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July 2020

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Sales at constant 2015 prices: results for July 2020

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

	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
Year-on-year % change, unadjusted	1,9	2,9	-49,9	-11,9	-7,2	-9,0
Month-on-month % change, seasonally adjusted	-0,6	0,7	-49,0	68,8	6,6	-1,1
3-month % change, seasonally adjusted 1/	-1,1	0,5	-16,1	-20,0	-23,5	7,4

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 9,0% year-on-year in July 2020. Negative annual growth rates were recorded for:

- all 'other' retailers (-39,1%);
- retailers in food, beverages and tobacco in specialised stores (-18,4%);
- retailers in textiles, clothing, footwear and leather goods (-13,8%); and
- general dealers (-3,2%) – see Table 5.

The negative contributors to the 9,0% decrease were:

- all 'other' retailers (contributing -5,2 percentage points);
- retailers in textiles, clothing, footwear and leather goods (contributing -2,5 percentage points);
- retailers in food, beverages and tobacco in specialised stores (contributing -1,4 percentage points); and
- general dealers (contributing -1,3 percentage points) – see Table 6.

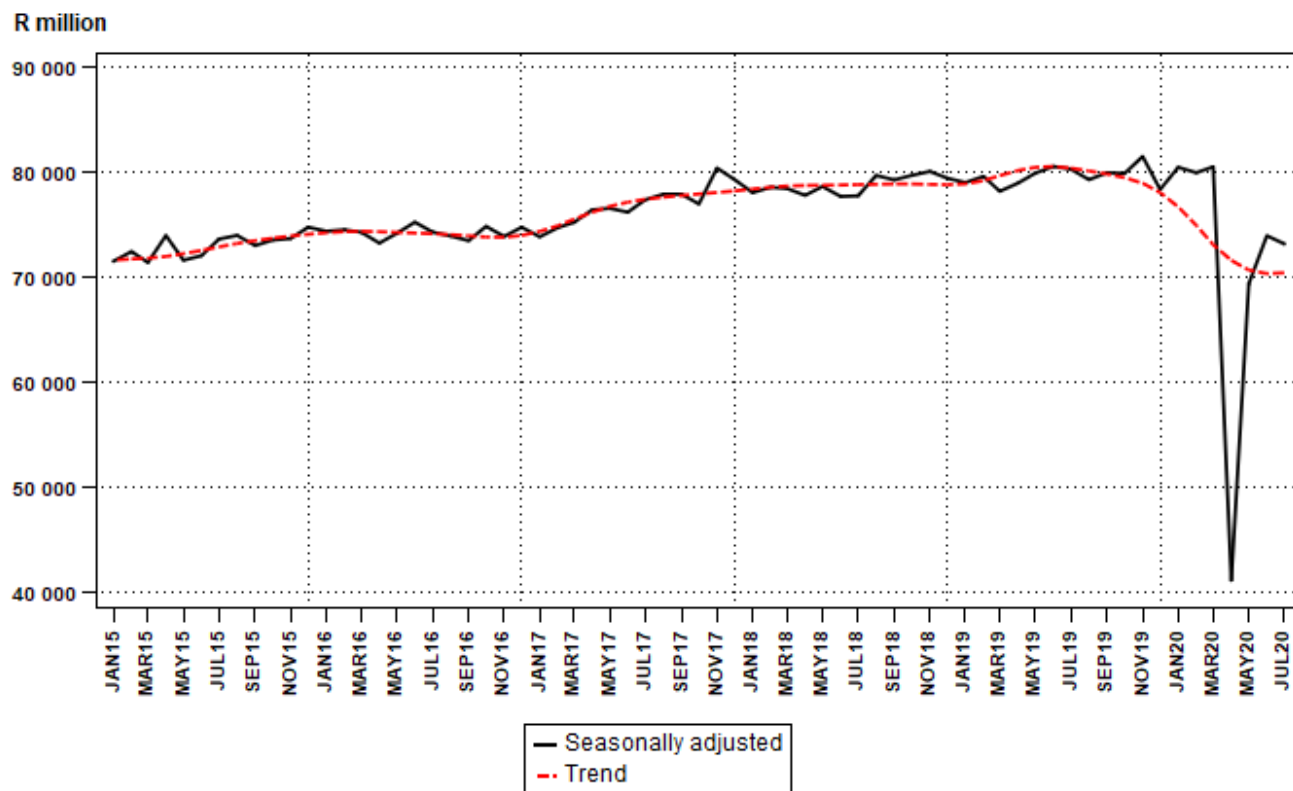
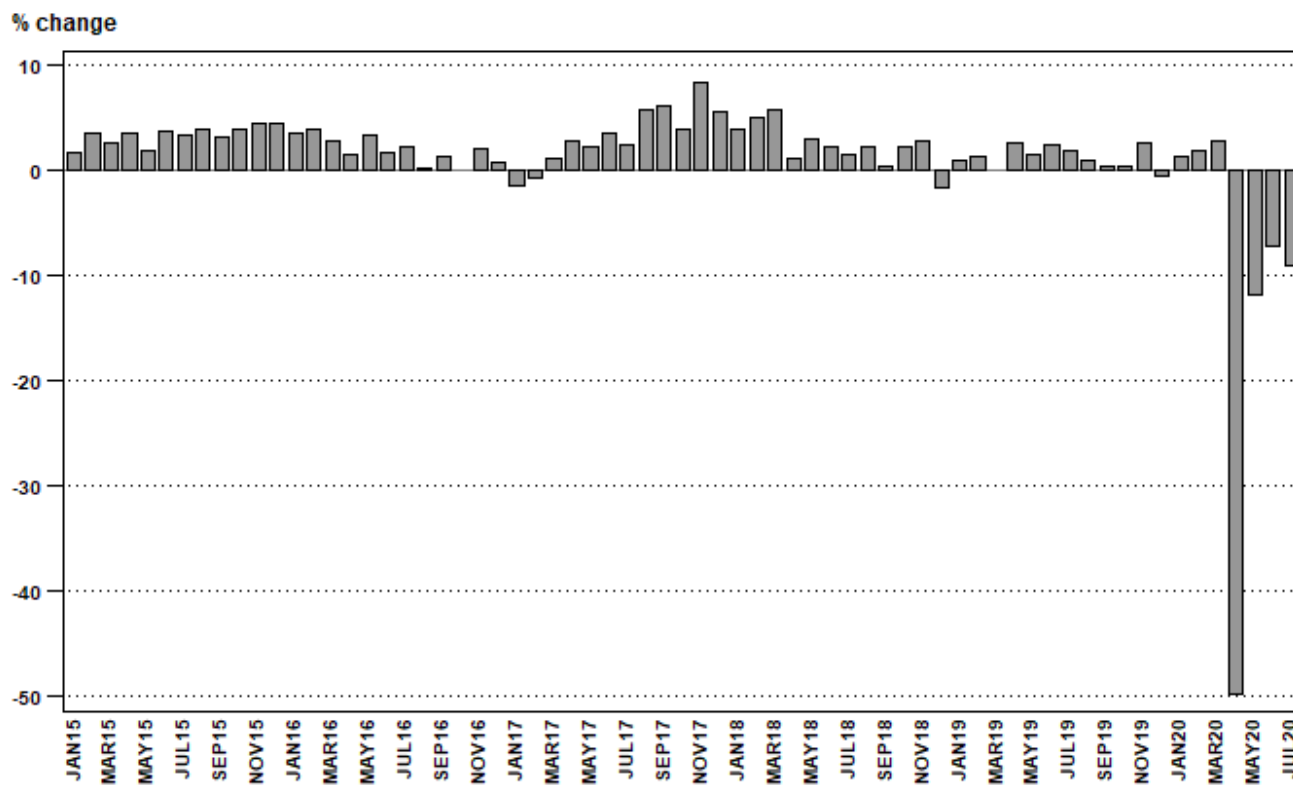
Seasonally adjusted retail trade sales decreased by 1,1% in July 2020 compared with June 2020. This followed month-on-month changes of 6,6% in June 2020 and 68,8% in May 2020. In the three months ending July 2020, seasonally adjusted retail trade sales increased by 7,4% compared with the three months ending July 2020.

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

Type of retailer	May – Jul 2019 (R million)	Weight	May – Jul 2020 (R million)	% change between May – Jul 2019 and May – Jul 2020	Contribution (% points) to the total % change
General dealers	97 358	42,3	94 376	-3,1	-1,3
Food, beverages and tobacco in specialised stores	17 346	7,5	13 703	-21,0	-1,6
Pharmaceuticals and medical goods, cosmetics and toiletries	16 602	7,2	16 324	-1,7	-0,1
Textiles, clothing, footwear and leather goods	41 201	17,9	38 767	-5,9	-1,1
Household furniture, appliances and equipment	10 719	4,7	11 008	2,7	0,1
Hardware, paint and glass	17 949	7,8	18 835	4,9	0,4
All other retailers	28 938	12,6	15 465	-46,6	-5,9
Total	230 113	100,0	208 478	-9,4	-9,4

