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## **STATISTICAL RELEASE**

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# **Retail trade sales (Preliminary)**

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## Sales at constant 2019 prices: results for December 2024

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

	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Year-on-year % change, unadjusted	1,7	3,3	1,1	6,2	7,6	3,1
Month-on-month % change, seasonally adjusted	-0,1	0,8	-0,7	1,7	1,0	-0,1
3-month % change, seasonally adjusted <sup>1</sup>	1,6	1,7	1,0	1,1	1,2	2,1

<sup>1</sup> 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 3,1% year-on-year in December 2024. The largest positive contributors to this increase were:

- retailers in textiles, clothing, footwear and leather goods (7,8% and contributing 1,8 percentage points); and
- general dealers (2,0% and contributing 0,9 of a percentage point) – see Table 5 and Table 6.

Seasonally adjusted retail trade sales decreased by 0,1% in December 2024 compared with November 2024. This followed month-on-month changes of 1,0% in November 2024 and 1,7% in October 2024.

In 2024, retail trade sales increased by 2,5% compared with 2023. Five of the seven types of retailers showed positive year-on-year growth rates over this period. The largest positive contributor was general dealers (4,6% and contributing 2,0 percentage points).

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

Type of retailer	Oct – Dec 2023 (R million)	Weight (%)	Oct – Dec 2024 (R million)	% change between Oct – Dec 2023 and Oct – Dec 2024	Contribution (% points) to the total % change
General dealers	139 221	42,9	150 011	7,8	3,3
Food, beverages and tobacco in specialised stores	25 403	7,8	25 788	1,5	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	21 730	6,7	22 537	3,7	0,2
Textiles, clothing, footwear and leather goods	65 143	20,1	70 154	7,7	1,5
Household furniture, appliances and equipment	14 499	4,5	15 820	9,1	0,4
Hardware, paint and glass	24 590	7,6	23 914	-2,7	-0,2
All other retailers	33 783	10,4	33 701	-0,2	0,0
<b>Total</b>	<b>324 369</b>	<b>100,0</b>	<b>341 925</b>	<b>5,4</b>	<b>5,4</b>

Retail trade sales increased by 5,4% in the fourth quarter of 2024 compared with the fourth quarter of 2023. The largest contributors to this increase were:

- general dealers (7,8% and contributing 3,3 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (7,7% and contributing 1,5 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	Jul – Sep 2024 (R million)	Weight (%)	Oct – Dec 2024 (R million)	% change between Jul – Sep 2024 and Oct – Dec 2024	Contribution (% points) to the total % change
General dealers	130 986	44,8	134 741	2,9	1,3
Food, beverages and tobacco in specialised stores	22 484	7,7	22 439	-0,2	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	21 698	7,4	21 928	1,1	0,1
Textiles, clothing, footwear and leather goods	51 098	17,5	53 406	4,5	0,8
Household furniture, appliances and equipment	13 242	4,5	13 184	-0,4	0,0
Hardware, paint and glass	21 547	7,4	21 820	1,3	0,1
All other retailers	31 106	10,6	30 765	-1,1	-0,1
<b>Total</b>	<b>292 162</b>	<b>100,0</b>	<b>298 284</b>	<b>2,1</b>	<b>2,1</b>

Seasonally adjusted retail trade sales increased by 2,1% in the fourth quarter of 2024 compared with the third quarter of 2024. The largest contributors were:

- general dealers (2,9% and contributing 1,3 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (4,5% and contributing 0,8 of a percentage point) – see Table C.

