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IMPROVING LIVES THROUGH DATA ECOSYSTEMS



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Sales at constant 2019 prices: results for March 2025

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

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

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 1,5% year-on-year in March 2025. The largest positive contributors to this increase were retailers in:

- pharmaceuticals and medical goods, cosmetics and toiletries (7,1% and contributing 0,5 of a percentage point); and
- textiles, clothing, footwear and leather goods (3,5% and contributing 0,5 of a percentage point) – see Table 5 and Table 6.

Seasonally adjusted retail trade sales decreased by 0,2% in March 2025 compared with February 2025. This followed month-on-month changes of -1,2% in February 2025 and 0,9% in January 2025.

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

Type of retailer	Jan – Mar 2024 (R million)	Weight (%)	Jan – Mar 2025 (R million)	% change between Jan – Mar 2024 and Jan – Mar 2025	Contribution (% points) to the total % change
General dealers	123 042	45,7	127 485	3,6	1,6
Food, beverages and tobacco in specialised stores	21 161	7,9	21 240	0,4	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	20 642	7,7	21 599	4,6	0,4
Textiles, clothing, footwear and leather goods	41 042	15,2	45 090	9,9	1,5
Household furniture, appliances and equipment	11 334	4,2	12 033	6,2	0,3
Hardware, paint and glass	20 545	7,6	20 589	0,2	0,0
All other retailers	31 657	11,7	32 451	2,5	0,3
Total	269 423	100,0	280 487	4,1	4,1

Retail trade sales increased by 4,1% in the first quarter of 2025 compared with the first quarter of 2024. The largest contributors to this increase were:

- general dealers (3,6% and contributing 1,6 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (9,9% 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	Oct – Dec 2024 (R million)	Weight (%)	Jan – Mar 2025 (R million)	% change between Oct – Dec 2024 and Jan – Mar 2025	Contribution (% points) to the total % change
General dealers	133 968	45,2	133 189	-0,6	-0,3
Food, beverages and tobacco in specialised stores	22 480	7,6	22 544	0,3	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	21 878	7,4	22 069	0,9	0,1
Textiles, clothing, footwear and leather goods	51 918	17,5	52 073	0,3	0,1
Household furniture, appliances and equipment	12 919	4,4	12 940	0,2	0,0
Hardware, paint and glass	21 932	7,4	22 296	1,7	0,1
All other retailers	31 132	10,5	31 551	1,3	0,1
Total	296 226	100,0	296 663	0,1	0,1

Seasonally adjusted retail trade sales increased by 0,1% in the first quarter of 2025 compared with the fourth quarter of 2024. The largest positive contributors to this increase were:

- retailers in hardware, paint and glass (1,7% and contributing 0,1 of a percentage point);
- all 'other' retailers (1,3% and contributing 0,1 of a percentage point);
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (0,9% and contributing 0,1 of a percentage point); and
- retailers in textiles, clothing, footwear and leather goods (0,3% and contributing 0,1 of a percentage point).

The negative contributor was general dealers (-0,6% and contributing -0,3 of a percentage point) – see Table C.

