STATISTICAL RELEASE

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Retail trade sales
(Preliminary)

August 2024

The results published today 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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IMPROVING LIVES THROUGH DATA ECOSYSTEMS

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Sales at constant 2019 prices: results for August 2024

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

	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Year-on-year % change, unadjusted	2,1	0,5	1,7	4,0	1,7	3,2
Month-on-month % change, seasonally adjusted	0,7	0,5	0,2	1,1	-0,2	0,5
3-month % change, seasonally adjusted [1]	0,1	0,4	0,8	1,5	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 3,2% year-on-year in August 2024. The largest positive contributor to this increase was general dealers (4,6% and contributing 2,1 percentage points) – see Table 5 and Table 6.

Seasonally adjusted retail trade sales increased by 0,5% in August 2024 compared with July 2024. This followed month-on-month changes of -0,2% in July 2024 and 1,1% in June 2024.

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

Type of retailer	Jun – Aug 2023 (R million)	Weight (%)	Jun – Aug 2024 (R million)	% change between Jun – Aug 2023 and Jun – Aug 2024	Contribution (% points) to the total % change
General dealers	119 397	44,3	125 073	4,8	2,1
Food, beverages and tobacco in specialised stores	21 130	7,8	21 525	1,9	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	21 155	7,8	21 517	1,7	0,1
Textiles, clothing, footwear and leather goods	44 673	16,6	46 335	3,7	0,6
Household furniture, appliances and equipment	11 444	4,2	12 427	8,6	0,4
Hardware, paint and glass	22 373	8,3	21 525	-3,8	-0,3
All other retailers	29 433	10,9	29 210	-0,8	-0,1
Total	**269 605**	**100,0**	**277 612**	**3,0**	**3,0**

Retail trade sales increased by 3,0% in the three months ended August 2024 compared with the three months ended August 2023. The largest contributors to this increase were:
- general dealers (4,8% and contributing 2,1 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (3,7% and contributing 0,6 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	Mar – May 2024 (R million)	Weight (%)	Jun – Aug 2024 (R million)	% change between Mar – May 2024 and Jun – Aug 2024	Contribution (% points) to the total % change
General dealers	128 388	44,7	129 788	1,1	0,5
Food, beverages and tobacco in specialised stores	22 420	7,8	22 701	1,3	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	21 468	7,5	21 644	0,8	0,1
Textiles, clothing, footwear and leather goods	48 830	17,0	51 099	4,6	0,8
Household furniture, appliances and equipment	12 384	4,3	13 039	5,3	0,2
Hardware, paint and glass	22 666	7,9	21 720	-4,2	-0,3
All other retailers	31 061	10,8	31 333	0,9	0,1
Total	**287 217**	**100,0**	**291 325**	**1,4**	**1,4**

Seasonally adjusted retail trade sales increased by 1,4% in the three months ended August 2024 compared with the previous three months. The largest contributors to the increase were:

- retailers in textiles, clothing, footwear and leather goods (4,6% and contributing 0,8 of a percentage point); and
- general dealers (1,1% and contributing 0,5 of a percentage point) – see Table C.