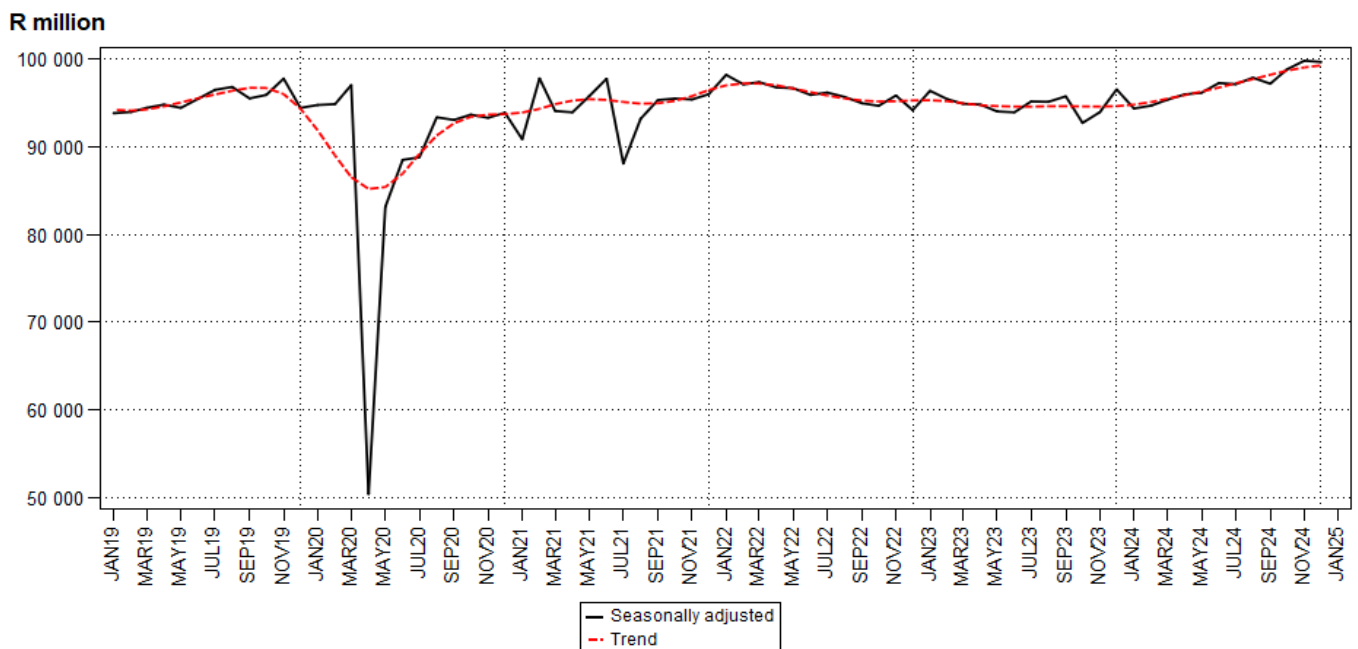
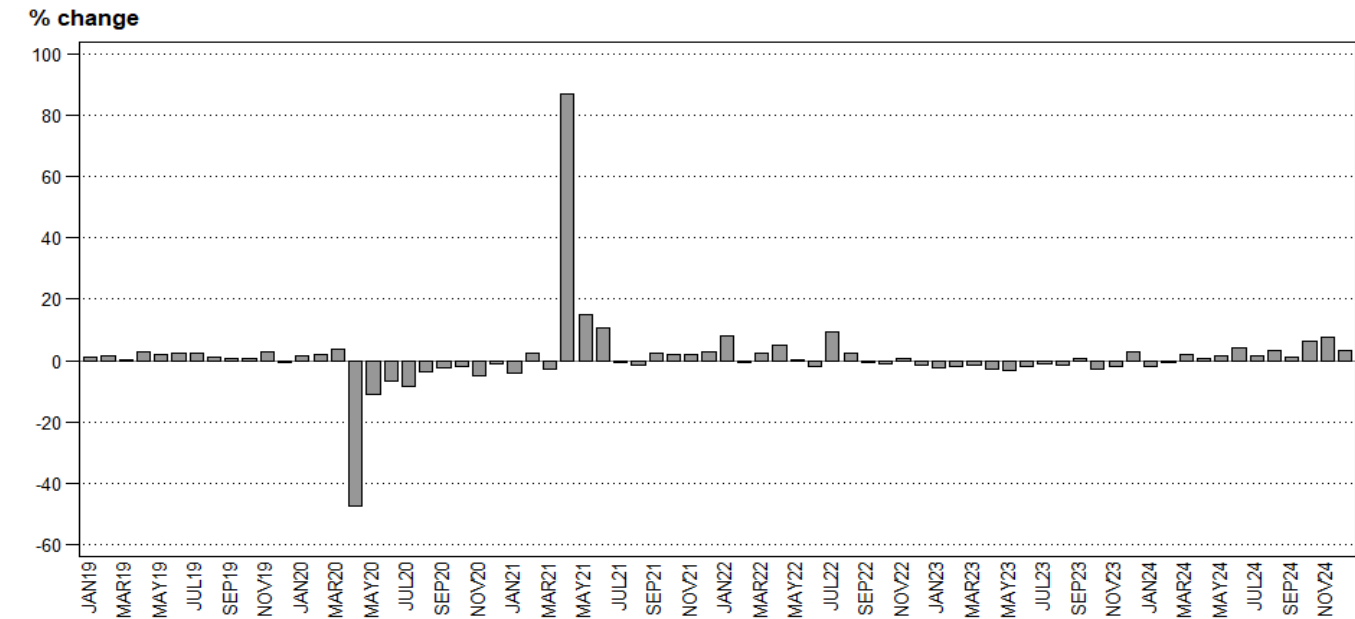
**Figure 1 – Retail trade sales at constant 2019 prices**

