STATISTICAL RELEASE

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Retail trade sales
(Preliminary)

November 2024

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IMPROVING LIVES THROUGH DATA ECOSYSTEMS

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Sales at constant 2019 prices: results for November 2024

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

	Jun-24	**Jul-24**	**Aug-24**	**Sep-24**	**Oct-24**	**Nov-24**
Year-on-year % change, unadjusted	4,0	1,7	3,3	1,1	6,2	7,7
Month-on-month % change, seasonally adjusted	1,2	0,0	0,8	-0,4	1,6	0,8
3-month % change, seasonally adjusted [1]	1,8	1,7	1,8	1,2	1,4	1,4

[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 7,7% year-on-year in November 2024. The largest positive contributors to this increase were:
- general dealers (11,9% and contributing 5,2 percentage points);
- retailers in textiles, clothing, footwear and leather goods (9,5% and contributing 1,7 percentage points); and
- retailers in household furniture, appliances and equipment (9,4% and contributing 0,5 of a percentage point).

The only negative contributor was retailers in hardware, paint and glass (-4,3% and contributing -0,4 of a percentage point) – see Table 5 and Table 6.

Seasonally adjusted retail trade sales increased by 0,8% in November 2024 compared with October 2024. This followed month-on-month changes of 1,6% in October 2024 and -0,4% in September 2024.

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

Type of retailer	Sep – Nov 2023 (R million)	Weight (%)	Sep – Nov 2024 (R million)	% change between Sep – Nov 2023 and Sep – Nov 2024	Contribution (% points) to the total % change
General dealers	126 210	44,2	138 101	9,4	4,2
Food, beverages and tobacco in specialised stores	22 190	7,8	22 247	0,3	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	20 888	7,3	21 537	3,1	0,2
Textiles, clothing, footwear and leather goods	49 451	17,3	50 909	2,9	0,5
Household furniture, appliances and equipment	12 549	4,4	14 068	12,1	0,5
Hardware, paint and glass	24 281	8,5	23 209	-4,4	-0,4
All other retailers	29 980	10,5	30 083	0,3	0,0
Total	**285 549**	**100,0**	**300 154**	**5,1**	**5,1**

Retail trade sales increased by 5,1% in the three months ended November 2024 compared with the three months ended November 2023. The largest contributors to this increase were:
- general dealers (9,4% and contributing 4,2 percentage points);
- retailers in household furniture, appliances and equipment (12,1% and contributing 0,5 of a percentage point); and
- retailers in textiles, clothing, footwear and leather goods (2,9% and contributing 0,5 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	Jun – Aug 2024 (R million)	Weight (%)	Sep – Nov 2024 (R million)	% change between Jun – Aug 2024 and Sep – Nov 2024	Contribution (% points) to the total % change
General dealers	131 019	44,8	135 510	3,4	1,5
Food, beverages and tobacco in specialised stores	22 698	7,8	22 310	-1,7	-0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	21 669	7,4	21 893	1,0	0,1
Textiles, clothing, footwear and leather goods	51 122	17,5	51 229	0,2	0,0
Household furniture, appliances and equipment	13 106	4,5	13 345	1,8	0,1
Hardware, paint and glass	21 734	7,4	21 479	-1,2	-0,1
All other retailers	31 163	10,7	30 967	-0,6	-0,1
Total	**292 511**	**100,0**	**296 732**	**1,4**	**1,4**

Seasonally adjusted retail trade sales increased by 1,4% in the three months ended November 2024 compared with the previous three months. The largest positive contributor to the increase was general dealers (3,4% and contributing 1,5 percentage points) – see Table C.