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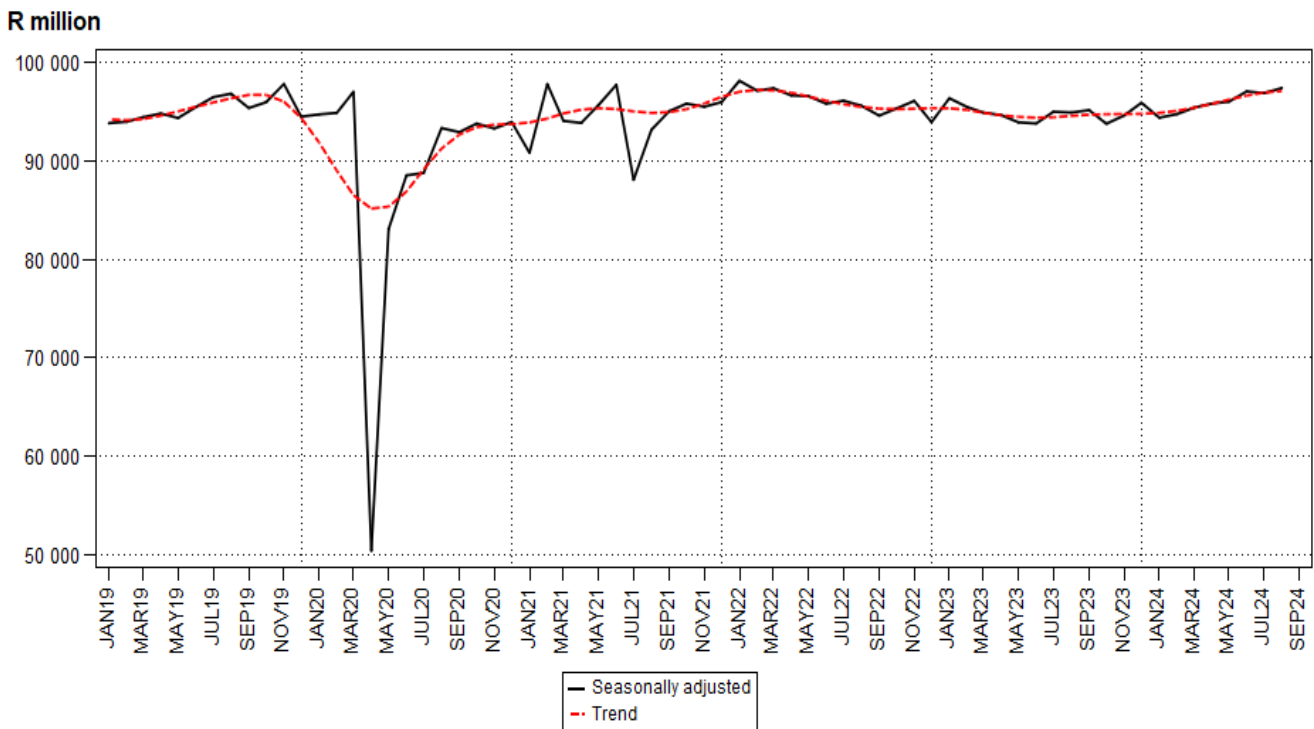
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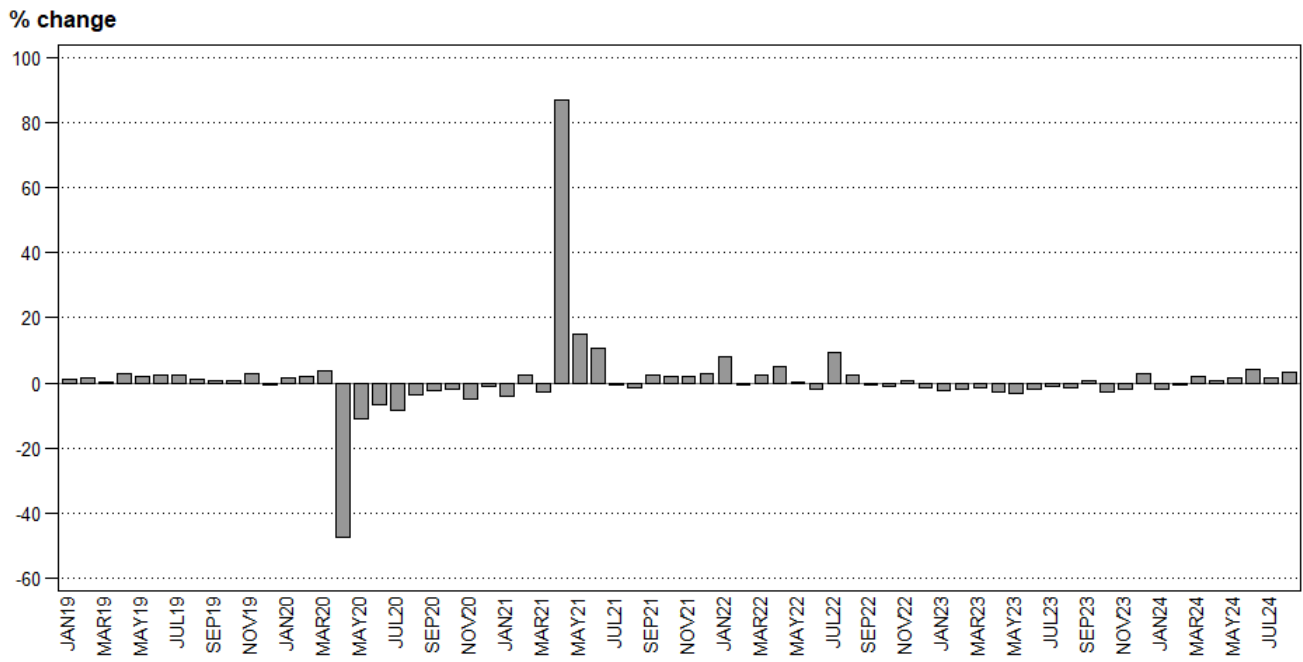
Sales at current prices: results for August 2024

