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Sales at constant 2015 prices: results for January 2021

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

| | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 |
|--|--------|--------|--------|--------|--------|--------|
| Year-on-year % change, unadjusted | -4,1 | -2,4 | -2,3 | -4,3 | -1,2 | -3,5 |
| Month-on-month % change, seasonally adjusted | 4,4 | 1,0 | -0,5 | 2,0 | -0,8 | -1,6 |
| 3-month % change, seasonally adjusted 1/ | 17,3 | 24,0 | 7,0 | 4,3 | 2,7 | 0,9 |

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 decreased by 3,5% year-on-year in January 2021. Negative annual growth rates were recorded for:

- retailers in food, beverages and tobacco in specialised stores (-33,6%);
- all 'other' retailers (-15,1%); and
- general dealers (-6,0%) – see Table 5.

The main negative contributors to this decrease were:

- retailers in food, beverages and tobacco in specialised stores (contributing -2,6 percentage points); and
- general dealers (contributing -2,5 percentage points) – see Table 6.

Seasonally adjusted retail trade sales decreased by 1,6% in January 2021 compared with December 2020. This followed month-on-month changes of -0,8% in December 2020 and 2,0% in November 2020. In the three months ended January 2021, seasonally adjusted retail trade sales increased by 0,9% 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 | Nov 2019 – Jan 2020 (R million) | Weight | Nov 2020 – Jan 2021 (R million) | % change between Nov 2019 – Jan 2020 and Nov 2020 – Jan 2021 | Contribution (% points) to the total % change |
|---|---------------------------------------|--------------|---------------------------------------|--|--|
| General dealers | 112 544 | 41,6 | 110 055 | -2,2 | -0,9 |
| Food, beverages and tobacco in specialised stores | 21 183 | 7,8 | 18 785 | -11,3 | -0,9 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 16 826 | 6,2 | 17 520 | 4,1 | 0,3 |
| Textiles, clothing, footwear and leather goods | 54 942 | 20,3 | 53 430 | -2,8 | -0,6 |
| Household furniture, appliances and equipment | 13 547 | 5,0 | 14 533 | 7,3 | 0,4 |
| Hardware, paint and glass | 18 983 | 7,0 | 21 662 | 14,1 | 1,0 |
| All other retailers | 32 381 | 12,0 | 26 577 | -17,9 | -2,1 |
| Total | 270 406 | 100,0 | 262 562 | -2,9 | -2,9 |

Retail trade sales decreased by 2,9% in the three months ended January 2021 compared with the three months ended January 2020. The main negative contributor to this decrease was all 'other' retailers (-17,9% and contributing -2,1 percentage points) – see Table B.

