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## **STATISTICAL RELEASE**

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# **Retail trade sales (Preliminary)**

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## Sales at constant 2015 prices: results for April 2021

**Table A – Key growth rates in retail trade sales at constant 2015 prices**

	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
Year-on-year % change, unadjusted	-4,3	-1,2	-3,7	2,2	-2,3	95,8
Month-on-month % change, seasonally adjusted	2,1	-0,6	-2,5	7,7	-4,5	-0,8
3-month % change, seasonally adjusted 1/	4,4	2,9	0,8	1,5	1,3	2,2

1/ Percentage change between the previous 3 months and the 3 months ending in the month indicated.

Measured in real terms (constant 2015 prices), retail trade sales increased by 95,8% year-on-year in April 2021. The largest annual growth rates were recorded for:

- retailers in textiles, clothing, footwear and leather goods (1 675,6%);
- retailers in hardware, paint and glass (814,4%);
- retailers in household furniture, appliances and equipment (737,6%); and
- all 'other' retailers (677,8%) – see Table 5.

The main contributors to this increase were:

- retailers in textiles, clothing, footwear and leather goods (contributing 34,5 percentage points);
- all 'other' retailers (contributing 17,8 percentage points);
- retailers in hardware, paint and glass (contributing 14,5 percentage points); and
- general dealers (contributing 10,4 percentage points) – see Table 6.