**Figure 1 – Retail trade sales at constant 2019 prices**
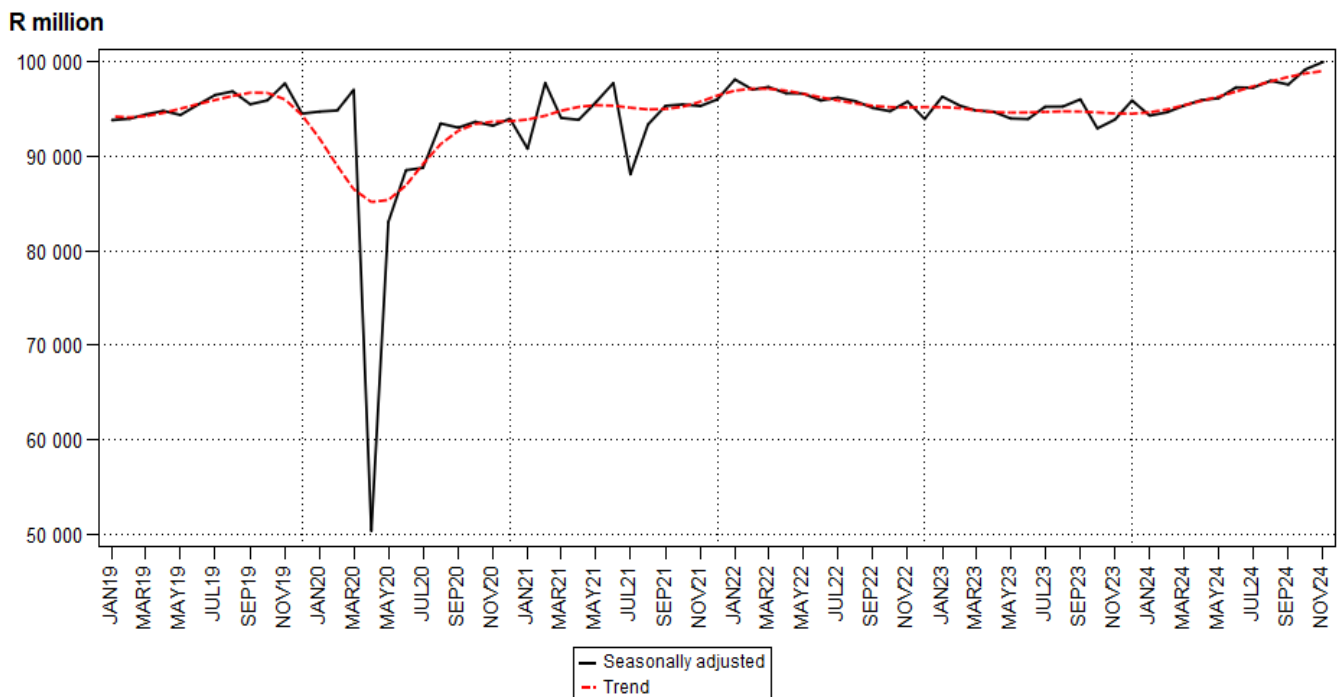
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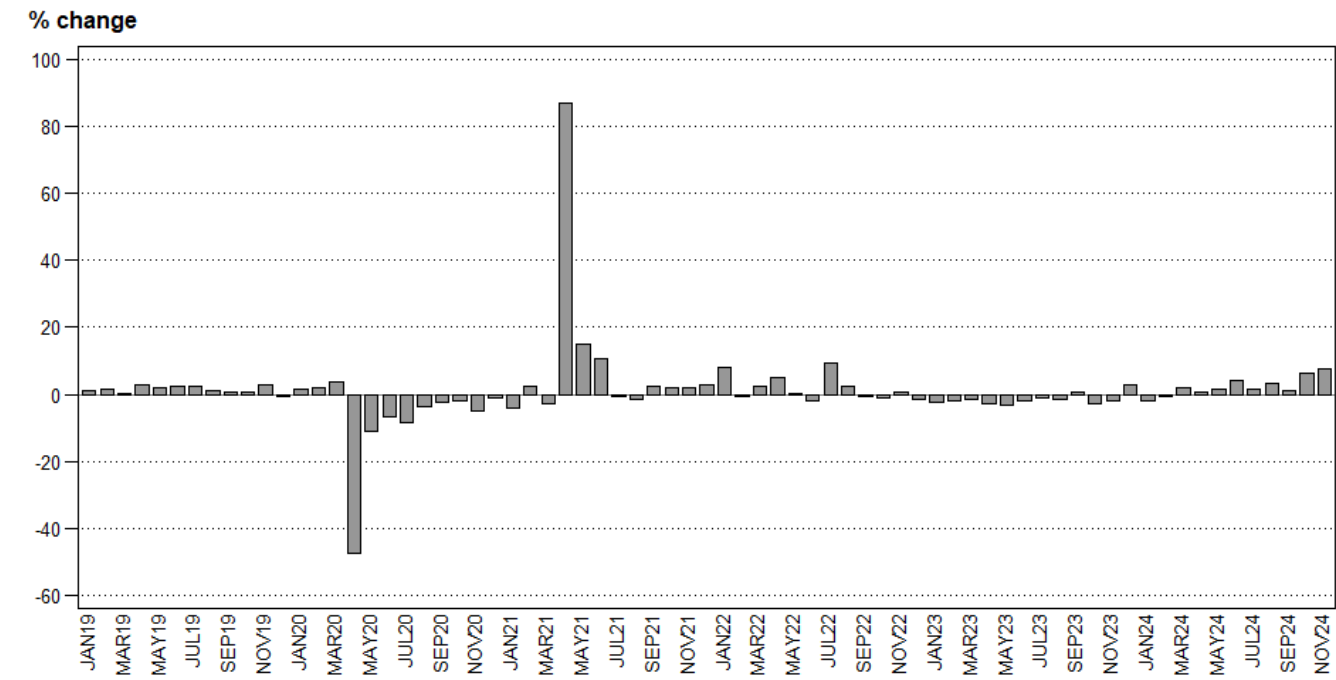
Sales at current prices: results for November 2024

