



stats sa

Department:
Statistics South Africa
REPUBLIC OF SOUTH AFRICA

Private Bag X44, Pretoria, 0001, South Africa, ISibalo House, Koch Street, Salvokop, Pretoria, 0002
www.statssa.gov.za, info@statssa.gov.za, Tel +27 12 310 8911

STATISTICAL RELEASE

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Retail trade sales (Preliminary)

July 2019

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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Keshnee Naidoo
(012) 310 8423

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The South Africa I know, the home I understand



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Sales at constant 2015 prices: results for July 2019

Table A – Key growth rates in retail trade sales at constant 2015 prices

	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19
Year-on-year % change, unadjusted	1,3	0,0	2,7	1,5	2,4	2,0
Month-on-month % change, seasonally adjusted	0,9	-0,6	0,9	-0,1	0,7	0,2
3-month % change, seasonally adjusted 1/	-1,6	-0,5	0,0	1,0	0,9	0,8

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

Measured in real terms (constant 2015 prices), retail trade sales increased by 2,0% year-on-year in July 2019. The largest annual growth rates were recorded for:

- all 'other' retailers (7,9%);
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (3,7%);
- retailers in textiles, clothing, footwear and leather goods (3,2%); and
- retailers in household furniture, appliances and equipment (3,2%) – see Table 5.

The main contributors to the 2,0% increase were:

- all 'other' retailers (contributing 1,0 percentage point); and
- retailers in textiles, clothing, footwear and leather goods (contributing 0,6 of a percentage point) – see Table 6.

Seasonally adjusted retail trade sales increased by 0,2% in July 2019 compared with June 2019. This followed month-on-month changes of 0,7% in June 2019 and -0,1% in May 2019. In the three months ended July 2019, seasonally adjusted retail trade sales increased by 0,8% compared with the previous three months.

Table B – Retail trade sales at constant 2015 prices for the latest three months by type of retailer

Type of retailer	May – Jul 2018 (R million)	Weight	May – Jul 2019 (R million)	% change between May – Jul 2018 and May – Jul 2019	Contribution (% points) to the total % change
General dealers	95 787	42,4	97 344	1,6	0,7
Food, beverages and tobacco in specialised stores	17 091	7,6	17 359	1,6	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	16 138	7,2	16 603	2,9	0,2
Textiles, clothing, footwear and leather goods	40 208	17,8	41 219	2,5	0,4
Household furniture, appliances and equipment	10 348	4,6	10 703	3,4	0,2
Hardware, paint and glass	18 114	8,0	17 919	-1,1	-0,1
All other retailers	27 977	12,4	28 930	3,4	0,4
Total	225 663	100,0	230 077	2,0	2,0

Retail trade sales increased by 2,0% in the three months ended July 2019 compared with the three months ended July 2018. The main contributors to this increase were:

- general dealers (1,6% and contributing 0,7 of a percentage point);
- all 'other' retailers (3,4% and contributing 0,4 of a percentage point); and
- retailers in textiles, clothing, footwear and leather goods (2,5% and contributing 0,4 of a percentage point) – see Table B.