Figure 1 – Retail trade sales at constant 2015 prices

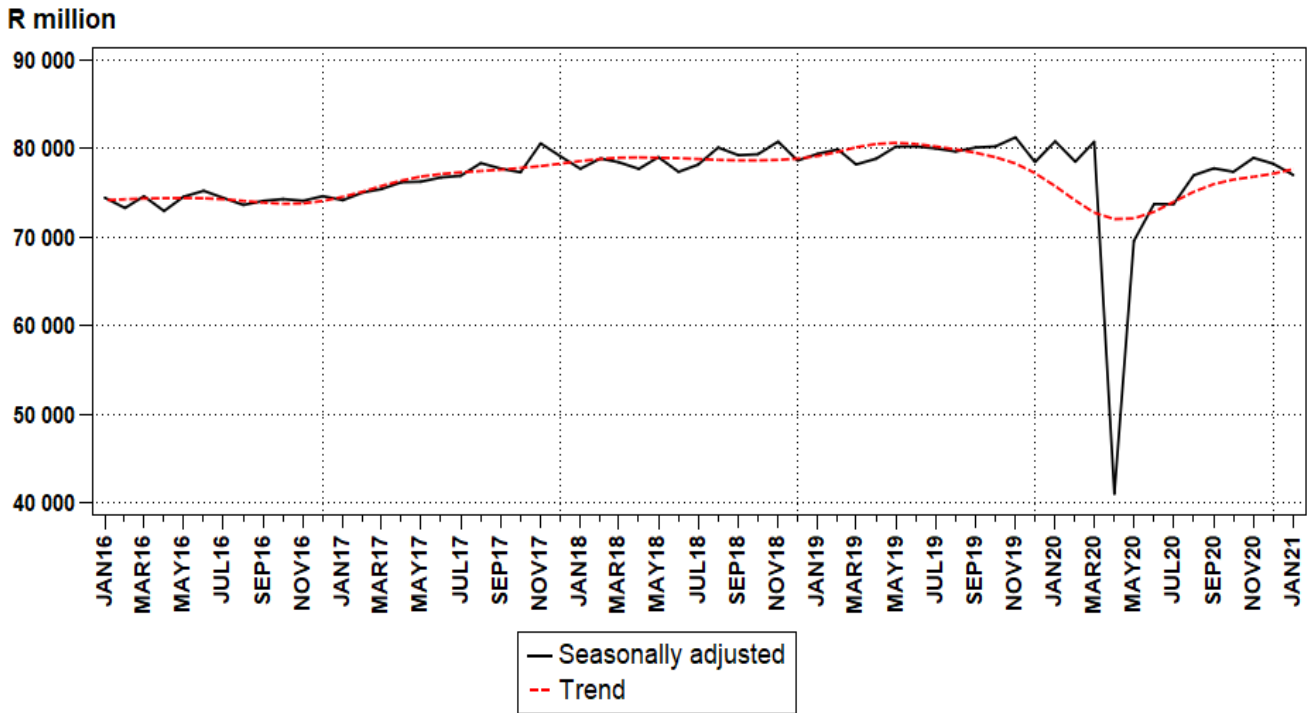
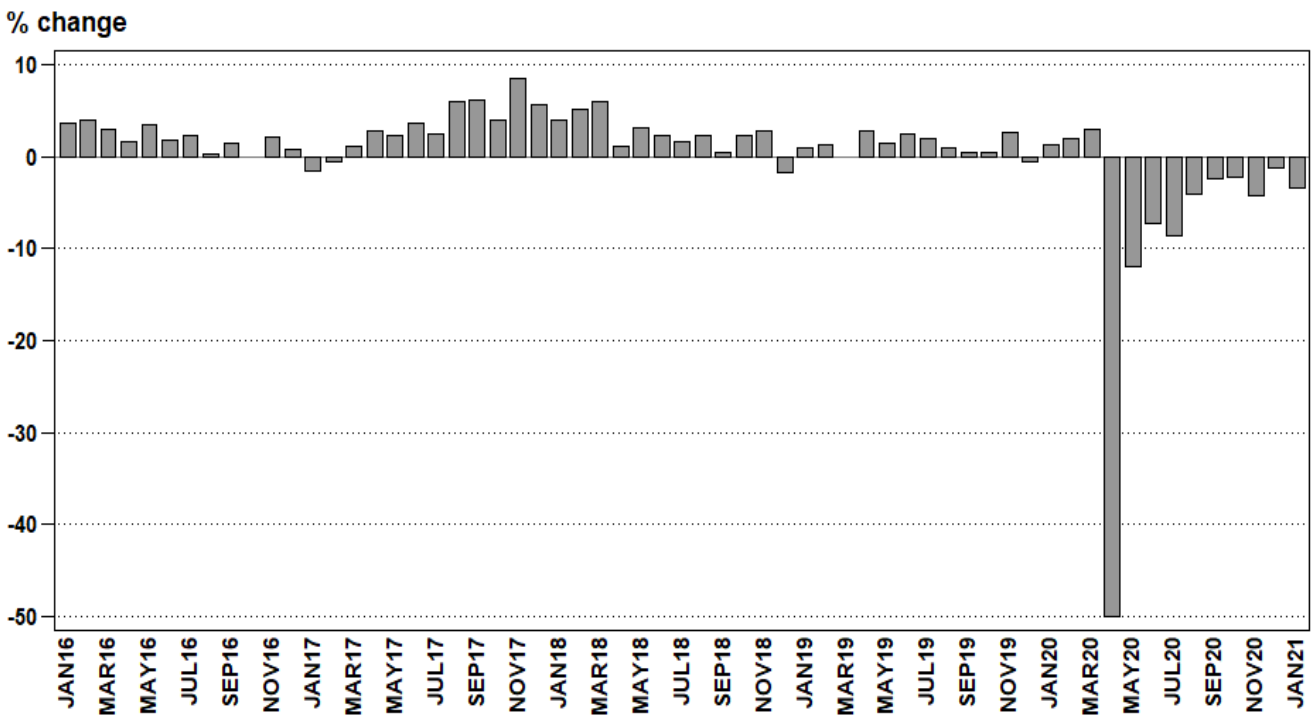


