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## **STATISTICAL RELEASE**

### **P6242.1**

# **Retail trade sales (Preliminary)**

**December 2025**

**Embargoed until:  
18 February 2026  
13:00**

**ENQUIRIES:**  
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Tel: 066 470 2121

**FORTHCOMING ISSUE:**  
January 2026

**EXPECTED RELEASE DATE:**  
18 March 2026

Dipalopalo tsa Aforikaborwa • Dipalopalo tsa Aforika Borwa • Ezazibalo zaseNingizimu Afrika • Tshitatistika Afrika Tshipembe • Tinhlayo Afrika-Dzonga

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## Sales at constant 2019 prices: results for December 2025

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

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Year-on-year % change, unadjusted	5,7	2,2	3,0	3,0	3,6	2,6
Month-on-month % change, seasonally adjusted	2,3	-1,4	-0,1	1,0	0,6	-0,4
3-month % change, seasonally adjusted <sup>1</sup>	1,1	1,1	1,0	0,3	0,6	0,8

<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 2,6% year-on-year in December 2025. The largest positive contributors to this increase were:

- general dealers (3,9% and contributing 1,6 percentage points);
- all 'other' retailers (8,3% and contributing 0,8 of a percentage point); and
- retailers in household furniture, appliances and equipment (11,5% and contributing 0,5 of a percentage point) – see Table 5 and Table 6.

Seasonally adjusted retail trade sales decreased by 0,4% in December 2025 compared with November 2025. This followed month-on-month changes of 0,6% in November 2025 and 1,0% in October 2025.

In 2025, retail trade sales increased by 3,7% compared with 2024. Six of the seven types of retailers showed positive year-on-year growth rates over this period. The largest positive contributors were general dealers (2,8% and contributing 1,2 percentage points) and retailers in textiles, clothing, footwear and leather goods (6,0% and contributing 1,0 percentage point).

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

Type of retailer	Oct – Dec 2024 (R million)	Weight (%)	Oct – Dec 2025 (R million)	% change between Oct – Dec 2024 and Oct – Dec 2025	Contribution (% points) to the total % change
General dealers	149 759	43,5	153 284	2,4	1,0
Food, beverages and tobacco in specialised stores	30 105	8,7	29 219	-2,9	-0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	22 270	6,5	23 244	4,4	0,3
Textiles, clothing, footwear and leather goods	69 679	20,2	71 252	2,3	0,5
Household furniture, appliances and equipment	14 983	4,3	16 519	10,3	0,4
Hardware, paint and glass	23 794	6,9	24 740	4,0	0,3
All other retailers	33 927	9,8	36 712	8,2	0,8
<b>Total</b>	<b>344 517</b>	<b>100,0</b>	<b>354 970</b>	<b>3,0</b>	<b>3,0</b>

Retail trade sales increased by 3,0% in the fourth quarter of 2025 compared with the fourth quarter of 2024. The largest positive contributors to this increase were:

- general dealers (2,4% and contributing 1,0 percentage point);
- all 'other' retailers (8,2% and contributing 0,8 of a percentage point); and
- retailers in textiles, clothing, footwear and leather goods (2,3% and contributing 0,5 of a percentage point).

The only negative contributor was retailers in food, beverages and tobacco in specialised stores (-2,9% and contributing -0,3 of a percentage point) – 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 2025 (R million)	Weight (%)	Oct – Dec 2025 (R million)	% change between Jul – Sep 2025 and Oct – Dec 2025	Contribution (% points) to the total % change
General dealers	134 108	43,9	135 644	1,1	0,5
Food, beverages and tobacco in specialised stores	25 574	8,4	25 438	-0,5	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	22 152	7,2	22 564	1,9	0,1
Textiles, clothing, footwear and leather goods	54 247	17,7	54 789	1,0	0,2
Household furniture, appliances and equipment	13 329	4,4	13 662	2,5	0,1
Hardware, paint and glass	23 135	7,6	22 731	-1,7	-0,1
All other retailers	33 210	10,9	33 308	0,3	0,0
<b>Total</b>	<b>305 759</b>	<b>100,0</b>	<b>308 132</b>	<b>0,8</b>	<b>0,8</b>

Seasonally adjusted retail trade sales increased by 0,8% in the fourth quarter of 2025 compared with the third quarter of 2025. The largest positive contributor was general dealers (1,1% and contributing 0,5 of a percentage point).