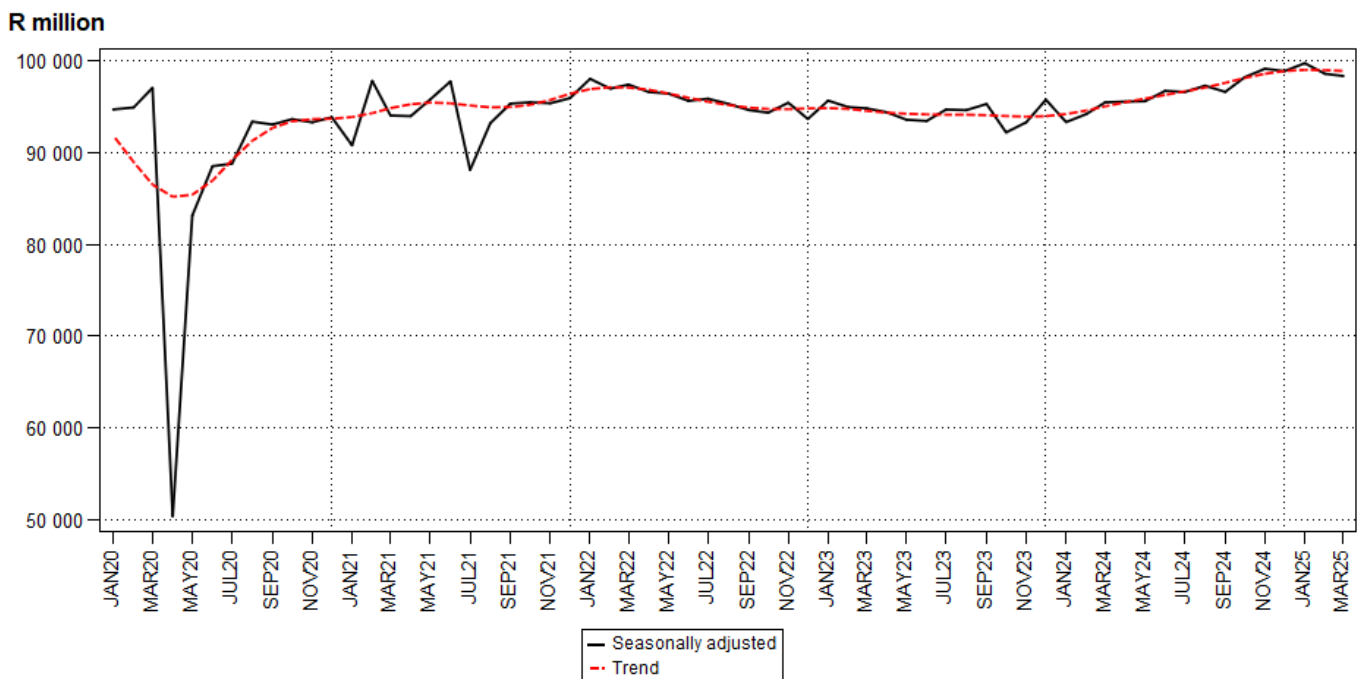
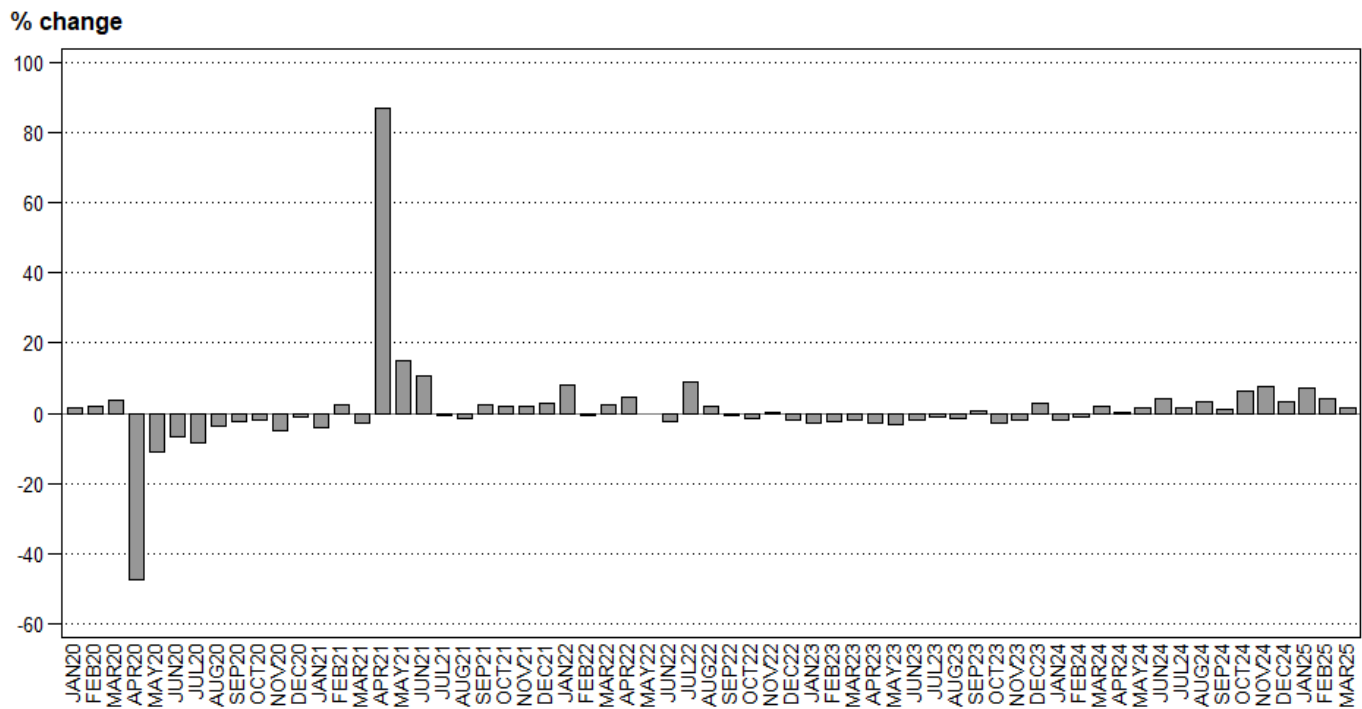
Figure 1 – Retail trade sales at constant 2019 prices

