

JANUARY 2019

# Retail Data & Trends

## Retail by the Numbers

Retail statistics for November 2018

**RCC** RETAIL  
COUNCIL  
OF CANADA

**CCCD** CONSEIL CANADIEN  
DU COMMERCE  
DE DÉTAIL

[RetailCouncil.org](http://RetailCouncil.org)

**YUKON**

Total Retail Sales: \$ 799.8 million  
Core-Retail Sales: \$ 508.8 million  
Number of Stores: 186  
Jobs in Retail: 3,630

**NORTHWEST TERRITORIES**

Total Retail Sales: \$ 768.9 million  
Core-Retail Sales: \$ n/a  
Number of Stores: 182  
Jobs in Retail: 3,345

**NUNAVUT**

Total Retail Sales: \$ 442.1 million  
Core-Retail Sales: \$ n/a  
Number of Stores: 80  
Jobs in Retail: 1,645

**BRITISH COLUMBIA**

Total Retail Sales: \$ 84.3 billion  
Core-Retail Sales: \$ 54.0 billion  
Number of Stores: 20,398  
Jobs in Retail: 290,290

**ALBERTA**

Total Retail Sales: \$ 80.3 billion  
Core-Retail Sales: \$ 47.2 billion  
Number of Stores: 17,219  
Jobs in Retail: 263,630

**SASKATCHEWAN**

Total Retail Sales: \$ 19.6 billion  
Core-Retail Sales: \$ 11.3 billion  
Number of Stores: 4,882  
Jobs in Retail: 67,455

**MANITOBA**

Total Retail Sales: \$ 20.4 billion  
Core-Retail Sales: \$ 12.5 billion  
Number of Stores: 4,712  
Jobs in Retail: 65,960





# RETAILERS DRIVE THE ECONOMY IN EVERY COMMUNITY.

## CANADA

Total Retail Sales: \$ 588.8 billion  
Core-Retail Sales: \$ 366.8 billion  
Number of Stores: 142,103  
Jobs in Retail: 2,182,090

## NEWFOUNDLAND & LABRADOR

Total Retail Sales: \$ 9.2 billion  
Core-Retail Sales: \$ 5.4 billion  
Number of Stores: 2,718  
Jobs in Retail: 28,235

## PRINCE EDWARD ISLAND

Total Retail Sales: \$ 2.3 billion  
Core-Retail Sales: \$ 1.4 billion  
Number of Stores: 833  
Jobs in Retail: 9,195

## NOVA SCOTIA

Total Retail Sales: \$ 15.9 billion  
Core-Retail Sales: \$ 9.3 billion  
Number of Stores: 4,103  
Jobs in Retail: 65,635

## NEW BRUNSWICK

Total Retail Sales: \$ 12.8 billion  
Core-Retail Sales: \$ 7.4 billion  
Number of Stores: 3,398  
Jobs in Retail: 42,060

## ONTARIO

Total Retail Sales: \$ 216.3 billion  
Core-Retail Sales: \$ 137.4 billion  
Number of Stores: 51,460  
Jobs in Retail: 843,170

## QUEBEC

Total Retail Sales: \$ 125.7 billion  
Core-Retail Sales: \$ 79.4 billion  
Number of Stores: 32,932  
Jobs in Retail: 497,840

# FAST FACTS FOR CANADA



**\$50.3 Billion**

in Retail Sales last month  
In 2017, sales totaled \$588.8 Billion

**- 0.9%**  
in Retail Sales Growth in Nov, 2018



**144 000+**  
storefronts in Canada

**+ 0.1%**  
in Core-Retail growth last month  
(Sales excl. Auto & Gas)



**11.6 %**  
of Canada's workforce works in Retail.  
That's 2,182,000 Canadians

**\$6,510.1 Million**  
in Capital Expenditures for 2018



**\$75.6 Million**  
in total annual salaries paid in 2017

**\$22.54/HR**  
Canada's average hourly retail salary  
in 2017



To find out more contact  
[membership@retailcouncil.org](mailto:membership@retailcouncil.org)  
1 888 373-8245

## EXCLUSIVE MEMBER BENEFITS

### Participate in Industry-Leading Retail Advisory Councils

- |                                       |                                     |                           |
|---------------------------------------|-------------------------------------|---------------------------|
| Animal Welfare                        | Health & Wellness                   | Product Stewardship / EPR |
| Atlantic Member Council               | Human Resources                     | Public Affairs            |
| Canadian Environmental Protection Act | Independent Retailer Advisory Board | Quebec Board of Directors |
| CFO Network                           | Legal Affairs                       | Responsible Sourcing      |
| eCommerce                             | Loss Prevention                     | Retail Marketing          |
| Environment                           | Ontario Safety Group                | Textile                   |
| Food Safety & Regulatory              | Product Safety                      |                           |

**Did you know...**  
**if your company is a member of RCC, then SO ARE YOU!**

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## This report builds on Statistics Canada data

While this report is heavily reliant on Statistics Canada data, there are a few key ways that RCC supplements Statistics Canada’s data in order to support the reader. RCC’s value-add here is:

- **Retail Trend Numbers** – Statistics Canada has a method that they report online for calculating trend numbers, but they do not apply it to retail sales. RCC adds that trend calculation to its numbers.