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

	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
Year-on-year % change, unadjusted	6,1	4,0	5,1	7,5	4,9	6,3
Month-on-month % change, seasonally adjusted	1,0	0,9	-0,1	1,8	-0,2	0,6
3-month % change, seasonally adjusted [1]	0,4	1,2	1,6	2,5	2,0	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	Jun – Aug 2023 (R million)	Weight (%)	Jun – Aug 2024 (R million)	% change between Jun – Aug 2023 and Jun – Aug 2024	Contribution (% points) to the total % change
General dealers	151 814	47,2	165 995	9,3	4,4
Food, beverages and tobacco in specialised stores	26 838	8,3	28 089	4,7	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	26 230	8,2	28 050	6,9	0,6
Textiles, clothing, footwear and leather goods	47 016	14,6	49 358	5,0	0,7
Household furniture, appliances and equipment	11 532	3,6	12 278	6,5	0,2
Hardware, paint and glass	26 966	8,4	26 454	-1,9	-0,2
All other retailers	31 191	9,7	31 452	0,8	0,1
Total	**321 587**	**100,0**	**341 678**	**6,2**	**6,2**

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

Type of retailer	Mar – May 2024 (R million)	Weight (%)	Jun – Aug 2024 (R million)	% change between Mar – May 2024 and Jun – Aug 2024	Contribution (% points) to the total % change
General dealers	169 064	48,2	172 631	2,1	1,0
Food, beverages and tobacco in specialised stores	29 170	8,3	29 770	2,1	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	27 727	7,9	28 059	1,2	0,1
Textiles, clothing, footwear and leather goods	51 746	14,7	54 979	6,2	0,9
Household furniture, appliances and equipment	12 307	3,5	12 902	4,8	0,2
Hardware, paint and glass	27 679	7,9	26 701	-3,5	-0,3
All other retailers	33 392	9,5	33 666	0,8	0,1
Total	**351 086**	**100,0**	**358 706**	**2,2**	**2,2**

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Statistician-General

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

Business register and samples

Today Statistics South Africa (Stats SA) publishes results for the monthly survey of retail trade sales from a new sample drawn in April 2024, which replaces the previous sample that was drawn in April 2023. The sample was drawn from a business register of enterprises with an annual turnover of at least R2 585 491 and that are required to register with the South African Revenue Service for value-added tax.

Owing to the evolving nature of business, the 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 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 2024 based on the new sample was 0,9% lower than the level of total sales recorded for the previous sample (see Table G and Figure 3). The previous sample was drawn in April 2023 and was operational for the last half of 2023 and the first half of 2024.