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



## Sales at current prices: results for December 2024

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

	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Year-on-year % change, unadjusted	4,9	6,4	4,3	8,9	9,5	4,6
Month-on-month % change, seasonally adjusted	-0,4	0,7	0,0	1,4	1,2	-0,1
3-month % change, seasonally adjusted <sup>1</sup>	2,1	2,3	1,4	1,6	1,7	2,4

<sup>1</sup> 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	Oct – Dec 2023 (R million)	Weight (%)	Oct – Dec 2024 (R million)	% change between Oct – Dec 2023 and Oct – Dec 2024	Contribution (% points) to the total % change
General dealers	180 799	46,3	200 039	10,6	4,9
Food, beverages and tobacco in specialised stores	32 872	8,4	34 002	3,4	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	27 381	7,0	29 495	7,7	0,5
Textiles, clothing, footwear and leather goods	68 930	17,7	74 716	8,4	1,5
Household furniture, appliances and equipment	14 616	3,7	15 278	4,5	0,2
Hardware, paint and glass	29 774	7,6	29 426	-1,2	-0,1
All other retailers	36 063	9,2	36 190	0,4	0,0
<b>Total</b>	<b>390 434</b>	<b>100,0</b>	<b>419 147</b>	<b>7,4</b>	<b>7,4</b>

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

Type of retailer	Jul – Sep 2024 (R million)	Weight (%)	Oct – Dec 2024 (R million)	% change between Jul – Sep 2024 and Oct – Dec 2024	Contribution (% points) to the total % change
General dealers	174 396	48,5	179 034	2,7	1,3
Food, beverages and tobacco in specialised stores	29 484	8,2	29 654	0,6	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	28 151	7,8	28 751	2,1	0,2
Textiles, clothing, footwear and leather goods	54 792	15,2	58 267	6,3	1,0
Household furniture, appliances and equipment	13 022	3,6	12 798	-1,7	-0,1
Hardware, paint and glass	26 489	7,4	26 949	1,7	0,1
All other retailers	33 382	9,3	33 074	-0,9	-0,1
<b>Total</b>	<b>359 716</b>	<b>100,0</b>	<b>368 526</b>	<b>2,4</b>	<b>2,4</b>

  
**Risenga Maluleke**  
 Statistician-General

## Tables

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

Month	2018	2019	2020	2021	2022	2023	2024
Jan	85 060	86 114	87 331	83 922	90 666	88 692	86 898
Feb	87 017	88 268	89 985	92 172	91 532	89 755	89 078
Mar	90 903	91 106	94 450	91 959	94 377	92 939	94 868
Apr	86 554	88 969	46 619	87 209	91 380	89 027	89 465
May	91 781	93 561	83 055	95 523	95 758	92 796	94 364
Jun	88 646	90 965	84 677	93 655	91 883	90 163	93 793
Jul	88 370	90 314	82 816	82 354	89 971	89 080	90 563
Aug	93 142	94 316	90 730	89 583	91 623	90 362	93 348
Sep	90 880	91 434	89 216	91 150	90 769	91 500	92 494
Oct	92 027	92 712	90 816	92 565	91 504	89 092	94 631
Nov	106 130	109 184	103 927	106 152	106 831	104 957	112 969
Dec	126 416	126 145	124 589	128 372	126 545	130 320	134 325
<b>Total</b>	<b>1 126 926</b>	<b>1 143 088</b>	<b>1 068 211</b>	<b>1 134 616</b>	<b>1 152 839</b>	<b>1 138 683</b>	<b>1 166 796</b>

