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Sales at constant 2019 prices: results for April 2025

Table A – Key growth rates in retail trade sales at constant 2019 prices

| | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 |
|--|--------|--------|--------|--------|--------|--------|
| Year-on-year % change, unadjusted | 7,6 | 3,1 | 7,0 | 4,1 | 1,2 | 5,1 |
| Month-on-month % change, seasonally adjusted | 1,0 | -0,3 | 0,9 | -1,1 | -0,3 | 0,9 |
| 3-month % change, seasonally adjusted ¹ | 1,1 | 2,0 | 1,9 | 1,1 | 0,1 | -0,5 |

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

Measured in real terms (constant 2019 prices), retail trade sales increased by 5,1% year-on-year in April 2025. The largest positive contributors to this increase were:

- general dealers (5,3% and contributing 2,3 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (12,5% and contributing 2,1 percentage points) – see Table 5 and Table 6.

Seasonally adjusted retail trade sales increased by 0,9% in April 2025 compared with March 2025. This followed month-on-month changes of -0,3% in March 2025 and -1,1% in February 2025.

Table B – Retail trade sales at constant 2019 prices for the latest three months by type of retailer

| Type of retailer | Feb – Apr 2024 (R million) | Weight (%) | Feb – Apr 2025 (R million) | % change between Feb – Apr 2024 and Feb – Apr 2025 | Contribution (% points) to the total % change |
|---|-------------------------------|---------------|-------------------------------|---|--|
| General dealers | 124 071 | 45,6 | 127 533 | 2,8 | 1,3 |
| Food, beverages and tobacco in specialised stores | 21 480 | 7,9 | 21 259 | -1,0 | -0,1 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 21 316 | 7,8 | 21 992 | 3,2 | 0,2 |
| Textiles, clothing, footwear and leather goods | 42 359 | 15,6 | 46 807 | 10,5 | 1,6 |
| Household furniture, appliances and equipment | 11 342 | 4,2 | 12 092 | 6,6 | 0,3 |
| Hardware, paint and glass | 21 060 | 7,7 | 20 332 | -3,5 | -0,3 |
| All other retailers | 30 400 | 11,2 | 31 349 | 3,1 | 0,3 |
| Total | 272 028 | 100,0 | 281 364 | 3,4 | 3,4 |

Retail trade sales increased by 3,4% in the three months ended April 2025 compared with the three months ended April 2024. The largest positive contributors to this increase were:

- retailers in textiles, clothing, footwear and leather goods (10,5% and contributing 1,6 percentage points); and
- general dealers (2,8% and contributing 1,3 percentage points) – see Table B.

Table C – Seasonally adjusted retail trade sales at constant 2019 prices for the latest three months by type of retailer

| Type of retailer | Nov 2024 – Jan 2025 (R million) | Weight (%) | Feb – Apr 2025 (R million) | % change between Nov 2024 – Jan 2025 and Feb – Apr 2025 | Contribution (% points) to the total % change |
|---|------------------------------------|---------------|-------------------------------|--|--|
| General dealers | 134 185 | 45,1 | 132 554 | -1,2 | -0,5 |
| Food, beverages and tobacco in specialised stores | 22 919 | 7,7 | 22 166 | -3,3 | -0,3 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 21 990 | 7,4 | 22 081 | 0,4 | 0,0 |
| Textiles, clothing, footwear and leather goods | 52 196 | 17,5 | 52 448 | 0,5 | 0,1 |
| Household furniture, appliances and equipment | 12 965 | 4,4 | 13 028 | 0,5 | 0,0 |
| Hardware, paint and glass | 22 131 | 7,4 | 21 857 | -1,2 | -0,1 |
| All other retailers | 31 332 | 10,5 | 31 959 | 2,0 | 0,2 |
| Total | 297 715 | 100,0 | 296 093 | -0,5 | -0,5 |

Seasonally adjusted retail trade sales decreased by 0,5% in the three months ended April 2025 compared with the previous three months. The largest negative contributors to this decrease were:

- general dealers (-1,2% and contributing -0,5 of a percentage point); and
- retailers in food, beverages and tobacco in specialised stores (-3,3% and contributing -0,3 of a percentage point).

The largest positive contributor was all 'other' retailers (2,0% and contributing 0,2 of a percentage point) – see Table C.

