STATISTICAL RELEASE
P6242.1

Retail trade sales
(Preliminary)

July 2025

The results in this publication are based on a new sample. This is an annual procedure which typically affects the level of sales at both current and constant prices. To avoid breaks in time series and to minimise revisions to historical growth rates, historical sales levels were revised (i.e. they were linked to the estimates based on the new sample).

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

	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
Year-on-year % change, unadjusted	4,6	1,7	6,2	4,0	1,7	5,6
Month-on-month % change, seasonally adjusted	-0,9	-0,2	1,7	-0,4	-0,1	2,1
3-month % change, seasonally adjusted [1]	1,1	0,1	-0,2	0,3	0,9	1,3

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

Measured in real terms (constant 2019 prices), retail trade sales increased by 5,6% year-on-year in July 2025. The largest positive contributors to this increase were:
- retailers in textiles, clothing, footwear and leather goods (10,0% and contributing 1,7 percentage points);
- general dealers (3,3% and contributing 1,4 percentage points);
- all 'other' retailers (11,9% and contributing 1,2 percentage points); and
- retailers in hardware, paint and glass (13,2% and contributing 1,0 percentage point) – see Table 5 and Table 6.

Seasonally adjusted retail trade sales increased by 2,1% in July 2025 compared with June 2025. This followed month-on-month changes of -0,1% in June 2025 and -0,4% in May 2025.

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

Type of retailer	May – Jul 2024 (R million)	Weight (%)	May – Jul 2025 (R million)	% change between May – Jul 2024 and May – Jul 2025	Contribution (% points) to the total % change
General dealers	123 804	44,2	126 341	2,0	0,9
Food, beverages and tobacco in specialised stores	24 787	8,8	24 072	-2,9	-0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	21 537	7,7	21 916	1,8	0,1
Textiles, clothing, footwear and leather goods	47 794	17,1	51 956	8,7	1,5
Household furniture, appliances and equipment	10 938	3,9	12 104	10,7	0,4
Hardware, paint and glass	21 723	7,8	23 128	6,5	0,5
All other retailers	29 542	10,5	31 115	5,3	0,6
Total	**280 125**	**100,0**	**290 632**	**3,8**	**3,8**

Retail trade sales increased by 3,8% in the three months ended July 2025 compared with the three months ended July 2024. The largest positive contributors to this increase were:
- retailers in textiles, clothing, footwear and leather goods (8,7% and contributing 1,5 percentage points); and
- general dealers (2,0% and contributing 0,9 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	Feb – Apr 2025 (R million)	Weight (%)	May – Jul 2025 (R million)	% change between Feb – Apr 2025 and May – Jul 2025	Contribution (% points) to the total % change
General dealers	132 751	44,1	133 247	0,4	0,2
Food, beverages and tobacco in specialised stores	25 654	8,5	25 350	-1,2	-0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	21 734	7,2	21 865	0,6	0,0
Textiles, clothing, footwear and leather goods	53 523	17,8	55 244	3,2	0,6
Household furniture, appliances and equipment	12 692	4,2	12 954	2,1	0,1
Hardware, paint and glass	22 476	7,5	23 377	4,0	0,3
All other retailers	31 911	10,6	32 500	1,8	0,2
Total	**300 741**	**100,0**	**304 536**	**1,3**	**1,3**

Seasonally adjusted retail trade sales increased by 1,3% in the three months ended July 2025 compared with the previous three months. The largest positive contributors were:

- retailers in textiles, clothing, footwear and leather goods (3,2% and contributing 0,6 of a percentage point);
- retailers in hardware, paint and glass (4,0% and contributing 0,3 of a percentage point);
- all 'other' retailers (1,8% and contributing 0,2 of a percentage point); and
- general dealers (0,4% and contributing 0,2 of a percentage point).

The negative contributor was retailers in food, beverages and tobacco in specialised stores (-1,2% and contributing -0,1 of a percentage point) – see Table C.

