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## **STATISTICAL RELEASE**

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# Retail trade sales (Preliminary)

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The South Africa I know, the home I understand



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## Sales at constant 2015 prices: results for November 2019

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

	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Year-on-year % change, unadjusted	2,4	2,0	1,0	0,4	0,4	2,6
Month-on-month % change, seasonally adjusted	0,6	0,2	-1,0	0,7	0,1	3,1
3-month % change, seasonally adjusted 1/	0,8	0,7	0,6	0,1	-0,1	1,2

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 2,6% year-on-year in November 2019. The largest annual growth rates were recorded for:

- retailers in food, beverages and tobacco in specialised stores (6,2%);
- general dealers (3,2%);
- retailers in household furniture, appliances and equipment (3,2%); and
- retailers in textiles, clothing, footwear and leather goods (2,7%) – see Table 5.

The main contributors to the 2,6% increase were:

- general dealers (contributing 1,3 percentage points);
- retailers in textiles, clothing, footwear and leather goods (contributing 0,5 of a percentage point); and
- retailers in food, beverages and tobacco in specialised stores (contributing 0,4 of a percentage point) – see Table 6.

Seasonally adjusted retail trade sales increased by 3,1% in November 2019 compared with October 2019. This followed month-on-month changes of 0,1% in October 2019 and 0,7% in September 2019. In the three months ended November 2019, seasonally adjusted retail trade sales increased by 1,2% 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	Sep – Nov 2018 (R million)	Weight	Sep – Nov 2019 (R million)	% change between Sep – Nov 2018 and Sep – Nov 2019	Contribution (% points) to the total % change
General dealers	102 395	42,2	103 569	1,1	0,5
Food, beverages and tobacco in specialised stores	18 139	7,5	18 704	3,1	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	16 432	6,8	16 334	-0,6	0,0
Textiles, clothing, footwear and leather goods	42 751	17,6	43 484	1,7	0,3
Household furniture, appliances and equipment	11 831	4,9	12 147	2,7	0,1
Hardware, paint and glass	20 166	8,3	20 026	-0,7	-0,1
All other retailers	31 047	12,8	31 372	1,0	0,1
<b>Total</b>	<b>242 761</b>	<b>100,0</b>	<b>245 636</b>	<b>1,2</b>	<b>1,2</b>

Retail trade sales increased by 1,2% in the three months ended November 2019 compared with the three months ended November 2018. The main contributors to this increase were:

- general dealers (1,1% and contributing 0,5 of a percentage point); and
- retailers in textiles, clothing, footwear and leather goods (1,7% and contributing 0,3 of a percentage point) – see Table B.