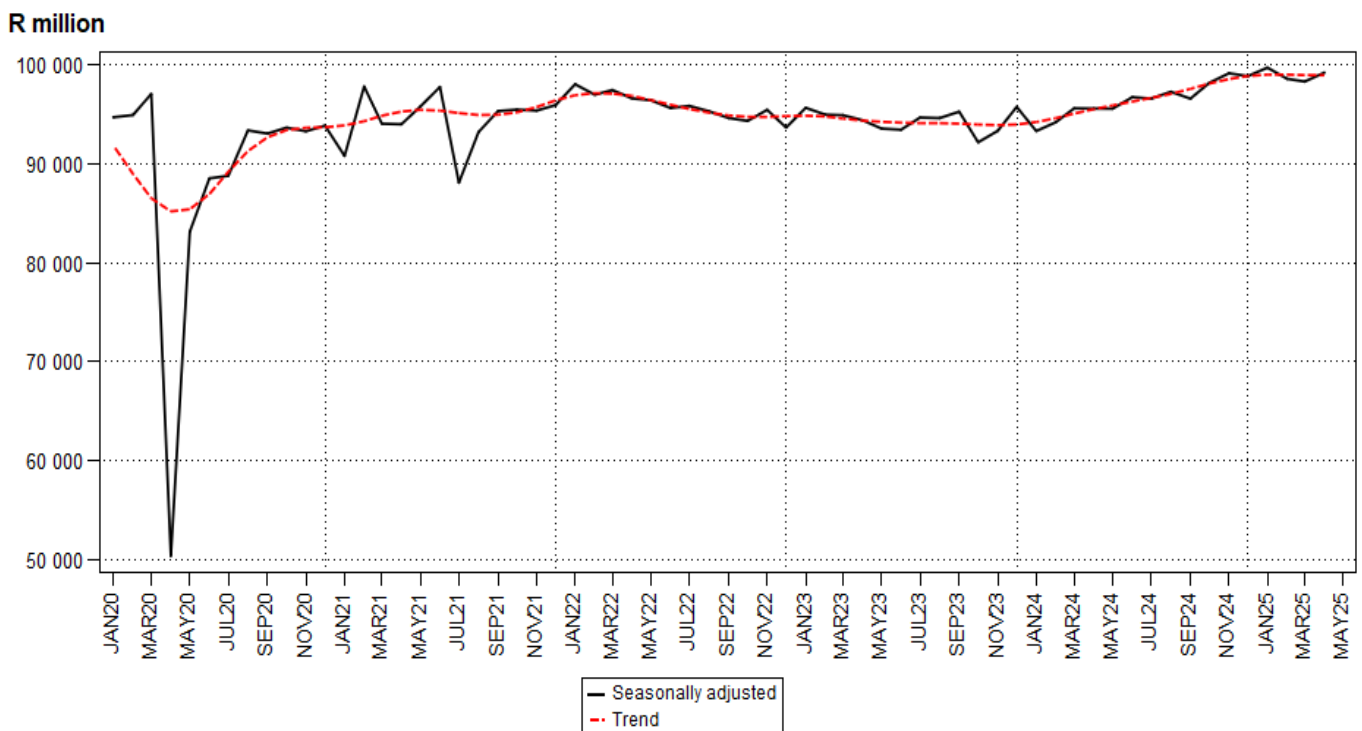
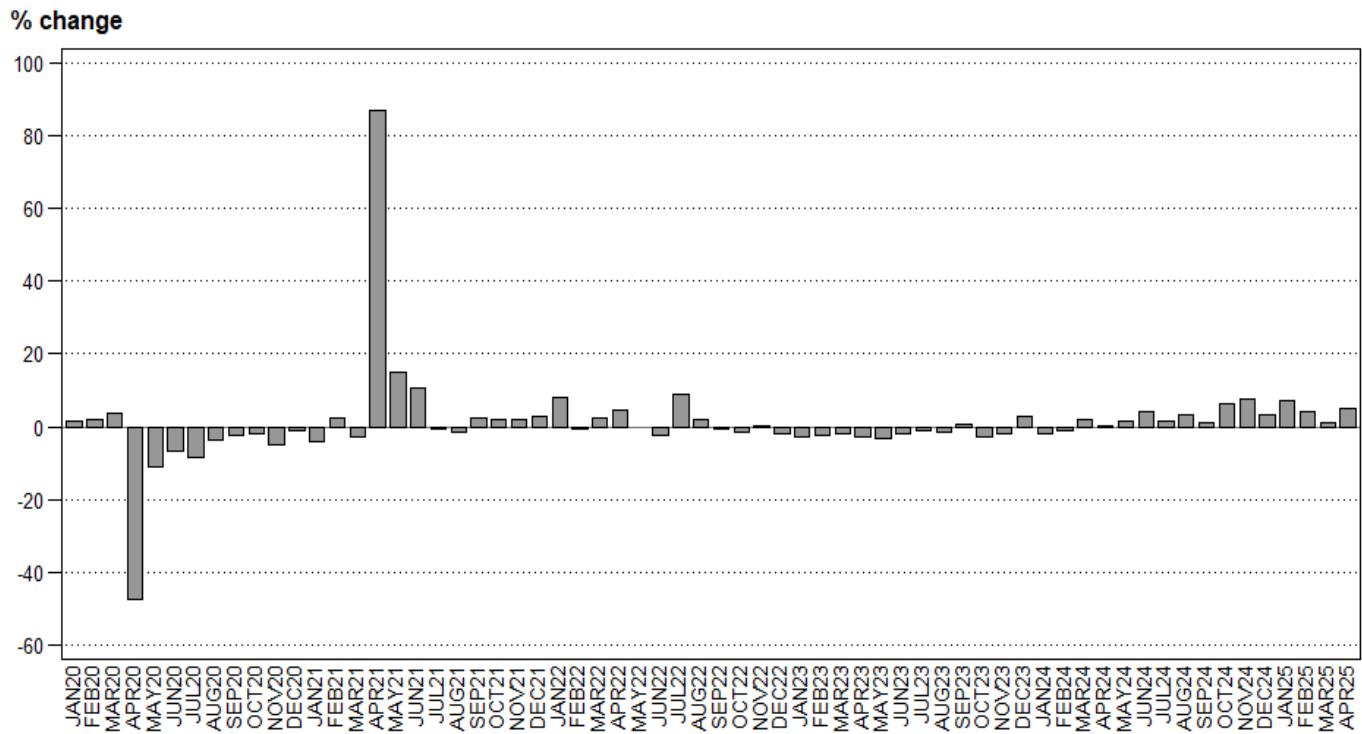
Figure 1 – Retail trade sales at constant 2019 prices