# 1 | Canada, by the number

## Retail sales numbers

(updated monthly)

StatCan's Retail numbers for November indicate a +0.1% growth in core-retail sales. This past November, there was a disruption in the postal system. StatCan's numbers confirm that the effect of the postal dispute was more nuanced than portrayed in the media at large, with both retailers saying online sales were or were not impacted. These data confirm the belief of RCC's [Retail Conditions Report](#) in December, that there was almost no impact on total company sales.












Black Friday was good for Retailers – now the largest shopping day of the year in Canada. Most retailers have reported to RCC that same store sales were up for Black Friday / Cyber Monday (up around 5% on average).

On an adjusted basis, healthy increases month over month for Sporting, Hobby, Book and Music store sales, posting an increase of 0.89%, putting them on course to close out the year ahead, assuming December remains in line.

Core-Retail's year over year numbers are looking strong, with a + 3.46% increase. RCC has been predicting that 2018 would mean a 3.0% growth for retail sales; even factoring in a slump in volume in early December in the wake of high Black Friday traffic, RCC anecdotally believes sales held in December, and that retailers realized increases, with margins holding flat, if not gently higher.

“  
Core-Retail year over year numbers are looking strong, with a +3.46% increase

**TABLE 1: Canada's Retail Growth; Seasonally Adjusted Sales**

Category	Actuals (in thousands of \$CAD)			Percent Growth	
	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
 <b>Total Retail Sales</b>	\$50,391.6	\$50,661.8	\$49,514.9	- 0.93%	+ 1.77%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$31,585.6	\$31,586.6	\$30,480.2	+ 0.19%	+ 3.63%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$826.4	\$856.0	\$817.4	- 5.58%	+ 1.09%
 <b>Furniture &amp; Home Furnishings</b>	\$1,502.1	\$1,515.7	\$1,487.4	- 0.45%	+ 0.98%
 <b>Electronics &amp; Appliances</b>	\$1,426.7	\$1,405.1	\$1,350.1	+ 3.31%	+ 5.68%
 <b>Building Mats. &amp; Garden Equip</b>	\$3,061.9	\$3,080.2	\$3,123.7	- 0.34%	- 1.98%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$10,447.7	\$10,504.3	\$10,244.9	- 0.85%	+ 1.98%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$3,903.6	\$3,907.3	\$3,717.4	- 0.16%	+ 5.01%
 <b>Clothing &amp; Accessories</b>	\$2,900.8	\$2,899.0	\$2,725.6	+ 0.37%	+ 6.43%
 <b>Sporting, hobby, book &amp; music</b>	\$1,066.3	\$1,062.9	\$1,061.1	+ 0.89%	+ 0.49%
 <b>General Merchandise</b>	\$1,359.2	\$1,334.2	\$1,221.7	+ 0.81%	+ 11.25%

Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

Cities and towns across Canada vary greatly. Some are agricultural hubs, mining towns, or manufacturing centres. In each of those diverse communities, there are stores. Retail is the critical final link in the supply chain process and connects producer to households.

Often in the news, we'll hear about cities and towns focused on their specific industry, and a specific decision's impact on job numbers. It might surprise some to know that the median number of retail jobs per riding is 6,342 according to the most recent census (2016).

In terms of employment, retail as a sector is a juggernaut. In 2017, one of every ten dollars paid in salary in Canada was paid to a retail employee. Of that spending:

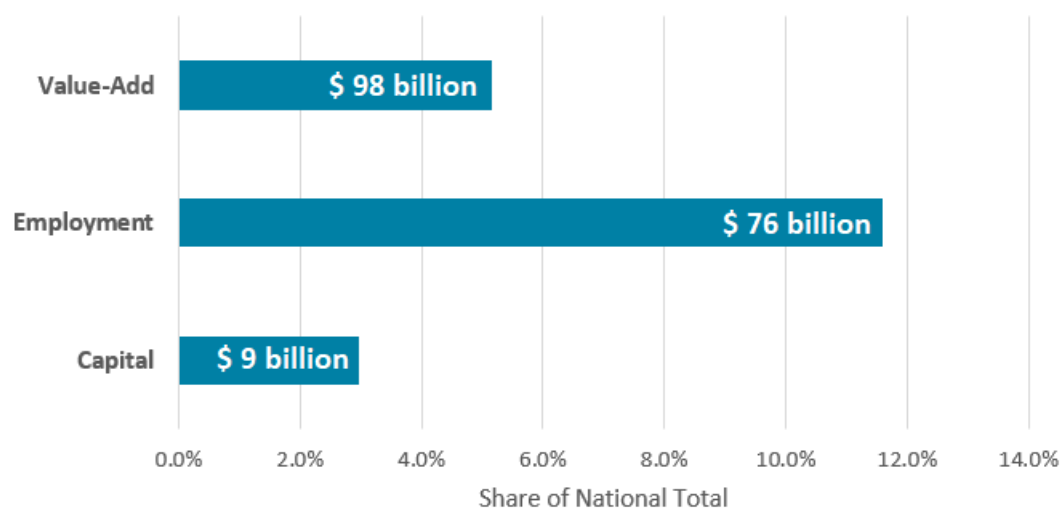
- Over 56.0% of retail jobs were full-time jobs.
- The average compensation per hour for retail employees was \$22.54/hour
- In each riding, an average of 11.6% of the workforce is in retail (median number by riding).