Figure 1 – Retail trade sales at constant 2015 prices

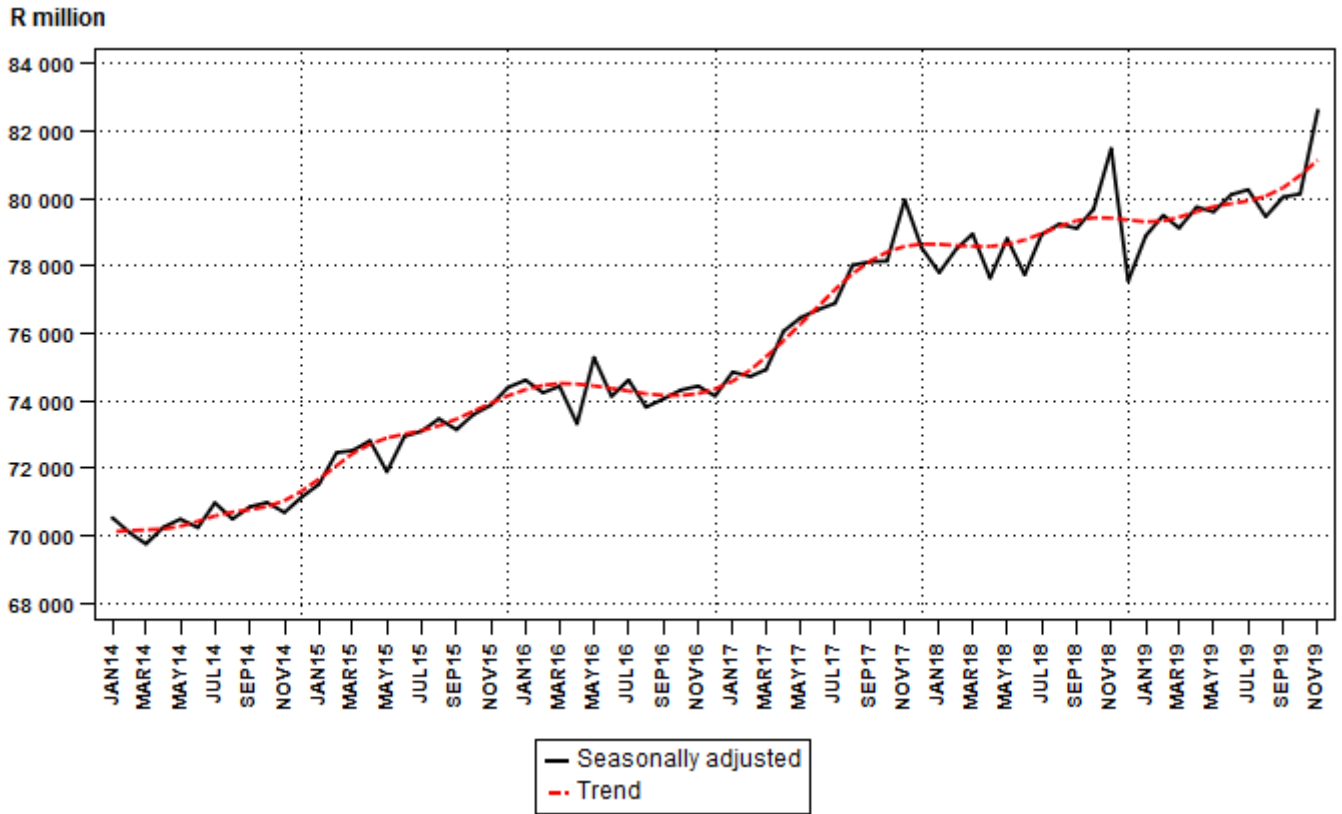
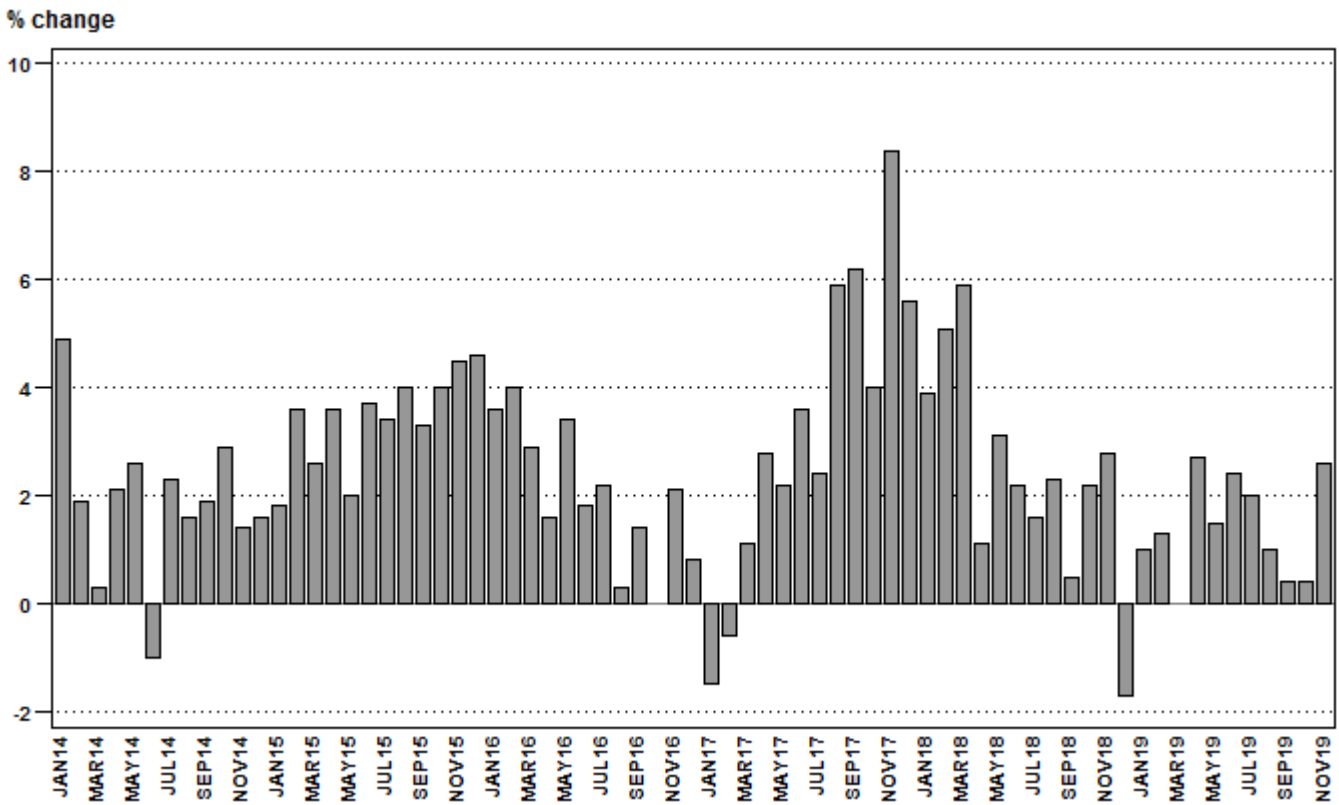