Figure 2 – Retail trade sales at constant 2019 prices: year-on-year percentage change



Sales at current prices: results for April 2025

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

| | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 |
|--|--------|--------|--------|--------|--------|--------|
| Year-on-year % change, unadjusted | 9,5 | 4,7 | 8,7 | 5,5 | 2,7 | 6,8 |
| Month-on-month % change, seasonally adjusted | 0,9 | 0,4 | 0,0 | -0,4 | -0,5 | 1,4 |
| 3-month % change, seasonally adjusted ¹ | 1,4 | 2,4 | 2,1 | 1,4 | 0,1 | -0,1 |

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

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

| Type of retailer | Feb – Apr 2024 (R million) | Weight (%) | Feb – Apr 2025 (R million) | % change between Feb – Apr 2024 and Feb – Apr 2025 | Contribution (% points) to the total % change |
|---|----------------------------------|---------------|----------------------------------|--|--|
| General dealers | 163 247 | 48,8 | 171 956 | 5,3 | 2,6 |
| Food, beverages and tobacco in specialised stores | 28 077 | 8,4 | 28 762 | 2,4 | 0,2 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 27 530 | 8,2 | 29 292 | 6,4 | 0,5 |
| Textiles, clothing, footwear and leather goods | 46 232 | 13,8 | 51 503 | 11,4 | 1,6 |
| Household furniture, appliances and equipment | 11 498 | 3,4 | 11 808 | 2,7 | 0,1 |
| Hardware, paint and glass | 25 717 | 7,7 | 24 951 | -3,0 | -0,2 |
| All other retailers | 32 505 | 9,7 | 33 168 | 2,0 | 0,2 |
| Total | 334 806 | 100,0 | 351 442 | 5,0 | 5,0 |

Table F – Seasonally adjusted retail trade sales at current prices for the latest three months by type of retailer

| Type of retailer | Nov 2024 – Jan 2025 (R million) | Weight (%) | Feb – Apr 2025 (R million) | % change between Nov 2024 – Jan 2025 and Feb – Apr 2025 | Contribution (% points) to the total % change |
|---|---------------------------------------|---------------|----------------------------------|---|--|
| General dealers | 179 674 | 48,6 | 178 909 | -0,4 | -0,2 |
| Food, beverages and tobacco in specialised stores | 30 278 | 8,2 | 29 880 | -1,3 | -0,1 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 29 036 | 7,9 | 29 463 | 1,5 | 0,1 |
| Textiles, clothing, footwear and leather goods | 56 982 | 15,4 | 57 296 | 0,6 | 0,1 |
| Household furniture, appliances and equipment | 12 763 | 3,5 | 12 710 | -0,4 | 0,0 |
| Hardware, paint and glass | 27 271 | 7,4 | 26 688 | -2,1 | -0,2 |
| All other retailers | 33 324 | 9,0 | 33 830 | 1,5 | 0,1 |
| Total | 369 328 | 100,0 | 368 777 | -0,1 | -0,1 |