The largest negative contributor was retailers in hardware, paint and glass (-1,7% and contributing -0,1 of a percentage point) – see Table C.

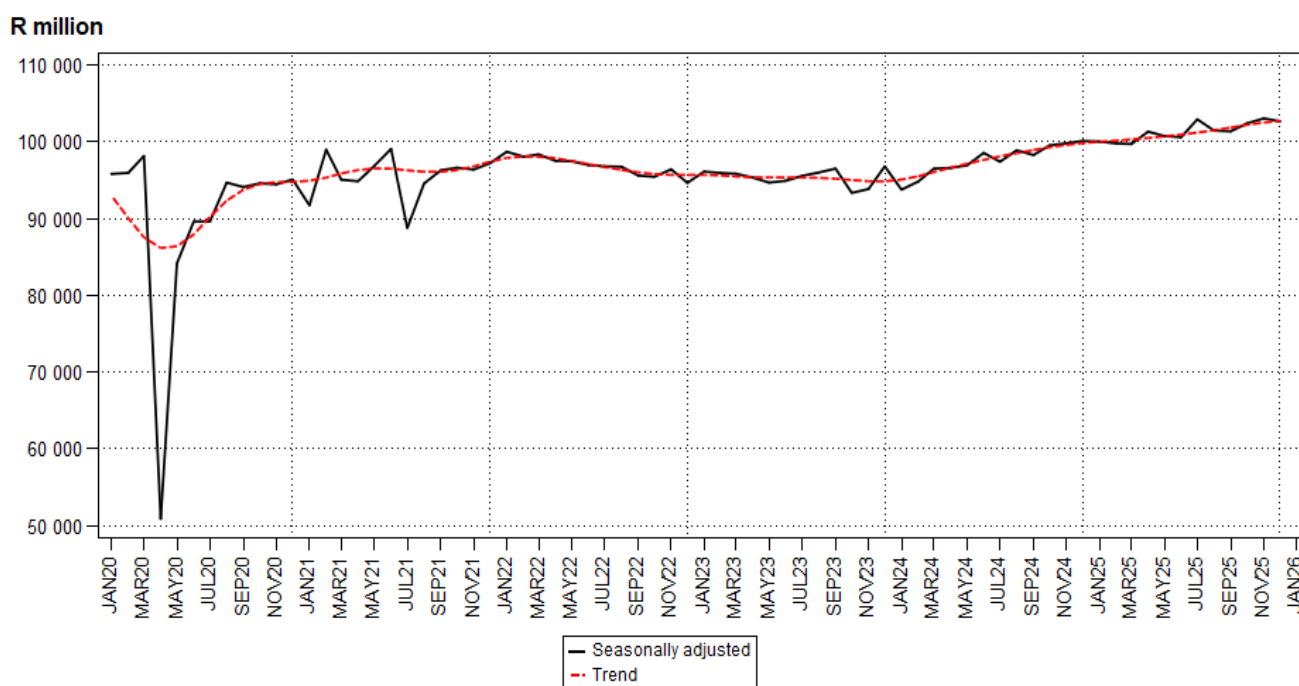
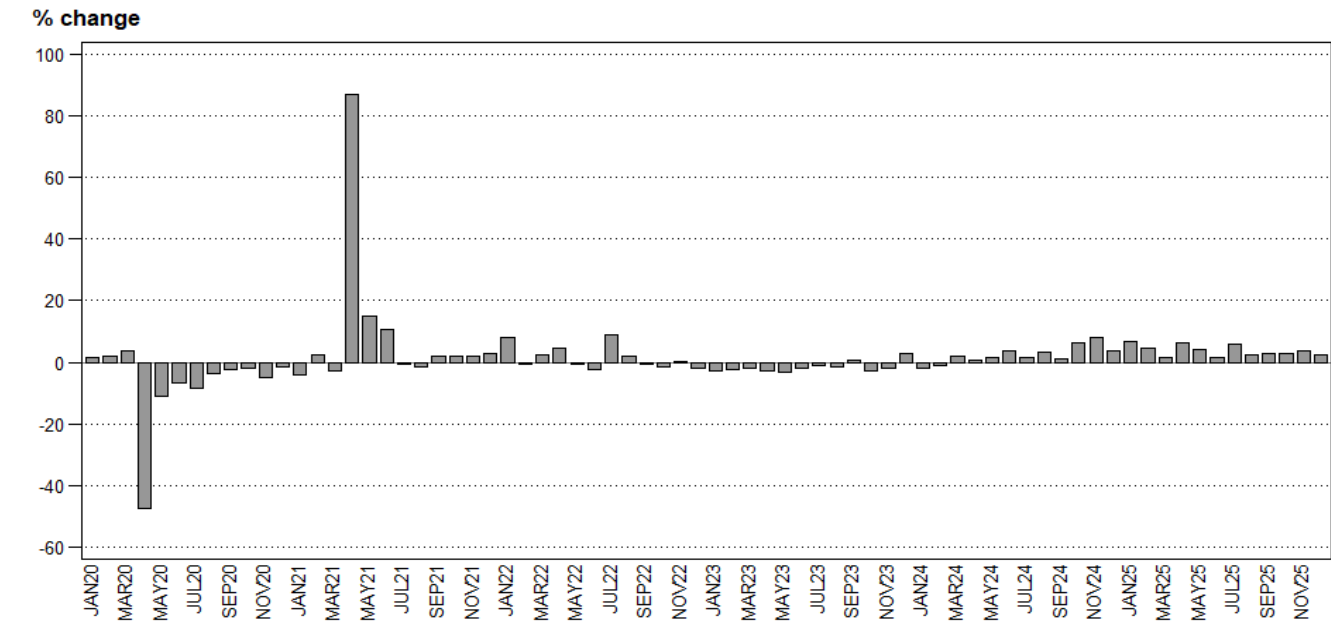
**Figure 1 – Retail trade sales at constant 2019 prices**

