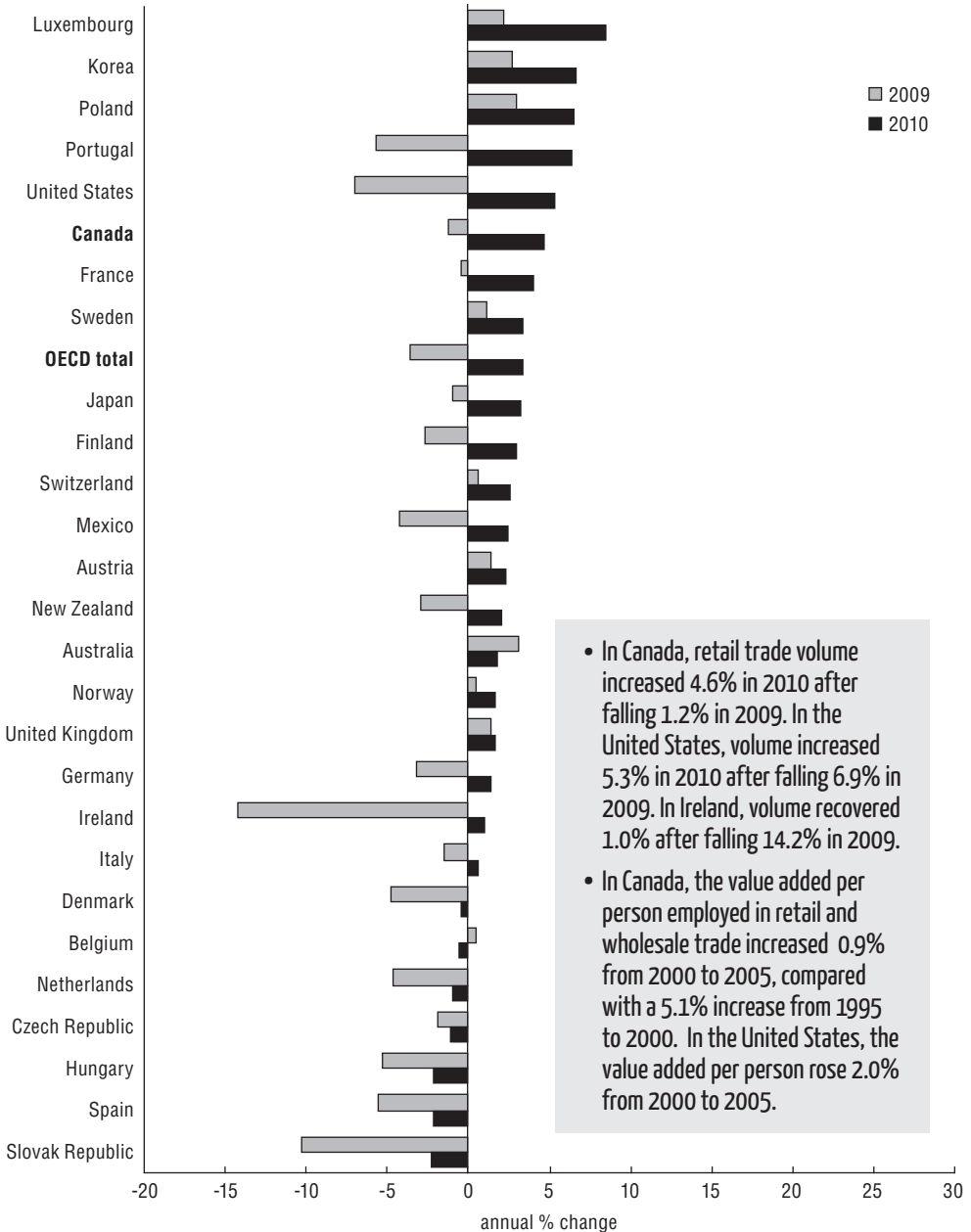


Source: Statistics Canada, Catalogue no. 85-571-X.

Retailers' most common reasons for reporting fraud were because the fraud-related losses were significant (61%) and because they wanted to recover their losses (58%).