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 Statistician-General

Tables

Table 1 – Retail trade sales at constant 2019 prices (R million)

| Month | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|--------------|------------------|------------------|------------------|------------------|------------------|------------------|--------|
| Jan | 86 114 | 87 331 | 83 922 | 90 582 | 88 241 | 86 396 | 92 417 |
| Feb | 88 268 | 89 985 | 92 172 | 91 434 | 89 390 | 88 629 | 92 272 |
| Mar | 91 106 | 94 450 | 91 959 | 94 267 | 92 544 | 94 398 | 95 538 |
| Apr | 88 969 | 46 619 | 87 209 | 91 250 | 88 617 | 89 001 | 93 554 |
| May | 93 561 | 83 055 | 95 523 | 95 491 | 92 339 | 93 831 | |
| Jun | 90 965 | 84 677 | 93 655 | 91 592 | 89 696 | 93 283 | |
| Jul | 90 314 | 82 816 | 82 354 | 89 668 | 88 604 | 90 055 | |
| Aug | 94 316 | 90 730 | 89 583 | 91 277 | 89 940 | 92 857 | |
| Sep | 91 434 | 89 216 | 91 150 | 90 462 | 91 090 | 91 989 | |
| Oct | 92 712 | 90 816 | 92 565 | 91 186 | 88 582 | 94 047 | |
| Nov | 109 184 | 103 927 | 106 152 | 106 417 | 104 256 | 112 192 | |
| Dec | 126 145 | 124 589 | 128 372 | 125 933 | 129 363 | 133 422 | |
| Total | 1 143 088 | 1 068 211 | 1 134 616 | 1 149 559 | 1 132 662 | 1 160 100 | |

Table 2 – Year-on-year percentage change in retail trade sales at constant 2019 prices

| Month | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2025 year-to-date |
|--------------|-------------|------------|------------|-------------|------------|------|----------------------|
| Jan | 1,4 | -3,9 | 7,9 | -2,6 | -2,1 | 7,0 | 7,0 |
| Feb | 1,9 | 2,4 | -0,8 | -2,2 | -0,9 | 4,1 | 5,5 |
| Mar | 3,7 | -2,6 | 2,5 | -1,8 | 2,0 | 1,2 | 4,0 |
| Apr | -47,6 | 87,1 | 4,6 | -2,9 | 0,4 | 5,1 | 4,3 |
| May | -11,2 | 15,0 | 0,0 | -3,3 | 1,6 | | |
| Jun | -6,9 | 10,6 | -2,2 | -2,1 | 4,0 | | |
| Jul | -8,3 | -0,6 | 8,9 | -1,2 | 1,6 | | |
| Aug | -3,8 | -1,3 | 1,9 | -1,5 | 3,2 | | |
| Sep | -2,4 | 2,2 | -0,8 | 0,7 | 1,0 | | |
| Oct | -2,0 | 1,9 | -1,5 | -2,9 | 6,2 | | |
| Nov | -4,8 | 2,1 | 0,2 | -2,0 | 7,6 | | |
| Dec | -1,2 | 3,0 | -1,9 | 2,7 | 3,1 | | |
| Total | -6,6 | 6,2 | 1,3 | -1,5 | 2,4 | | |

Table 3 – Seasonally adjusted retail trade sales at constant 2019 prices

| Month | R million | | | | Month-on-month % change | | | |
|-------|-----------|--------|--------|--------|-------------------------|------|------|------|
| | 2022 | 2023 | 2024 | 2025 | 2022 | 2023 | 2024 | 2025 |
| Jan | 98 035 | 95 652 | 93 298 | 99 715 | 2,2 | 2,1 | -2,6 | 0,9 |
| Feb | 96 974 | 94 958 | 94 195 | 98 584 | -1,1 | -0,7 | 1,0 | -1,1 |
| Mar | 97 448 | 94 902 | 95 597 | 98 303 | 0,5 | -0,1 | 1,5 | -0,3 |
| Apr | 96 600 | 94 397 | 95 575 | 99 206 | -0,9 | -0,5 | 0,0 | 0,9 |
| May | 96 413 | 93 550 | 95 564 | | -0,2 | -0,9 | 0,0 | |
| Jun | 95 628 | 93 435 | 96 726 | | -0,8 | -0,1 | 1,2 | |
| Jul | 95 841 | 94 667 | 96 582 | | 0,2 | 1,3 | -0,1 | |
| Aug | 95 296 | 94 608 | 97 273 | | -0,6 | -0,1 | 0,7 | |
| Sep | 94 618 | 95 263 | 96 577 | | -0,7 | 0,7 | -0,7 | |
| Oct | 94 323 | 92 160 | 98 173 | | -0,3 | -3,3 | 1,7 | |
| Nov | 95 445 | 93 318 | 99 144 | | 1,2 | 1,3 | 1,0 | |
| Dec | 93 653 | 95 743 | 98 856 | | -1,9 | 2,6 | -0,3 | |