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

	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24
Year-on-year % change, unadjusted	7,5	4,9	6,4	4,3	8,9	9,6
Month-on-month % change, seasonally adjusted	1,9	-0,2	0,7	0,1	1,9	1,2
3-month % change, seasonally adjusted [1]	2,8	2,2	2,4	1,6	1,9	2,2

[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	Sep – Nov 2023 (R million)	Weight (%)	Sep – Nov 2024 (R million)	% change between Sep – Nov 2023 and Sep – Nov 2024	Contribution (% points) to the total % change
General dealers	162 999	47,4	184 241	13,0	6,2
Food, beverages and tobacco in specialised stores	28 533	8,3	29 265	2,6	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	26 185	7,6	28 195	7,7	0,6
Textiles, clothing, footwear and leather goods	52 305	15,2	54 237	3,7	0,6
Household furniture, appliances and equipment	12 691	3,7	13 665	7,7	0,3
Hardware, paint and glass	29 380	8,5	28 566	-2,8	-0,2
All other retailers	32 010	9,3	32 315	1,0	0,1
Total	**344 101**	**100,0**	**370 482**	**7,7**	**7,7**

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

Type of retailer	Jun – Aug 2024 (R million)	Weight (%)	Sep – Nov 2024 (R million)	% change between Jun – Aug 2024 and Sep – Nov 2024	Contribution (% points) to the total % change
General dealers	173 519	48,3	180 842	4,2	2,0
Food, beverages and tobacco in specialised stores	29 703	8,3	29 457	-0,8	-0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	28 098	7,8	28 652	2,0	0,2
Textiles, clothing, footwear and leather goods	54 890	15,3	55 601	1,3	0,2
Household furniture, appliances and equipment	12 963	3,6	13 015	0,4	0,0
Hardware, paint and glass	26 680	7,4	26 473	-0,8	-0,1
All other retailers	33 471	9,3	33 216	-0,8	-0,1
Total	**359 322**	**100,0**	**367 258**	**2,2**	**2,2**

