



**stats sa**

Department:  
Statistics South Africa  
**REPUBLIC OF SOUTH AFRICA**

Private Bag X44, Pretoria, 0001, South Africa, ISibalo House, Koch Street, Salvokop, Pretoria, 0002  
www.statssa.gov.za, info@statssa.gov.za, Tel +27 12 310 8911

## **STATISTICAL RELEASE**

### **P6242.1**

# Retail trade sales (Preliminary)

December 2021

Embargoed until:  
16 February 2022  
13:00

**ENQUIRIES:**  
Keshnee Naidoo  
(072) 310 3798

**FORTHCOMING ISSUE:**  
January 2022

**EXPECTED RELEASE DATE:**  
16 March 2022



## Contents

<b>Sales at constant 2015 prices: results for December 2021 .....</b>	<b>2</b>
Table A – Key growth rates in retail trade sales at constant 2015 prices.....	2
Table B – Retail trade sales at constant 2015 prices for the latest three months by type of retailer .....	2
Figure 1 – Retail trade sales at constant 2015 prices .....	3
Figure 2 – Retail trade sales at constant 2015 prices: year-on-year percentage change.....	3
<b>Sales at current prices: results for December 2021 .....</b>	<b>4</b>
Table C – Key growth rates in retail trade sales at current prices.....	4
Table D – Retail trade sales at current prices for the latest three months by type of retailer .....	4
<b>Tables.....</b>	<b>5</b>
Table 1 – Retail trade sales at constant 2015 prices (R million) .....	5
Table 2 – Year-on-year percentage change in retail trade sales at constant 2015 prices .....	5
Table 3 – Seasonally adjusted retail trade sales at constant 2015 prices .....	5
Table 4 – Retail trade sales at constant 2015 prices by type of retailer (R million) .....	6
Table 5 – Year-on-year percentage change in retail trade sales at constant 2015 prices by type of retailer .....	6
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) .....	6
Table 7 – Retail trade sales at current prices (R million).....	7
Table 8 – Year-on-year percentage change in retail trade sales at current prices .....	7
Table 9 – Seasonally adjusted retail trade sales at current prices .....	7
Table 10 – Retail trade sales at current prices by type of retailer (R million) .....	8
Table 11 – Year-on-year percentage change in retail trade sales at current prices by type of retailer.....	8
Table 12 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at current prices (percentage points) .....	8
<b>Survey information.....</b>	<b>9</b>
<b>Technical notes .....</b>	<b>11</b>
<b>Glossary.....</b>	<b>13</b>
<b>Technical enquiries.....</b>	<b>13</b>
<b>General information .....</b>	<b>14</b>

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

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

	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Year-on-year % change, unadjusted	-1,2	-1,5	2,1	1,9	2,7	3,1
Month-on-month % change, seasonally adjusted	-11,1	4,9	5,1	-1,3	1,6	1,5
3-month % change, seasonally adjusted 1/	-2,5	-3,9	-5,4	-0,1	3,9	5,3

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 3,1% year-on-year in December 2021. The main positive contributor to this increase was retailers in textiles, clothing, footwear and leather goods (15,2% and contributing 3,1 percentage points) – see Tables 5 and 6.

In 2021, retail trade sales increased by 6,4% compared with 2020. All seven types of retailer showed positive year-on-year growth rates over this period. The main contributor was retailers in textiles, clothing, footwear and leather goods (19,2% and contributing 3,0 percentage points).

Seasonally adjusted retail trade sales increased by 1,5% in December 2021 compared with November 2021. This followed month-on-month changes of 1,6% in November 2021 and -1,3% in October 2021. In the fourth quarter of 2021, seasonally adjusted retail trade sales increased by 5,3% compared with the third quarter of 2021.