Figure 2 – Retail trade sales at constant 2015 prices: year-on-year percentage change



## Sales at current prices: results for November 2019

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

	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
Year-on-year % change, unadjusted	5,0	4,5	3,9	3,3	3,3	5,4
Month-on-month % change, seasonally adjusted	0,9	0,2	-0,2	0,6	0,2	3,6
3-month % change, seasonally adjusted 1/	1,6	1,6	1,5	1,0	0,7	1,9

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	Sep – Nov 2018 (R million)	Weight	Sep – Nov 2019 (R million)	% change between Sep – Nov 2018 and Sep – Nov 2019	Contribution (% points) to the total % change
General dealers	119 742	44,0	125 641	4,9	2,2
Food, beverages and tobacco in specialised stores	22 288	8,2	23 813	6,8	0,6
Pharmaceuticals and medical goods, cosmetics and toiletries	19 201	7,1	20 216	5,3	0,4
Textiles, clothing, footwear and leather goods	45 779	16,8	47 263	3,2	0,5
Household furniture, appliances and equipment	11 464	4,2	11 595	1,1	0,0
Hardware, paint and glass	21 490	7,9	22 064	2,7	0,2
All other retailers	32 070	11,8	32 524	1,4	0,2
<b>Total</b>	<b>272 032</b>	<b>100,0</b>	<b>283 117</b>	<b>4,1</b>	<b>4,1</b>

### Seasonally adjusted estimates

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.

**Risenga Maluleke**  
Statistician-General

## Tables

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

Month	2013	2014	2015	2016	2017	2018	2019 1/
Jan	63 083	66 162	67 363	69 772	68 730	71 392	72 119
Feb	63 578	64 776	67 081	69 733	69 309	72 873	73 804
Mar	67 013	67 247	69 013	71 042	71 824	76 077	76 062
Apr	65 013	66 376	68 762	69 866	71 798	72 585	74 580
May	67 598	69 363	70 756	73 185	74 776	77 084	78 256
Jun	67 146	66 456	68 934	70 146	72 694	74 319	76 099
Jul	66 056	67 596	69 903	71 429	73 124	74 260	75 758
Aug	68 063	69 120	71 878	72 121	76 392	78 121	78 872
Sep	66 711	67 958	70 222	71 240	75 686	76 073	76 348
Oct	67 976	69 966	72 774	72 770	75 712	77 377	77 693
Nov	74 004	75 076	78 469	80 126	86 849	89 311	91 595
Dec	95 427	96 982	101 480	102 286	108 038	106 203	
<b>Total</b>	<b>831 668</b>	<b>847 078</b>	<b>876 635</b>	<b>893 716</b>	<b>924 932</b>	<b>945 675</b>	

1/ Figures for latest month are preliminary.