Investment in the retail sector is an important driver of the Canadian Economy. In 2016, the retail sector invested \$9.07 Billion in capital across the country.

- Spending on new fixed structures, such as stores, totaled just short of \$3.4 Billion
- Capital spending on new machinery and equipment within retail was over \$3.0 Billion
- Total expenditures by retailers to repair and maintain existing construction, machinery and equipment totaled \$2.5 Billion

Finally, retailers are an important final step of the supply chain, adding \$98 Billion dollars in value-add to the Canadian economy each year (measured in chained 2007 dollars).

**FIGURE 1: Retail's contribution to Canada's economy**



Source: For Value-Add: Statistics Canada. Table 36-10-0434-03 Gross domestic product (GDP) at basic prices, by industry, annual average (x 1,000,000)  
 For Employment: Statistics Canada. Table 36-10-0489-01 Labour statistics consistent with the System of National Accounts (SNA), by job category and industry  
 For Capital: Statistics Canada. Table 34-10-0035-01 Capital and repair expenditures, non-residential tangible assets, by industry and geography (x 1,000,000)

## Employee compensation numbers

(updated annually)

This table helps provide insight into how much a retail employee is making, breaking out total average annual compensation, as well as the total hourly compensation by region. Annual and hourly compensation in this table refers to all-in compensation, inclusive of salary and benefits.

The average annual salary figure is calculated as total compensation over total jobs (inclusive of part-time jobs). The average hourly compensation number is calculated as total compensation over total hours worked. Because only 56.0% of retail jobs are full-time positions, there will always be a flattening effect on total annual numbers. Using the 2017 numbers, if we multiplied the \$22.54 an hour figure, by full-time hours per year (2,000 hours), the annual compensation rate is \$45,080.

**TABLE 3: Compensation in Retail by Region; Annual and Hourly**

Region	Type	Actuals (thousands of \$CAD)			Growth	
		2015	2016	2017	Avg 3yr Growth	2017 to 2018
Canada	Annual	\$ 33,932	\$ 34,142	\$ 34,664	1.91%	1.53%
	Hourly	\$ 22.00	\$ 22.00	\$ 22.54	1.88%	2.45%
Newfoundland & Labrador	Annual	\$ 37,031	\$ 37,605	\$ 41,002	5.68%	9.03%
	Hourly	\$ 23.26	\$ 23.82	\$ 25.88	5.90%	8.65%
Prince Edward Island	Annual	\$ 28,106	\$ 28,866	\$ 28,828	2.27%	-0.13%
	Hourly	\$ 18.27	\$ 18.51	\$ 18.72	2.60%	1.13%
Nova Scotia	Annual	\$ 31,201	\$ 31,667	\$ 31,668	2.84%	0.00%
	Hourly	\$ 19.83	\$ 20.14	\$ 20.52	3.96%	1.89%
New Brunswick	Annual	\$ 28,647	\$ 30,570	\$ 30,727	3.76%	0.51%
	Hourly	\$ 17.99	\$ 19.00	\$ 18.78	2.72%	-1.16%
Quebec	Annual	\$ 31,015	\$ 31,383	\$ 31,643	0.73%	0.83%
	Hourly	\$ 20.18	\$ 20.06	\$ 20.47	0.47%	2.04%
Ontario	Annual	\$ 33,353	\$ 34,066	\$ 34,463	3.39%	1.17%
	Hourly	\$ 22.14	\$ 22.06	\$ 22.75	3.19%	3.13%
Manitoba	Annual	\$ 33,697	\$ 34,471	\$ 35,513	2.50%	3.02%
	Hourly	\$ 21.74	\$ 22.49	\$ 23.09	2.57%	2.67%
Saskatchewan	Annual	\$ 34,588	\$ 34,097	\$ 34,736	0.56%	1.87%
	Hourly	\$ 22.27	\$ 21.74	\$ 22.77	1.12%	4.74%
Alberta	Annual	\$ 40,804	\$ 39,340	\$ 40,067	-1.23%	1.85%
	Hourly	\$ 25.66	\$ 25.30	\$ 25.93	-0.30%	2.49%
British Columbia	Annual	\$ 35,885	\$ 35,279	\$ 36,167	2.26%	2.52%
	Hourly	\$ 22.62	\$ 23.08	\$ 23.15	1.91%	0.30%
Yukon	Annual	\$ 30,027	\$ 27,982	\$ 26,717	-1.87%	-4.52%
	Hourly	\$ 16.63	\$ 15.76	\$ 15.14	-1.85%	-3.93%
Northwest Territories	Annual	\$ 42,184	\$ 38,323	\$ 39,198	-2.66%	2.28%
	Hourly	\$ 25.06	\$ 22.99	\$ 24.20	-0.70%	5.26%
Nunavut	Annual	\$ 37,145	\$ 33,281	\$ 36,106	-8.71%	8.49%
	Hourly	\$ 21.39	\$ 19.05	\$ 20.69	-9.58%	8.61%