Figure 1 – Retail trade sales at constant 2015 prices

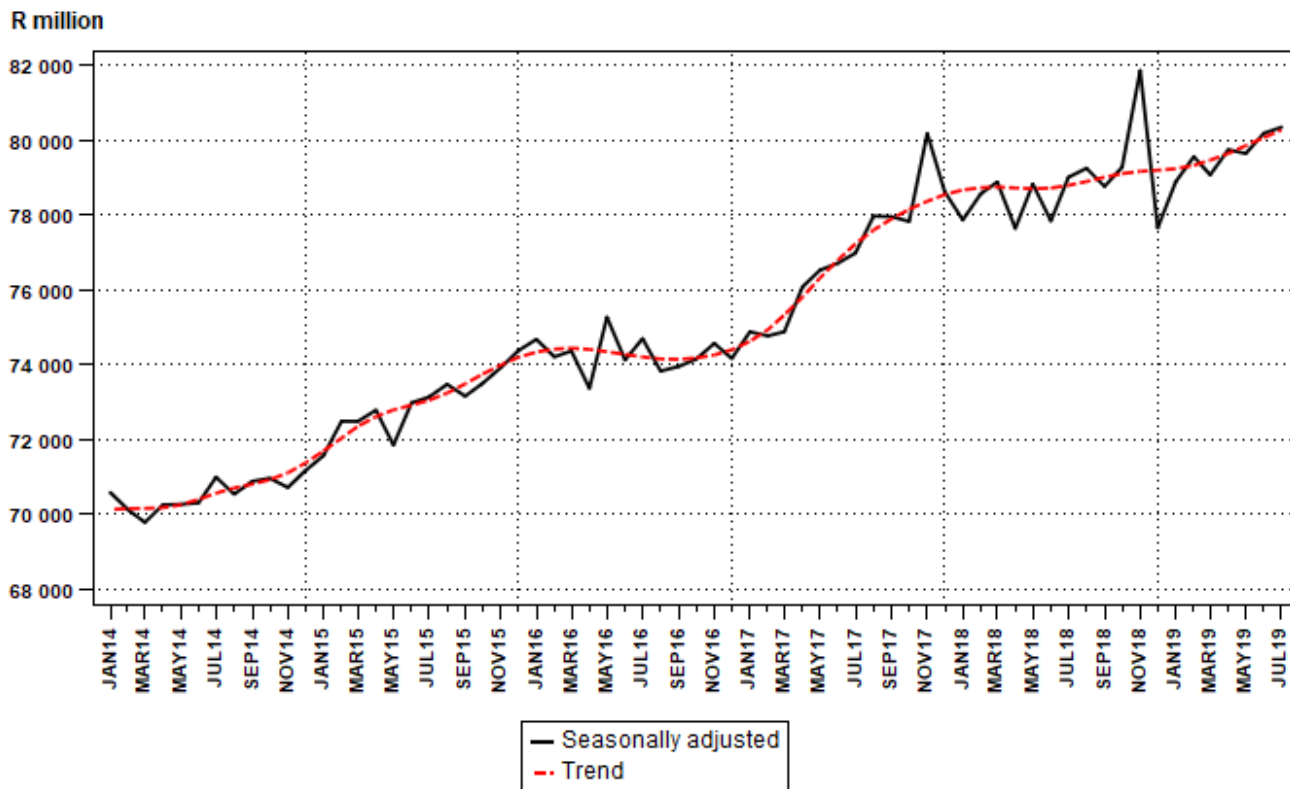
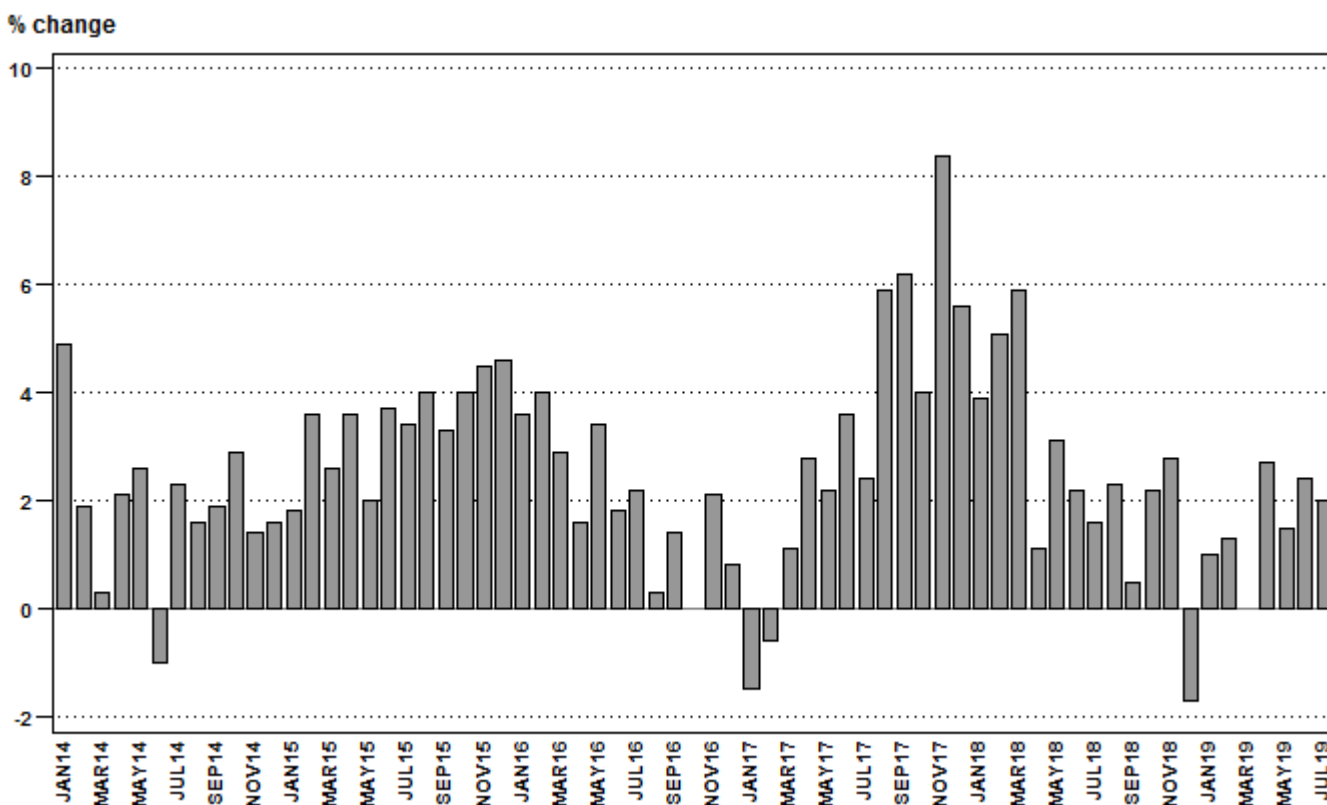