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

Month	2014	2015	2016	2017	2018	2019	2019 year-to-date
Jan	4,9	1,8	3,6	-1,5	3,9	1,0	1,0
Feb	1,9	3,6	4,0	-0,6	5,1	1,3	1,1
Mar	0,3	2,6	2,9	1,1	5,9	0,0	0,7
Apr	2,1	3,6	1,6	2,8	1,1	2,7	1,2
May	2,6	2,0	3,4	2,2	3,1	1,5	1,3
Jun	-1,0	3,7	1,8	3,6	2,2	2,4	1,5
Jul	2,3	3,4	2,2	2,4	1,6	2,0	1,6
Aug	1,6	4,0	0,3	5,9	2,3	1,0	1,5
Sep	1,9	3,3	1,4	6,2	0,5	0,4	1,4
Oct	2,9	4,0	0,0	4,0	2,2	0,4	1,3
Nov	1,4	4,5	2,1	8,4	2,8	2,6	1,4
Dec	1,6	4,6	0,8	5,6	-1,7		
<b>Total</b>	<b>1,9</b>	<b>3,5</b>	<b>1,9</b>	<b>3,5</b>	<b>2,2</b>		

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

Month	R million				Month-on-month % change			
	2016	2017	2018	2019	2016	2017	2018	2019
Jan	74 619	74 859	77 807	78 899	0,3	1,0	-0,9	1,7
Feb	74 247	74 729	78 525	79 507	-0,5	-0,2	0,9	0,8
Mar	74 438	74 932	78 952	79 130	0,3	0,3	0,5	-0,5
Apr	73 325	76 071	77 648	79 751	-1,5	1,5	-1,7	0,8
May	75 289	76 470	78 821	79 612	2,7	0,5	1,5	-0,2
Jun	74 139	76 711	77 749	80 121	-1,5	0,3	-1,4	0,6
Jul	74 623	76 900	78 938	80 268	0,7	0,2	1,5	0,2
Aug	73 818	78 030	79 246	79 468	-1,1	1,5	0,4	-1,0
Sep	74 065	78 130	79 121	80 051	0,3	0,1	-0,2	0,7
Oct	74 324	78 152	79 694	80 142	0,3	0,0	0,7	0,1
Nov	74 443	79 963	81 486	82 616	0,2	2,3	2,2	3,1
Dec	74 149	78 547	77 563		-0,4	-1,8	-4,8	