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



## Sales at current prices: results for December 2025

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

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Year-on-year % change, unadjusted	8,0	4,7	5,2	4,6	5,5	4,4
Month-on-month % change, seasonally adjusted	2,1	-1,4	0,1	0,7	1,2	-0,7
3-month % change, seasonally adjusted <sup>1</sup>	1,9	1,8	1,4	0,4	0,7	0,9

<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 2024 (R million)	Weight (%)	Oct – Dec 2025 (R million)	% change between Oct – Dec 2024 and Oct – Dec 2025	Contribution (% points) to the total % change
General dealers	200 244	47,0	210 223	5,0	2,3
Food, beverages and tobacco in specialised stores	39 830	9,4	41 984	5,4	0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	29 186	6,9	31 572	8,2	0,6
Textiles, clothing, footwear and leather goods	76 389	17,9	78 411	2,6	0,5
Household furniture, appliances and equipment	14 756	3,5	15 502	5,1	0,2
Hardware, paint and glass	29 216	6,9	30 420	4,1	0,3
All other retailers	36 088	8,5	38 153	5,7	0,5
<b>Total</b>	<b>425 709</b>	<b>100,0</b>	<b>446 265</b>	<b>4,8</b>	<b>4,8</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 2025 (R million)	Weight (%)	Oct – Dec 2025 (R million)	% change between Jul – Sep 2025 and Oct – Dec 2025	Contribution (% points) to the total % change
General dealers	183 202	47,5	185 895	1,5	0,7
Food, beverages and tobacco in specialised stores	36 860	9,6	36 703	-0,4	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	29 837	7,7	30 855	3,4	0,3
Textiles, clothing, footwear and leather goods	59 660	15,5	59 822	0,3	0,0
Household furniture, appliances and equipment	12 763	3,3	12 894	1,0	0,0
Hardware, paint and glass	28 512	7,4	28 056	-1,6	-0,1
All other retailers	34 747	9,0	34 687	-0,2	0,0
<b>Total</b>	<b>385 583</b>	<b>100,0</b>	<b>388 913</b>	<b>0,9</b>	<b>0,9</b>