Figure 2 – Retail trade sales at constant 2015 prices: year-on-year percentage change



Sales at current prices: results for July 2019**Table C – Key growth rates in retail trade sales at current prices**

	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19
Year-on-year % change, unadjusted	3,5	2,6	4,8	4,2	5,0	4,4
Month-on-month % change, seasonally adjusted	1,2	-0,3	0,8	0,5	0,9	0,2
3-month % change, seasonally adjusted 1/	-1,1	0,0	0,6	1,7	1,6	1,6

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

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

Type of retailer	May – Jul 2018 (R million)	Weight	May – Jul 2019 (R million)	% change between May – Jul 2018 and May – Jul 2019	Contribution (% points) to the total % change
General dealers	111 230	44,1	117 096	5,3	2,3
Food, beverages and tobacco in specialised stores	20 906	8,3	21 952	5,0	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	18 648	7,4	20 360	9,2	0,7
Textiles, clothing, footwear and leather goods	43 066	17,1	44 569	3,5	0,6
Household furniture, appliances and equipment	10 100	4,0	10 288	1,9	0,1
Hardware, paint and glass	19 215	7,6	19 522	1,6	0,1
All other retailers	29 082	11,5	29 898	2,8	0,3
Total	252 248	100,0	263 687	4,5	4,5

Risenga Maluleke
Statistician-General

Note: Changes to the monthly current indicator 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 2019, which replaces the previous sample that was drawn in April 2018. The sample was drawn from a business register of enterprises with an annual turnover of at least R1 166 326 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 2019 based on the new sample was 1,0% higher than the level of total sales recorded for the previous sample (see Table E and Figure 3). The previous sample was drawn in April 2018 and was operational for the last half of 2018 and the first half of 2019.