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

Type of retailer	Oct – Dec 2020 (R million)	Weight	Oct – Dec 2021 (R million)	% change between Oct – Dec 2020 and Oct – Dec 2021	Contribution (% points) to the total % change
General dealers	115 180	42,5	115 885	0,6	0,3
Food, beverages and tobacco in specialised stores	20 071	7,4	20 002	-0,3	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	17 080	6,3	18 404	7,8	0,5
Textiles, clothing, footwear and leather goods	49 952	18,4	55 575	11,3	2,1
Household furniture, appliances and equipment	16 818	6,2	17 176	2,1	0,1
Hardware, paint and glass	23 416	8,6	22 428	-4,2	-0,4
All other retailers	28 624	10,6	28 775	0,5	0,1
<b>Total</b>	<b>271 141</b>	<b>100,0</b>	<b>278 245</b>	<b>2,6</b>	<b>2,6</b>

Retail trade sales increased by 2,6% in the fourth quarter of 2021 compared with the fourth quarter of 2020. The main positive contributor to this increase was retailers in textiles, clothing, footwear and leather goods (11,3% and contributing 2,1 percentage points) – see Table B.

Figure 1 – Retail trade sales at constant 2015 prices

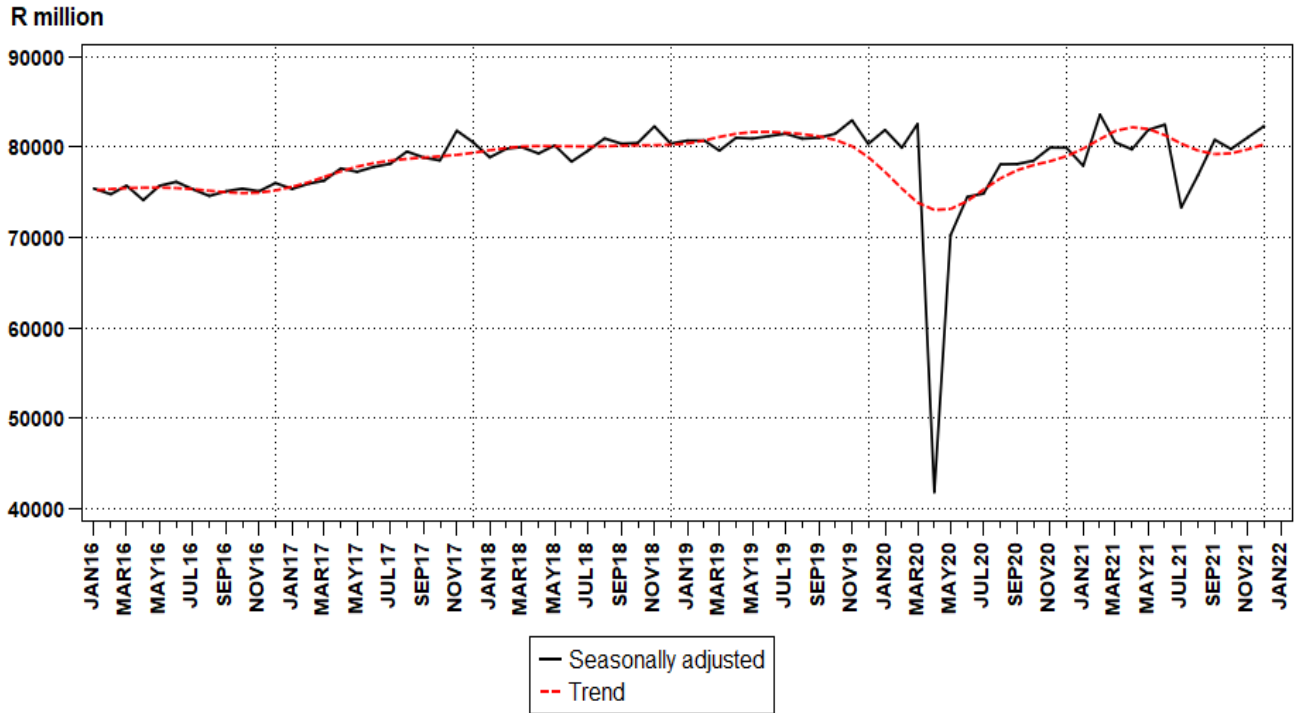
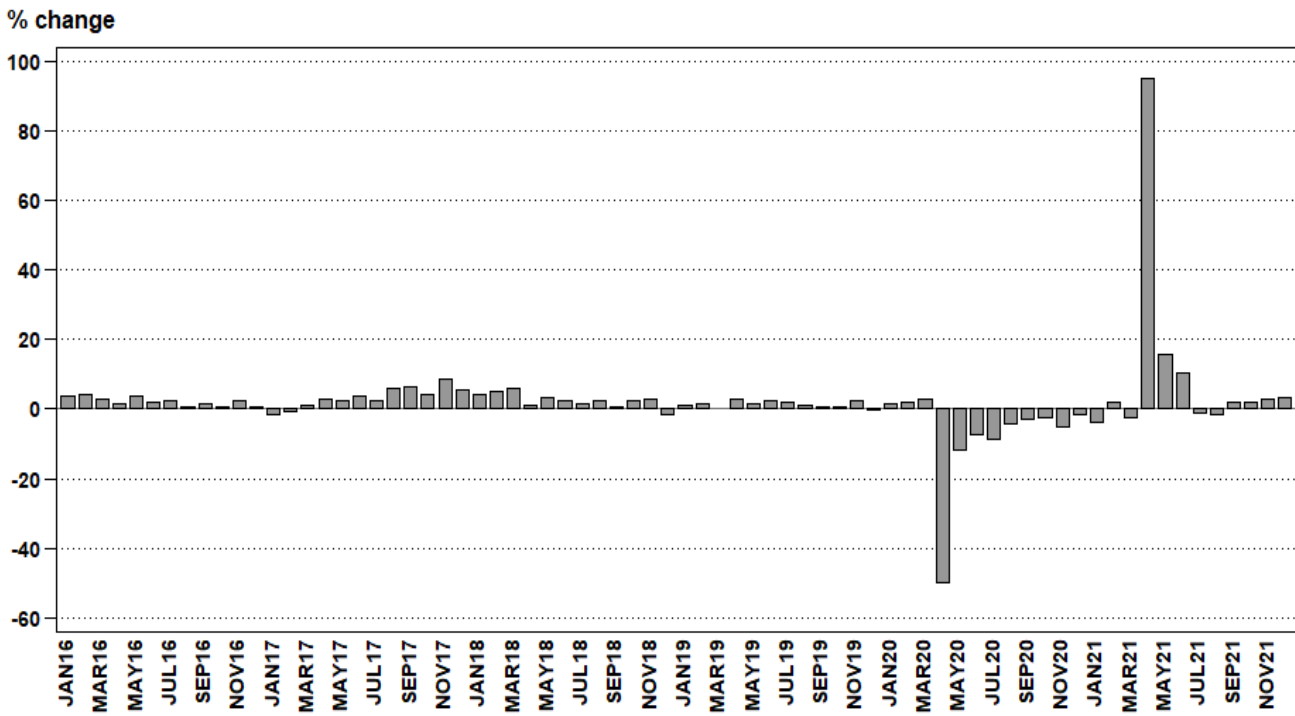


Figure 2 – Retail trade sales at constant 2015 prices: year-on-year percentage change



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

	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Year-on-year % change, unadjusted	2,8	2,6	6,0	5,6	6,0	6,2
Month-on-month % change, seasonally adjusted	-10,8	5,2	5,0	-0,7	1,4	1,5
3-month % change, seasonally adjusted 1/	-1,5	-2,5	-4,3	1,0	4,5	5,8