Table G – Total retail trade sales at current prices for previous and new samples: April to June 2024

Retail trade industry	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%)
	344 010	340 769	-3 241	-0,9

Figure 3 – Total retail trade sales at current prices: monthly levels of previous and new samples for April to June 2024

	Apr-24	May-24	Jun-24
Previous sample	111 192	116 008	116 810
New sample	109 625	115 672	115 472
Level difference (%)	-1,4	-0,3	-1,1
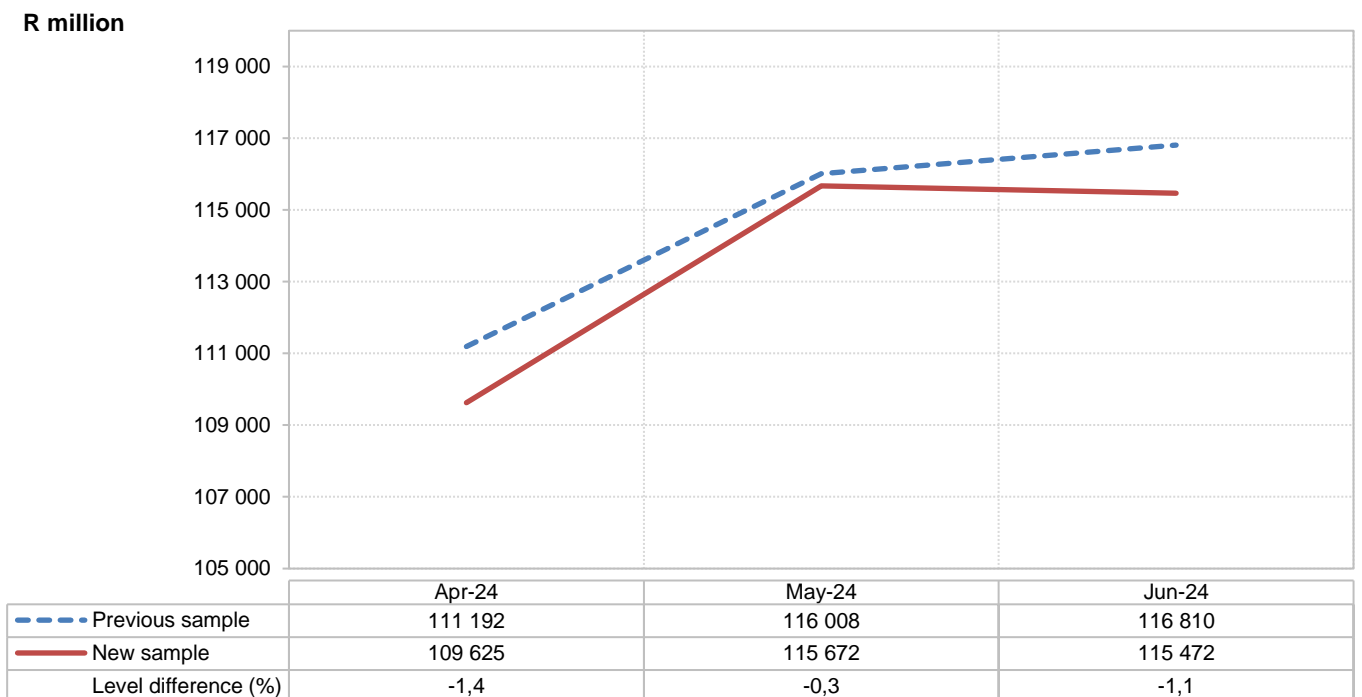
Table H – Retail trade sales for previous and new samples by type of retailer: April to June 2024

Type of retailer	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%) [1]
General dealers	162 085	163 555	1 470	0,9
Food, beverages and tobacco in specialised stores	28 140	27 682	-458	-1,6
Pharmaceuticals and medical goods, cosmetics and toiletries	27 737	28 350	613	2,2
Textiles, clothing, footwear and leather goods	54 118	50 625	-3 493	-6,5
Household furniture, appliances and equipment	12 710	11 508	-1 202	-9,5
Hardware, paint and glass	26 787	26 750	-37	-0,1
All other retailers	32 434	32 299	-135	-0,4
Total retail trade sales	**344 010**	**340 769**	**-3 241**	**-0,9**