Retail trade sales decreased by 9,4% in the three months ending July 2020 compared with the three months ending July 2019. The main negative contributors to this decrease were:

- all 'other' retailers (-46,6% and contributing -5,9 percentage points); and
- retailers in food, beverages and tobacco in specialised stores (-21,0% and contributing -1,6 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 July 2020

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

	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
Year-on-year % change, unadjusted	4,7	6,4	-46,0	-9,9	-5,2	-6,9
Month-on-month % change, seasonally adjusted	-2,0	3,6	-47,0	61,0	7,0	-1,2
3-month % change, seasonally adjusted 1/	-0,9	0,8	-15,0	-18,1	-22,2	6,9

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	May – Jul 2019 (R million)	Weight	May – Jul 2020 (R million)	% change between May – Jul 2019 and May – Jul 2020	Contribution (% points) to the total % change
General dealers	117 113	44,4	116 635	-0,4	-0,2
Food, beverages and tobacco in specialised stores	21 935	8,3	17 905	-18,4	-1,5
Pharmaceuticals and medical goods, cosmetics and toiletries	20 359	7,7	20 528	0,8	0,1
Textiles, clothing, footwear and leather goods	44 549	16,9	41 916	-5,9	-1,0
Household furniture, appliances and equipment	10 303	3,9	10 368	0,6	0,0
Hardware, paint and glass	19 555	7,4	20 921	7,0	0,5
All other retailers	29 906	11,3	16 076	-46,2	-5,2
Total	263 723	100,0	244 349	-7,3	-7,3

Risenga Maluleke
Statistician-General

Tables

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

Month	2014	2015	2016	2017	2018	2019	2020 1/
Jan	66 162	67 363	69 772	68 730	71 392	72 119	73 069
Feb	64 776	67 081	69 733	69 309	72 873	73 804	75 176
Mar	67 247	69 013	71 042	71 824	76 077	76 062	78 278
Apr	66 376	68 762	69 866	71 798	72 585	74 580	37 340
May	69 363	70 756	73 185	74 776	77 084	78 256	68 923
Jun	66 456	68 934	70 146	72 694	74 319	76 099	70 591
Jul	67 596	69 903	71 429	73 124	74 260	75 758	68 964
Aug	69 120	71 878	72 121	76 392	78 121	78 872	
Sep	67 958	70 222	71 240	75 686	76 073	76 348	
Oct	69 966	72 774	72 770	75 712	77 377	77 693	
Nov	75 076	78 469	80 126	86 849	89 311	91 626	
Dec	96 982	101 480	102 286	108 038	106 203	105 711	
Total	847 078	876 635	893 716	924 932	945 675	956 928	

1/ Figures for latest month are preliminary.

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

Month	2015	2016	2017	2018	2019	2020	2020 year-to-date
Jan	1,8	3,6	-1,5	3,9	1,0	1,3	1,3
Feb	3,6	4,0	-0,6	5,1	1,3	1,9	1,6
Mar	2,6	2,9	1,1	5,9	0,0	2,9	2,0
Apr	3,6	1,6	2,8	1,1	2,7	-49,9	-11,0
May	2,0	3,4	2,2	3,1	1,5	-11,9	-11,2
Jun	3,7	1,8	3,6	2,2	2,4	-7,2	-10,5
Jul	3,4	2,2	2,4	1,6	2,0	-9,0	-10,3
Aug	4,0	0,3	5,9	2,3	1,0		
Sep	3,3	1,4	6,2	0,5	0,4		
Oct	4,0	0,0	4,0	2,2	0,4		
Nov	4,5	2,1	8,4	2,8	2,6		
Dec	4,6	0,8	5,6	-1,7	-0,5		
Total	3,5	1,9	3,5	2,2	1,2		