Table 4 – Retail trade sales at constant 2019 prices by type of retailer (R million)

| Type of retailer | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 |
|---|----------------|----------------|---------------|---------------|---------------|---------------|
| General dealers | 51 517 | 56 423 | 40 331 | 42 401 | 44 578 | 40 554 |
| Food, beverages and tobacco in specialised stores | 7 552 | 10 713 | 7 192 | 6 795 | 7 273 | 7 191 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 6 915 | 7 881 | 7 617 | 6 744 | 7 228 | 8 020 |
| Textiles, clothing, footwear and leather goods | 20 973 | 31 723 | 15 175 | 14 984 | 14 922 | 16 901 |
| Household furniture, appliances and equipment | 5 518 | 5 816 | 3 906 | 3 957 | 4 174 | 3 961 |
| Hardware, paint and glass | 8 390 | 7 932 | 6 744 | 6 698 | 7 105 | 6 529 |
| All other retailers | 11 327 | 12 934 | 11 452 | 10 693 | 10 258 | 10 398 |
| Total | 112 192 | 133 422 | 92 417 | 92 272 | 95 538 | 93 554 |

Table 5 – Year-on-year percentage change in retail trade sales at constant 2019 prices by type of retailer

| Type of retailer | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 |
|---|------------|------------|------------|------------|------------|------------|
| General dealers | 11,6 | 2,1 | 7,6 | 3,6 | -0,1 | 5,3 |
| Food, beverages and tobacco in specialised stores | 3,7 | 2,9 | 7,5 | -3,2 | -2,3 | 2,6 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 1,7 | 3,6 | 6,9 | -0,2 | 7,0 | 2,8 |
| Textiles, clothing, footwear and leather goods | 11,4 | 7,3 | 10,8 | 16,1 | 3,4 | 12,5 |
| Household furniture, appliances and equipment | 7,3 | 4,6 | 7,9 | 5,9 | 5,0 | 9,2 |
| Hardware, paint and glass | -3,5 | -1,4 | 2,1 | -3,8 | 1,8 | -8,3 |
| All other retailers | -0,1 | -0,1 | 2,6 | 3,7 | 0,7 | 5,0 |
| Total | 7,6 | 3,1 | 7,0 | 4,1 | 1,2 | 5,1 |

Table 6 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at constant 2019 prices (percentage points)

| Type of retailer | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 |
|---|------------|------------|------------|------------|------------|------------|
| General dealers | 5,1 | 0,9 | 3,3 | 1,7 | 0,0 | 2,3 |
| Food, beverages and tobacco in specialised stores | 0,3 | 0,2 | 0,6 | -0,3 | -0,2 | 0,2 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 0,1 | 0,2 | 0,6 | 0,0 | 0,5 | 0,2 |
| Textiles, clothing, footwear and leather goods | 2,1 | 1,7 | 1,7 | 2,4 | 0,5 | 2,1 |
| Household furniture, appliances and equipment | 0,4 | 0,2 | 0,3 | 0,2 | 0,2 | 0,4 |
| Hardware, paint and glass | -0,3 | -0,1 | 0,2 | -0,3 | 0,1 | -0,7 |
| All other retailers | 0,0 | 0,0 | 0,3 | 0,4 | 0,1 | 0,6 |
| Total | 7,6 | 3,1 | 7,0 | 4,1 | 1,2 | 5,1 |

Table 7 – Seasonally adjusted retail trade sales at constant 2019 prices by type of retailer (R million)

| Type of retailer | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 | Month-on-month % change |
|---|---------------|---------------|---------------|---------------|---------------|---------------|-------------------------|
| General dealers | 45 252 | 44 263 | 44 670 | 44 079 | 44 242 | 44 233 | 0,0 |
| Food, beverages and tobacco in specialised stores | 7 529 | 7 542 | 7 848 | 7 309 | 7 388 | 7 469 | 1,1 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 7 212 | 7 297 | 7 481 | 7 316 | 7 310 | 7 455 | 2,0 |
| Textiles, clothing, footwear and leather goods | 17 189 | 17 655 | 17 352 | 17 626 | 17 168 | 17 654 | 2,8 |
| Household furniture, appliances and equipment | 4 317 | 4 298 | 4 350 | 4 333 | 4 287 | 4 408 | 2,8 |
| Hardware, paint and glass | 7 258 | 7 398 | 7 475 | 7 239 | 7 463 | 7 155 | -4,1 |
| All other retailers | 10 389 | 10 404 | 10 539 | 10 682 | 10 445 | 10 832 | 3,7 |
| Total | 99 144 | 98 856 | 99 715 | 98 584 | 98 303 | 99 206 | 0,9 |