[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 textiles, clothing, footwear and leather goods (R3 493 million or 6,5% lower in the new sample);
- general dealers (R1 470 million or 0,9% higher in the new sample); and
- retailers in household furniture, appliances and equipment (R1 202 million or 9,5% lower in the new sample).

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	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	93 256
Sep	90 880	91 434	89 216	91 150	90 769	91 500	
Oct	92 027	92 712	90 816	92 565	91 504	89 092	
Nov	106 130	109 184	103 927	106 152	106 831	104 957	
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	3,2	*1,3*
Sep	0,6	-2,4	2,2	-0,4	0,8		
Oct	0,7	-2,0	1,9	-1,1	-2,6		
Nov	2,9	-4,8	2,1	0,6	-1,8		
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	90 808	98 135	96 363	94 379	-3,3	2,3	2,6	-1,6
Feb	97 801	97 124	95 463	94 750	7,7	-1,0	-0,9	0,4
Mar	94 058	97 376	94 900	95 389	-3,8	0,3	-0,6	0,7
Apr	93 848	96 648	94 647	95 820	-0,2	-0,7	-0,3	0,5
May	95 668	96 572	93 911	96 008	1,9	-0,1	-0,8	0,2
Jun	97 726	95 807	93 792	97 054	2,2	-0,8	-0,1	1,1
Jul	88 059	96 107	94 989	96 877	-9,9	0,3	1,3	-0,2
Aug	93 152	95 599	94 906	97 394	5,8	-0,5	-0,1	0,5
Sep	95 046	94 592	95 149		2,0	-1,1	0,3	
Oct	95 811	95 318	93 766		0,8	0,8	-1,5	
Nov	95 497	96 089	94 609		-0,3	0,8	0,9	
Dec	95 967	93 930	95 900		0,5	-2,2	1,4	

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

Type of retailer	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
General dealers	44 684	38 570	41 650	43 531	38 848	42 694
Food, beverages and tobacco in specialised stores	7 472	7 043	7 121	7 018	7 259	7 248
Pharmaceuticals and medical goods, cosmetics and toiletries	6 767	7 807	7 225	6 782	7 760	6 975
Textiles, clothing, footwear and leather goods	14 806	15 427	16 216	15 883	15 759	14 693
Household furniture, appliances and equipment	4 023	3 668	3 883	3 996	4 259	4 172
Hardware, paint and glass	6 962	7 105	7 828	6 907	7 130	7 488
All other retailers	10 154	9 845	10 441	9 676	9 548	9 986
Total	**94 868**	**89 465**	**94 364**	**93 793**	**90 563**	**93 256**

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

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

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

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

Type of retailer	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	*Month-on-month % change*
General dealers	43 035	42 691	42 662	43 332	43 133	43 323	*0,4*
Food, beverages and tobacco in specialised stores	7 418	7 457	7 545	7 560	7 448	7 693	*3,3*
Pharmaceuticals and medical goods, cosmetics and toiletries	6 825	7 370	7 273	7 157	7 316	7 171	*-2,0*
Textiles, clothing, footwear and leather goods	16 300	16 301	16 229	17 046	17 066	16 987	*-0,5*
Household furniture, appliances and equipment	4 076	4 098	4 210	4 277	4 369	4 393	*0,5*
Hardware, paint and glass	7 401	7 620	7 645	7 359	7 184	7 177	*-0,1*
All other retailers	10 334	10 283	10 444	10 323	10 361	10 649	*2,8*
Total	**95 389**	**95 820**	**96 008**	**97 054**	**96 877**	**97 394**	***0,5***

