STATISTICAL RELEASE

P6242.1

Retail trade sales
(Preliminary)

November 2025

Embargoed until:
21 January 2026
13:00

Dipalopalo tsa Aforikaborwa • Dipalopalo tsa Aforika Borwa • Ezazibalo zaseNingizimu Afrika • Tshitatistika Afrika Tshipembe • Tinhlayo Afrika-Dzonga
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IMPROVING LIVES THROUGH DATA ECOSYSTEMS

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Sales at constant 2019 prices: results for November 2025

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

	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25
Year-on-year % change, unadjusted	1,7	5,7	2,2	3,0	3,0	3,5
Month-on-month % change, seasonally adjusted	-0,2	2,3	-1,4	-0,1	1,0	0,6
3-month % change, seasonally adjusted [1]	1,0	1,1	1,0	1,0	0,3	0,6

[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 3,5% year-on-year in November 2025. The largest positive contributors to this increase were:
- general dealers (2,2% and contributing 1,0 percentage point);
- all 'other' retailers (8,0% and contributing 0,8 of a percentage point); and
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (10,1% and contributing 0,6 of a percentage point) – see Table 5 and Table 6.

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

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

Type of retailer	Sep – Nov 2024 (R million)	Weight (%)	Sep – Nov 2025 (R million)	% change between Sep – Nov 2024 and Sep – Nov 2025	Contribution (% points) to the total % change
General dealers	137 675	45,5	139 931	1,6	0,7
Food, beverages and tobacco in specialised stores	25 755	8,5	25 569	-0,7	-0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	21 215	7,0	22 366	5,4	0,4
Textiles, clothing, footwear and leather goods	51 120	16,9	53 119	3,9	0,7
Household furniture, appliances and equipment	13 007	4,3	14 356	10,4	0,4
Hardware, paint and glass	23 136	7,7	24 177	4,5	0,3
All other retailers	30 352	10,0	32 306	6,4	0,6
Total	**302 260**	**100,0**	**311 824**	**3,2**	**3,2**

Retail trade sales increased by 3,2% in the three months ended November 2025 compared with the three months ended November 2024. The largest positive contributors to this increase were:
- retailers in textiles, clothing, footwear and leather goods (3,9% and contributing 0,7 of a percentage point);
- general dealers (1,6% and contributing 0,7 of a percentage point); and
- all 'other' retailers (6,4% and contributing 0,6 of a percentage point).

The only negative contributor was retailers in food, beverages and tobacco in specialised stores (-0,7% and contributing -0,1 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 2025 (R million)	Weight (%)	Sep – Nov 2025 (R million)	% change between Jun – Aug 2025 and Sep – Nov 2025	Contribution (% points) to the total % change
General dealers	133 345	43,8	134 697	1,0	0,4
Food, beverages and tobacco in specialised stores	25 294	8,3	25 615	1,3	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	22 082	7,2	22 701	2,8	0,2
Textiles, clothing, footwear and leather goods	54 450	17,9	54 377	-0,1	0,0
Household furniture, appliances and equipment	13 108	4,3	13 568	3,5	0,2
Hardware, paint and glass	23 516	7,7	22 573	-4,0	-0,3
All other retailers	32 994	10,8	32 987	0,0	0,0
Total	**304 788**	**100,0**	**306 517**	**0,6**	**0,6**

Seasonally adjusted retail trade sales increased by 0,6% in the three months ended November 2025 compared with the previous three months. The largest positive contributor was general dealers (1,0% and contributing 0,4 of a percentage point).