Figure 2 – Retail trade sales at constant 2015 prices: year-on-year percentage change



Sales at current prices: results for January 2021**Table C – Key growth rates in retail trade sales at current prices**

| | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 |
|--|--------|--------|--------|--------|--------|--------|
| Year-on-year % change, unadjusted | -1,9 | -0,2 | 0,6 | -1,6 | 1,6 | -1,5 |
| Month-on-month % change, seasonally adjusted | 5,1 | 1,4 | 0,2 | 1,6 | -0,3 | -1,7 |
| 3-month % change, seasonally adjusted 1/ | 16,3 | 23,4 | 8,2 | 5,4 | 3,8 | 1,4 |

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 | Nov 2019 – Jan 2020 (R million) | Weight | Nov 2020 – Jan 2021 (R million) | % change between Nov 2019 – Jan 2020 and Nov 2020 – Jan 2021 | Contribution (% points) to the total % change |
|---|---------------------------------------|--------------|---------------------------------------|--|--|
| General dealers | 137 101 | 43,9 | 139 204 | 1,5 | 0,7 |
| Food, beverages and tobacco in specialised stores | 27 130 | 8,7 | 25 273 | -6,8 | -0,6 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 20 835 | 6,7 | 22 486 | 7,9 | 0,5 |
| Textiles, clothing, footwear and leather goods | 59 784 | 19,1 | 57 998 | -3,0 | -0,6 |
| Household furniture, appliances and equipment | 12 902 | 4,1 | 13 855 | 7,4 | 0,3 |
| Hardware, paint and glass | 20 973 | 6,7 | 24 670 | 17,6 | 1,2 |
| All other retailers | 33 597 | 10,8 | 27 803 | -17,2 | -1,9 |
| Total | 312 324 | 100,0 | 311 289 | -0,3 | -0,3 |

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 | 70 520 |
| Feb | 67 081 | 69 733 | 69 309 | 72 873 | 73 804 | 75 176 | |
| Mar | 69 013 | 71 042 | 71 824 | 76 077 | 76 062 | 78 278 | |
| Apr | 68 762 | 69 866 | 71 798 | 72 585 | 74 580 | 37 340 | |
| 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 | |
| Total | 876 635 | 893 716 | 924 932 | 945 675 | 956 928 | 890 718 | |

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 | -3,5 | -3,5 |
| Feb | 4,0 | -0,6 | 5,1 | 1,3 | 1,9 | | |
| Mar | 2,9 | 1,1 | 5,9 | 0,0 | 2,9 | | |
| Apr | 1,6 | 2,8 | 1,1 | 2,7 | -49,9 | | |
| 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 | | |
| Total | 1,9 | 3,5 | 2,2 | 1,2 | -6,9 | | |