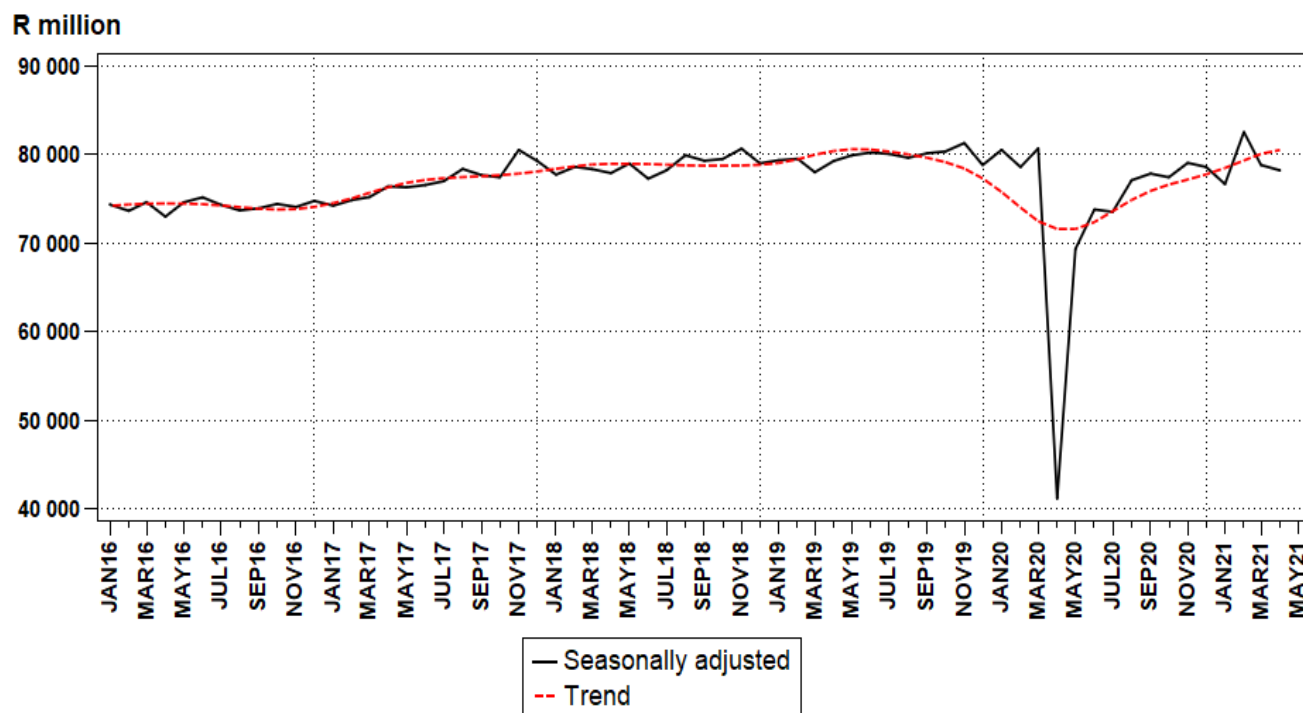
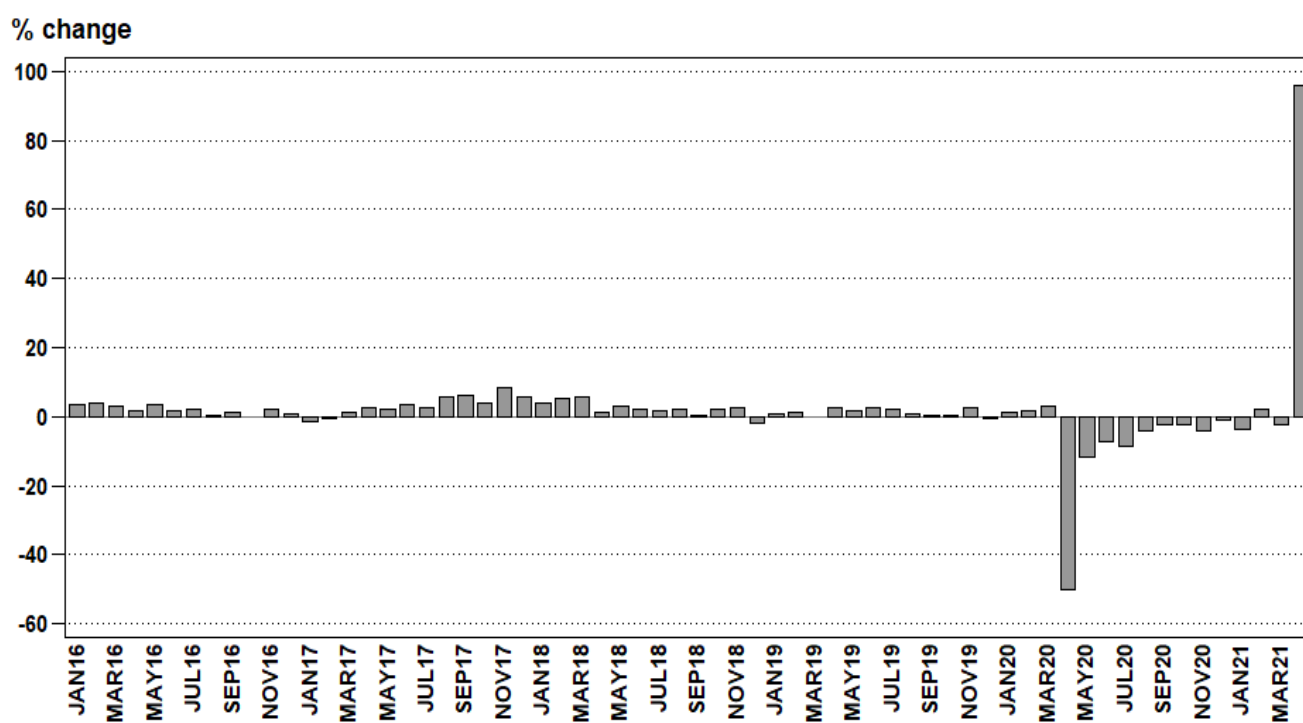
Seasonally adjusted retail trade sales decreased by 0,8% in April 2021 compared with March 2021. This followed month-on-month changes of -4,5% in March 2021 and 7,7% in February 2021. In the three months ended April 2021, seasonally adjusted retail trade sales increased by 2,2% compared with the previous three months.