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

Month	2019	2020	2021	2022	2023	2024	2024 year-to-date
Jan	1,2	1,4	-3,9	8,0	-2,2	-2,0	-2,0
Feb	1,4	1,9	2,4	-0,7	-1,9	-0,8	-1,4
Mar	0,2	3,7	-2,6	2,6	-1,5	2,1	-0,2
Apr	2,8	-47,6	87,1	4,8	-2,6	0,5	0,0
May	1,9	-11,2	15,0	0,2	-3,1	1,7	0,3
Jun	2,6	-6,9	10,6	-1,9	-1,9	4,0	0,9
Jul	2,2	-8,3	-0,6	9,2	-1,0	1,7	1,0
Aug	1,3	-3,8	-1,3	2,3	-1,4	3,3	1,3
Sep	0,6	-2,4	2,2	-0,4	0,8	1,1	1,3
Oct	0,7	-2,0	1,9	-1,1	-2,6	6,2	1,8
Nov	2,9	-4,8	2,1	0,6	-1,8	7,6	2,4
Dec	-0,2	-1,2	3,0	-1,4	3,0	3,1	2,5
<b>Total</b>	<b>1,4</b>	<b>-6,6</b>	<b>6,2</b>	<b>1,6</b>	<b>-1,2</b>	<b>2,5</b>	

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

Month	R million				Month-on-month % change			
	2021	2022	2023	2024	2021	2022	2023	2024
Jan	90 846	98 192	96 370	94 348	-3,2	2,3	2,3	-2,3
Feb	97 783	97 097	95 410	94 683	7,6	-1,1	-1,0	0,4
Mar	94 061	97 361	94 892	95 360	-3,8	0,3	-0,5	0,7
Apr	93 916	96 755	94 798	95 964	-0,2	-0,6	-0,1	0,6
May	95 758	96 665	94 016	96 145	2,0	-0,1	-0,8	0,2
Jun	97 745	95 903	93 915	97 259	2,1	-0,8	-0,1	1,2
Jul	88 068	96 171	95 152	97 126	-9,9	0,3	1,3	-0,1
Aug	93 178	95 672	95 114	97 861	5,8	-0,5	0,0	0,8
Sep	95 313	94 954	95 740	97 175	2,3	-0,8	0,7	-0,7
Oct	95 484	94 657	92 707	98 820	0,2	-0,3	-3,2	1,7
Nov	95 380	95 831	93 933	99 803	-0,1	1,2	1,3	1,0
Dec	95 983	94 158	96 530	99 661	0,6	-1,7	2,8	-0,1

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

Type of retailer	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
General dealers	38 848	42 651	44 450	41 870	51 666	56 475
Food, beverages and tobacco in specialised stores	7 259	7 270	6 989	7 669	7 574	10 545
Pharmaceuticals and medical goods, cosmetics and toiletries	7 760	6 989	6 798	7 679	6 924	7 934
Textiles, clothing, footwear and leather goods	15 759	14 753	13 839	15 882	21 584	32 688
Household furniture, appliances and equipment	4 259	4 216	4 123	4 254	5 631	5 935
Hardware, paint and glass	7 130	7 540	7 282	7 621	8 372	7 921
All other retailers	9 548	9 929	9 013	9 656	11 218	12 827
<b>Total</b>	<b>90 563</b>	<b>93 348</b>	<b>92 494</b>	<b>94 631</b>	<b>112 969</b>	<b>134 325</b>

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

Type of retailer	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
General dealers	3,9	4,5	4,9	11,4	11,6	2,0
Food, beverages and tobacco in specialised stores	-0,1	5,7	-3,3	0,3	3,6	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	3,9	1,1	0,3	5,2	1,7	4,1
Textiles, clothing, footwear and leather goods	0,0	3,1	-5,5	2,7	11,6	7,8
Household furniture, appliances and equipment	9,0	11,6	12,2	15,8	8,3	5,5
Hardware, paint and glass	-5,2	-3,9	-5,7	-3,2	-3,6	-1,4
All other retailers	-2,3	1,1	-0,9	1,1	-1,0	-0,6
<b>Total</b>	<b>1,7</b>	<b>3,3</b>	<b>1,1</b>	<b>6,2</b>	<b>7,6</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 2019 prices (percentage points)**