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 | 77 714 | 79 404 | 80 819 | 77 016 | -1,8 | 1,0 | 3,0 | -1,6 |
| Feb | 78 870 | 79 899 | 78 514 | | 1,5 | 0,6 | -2,9 | |
| Mar | 78 455 | 78 202 | 80 767 | | -0,5 | -2,1 | 2,9 | |
| Apr | 77 702 | 78 858 | 40 976 | | -1,0 | 0,8 | -49,3 | |
| May | 79 027 | 80 213 | 69 555 | | 1,7 | 1,7 | 69,7 | |
| Jun | 77 365 | 80 239 | 73 731 | | -2,1 | 0,0 | 6,0 | |
| Jul | 78 179 | 80 017 | 73 712 | | 1,1 | -0,3 | 0,0 | |
| Aug | 80 113 | 79 667 | 76 980 | | 2,5 | -0,4 | 4,4 | |
| Sep | 79 247 | 80 119 | 77 765 | | -1,1 | 0,6 | 1,0 | |
| Oct | 79 354 | 80 234 | 77 371 | | 0,1 | 0,1 | -0,5 | |
| Nov | 80 783 | 81 264 | 78 944 | | 1,8 | 1,3 | 2,0 | |
| Dec | 78 645 | 78 472 | 78 294 | | -2,6 | -3,4 | -0,8 | |

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

| Type of retailer | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 1/ |
|---|---------------|---------------|---------------|---------------|----------------|---------------|
| General dealers | 33 500 | 34 243 | 31 546 | 37 387 | 44 083 | 28 585 |
| Food, beverages and tobacco in specialised stores | 5 604 | 5 999 | 6 676 | 6 416 | 8 569 | 3 800 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 5 970 | 5 075 | 5 346 | 5 302 | 6 088 | 6 130 |
| Textiles, clothing, footwear and leather goods | 11 831 | 11 326 | 13 428 | 16 886 | 23 343 | 13 201 |
| Household furniture, appliances and equipment | 4 196 | 3 794 | 4 132 | 5 159 | 5 646 | 3 728 |
| Hardware, paint and glass | 7 484 | 6 875 | 7 089 | 8 072 | 7 030 | 6 560 |
| All other retailers | 7 053 | 7 166 | 7 718 | 8 429 | 9 632 | 8 516 |
| Total | 75 638 | 74 478 | 75 935 | 87 651 | 104 391 | 70 520 |

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 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| General dealers | -1,7 | 1,8 | 1,0 | -3,5 | 1,6 | -6,0 |
| Food, beverages and tobacco in specialised stores | -6,3 | 3,4 | 4,6 | -2,1 | -3,8 | -33,6 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 11,4 | -4,0 | -6,6 | -0,6 | 3,2 | 9,6 |
| Textiles, clothing, footwear and leather goods | -8,2 | -7,1 | 0,3 | -5,4 | -4,3 | 4,0 |
| Household furniture, appliances and equipment | 14,4 | 7,7 | 7,3 | 8,2 | 4,8 | 9,9 |
| Hardware, paint and glass | 13,9 | 13,5 | 7,1 | 11,5 | 8,0 | 25,3 |
| All other retailers | -31,8 | -27,2 | -26,5 | -24,2 | -14,3 | -15,1 |
| Total | -4,1 | -2,4 | -2,3 | -4,3 | -1,2 | -3,5 |

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 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| General dealers | -0,7 | 0,8 | 0,4 | -1,5 | 0,7 | -2,5 |
| Food, beverages and tobacco in specialised stores | -0,5 | 0,3 | 0,4 | -0,2 | -0,3 | -2,6 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 0,8 | -0,3 | -0,5 | 0,0 | 0,2 | 0,7 |
| Textiles, clothing, footwear and leather goods | -1,3 | -1,1 | 0,1 | -1,1 | -1,0 | 0,7 |
| Household furniture, appliances and equipment | 0,7 | 0,4 | 0,4 | 0,4 | 0,2 | 0,5 |
| Hardware, paint and glass | 1,2 | 1,1 | 0,6 | 0,9 | 0,5 | 1,8 |
| All other retailers | -4,2 | -3,5 | -3,6 | -2,9 | -1,5 | -2,1 |
| Total | -4,1 | -2,4 | -2,3 | -4,3 | -1,2 | -3,5 |

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 | 83 650 |
| Feb | 66 115 | 72 080 | 75 793 | 80 987 | 83 799 | 87 773 | |
| Mar | 68 388 | 74 105 | 78 976 | 84 614 | 86 856 | 92 421 | |
| Apr | 68 447 | 73 717 | 78 835 | 81 031 | 84 941 | 45 879 | |
| 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 | |
| Total | 876 635 | 947 316 | 1 015 643 | 1 056 444 | 1 096 706 | 1 050 422 | |