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

Month	R million				Month-on-month % change			
	2017	2018	2019	2020	2017	2018	2019	2020
Jan	73 872	78 088	79 043	80 501	-1,2	-1,6	-0,5	2,7
Feb	74 743	78 584	79 631	79 986	1,2	0,6	0,7	-0,6
Mar	75 251	78 480	78 216	80 547	0,7	-0,1	-1,8	0,7
Apr	76 444	77 824	78 982	41 100	1,6	-0,8	1,0	-49,0
May	76 586	78 665	79 947	69 393	0,2	1,1	1,2	68,8
Jun	76 218	77 723	80 582	73 972	-0,5	-1,2	0,8	6,6
Jul	77 404	77 779	80 320	73 193	1,6	0,1	-0,3	-1,1
Aug	77 936	79 723	79 320		0,7	2,5	-1,2	
Sep	77 937	79 300	79 982		0,0	-0,5	0,8	
Oct	77 004	79 727	79 918		-1,2	0,5	-0,1	
Nov	80 424	80 108	81 529		4,4	0,5	2,0	
Dec	79 338	79 460	78 383		-1,4	-0,8	-3,9	

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

Type of retailer	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20 1/
General dealers	33 311	38 058	26 035	32 317	32 733	29 326
Food, beverages and tobacco in specialised stores	5 493	6 070	3 537	3 968	4 920	4 815
Pharmaceuticals and medical goods, cosmetics and toiletries	5 018	6 166	4 901	5 220	5 246	5 858
Textiles, clothing, footwear and leather goods	12 117	9 757	769	14 504	12 317	11 946
Household furniture, appliances and equipment	3 293	3 232	449	2 718	4 090	4 200
Hardware, paint and glass	5 880	5 972	667	6 140	6 064	6 631
All other retailers	10 064	9 023	982	4 056	5 221	6 188
Total	75 176	78 278	37 340	68 923	70 591	68 964

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	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
General dealers	0,7	10,9	-15,3	-4,9	-1,1	-3,2
Food, beverages and tobacco in specialised stores	1,1	1,5	-37,6	-32,1	-12,1	-18,4
Pharmaceuticals and medical goods, cosmetics and toiletries	-2,1	14,9	-15,7	-4,7	-1,5	1,0
Textiles, clothing, footwear and leather goods	1,7	-14,9	-94,5	2,6	-6,7	-13,8
Household furniture, appliances and equipment	5,0	-9,7	-86,7	-22,4	15,2	14,6
Hardware, paint and glass	-0,4	-0,4	-88,4	0,3	5,3	9,2
All other retailers	9,5	-3,7	-89,4	-55,9	-45,5	-39,1
Total	1,9	2,9	-49,9	-11,9	-7,2	-9,0

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	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
General dealers	0,3	4,9	-6,3	-2,1	-0,5	-1,3
Food, beverages and tobacco in specialised stores	0,1	0,1	-2,9	-2,4	-0,9	-1,4
Pharmaceuticals and medical goods, cosmetics and toiletries	-0,1	1,1	-1,2	-0,3	-0,1	0,1
Textiles, clothing, footwear and leather goods	0,3	-2,2	-17,7	0,5	-1,2	-2,5
Household furniture, appliances and equipment	0,2	-0,5	-3,9	-1,0	0,7	0,7
Hardware, paint and glass	0,0	0,0	-6,8	0,0	0,4	0,7
All other retailers	1,2	-0,5	-11,2	-6,6	-5,7	-5,2
Total	1,9	2,9	-49,9	-11,9	-7,2	-9,0

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

Month	2014	2015	2016	2017	2018	2019	2020 1/
Jan	61 819	66 049	71 306	74 847	78 950	81 496	84 902
Feb	60 827	66 115	72 080	75 793	80 987	83 799	87 773
Mar	63 701	68 388	74 105	78 976	84 614	86 856	92 421
Apr	63 351	68 447	73 717	78 835	81 031	84 941	45 879
May	66 573	70 806	77 454	82 385	86 082	89 678	80 813
Jun	63 925	68 913	74 387	79 925	83 157	87 335	82 801
Jul	65 234	69 857	75 876	80 367	83 009	86 710	80 735
Aug	67 041	72 186	77 030	83 910	87 421	90 825	
Sep	65 967	70 535	76 181	83 207	85 416	88 246	
Oct	68 132	73 327	78 197	83 256	86 547	89 398	
Nov	73 504	79 272	86 221	95 369	100 069	105 519	
Dec	94 736	102 740	110 762	118 773	119 161	121 903	
Total	814 810	876 635	947 316	1 015 643	1 056 444	1 096 706	

1/ Figures for latest month are preliminary.