Table E – Total retail trade sales at current prices for previous and new samples: April to June 2019

Retail trade industry	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%)
	259 268	261 954	2 686	1,0

Figure 3 – Total retail trade sales at current prices: monthly levels of previous and new samples for April to June 2019

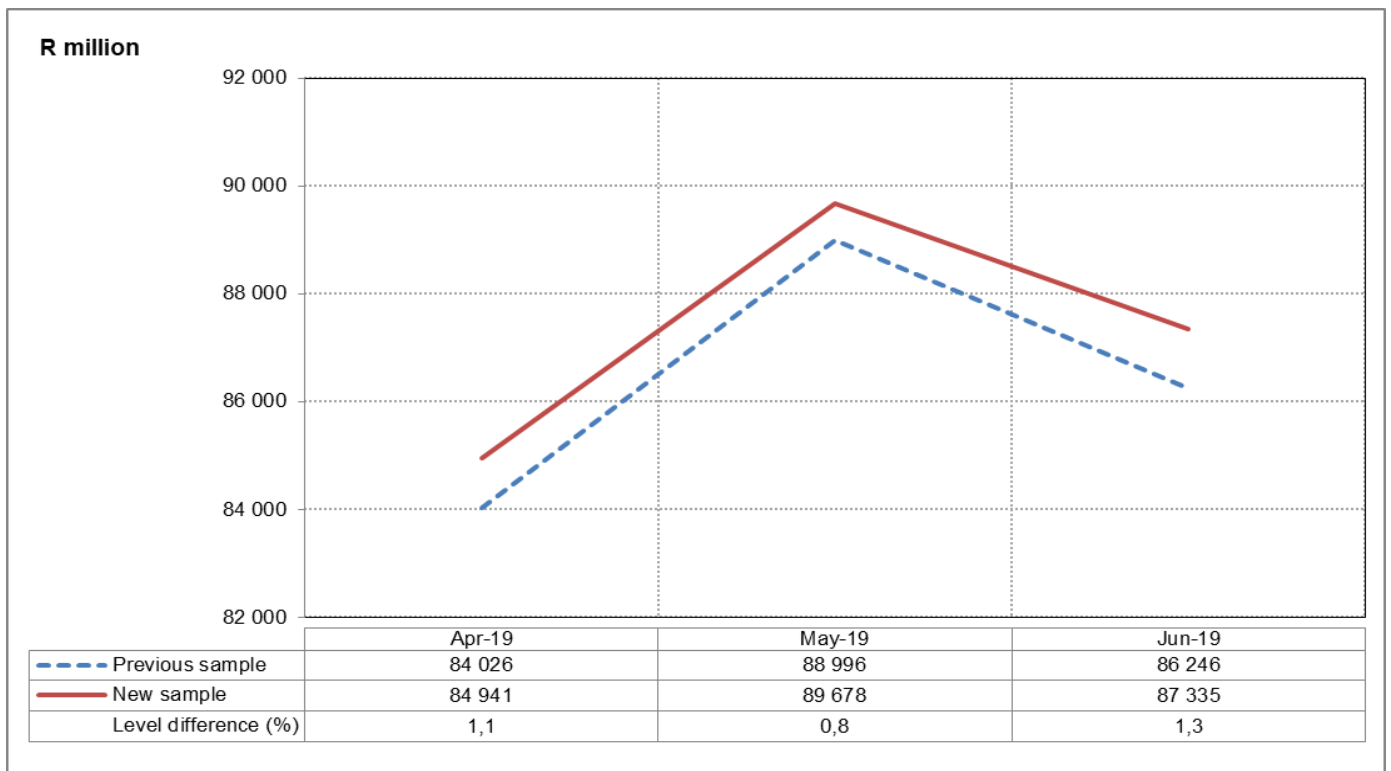


Table F – Retail trade sales for previous and new samples by type of retailer: April to June 2019