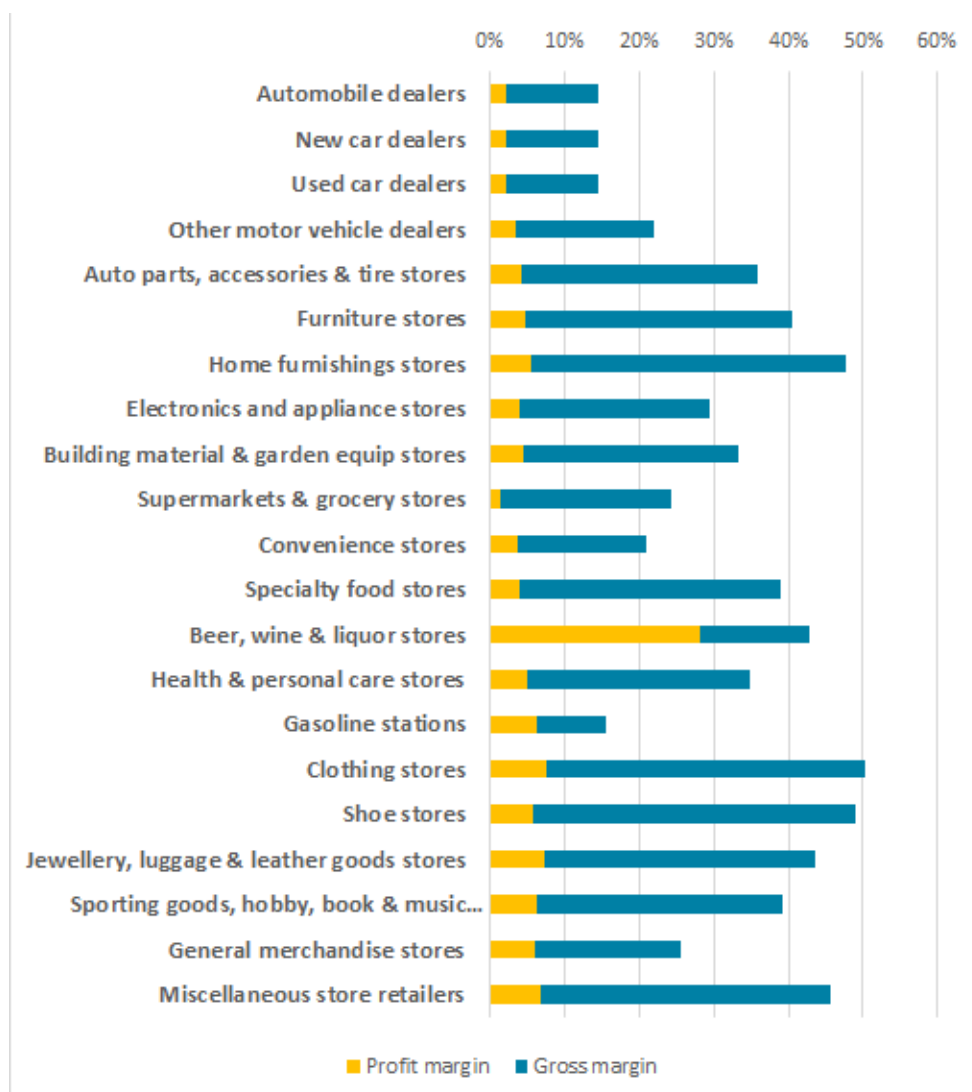
Source: Statistics Canada. Table 36-10-0489-01 Labour statistics consistent with the System of National Accounts (SNA), by job category and industry



Margins vary greatly by the type of store in retail. In some sectors, margins are very small. In the chart below, there are two types of margin numbers shown:

- **Profit Margin.** This represents the share of the total sales that goes to profit. It is shown as the yellow portion of the graph below.
- **Gross Margin.** The overall bar length (Profit Margin, topped up by Gross Margin) indicates a sector's gross margin numbers. Gross Margin represents the amount of revenue left over after the cost of goods sold is removed. Gross Margin is further reduced by labour costs, taxes, building maintenance and other expenses in order to understand what's left over as profit.