Table 8 – Retail trade sales at current prices (R million)

| Month | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|--------------|------------------|------------------|------------------|------------------|------------------|------------------|---------|
| Jan | 84 941 | 88 492 | 86 936 | 97 282 | 102 223 | 105 380 | 114 598 |
| Feb | 87 343 | 91 485 | 95 854 | 98 818 | 104 805 | 108 823 | 114 788 |
| Mar | 90 529 | 96 329 | 96 390 | 102 673 | 109 718 | 116 358 | 119 539 |
| Apr | 88 534 | 47 750 | 91 603 | 99 738 | 105 374 | 109 625 | 117 115 |
| May | 93 470 | 84 403 | 100 453 | 105 597 | 110 094 | 115 672 | |
| Jun | 91 029 | 86 199 | 99 007 | 102 251 | 107 424 | 115 472 | |
| Jul | 90 377 | 84 443 | 87 194 | 100 578 | 106 033 | 111 232 | |
| Aug | 94 666 | 92 852 | 95 292 | 103 567 | 108 130 | 115 075 | |
| Sep | 91 979 | 91 513 | 96 980 | 103 280 | 110 039 | 114 721 | |
| Oct | 93 178 | 93 606 | 98 846 | 104 464 | 107 479 | 117 024 | |
| Nov | 109 981 | 107 372 | 113 265 | 121 882 | 126 583 | 138 621 | |
| Dec | 127 060 | 128 769 | 136 942 | 144 283 | 156 372 | 163 778 | |
| Total | 1 143 090 | 1 093 213 | 1 198 762 | 1 284 413 | 1 354 274 | 1 431 781 | |

Table 9 – Year-on-year percentage change in retail trade sales at current prices

| Month | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2025 year-to-date |
|--------------|-------------|------------|------------|------------|------------|------|----------------------|
| Jan | 4,2 | -1,8 | 11,9 | 5,1 | 3,1 | 8,7 | 8,7 |
| Feb | 4,7 | 4,8 | 3,1 | 6,1 | 3,8 | 5,5 | 7,1 |
| Mar | 6,4 | 0,1 | 6,5 | 6,9 | 6,1 | 2,7 | 5,6 |
| Apr | -46,1 | 91,8 | 8,9 | 5,7 | 4,0 | 6,8 | 5,9 |
| May | -9,7 | 19,0 | 5,1 | 4,3 | 5,1 | | |
| Jun | -5,3 | 14,9 | 3,3 | 5,1 | 7,5 | | |
| Jul | -6,6 | 3,3 | 15,3 | 5,4 | 4,9 | | |
| Aug | -1,9 | 2,6 | 8,7 | 4,4 | 6,4 | | |
| Sep | -0,5 | 6,0 | 6,5 | 6,5 | 4,3 | | |
| Oct | 0,5 | 5,6 | 5,7 | 2,9 | 8,9 | | |
| Nov | -2,4 | 5,5 | 7,6 | 3,9 | 9,5 | | |
| Dec | 1,3 | 6,3 | 5,4 | 8,4 | 4,7 | | |
| Total | -4,4 | 9,7 | 7,1 | 5,4 | 5,7 | | |

Table 10 – Seasonally adjusted retail trade sales at current prices

| Month | R million | | | | Month-on-month % change | | | |
|-------|-----------|---------|---------|---------|-------------------------|------|------|------|
| | 2022 | 2023 | 2024 | 2025 | 2022 | 2023 | 2024 | 2025 |
| Jan | 105 170 | 110 616 | 113 564 | 123 272 | 1,8 | 2,0 | -3,4 | 0,0 |
| Feb | 105 107 | 111 538 | 115 872 | 122 723 | -0,1 | 0,8 | 2,0 | -0,4 |
| Mar | 105 354 | 112 103 | 117 280 | 122 170 | 0,2 | 0,5 | 1,2 | -0,5 |
| Apr | 105 709 | 111 990 | 117 344 | 123 884 | 0,3 | -0,1 | 0,1 | 1,4 |
| May | 106 361 | 111 332 | 117 584 | | 0,6 | -0,6 | 0,2 | |
| Jun | 106 742 | 111 782 | 119 874 | | 0,4 | 0,4 | 1,9 | |
| Jul | 107 055 | 113 086 | 119 247 | | 0,3 | 1,2 | -0,5 | |
| Aug | 107 633 | 113 175 | 120 039 | | 0,5 | 0,1 | 0,7 | |
| Sep | 107 464 | 114 486 | 119 803 | | -0,2 | 1,2 | -0,2 | |
| Oct | 107 957 | 111 661 | 121 740 | | 0,5 | -2,5 | 1,6 | |
| Nov | 109 878 | 113 511 | 122 788 | | 1,8 | 1,7 | 0,9 | |
| Dec | 108 495 | 117 554 | 123 268 | | -1,3 | 3,6 | 0,4 | |