Risenga Maluleke
Statistician-General

Tables

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

Month	2018	2019	2020	2021	2022	2023	2024
Jan	85 060	86 114	87 331	83 922	90 666	88 692	86 898
Feb	87 017	88 268	89 985	92 172	91 532	89 755	89 078
Mar	90 903	91 106	94 450	91 959	94 377	92 939	94 868
Apr	86 554	88 969	46 619	87 209	91 380	89 027	89 465
May	91 781	93 561	83 055	95 523	95 758	92 796	94 364
Jun	88 646	90 965	84 677	93 655	91 883	90 163	93 793
Jul	88 370	90 314	82 816	82 354	89 971	89 080	90 563
Aug	93 142	94 316	90 730	89 583	91 623	90 362	93 348
Sep	90 880	91 434	89 216	91 150	90 769	91 500	92 494
Oct	92 027	92 712	90 816	92 565	91 504	89 092	94 631
Nov	106 130	109 184	103 927	106 152	106 831	104 957	113 029
Dec	126 416	126 145	124 589	128 372	126 545	130 320	
Total	**1 126 926**	**1 143 088**	**1 068 211**	**1 134 616**	**1 152 839**	**1 138 683**	

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

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

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

Month	R million				Month-on-month % change			
	2021	2022	2023	2024	2021	2022	2023	2024
Jan	90 788	98 121	96 305	94 290	-3,4	2,2	2,5	-1,7
Feb	97 754	97 046	95 348	94 652	7,7	-1,1	-1,0	0,4
Mar	94 050	97 321	94 832	95 341	-3,8	0,3	-0,5	0,7
Apr	93 845	96 661	94 710	95 930	-0,2	-0,7	-0,1	0,6
May	95 691	96 631	93 991	96 130	2,0	0,0	-0,8	0,2
Jun	97 744	95 888	93 928	97 279	2,1	-0,8	-0,1	1,2
Jul	88 067	96 195	95 232	97 247	-9,9	0,3	1,4	0,0
Aug	93 355	95 824	95 245	97 985	6,0	-0,4	0,0	0,8
Sep	95 329	95 103	96 013	97 580	2,1	-0,8	0,8	-0,4
Oct	95 472	94 756	92 936	99 182	0,2	-0,4	-3,2	1,6
Nov	95 303	95 787	93 878	99 970	-0,2	1,1	1,0	0,8
Dec	96 008	93 931	95 893		0,7	-1,9	2,1	

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

Type of retailer	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24
General dealers	43 531	38 848	42 651	44 450	41 870	51 781
Food, beverages and tobacco in specialised stores	7 018	7 259	7 270	6 989	7 669	7 589
Pharmaceuticals and medical goods, cosmetics and toiletries	6 782	7 760	6 989	6 798	7 679	7 060
Textiles, clothing, footwear and leather goods	15 883	15 759	14 753	13 839	15 882	21 188
Household furniture, appliances and equipment	3 996	4 259	4 216	4 123	4 254	5 691
Hardware, paint and glass	6 907	7 130	7 540	7 282	7 621	8 306
All other retailers	9 676	9 548	9 929	9 013	9 656	11 414
Total	**93 793**	**90 563**	**93 348**	**92 494**	**94 631**	**113 029**

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

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

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

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

Type of retailer	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	*Month-on-month % change*
General dealers	43 598	43 535	43 886	44 466	45 095	45 949	*1,9*
Food, beverages and tobacco in specialised stores	7 544	7 432	7 722	7 325	7 430	7 555	*1,7*
Pharmaceuticals and medical goods, cosmetics and toiletries	7 150	7 321	7 198	7 212	7 384	7 297	*-1,2*
Textiles, clothing, footwear and leather goods	17 050	17 079	16 993	16 705	17 341	17 183	*-0,9*
Household furniture, appliances and equipment	4 287	4 385	4 434	4 469	4 418	4 458	*0,9*
Hardware, paint and glass	7 353	7 177	7 204	7 131	7 183	7 165	*-0,3*
All other retailers	10 296	10 318	10 549	10 272	10 332	10 363	*0,3*
Total	**97 279**	**97 247**	**97 985**	**97 580**	**99 182**	**99 970**	***0,8***