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	Oct – Dec 2020 (R million)	Weight	Oct – Dec 2021 (R million)	% change between Oct – Dec 2020 and Oct – Dec 2021	Contribution (% points) to the total % change
General dealers	145 308	45,3	152 524	5,0	2,3
Food, beverages and tobacco in specialised stores	26 889	8,4	28 443	5,8	0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	21 790	6,8	24 928	14,4	1,0
Textiles, clothing, footwear and leather goods	54 140	16,9	60 905	12,5	2,1
Household furniture, appliances and equipment	16 007	5,0	16 385	2,4	0,1
Hardware, paint and glass	26 639	8,3	26 517	-0,5	0,0
All other retailers	29 986	9,3	30 291	1,0	0,1
<b>Total</b>	<b>320 758</b>	<b>100,0</b>	<b>339 993</b>	<b>6,0</b>	<b>6,0</b>

**Risenga Maluleke**  
Statistician-General

## Tables

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

Month	2015	2016	2017	2018	2019	2020	2021 1/
Jan	68 282	70 778	69 753	72 531	73 305	74 315	71 443
Feb	67 991	70 743	70 339	74 031	75 006	76 451	78 005
Mar	69 965	72 082	72 901	77 302	77 324	79 604	77 749
Apr	69 717	70 886	72 867	73 747	75 804	37 861	73 857
May	71 735	74 245	75 891	78 319	79 538	70 115	80 976
Jun	69 884	71 159	73 800	75 508	77 367	71 660	79 180
Jul	70 871	72 457	74 243	75 456	77 029	70 307	69 494
Aug	72 876	73 159	77 571	79 383	80 196	76 853	75 727
Sep	71 197	72 275	76 858	77 310	77 629	75 447	77 030
Oct	73 792	73 834	76 891	78 647	79 011	77 046	78 499
Nov	79 572	81 305	88 206	90 755	93 146	88 359	90 728
Dec	102 922	103 776	109 722	107 895	107 440	105 736	109 018
<b>Total</b>	<b>888 804</b>	<b>906 699</b>	<b>939 042</b>	<b>960 884</b>	<b>972 795</b>	<b>903 754</b>	<b>961 706</b>

1/ Figures for latest month are preliminary.

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

Month	2016	2017	2018	2019	2020	2021	2021 year-to-date
Jan	3,7	-1,4	4,0	1,1	1,4	-3,9	-3,9
Feb	4,0	-0,6	5,2	1,3	1,9	2,0	-0,9
Mar	3,0	1,1	6,0	0,0	2,9	-2,3	-1,4
Apr	1,7	2,8	1,2	2,8	-50,1	95,1	12,2
May	3,5	2,2	3,2	1,6	-11,8	15,5	12,9
Jun	1,8	3,7	2,3	2,5	-7,4	10,5	12,5
Jul	2,2	2,5	1,6	2,1	-8,7	-1,2	10,5
Aug	0,4	6,0	2,3	1,0	-4,2	-1,5	8,8
Sep	1,5	6,3	0,6	0,4	-2,8	2,1	8,0
Oct	0,1	4,1	2,3	0,5	-2,5	1,9	7,4
Nov	2,2	8,5	2,9	2,6	-5,1	2,7	6,9
Dec	0,8	5,7	-1,7	-0,4	-1,6	3,1	6,4
<b>Total</b>	<b>2,0</b>	<b>3,6</b>	<b>2,3</b>	<b>1,2</b>	<b>-7,1</b>	<b>6,4</b>	

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

Month	R million				Month-on-month % change			
	2018	2019	2020	2021	2018	2019	2020	2021
Jan	78 856	80 712	81 891	77 924	-2,1	0,4	1,9	-2,5
Feb	79 824	80 725	79 927	83 592	1,2	0,0	-2,4	7,3
Mar	79 992	79 607	82 557	80 526	0,2	-1,4	3,3	-3,7
Apr	79 291	81 023	41 843	79 745	-0,9	1,8	-49,3	-1,0
May	80 181	80 937	70 269	81 887	1,1	-0,1	67,9	2,7
Jun	78 387	81 211	74 498	82 485	-2,2	0,3	6,0	0,7
Jul	79 580	81 476	74 857	73 314	1,5	0,3	0,5	-11,1
Aug	80 951	80 926	78 087	76 892	1,7	-0,7	4,3	4,9
Sep	80 369	81 024	78 122	80 800	-0,7	0,1	0,0	5,1
Oct	80 445	81 472	78 488	79 784	0,1	0,6	0,5	-1,3
Nov	82 288	82 950	79 942	81 067	2,3	1,8	1,9	1,6
Dec	80 381	80 346	79 927	82 313	-2,3	-3,1	0,0	1,5