INTERNATIONAL perspective

Chart 26.4
Retail trade volume, by selected country



Source: Data based on OECD (2011), OECD.StatExtracts, *Total retail trade (Volume)*.

Table 26.1 Payroll employment in retail and wholesale trade, selected industries, 1996 to 2010

	1996	1997	1998	1999	2000	2001
	number					
Wholesale trade	598,945	632,920	648,001	673,518	711,565	722,055
Farm products	9,819	9,773	9,437	10,876	13,362	12,965
Petroleum products	10,831	11,084	10,894	11,370	11,935	12,873
Food, beverage and tobacco products	83,381	85,258	88,127	87,752	92,172	94,049
Personal and household goods	72,564	80,363	81,828	84,338	91,209	93,954
Motor vehicle and parts	60,419	62,608	62,015	63,285	64,873	64,298
Building material and supplies	98,316	104,737	105,832	111,415	118,911	117,368
Machinery, equipment and supplies	165,112	174,107	181,148	187,771	196,659	196,067
Miscellaneous	69,395	74,606	77,659	84,158	88,055	92,320
Electronic markets and agents and brokers	29,108	30,385	31,061	32,554	34,388	38,160
Retail trade	1,361,533	1,396,640	1,399,583	1,411,692	1,441,022	1,515,965
Motor vehicle and parts	138,190	144,627	149,498	148,758	150,210	153,150
Furniture and home furnishings stores	44,249	46,751	49,731	52,122	54,534	55,461
Electronics and appliance stores	47,811	49,173	49,845	51,539	53,969	56,159
Building material and garden equipment and supplies dealers	56,373	59,502	60,302	62,211	65,744	73,863
Food and beverage stores	349,419	356,810	361,556	368,053	373,723	410,471
Health and personal care stores	111,212	113,541	113,674	114,005	115,873	121,078
Gasoline stations	83,227	77,259	73,782	74,881	77,626	74,976
Clothing and clothing accessories stores	162,489	166,904	159,449	158,229	168,148	180,898
Sporting goods, hobby, book and music stores	62,831	65,335	65,486	66,700	69,170	70,549
General merchandise stores	209,386	216,462	215,399	211,153	203,984	205,767
Miscellaneous store retailers	63,683	66,728	67,432	69,566	72,307	82,388
Non-store retailers	32,662	33,550	33,430	34,475	35,736	31,205

Note: Annual number of salaried and hourly employees on payroll.

Source: Statistics Canada, Survey of Employment, Payrolls and Hours and CANSIM table 281-0024.

2002	2003	2004	2005	2006	2007	2008	2009	2010
number								
721,690	733,680	729,570	727,494	738,532	757,680	758,473	730,702	729,154
12,540	11,779	11,136	10,228	9,969	9,901	10,302	10,140	10,610
13,098	12,506	12,377	12,243	12,664	14,017	13,826	12,321	11,974
99,939	107,333	106,383	104,409	100,426	102,648	102,388	103,424	104,129
98,405	101,816	101,574	101,424	104,222	106,022	106,040	103,444	103,571
63,126	63,985	64,114	63,230	63,695	64,845	63,224	58,609	57,704
110,729	111,231	113,083	113,475	118,052	120,505	121,601	113,920	115,796
191,125	192,289	189,124	191,547	198,481	207,275	211,338	205,369	202,897
93,397	95,042	95,863	95,459	95,369	96,265	95,054	90,725	89,933
39,331	37,698	35,916	35,478	35,653	36,201	34,700	32,749	32,540
1,583,324	1,652,545	1,682,647	1,720,629	1,769,101	1,835,082	1,894,251	1,863,612	1,852,677
160,117	166,903	169,736	171,703	177,315	183,801	188,432	182,749	182,348
57,788	59,725	62,107	65,404	66,315	70,674	73,225	68,658	69,373
58,251	58,458	58,012	59,640	60,886	61,924	63,447	61,763	62,753
89,438	91,822	95,047	100,456	108,307	121,764	129,003	128,359	131,092
437,628	461,444	478,708	492,767	497,535	509,112	536,800	532,097	514,445
123,138	127,957	127,819	129,695	132,733	141,079	150,122	154,430	155,427
77,687	78,809	78,305	79,424	80,169	82,344	82,829	81,892	80,372
171,201	177,371	176,196	182,757	195,673	206,708	210,791	206,355	212,815
72,809	72,570	74,370	77,955	80,375	82,565	83,629	82,538	83,055
217,122	237,240	243,457	242,017	250,208	253,768	255,491	249,230	246,221
88,011	89,897	90,742	91,590	91,942	95,110	96,615	94,224	92,882
30,134	30,349	28,148	27,221	27,643	26,233	23,867	21,318	21,894