**Table B – Retail trade sales at constant 2015 prices for the latest three months by type of retailer**

Type of retailer	Feb – Apr 2020 (R million)	Weight	Feb – Apr 2021 (R million)	% change between Feb – Apr 2020 and Feb – Apr 2021	Contribution (% points) to the total % change
General dealers	97 404	51,1	98 790	1,4	0,7
Food, beverages and tobacco in specialised stores	15 100	7,9	18 284	21,1	1,7
Pharmaceuticals and medical goods, cosmetics and toiletries	16 085	8,4	16 317	1,4	0,1
Textiles, clothing, footwear and leather goods	22 643	11,9	39 552	74,7	8,9
Household furniture, appliances and equipment	6 974	3,7	11 772	68,8	2,5
Hardware, paint and glass	12 519	6,6	18 708	49,4	3,3
All other retailers	20 069	10,5	23 017	14,7	1,5
<b>Total</b>	<b>190 794</b>	<b>100,0</b>	<b>226 440</b>	<b>18,7</b>	<b>18,7</b>

Retail trade sales increased by 18,7% in the three months ended April 2021 compared with the three months ended April 2020. The main contributors to this increase were retailers in:

- textiles, clothing, footwear and leather goods (74,7% and contributing 8,9 percentage points); and
- hardware, paint and glass (49,4% and contributing 3,3 percentage points) – see Table B.

**Figure 1 – Retail trade sales at constant 2015 prices****Figure 2 – Retail trade sales at constant 2015 prices: year-on-year percentage change**

## Sales at current prices: results for April 2021

**Table C – Key growth rates in retail trade sales at current prices**

	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
Year-on-year % change, unadjusted	-1,6	1,6	-1,6	4,9	0,0	92,6
Month-on-month % change, seasonally adjusted	1,6	0,1	-2,5	7,9	-3,6	-0,6
3-month % change, seasonally adjusted 1/	5,5	4,0	1,4	2,1	1,9	3,3

1/ Percentage change between the previous 3 months and the 3 months ending in the month indicated.

**Table D – Retail trade sales at current prices for the latest three months by type of retailer**

Type of retailer	Feb – Apr 2020 (R million)	Weight	Feb – Apr 2021 (R million)	% change between Feb – Apr 2020 and Feb – Apr 2021	Contribution (% points) to the total % change
General dealers	120 049	53,1	126 518	5,4	2,9
Food, beverages and tobacco in specialised stores	19 636	8,7	25 013	27,4	2,4
Pharmaceuticals and medical goods, cosmetics and toiletries	20 288	9,0	21 293	5,0	0,5
Textiles, clothing, footwear and leather goods	24 725	10,9	43 102	74,3	8,1
Household furniture, appliances and equipment	6 618	2,9	11 178	68,9	2,0
Hardware, paint and glass	13 902	6,1	21 598	55,4	3,4
All other retailers	20 856	9,2	24 194	16,0	1,5
<b>Total</b>	<b>226 073</b>	<b>100,0</b>	<b>272 896</b>	<b>20,7</b>	<b>20,7</b>

**Risenga Maluleke**  
Statistician-General

## Tables

**Table 1 – Retail trade sales at constant 2015 prices (R million)**

Month	2015	2016	2017	2018	2019	2020	2021 1/
Jan	67 363	69 772	68 730	71 392	72 119	73 069	70 364
Feb	67 081	69 733	69 309	72 873	73 804	75 176	76 859
Mar	69 013	71 042	71 824	76 077	76 062	78 278	76 487
Apr	68 762	69 866	71 798	72 585	74 580	37 340	73 094
May	70 756	73 185	74 776	77 084	78 256	68 923	
Jun	68 934	70 146	72 694	74 319	76 099	70 591	
Jul	69 903	71 429	73 124	74 260	75 758	69 248	
Aug	71 878	72 121	76 392	78 121	78 872	75 638	
Sep	70 222	71 240	75 686	76 073	76 348	74 478	
Oct	72 774	72 770	75 712	77 377	77 693	75 935	
Nov	78 469	80 126	86 849	89 311	91 626	87 651	
Dec	101 480	102 286	108 038	106 203	105 711	104 391	
<b>Total</b>	<b>876 635</b>	<b>893 716</b>	<b>924 932</b>	<b>945 675</b>	<b>956 928</b>	<b>890 718</b>	

1/ Figures for latest month are preliminary.