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

Type of retailer	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21 1/
General dealers	29 162	32 819	34 652	32 309	38 764	44 812
Food, beverages and tobacco in specialised stores	4 336	5 542	5 696	6 017	5 881	8 104
Pharmaceuticals and medical goods, cosmetics and toiletries	6 137	6 187	5 712	6 277	5 698	6 429
Textiles, clothing, footwear and leather goods	11 761	11 709	11 715	13 337	17 133	25 105
Household furniture, appliances and equipment	4 230	4 435	4 281	4 627	6 085	6 464
Hardware, paint and glass	6 601	7 479	7 149	7 400	7 887	7 141
All other retailers	7 267	7 556	7 825	8 532	9 280	10 963
<b>Total</b>	<b>69 494</b>	<b>75 727</b>	<b>77 030</b>	<b>78 499</b>	<b>90 728</b>	<b>109 018</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	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
General dealers	-2,4	-3,4	0,0	0,3	2,3	-0,6
Food, beverages and tobacco in specialised stores	-1,9	6,7	2,8	-2,1	-0,4	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	1,0	2,4	10,6	15,3	5,6	3,0
Textiles, clothing, footwear and leather goods	4,7	5,4	11,5	6,2	9,9	15,2
Household furniture, appliances and equipment	-9,5	-5,1	-0,4	-0,9	5,0	1,7
Hardware, paint and glass	-6,7	-7,1	-0,7	-0,5	-6,3	-5,6
All other retailers	4,6	-3,4	-3,2	-0,6	-0,9	2,7
<b>Total</b>	<b>-1,2</b>	<b>-1,5</b>	<b>2,1</b>	<b>1,9</b>	<b>2,7</b>	<b>3,1</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	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
General dealers	-1,0	-1,5	0,0	0,1	1,0	-0,3
Food, beverages and tobacco in specialised stores	-0,1	0,5	0,2	-0,2	0,0	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	0,1	0,2	0,7	1,1	0,3	0,2
Textiles, clothing, footwear and leather goods	0,8	0,8	1,6	1,0	1,7	3,1
Household furniture, appliances and equipment	-0,6	-0,3	0,0	-0,1	0,3	0,1
Hardware, paint and glass	-0,7	-0,7	-0,1	0,0	-0,6	-0,4
All other retailers	0,5	-0,3	-0,3	-0,1	-0,1	0,3
<b>Total</b>	<b>-1,2</b>	<b>-1,5</b>	<b>2,1</b>	<b>1,9</b>	<b>2,7</b>	<b>3,1</b>

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

Month	2015	2016	2017	2018	2019	2020	2021 1/
Jan	66 966	72 295	75 885	80 046	82 627	86 080	84 567
Feb	67 032	73 080	76 845	82 111	84 962	88 991	93 241
Mar	69 339	75 133	80 072	85 788	88 061	93 703	93 763
Apr	69 398	74 740	79 929	82 155	86 120	46 449	89 035
May	71 788	78 529	83 528	87 277	90 922	82 102	97 658
Jun	69 869	75 420	81 035	84 311	88 547	83 850	96 438
Jul	70 828	76 928	81 482	84 161	87 914	82 142	84 419
Aug	73 188	78 099	85 074	88 634	92 086	90 321	92 652
Sep	71 514	77 238	84 362	86 601	89 471	89 019	94 374
Oct	74 344	79 282	84 412	87 748	90 638	91 054	96 191
Nov	80 373	87 418	96 693	101 458	106 983	104 445	110 743
Dec	104 166	112 299	120 421	120 815	123 595	125 259	133 059
<b>Total</b>	<b>888 804</b>	<b>960 461</b>	<b>1 029 738</b>	<b>1 071 105</b>	<b>1 111 926</b>	<b>1 063 415</b>	<b>1 166 140</b>

1/ Figures for latest month are preliminary.