Table 26.2 Interprovincial trade, by province and territory, 2009

	Goods and services	Goods	Services
	\$ millions		
Imports from other provinces	300,166	.	.
Newfoundland and Labrador	7,139	2,987	4,152
Prince Edward Island	2,545	1,214	1,331
Nova Scotia	11,865	5,689	6,176
New Brunswick	11,598	5,404	6,194
Quebec	59,605	29,052	30,553
Ontario	77,612	43,113	34,499
Manitoba	16,926	8,681	8,245
Saskatchewan	19,011	8,673	10,338
Alberta	49,942	24,730	25,212
British Columbia	39,859	18,836	21,023
Yukon	828	347	481
Northwest Territories	2,093	944	1,149
Nunavut	1,018	453	565
Outside Canada	127	80	47
Exports to other provinces	300,166	.	.
Newfoundland and Labrador	5,102	3,790	1,312
Prince Edward Island	1,081	543	538
Nova Scotia	7,863	4,117	3,746
New Brunswick	8,581	5,638	2,943
Quebec	59,289	33,419	25,870
Ontario	108,006	42,927	65,079
Manitoba	15,079	7,300	7,779
Saskatchewan	15,571	11,645	3,926
Alberta	48,781	28,759	20,022
British Columbia	29,353	11,562	17,791
Yukon	274	82	192
Northwest Territories	996	411	585
Nunavut	170	9	161
Outside Canada	20	0	20

Note: Expenditure-based gross domestic product.

Source: Statistics Canada, CANSIM table 384-0002.

Table 26.3 Wholesale trade, by industry, 2006 to 2010

	2006	2007	2008	2009	2010
	\$ millions				
Total wholesale trade	492,066.9	518,081.6	533,275.1	496,696.0	537,068.9
Farm product (excluding oilseed and grain)	5,636.0	5,997.8	5,865.5	5,783.7	6,521.2
Food, beverage and tobacco	84,866.8	89,269.5	92,421.4	98,140.5	103,089.8
Food	76,212.5	80,400.1	83,036.1	87,363.5	91,849.4
Beverage	3,345.8	4,024.7	4,549.6	4,845.4	5,104.2
Cigarette and tobacco	F	4,844.7	4,835.8	5,931.7	6,136.1
Personal and household goods	71,505.4	76,730.7	80,805.0	83,063.1	83,698.1
Textile, clothing and footwear	8,989.8	9,437.7	9,824.4	9,756.8	10,548.3
Home entertainment equipment and household appliances	8,677.4	9,332.5	9,436.5	8,652.3	9,051.8
Home furnishings	4,944.8	5,239.2	5,478.7	5,517.0	5,907.3
Personal goods	10,660.6	11,335.9	10,775.0	10,731.5	9,612.9
Pharmaceuticals and pharmacy supplies	31,898.0	34,419.1	37,923.3	40,684.2	40,696.9
Toiletries, cosmetics and sundries	F	F	F	F	7,881.0
Motor vehicle and parts	94,111.4	95,825.1	85,990.5	75,827.1	89,976.5
Motor vehicle	75,415.2	76,889.2	66,508.7	56,278.6	69,481.3
New motor vehicle parts and accessories	18,307.9	18,498.6	18,988.9	19,056.1	19,962.5
Used motor vehicle parts and accessories	F	F	F	F	532.8
Building material and supplies	74,337.1	76,635.5	77,235.9	66,932.4	73,935.3
Electrical, plumbing, heating and air-conditioning equipment and supplies	22,312.7	23,295.1	24,163.6	21,783.2	23,245.9
Metal service centres	17,732.5	17,619.4	18,972.7	13,163.1	15,022.7
Lumber, millwork, hardware and other building supplies	34,292.0	35,721.0	34,099.6	31,986.1	35,666.7
Machinery, equipment and supplies	103,163.5	108,813.6	115,358.6	103,460.8	110,411.2
Farm, lawn and garden machinery and equipment	12,177.4	12,712.7	14,561.0	13,318.5	12,115.3
Construction, forestry, mining and industrial machinery, equipment and supplies	35,619.1	37,591.3	39,411.2	30,583.8	34,851.6
Computer and communications equipment and supplies	29,738.3	31,135.5	32,644.1	31,055.7	35,924.8
Other machinery, equipment and supplies	25,628.6	27,374.1	28,742.3	28,502.7	27,519.5
Miscellaneous	58,446.7	64,809.3	75,598.2	63,488.5	69,436.7
Recyclable material	7,700.5	8,439.4	10,342.2	6,091.4	7,989.6
Paper, paper product and disposable plastic products	9,770.0	9,098.6	8,847.0	7,910.1	9,220.1
Agricultural supplies	12,330.1	14,698.8	20,598.8	15,668.3	17,079.9
Chemical (except agricultural) and allied products	11,479.4	11,897.7	13,770.5	11,651.8	12,313.2
Other miscellaneous	17,166.7	20,674.8	22,039.5	22,166.9	22,833.9