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 | -1,5 | -1,5 |
| Feb | 9,0 | 5,2 | 6,9 | 3,5 | 4,7 | | |
| Mar | 8,4 | 6,6 | 7,1 | 2,6 | 6,4 | | |
| Apr | 7,7 | 6,9 | 2,8 | 4,8 | -46,0 | | |
| 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 | | |
| Total | 8,1 | 7,2 | 4,0 | 3,8 | -4,2 | | |

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 | 85 963 | 89 815 | 93 895 | 91 616 | -1,9 | 1,2 | 3,4 | -1,7 |
| Feb | 87 529 | 90 561 | 91 280 | | 1,8 | 0,8 | -2,8 | |
| Mar | 87 072 | 89 065 | 94 938 | | -0,5 | -1,7 | 4,0 | |
| Apr | 86 428 | 89 827 | 50 141 | | -0,7 | 0,9 | -47,2 | |
| May | 87 817 | 91 348 | 81 273 | | 1,6 | 1,7 | 62,1 | |
| Jun | 86 510 | 91 920 | 86 322 | | -1,5 | 0,6 | 6,2 | |
| Jul | 87 329 | 91 548 | 86 226 | | 0,9 | -0,4 | -0,1 | |
| Aug | 89 532 | 91 914 | 90 642 | | 2,5 | 0,4 | 5,1 | |
| Sep | 89 033 | 92 308 | 91 885 | | -0,6 | 0,4 | 1,4 | |
| Oct | 88 949 | 92 559 | 92 070 | | -0,1 | 0,3 | 0,2 | |
| Nov | 90 757 | 94 111 | 93 552 | | 2,0 | 1,7 | 1,6 | |
| Dec | 88 737 | 90 851 | 93 233 | | -2,2 | -3,5 | -0,3 | |

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

| Type of retailer | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 1/ |
|---|---------------|---------------|---------------|----------------|----------------|---------------|
| General dealers | 41 591 | 42 628 | 39 618 | 47 183 | 55 776 | 36 245 |
| Food, beverages and tobacco in specialised stores | 7 373 | 7 912 | 8 895 | 8 594 | 11 531 | 5 148 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 7 573 | 6 421 | 6 807 | 6 751 | 7 793 | 7 942 |
| Textiles, clothing, footwear and leather goods | 12 789 | 12 246 | 14 532 | 18 308 | 25 316 | 14 374 |
| Household furniture, appliances and equipment | 3 972 | 3 614 | 3 938 | 4 921 | 5 357 | 3 577 |
| Hardware, paint and glass | 8 438 | 7 764 | 8 053 | 9 202 | 7 990 | 7 478 |
| All other retailers | 7 348 | 7 494 | 8 088 | 8 840 | 10 077 | 8 886 |
| Total | 89 085 | 88 078 | 89 931 | 103 799 | 123 840 | 83 650 |

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 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 |
|---|-------------|-------------|------------|-------------|------------|-------------|
| General dealers | 0,9 | 4,4 | 4,8 | 0,2 | 5,7 | -2,8 |
| Food, beverages and tobacco in specialised stores | -3,0 | 7,1 | 9,5 | 3,0 | 1,3 | -30,4 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 14,3 | -2,0 | -3,8 | 2,2 | 7,2 | 14,1 |
| Textiles, clothing, footwear and leather goods | -8,5 | -7,4 | -0,2 | -5,7 | -4,6 | 3,9 |
| Household furniture, appliances and equipment | 12,6 | 7,1 | 7,2 | 8,3 | 4,4 | 10,8 |
| Hardware, paint and glass | 17,4 | 16,3 | 10,7 | 15,2 | 11,4 | 28,7 |
| All other retailers | -31,3 | -26,4 | -25,6 | -23,4 | -13,6 | -14,5 |
| Total | -1,9 | -0,2 | 0,6 | -1,6 | 1,6 | -1,5 |