Table 11 – Retail trade sales at current prices by type of retailer (R million)

| Type of retailer | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 |
|---|----------------|----------------|----------------|----------------|----------------|----------------|
| General dealers | 68 851 | 75 340 | 54 066 | 56 961 | 60 029 | 54 966 |
| Food, beverages and tobacco in specialised stores | 9 970 | 14 190 | 9 584 | 9 063 | 9 781 | 9 918 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 9 068 | 10 310 | 10 010 | 8 893 | 9 646 | 10 753 |
| Textiles, clothing, footwear and leather goods | 22 985 | 34 760 | 16 646 | 16 451 | 16 411 | 18 641 |
| Household furniture, appliances and equipment | 5 432 | 5 699 | 3 860 | 3 869 | 4 083 | 3 856 |
| Hardware, paint and glass | 10 287 | 9 743 | 8 292 | 8 215 | 8 734 | 8 002 |
| All other retailers | 12 028 | 13 735 | 12 139 | 11 336 | 10 854 | 10 978 |
| Total | 138 621 | 163 778 | 114 598 | 114 788 | 119 539 | 117 115 |

Table 12 – Year-on-year percentage change in retail trade sales at current prices by type of retailer

| Type of retailer | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 |
|---|------------|------------|------------|------------|------------|------------|
| General dealers | 14,4 | 4,7 | 10,1 | 6,2 | 2,2 | 8,1 |
| Food, beverages and tobacco in specialised stores | 5,3 | 4,8 | 9,2 | -1,0 | 0,6 | 7,8 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 5,7 | 7,0 | 10,7 | 2,5 | 10,5 | 6,2 |
| Textiles, clothing, footwear and leather goods | 12,3 | 8,3 | 11,6 | 17,0 | 4,3 | 13,4 |
| Household furniture, appliances and equipment | 3,5 | 1,1 | 4,9 | 1,9 | 1,4 | 4,9 |
| Hardware, paint and glass | -2,2 | 0,1 | 3,4 | -3,3 | 2,5 | -8,1 |
| All other retailers | -0,6 | -0,2 | 2,3 | 3,1 | -0,3 | 3,3 |
| Total | 9,5 | 4,7 | 8,7 | 5,5 | 2,7 | 6,8 |

Table 13 – 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-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 |
|---|------------|------------|------------|------------|------------|------------|
| General dealers | 6,9 | 2,2 | 4,7 | 3,1 | 1,1 | 3,8 |
| Food, beverages and tobacco in specialised stores | 0,4 | 0,4 | 0,8 | -0,1 | 0,1 | 0,7 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 0,4 | 0,4 | 0,9 | 0,2 | 0,8 | 0,6 |
| Textiles, clothing, footwear and leather goods | 2,0 | 1,7 | 1,6 | 2,2 | 0,6 | 2,0 |
| Household furniture, appliances and equipment | 0,1 | 0,0 | 0,2 | 0,1 | 0,0 | 0,2 |
| Hardware, paint and glass | -0,2 | 0,0 | 0,3 | -0,3 | 0,2 | -0,6 |
| All other retailers | -0,1 | 0,0 | 0,3 | 0,3 | 0,0 | 0,3 |
| Total | 9,5 | 4,7 | 8,7 | 5,5 | 2,7 | 6,8 |