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

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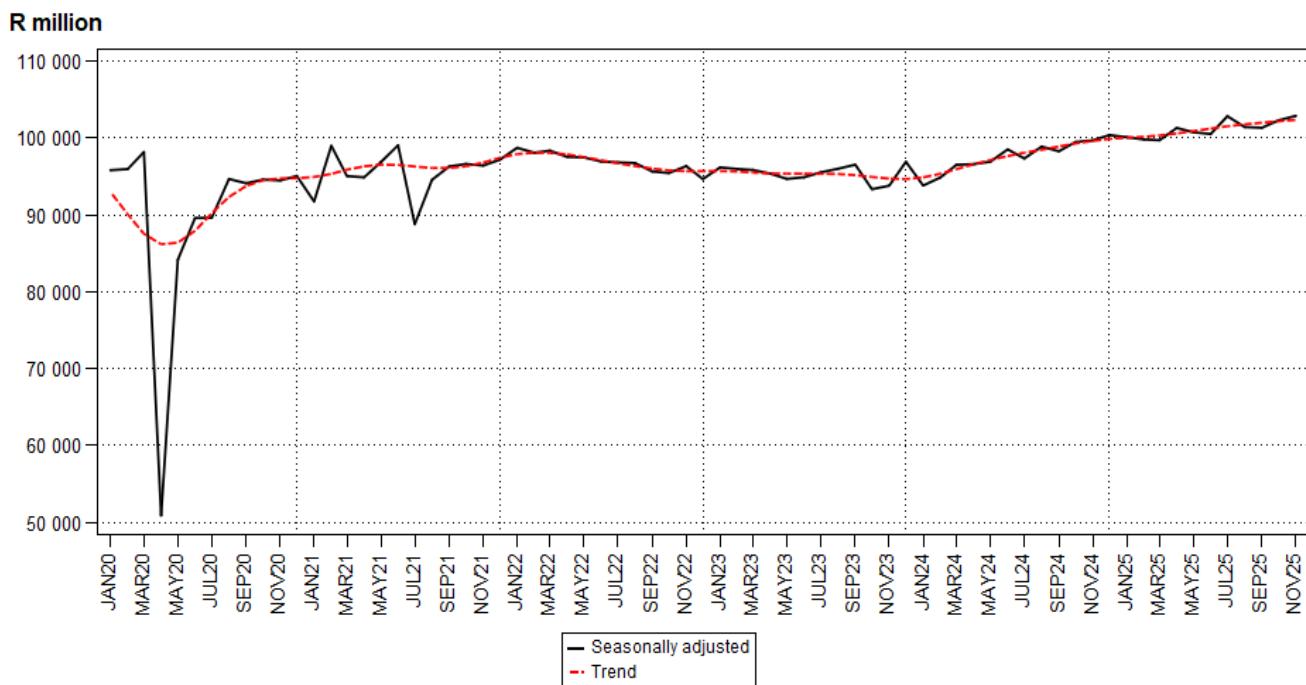
Figure 2 – Retail trade sales at constant 2019 prices: year-on-year percentage change
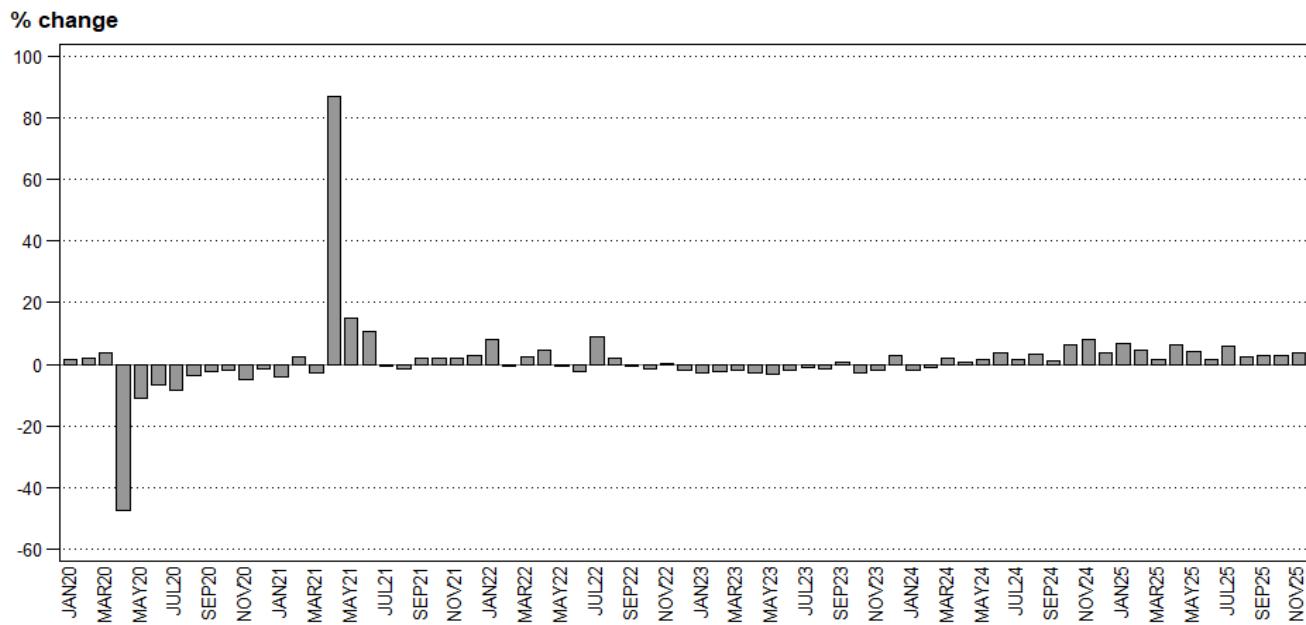
Sales at current prices: results for November 2025