Figure 1 – Retail trade sales at constant 2019 prices
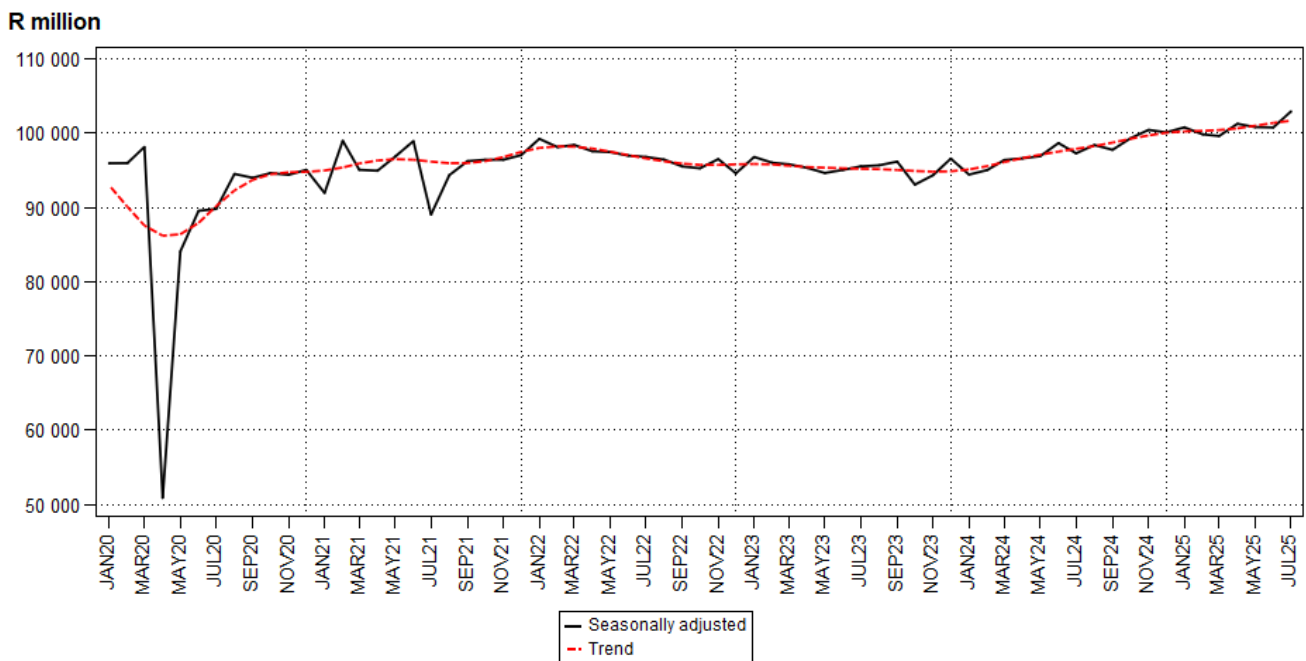
Figure 2 – Retail trade sales at constant 2019 prices: year-on-year percentage change
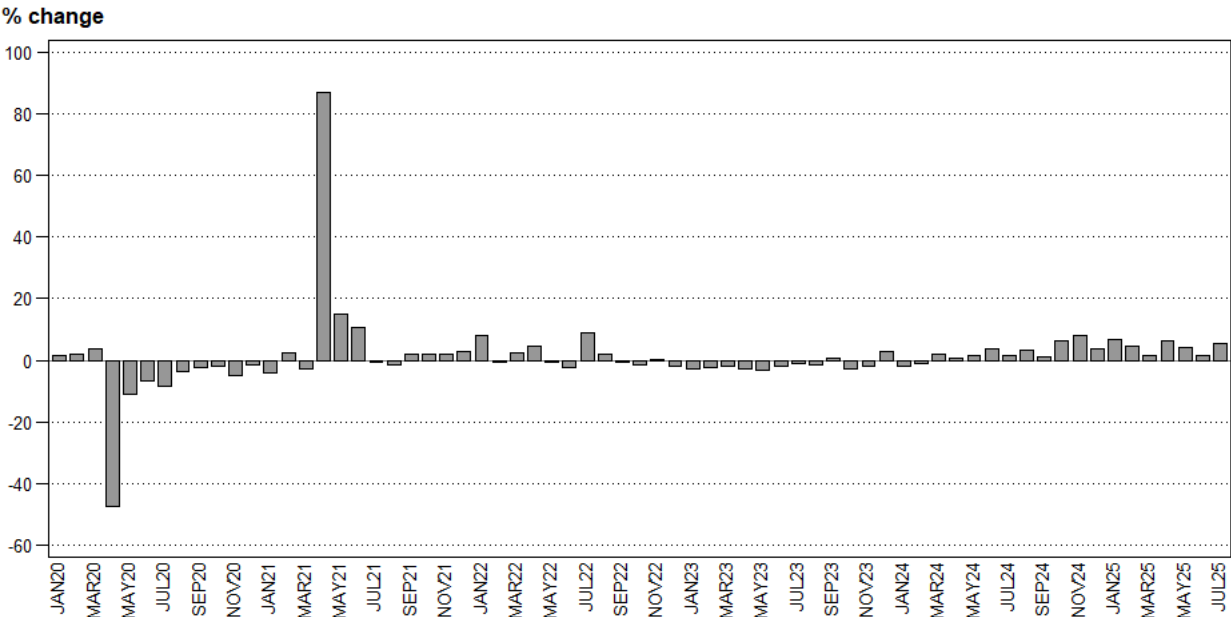
Sales at current prices: results for July 2025