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



Sales at current prices: results for March 2025

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

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

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

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

Type of retailer	Jan – Mar 2024 (R million)	Weight (%)	Jan – Mar 2025 (R million)	% change between Jan – Mar 2024 and Jan – Mar 2025	Contribution (% points) to the total % change
General dealers	161 482	48,9	171 292	6,1	3,0
Food, beverages and tobacco in specialised stores	27 650	8,4	28 400	2,7	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	26 444	8,0	28 563	8,0	0,6
Textiles, clothing, footwear and leather goods	44 708	13,5	49 518	10,8	1,5
Household furniture, appliances and equipment	11 504	3,5	11 808	2,6	0,1
Hardware, paint and glass	25 030	7,6	25 292	1,0	0,1
All other retailers	33 743	10,2	34 380	1,9	0,2
Total	330 561	100,0	349 254	5,7	5,7

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

Type of retailer	Oct – Dec 2024 (R million)	Weight (%)	Jan – Mar 2025 (R million)	% change between Oct – Dec 2024 and Jan – Mar 2025	Contribution (% points) to the total % change
General dealers	178 979	48,7	179 360	0,2	0,1
Food, beverages and tobacco in specialised stores	29 764	8,1	29 902	0,5	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	28 771	7,8	29 331	1,9	0,1
Textiles, clothing, footwear and leather goods	57 460	15,6	56 006	-2,5	-0,4
Household furniture, appliances and equipment	12 761	3,5	12 693	-0,5	0,0
Hardware, paint and glass	26 978	7,3	27 310	1,2	0,1
All other retailers	33 137	9,0	33 522	1,2	0,1
Total	367 851	100,0	368 126	0,1	0,1


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	86 114	87 331	83 922	90 582	88 241	86 396	92 417
Feb	88 268	89 985	92 172	91 434	89 390	88 629	92 272
Mar	91 106	94 450	91 959	94 267	92 544	94 398	95 798
Apr	88 969	46 619	87 209	91 250	88 617	89 001	
May	93 561	83 055	95 523	95 491	92 339	93 831	
Jun	90 965	84 677	93 655	91 592	89 696	93 283	
Jul	90 314	82 816	82 354	89 668	88 604	90 055	
Aug	94 316	90 730	89 583	91 277	89 940	92 857	
Sep	91 434	89 216	91 150	90 462	91 090	91 989	
Oct	92 712	90 816	92 565	91 186	88 582	94 047	
Nov	109 184	103 927	106 152	106 417	104 256	112 192	
Dec	126 145	124 589	128 372	125 933	129 363	133 422	
Total	1 143 088	1 068 211	1 134 616	1 149 559	1 132 662	1 160 100	