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

	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25
Year-on-year % change, unadjusted	4,0	8,0	4,7	5,2	4,6	5,4
Month-on-month % change, seasonally adjusted	0,3	2,2	-1,4	0,1	0,7	1,1
3-month % change, seasonally adjusted [1]	1,3	1,8	1,8	1,4	0,5	0,7

[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 2024 (R million)	Weight (%)	Sep – Nov 2025 (R million)	% change between Sep – Nov 2024 and Sep – Nov 2025	Contribution (% points) to the total % change
General dealers	184 124	49,0	192 058	4,3	2,1
Food, beverages and tobacco in specialised stores	33 993	9,1	36 680	7,9	0,7
Pharmaceuticals and medical goods, cosmetics and toiletries	27 812	7,4	30 372	9,2	0,7
Textiles, clothing, footwear and leather goods	56 040	14,9	58 542	4,5	0,7
Household furniture, appliances and equipment	12 873	3,4	13 615	5,8	0,2
Hardware, paint and glass	28 414	7,6	29 727	4,6	0,3
All other retailers	32 355	8,6	33 743	4,3	0,4
Total	**375 610**	**100,0**	**394 738**	**5,1**	**5,1**

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

Type of retailer	Jun – Aug 2025 (R million)	Weight (%)	Sep – Nov 2025 (R million)	% change between Jun – Aug 2025 and Sep – Nov 2025	Contribution (% points) to the total % change
General dealers	182 130	47,4	184 450	1,3	0,6
Food, beverages and tobacco in specialised stores	36 115	9,4	36 944	2,3	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	29 710	7,7	30 865	3,9	0,3
Textiles, clothing, footwear and leather goods	60 057	15,6	59 592	-0,8	-0,1
Household furniture, appliances and equipment	12 615	3,3	12 910	2,3	0,1
Hardware, paint and glass	29 006	7,5	27 833	-4,0	-0,3
All other retailers	34 642	9,0	34 412	-0,7	-0,1
Total	**384 278**	**100,0**	**387 003**	**0,7**	**0,7**

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Statistician-General

Tables

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

Month	2019	2020	2021	2022	2023	2024	2025
Jan	87 148	88 360	84 894	91 575	89 196	87 319	93 239
Feb	89 338	91 047	93 226	92 448	90 366	89 587	93 708
Mar	92 206	95 558	93 010	95 303	93 550	95 426	97 009
Apr	90 039	47 167	88 199	92 258	89 579	89 987	95 554
May	94 686	84 036	96 600	96 545	93 359	94 963	98 774
Jun	92 055	85 667	94 722	92 610	90 673	94 174	95 753
Jul	91 396	83 783	83 287	90 655	89 568	90 988	96 145
Aug	95 445	91 789	90 585	92 283	90 927	93 952	96 004
Sep	92 524	90 259	92 170	91 462	92 094	93 149	95 934
Oct	93 815	91 867	93 589	92 181	89 542	95 283	98 115
Nov	110 490	105 131	107 342	107 583	105 383	113 828	117 775
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	5,7	*4,3*
Aug	-3,8	-1,3	1,9	-1,5	3,3	2,2	*4,0*
Sep	-2,4	2,1	-0,8	0,7	1,1	3,0	*3,9*
Oct	-2,1	1,9	-1,5	-2,9	6,4	3,0	*3,8*
Nov	-4,9	2,1	0,2	-2,0	8,0	3,5	*3,8*
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	98 725	96 179	93 816	100 104	1,6	1,6	-3,2	-0,3
Feb	98 085	95 969	94 861	99 812	-0,6	-0,2	1,1	-0,3
Mar	98 353	95 837	96 518	99 713	0,3	-0,1	1,7	-0,1
Apr	97 540	95 368	96 598	101 309	-0,8	-0,5	0,1	1,6
May	97 475	94 678	96 923	100 748	-0,1	-0,7	0,3	-0,6
Jun	96 947	94 891	98 520	100 522	-0,5	0,2	1,6	-0,2
Jul	96 825	95 531	97 335	102 837	-0,1	0,7	-1,2	2,3
Aug	96 744	96 003	98 883	101 429	-0,1	0,5	1,6	-1,4
Sep	95 642	96 528	98 275	101 331	-1,1	0,5	-0,6	-0,1
Oct	95 445	93 334	99 478	102 301	-0,2	-3,3	1,2	1,0
Nov	96 342	93 795	99 694	102 885	0,9	0,5	0,2	0,6
Dec	94 655	96 908	100 386		-1,8	3,3	0,7	