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

	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
Year-on-year % change, unadjusted	6,1	3,2	7,8	6,0	4,0	7,9
Month-on-month % change, seasonally adjusted	-0,9	-0,2	1,9	-0,2	0,5	2,1
3-month % change, seasonally adjusted [1]	1,8	0,8	0,4	0,6	1,5	2,0

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

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

Type of retailer	May – Jul 2024 (R million)	Weight (%)	May – Jul 2025 (R million)	% change between May – Jul 2024 and May – Jul 2025	Contribution (% points) to the total % change
General dealers	164 256	47,4	172 790	5,2	2,5
Food, beverages and tobacco in specialised stores	32 480	9,4	34 094	5,0	0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	28 075	8,1	29 547	5,2	0,4
Textiles, clothing, footwear and leather goods	52 275	15,1	57 432	9,9	1,5
Household furniture, appliances and equipment	11 027	3,2	11 737	6,4	0,2
Hardware, paint and glass	26 598	7,7	28 556	7,4	0,6
All other retailers	31 672	9,1	32 804	3,6	0,3
Total	**346 380**	**100,0**	**366 957**	**5,9**	**5,9**

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

Type of retailer	Feb – Apr 2025 (R million)	Weight (%)	May – Jul 2025 (R million)	% change between Feb – Apr 2025 and May – Jul 2025	Contribution (% points) to the total % change
General dealers	179 644	47,8	181 624	1,1	0,5
Food, beverages and tobacco in specialised stores	34 675	9,2	35 715	3,0	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	28 999	7,7	29 387	1,3	0,1
Textiles, clothing, footwear and leather goods	58 958	15,7	60 942	3,4	0,5
Household furniture, appliances and equipment	12 370	3,3	12 555	1,5	0,0
Hardware, paint and glass	27 454	7,3	28 804	4,9	0,4
All other retailers	33 703	9,0	34 254	1,6	0,1
Total	**375 806**	**100,0**	**383 283**	**2,0**	**2,0**

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Statistician-General

Note: Changes to the survey and the impact on the statistical series

Statistical business register and samples

This statistical release contains results for the monthly survey of retail trade sales from a new sample drawn in April 2025, which replaces the previous sample that was drawn in April 2024. The sample was drawn from a statistical business register of enterprises with an annual turnover of at least R2 692 651 and that are required to register with the South African Revenue Service for value-added tax (VAT).

Owing to the evolving nature of business, the statistical business register is maintained on a continuous basis. The maintenance process is aimed, amongst other things, at capturing changes related to new businesses, ceased businesses, merged businesses and classification changes. In addition, Stats SA undertakes quality improvement surveys related to the statistical business register, the primary objective of which is to capture up-to-date information about the structures and activities of large and complex businesses. This process enables Stats SA to review classification codes for these businesses. These changes are an essential part of the statistical architecture.

Comparison of total sales between the previous (revised) and new samples for the retail trade industry

The reported level of total sales for the monthly survey of the retail trade industry for the months April to June 2025 based on the new sample was 1,0% higher than the level of total sales recorded for the previous sample (see Table G and Figure 3). The previous sample was drawn in April 2024 and was operational for the last half of 2024 and the first half of 2025.