Table 14 – Seasonally adjusted retail trade sales at current prices by type of retailer (R million)

| Type of retailer | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 | Month-on-month % change |
|---|----------------|----------------|----------------|----------------|----------------|----------------|-------------------------|
| General dealers | 59 901 | 59 628 | 60 145 | 59 549 | 59 432 | 59 928 | 0,8 |
| Food, beverages and tobacco in specialised stores | 9 971 | 10 032 | 10 275 | 9 805 | 9 860 | 10 215 | 3,6 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 9 521 | 9 651 | 9 864 | 9 742 | 9 803 | 9 918 | 1,2 |
| Textiles, clothing, footwear and leather goods | 19 165 | 19 532 | 18 285 | 19 184 | 18 728 | 19 384 | 3,5 |
| Household furniture, appliances and equipment | 4 261 | 4 221 | 4 281 | 4 231 | 4 198 | 4 281 | 2,0 |
| Hardware, paint and glass | 8 928 | 9 131 | 9 212 | 8 869 | 9 086 | 8 733 | -3,9 |
| All other retailers | 11 042 | 11 073 | 11 209 | 11 342 | 11 063 | 11 425 | 3,3 |
| Total | 122 788 | 123 268 | 123 272 | 122 723 | 122 170 | 123 884 | 1,4 |

Explanatory notes

| | | |
|------------------------------|----------|---|
| Introduction | 1 | Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see point 3 below). This survey is based on a sample drawn from Stats SA's 2024 statistical business register (SBR) that contains businesses registered for value-added tax (VAT). Published retail trade sales estimates include VAT. |
| Purpose of the survey | 2 | 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 | 3 | <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 | 4 | 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 | 5 | The preliminary collection rate for the survey on retail trade sales for April 2025 was 61,1%. The revised collection rate for March 2025 was 71,0%. |

Statistical unit 6 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 7 Revised figures are mainly due to late submission of data to Stats SA, or respondents reporting revisions or corrections to their figures. The reasons for routine revisions are outlined in the following schedule. Any unscheduled revisions will be promptly indicated in relevant tables to maintain transparency and accuracy. It is important to note that seasonally adjusted figures are revised monthly.

| Statistical release | Reason for revision | Period subject to revision |
|---|---|----------------------------|
| Apr-25 | Additional information from respondents | Mar-25 |
| May-25 | Additional information from respondents | Apr-25 |
| Jun-25 | Additional information from respondents | May-25 |
| Jul-25 | Additional information from respondents New sample | Jan-02–Jun-25 |
| Aug-25 | Additional information from respondents | Jul-25 |
| Sep-25 | Additional information from respondents | Aug-25 |
| Oct-25 | Additional information from respondents | Sep-25 |
| Nov-25 | Additional information from respondents | Oct-25 |
| Dec-25 | Additional information from respondents | Nov-25 |
| Jan-26 | Additional information from respondents | Dec-25 |
| Feb-26 | Additional information from respondents | Jan-26 |
| Mar-26 | Additional information from respondents | Feb-26 |
| New base year in 2027/28 - periodic, approximately four- to five-year intervals | | |

Related publications 8 Users may also refer to *Stats in Brief* available from Stats SA.

Rounding-off of figures 9 Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.

Historical data 10 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 11 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 1 891 enterprises from a population of 19 052 enterprises. Completed questionnaires are required to be returned to Stats SA within ten days after the end of the reference month. 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 2024 from Stats SA's statistical business register (SBR). Strata were formed using a combination of the Standard Industrial Classification and the measure of size classes for enterprises (see point three 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 6,0%.

Class limits

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

Measure of size classes (Rand)

| Enterprise size | Size group | Lower limit | Upper limit |
|-----------------|------------|-------------|-------------|
| Very small | 4 | 2 585 491 | 10 000 000 |
| Small | 3 | 10 000 001 | 47 500 000 |
| Medium | 2 | 47 500 001 | 97 500 000 |
| Large | 1 | 97 500 001 | |

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 United States Census Bureau. 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 January 2022](#).

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 February 2002 to January 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 February 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.
- Relative standard error**
- 11** One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of enterprises was used. The relative standard error (RSE) provides an immediate indication of the percentage errors likely to have occurred due to sampling, and thus avoids the need to refer to the size of the estimate.

Estimates of total retail trade sales within 95% confidence limits – April 2025

| | Lower limit (R million) | Sales (R million) | Upper limit (R million) | Relative standard error (RSE) (%) |
|--------------------|----------------------------|----------------------|----------------------------|---|
| Retail trade sales | 114 845 | 117 115 | 119 385 | 0,9 |

- Month-on-month percentage change**
- 12** 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**
- 13** 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)**
- 14** 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 | CPI | Consumer price index |
| | GDP | Gross domestic product |
| | ISIC | International Standard Industrial Classification |
| | SARS | South African Revenue Service |
| | SBR | Statistical Business Register |
| | SIC | Standard Industrial Classification of All Economic Activities |
| | SNA | System of National Accounts |
| | Stats SA | Statistics South Africa |
| | VAT | Value-added tax |
| | * | Revised figures |

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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 12 official languages. Since the releases are used extensively locally and by international economic and social-scientific communities, Stats SA releases are published in English only.

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