**FIGURE 2: Gross & Profit Margin, Canada-wide, by Retail Sector**



Source: Statistics Canada. Table 20-10-0066-01 Annual retail trade survey, financial estimates by type of store

# 2 | PROVINCIAL HIGHLIGHTS

## Alberta's Sales Numbers

(updated monthly)

November marks the start of the Holiday sales season in Canada. While Alberta posted a + 1.86% gain following three consecutive declines, that was largely driven by higher sales of motor vehicle and parts dealers. Core-Retail saw a healthy sales boost, as we entered the start of the holiday sales season, up + 6.90 on an unadjusted basis.

### HOT:

#### Clothing Stores












- +28.1% month over month
- November is generally a strong month for clothing sales. Alberta's month over month performance beat out Ontario (+ 24.1 %) and Quebec (only +3.6 %)

### NOT:

#### Gasoline Stations

- - 17.6 % month over month
- Many companies predict slowing oil patch will harm core-retail sales in early spring

**TABLE 4: Alberta's Retail Growth; Unadjusted Sales**

Category	Actuals (in thousands of \$CAD)			Percent Growth	
	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
<b>Alberta - Unadjusted Sales</b>					
Note: Total Retail Sales is Seasonally Adjusted					
 <b>Total Retail Sales</b>	\$6,784.9	\$6,763.7	\$6,677.8	+ 1.86%	+ 1.60%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$4,149.8	\$4,257.1	\$4,516.6	+ 6.90%	- 2.19%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$182.3	\$175.5	\$132.6	- 7.62%	+ 37.53%
 <b>Furniture &amp; Home Furnishings</b>	\$215.2	\$39.7	\$68.3	+ 53.66%	- 25.34%
 <b>Electronics &amp; Appliances</b>	\$241.3	\$1,223.8	\$1,414.0	- 0.09%	- 13.57%
 <b>Building Mats. &amp; Garden Equip</b>	\$356.5	\$370.8	\$298.1	- 2.47%	+ 19.57%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$1,222.1	\$1,223.8	\$1,414.0	- 0.09%	- 13.57%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$456.2	\$445.2	\$526.5	- 1.50%	- 13.36%
 <b>Clothing &amp; Accessories</b>	\$445.9	\$393.5	\$516.7	+ 29.28%	- 13.71%
 <b>Sporting, hobby, book &amp; music</b>	\$172.8	\$156.5	\$270.9	+ 30.40%	- 36.22%
 <b>General Merchandise</b>	\$179.7	\$172.5	\$188.2	+ 8.82%	- 4.49%

Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

## British Columbia's Sales Numbers

(updated monthly)

British Columbia posted a + 0.25% gain following weaker October numbers. Both Auto & Gas were down last month, meaning that November's increase is largely due to strong Core-Retail numbers, from Clothing & Accessories.

### HOT:

#### Electronics Stores












- +66.53% month over month
- Electronic Stores are still down year over year, but the strong sales numbers over the past month did help to close the gap

### NOT:

#### Auto & Auto Parts












- - 9.4 % month over month
- Car sales, and Part sales are all way down month over month in BC. December's numbers likely will show that year over year, Auto saw very slight growth

**TABLE 5: British Columbia's Retail Growth; Unadjusted Sales**

Category	Actuals (in thousands of \$CAD)			Percent Growth	
	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
<b>British Columbia - Unadjusted Sales</b> Note: Total Retail Sales is Seasonally Adjusted					
 <b>Total Retail Sales</b>	\$7,207.5	\$7,176.4	\$7,120.8	+ 0.26%	+ 1.22%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$4,829.3	\$4,949.2	\$5,006.0	+ 4.72%	+ 1.92%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$177.3	\$174.4	\$121.7	- 14.47%	+ 45.74%
 <b>Furniture &amp; Home Furnishings</b>	\$253.8	\$54.8	\$98.8	+ 34.21%	- 33.21%
 <b>Electronics &amp; Appliances</b>	\$302.2	\$1,617.5	\$1,828.5	- 3.73%	- 14.57%
 <b>Building Mats. &amp; Garden Equip</b>	\$462.0	\$495.2	\$395.9	- 9.44%	+ 16.70%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$1,562.1	\$1,617.5	\$1,828.5	- 3.73%	- 14.57%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$542.6	\$515.3	\$588.7	+ 5.34%	- 7.83%
 <b>Clothing &amp; Accessories</b>	\$605.7	\$521.3	\$679.1	+ 28.34%	- 10.81%
 <b>Sporting, hobby, book &amp; music</b>	\$179.8	\$170.2	\$280.1	+ 18.52%	- 35.79%
 <b>General Merchandise</b>	\$199.4	\$201.7	\$227.8	- 0.39%	- 12.49%












Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

**TABLE 6: Manitoba's Retail Growth; Unadjusted Sales**

Category Manitoba - Unadjusted Sales Note: Total Retail Sales is Seasonally Adjusted	Actuals (in thousands of \$CAD)			Percent Growth	
	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
 <b>Total Retail Sales</b>	\$1,682.0	\$1,705.9	\$1,695.2	- 1.09%	- 0.78%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$1,100.6	\$1,062.6	\$1,115.6	+ 5.09%	- 1.35%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$43.7	\$44.0	\$31.6	- 12.53%	+ 38.28%
 <b>Furniture &amp; Home Furnishings</b>	\$49.5	\$48.0	\$54.7	+ 11.84%	- 9.40%
 <b>Electronics &amp; Appliances</b>	\$49.7	\$45.9	\$66.4	+ 27.39%	- 25.24%
 <b>Building Mats. &amp; Garden Equip</b>	\$114.2	\$123.9	\$82.2	- 11.88%	+ 38.99%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$376.0	\$373.8	\$425.6	+ 1.93%	- 11.66%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$104.7	\$98.9	\$118.7	+ 6.13%	- 11.79%
 <b>Clothing &amp; Accessories</b>	\$88.7	\$78.6	\$105.4	+ 26.64%	- 15.87%
 <b>Sporting, hobby, book &amp; music</b>	\$45.9	\$38.7	\$61.7	+ 35.99%	- 25.66%
 <b>General Merchandise</b>	\$45.5	\$45.5	\$41.6	+ 3.36%	+ 9.50%












Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

**TABLE 5: New Brunswick's Retail Growth; Unadjusted Sales**

Category New Brunswick's - Unadjusted Sales Note: Total Retail Sales is Seasonally Adjusted	Actuals (in thousands of \$CAD)			Percent Growth	
	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
 <b>Total Retail Sales</b>	\$1,073.4	\$1,093.6	\$1,082.2	- 2.23%	- 0.81%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$642.5	\$621.5	\$686.3	+ 4.54%	- 6.39%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$33.6	\$30.9	\$20.3	+ 1.57%	+ 65.00%
 <b>Furniture &amp; Home Furnishings</b>	\$26.7	\$25.2	\$28.5	+ 5.31%	- 6.43%
 <b>Electronics &amp; Appliances</b>	\$15.9	#VALUE!	\$22.9	+ 28.91%	- 30.77%
 <b>Building Mats. &amp; Garden Equip</b>	\$68.7	\$73.7	\$48.4	- 10.59%	+ 41.91%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$197.2	\$201.5	\$237.7	+ 1.93%	- 17.03%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$88.8	\$89.6	\$105.0	- 6.88%	- 15.44%
 <b>Clothing &amp; Accessories</b>	\$49.9	\$43.8	\$64.3	+ 20.73%	- 22.36%
 <b>Sporting, hobby, book &amp; music</b>	\$24.3	\$21.7	\$33.5	+ 25.88%	- 27.60%
 <b>General Merchandise</b>	\$25.4	\$25.0	\$25.8	+ 0.67%	- 1.45%












Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

TABLE 5: Newfoundland and Labrador's Retail Growth; Unadjusted Sales

Category Newfoundland and Labrador - Unadjusted Sales Note: Total Retail Sales is Seasonally Adjusted	Actuals (in thousands of \$CAD)			Percent Growth	
	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
 <b>Total Retail Sales</b>	\$1,682.0	\$1,705.9	\$1,695.2	- 1.09%	- 0.78%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$1,100.6	\$1,062.6	\$1,115.6	+ 5.09%	- 1.35%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$43.7	\$44.0	\$31.6	- 12.53%	+ 38.28%
 <b>Furniture &amp; Home Furnishings</b>	\$49.5	\$48.0	\$54.7	+ 11.84%	- 9.40%
 <b>Electronics &amp; Appliances</b>	\$49.7	\$45.9	\$66.4	+ 27.39%	- 25.24%
 <b>Building Mats. &amp; Garden Equip</b>	\$114.2	\$123.9	\$82.2	- 11.88%	+ 38.99%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$376.0	\$373.8	\$425.6	+ 1.93%	- 11.66%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$104.7	\$98.9	\$118.7	+ 6.13%	- 11.79%
 <b>Clothing &amp; Accessories</b>	\$88.7	\$78.6	\$105.4	+ 26.64%	- 15.87%
 <b>Sporting, hobby, book &amp; music</b>	\$45.9	\$38.7	\$61.7	+ 35.99%	- 25.66%
 <b>General Merchandise</b>	\$45.5	\$45.5	\$41.6	+ 3.36%	+ 9.50%

Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

**TABLE 5: Nova Scotia's Retail Growth; Unadjusted Sales**

Category Nova Scotia- Unadjusted Sales Note: Total Retail Sales is Seasonally Adjusted	Actuals (in thousands of \$CAD)			Percent Growth	
	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
 <b>Total Retail Sales</b>	\$1,279.8	\$1,324.9	\$1,346.8	- 5.37%	- 4.97%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$795.0	\$809.0	\$865.5	- 2.91%	- 8.15%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$30.4	\$27.0	\$23.6	+ 9.41%	+ 29.19%
 <b>Furniture &amp; Home Furnishings</b>	\$36.8	\$34.6	\$40.1	+ 17.07%	- 8.44%
 <b>Electronics &amp; Appliances</b>	\$21.7	\$18.3	\$28.7	+ 52.35%	- 24.17%
 <b>Building Mats. &amp; Garden Equip</b>	\$96.5	\$104.1	\$77.1	- 10.61%	+ 25.26%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$282.7	\$290.8	\$325.3	+ 0.50%	- 13.10%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$107.7	\$105.1	\$118.8	+ 2.11%	- 9.30%
 <b>Clothing &amp; Accessories</b>	\$65.8	\$56.5	\$91.3	+ 31.78%	- 27.90%
 <b>Sporting, hobby, book &amp; music</b>	\$34.2	\$28.0	\$42.7	+ 37.61%	- 19.87%
 <b>General Merchandise</b>	\$41.6	\$41.9	\$34.2	- 1.96%	+ 21.72%

Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

## Ontario's Sales Numbers

(updated monthly)

After posting six consecutive monthly gains, sales in Ontario slowed slightly, declining by - 1.6%, largely due to lower sales at motor vehicle and parts dealers. Core-Retail added another + 2.40% month over month, with large gains Clothing Stores (+ 25.83%).

Like Ontario, sales in Toronto were down - 1.47%, dragged down by Auto (- 9.03%) and Gas (- 5.11 %). While shoe stores did very well in Ontario as a whole (+ 26.62%), they did especially well in Toronto, going up month over month by +35.4%.

### HOT:

#### Clothing












- + 25.83% month over month
- November is generally a strong month for clothing sales. Ontario's month over month performance beat out Quebec (only + 3.6 %), losing only slightly to Alberta (+ 28.1 %)

### NOT:

#### Auto & Auto Parts

- - 9.03% month over month.
- Used car sales were particularly hard hit down by - 17.61% month over month.












**TABLE 5: Ontario's Retail Growth; Unadjusted Sales**

Category	Actuals (in thousands of \$CAD)			Percent Growth	
Ontario – Unadj. Sales Note: Total Retail Sales is Seasonally Adjusted	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
 <b>Total Retail Sales</b>	\$18,913.3	\$19,048.8	\$18,103.3	- 1.62%	+ 4.47%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$12,061.9	\$11,918.6	\$12,436.9	+ 2.69%	- 3.02%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$339.8	\$293.7	\$217.2	+ 10.51%	+ 56.45%
 <b>Furniture &amp; Home Furnishings</b>	\$665.4	\$631.7	\$676.4	+ 12.74%	- 1.61%
 <b>Electronics &amp; Appliances</b>	\$804.5	\$682.7	\$1,006.1	+ 40.64%	- 20.03%
 <b>Building Mats. &amp; Garden Equip</b>	\$1,084.3	\$1,130.2	\$917.0	- 7.82%	+ 18.25%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$3,724.0	\$3,757.3	\$4,349.6	+ 0.78%	- 14.38%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$1,695.1	\$1,624.4	\$1,540.8	+ 2.74%	+ 10.01%
 <b>Clothing &amp; Accessories</b>	\$1,563.7	\$1,353.4	\$1,881.9	+ 25.83%	- 16.91%
 <b>Sporting, hobby, book &amp; music</b>	\$461.9	\$410.5	\$668.1	+ 35.16%	- 30.86%
 <b>General Merchandise</b>	\$512.5	\$524.2	\$564.2	- 6.25%	- 9.16%

Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)



TABLE 5: Prince Edward Island's Retail Growth; Unadjusted Sales

Category PEI - Unadjusted Sales Note: Total Retail Sales is Seasonally Adjusted	Actuals (in thousands of \$CAD)			Percent Growth	
	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
 <b>Total Retail Sales</b>	\$201.8	\$204.0	\$202.1	- 1.42%	- 0.16%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$129.0	\$124.6	\$133.9	+ 5.20%	- 3.70%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$6.6	\$5.9	\$5.7	+ 12.26%	+ 14.85%
 <b>Furniture &amp; Home Furnishings</b>	\$5.9	\$5.6	\$5.9	+ 7.90%	+ 0.15%
 <b>Electronics &amp; Appliances</b>	\$3.9	\$3.1	\$4.3	+ 65.19%	- 9.63%
 <b>Building Mats. &amp; Garden Equip</b>	\$20.2	\$22.0	\$16.7	- 9.66%	+ 21.06%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$41.6	\$44.7	\$47.3	- 0.38%	- 12.18%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$15.1	\$15.1	\$17.2	- 1.27%	- 12.07%
 <b>Clothing &amp; Accessories</b>	\$8.6	\$8.4	\$12.2	+ 16.83%	- 29.59%
 <b>Sporting, hobby, book &amp; music</b>	NA	NA	NA	NA	NA
 <b>General Merchandise</b>	NA	NA	NA	NA	NA

Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

## Quebec's Sales Numbers

(updated monthly)

Sales in Quebec declined for the third time in four months, shrinking by - 1.49%. The story is a brighter one when we look at the month over month Core-Retail sales, which were up, + 4.53% on an unadjusted basis.