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

Month	2018	2019	2020	2021	2022	2023	2024
Jan	82 290	84 941	88 492	86 936	97 282	102 223	105 380
Feb	84 412	87 343	91 485	95 854	98 818	104 805	108 823
Mar	88 192	90 529	96 329	96 390	102 673	109 718	116 358
Apr	84 456	88 534	47 750	91 603	99 738	105 374	109 625
May	89 722	93 470	84 403	100 453	105 597	110 094	115 672
Jun	86 673	91 029	86 199	99 007	102 251	107 424	115 472
Jul	86 518	90 377	84 443	87 194	100 578	106 033	111 232
Aug	91 118	94 666	92 852	95 292	103 567	108 130	115 075
Sep	89 028	91 979	91 513	96 980	103 280	110 039	114 721
Oct	90 206	93 178	93 606	98 846	104 464	107 479	117 024
Nov	104 301	109 981	107 372	113 265	121 882	126 583	138 737
Dec	124 201	127 060	128 769	136 942	144 283	156 372	
Total	**1 101 117**	**1 143 090**	**1 093 213**	**1 198 762**	**1 284 413**	**1 354 274**	

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

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

Table 10 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2021	**2022**	**2023**	**2024**	**2021**	**2022**	**2023**	**2024**
Jan	94 253	105 111	110 627	113 665	-3,4	1,9	2,3	-2,8
Feb	101 962	104 867	111 054	114 998	8,2	-0,2	0,4	1,2
Mar	98 531	105 068	111 468	116 253	-3,4	0,2	0,4	1,1
Apr	98 092	105 642	111 947	117 406	-0,4	0,5	0,4	1,0
May	100 305	106 292	111 174	117 410	2,3	0,6	-0,7	0,0
Jun	103 471	106 645	111 666	119 627	3,2	0,3	0,4	1,9
Jul	92 468	107 180	113 196	119 409	-10,6	0,5	1,4	-0,2
Aug	98 863	107 804	113 409	120 286	6,9	0,6	0,2	0,7
Sep	101 196	107 783	114 905	120 408	2,4	0,0	1,3	0,1
Oct	102 200	108 343	112 369	122 664	1,0	0,5	-2,2	1,9
Nov	102 421	110 239	114 193	124 186	0,2	1,7	1,6	1,2
Dec	103 175	108 110	116 920		0,7	-1,9	2,4	

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

Type of retailer	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24
General dealers	57 687	51 570	56 681	59 249	55 988	69 004
Food, beverages and tobacco in specialised stores	9 169	9 461	9 488	9 161	10 114	9 990
Pharmaceuticals and medical goods, cosmetics and toiletries	8 838	10 117	9 114	8 887	10 061	9 247
Textiles, clothing, footwear and leather goods	16 921	16 798	15 703	14 736	16 938	22 563
Household furniture, appliances and equipment	3 971	4 222	4 128	4 030	4 145	5 490
Hardware, paint and glass	8 468	8 765	9 285	8 970	9 390	10 206
All other retailers	10 417	10 299	10 675	9 689	10 388	12 238
Total	**115 472**	**111 232**	**115 075**	**114 721**	**117 024**	**138 737**

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

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

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

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

Type of retailer	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	*Month-on-month % change*
General dealers	57 654	57 649	58 216	59 063	60 250	61 529	*2,1*
Food, beverages and tobacco in specialised stores	9 874	9 730	10 099	9 669	9 807	9 981	*1,8*
Pharmaceuticals and medical goods, cosmetics and toiletries	9 297	9 512	9 289	9 415	9 642	9 595	*-0,5*
Textiles, clothing, footwear and leather goods	18 443	18 265	18 182	18 086	18 711	18 804	*0,5*
Household furniture, appliances and equipment	4 274	4 336	4 353	4 380	4 313	4 322	*0,2*
Hardware, paint and glass	9 014	8 814	8 852	8 781	8 856	8 836	*-0,2*
All other retailers	11 073	11 104	11 294	11 013	11 085	11 118	*0,3*
Total	**119 627**	**119 409**	**120 286**	**120 408**	**122 664**	**124 186**	*1,2*

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** 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 November 2024 was 61,3%. The revised collection rate for October 2024 was 69,2%.