**Table 2 – Year-on-year percentage change in retail trade sales at constant 2015 prices**

Month	2016	2017	2018	2019	2020	2021	2021 year-to-date
Jan	3,6	-1,5	3,9	1,0	1,3	-3,7	-3,7
Feb	4,0	-0,6	5,1	1,3	1,9	2,2	-0,7
Mar	2,9	1,1	5,9	0,0	2,9	-2,3	-1,2
Apr	1,6	2,8	1,1	2,7	-49,9	95,8	12,5
May	3,4	2,2	3,1	1,5	-11,9		
Jun	1,8	3,6	2,2	2,4	-7,2		
Jul	2,2	2,4	1,6	2,0	-8,6		
Aug	0,3	5,9	2,3	1,0	-4,1		
Sep	1,4	6,2	0,5	0,4	-2,4		
Oct	0,0	4,0	2,2	0,4	-2,3		
Nov	2,1	8,4	2,8	2,6	-4,3		
Dec	0,8	5,6	-1,7	-0,5	-1,2		
<b>Total</b>	<b>1,9</b>	<b>3,5</b>	<b>2,2</b>	<b>1,2</b>	<b>-6,9</b>		

**Table 3 – Seasonally adjusted retail trade sales at constant 2015 prices**

Month	R million				Month-on-month % change			
	2018	2019	2020	2021	2018	2019	2020	2021
Jan	77 729	79 352	80 526	76 660	-2,0	0,4	2,2	-2,5
Feb	78 610	79 515	78 586	82 549	1,1	0,2	-2,4	7,7
Mar	78 351	77 999	80 688	78 817	-0,3	-1,9	2,7	-4,5
Apr	77 906	79 276	41 112	78 211	-0,6	1,6	-49,0	-0,8
May	78 987	79 917	69 338		1,4	0,8	68,7	
Jun	77 271	80 227	73 792		-2,2	0,4	6,4	
Jul	78 219	80 072	73 525		1,2	-0,2	-0,4	
Aug	79 918	79 630	77 092		2,2	-0,6	4,9	
Sep	79 301	80 140	77 843		-0,8	0,6	1,0	
Oct	79 494	80 352	77 429		0,2	0,3	-0,5	
Nov	80 660	81 300	79 057		1,5	1,2	2,1	
Dec	79 007	78 811	78 597		-2,0	-3,1	-0,6	

**Table 4 – Retail trade sales at constant 2015 prices by type of retailer (R million)**

Type of retailer	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21 1/
General dealers	37 387	44 083	28 593	34 437	34 422	29 931
Food, beverages and tobacco in specialised stores	6 416	8 569	3 877	5 990	6 157	6 137
Pharmaceuticals and medical goods, cosmetics and toiletries	5 302	6 088	6 111	4 938	5 505	5 874
Textiles, clothing, footwear and leather goods	16 886	23 343	13 155	13 515	12 383	13 654
Household furniture, appliances and equipment	5 159	5 646	3 726	3 800	4 211	3 761
Hardware, paint and glass	8 072	7 030	6 527	6 253	6 356	6 099
All other retailers	8 429	9 632	8 375	7 926	7 453	7 638
<b>Total</b>	<b>87 651</b>	<b>104 391</b>	<b>70 364</b>	<b>76 859</b>	<b>76 487</b>	<b>73 094</b>

1/ Figures are preliminary.

**Table 5 – Year-on-year percentage change in retail trade sales at constant 2015 prices by type of retailer**

Type of retailer	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
General dealers	-3,5	1,6	-6,0	3,4	-9,6	15,0
Food, beverages and tobacco in specialised stores	-2,1	-3,8	-32,3	9,0	1,4	73,5
Pharmaceuticals and medical goods, cosmetics and toiletries	-0,6	3,2	9,3	-1,6	-10,7	19,9
Textiles, clothing, footwear and leather goods	-5,4	-4,3	3,6	11,5	26,9	1 675,6
Household furniture, appliances and equipment	8,2	4,8	9,8	15,4	30,3	737,6
Hardware, paint and glass	11,5	8,0	24,6	6,3	6,4	814,4
All other retailers	-24,2	-14,3	-16,5	-21,2	-17,4	677,8
<b>Total</b>	<b>-4,3</b>	<b>-1,2</b>	<b>-3,7</b>	<b>2,2</b>	<b>-2,3</b>	<b>95,8</b>