  
**Risenga Maluleke**  
 Statistician-General

## Tables

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

Month	2019	2020	2021	2022	2023	2024	2025
Jan	87 148	88 360	84 894	91 575	89 196	87 319	93 239
Feb	89 338	91 047	93 226	92 448	90 366	89 587	93 708
Mar	92 206	95 558	93 010	95 303	93 550	95 426	97 009
Apr	90 039	47 167	88 199	92 258	89 579	89 987	95 554
May	94 686	84 036	96 600	96 545	93 359	94 963	98 774
Jun	92 055	85 667	94 722	92 610	90 673	94 174	95 753
Jul	91 396	83 783	83 287	90 655	89 568	90 988	96 145
Aug	95 445	91 789	90 585	92 283	90 927	93 952	96 004
Sep	92 524	90 259	92 170	91 462	92 094	93 149	95 934
Oct	93 815	91 867	93 589	92 181	89 542	95 283	98 115
Nov	110 490	105 131	107 342	107 583	105 383	113 828	117 907
Dec	127 645	126 021	129 796	127 315	130 770	135 406	138 948
<b>Total</b>	<b>1 156 787</b>	<b>1 080 685</b>	<b>1 147 420</b>	<b>1 162 218</b>	<b>1 145 007</b>	<b>1 174 062</b>	<b>1 217 090</b>

**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	6,8	6,8
Feb	1,9	2,4	-0,8	-2,3	-0,9	4,6	5,7
Mar	3,6	-2,7	2,5	-1,8	2,0	1,7	4,3
Apr	-47,6	87,0	4,6	-2,9	0,5	6,2	4,7
May	-11,2	15,0	-0,1	-3,3	1,7	4,0	4,6
Jun	-6,9	10,6	-2,2	-2,1	3,9	1,7	4,1
Jul	-8,3	-0,6	8,8	-1,2	1,6	5,7	4,3
Aug	-3,8	-1,3	1,9	-1,5	3,3	2,2	4,0
Sep	-2,4	2,1	-0,8	0,7	1,1	3,0	3,9
Oct	-2,1	1,9	-1,5	-2,9	6,4	3,0	3,8
Nov	-4,9	2,1	0,2	-2,0	8,0	3,6	3,8
Dec	-1,3	3,0	-1,9	2,7	3,5	2,6	3,7
<b>Total</b>	<b>-6,6</b>	<b>6,2</b>	<b>1,3</b>	<b>-1,5</b>	<b>2,5</b>	<b>3,7</b>	

**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	98 702	96 116	93 763	100 040	1,5	1,5	-3,1	-0,1
Feb	98 065	95 934	94 827	99 786	-0,6	-0,2	1,1	-0,3
Mar	98 356	95 834	96 509	99 716	0,3	-0,1	1,8	-0,1
Apr	97 522	95 333	96 592	101 322	-0,8	-0,5	0,1	1,6
May	97 464	94 687	96 928	100 760	-0,1	-0,7	0,3	-0,6
Jun	96 971	94 916	98 556	100 589	-0,5	0,2	1,7	-0,2
Jul	96 803	95 556	97 399	102 928	-0,2	0,7	-1,2	2,3
Aug	96 753	96 002	98 893	101 458	-0,1	0,5	1,5	-1,4
Sep	95 607	96 506	98 277	101 373	-1,2	0,5	-0,6	-0,1
Oct	95 446	93 341	99 534	102 404	-0,2	-3,3	1,3	1,0
Nov	96 410	93 846	99 814	103 052	1,0	0,5	0,3	0,6
Dec	94 655	96 798	100 111	102 676	-1,8	3,1	0,3	-0,4