Like Quebec, sales in Montréal were down - 0.78%, dragged down by Auto (- 9.69%) and Gas (- 7.64 %). Clothing saw an increase month over month in Quebec (+ 6.70%). A particularly strong spot was Shoe Stores sales in Montréal which posted an increase of + 34.42% month over month.

### HOT:

#### Sporting goods, hobby, book and music stores












- + 43.35% month over month
- Quebec beat out both Ontario's month over month performance (+ 35.16 %), as well as British Columbia's (+ 18.52 %)

### NOT:

#### Auto & Auto Parts












- - 12.25% month over month.
- New car sales were particularly hard hit down by - 13.65% month over month

**TABLE 5: Quebec's Retail Growth; Unadjusted Sales**

Category Quebec - Unadjusted Sales	Actuals (in thousands of \$CAD)			Percent Growth	
	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
 <b>Total Retail Sales</b>	\$10,744.5	\$10,820.5	\$10,700.5	- 1.49%	+ 0.41%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$6,838.6	\$6,748.8	\$7,338.9	+ 4.62%	- 6.82%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$255.3	\$210.5	\$134.1	+ 7.08%	+ 90.39%
 <b>Furniture &amp; Home Furnishings</b>	\$377.2	\$369.4	\$354.5	+ 3.36%	+ 6.40%
 <b>Electronics &amp; Appliances</b>	\$279.1	\$259.4	\$348.2	+ 13.75%	- 19.84%
 <b>Building Mats. &amp; Garden Equip</b>	\$700.6	\$718.6	\$505.1	- 6.89%	+ 38.71%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$2,365.0	\$2,393.1	\$2,695.5	- 0.34%	- 12.26%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$890.4	\$876.7	\$1,057.0	+ 0.23%	- 15.76%
 <b>Clothing &amp; Accessories</b>	\$690.2	\$634.0	\$782.5	+ 6.70%	- 11.79%
 <b>Sporting, hobby, book &amp; music</b>	\$270.3	\$233.4	\$385.0	+ 37.70%	- 29.79%
 <b>General Merchandise</b>	\$308.5	\$313.9	\$267.2	- 8.80%	+ 15.48%

Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

TABLE 5: Saskatchewan's Retail Growth; Unadjusted Sales

Category Saskatchewan- Unadjusted Sales Note: Total Retail Sales is Seasonally Adjusted	Actuals (in thousands of \$CAD)			Percent Growth	
	Nov 2018	Trend Value	Nov 2017	Sept to Nov	2017 to 2018
 <b>Total Retail Sales</b>	\$1,597.4	\$1,604.3	\$1,644.9	- 0.31%	- 2.88%
 <b>Core-Retail</b> (Total Retail Sales excl. Total Auto & Gas Sales)	\$978.5	\$955.1	\$1,018.2	+ 4.52%	- 3.90%
 <b>Auto Parts</b> (Tires, Parts & Accs.; Total Auto excl. Car sales)	\$44.2	\$43.9	\$36.2	- 11.21%	+ 22.05%
 <b>Furniture &amp; Home Furnishings</b>	\$38.8	\$36.8	\$41.8	+ 10.39%	- 7.37%
 <b>Electronics &amp; Appliances</b>	\$40.8	\$36.1	\$58.6	+ 37.49%	- 30.34%
 <b>Building Mats. &amp; Garden Equip</b>	\$95.3	\$106.5	\$74.8	- 17.96%	+ 27.30%
 <b>Food &amp; Beverage Stores</b> (Grocery, Alcohol and Convenience Stores)	\$292.5	\$294.5	\$323.8	- 0.33%	- 9.66%
 <b>Health &amp; Personal Care</b> (Including Pharmacy)	\$106.1	\$106.8	\$117.6	- 6.20%	- 9.81%
 <b>Clothing &amp; Accessories</b>	\$70.5	\$61.6	\$86.3	+ 32.63%	- 18.31%
 <b>Sporting, hobby, book &amp; music</b>	\$39.8	\$35.3	\$56.2	+ 29.61%	- 29.19%
 <b>General Merchandise</b>	\$35.1	\$32.4	\$41.3	+ 10.00%	- 15.01%

Source: Statistics Canada. Table 20-10-0008-01 Retail trade sales by province and territory (x 1,000)

For additional information on the methodology, contact:

**Sebastian Prins**

Senior Policy Analyst

**Tel:** 1.416.467.3759 | 1.888.373.8245 **Ext.** 241

**Email:** [sprins@retailcouncil.org](mailto:sprins@retailcouncil.org)



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201 Portage Avenue, 18th Floor  
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Halifax, NS B3J 1K1  
Toll Free: (855) 422-4144