Table G – Total retail trade sales at current prices for previous and new samples: April to June 2025

Retail trade industry	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%)
	361 687	365 160	3 473	1,0

Figure 3 – Total retail trade sales at current prices: monthly levels of previous and new samples for April to June 2025

	Apr-25	May-25	Jun-25
Previous sample	117 669	124 091	119 927
New sample	119 606	124 232	121 322
Level difference (%)	1,6	0,1	1,2
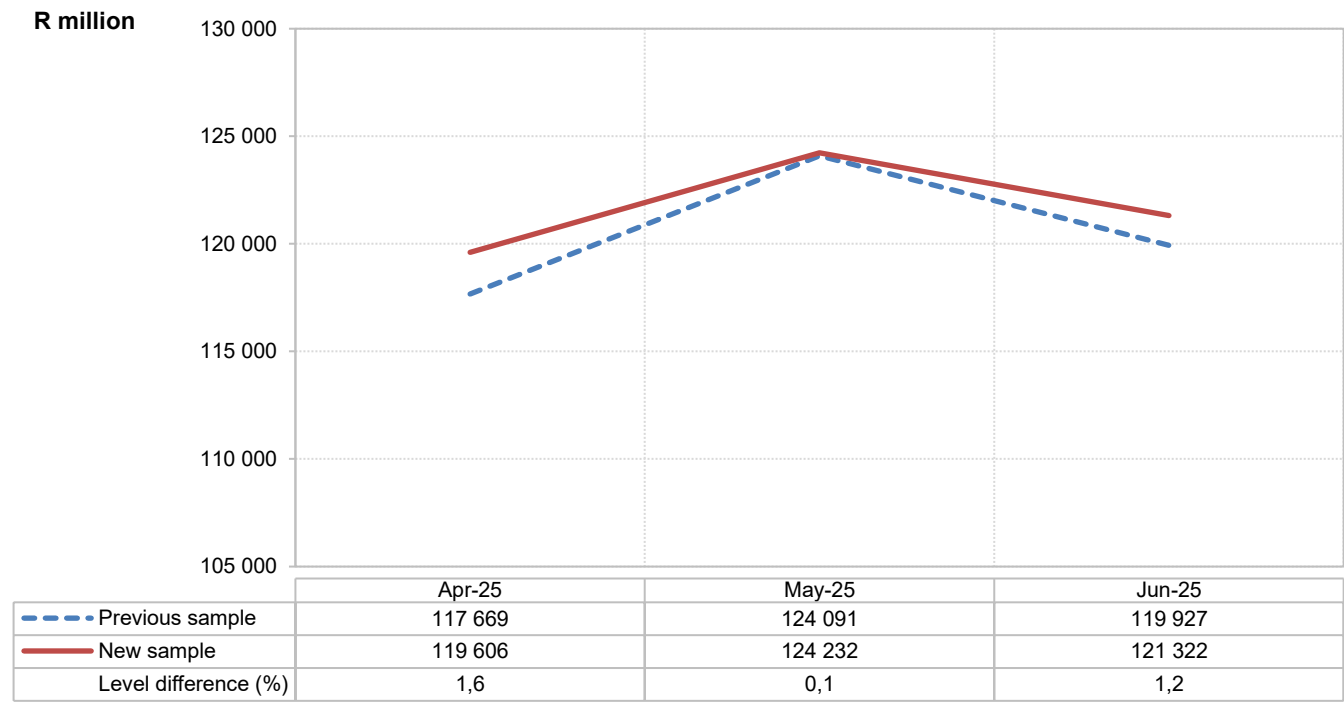
Table H – Retail trade sales at current prices for previous and new samples by type of retailer: April to June 2025

Type of retailer	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%) [1]
General dealers	173 417	173 068	-349	-0,2
Food, beverages and tobacco in specialised stores	29 017	33 559	4 542	15,7
Pharmaceuticals and medical goods, cosmetics and toiletries	29 789	29 548	-241	-0,8
Textiles, clothing, footwear and leather goods	56 329	57 392	1 063	1,9
Household furniture, appliances and equipment	12 486	11 531	-955	-7,6
Hardware, paint and glass	27 463	27 069	-394	-1,4
All other retailers	33 189	32 994	-195	-0,6
Total	**361 687**	**365 160**	**3 473**	**1,0**

[1] The percentage difference is the new sample minus the previous sample, divided by the previous sample, multiplied by 100.