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

Type of retailer	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19 1/
General dealers	33 085	30 307	34 066	33 652	31 229	38 688
Food, beverages and tobacco in specialised stores	5 597	5 903	5 981	5 803	6 382	6 519
Pharmaceuticals and medical goods, cosmetics and toiletries	5 325	5 798	5 361	5 288	5 722	5 324
Textiles, clothing, footwear and leather goods	13 201	13 861	12 884	12 186	13 393	17 905
Household furniture, appliances and equipment	3 550	3 666	3 667	3 523	3 851	4 773
Hardware, paint and glass	5 760	6 070	6 572	6 055	6 622	7 349
All other retailers	9 581	10 153	10 341	9 841	10 494	11 037
<b>Total</b>	<b>76 099</b>	<b>75 758</b>	<b>78 872</b>	<b>76 348</b>	<b>77 693</b>	<b>91 595</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	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
General dealers	1,0	0,2	0,4	-0,6	0,7	3,2
Food, beverages and tobacco in specialised stores	2,2	0,6	1,5	-1,9	4,8	6,2
Pharmaceuticals and medical goods, cosmetics and toiletries	1,9	3,7	0,6	0,8	-0,6	-1,9
Textiles, clothing, footwear and leather goods	4,2	3,0	0,9	2,9	-0,6	2,7
Household furniture, appliances and equipment	5,6	3,6	4,4	1,6	3,0	3,2
Hardware, paint and glass	-1,6	-1,3	-1,7	0,3	-2,8	0,4
All other retailers	6,6	8,0	3,6	1,6	0,1	1,5
<b>Total</b>	<b>2,4</b>	<b>2,0</b>	<b>1,0</b>	<b>0,4</b>	<b>0,4</b>	<b>2,6</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	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
General dealers	0,4	0,1	0,2	-0,3	0,3	1,3
Food, beverages and tobacco in specialised stores	0,2	0,0	0,1	-0,1	0,4	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	0,1	0,3	0,0	0,1	0,0	-0,1
Textiles, clothing, footwear and leather goods	0,7	0,5	0,1	0,5	-0,1	0,5
Household furniture, appliances and equipment	0,3	0,2	0,2	0,1	0,1	0,2
Hardware, paint and glass	-0,1	-0,1	-0,1	0,0	-0,2	0,0
All other retailers	0,8	1,0	0,5	0,2	0,0	0,2
<b>Total</b>	<b>2,4</b>	<b>2,0</b>	<b>1,0</b>	<b>0,4</b>	<b>0,4</b>	<b>2,6</b>

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

Month	2013	2014	2015	2016	2017	2018	2019 1/
Jan	56 789	61 819	66 049	71 306	74 847	78 950	81 496
Feb	57 224	60 827	66 115	72 080	75 793	80 987	83 799
Mar	60 503	63 701	68 388	74 105	78 976	84 614	86 856
Apr	59 054	63 351	68 447	73 717	78 835	81 031	84 941
May	61 362	66 573	70 806	77 454	82 385	86 082	89 678
Jun	60 998	63 925	68 913	74 387	79 925	83 157	87 335
Jul	60 098	65 234	69 857	75 876	80 367	83 009	86 710
Aug	62 151	67 041	72 186	77 030	83 910	87 421	90 825
Sep	61 221	65 967	70 535	76 181	83 207	85 416	88 246
Oct	62 767	68 132	73 327	78 197	83 256	86 547	89 398
Nov	68 572	73 504	79 272	86 221	95 369	100 069	105 473
Dec	88 260	94 736	102 740	110 762	118 773	119 161	
<b>Total</b>	<b>758 999</b>	<b>814 810</b>	<b>876 635</b>	<b>947 316</b>	<b>1 015 643</b>	<b>1 056 444</b>	

1/ Figures for latest month are preliminary.

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

Month	2014	2015	2016	2017	2018	2019	2019 year-to-date
Jan	8,9	6,8	8,0	5,0	5,5	3,2	3,2
Feb	6,3	8,7	9,0	5,2	6,9	3,5	3,4
Mar	5,3	7,4	8,4	6,6	7,1	2,6	3,1
Apr	7,3	8,0	7,7	6,9	2,8	4,8	3,5
May	8,5	6,4	9,4	6,4	4,5	4,2	3,7
Jun	4,8	7,8	7,9	7,4	4,0	5,0	3,9
Jul	8,5	7,1	8,6	5,9	3,3	4,5	4,0
Aug	7,9	7,7	6,7	8,9	4,2	3,9	4,0
Sep	7,8	6,9	8,0	9,2	2,7	3,3	3,9
Oct	8,5	7,6	6,6	6,5	4,0	3,3	3,8
Nov	7,2	7,8	8,8	10,6	4,9	5,4	4,0
Dec	7,3	8,4	7,8	7,2	0,3		
<b>Total</b>	<b>7,4</b>	<b>7,6</b>	<b>8,1</b>	<b>7,2</b>	<b>4,0</b>		