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	114 974
Sep	89 028	91 979	91 513	96 980	103 280	110 039	
Oct	90 206	93 178	93 606	98 846	104 464	107 479	
Nov	104 301	109 981	107 372	113 265	121 882	126 583	
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	6,3	*5,1*
Sep	3,3	-0,5	6,0	6,5	6,5		
Oct	3,3	0,5	5,6	5,7	2,9		
Nov	5,4	-2,4	5,5	7,6	3,9		
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	94 291	105 183	110 786	113 931	-3,3	2,1	2,7	-2,3
Feb	101 989	104 926	111 207	115 226	8,2	-0,2	0,4	1,1
Mar	98 536	105 113	111 549	116 344	-3,4	0,2	0,3	1,0
Apr	98 052	105 654	111 966	117 425	-0,5	0,5	0,4	0,9
May	100 318	106 252	111 116	117 317	2,3	0,6	-0,8	-0,1
Jun	103 485	106 622	111 568	119 470	3,2	0,3	0,4	1,8
Jul	92 476	107 152	113 096	119 243	-10,6	0,5	1,4	-0,2
Aug	98 888	107 812	113 333	119 993	6,9	0,6	0,2	0,6
Sep	101 120	107 499	114 283		2,3	-0,3	0,8	
Oct	102 276	108 678	113 012		1,1	1,1	-1,1	
Nov	102 424	110 292	114 507		0,1	1,5	1,3	
Dec	103 062	107 890	116 560		0,6	-2,2	1,8	

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

Type of retailer	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24
General dealers	58 736	50 852	55 016	57 687	51 570	56 738
Food, beverages and tobacco in specialised stores	9 722	9 201	9 312	9 169	9 461	9 459
Pharmaceuticals and medical goods, cosmetics and toiletries	8 727	10 130	9 382	8 838	10 117	9 095
Textiles, clothing, footwear and leather goods	15 741	16 436	17 268	16 921	16 798	15 639
Household furniture, appliances and equipment	4 027	3 675	3 862	3 971	4 222	4 085
Hardware, paint and glass	8 521	8 703	9 579	8 468	8 765	9 221
All other retailers	10 883	10 628	11 254	10 417	10 299	10 736
Total	**116 358**	**109 625**	**115 672**	**115 472**	**111 232**	**114 974**

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

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

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

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

Type of retailer	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Month-on-month % change
General dealers	56 367	56 399	56 298	57 412	57 376	57 843	0,8
Food, beverages and tobacco in specialised stores	9 736	9 594	9 840	9 897	9 759	10 114	3,6
Pharmaceuticals and medical goods, cosmetics and toiletries	8 827	9 505	9 395	9 293	9 506	9 260	-2,6
Textiles, clothing, footwear and leather goods	17 139	17 552	17 055	18 477	18 289	18 213	-0,4
Household furniture, appliances and equipment	4 053	4 080	4 174	4 261	4 323	4 318	-0,1
Hardware, paint and glass	9 120	9 244	9 315	9 026	8 835	8 840	0,1
All other retailers	11 100	11 051	11 241	11 104	11 156	11 406	2,2
Total	**116 344**	**117 425**	**117 317**	**119 470**	**119 243**	**119 993**	**0,6**

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 August 2024 was 59,4%. The collection rate for July 2024 for the new sample was 65,0%.

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
Aug-24	Additional information from respondents New sample	Jan-02–Jul-24
Sep-24	Additional information from respondents	Aug-24
Oct-24	Additional information from respondents	Sep-24
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
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:

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

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 and medium enterprises (size groups one and two) are completely enumerated. Simple random sampling is applied to size groups three and four (small and very small) enterprises. The total value of sales of the large and medium enterprises (size groups one and two) is added to the weighted totals of size groups 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	2 585 291	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 – August 2024

	Lower limit (R million)	Sales (R million)	Upper limit (R million)	Relative standard error (RSE) %
Retail trade sales	112 640	114 974	117 308	1,0

| **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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