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

Type of retailer	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25
General dealers	43 861	40 003	42 835	45 145	42 046	52 740
Food, beverages and tobacco in specialised stores	7 556	8 293	8 105	8 182	8 664	8 723
Pharmaceuticals and medical goods, cosmetics and toiletries	6 969	7 663	7 286	7 011	7 784	7 571
Textiles, clothing, footwear and leather goods	16 122	17 215	15 036	14 415	16 510	22 194
Household furniture, appliances and equipment	3 943	4 202	4 267	4 155	4 470	5 731
Hardware, paint and glass	7 432	8 033	8 104	7 521	8 081	8 575
All other retailers	9 870	10 736	10 371	9 505	10 560	12 241
Total	**95 753**	**96 145**	**96 004**	**95 934**	**98 115**	**117 775**

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

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

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

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

Type of retailer	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	*Month-on-month % change*
General dealers	44 262	44 668	44 415	44 763	44 824	45 110	*0,6*
Food, beverages and tobacco in specialised stores	8 199	8 536	8 559	8 520	8 477	8 618	*1,7*
Pharmaceuticals and medical goods, cosmetics and toiletries	7 347	7 272	7 463	7 413	7 490	7 798	*4,1*
Textiles, clothing, footwear and leather goods	18 003	18 617	17 830	17 887	18 255	18 235	*-0,1*
Household furniture, appliances and equipment	4 292	4 359	4 457	4 508	4 547	4 513	*-0,7*
Hardware, paint and glass	7 795	8 009	7 712	7 413	7 633	7 527	*-1,4*
All other retailers	10 625	11 376	10 993	10 827	11 075	11 085	*0,1*
Total	**100 522**	**102 837**	**101 429**	**101 331**	**102 301**	**102 885**	***0,6***

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

Month	2019	2020	2021	2022	2023	2024	2025
Jan	85 959	89 551	87 977	98 447	103 447	106 642	115 801
Feb	88 389	92 581	97 002	100 002	106 060	110 127	116 843
Mar	91 614	97 483	97 544	103 903	111 032	117 751	121 504
Apr	89 595	48 322	92 700	100 932	106 636	110 969	119 606
May	94 590	85 414	101 656	106 862	111 413	117 176	124 232
Jun	92 119	87 231	100 192	103 476	108 710	116 706	121 322
Jul	91 459	85 454	88 239	101 783	107 303	112 498	121 450
Aug	95 800	93 964	96 434	104 807	109 425	116 517	121 981
Sep	93 080	92 609	98 142	104 517	111 357	116 244	122 318
Oct	94 294	94 727	100 030	105 715	108 766	118 648	124 151
Nov	111 299	108 658	114 622	123 342	128 100	140 718	148 269
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**	**1 450 339**	