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

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

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

Month	R million				Month-on-month % change			
	2022	2023	2024	2025	2022	2023	2024	2025
Jan	98 034	95 656	93 313	99 737	2,2	2,1	-2,6	0,9
Feb	96 967	94 951	94 189	98 583	-1,1	-0,7	0,9	-1,2
Mar	97 406	94 815	95 471	98 343	0,5	-0,1	1,4	-0,2
Apr	96 595	94 386	95 548		-0,8	-0,5	0,1	
May	96 432	93 577	95 593		-0,2	-0,9	0,0	
Jun	95 628	93 434	96 722		-0,8	-0,2	1,2	
Jul	95 861	94 685	96 602		0,2	1,3	-0,1	
Aug	95 305	94 620	97 284		-0,6	-0,1	0,7	
Sep	94 636	95 291	96 612		-0,7	0,7	-0,7	
Oct	94 336	92 188	98 214		-0,3	-3,3	1,7	
Nov	95 432	93 298	99 136		1,2	1,2	0,9	
Dec	93 654	95 758	98 876		-1,9	2,6	-0,3	

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

Type of retailer	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
General dealers	41 772	51 517	56 423	40 331	42 401	44 753
Food, beverages and tobacco in specialised stores	7 641	7 552	10 713	7 192	6 795	7 253
Pharmaceuticals and medical goods, cosmetics and toiletries	7 667	6 915	7 881	7 617	6 744	7 238
Textiles, clothing, footwear and leather goods	15 426	20 973	31 723	15 175	14 984	14 931
Household furniture, appliances and equipment	4 176	5 518	5 816	3 906	3 957	4 170
Hardware, paint and glass	7 639	8 390	7 932	6 744	6 698	7 147
All other retailers	9 726	11 327	12 934	11 452	10 693	10 306
Total	94 047	112 192	133 422	92 417	92 272	95 798

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

Type of retailer	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
General dealers	11,4	11,6	2,1	7,6	3,6	0,3
Food, beverages and tobacco in specialised stores	0,3	3,7	2,9	7,5	-3,2	-2,6
Pharmaceuticals and medical goods, cosmetics and toiletries	5,2	1,7	3,6	6,9	-0,2	7,1
Textiles, clothing, footwear and leather goods	2,2	11,4	7,3	10,8	16,1	3,5
Household furniture, appliances and equipment	15,2	7,3	4,6	7,9	5,9	4,9
Hardware, paint and glass	-3,2	-3,5	-1,4	2,1	-3,8	2,5
All other retailers	1,7	-0,1	-0,1	2,6	3,7	1,1
Total	6,2	7,6	3,1	7,0	4,1	1,5

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

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

Type of retailer	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Month-on-month % change
General dealers	44 421	45 248	44 299	44 712	44 129	44 348	0,5
Food, beverages and tobacco in specialised stores	7 409	7 529	7 542	7 853	7 313	7 378	0,9
Pharmaceuticals and medical goods, cosmetics and toiletries	7 388	7 203	7 287	7 474	7 301	7 294	-0,1
Textiles, clothing, footwear and leather goods	17 079	17 192	17 647	17 342	17 605	17 126	-2,7
Household furniture, appliances and equipment	4 307	4 314	4 298	4 344	4 323	4 273	-1,2
Hardware, paint and glass	7 236	7 276	7 420	7 503	7 278	7 515	3,3
All other retailers	10 374	10 374	10 384	10 509	10 634	10 408	-2,1
Total	98 214	99 136	98 876	99 737	98 583	98 343	-0,2