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

Month	2016	2017	2018	2019	2020	2021	2021 year-to-date
Jan	8,0	5,0	5,5	3,2	4,2	-1,8	-1,8
Feb	9,0	5,2	6,9	3,5	4,7	4,8	1,6
Mar	8,4	6,6	7,1	2,6	6,4	0,1	1,0
Apr	7,7	6,9	2,8	4,8	-46,1	91,7	14,4
May	9,4	6,4	4,5	4,2	-9,7	18,9	15,3
Jun	7,9	7,4	4,0	5,0	-5,3	15,0	15,3
Jul	8,6	5,9	3,3	4,5	-6,6	2,8	13,5
Aug	6,7	8,9	4,2	3,9	-1,9	2,6	12,0
Sep	8,0	9,2	2,7	3,3	-0,5	6,0	11,2
Oct	6,6	6,5	4,0	3,3	0,5	5,6	10,6
Nov	8,8	10,6	4,9	5,4	-2,4	6,0	10,1
Dec	7,8	7,2	0,3	2,3	1,3	6,2	9,7
<b>Total</b>	<b>8,1</b>	<b>7,2</b>	<b>4,0</b>	<b>3,8</b>	<b>-4,4</b>	<b>9,7</b>	

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

Month	R million				Month-on-month % change			
	2018	2019	2020	2021	2018	2019	2020	2021
Jan	87 035	90 976	94 807	92 384	-2,3	0,4	2,1	-2,9
Feb	88 438	91 285	92 541	99 687	1,6	0,3	-2,4	7,9
Mar	88 504	90 259	96 543	96 509	0,1	-1,1	4,3	-3,2
Apr	87 924	91 912	51 117	96 157	-0,7	1,8	-47,1	-0,4
May	88 875	92 011	82 010	98 342	1,1	0,1	60,4	2,3
Jun	87 480	92 762	87 005	100 204	-1,6	0,8	6,1	1,9
Jul	88 702	92 987	87 445	89 374	1,4	0,2	0,5	-10,8
Aug	90 339	93 138	91 813	94 027	1,8	0,2	5,0	5,2
Sep	90 074	93 188	92 106	98 741	-0,3	0,1	0,3	5,0
Oct	89 968	93 663	93 155	98 059	-0,1	0,5	1,1	-0,7
Nov	92 332	95 867	94 709	99 434	2,6	2,4	1,7	1,4
Dec	90 615	92 888	95 137	100 888	-1,9	-3,1	0,5	1,5