Type of retailer	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
General dealers	1,6	2,0	2,3	4,8	5,1	0,9
Food, beverages and tobacco in specialised stores	0,0	0,4	-0,3	0,0	0,3	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	0,3	0,1	0,0	0,4	0,1	0,2
Textiles, clothing, footwear and leather goods	0,0	0,5	-0,9	0,5	2,1	1,8
Household furniture, appliances and equipment	0,4	0,5	0,5	0,6	0,4	0,2
Hardware, paint and glass	-0,4	-0,3	-0,5	-0,3	-0,3	-0,1
All other retailers	-0,3	0,1	-0,1	0,1	-0,1	-0,1
<b>Total</b>	<b>1,7</b>	<b>3,3</b>	<b>1,1</b>	<b>6,2</b>	<b>7,6</b>	<b>3,1</b>



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

Type of retailer	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Month-on-month % change
General dealers	43 347	43 632	44 007	44 567	45 571	44 603	-2,1
Food, beverages and tobacco in specialised stores	7 428	7 742	7 314	7 426	7 541	7 472	-0,9
Pharmaceuticals and medical goods, cosmetics and toiletries	7 312	7 188	7 198	7 409	7 204	7 315	1,5
Textiles, clothing, footwear and leather goods	17 167	17 126	16 805	17 546	17 612	18 248	3,6
Household furniture, appliances and equipment	4 373	4 420	4 449	4 391	4 402	4 391	-0,2
Hardware, paint and glass	7 185	7 214	7 148	7 204	7 234	7 382	2,0
All other retailers	10 312	10 539	10 255	10 276	10 240	10 249	0,1
<b>Total</b>	<b>97 126</b>	<b>97 861</b>	<b>97 175</b>	<b>98 820</b>	<b>99 803</b>	<b>99 661</b>	<b>-0,1</b>

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

Month	2018	2019	2020	2021	2022	2023	2024
Jan	82 290	84 941	88 492	86 936	97 282	102 223	105 380
Feb	84 412	87 343	91 485	95 854	98 818	104 805	108 823
Mar	88 192	90 529	96 329	96 390	102 673	109 718	116 358
Apr	84 456	88 534	47 750	91 603	99 738	105 374	109 625
May	89 722	93 470	84 403	100 453	105 597	110 094	115 672
Jun	86 673	91 029	86 199	99 007	102 251	107 424	115 472
Jul	86 518	90 377	84 443	87 194	100 578	106 033	111 232
Aug	91 118	94 666	92 852	95 292	103 567	108 130	115 075
Sep	89 028	91 979	91 513	96 980	103 280	110 039	114 721
Oct	90 206	93 178	93 606	98 846	104 464	107 479	117 024
Nov	104 301	109 981	107 372	113 265	121 882	126 583	138 621
Dec	124 201	127 060	128 769	136 942	144 283	156 372	163 502
<b>Total</b>	<b>1 101 117</b>	<b>1 143 090</b>	<b>1 093 213</b>	<b>1 198 762</b>	<b>1 284 413</b>	<b>1 354 274</b>	<b>1 431 505</b>

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

Month	2019	2020	2021	2022	2023	2024	2024 year-to-date
Jan	3,2	4,2	-1,8	11,9	5,1	3,1	3,1
Feb	3,5	4,7	4,8	3,1	6,1	3,8	3,5
Mar	2,6	6,4	0,1	6,5	6,9	6,1	4,4
Apr	4,8	-46,1	91,8	8,9	5,7	4,0	4,3
May	4,2	-9,7	19,0	5,1	4,3	5,1	4,4
Jun	5,0	-5,3	14,9	3,3	5,1	7,5	5,0
Jul	4,5	-6,6	3,3	15,3	5,4	4,9	4,9
Aug	3,9	-1,9	2,6	8,7	4,4	6,4	5,1
Sep	3,3	-0,5	6,0	6,5	6,5	4,3	5,0
Oct	3,3	0,5	5,6	5,7	2,9	8,9	5,4
Nov	5,4	-2,4	5,5	7,6	3,9	9,5	5,9
Dec	2,3	1,3	6,3	5,4	8,4	4,6	5,7
<b>Total</b>	<b>3,8</b>	<b>-4,4</b>	<b>9,7</b>	<b>7,1</b>	<b>5,4</b>	<b>5,7</b>	