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

Month	2019	2020	2021	2022	2023	2024	2025
Jan	84 941	88 492	86 936	97 282	102 223	105 380	114 598
Feb	87 343	91 485	95 854	98 818	104 805	108 823	114 788
Mar	90 529	96 329	96 390	102 673	109 718	116 358	119 868
Apr	88 534	47 750	91 603	99 738	105 374	109 625	
May	93 470	84 403	100 453	105 597	110 094	115 672	
Jun	91 029	86 199	99 007	102 251	107 424	115 472	
Jul	90 377	84 443	87 194	100 578	106 033	111 232	
Aug	94 666	92 852	95 292	103 567	108 130	115 075	
Sep	91 979	91 513	96 980	103 280	110 039	114 721	
Oct	93 178	93 606	98 846	104 464	107 479	117 024	
Nov	109 981	107 372	113 265	121 882	126 583	138 621	
Dec	127 060	128 769	136 942	144 283	156 372	163 778	
Total	1 143 090	1 093 213	1 198 762	1 284 413	1 354 274	1 431 781	

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

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

Table 10 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2022	2023	2024	2025	2022	2023	2024	2025
Jan	105 196	110 659	113 633	123 345	1,8	2,0	-3,3	0,1
Feb	105 044	111 457	115 776	122 616	-0,1	0,7	1,9	-0,6
Mar	105 304	112 022	117 089	122 165	0,2	0,5	1,1	-0,4
Apr	105 793	112 129	117 602		0,5	0,1	0,4	
May	106 342	111 324	117 600		0,5	-0,7	0,0	
Jun	106 727	111 728	119 767		0,4	0,4	1,8	
Jul	107 065	113 066	119 204		0,3	1,2	-0,5	
Aug	107 644	113 189	120 043		0,5	0,1	0,7	
Sep	107 468	114 513	119 850		-0,2	1,2	-0,2	
Oct	107 969	111 691	121 790		0,5	-2,5	1,6	
Nov	109 898	113 529	122 835		1,8	1,6	0,9	
Dec	108 473	117 525	123 226		-1,3	3,5	0,3	

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

Type of retailer	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
General dealers	55 988	68 851	75 340	54 066	56 961	60 265
Food, beverages and tobacco in specialised stores	10 114	9 970	14 190	9 584	9 063	9 753
Pharmaceuticals and medical goods, cosmetics and toiletries	10 061	9 068	10 310	10 010	8 893	9 660
Textiles, clothing, footwear and leather goods	16 938	22 985	34 760	16 646	16 451	16 421
Household furniture, appliances and equipment	4 145	5 432	5 699	3 860	3 869	4 079
Hardware, paint and glass	9 390	10 287	9 743	8 292	8 215	8 785
All other retailers	10 388	12 028	13 735	12 139	11 336	10 905
Total	117 024	138 621	163 778	114 598	114 788	119 868

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

Type of retailer	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
General dealers	15,2	14,4	4,7	10,1	6,2	2,6
Food, beverages and tobacco in specialised stores	2,6	5,3	4,8	9,2	-1,0	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	9,7	5,7	7,0	10,7	2,5	10,7
Textiles, clothing, footwear and leather goods	3,4	12,3	8,3	11,6	17,0	4,3
Household furniture, appliances and equipment	11,2	3,5	1,1	4,9	1,9	1,3
Hardware, paint and glass	-1,4	-2,2	0,1	3,4	-3,3	3,1
All other retailers	1,8	-0,6	-0,2	2,3	3,1	0,2
Total	8,9	9,5	4,7	8,7	5,5	3,0