**Table 6 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at constant 2015 prices (percentage points)**

Type of retailer	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
General dealers	-1,5	0,7	-2,5	1,5	-4,7	10,4
Food, beverages and tobacco in specialised stores	-0,2	-0,3	-2,5	0,7	0,1	7,0
Pharmaceuticals and medical goods, cosmetics and toiletries	0,0	0,2	0,7	-0,1	-0,8	2,6
Textiles, clothing, footwear and leather goods	-1,1	-1,0	0,6	1,9	3,4	34,5
Household furniture, appliances and equipment	0,4	0,2	0,5	0,7	1,2	8,9
Hardware, paint and glass	0,9	0,5	1,8	0,5	0,5	14,5
All other retailers	-2,9	-1,5	-2,3	-2,8	-2,0	17,8
<b>Total</b>	<b>-4,3</b>	<b>-1,2</b>	<b>-3,7</b>	<b>2,2</b>	<b>-2,3</b>	<b>95,8</b>

**Table 7 – Retail trade sales at current prices (R million)**

Month	2015	2016	2017	2018	2019	2020	2021 1/
Jan	66 049	71 306	74 847	78 950	81 496	84 902	83 505
Feb	66 115	72 080	75 793	80 987	83 799	87 773	92 091
Mar	68 388	74 105	78 976	84 614	86 856	92 421	92 461
Apr	68 447	73 717	78 835	81 031	84 941	45 879	88 344
May	70 806	77 454	82 385	86 082	89 678	80 813	
Jun	68 913	74 387	79 925	83 157	87 335	82 801	
Jul	69 857	75 876	80 367	83 009	86 710	81 100	
Aug	72 186	77 030	83 910	87 421	90 825	89 085	
Sep	70 535	76 181	83 207	85 416	88 246	88 078	
Oct	73 327	78 197	83 256	86 547	89 398	89 931	
Nov	79 272	86 221	95 369	100 069	105 519	103 799	
Dec	102 740	110 762	118 773	119 161	121 903	123 840	
<b>Total</b>	<b>876 635</b>	<b>947 316</b>	<b>1 015 643</b>	<b>1 056 444</b>	<b>1 096 706</b>	<b>1 050 422</b>	

1/ Figures for latest month are preliminary.

**Table 8 – Year-on-year percentage change in retail trade sales at current prices**

Month	2016	2017	2018	2019	2020	2021	2021 year-to-date
Jan	8,0	5,0	5,5	3,2	4,2	-1,6	-1,6
Feb	9,0	5,2	6,9	3,5	4,7	4,9	1,7
Mar	8,4	6,6	7,1	2,6	6,4	0,0	1,1
Apr	7,7	6,9	2,8	4,8	-46,0	92,6	14,6
May	9,4	6,4	4,5	4,2	-9,9		
Jun	7,9	7,4	4,0	5,0	-5,2		
Jul	8,6	5,9	3,3	4,5	-6,5		
Aug	6,7	8,9	4,2	3,9	-1,9		
Sep	8,0	9,2	2,7	3,3	-0,2		
Oct	6,6	6,5	4,0	3,3	0,6		
Nov	8,8	10,6	4,9	5,4	-1,6		
Dec	7,8	7,2	0,3	2,3	1,6		
<b>Total</b>	<b>8,1</b>	<b>7,2</b>	<b>4,0</b>	<b>3,8</b>	<b>-4,2</b>		