**Table 10 – Seasonally adjusted retail trade sales at current prices**

Month	R million				Month-on-month % change			
	2021	2022	2023	2024	2021	2022	2023	2024
Jan	94 265	105 155	110 674	113 821	-3,5	1,8	2,0	-3,3
Feb	101 964	104 888	111 135	115 153	8,2	-0,3	0,4	1,2
Mar	98 517	105 074	111 513	116 318	-3,4	0,2	0,3	1,0
Apr	98 001	105 625	112 011	117 542	-0,5	0,5	0,4	1,1
May	100 367	106 316	111 196	117 391	2,4	0,7	-0,7	-0,1
Jun	103 506	106 705	111 716	119 746	3,1	0,4	0,5	2,0
Jul	92 447	107 144	113 144	119 315	-10,7	0,4	1,3	-0,4
Aug	98 821	107 753	113 335	120 205	6,9	0,6	0,2	0,7
Sep	101 176	107 709	114 843	120 196	2,4	0,0	1,3	0,0
Oct	102 039	107 981	111 756	121 915	0,9	0,3	-2,7	1,4
Nov	102 444	110 169	113 911	123 352	0,4	2,0	1,9	1,2
Dec	103 345	108 519	117 663	123 259	0,9	-1,5	3,3	-0,1

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

Type of retailer	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
General dealers	51 570	56 681	59 249	55 988	68 851	75 200
Food, beverages and tobacco in specialised stores	9 461	9 488	9 161	10 114	9 970	13 918
Pharmaceuticals and medical goods, cosmetics and toiletries	10 117	9 114	8 887	10 061	9 068	10 366
Textiles, clothing, footwear and leather goods	16 798	15 703	14 736	16 938	22 985	34 793
Household furniture, appliances and equipment	4 222	4 128	4 030	4 145	5 432	5 701
Hardware, paint and glass	8 765	9 285	8 970	9 390	10 287	9 749
All other retailers	10 299	10 675	9 689	10 388	12 028	13 774
<b>Total</b>	<b>111 232</b>	<b>115 075</b>	<b>114 721</b>	<b>117 024</b>	<b>138 621</b>	<b>163 502</b>

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

Type of retailer	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
General dealers	8,4	9,0	9,3	15,2	14,4	4,5
Food, beverages and tobacco in specialised stores	2,5	8,8	-0,4	2,6	5,3	2,8
Pharmaceuticals and medical goods, cosmetics and toiletries	9,4	6,1	5,3	9,7	5,7	7,6
Textiles, clothing, footwear and leather goods	1,3	4,1	-4,7	3,4	12,3	8,5
Household furniture, appliances and equipment	6,7	8,1	8,5	11,2	3,5	1,1
Hardware, paint and glass	-3,4	-2,0	-3,9	-1,4	-2,2	0,2
All other retailers	-0,5	2,3	-0,2	1,8	-0,6	0,1
<b>Total</b>	<b>4,9</b>	<b>6,4</b>	<b>4,3</b>	<b>8,9</b>	<b>9,5</b>	<b>4,6</b>

**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	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
General dealers	3,8	4,3	4,6	6,9	6,9	2,1
Food, beverages and tobacco in specialised stores	0,2	0,7	0,0	0,2	0,4	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,8	0,5	0,4	0,8	0,4	0,5
Textiles, clothing, footwear and leather goods	0,2	0,6	-0,7	0,5	2,0	1,7
Household furniture, appliances and equipment	0,2	0,3	0,3	0,4	0,1	0,0
Hardware, paint and glass	-0,3	-0,2	-0,3	-0,1	-0,2	0,0
All other retailers	0,0	0,2	0,0	0,2	-0,1	0,0
<b>Total</b>	<b>4,9</b>	<b>6,4</b>	<b>4,3</b>	<b>8,9</b>	<b>9,5</b>	<b>4,6</b>