The largest differences were recorded for retailers in:
- food, beverages and tobacco in specialised stores (R4 542 million or 15,7% higher in the new sample);
- textiles, clothing, footwear and leather goods (R1 063 million or 1,9% higher in the new sample); and
- household furniture, appliances and equipment (R955 million or 7,6% lower in the new sample) – see Table H.

Backcasting

To avoid breaks in the time series and to minimise revisions to historical growth rates, historical sales levels were revised (i.e. they were linked to the estimates based on the new sample).

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	96 105
Aug	95 445	91 789	90 585	92 283	90 927	93 952	
Sep	92 524	90 259	92 170	91 462	92 094	93 149	
Oct	93 815	91 867	93 589	92 181	89 542	95 283	
Nov	110 490	105 131	107 342	107 583	105 383	113 828	
Dec	127 645	126 021	129 796	127 315	130 770	135 406	
Total	**1 156 787**	**1 080 685**	**1 147 420**	**1 162 218**	**1 145 007**	**1 174 062**	

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	5,6	*4,3*
Aug	-3,8	-1,3	1,9	-1,5	3,3		
Sep	-2,4	2,1	-0,8	0,7	1,1		
Oct	-2,1	1,9	-1,5	-2,9	6,4		
Nov	-4,9	2,1	0,2	-2,0	8,0		
Dec	-1,3	3,0	-1,9	2,7	3,5		
Total	**-6,6**	**6,2**	**1,3**	**-1,5**	**2,5**		

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	99 244	96 802	94 424	100 793	2,3	2,3	-2,2	0,7
Feb	98 123	96 016	95 037	99 848	-1,1	-0,8	0,6	-0,9
Mar	98 422	95 815	96 391	99 622	0,3	-0,2	1,4	-0,2
Apr	97 573	95 332	96 614	101 271	-0,9	-0,5	0,2	1,7
May	97 463	94 643	96 907	100 827	-0,1	-0,7	0,3	-0,4
Jun	96 980	95 057	98 673	100 776	-0,5	0,4	1,8	-0,1
Jul	96 807	95 534	97 292	102 933	-0,2	0,5	-1,4	2,1
Aug	96 445	95 672	98 405		-0,4	0,1	1,1	
Sep	95 517	96 174	97 763		-1,0	0,5	-0,7	
Oct	95 274	93 070	99 300		-0,3	-3,2	1,6	
Nov	96 510	94 349	100 451		1,3	1,4	1,2	
Dec	94 594	96 579	100 113		-2,0	2,4	-0,3	

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

Type of retailer	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
General dealers	43 159	44 696	40 712	42 477	43 861	40 003
Food, beverages and tobacco in specialised stores	7 905	8 465	8 265	8 222	7 556	8 294
Pharmaceuticals and medical goods, cosmetics and toiletries	6 680	7 157	7 697	7 304	6 969	7 643
Textiles, clothing, footwear and leather goods	15 349	15 121	17 234	18 607	16 122	17 227
Household furniture, appliances and equipment	3 842	4 064	3 919	3 973	3 943	4 188
Hardware, paint and glass	6 734	7 311	6 862	7 668	7 432	8 028
All other retailers	10 039	10 195	10 865	10 523	9 870	10 722
Total	**93 708**	**97 009**	**95 554**	**98 774**	**95 753**	**96 105**

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

Type of retailer	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
General dealers	5,4	0,1	5,6	2,1	0,9	3,3
Food, beverages and tobacco in specialised stores	-3,2	-2,2	1,4	-0,5	-6,8	-1,4
Pharmaceuticals and medical goods, cosmetics and toiletries	-0,3	6,9	-0,3	2,1	3,8	-0,4
Textiles, clothing, footwear and leather goods	15,9	2,1	12,2	14,0	1,9	10,0
Household furniture, appliances and equipment	12,8	12,1	19,2	13,5	9,6	9,0
Hardware, paint and glass	-2,6	5,6	-3,1	-0,9	7,8	13,2
All other retailers	-1,6	1,2	10,6	1,3	3,1	11,9
Total	**4,6**	**1,7**	**6,2**	**4,0**	**1,7**	**5,6**