**Table 9 – Seasonally adjusted retail trade sales at current prices**

Month	R million				Month-on-month % change			
	2018	2019	2020	2021	2018	2019	2020	2021
Jan	86 042	89 802	93 699	91 337	-2,1	0,7	2,6	-2,5
Feb	87 250	90 083	91 154	98 576	1,4	0,3	-2,7	7,9
Mar	86 986	88 934	94 929	94 996	-0,3	-1,3	4,1	-3,6
Apr	86 544	90 054	50 215	94 401	-0,5	1,3	-47,1	-0,6
May	87 715	91 033	80 983		1,4	1,1	61,3	
Jun	86 413	91 900	86 365		-1,5	1,0	6,6	
Jul	87 375	91 599	86 079		1,1	-0,3	-0,3	
Aug	89 409	91 889	90 783		2,3	0,3	5,5	
Sep	89 108	92 413	91 993		-0,3	0,6	1,3	
Oct	89 127	92 703	92 177		0,0	0,3	0,2	
Nov	90 525	94 050	93 648		1,6	1,5	1,6	
Dec	89 222	91 359	93 720		-1,4	-2,9	0,1	

**Table 10 – Retail trade sales at current prices by type of retailer (R million)**

Type of retailer	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21 1/
General dealers	47 183	55 776	36 255	43 797	44 148	38 573
Food, beverages and tobacco in specialised stores	8 594	11 531	5 253	8 133	8 416	8 464
Pharmaceuticals and medical goods, cosmetics and toiletries	6 751	7 793	7 917	6 379	7 189	7 725
Textiles, clothing, footwear and leather goods	18 308	25 316	14 324	14 710	13 504	14 888
Household furniture, appliances and equipment	4 921	5 357	3 575	3 608	4 005	3 565
Hardware, paint and glass	9 202	7 990	7 441	7 174	7 343	7 081
All other retailers	8 840	10 077	8 739	8 291	7 855	8 048
<b>Total</b>	<b>103 799</b>	<b>123 840</b>	<b>83 505</b>	<b>92 091</b>	<b>92 461</b>	<b>88 344</b>

1/ Figures are preliminary.

**Table 11 – Year-on-year percentage change in retail trade sales at current prices by type of retailer**

Type of retailer	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
General dealers	0,2	5,7	-2,7	6,8	-6,0	20,3
Food, beverages and tobacco in specialised stores	3,0	1,3	-29,0	14,3	6,4	83,4
Pharmaceuticals and medical goods, cosmetics and toiletries	2,2	7,2	13,8	1,2	-7,8	24,9
Textiles, clothing, footwear and leather goods	-5,7	-4,6	3,5	11,2	26,7	1 683,0
Household furniture, appliances and equipment	8,3	4,4	10,8	15,4	30,6	738,8
Hardware, paint and glass	15,2	11,4	28,1	9,9	10,7	859,5
All other retailers	-23,4	-13,6	-15,9	-20,7	-16,3	695,3
<b>Total</b>	<b>-1,6</b>	<b>1,6</b>	<b>-1,6</b>	<b>4,9</b>	<b>0,0</b>	<b>92,6</b>

**Table 12 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at current prices (percentage points)**

Type of retailer	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
General dealers	0,1	2,5	-1,2	3,2	-3,0	14,2
Food, beverages and tobacco in specialised stores	0,2	0,1	-2,5	1,2	0,6	8,4
Pharmaceuticals and medical goods, cosmetics and toiletries	0,1	0,4	1,1	0,1	-0,7	3,4
Textiles, clothing, footwear and leather goods	-1,0	-1,0	0,6	1,7	3,1	30,6
Household furniture, appliances and equipment	0,4	0,2	0,4	0,6	1,0	6,8
Hardware, paint and glass	1,2	0,7	1,9	0,7	0,8	13,8
All other retailers	-2,6	-1,3	-1,9	-2,5	-1,7	15,3
<b>Total</b>	<b>-1,6</b>	<b>1,6</b>	<b>-1,6</b>	<b>4,9</b>	<b>0,0</b>	<b>92,6</b>