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

Type of retailer	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Month-on-month % change
General dealers	57 539	58 079	58 778	59 366	60 217	59 451	-1,3
Food, beverages and tobacco in specialised stores	9 722	10 101	9 661	9 798	9 956	9 900	-0,6
Pharmaceuticals and medical goods, cosmetics and toiletries	9 503	9 243	9 405	9 630	9 487	9 634	1,5
Textiles, clothing, footwear and leather goods	18 308	18 292	18 192	18 916	19 500	19 851	1,8
Household furniture, appliances and equipment	4 323	4 338	4 361	4 287	4 268	4 243	-0,6
Hardware, paint and glass	8 821	8 867	8 801	8 883	8 923	9 143	2,5
All other retailers	11 098	11 286	10 998	11 036	11 000	11 038	0,3
<b>Total</b>	<b>119 315</b>	<b>120 205</b>	<b>120 196</b>	<b>121 915</b>	<b>123 352</b>	<b>123 259</b>	<b>-0,1</b>

## Explanatory notes

<b>Introduction</b>	<b>1</b>	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.
<b>Purpose of the survey</b>	<b>2</b>	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.
<b>Scope of the survey</b>	<b>3</b>	<p>This survey covers retail enterprises according to the following types of retailers:</p> <ul style="list-style-type: none"> <li>• general dealers: <ul style="list-style-type: none"> <li>➢ retail trade in non-specialised stores with food, beverages and tobacco predominating; and</li> <li>➢ 'other' retail trade in non-specialised stores.</li> </ul> </li> <li>• retailers in food, beverages and tobacco in specialised stores: <ul style="list-style-type: none"> <li>➢ retailers in fresh fruit and vegetables;</li> <li>➢ retailers in meat and meat products;</li> <li>➢ retailers in bakery products;</li> <li>➢ retailers in beverages;</li> <li>➢ retailers in tobacco; and</li> <li>➢ retailers in 'other' food in specialised stores.</li> </ul> </li> <li>• retailers in pharmaceutical and medical goods, cosmetics and toiletries;</li> <li>• retailers in textiles, clothing, footwear and leather goods: <ul style="list-style-type: none"> <li>➢ retailers in men's and boys' clothing;</li> <li>➢ retailers in ladies', girls' and infants' clothing;</li> <li>➢ general outfitters; and</li> <li>➢ retailers in footwear.</li> </ul> </li> <li>• retailers in household furniture, appliances and equipment;</li> <li>• retailers in hardware, paint and glass; and</li> <li>• all 'other' retailers: <ul style="list-style-type: none"> <li>➢ retailers in reading matter and stationery;</li> <li>➢ retailers in jewellery, watches and clocks;</li> <li>➢ retailers in sport goods and entertainment requisites;</li> <li>➢ retailers in 'other' specialised stores;</li> <li>➢ repair of personal and household goods;</li> <li>➢ retail trade in second-hand goods in stores; and</li> <li>➢ retail trade not in stores.</li> </ul> </li> </ul>
<b>Classification</b>	<b>4</b>	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.
<b>Collection rate</b>	<b>5</b>	The preliminary collection rate for the survey on retail trade sales for December 2024 was 66,1%. The revised collection rate for November 2024 was 67,9%.

**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
Dec-24	Additional information from respondents	Nov-24
Jan-25	Additional information from respondents	Dec-24
Feb-25	Additional information from respondents	Jan-25
Mar-25	Additional information from respondents	Feb-25
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
New weights for retail deflators in 2025/26 - periodic, approximately four- to five-year intervals		
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 December 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 January 2002 to December 2007 retail trade sales at constant prices were calculated using the consumer price index (CPI) for goods, excluding petrol and purchases of vehicles, for all urban areas to deflate total sales at current prices. From January 2008 onwards total retail trade sales at constant prices are obtained by adding up the deflated sales by type of retailer.
- 8** Retail trade sales at constant prices by type of retailer are obtained by deflating estimated sales at current prices by the relevant weighted price index. To obtain total retail trade sales at constant prices, estimates of the deflated sales for each type of retailer are aggregated.
- Reliability of estimates**
- 9** Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the retail industry in South Africa. Estimates are subject to sampling and non-sampling errors.
- 10** Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Fluctuations may occur in consecutive months as a result of seasonal and economic factors.
- 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 – December 2024**
- |                    | Lower limit<br>(R million) | Sales<br>(R million) | Upper limit<br>(R million) | Relative<br>standard error<br>(RSE)<br>% |
|--------------------|----------------------------|----------------------|----------------------------|--|
| Retail trade sales | 159 468                    | 163 502              | 167 535                    | 1,2                                      |
- 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

<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>	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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