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	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
General dealers	2,5	0,0	2,4	0,9	0,4	1,4
Food, beverages and tobacco in specialised stores	-0,3	-0,2	0,1	0,0	-0,6	-0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	0,0	0,5	0,0	0,2	0,3	0,0
Textiles, clothing, footwear and leather goods	2,4	0,3	2,1	2,4	0,3	1,7
Household furniture, appliances and equipment	0,5	0,5	0,7	0,5	0,4	0,4
Hardware, paint and glass	-0,2	0,4	-0,2	-0,1	0,6	1,0
All other retailers	-0,2	0,1	1,2	0,1	0,3	1,2
Total	**4,6**	**1,7**	**6,2**	**4,0**	**1,7**	**5,6**

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

Type of retailer	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	*Month-on-month % change*
General dealers	44 336	44 150	44 265	44 164	44 323	44 760	*1,0*
Food, beverages and tobacco in specialised stores	8 487	8 571	8 596	8 641	8 184	8 525	*4,2*
Pharmaceuticals and medical goods, cosmetics and toiletries	7 241	7 230	7 263	7 314	7 324	7 227	*-1,3*
Textiles, clothing, footwear and leather goods	18 024	17 461	18 038	18 225	18 218	18 801	*3,2*
Household furniture, appliances and equipment	4 202	4 174	4 316	4 324	4 288	4 342	*1,3*
Hardware, paint and glass	7 313	7 672	7 491	7 566	7 832	7 979	*1,9*
All other retailers	10 245	10 364	11 302	10 594	10 608	11 298	*6,5*
Total	**99 848**	**99 622**	**101 271**	**100 827**	**100 776**	**102 933**	***2,1***

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	121 403
Aug	95 800	93 964	96 434	104 807	109 425	116 517	
Sep	93 080	92 609	98 142	104 517	111 357	116 244	
Oct	94 294	94 727	100 030	105 715	108 766	118 648	
Nov	111 299	108 658	114 622	123 342	128 100	140 718	
Dec	128 581	130 311	138 583	146 011	158 246	166 343	
Total	**1 156 787**	**1 106 305**	**1 213 121**	**1 299 797**	**1 370 495**		

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	7,9	*6,2*
Aug	-1,9	2,6	8,7	4,4	6,5		
Sep	-0,5	6,0	6,5	6,5	4,4		
Oct	0,5	5,6	5,7	2,9	9,1		
Nov	-2,4	5,5	7,6	3,9	9,9		
Dec	1,3	6,3	5,4	8,4	5,1		
Total	**-4,4**	**9,7**	**7,1**	**5,4**	**5,8**		

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	107 079	112 865	115 997	125 765	2,7	3,1	-2,1	0,8
Feb	106 435	112 930	117 156	124 672	-0,6	0,1	1,0	-0,9
Mar	106 777	113 615	118 871	124 367	0,3	0,6	1,5	-0,2
Apr	106 984	113 330	118 871	126 767	0,2	-0,3	0,0	1,9
May	107 703	112 801	119 318	126 488	0,7	-0,5	0,4	-0,2
Jun	108 251	113 552	121 815	127 059	0,5	0,7	2,1	0,5
Jul	108 165	114 145	120 112	129 736	-0,1	0,5	-1,4	2,1
Aug	108 882	114 503	121 546		0,7	0,3	1,2	
Sep	108 708	115 766	121 388		-0,2	1,1	-0,1	
Oct	109 123	112 805	123 177		0,4	-2,6	1,5	
Nov	110 790	114 438	123 976		1,5	1,4	0,6	
Dec	109 489	118 445	124 752		-1,2	3,5	0,6	

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

Type of retailer	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
General dealers	57 980	60 188	55 180	57 874	60 014	54 902
Food, beverages and tobacco in specialised stores	10 543	11 384	11 399	11 472	10 688	11 934
Pharmaceuticals and medical goods, cosmetics and toiletries	8 809	9 552	10 321	9 827	9 400	10 320
Textiles, clothing, footwear and leather goods	16 852	16 630	19 008	20 556	17 828	19 048
Household furniture, appliances and equipment	3 757	3 976	3 816	3 883	3 832	4 022
Hardware, paint and glass	8 260	8 987	8 410	9 495	9 164	9 897
All other retailers	10 642	10 787	11 471	11 126	10 397	11 281
Total	**116 843**	**121 504**	**119 606**	**124 232**	**121 322**	**121 403**