## Survey information

<b>Introduction</b>	1	Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see 4 below). This survey is based on a sample drawn from Stats SA's 2019 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).
	2	In order to improve timeliness, some information for the latest month had to be estimated due to late response. These estimates will be revised in future statistical releases as soon as information becomes available. Published retail trade sales estimates include value added tax (VAT).
<b>Purpose of the survey</b>	3	The results of the monthly retail trade sales survey are used to compile estimates of the gross domestic product (GDP) and its components, which are used in monitoring the state of the economy and formulation of economic policy. These statistics are also used in the analysis of comparative business and industry performance.
<b>Scope of the survey</b>	4	<p>This survey covers retail enterprises according to the following types of retailers:</p> <ul style="list-style-type: none"> <li>• General dealers: <ul style="list-style-type: none"> <li>➢ Retail trade in non-specialised stores with food, beverages and tobacco predominating; and</li> <li>➢ 'Other' retail trade in non-specialised stores.</li> </ul> </li> <li>• Retailers in food, beverages and tobacco in specialised stores: <ul style="list-style-type: none"> <li>➢ Retailers in fresh fruit and vegetables;</li> <li>➢ Retailers in meat and meat products;</li> <li>➢ Retailers in bakery products;</li> <li>➢ Retailers in beverages;</li> <li>➢ Retailers in tobacco; and</li> <li>➢ Retailers in 'other' food in specialised stores.</li> </ul> </li> <li>• Retailers in pharmaceutical and medical goods, cosmetics and toiletries;</li> <li>• Retailers in textiles, clothing, footwear and leather goods: <ul style="list-style-type: none"> <li>➢ Retailers in men's and boys' clothing;</li> <li>➢ Retailers in ladies', girls' and infants' clothing;</li> <li>➢ General outfitters; and</li> <li>➢ Retailers in footwear.</li> </ul> </li> <li>• Retailers in household furniture, appliances and equipment;</li> <li>• Retailers in hardware, paint and glass; and</li> <li>• All 'other' retailers: <ul style="list-style-type: none"> <li>➢ Retailers in reading matter and stationery;</li> <li>➢ Retailers in jewellery, watches and clocks;</li> <li>➢ Retailers in sport goods and entertainment requisites;</li> <li>➢ Retailers in 'other' specialised stores;</li> <li>➢ Repair of personal and household goods;</li> <li>➢ Retail trade in second-hand goods in stores; and</li> <li>➢ Retail trade not in stores.</li> </ul> </li> </ul>
<b>Classification</b>	5	The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities</i> (SIC), Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 <i>International Standard Industrial Classification of all Economic Activities</i> (ISIC) with suitable adaptations for local conditions. Each enterprise is classified to the industry which reflects its predominant activity. Statistics in this publication are presented at SIC group (four digit) level.
<b>Collection rate</b>	6	The preliminary collection rate for the survey on retail trade sales for April 2021 was 74,4%. The improved collection rate for March 2021 was 79,8%.

<b>Statistical unit</b>	<b>7</b>	The statistical unit for which information is compiled and published is the enterprise, defined as a legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.
<b>Revised figures</b>	<b>8</b>	Revised figures are mainly due to late submission of data to Stats SA, or respondents reporting revisions or corrections to their figures. Preliminary figures, as indicated in the relevant tables, are subject to change and when revised will not be indicated as such.
<b>Related publications</b>	<b>9</b>	Users may also refer to the following publication available from Stats SA: <ul style="list-style-type: none"><li>• <i>Stats in Brief</i> issued annually.</li></ul>
<b>Rounding-off of figures</b>	<b>10</b>	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
<b>Historical data</b>	<b>11</b>	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: <a href="#">Click to download historical data</a>
<b>Past publications</b>	<b>12</b>	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: <a href="#">Click to download past releases</a>

## Technical notes

### Survey methodology and design

- 1 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of 2 969 enterprises from a population of 22 271 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax, email and telephone reminders are used to follow up on non-respondents.
- 2 A stratified random sample was drawn at the SIC four-digit level in April 2019 from Stats SA's business sampling frame (BSF). Strata were formed using a combination of the Standard Industrial Classification and the measure of size classes for enterprises (see point 3 below).

The Neyman optimal allocation formula given below was used to allocate samples to each stratum:

$$n_h = n * ( N_h * S_h ) / [ \sum ( N_i * S_i ) ].$$

Neyman allocation formula not only allocates sample sizes to each stratum, but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these strata did not exceed 9,0%.

### Class limits

- 3 The retail sampling frame is divided into four size groups. All large and medium enterprises (size group one and two) are completely enumerated. Simple random sampling is applied to size group three and four (small and very small) enterprises. The total value of sales of the large and medium enterprises (size group one and two) is added to the weighted totals of size group three and four to reflect the total value of sales.