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 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan-21 |
|---|-------------|-------------|------------|-------------|------------|-------------|
| General dealers | 0,4 | 2,0 | 2,0 | 0,1 | 2,5 | -1,2 |
| Food, beverages and tobacco in specialised stores | -0,3 | 0,6 | 0,9 | 0,2 | 0,1 | -2,6 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 1,0 | -0,1 | -0,3 | 0,1 | 0,4 | 1,2 |
| Textiles, clothing, footwear and leather goods | -1,3 | -1,1 | 0,0 | -1,0 | -1,0 | 0,6 |
| Household furniture, appliances and equipment | 0,5 | 0,3 | 0,3 | 0,4 | 0,2 | 0,4 |
| Hardware, paint and glass | 1,4 | 1,2 | 0,9 | 1,2 | 0,7 | 2,0 |
| All other retailers | -3,7 | -3,0 | -3,1 | -2,6 | -1,3 | -1,8 |
| Total | -1,9 | -0,2 | 0,6 | -1,6 | 1,6 | -1,5 |

Survey information

| | | |
|------------------------------|---|---|
| Introduction | 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). |
| Purpose of the survey | 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. |
| Scope of the survey | 4 | <p>This survey covers retail enterprises according to the following types of retailers:</p> <ul style="list-style-type: none"> • General dealers: <ul style="list-style-type: none"> ➢ Retail trade in non-specialised stores with food, beverages and tobacco predominating; and ➢ 'Other' retail trade in non-specialised stores. • Retailers in food, beverages and tobacco in specialised stores: <ul style="list-style-type: none"> ➢ Retailers in fresh fruit and vegetables; ➢ Retailers in meat and meat products; ➢ Retailers in bakery products; ➢ Retailers in beverages; ➢ Retailers in tobacco; and ➢ Retailers in 'other' food in specialised stores. • Retailers in pharmaceutical and medical goods, cosmetics and toiletries; • Retailers in textiles, clothing, footwear and leather goods: <ul style="list-style-type: none"> ➢ Retailers in men's and boys' clothing; ➢ Retailers in ladies', girls' and infants' clothing; ➢ General outfitters; and ➢ Retailers in footwear. • Retailers in household furniture, appliances and equipment; • Retailers in hardware, paint and glass; and • All 'other' retailers: <ul style="list-style-type: none"> ➢ Retailers in reading matter and stationery; ➢ Retailers in jewellery, watches and clocks; ➢ Retailers in sport goods and entertainment requisites; ➢ Retailers in 'other' specialised stores; ➢ Repair of personal and household goods; ➢ Retail trade in second-hand goods in stores; and ➢ Retail trade not in stores. |
| Classification | 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. |
| Collection rate | 6 | The preliminary collection rate for the survey on retail trade sales for January 2021 was 76,8%. The improved collection rate for December 2020 was 82,9%. |

| | | |
|--------------------------------|-----------|---|
| Statistical unit | 7 | 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. |
| Revised figures | 8 | 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. |
| Related publications | 9 | Users may also refer to the following publication available from Stats SA: <ul style="list-style-type: none">• <i>Stats in Brief</i> issued annually. |
| Rounding-off of figures | 10 | Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals. |
| Historical data | 11 | Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: Click to download historical data |
| Past publications | 12 | Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: Click to download past releases |

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.

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| Trend cycle | 6 | 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. |
| Constant prices | 7 | 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. |
| | 8 | 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. |
| Reliability of estimates | 9 | 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. |
| | 10 | 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. |
| Month-on-month percentage change | 11 | 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. |
| Year-on-year percentage change | 12 | 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. |
| Contribution (percentage points) | 13 | 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

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|----------------------------------|--|---|
| Enterprise | 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. | |
| Industry | 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 (SNA)</i> in the same way as in the <i>Standard Industrial Classification of all Economic Activities (SIC)</i> , Fifth Edition, Report No. 09-90-02 of January 1993. | |
| Retail trade | Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use. | |
| Retailer | A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use. | |
| Symbols and abbreviations | 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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