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

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

Type of retailer	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Month-on-month % change
General dealers	59 344	59 978	59 657	60 180	59 596	59 584	0,0
Food, beverages and tobacco in specialised stores	9 797	9 952	10 015	10 341	9 745	9 816	0,7
Pharmaceuticals and medical goods, cosmetics and toiletries	9 641	9 501	9 629	9 842	9 715	9 774	0,6
Textiles, clothing, footwear and leather goods	18 781	19 178	19 501	18 283	19 127	18 596	-2,8
Household furniture, appliances and equipment	4 277	4 262	4 222	4 279	4 227	4 187	-0,9
Hardware, paint and glass	8 895	8 937	9 146	9 235	8 903	9 172	3,0
All other retailers	11 054	11 028	11 055	11 184	11 303	11 035	-2,4
Total	121 790	122 835	123 226	123 345	122 616	122 165	-0,4

Explanatory notes

Introduction	1	Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see point 3 below). This survey is based on a sample drawn from Stats SA's 2024 statistical business register (SBR) that contains businesses registered for value-added tax (VAT). Published retail trade sales estimates include VAT.
Purpose of the survey	2	The results of the monthly retail trade sales survey are used to compile estimates of the gross domestic product (GDP) and its components, which are used in monitoring the state of the economy and formulation of economic policy. These statistics are also used in the analysis of comparative business and industry performance.
Scope of the survey	3	<p>This survey covers retail enterprises according to the following types of retailers:</p> <ul style="list-style-type: none"> • general dealers: <ul style="list-style-type: none"> ➢ retail trade in non-specialised stores with food, beverages and tobacco predominating; and ➢ 'other' retail trade in non-specialised stores. • retailers in food, beverages and tobacco in specialised stores: <ul style="list-style-type: none"> ➢ retailers in fresh fruit and vegetables; ➢ retailers in meat and meat products; ➢ retailers in bakery products; ➢ retailers in beverages; ➢ retailers in tobacco; and ➢ retailers in 'other' food in specialised stores. • retailers in pharmaceutical and medical goods, cosmetics and toiletries; • retailers in textiles, clothing, footwear and leather goods: <ul style="list-style-type: none"> ➢ retailers in men's and boys' clothing; ➢ retailers in ladies', girls' and infants' clothing; ➢ general outfitters; and ➢ retailers in footwear. • retailers in household furniture, appliances and equipment; • retailers in hardware, paint and glass; and • all 'other' retailers: <ul style="list-style-type: none"> ➢ retailers in reading matter and stationery; ➢ retailers in jewellery, watches and clocks; ➢ retailers in sport goods and entertainment requisites; ➢ retailers in 'other' specialised stores; ➢ repair of personal and household goods; ➢ retail trade in second-hand goods in stores; and ➢ retail trade not in stores.
Classification	4	The 1993 edition of the <i>Standard Industrial Classification of All Economic Activities</i> (SIC), Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 <i>International Standard Industrial Classification of All Economic Activities</i> (ISIC) with suitable adaptations for local conditions. Each enterprise is classified to the industry which reflects its predominant activity. Statistics in this publication are presented at SIC group (four digit) level.
Collection rate	5	The preliminary collection rate for the survey on retail trade sales for March 2025 was 66,4%. The revised collection rate for February 2025 was 71,1%.

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
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
Dec-25	Additional information from respondents	Nov-25
Jan-26	Additional information from respondents	Dec-25
Feb-26	Additional information from respondents	Jan-26
New base year in 2027/28 - periodic, approximately four- to five-year intervals		

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

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

Historical data 10 Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link:
[Click to download historical data.](#)

Past publications 11 Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link:
[Click to download past releases.](#)

Technical notes

Survey methodology and design

- 1 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of 1 891 enterprises from a population of 19 052 enterprises. Completed questionnaires are required to be returned to Stats SA within ten days after the end of the reference month. Email and telephone reminders are used to follow up on non-respondents.
- 2 A stratified random sample was drawn at the SIC four-digit level in April 2024 from Stats SA's statistical business register (SBR). Strata were formed using a combination of the Standard Industrial Classification and the measure of size classes for enterprises (see point three below).