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM table 081-0011 and Catalogue no. 63-008-X.

Table 26.4 Wholesale trade sales, by province and territory, 2006 to 2010

	2006	2007	2008	2009	2010
	\$ millions				
Canada	492,066.9	518,081.6	533,275.1	496,696.0	537,068.9
Newfoundland and Labrador	2,559.3	2,848.3	3,129.6	3,170.5	3,462.7
Prince Edward Island	449.4	478.5	474.4	447.9	504.6
Nova Scotia	6,591.6	6,760.2	7,049.5	7,050.6	7,845.8
New Brunswick	4,878.7	5,094.8	5,293.1	5,486.1	5,843.9
Quebec	92,029.5	97,361.9	101,485.4	99,185.3	103,536.3
Ontario	252,747.1	263,170.5	262,174.1	248,529.3	272,894.8
Manitoba	12,089.7	13,694.0	14,063.1	13,583.7	13,898.0
Saskatchewan	12,452.2	14,823.3	20,594.6	16,042.5	17,556.9
Alberta	58,426.9	60,586.5	66,360.9	56,058.9	62,115.5
British Columbia	49,184.9	52,422.9	51,799.9	46,401.8	48,569.8
Yukon	118.8	141.3	147.8	120.4	122.2
Northwest Territories	515.8	647.7	629.7	552.1	624.2
Nunavut	23.0	51.7	72.9	66.9	94.1

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM table 081-0011 and Catalogue no. 63-008-X.

Table 26.5 Wholesale trade, operating statistics, 2009

	Operating revenues	Operating expenses	Cost of goods sold	Gross margin
	\$ millions			%
All trade groups	685,327.6	96,339.8	566,550.5	17.3
Farm products	27,040.1	1,743.1	23,475.9	13.2
Petroleum products	139,871.5	3,683.7	135,004.8	3.5
Food products	90,877.6	11,621.3	76,209.9	16.1
Alcohol and tobacco products	9,695.3	1,003.6	7,688.2	20.7
Apparel	10,984.0	3,219.8	7,131.5	35.1
Household and personal goods	34,871.3	8,837.2	24,779.8	28.9
Pharmaceutical products	42,585.7	6,143.8	35,190.7	17.4
Motor vehicles	57,938.5	6,307.6	50,676.6	12.5
Motor vehicle parts and accessories	19,958.1	3,491.8	14,961.4	25.0
Building supplies	47,429.4	9,399.6	35,397.7	25.4
Metal products	14,950.6	1,763.5	12,288.9	17.8
Lumber and millwork	9,637.8	1,200.1	8,233.7	14.6
Machinery and equipment	48,760.2	10,588.7	35,733.8	26.7
Computers and other electronics equipment	31,962.2	6,206.8	24,954.4	21.9
Office and professional equipment	24,988.3	6,920.2	16,956.0	32.1
Other products	64,641.0	11,062.1	52,817.3	18.3
Agents and brokers	9,136.0	3,146.8	5,049.6	44.7

Notes: Gross margin is obtained by subtracting the cost of goods sold from the total operating revenues. The ratio is expressed as a percentage of the total operating revenues. This measure is also known as the return on sales.