#### Measure of size classes (Rand)

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	1 166 326	8 000 000
Small	3	8 000 001	38 000 000
Medium	2	38 000 001	78 000 000
Large	1	78 000 001	

### Sample weighting

- 4 For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of non-response in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form group estimates. These procedures are consistent with international best practice.

### Seasonal adjustment

- 5 Seasonally adjusted estimates are generated each month using the X-12 Seasonal Adjustment Program developed by the US Bureau of the Census. Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences on the series can be recognised more clearly. Seasonal adjustment does not aim to remove irregular or non-seasonal influences which may be present in any particular month. Influences that are volatile or unsystematic can still make it difficult to interpret the movement of the series, even after adjustment for seasonal variations. Therefore, the month-to-month movements of seasonally adjusted estimates may not be reliable indicators of trend behaviour. The X-12-ARIMA procedure for retail trade sales is described in more detail on the Stats SA website: [Click to Download Seasonal adjustment Retail Trade Sales February 2018](#)

Black Friday sales have had a substantial upward impact on retail trade in November in recent years. Since seasonal adjustment models are based on long time series, users should note that Stats SA's seasonally adjusted estimates do not yet fully account for the Black Friday effect.

**Note:** Owing to the impact of the COVID-19 lockdown, additive outlier and transitory change adjustments were applied. Transitory (temporary) change describes a temporary effect on the level of a series after a certain point in time.

<b>Trend cycle</b>	<b>6</b>	The trend is the long-term pattern or movement of a time series. The X-12 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimate the underlying trend cycle.
<b>Constant prices</b>	<b>7</b>	For January 2002 to December 2007 retail trade sales at constant prices were calculated using the consumer price index (CPI) for goods, excluding petrol and purchases of vehicles, for all urban areas to deflate total sales at current prices. From January 2008 onwards total retail trade sales at constant prices are obtained by adding up the deflated sales by type of retailer.
	<b>8</b>	Retail trade sales at constant prices by type of retailer are obtained by deflating estimated sales at current prices by the relevant weighted price index. To obtain total retail trade sales at constant prices, estimates of the deflated sales for each type of retailer are aggregated.
<b>Reliability of estimates</b>	<b>9</b>	Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the retail industry in South Africa. Estimates are subject to sampling and non-sampling errors.
	<b>10</b>	Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Fluctuations may occur in consecutive months as a result of seasonal and economic factors.
<b>Month-on-month percentage change</b>	<b>11</b>	The month-on-month percentage change in a variable for any given month is the change between that month and the previous month, expressed as a percentage of the latter.
<b>Year-on-year percentage change</b>	<b>12</b>	The year-on-year percentage change in a variable for any given period is the change between that period and the corresponding period of the previous year, expressed as a percentage of the latter.
<b>Contribution (percentage points)</b>	<b>13</b>	The contribution (percentage points) to the year-on-year percentage change for any given period is calculated by multiplying the percentage change of each type of retailer by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of retailer to total retail trade sales in the corresponding period of the previous year.

## Glossary

<b>Enterprise</b>	An enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.	
<b>Industry</b>	An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the <i>System of National Accounts</i> (SNA) in the same way as in the <i>Standard Industrial Classification of all Economic Activities</i> (SIC), Fifth Edition, Report No. 09-90-02 of January 1993.	
<b>Retail trade</b>	Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.	
<b>Retailer</b>	A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.	
<b>Symbols and abbreviations</b>	BSF	Business sampling frame
	CPI	Consumer price index
	GDP	Gross domestic product
	ISIC	International Standard Industrial Classification
	SARS	South African Revenue Service
	SIC	Standard Industrial Classification of all Economic Activities
	SNA	System of National Accounts
	Stats SA	Statistics South Africa
	VAT	Value added tax

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## General information

Stats SA publishes approximately 300 different statistical releases each year. It is not economically viable to produce them in more than one of South Africa's eleven official languages. Since the releases are used extensively, not only locally but also by international economic and social-scientific communities, Stats SA releases are published in English only.

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