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

Month	2015	2016	2017	2018	2019	2020	2020 year-to-date
Jan	6,8	8,0	5,0	5,5	3,2	4,2	4,2
Feb	8,7	9,0	5,2	6,9	3,5	4,7	4,5
Mar	7,4	8,4	6,6	7,1	2,6	6,4	5,1
Apr	8,0	7,7	6,9	2,8	4,8	-46,0	-7,7
May	6,4	9,4	6,4	4,5	4,2	-9,9	-8,2
Jun	7,8	7,9	7,4	4,0	5,0	-5,2	-7,7
Jul	7,1	8,6	5,9	3,3	4,5	-6,9	-7,6
Aug	7,7	6,7	8,9	4,2	3,9		
Sep	6,9	8,0	9,2	2,7	3,3		
Oct	7,6	6,6	6,5	4,0	3,3		
Nov	7,8	8,8	10,6	4,9	5,4		
Dec	8,4	7,8	7,2	0,3	2,3		
Total	7,6	8,1	7,2	4,0	3,8		

Table 9 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2017	2018	2019	2020	2017	2018	2019	2020
Jan	80 827	85 983	89 765	93 515	-1,0	-2,1	0,7	2,6
Feb	81 968	87 546	90 630	91 669	1,4	1,8	1,0	-2,0
Mar	82 382	87 017	88 933	94 938	0,5	-0,6	-1,9	3,6
Apr	83 706	86 582	90 079	50 329	1,6	-0,5	1,3	-47,0
May	83 518	87 810	91 096	81 015	-0,2	1,4	1,1	61,0
Jun	84 030	86 540	92 219	86 657	0,6	-1,4	1,2	7,0
Jul	84 575	87 273	91 486	85 630	0,6	0,8	-0,8	-1,2
Aug	86 033	89 193	91 517		1,7	2,2	0,0	
Sep	85 507	88 965	92 098		-0,6	-0,3	0,6	
Oct	85 265	89 085	92 767		-0,3	0,1	0,7	
Nov	88 453	90 494	94 002		3,7	1,6	1,3	
Dec	87 797	89 103	91 164		-0,7	-1,5	-3,0	

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

Type of retailer	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20 1/
General dealers	41 011	46 970	32 068	39 856	40 467	36 312
Food, beverages and tobacco in specialised stores	7 115	7 907	4 614	5 159	6 425	6 321
Pharmaceuticals and medical goods, cosmetics and toiletries	6 303	7 798	6 187	6 562	6 575	7 391
Textiles, clothing, footwear and leather goods	13 229	10 661	835	15 671	13 339	12 906
Household furniture, appliances and equipment	3 126	3 067	425	2 563	3 845	3 960
Hardware, paint and glass	6 530	6 634	738	6 802	6 717	7 402
All other retailers	10 460	9 384	1 012	4 200	5 432	6 444
Total	87 773	92 421	45 879	80 813	82 801	80 735

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	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
General dealers	4,4	14,6	-12,8	-2,3	1,5	-0,5
Food, beverages and tobacco in specialised stores	5,4	5,7	-35,3	-30,0	-9,4	-15,5
Pharmaceuticals and medical goods, cosmetics and toiletries	4,7	20,9	-10,6	-2,0	0,7	3,6
Textiles, clothing, footwear and leather goods	3,3	-13,7	-94,5	2,6	-6,6	-13,9
Household furniture, appliances and equipment	2,1	-11,6	-87,0	-24,4	13,1	12,7
Hardware, paint and glass	2,7	2,5	-88,1	2,3	7,2	11,5
All other retailers	10,2	-2,8	-89,4	-55,8	-45,2	-38,5
Total	4,7	6,4	-46,0	-9,9	-5,2	-6,9

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	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
General dealers	2,1	6,9	-5,5	-1,0	0,7	-0,2
Food, beverages and tobacco in specialised stores	0,4	0,5	-3,0	-2,5	-0,8	-1,3
Pharmaceuticals and medical goods, cosmetics and toiletries	0,3	1,5	-0,9	-0,2	0,1	0,3
Textiles, clothing, footwear and leather goods	0,5	-1,9	-16,7	0,4	-1,1	-2,4
Household furniture, appliances and equipment	0,1	-0,5	-3,3	-0,9	0,5	0,5
Hardware, paint and glass	0,2	0,2	-6,4	0,2	0,5	0,9
All other retailers	1,2	-0,3	-10,1	-5,9	-5,2	-4,7
Total	4,7	6,4	-46,0	-9,9	-5,2	-6,9

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	Owing to the COVID-19 lockdown, the collection rate for this publication (71,0% in July) is lower than usual. Consequently, revisions may be larger than usual. The improved collection rate for June 2020 was 76,0%.

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 and growing 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.

The methodology will be reviewed as more data points are added to the time series.

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

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</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.	
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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