North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM table 081-0005.

Table 26.6 Wholesale merchants' inventories, by industry, 2006 to 2010

	2006	2007	2008	2009	2010
	\$ millions				
Total wholesale trade	51,406.7	52,638.6	56,811.5	50,946.3	52,406.6
Farm product (excluding oilseed and grain)	146.1 ^E	141.2 ^E	147.6	131.0	150.3
Food, beverage and tobacco	4,179.7	4,500.8	4,943.0	4,697.5	4,701.8
Food	3,812.7	4,080.8	4,478.8	4,229.9	4,243.2
Beverage	118.4	171.2	231.1	217.1	202.6
Cigarette and tobacco	F	248.7	233.1	250.5	256.0
Personal and household goods	8,492.4	9,290.0	10,102.9	9,346.4	9,474.0
Textile, clothing and footwear	1,544.6	1,681.6	1,845.3	1,501.8	1,743.3
Home entertainment equipment and household appliance	916.3	909.7	953.7	678.3	734.6
Home furnishings	868.1	955.7	985.4	887.7 ^E	994.9
Personal goods	1,490.9	1,654.9	1,647.1	1,476.7 ^E	1,254.5
Pharmaceuticals and pharmacy supplies	3,175.8	3,500.2	4,095.9	4,218.9	4,155.9
Toiletries, cosmetics and sundries	F	587.8 ^E	575.6	583.1	590.8
Motor vehicle and parts	7,519.9	7,170.7	7,029.0	6,524.4	6,455.6
Motor vehicle	4,299.1	4,063.5	3,757.3	3,544.1	3,460.3
New motor vehicle parts and accessories	3,159.7	3,041.3	3,199.1	2,907.4	2,919.3
Used motor vehicle parts and accessories	F	F	F	F	76.0
Building material and supplies	9,888.7	9,718.6	10,505.9	9,029.8	9,974.2
Electrical, plumbing, heating and air-conditioning equipment and supplies	2,883.5	2,906.4	3,109.0	2,736.4	2,909.7
Metal service centres	3,145.2	2,726.7	3,124.2	2,343.7	2,640.4
Lumber, millwork, hardware and other building supplies	3,860.0	4,085.5	4,272.7	3,949.8	4,424.1
Machinery, equipment and supplies	15,325.0	15,407.4	16,444.3	14,699.4	14,834.0
Farm, lawn and garden machinery and equipment	2,921.5	2,820.4	2,830.0	2,838.6	3,058.9
Construction, forestry, mining and industrial machinery, equipment and supplies	7,601.7	7,610.6	8,187.5	7,088.2	7,039.7
Computer and communications equipment and supplies	1,670.9	1,740.4	1,782.3	1,597.9	1,561.3
Other machinery, equipment and supplies	3,130.9	3,236.0	3,644.5	3,174.6	3,174.1
Miscellaneous	5,854.9	6,409.9	7,638.7	6,517.9	6,816.8
Recyclable material	387.0	428.5 ^E	357.6	366.2 ^E	535.3
Paper, paper products and disposable plastic products	794.6	770.4	790.0	615.7	651.2
Agricultural supplies	1,918.1	2,272.8	3,106.8	2,453.3	2,615.7
Chemical (except agricultural) and allied products	1,098.0	1,215.2	1,200.3	929.9	904.6
Other miscellaneous	1,657.2	1,723.0	2,184.1	2,152.8	2,109.9

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM table 081-0012 and Catalogue no. 63-008-X.