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

Type of retailer	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
General dealers	40 003	42 835	45 145	42 046	52 627	58 611
Food, beverages and tobacco in specialised stores	8 293	8 105	8 182	8 664	8 806	11 749
Pharmaceuticals and medical goods, cosmetics and toiletries	7 663	7 286	7 011	7 784	7 552	7 908
Textiles, clothing, footwear and leather goods	17 215	15 036	14 415	16 510	22 348	32 394
Household furniture, appliances and equipment	4 202	4 267	4 155	4 470	5 690	6 359
Hardware, paint and glass	8 033	8 104	7 521	8 081	8 562	8 097
All other retailers	10 736	10 371	9 505	10 560	12 322	13 830
<b>Total</b>	<b>96 145</b>	<b>96 004</b>	<b>95 934</b>	<b>98 115</b>	<b>117 907</b>	<b>138 948</b>

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

Type of retailer	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
General dealers	3,3	0,7	1,8	0,7	2,0	3,9
Food, beverages and tobacco in specialised stores	-1,4	-3,7	1,0	-2,3	0,2	-5,6
Pharmaceuticals and medical goods, cosmetics and toiletries	-0,1	5,2	4,0	2,4	9,8	1,4
Textiles, clothing, footwear and leather goods	9,9	1,0	4,4	5,8	3,0	0,1
Household furniture, appliances and equipment	9,3	6,7	11,4	11,3	8,1	11,5
Hardware, paint and glass	13,3	8,2	3,9	5,7	3,7	2,5
All other retailers	12,1	6,9	3,3	7,6	8,7	8,3
<b>Total</b>	<b>5,7</b>	<b>2,2</b>	<b>3,0</b>	<b>3,0</b>	<b>3,6</b>	<b>2,6</b>

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

Type of retailer	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
General dealers	1,4	0,3	0,9	0,3	0,9	1,6
Food, beverages and tobacco in specialised stores	-0,1	-0,3	0,1	-0,2	0,0	-0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	0,0	0,4	0,3	0,2	0,6	0,1
Textiles, clothing, footwear and leather goods	1,7	0,2	0,7	1,0	0,6	0,0
Household furniture, appliances and equipment	0,4	0,3	0,5	0,5	0,4	0,5
Hardware, paint and glass	1,0	0,7	0,3	0,5	0,3	0,1
All other retailers	1,3	0,7	0,3	0,8	0,9	0,8
<b>Total</b>	<b>5,7</b>	<b>2,2</b>	<b>3,0</b>	<b>3,0</b>	<b>3,6</b>	<b>2,6</b>



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

Type of retailer	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Month-on-month % change
General dealers	44 742	44 500	44 866	44 964	45 268	45 412	0,3
Food, beverages and tobacco in specialised stores	8 527	8 547	8 500	8 462	8 637	8 339	-3,5
Pharmaceuticals and medical goods, cosmetics and toiletries	7 288	7 458	7 406	7 470	7 759	7 335	-5,5
Textiles, clothing, footwear and leather goods	18 608	17 783	17 856	18 244	18 234	18 311	0,4
Household furniture, appliances and equipment	4 360	4 460	4 509	4 551	4 506	4 605	2,2
Hardware, paint and glass	8 010	7 712	7 413	7 635	7 525	7 571	0,6
All other retailers	11 392	10 996	10 822	11 079	11 125	11 104	-0,2
<b>Total</b>	<b>102 928</b>	<b>101 458</b>	<b>101 373</b>	<b>102 404</b>	<b>103 052</b>	<b>102 676</b>	<b>-0,4</b>