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
Nov-24	Additional information from respondents	Oct-24
Dec-24	Additional information from respondents	Nov-24
Jan-25	Additional information from respondents	Dec-24
Feb-25	Additional information from respondents	Jan-25
Mar-25	Additional information from respondents	Feb-25
Apr-25	Additional information from respondents	Mar-25
May-25	Additional information from respondents	Apr-25
Jun-25	Additional information from respondents	May-25
Jul-25	Additional information from respondents New sample	Jan-02–Jun-25
Aug-25	Additional information from respondents	Jul-25
Sep-25	Additional information from respondents	Aug-25
Oct-25	Additional information from respondents	Sep-25
New weights for retail deflators in 2025/26 - periodic, approximately four- to five-year intervals		
New base year in 2027/28 - periodic, approximately four- to five-year intervals		

Related publications	**8**	Users may also refer to *Stats in Brief* available from Stats SA.
Rounding-off of figures	**9**	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
Historical data	**10**	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: Click to download historical data.
Past publications	**11**	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: Click to download past releases.

Technical notes

Survey methodology and design	**1**	The survey is conducted on a monthly basis. Questionnaires are sent to a sample of 1 891 enterprises from a population of 19 052 enterprises. Completed questionnaires are required to be returned to Stats SA within ten days after the end of the reference month. Fax, email and telephone reminders are used to follow up on non-respondents.
	2	A stratified random sample was drawn at the SIC four-digit level in April 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:

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

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	2 585 491	10 000 000
Small	3	10 000 001	47 500 000
Medium	2	47 500 001	97 500 000
Large	1	97 500 001	

Sample weighting	**4**	For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of non-response in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form group estimates. These procedures are consistent with international best practice.
Seasonal adjustment	**5**	Seasonally adjusted estimates are generated each month using the X-12 Seasonal Adjustment Program developed by the United States Census Bureau. Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences on the series can be recognised more clearly. Seasonal adjustment does not aim to remove irregular or non-seasonal influences which may be present in any particular month. Influences that are volatile or unsystematic can still make it difficult to interpret the movement of the series, even after adjustment for seasonal variations. Therefore, the month-to-month movements of seasonally adjusted estimates may not be reliable indicators of trend behaviour. The X-12-ARIMA procedure for retail trade sales is described in more detail on the Stats SA website: Click to download seasonal adjustment retail trade sales December 2022.
Trend cycle	**6**	The trend is the long-term pattern or movement of a time series. The X-12 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimate the underlying trend cycle.

| **Constant prices** | **7** | For January 2002 to December 2007 retail trade sales at constant prices were calculated using the consumer price index (CPI) for goods, excluding petrol and purchases of vehicles, for all urban areas to deflate total sales at current prices. From January 2008 onwards total retail trade sales at constant prices are obtained by adding up the deflated sales by type of retailer. |

| | **8** | Retail trade sales at constant prices by type of retailer are obtained by deflating estimated sales at current prices by the relevant weighted price index. To obtain total retail trade sales at constant prices, estimates of the deflated sales for each type of retailer are aggregated. |

| **Reliability of estimates** | **9** | Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the retail industry in South Africa. Estimates are subject to sampling and non-sampling errors. |

| | **10** | Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Fluctuations may occur in consecutive months as a result of seasonal and economic factors. |

| **Relative standard error** | **11** | One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of enterprises was used. The relative standard error (RSE) provides an immediate indication of the percentage errors likely to have occurred due to sampling, and thus avoids the need to refer to the size of the estimate. |

Estimates of total retail trade sales within 95% confidence limits – November 2024

	Lower limit (R million)	Sales (R million)	Upper limit (R million)	Relative standard error (RSE) %
Retail trade sales	136 102	138 737	141 373	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 *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   CPI   Consumer price index
abbreviations   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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