The Neyman optimal allocation formula given below was used to allocate samples to each stratum:

$$n_h = n * (N_h * S_h) / [\sum (N_i * S_i)].$$

Neyman allocation formula not only allocates sample sizes to each stratum, but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these strata did not exceed 6,0%.

Class limits

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

Measure of size classes (Rand)

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

Sample weighting

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

Seasonal adjustment

- 5 Seasonally adjusted estimates are generated each month using the X-12 Seasonal Adjustment Program developed by the United States Census Bureau. Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences on the series can be recognised more clearly. Seasonal adjustment does not aim to remove irregular or non-seasonal influences which may be present in any particular month. Influences that are volatile or unsystematic can still make it difficult to interpret the movement of the series, even after adjustment for seasonal variations. Therefore, the month-to-month movements of seasonally adjusted estimates may not be reliable indicators of trend behaviour. The X-12-ARIMA procedure for retail trade sales is described in more detail on the Stats SA website: [Click to download seasonal adjustment retail trade sales January 2022](#).

Trend cycle

- 6 The trend is the long-term pattern or movement of a time series. The X-12 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimate the underlying trend cycle.

- Constant prices**
- 7** For February 2002 to January 2007 retail trade sales at constant prices were calculated using the consumer price index (CPI) for goods, excluding petrol and purchases of vehicles, for all urban areas to deflate total sales at current prices. From February 2008 onwards total retail trade sales at constant prices are obtained by adding up the deflated sales by type of retailer.
- 8** Retail trade sales at constant prices by type of retailer are obtained by deflating estimated sales at current prices by the relevant weighted price index. To obtain total retail trade sales at constant prices, estimates of the deflated sales for each type of retailer are aggregated.
- Reliability of estimates**
- 9** Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the retail industry in South Africa. Estimates are subject to sampling and non-sampling errors.
- 10** Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Fluctuations may occur in consecutive months as a result of seasonal and economic factors.
- Relative standard error**
- 11** One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of enterprises was used. The relative standard error (RSE) provides an immediate indication of the percentage errors likely to have occurred due to sampling, and thus avoids the need to refer to the size of the estimate.
- Estimates of total retail trade sales within 95% confidence limits – March 2025**
- | | Lower limit
(R million) | Sales
(R million) | Upper limit
(R million) | Relative
standard error
(RSE) (%) |
|--------------------|----------------------------|----------------------|----------------------------|---|
| Retail trade sales | 117 585 | 119 868 | 122 151 | 0,9 |
- Month-on-month percentage change**
- 12** The month-on-month percentage change in a variable for any given month is the change between that month and the previous month, expressed as a percentage of the latter.
- Year-on-year percentage change**
- 13** The year-on-year percentage change in a variable for any given period is the change between that period and the corresponding period of the previous year, expressed as a percentage of the latter.
- Contribution (percentage points)**
- 14** The contribution (percentage points) to the year-on-year percentage change for any given period is calculated by multiplying the percentage change of each type of retailer by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of retailer to total retail trade sales in the corresponding period of the previous year.

Glossary

Enterprise	An enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.	
Industry	An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the <i>System of National Accounts</i> (SNA) in the same way as in the <i>Standard Industrial Classification of All Economic Activities</i> (SIC), Fifth Edition, Report No. 09-90-02 of January 1993.	
Retail trade	Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.	
Retailer	A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.	
Symbols and abbreviations	CPI	Consumer price index
	GDP	Gross domestic product
	ISIC	International Standard Industrial Classification
	SARS	South African Revenue Service
	SBR	Statistical Business Register
	SIC	Standard Industrial Classification of All Economic Activities
	SNA	System of National Accounts
	Stats SA	Statistics South Africa
	VAT	Value-added tax
	*	Revised figures

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General information

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

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A release calendar is disseminated on www.statssa.gov.za.

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Central Regional Library, Polokwane
Central Reference Library, Mbombela
Central Reference Collection, Kimberley
Central Reference Library, Mmabatho

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

You can also visit us on the internet at: www.statssa.gov.za.

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