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

Month	2019	2020	2021	2022	2023	2024	2025
Jan	85 959	89 551	87 977	98 447	103 447	106 642	115 801
Feb	88 389	92 581	97 002	100 002	106 060	110 127	116 843
Mar	91 614	97 483	97 544	103 903	111 032	117 751	121 504
Apr	89 595	48 322	92 700	100 932	106 636	110 969	119 606
May	94 590	85 414	101 656	106 862	111 413	117 176	124 232
Jun	92 119	87 231	100 192	103 476	108 710	116 706	121 322
Jul	91 459	85 454	88 239	101 783	107 303	112 498	121 450
Aug	95 800	93 964	96 434	104 807	109 425	116 517	121 981
Sep	93 080	92 609	98 142	104 517	111 357	116 244	122 318
Oct	94 294	94 727	100 030	105 715	108 766	118 648	124 151
Nov	111 299	108 658	114 622	123 342	128 100	140 718	148 405
Dec	128 581	130 311	138 583	146 011	158 246	166 343	173 709
<b>Total</b>	<b>1 156 787</b>	<b>1 106 305</b>	<b>1 213 121</b>	<b>1 299 797</b>	<b>1 370 495</b>	<b>1 450 339</b>	<b>1 531 322</b>

**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	8,6	8,6
Feb	4,7	4,8	3,1	6,1	3,8	6,1	7,3
Mar	6,4	0,1	6,5	6,9	6,1	3,2	5,9
Apr	-46,1	91,8	8,9	5,7	4,1	7,8	6,3
May	-9,7	19,0	5,1	4,3	5,2	6,0	6,3
Jun	-5,3	14,9	3,3	5,1	7,4	4,0	5,9
Jul	-6,6	3,3	15,3	5,4	4,8	8,0	6,2
Aug	-1,9	2,6	8,7	4,4	6,5	4,7	6,0
Sep	-0,5	6,0	6,5	6,5	4,4	5,2	5,9
Oct	0,5	5,6	5,7	2,9	9,1	4,6	5,8
Nov	-2,4	5,5	7,6	3,9	9,9	5,5	5,7
Dec	1,3	6,3	5,4	8,4	5,1	4,4	5,6
<b>Total</b>	<b>-4,4</b>	<b>9,7</b>	<b>7,1</b>	<b>5,4</b>	<b>5,8</b>	<b>5,6</b>	

**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	107 029	112 884	116 180	126 125	2,7	3,3	-1,4	1,8
Feb	106 473	112 966	117 176	124 708	-0,5	0,1	0,9	-1,1
Mar	106 821	113 712	119 019	124 474	0,3	0,7	1,6	-0,2
Apr	106 992	113 297	118 873	126 833	0,2	-0,4	-0,1	1,9
May	107 708	112 785	119 283	126 503	0,7	-0,5	0,3	-0,3
Jun	108 355	113 619	121 826	126 952	0,6	0,7	2,1	0,4
Jul	108 065	114 066	120 058	129 674	-0,3	0,4	-1,5	2,1
Aug	108 898	114 576	121 782	127 898	0,8	0,4	1,4	-1,4
Sep	108 705	115 847	121 502	128 011	-0,2	1,1	-0,2	0,1
Oct	109 179	112 970	123 452	128 938	0,4	-2,5	1,6	0,7
Nov	110 876	114 467	123 914	130 441	1,6	1,3	0,4	1,2
Dec	109 229	117 880	123 941	129 534	-1,5	3,0	0,0	-0,7

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

Type of retailer	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
General dealers	54 902	58 837	61 978	57 725	72 200	80 298
Food, beverages and tobacco in specialised stores	11 932	11 651	11 737	12 416	12 646	16 922
Pharmaceuticals and medical goods, cosmetics and toiletries	10 348	9 872	9 510	10 582	10 255	10 735
Textiles, clothing, footwear and leather goods	19 035	16 624	15 906	18 202	24 604	35 605
Household furniture, appliances and equipment	4 035	4 082	3 978	4 243	5 355	5 904
Hardware, paint and glass	9 903	9 986	9 245	9 916	10 550	9 954
All other retailers	11 295	10 928	9 965	11 066	12 796	14 291
<b>Total</b>	<b>121 450</b>	<b>121 981</b>	<b>122 318</b>	<b>124 151</b>	<b>148 405</b>	<b>173 709</b>