Table 26.7 Retail trade, by industry, 2006 to 2010

	2006	2007	2008	2009	2010
	\$ millions				
Total retail trade	389,459.5	412,565.3	427,895.9	415,413.4	438,401.2
Motor vehicle and parts dealers	92,012.3	96,165.8	94,171.7	88,456.4	95,444.9
New car dealers	74,723.3	77,488.5	74,454.0	69,724.6	76,416.7
Used car dealers	4,665.3	5,106.6	5,712.3	5,819.6	5,746.9
Other motor vehicle dealers	7,382.4	8,108.7	7,938.1	6,858.7	6,900.7
Automotive parts, accessories and tire stores	5,241.3	5,462.0	6,067.3	6,053.5	6,380.7
Furniture and home furnishings stores	14,754.9	15,798.9	15,827.4	14,470.2	15,028.6
Furniture stores	9,555.5	10,047.6	10,170.4	9,477.5	9,670.0
Home furnishings stores	5,199.4	5,751.3	5,657.0	4,992.8	5,358.6
Electronics and appliance stores	12,618.5	13,665.2	14,595.7	13,540.4	14,027.1
Building material and garden equipment and supplies dealers	24,847.8	26,646.8	27,516.7	27,338.3	27,759.8
Food and beverage stores	88,743.4	92,633.0	97,302.3	101,011.4	103,406.5
Supermarkets and other grocery (except convenience) stores	63,739.6	65,792.9	69,148.5	72,092.1	73,643.6
Convenience stores	6,057.8	6,537.3	6,825.0	6,768.6	6,629.6
Specialty food stores	3,803.8	4,066.6	4,265.9	4,534.3	4,884.9
Beer, wine and liquor stores	15,142.3	16,236.2	17,062.9	17,616.3	18,248.4
Health and personal care stores	26,110.9	28,365.1	29,457.7	30,594.2	32,463.6
Gasoline stations	41,086.3	45,467.7	51,792.8	42,111.6	48,655.6
Clothing and clothing accessories stores	22,623.0	23,846.8	23,973.6	23,211.9	24,806.2
Clothing stores	17,491.2	18,510.9	18,638.0	18,050.2	19,315.5
Shoe stores	2,687.7	2,753.0	2,742.1	2,751.4	2,847.7
Jewellery, luggage and leather goods stores	2,444.2	2,582.8	2,593.5	2,410.4	2,643.0
Sporting goods, hobby, book and music stores	10,002.7	10,570.7	10,822.7	11,175.9	11,290.6
General merchandise stores	46,496.7	48,587.8	51,192.7	52,202.4	54,657.3
Miscellaneous store retailers	10,163.0	10,817.5	11,242.5	11,300.7	10,861.0

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM table 080-0020 and Catalogue no. 63-005-X.

Table 26.8 Retail trade, by province and territory, 2006 to 2010

	2006	2007	2008	2009	2010
	\$ millions				
Canada	389,459.5	412,565.3	427,895.9	415,413.4	438,401.2
Newfoundland and Labrador	6,012.0	6,527.7	7,009.2	7,120.2	7,449.3
Prince Edward Island	1,509.0	1,620.8	1,702.9	1,681.4	1,769.5
Nova Scotia	11,140.7	11,616.2	12,089.0	12,102.2	12,655.9
New Brunswick	8,857.6	9,407.5	10,017.9	10,092.7	10,591.6
Quebec	86,505.0	90,406.5	94,806.2	93,739.8	99,631.3
Ontario	140,590.8	145,965.2	151,672.3	147,919.8	155,889.4
Manitoba	12,873.8	14,015.8	14,980.2	14,915.0	15,751.5
Saskatchewan	11,553.6	13,129.4	14,672.6	14,598.3	15,049.8
Alberta	55,971.5	61,487.1	61,613.8	56,478.3	59,856.0
British Columbia	53,133.4	56,930.4	57,783.0	55,221.9	58,144.7
Yukon	452.5	502.7	534.5	526.7	578.4
Northwest Territories	599.1	678.1	705.6	693.0	698.0
Nunavut	260.4	278.1	308.7	324.2	335.8

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM table 080-0020 and Catalogue no. 63-005-X.