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

Month	R million				Month-on-month % change			
	2016	2017	2018	2019	2016	2017	2018	2019
Jan	76 366	81 353	86 092	89 085	1,0	0,6	-0,9	1,7
Feb	76 673	81 565	87 029	89 963	0,4	0,3	1,1	1,0
Mar	77 211	81 990	87 438	89 805	0,7	0,5	0,5	-0,2
Apr	77 206	83 204	86 276	90 521	0,0	1,5	-1,3	0,8
May	79 045	83 833	87 529	90 917	2,4	0,8	1,5	0,4
Jun	78 492	84 136	86 996	91 720	-0,7	0,4	-0,6	0,9
Jul	79 346	84 620	88 045	91 945	1,1	0,6	1,2	0,2
Aug	78 875	85 650	88 785	91 752	-0,6	1,2	0,8	-0,2
Sep	79 339	86 195	88 852	92 315	0,6	0,6	0,1	0,6
Oct	80 153	85 997	89 486	92 511	1,0	-0,2	0,7	0,2
Nov	80 339	88 223	91 733	95 842	0,2	2,6	2,5	3,6
Dec	80 899	86 879	87 603		0,7	-1,5	-4,5	



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

Type of retailer	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19 1/
General dealers	39 856	36 477	41 210	40 843	37 816	46 982
Food, beverages and tobacco in specialised stores	7 088	7 477	7 604	7 387	8 122	8 304
Pharmaceuticals and medical goods, cosmetics and toiletries	6 528	7 133	6 624	6 549	7 074	6 593
Textiles, clothing, footwear and leather goods	14 280	14 991	13 973	13 228	14 559	19 476
Household furniture, appliances and equipment	3 399	3 515	3 528	3 373	3 674	4 548
Hardware, paint and glass	6 266	6 639	7 185	6 678	7 276	8 110
All other retailers	9 916	10 477	10 701	10 188	10 876	11 460
<b>Total</b>	<b>87 335</b>	<b>86 710</b>	<b>90 825</b>	<b>88 246</b>	<b>89 398</b>	<b>105 473</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	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
General dealers	4,8	3,6	4,4	3,3	4,3	6,9
Food, beverages and tobacco in specialised stores	6,0	4,0	5,3	2,0	8,5	9,8
Pharmaceuticals and medical goods, cosmetics and toiletries	8,1	10,5	7,4	6,3	5,6	4,0
Textiles, clothing, footwear and leather goods	5,2	4,1	2,3	4,3	1,0	4,3
Household furniture, appliances and equipment	3,8	1,6	2,9	0,7	1,4	1,3
Hardware, paint and glass	0,7	1,6	0,7	3,9	0,1	4,0
All other retailers	6,1	7,3	3,5	1,7	0,5	2,0
<b>Total</b>	<b>5,0</b>	<b>4,5</b>	<b>3,9</b>	<b>3,3</b>	<b>3,3</b>	<b>5,4</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	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19
General dealers	2,2	1,5	2,0	1,5	1,8	3,0
Food, beverages and tobacco in specialised stores	0,5	0,3	0,4	0,2	0,7	0,7
Pharmaceuticals and medical goods, cosmetics and toiletries	0,6	0,8	0,5	0,5	0,4	0,3
Textiles, clothing, footwear and leather goods	0,8	0,7	0,4	0,6	0,2	0,8
Household furniture, appliances and equipment	0,1	0,1	0,1	0,0	0,1	0,1
Hardware, paint and glass	0,1	0,1	0,1	0,3	0,0	0,3
All other retailers	0,7	0,9	0,4	0,2	0,1	0,2
<b>Total</b>	<b>5,0</b>	<b>4,5</b>	<b>3,9</b>	<b>3,3</b>	<b>3,3</b>	<b>5,4</b>

## 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 This survey covers retail enterprises according to the following types of retailers:
    - General dealers:
      - 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:
      - 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:
      - 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:
      - 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 *Standard Industrial Classification of all Economic Activities* (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 *International Standard Industrial Classification of all Economic Activities* (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 November 2019 was 63,3%, accounting for 67,4% of the total estimate. The improved collection rate for October 2019 was 77,7%.

<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 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.

<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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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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