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

Type of retailer	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
General dealers	6,6	3,9	4,7	3,2	4,7	6,6
Food, beverages and tobacco in specialised stores	8,5	5,8	10,2	5,8	9,0	2,6
Pharmaceuticals and medical goods, cosmetics and toiletries	3,3	9,1	7,7	6,1	13,7	5,2
Textiles, clothing, footwear and leather goods	11,1	2,2	5,2	6,2	3,5	0,4
Household furniture, appliances and equipment	4,2	2,5	7,3	6,4	3,4	5,6
Hardware, paint and glass	13,8	8,4	3,9	5,5	4,2	2,6
All other retailers	9,9	5,5	1,4	5,6	6,3	5,4
<b>Total</b>	<b>8,0</b>	<b>4,7</b>	<b>5,2</b>	<b>4,6</b>	<b>5,5</b>	<b>4,4</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-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
General dealers	3,0	1,9	2,4	1,5	2,3	3,0
Food, beverages and tobacco in specialised stores	0,8	0,5	0,9	0,6	0,7	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	0,3	0,7	0,6	0,5	0,9	0,3
Textiles, clothing, footwear and leather goods	1,7	0,3	0,7	0,9	0,6	0,1
Household furniture, appliances and equipment	0,1	0,1	0,2	0,2	0,1	0,2
Hardware, paint and glass	1,1	0,7	0,3	0,4	0,3	0,2
All other retailers	0,9	0,5	0,1	0,5	0,5	0,4
<b>Total</b>	<b>8,0</b>	<b>4,7</b>	<b>5,2</b>	<b>4,6</b>	<b>5,5</b>	<b>4,4</b>

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

Type of retailer	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Month-on-month % change
General dealers	61 095	60 820	61 287	61 462	62 087	62 346	0,4
Food, beverages and tobacco in specialised stores	12 226	12 299	12 335	12 149	12 473	12 081	-3,1
Pharmaceuticals and medical goods, cosmetics and toiletries	9 801	9 985	10 051	10 118	10 621	10 116	-4,8
Textiles, clothing, footwear and leather goods	20 611	19 475	19 574	19 906	20 117	19 799	-1,6
Household furniture, appliances and equipment	4 182	4 268	4 313	4 321	4 257	4 316	1,4
Hardware, paint and glass	9 881	9 507	9 124	9 398	9 306	9 352	0,5
All other retailers	11 878	11 543	11 326	11 584	11 579	11 524	-0,5
<b>Total</b>	<b>129 674</b>	<b>127 898</b>	<b>128 011</b>	<b>128 938</b>	<b>130 441</b>	<b>129 534</b>	<b>-0,7</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 2025 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 2025 was 72,1%. The revised collection rate for November 2025 was 74,3%.

**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-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
Apr-26	Additional information from respondents	Mar-26
May-26	Additional information from respondents	Apr-26
Jun-26	Additional information from respondents	May-26
Jul-26	Additional information from respondents New sample	Jan-02–Jun-26
Aug-26	Additional information from respondents	Jul-26
Sep-26	Additional information from respondents	Aug-26
Oct-26	Additional information from respondents	Sep-26
Nov-26	Additional information from respondents	Oct-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 1 671 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 2025 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	2 692 651	12 000 000
Small	3	12 000 001	57 000 000
Medium	2	57 000 001	117 000 000
Large	1	117 000 001	

### 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 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 – December 2025**
- |                    | Lower limit<br>(R million) | Sales<br>(R million) | Upper limit<br>(R million) | Relative<br>standard error<br>(RSE) (%) |
|--------------------|----------------------------|----------------------|----------------------------|---|
| Retail trade sales | 169 402                    | 173 709              | 178 016                    | 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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