Table 26.9 Retail trade, operating statistics, 2009

	Operating revenues	Operating expenses	Cost of goods sold	Gross margin
	\$ millions			%
All trade groups	437,602.1	98,768.7	317,814.0	27.4
New car dealers	72,971.7	9,942.0	61,578.4	15.6
Used and recreational motor vehicle and parts dealers	20,699.0	4,780.8	15,220.8	26.5
Furniture stores	9,486.2	3,369.4	5,718.5	39.7
Home furnishings stores	5,506.9	2,195.2	3,016.8	45.2
Computer and software stores	1,933.9	497.4	1,397.7	27.7
Home electronics and appliance stores	13,085.0	3,258.0	9,256.3	29.3
Home centres and hardware stores	21,622.1	5,855.9	14,997.3	30.6
Specialized building materials and garden stores	6,611.4	2,175.5	4,192.3	36.6
Supermarkets	75,292.7	16,320.7	57,340.1	23.8
Convenience and specialty food stores	13,777.1	3,326.5	9,941.4	27.8
Beer, wine and liquor stores	17,421.3	2,544.9	9,823.8	43.6
Pharmacies and personal care stores	33,185.8	9,389.9	22,455.9	32.3
Gasoline stations	44,701.2	4,589.2	37,661.5	15.7
Clothing stores	18,603.5	8,135.7	9,176.6	50.7
Shoe, clothing accessories and jewellery stores	6,188.2	2,650.8	3,101.0	49.9
Sporting goods, hobby, book and music stores	11,721.2	3,989.4	7,251.3	38.1
General merchandise stores	52,925.7	11,321.4	38,823.2	26.6
Miscellaneous store retailers	11,869.2	4,426.1	6,861.0	42.2

Notes: Gross margin is obtained by subtracting the cost of goods sold from the total operating revenues. The ratio is expressed as a percentage of the total operating revenues. This measure is also known as the return on sales.

North American Industry Classification System (NAICS), 2002.

Source: Statistics Canada, CANSIM table 080-0011.

Table 26.10 Retail store sales, by selected commodities, 2006 to 2010

	2006	2007	2008	2009	2010
	\$ millions				
Total commodities	390,527.8	413,673.8	429,125.2	416,678.9	437,551.8
Food and beverages	84,750.9	89,228.0	94,835.1	99,860.1	103,304.5
Food	62,442.4	65,388.9	69,701.1	73,571.5	76,148.5
Non-alcoholic beverages	5,020.6	5,317.3	5,611.8	6,070.3	6,540.0
Alcoholic beverages	17,288.0	18,521.8	19,522.2	20,218.3	20,616.0
Health and personal care products	33,024.0	35,825.2	37,483.3	390,428.5	39,978.6
Cosmetics and fragrances	2,134.2	2,211.0	2,201.7	2,199.6	2,122.8
Other toiletries and personal care products and home health care	7,709.9	8,130.9	8,457.4	8,969.8	9,299.3
Drugs (prescription and over the counter), vitamins and supplements	21,746.3	23,956.8	25,267.3	26,384.7	27,104.2
Clothing, footwear and accessories	32,536.2	33,870.3	34,353.3	33,762.2	36,170.9
Women's clothing and accessories	13,886.6	14,385.3	14,689.1	14,358.7	15,092.6
Men's clothing and accessories	7,240.8	7,508.4	7,466.1	7,205.0	8,263.7
Girls', boys' and infants' clothing and accessories	2,862.0	3,010.3	3,003.9	2,974.4	3,144.9
Footwear	4,769.6	4,998.7	5,092.3	5,214.5	5,455.2
Furniture, home furnishings and electronics	36,328.4	38,926.7	40,070.4	37,822.0	38,808.5
Indoor furniture	7,818.5	8,280.1	8,457.0	7,921.0	8,215.7
Household appliances	5,797.4	6,176.1	6,352.4	6,307.5	6,193.0
Home electronics, computers and cameras	13,166.1	13,958.9	14,953.0	14,090.5	14,607.2
Home furnishings	9,546.4	10,511.5	10,308.1	9,503.0	9,792.7
Housewares	7,770.5	7,834.7	7,894.5	7,944.3	8,157.4
Houseware, lawn and garden products	27,221.1	28,904.5	29,885.7	29,856.9	30,852.4
Hardware and home renovation products	21,533.2	22,835.2	23,711.9	23,497.7	24,786.9
Lawn and garden products, equipment and plants	5,687.9	6,069.3	6,173.8	6,359.2	6,065.5
Sporting and leisure goods	13,333.0	14,113.9	14,355.9	14,319.4	13,810.3
Sporting goods	4,109.2	4,337.4	4,280.5	4,468.7	4,289.1
Toys, games and hobby supplies	3,232.8	3,805.6	4,140.3	4,028.1	3,974.5
Pre-recorded CDs, DVDs and video and audio tapes	1,984.7	1,909.3	1,920.1	1,781.1	1,762.4
Books, newspapers and other periodicals	2,934.0	2,978.6	2,975.9	3,015.4	2,788.7
All other goods and services	34,256.0	35,858.7	36,949.7	36,226.7	34,517.7
Recreational vehicles	1,869.1	3,113.4	1,249.6	2,995.6	5,638.0
Tobacco products and supplies	8,383.4	8,284.5	8,180.5	8,162.2	8,346.8
Motor vehicles, parts, service and rental	84,381.2	87,900.7	85,674.4	80,441.3	88,614.6
New automotive vehicles	46,398.4	48,126.4	45,122.4	40,942.0	45,405.5
Used automotive vehicles	20,229.9	21,657.4	21,062.1	20,220.8	22,766.0
Automotive parts and accessories	17,752.8	18,116.9	19,489.8	19,278.5	20,443.1
Automotive fuels, oils and additives	36,926.6	41,211.0	47,622.8	37,403.1	43,336.9