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

Type of retailer	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21 1/
General dealers	37 899	42 799	45 182	42 462	50 983	59 079
Food, beverages and tobacco in specialised stores	6 067	7 805	8 016	8 534	8 346	11 563
Pharmaceuticals and medical goods, cosmetics and toiletries	8 158	8 231	7 624	8 452	7 726	8 750
Textiles, clothing, footwear and leather goods	12 857	12 825	12 828	14 604	18 774	27 527
Household furniture, appliances and equipment	4 014	4 205	4 058	4 396	5 816	6 173
Hardware, paint and glass	7 743	8 803	8 432	8 746	9 326	8 445
All other retailers	7 680	7 984	8 234	8 997	9 772	11 522
<b>Total</b>	<b>84 419</b>	<b>92 652</b>	<b>94 374</b>	<b>96 191</b>	<b>110 743</b>	<b>133 059</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	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
General dealers	2,4	1,5	4,7	5,0	6,6	3,6
Food, beverages and tobacco in specialised stores	4,6	14,3	9,7	4,2	5,6	7,1
Pharmaceuticals and medical goods, cosmetics and toiletries	6,4	7,4	16,7	21,9	12,4	9,6
Textiles, clothing, footwear and leather goods	5,9	6,8	12,9	7,5	11,0	16,4
Household furniture, appliances and equipment	-9,0	-4,9	-0,9	-1,2	5,2	2,4
Hardware, paint and glass	-2,0	-3,0	3,7	3,6	-2,9	-1,7
All other retailers	6,2	-2,1	-2,6	0,0	-0,5	3,2
<b>Total</b>	<b>2,8</b>	<b>2,6</b>	<b>6,0</b>	<b>5,6</b>	<b>6,0</b>	<b>6,2</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	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
General dealers	1,1	0,7	2,3	2,2	3,0	1,6
Food, beverages and tobacco in specialised stores	0,3	1,1	0,8	0,4	0,4	0,6
Pharmaceuticals and medical goods, cosmetics and toiletries	0,6	0,6	1,2	1,7	0,8	0,6
Textiles, clothing, footwear and leather goods	0,9	0,9	1,7	1,1	1,8	3,1
Household furniture, appliances and equipment	-0,5	-0,2	0,0	-0,1	0,3	0,1
Hardware, paint and glass	-0,2	-0,3	0,3	0,3	-0,3	-0,1
All other retailers	0,5	-0,2	-0,2	0,0	0,0	0,3
<b>Total</b>	<b>2,8</b>	<b>2,6</b>	<b>6,0</b>	<b>5,6</b>	<b>6,0</b>	<b>6,2</b>

## Survey information

- Introduction**
- 1 Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see point 4 below). This survey is based on a sample drawn from Stats SA's 2021 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 December 2021 was 62,2%, accounting for 68,0% of the total estimate. The improved collection rate for November 2021 was 64,9%.

<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 3 095 enterprises from a population of 22 041 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 2021 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 8,0%.

**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	1 167 786	8 000 000
Small	3	8 000 001	38 000 000
Medium	2	38 000 001	78 000 000
Large	1	78 000 001	

**Sample weighting**

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

**Seasonal adjustment**

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

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

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

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

## Glossary

<b>Enterprise</b>	An enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.	
<b>Industry</b>	An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the <i>System of National Accounts (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.	
<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

## Technical enquiries

<b>Raquel Floris</b>	Telephone number: 072 205 2608 Email: raquelf@statssa.gov.za
<b>Keshnee Naidoo</b>	Telephone number: 072 310 3798 Email: keshneen@statssa.gov.za

## 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.

Stats SA has copyright on this publication. Users may apply the information as they wish, provided that they acknowledge Stats SA as the source of the basic data wherever they process, apply, utilise, publish or distribute the data; and also that they specify that the relevant application and analysis (where applicable) result from their own processing of the data.

## Stats SA products

A complete set of Stats SA publications is available at the Stats SA Library and the following libraries:

National Library of South Africa, Pretoria Division  
National Library of South Africa, Cape Town Division  
Natal Society Library, Pietermaritzburg  
Library of Parliament, Cape Town  
Bloemfontein Public Library  
Johannesburg Public Library  
Eastern Cape Library Services, Qonce  
Central Regional Library, Polokwane  
Central Reference Library, Mbombela  
Central Reference Collection, Kimberley  
Central Reference Library, Mmabatho

Stats SA also provides a subscription service.

## Electronic services

A large range of data is available via online services. For more detail about our electronic services, contact Stats SA's user information service at (012) 310 8600.

You can also visit us on the internet at: [www.statssa.gov.za](http://www.statssa.gov.za)

## General enquiries

User information services	Telephone number: (012) 310 8600 Email: <a href="mailto:info@statssa.gov.za">info@statssa.gov.za</a>
Orders/subscription services	Telephone number: (012) 310 8619 Email: <a href="mailto:millies@statssa.gov.za">millies@statssa.gov.za</a>
Postal address	Private Bag X44, Pretoria, 0001

*Produced by Stats SA*