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

Type of retailer	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
General dealers	8,0	2,4	8,4	5,1	4,0	6,6
Food, beverages and tobacco in specialised stores	-0,9	0,7	6,6	5,7	0,5	8,6
Pharmaceuticals and medical goods, cosmetics and toiletries	2,5	10,5	2,9	5,7	7,3	3,0
Textiles, clothing, footwear and leather goods	16,8	3,0	13,1	15,2	3,1	11,2
Household furniture, appliances and equipment	8,6	8,3	14,5	10,0	5,7	3,8
Hardware, paint and glass	-2,0	6,3	-2,9	0,4	8,6	13,7
All other retailers	-2,1	0,2	8,8	-0,2	1,5	9,8
Total	**6,1**	**3,2**	**7,8**	**6,0**	**4,0**	**7,9**

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

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

Type of retailer	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	*Month-on-month % change*
General dealers	59 958	59 641	60 045	60 024	60 415	61 185	*1,3*
Food, beverages and tobacco in specialised stores	11 364	11 478	11 833	11 954	11 597	12 164	*4,9*
Pharmaceuticals and medical goods, cosmetics and toiletries	9 613	9 670	9 716	9 785	9 842	9 760	*-0,8*
Textiles, clothing, footwear and leather goods	19 808	19 196	19 954	20 050	20 150	20 742	*2,9*
Household furniture, appliances and equipment	4 104	4 079	4 187	4 210	4 169	4 176	*0,2*
Hardware, paint and glass	8 956	9 351	9 147	9 305	9 662	9 837	*1,8*
All other retailers	10 869	10 951	11 883	11 160	11 222	11 872	*5,8*
Total	**124 672**	**124 367**	**126 767**	**126 488**	**127 059**	**129 736**	***2,1***

Explanatory notes

Introduction   **1**   Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see point 3 below). This survey is based on a sample drawn from Stats SA's 2025 statistical business register (SBR) that contains businesses registered for value-added tax (VAT). Published retail trade sales estimates include VAT.

Purpose of the survey   **2**   The results of the monthly retail trade sales survey are used to compile estimates of the gross domestic product (GDP) and its components, which are used in monitoring the state of the economy and formulation of economic policy. These statistics are also used in the analysis of comparative business and industry performance.

Scope of the survey   **3**   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   **4**   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   **5**   The preliminary collection rate for the survey on retail trade sales for July 2025 was 73,9%. The collection rate for June 2025 for the new sample was 74,4%.

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
Jul-25	Additional information from respondents New sample	Jan-02–Jun-25
Aug-25	Additional information from respondents	Jul-25
Sep-25	Additional information from respondents	Aug-25
Oct-25	Additional information from respondents	Sep-25
Nov-25	Additional information from respondents	Oct-25
Dec-25	Additional information from respondents	Nov-25
Jan-26	Additional information from respondents	Dec-25
Feb-26	Additional information from respondents	Jan-26
Mar-26	Additional information from respondents	Feb-26
Apr-26	Additional information from respondents	Mar-26
May-26	Additional information from respondents	Apr-26
Jun-26	Additional information from respondents	May-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:

$$nh = n * (Nh * Sh) / [\Sigma (Ni * Si)].$$

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 – July 2025

	Lower limit (R million)	Sales (R million)	Upper limit (R million)	Relative standard error (RSE) (%)
Retail trade sales	118 188	121 403	124 618	1,3

Month-on-month percentage change	**12**	The month-on-month percentage change in a variable for any given month is the change between that month and the previous month, expressed as a percentage of the latter.

Year-on-year percentage change	**13**	The year-on-year percentage change in a variable for any given period is the change between that period and the corresponding period of the previous year, expressed as a percentage of the latter.

Contribution (percentage points)	**14**	The contribution (percentage points) to the year-on-year percentage change for any given period is calculated by multiplying the percentage change of each type of retailer by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of retailer to total retail trade sales in the corresponding period of the previous year.

Glossary

Enterprise An enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.

Industry An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the *System of National Accounts* (SNA) in the same way as in the *Standard Industrial Classification of All Economic Activities* (SIC)*, Fifth Edition*, Report No. 09-90-02 of January 1993.

Retail trade Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.

Retailer A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.

Symbols and abbreviations

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

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General information

Stats SA publishes approximately 300 different statistical releases each year. It is not economically viable to produce them in more than one of South Africa's 12 official languages. Since the releases are used extensively locally and by international economic and social-scientific communities, Stats SA releases are published in English only.

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