Source: Statistics Canada, CANSIM table 080-0022.

Table 26.11 General merchandise store sales, by province and territory, 2006 to 2010

	2006	2007	2008	2009	2010
	\$ thousands				
Canada	46,496,686	48,587,843	51,192,739	52,202,401	54,657,289
Newfoundland and Labrador	958,658	1,027,781	1,123,978	1,183,487	1,190,270
Prince Edward Island	162,499	170,963	179,679	184,912	191,619
Nova Scotia	1,289,785	1,366,414	1,450,528	1,554,462	1,582,030
New Brunswick	1,077,295	1,121,583	1,181,734	1,268,809	1,332,726
Quebec	8,824,206	9,095,041	9,601,008	9,897,336	10,236,028
Ontario	18,298,723	18,586,877	19,324,127	19,476,601	20,725,472
Manitoba	1,808,233	1,973,360	2,126,145	2,240,347	2,297,744
Saskatchewan	1,751,834	2,034,367	2,335,085	2,371,941	2,393,018
Alberta	6,188,079	6,677,359	7,058,894	7,076,509	7,550,233
British Columbia	5,750,181	6,109,854	6,361,100	6,505,349	6,705,223
Yukon	x	x	x	x	x
Northwest Territories	137,293	154,180	155,722	147,434	146,753
Nunavut	x	x	x	x	x

Notes: Includes department stores and other general merchandise stores.
North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM table 080-0020 and Catalogue no. 63-005-X.

Table 26.12 Non-store retailers, operating statistics, by trade group, 2009

	All non-store retailers	Electronic shopping and mail-order houses	Vending machine operators and coffee service operators	Fuel dealers	Other direct selling establishments
	\$ millions				
Operating revenue	12,833.6	3,581.7	628.1	7,221.2	1,402.6
Sales of goods for resale	12,167.7	3,310.0	602.0	7,103.7	1,152.1
Opening inventory	683.3	370.9	44.3	152.8	115.3
Purchases	8,941.5	2,049.3	284.9	5,971.7	635.7
Closing inventory	543.0	268.4	44.2	123.4	107.0
Cost of goods sold	9,081.8	2,151.7	285.0	6,001.2	643.9
Operating expenses	3,187.2	1,296.9	303.8	950.2	636.3
Labour remuneration	1,109.7	292.3	142.0	422.1	253.3

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM table 080-0012.