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

Month	2020	2021	2022	2023	2024	2025	*2025 year-to-date*
Jan	4,2	-1,8	11,9	5,1	3,1	8,6	*8,6*
Feb	4,7	4,8	3,1	6,1	3,8	6,1	*7,3*
Mar	6,4	0,1	6,5	6,9	6,1	3,2	*5,9*
Apr	-46,1	91,8	8,9	5,7	4,1	7,8	*6,3*
May	-9,7	19,0	5,1	4,3	5,2	6,0	*6,3*
Jun	-5,3	14,9	3,3	5,1	7,4	4,0	*5,9*
Jul	-6,6	3,3	15,3	5,4	4,8	8,0	*6,2*
Aug	-1,9	2,6	8,7	4,4	6,5	4,7	*6,0*
Sep	-0,5	6,0	6,5	6,5	4,4	5,2	*5,9*
Oct	0,5	5,6	5,7	2,9	9,1	4,6	*5,8*
Nov	-2,4	5,5	7,6	3,9	9,9	5,4	*5,7*
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	107 123	112 901	116 001	125 762	2,7	3,1	-2,1	0,8
Feb	106 459	112 958	117 175	124 728	-0,6	0,1	1,0	-0,8
Mar	106 800	113 659	118 944	124 430	0,3	0,6	1,5	-0,2
Apr	106 966	113 283	118 840	126 785	0,2	-0,3	-0,1	1,9
May	107 711	112 762	119 236	126 395	0,7	-0,5	0,3	-0,3
Jun	108 297	113 506	121 663	126 801	0,5	0,7	2,0	0,3
Jul	108 054	114 040	120 025	129 632	-0,2	0,5	-1,3	2,2
Aug	108 860	114 541	121 749	127 845	0,7	0,4	1,4	-1,4
Sep	108 685	115 803	121 458	127 956	-0,2	1,1	-0,2	0,1
Oct	109 142	112 900	123 352	128 834	0,4	-2,5	1,6	0,7
Nov	110 833	114 429	123 780	130 213	1,5	1,4	0,3	1,1
Dec	109 496	118 462	124 749		-1,2	3,5	0,8	

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

Type of retailer	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25
General dealers	60 014	54 902	58 837	61 978	57 725	72 355
Food, beverages and tobacco in specialised stores	10 688	11 932	11 651	11 737	12 416	12 527
Pharmaceuticals and medical goods, cosmetics and toiletries	9 400	10 348	9 872	9 510	10 582	10 280
Textiles, clothing, footwear and leather goods	17 828	19 035	16 624	15 906	18 202	24 434
Household furniture, appliances and equipment	3 832	4 035	4 082	3 978	4 243	5 394
Hardware, paint and glass	9 164	9 903	9 986	9 245	9 916	10 566
All other retailers	10 397	11 295	10 928	9 965	11 066	12 712
Total	**121 322**	**121 450**	**121 981**	**122 318**	**124 151**	**148 269**

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

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

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

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

Type of retailer	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	*Month-on-month % change*
General dealers	60 406	60 994	60 730	61 187	61 328	61 935	*1,0*
Food, beverages and tobacco in specialised stores	11 601	12 218	12 296	12 354	12 156	12 434	*2,3*
Pharmaceuticals and medical goods, cosmetics and toiletries	9 869	9 816	10 025	10 078	10 152	10 635	*4,8*
Textiles, clothing, footwear and leather goods	19 925	20 647	19 485	19 579	19 916	20 097	*0,9*
Household furniture, appliances and equipment	4 166	4 182	4 267	4 314	4 323	4 273	*-1,2*
Hardware, paint and glass	9 618	9 880	9 508	9 125	9 397	9 311	*-0,9*
All other retailers	11 215	11 893	11 534	11 320	11 563	11 529	*-0,3*
Total	**126 801**	**129 632**	**127 845**	**127 956**	**128 834**	**130 213**	*1,1*

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 November 2025 was 58,6%. The revised collection rate for October 2025 was 72,6%.

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-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
Jul-26	Additional information from respondents New sample	Jan-02–Jun-26
Aug-26	Additional information from respondents	Jul-26
Sep-26	Additional information from respondents	Aug-26
Oct-26	Additional information from respondents	Sep-26
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:

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

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	2 692 651	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 – November 2025

	Lower limit (R million)	Sales (R million)	Upper limit (R million)	Relative standard error (RSE) (%)
Retail trade sales	144 783	148 269	151 754	1,1

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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