Type of retailer	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%) 1/
General dealers	114 812	117 419	2 607	2,3
Food, beverages and tobacco in specialised stores	20 302	21 584	1 282	6,3
Pharmaceuticals and medical goods, cosmetics and toiletries	20 814	20 145	-669	-3,2
Textiles, clothing, footwear and leather goods	44 350	44 614	264	0,6
Household furniture, appliances and equipment	10 326	10 049	-277	-2,7
Hardware, paint and glass	18 800	19 127	327	1,7
All other retailers	29 865	29 014	-851	-2,8
Total retail trade sales	259 268	261 954	2 686	1,0

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

The largest percentage differences were recorded for:

- retailers in food, beverages and tobacco in specialised stores (6,3% or R1 282 million higher in the new sample);
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (3,2% or R669 million lower in the new sample);
- all 'other' retailers (2,8% or R851 million lower in the new sample); and
- retailers in household furniture, appliances and equipment (2,7% or R277 million 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 2015 prices (R million)

Month	2013	2014	2015	2016	2017	2018	2019 1/
Jan	63 083	66 162	67 363	69 772	68 730	71 392	72 119
Feb	63 578	64 776	67 081	69 733	69 309	72 873	73 804
Mar	67 013	67 247	69 013	71 042	71 824	76 077	76 062
Apr	65 013	66 376	68 762	69 866	71 798	72 585	74 580
May	67 598	69 363	70 756	73 185	74 776	77 084	78 256
Jun	67 146	66 456	68 934	70 146	72 694	74 319	76 099
Jul	66 056	67 596	69 903	71 429	73 124	74 260	75 722
Aug	68 063	69 120	71 878	72 121	76 392	78 121	
Sep	66 711	67 958	70 222	71 240	75 686	76 073	
Oct	67 976	69 966	72 774	72 770	75 712	77 377	
Nov	74 004	75 076	78 469	80 126	86 849	89 311	
Dec	95 427	96 982	101 480	102 286	108 038	106 203	
Total	831 668	847 078	876 635	893 716	924 932	945 675	

1/ Figures for latest month are preliminary.

Table 2 – Year-on-year percentage change in retail trade sales at constant 2015 prices

Month	2014	2015	2016	2017	2018	2019	2019 year-to-date
Jan	4,9	1,8	3,6	-1,5	3,9	1,0	1,0
Feb	1,9	3,6	4,0	-0,6	5,1	1,3	1,1
Mar	0,3	2,6	2,9	1,1	5,9	0,0	0,7
Apr	2,1	3,6	1,6	2,8	1,1	2,7	1,2
May	2,6	2,0	3,4	2,2	3,1	1,5	1,3
Jun	-1,0	3,7	1,8	3,6	2,2	2,4	1,5
Jul	2,3	3,4	2,2	2,4	1,6	2,0	1,6
Aug	1,6	4,0	0,3	5,9	2,3		
Sep	1,9	3,3	1,4	6,2	0,5		
Oct	2,9	4,0	0,0	4,0	2,2		
Nov	1,4	4,5	2,1	8,4	2,8		
Dec	1,6	4,6	0,8	5,6	-1,7		
Total	1,9	3,5	1,9	3,5	2,2		

Table 3 – Seasonally adjusted retail trade sales at constant 2015 prices

Month	R million				Month-on-month % change			
	2016	2017	2018	2019	2016	2017	2018	2019
Jan	74 680	74 881	77 875	78 895	0,4	1,0	-1,0	1,6
Feb	74 212	74 772	78 577	79 566	-0,6	-0,1	0,9	0,9
Mar	74 370	74 884	78 887	79 079	0,2	0,1	0,4	-0,6
Apr	73 370	76 079	77 648	79 753	-1,3	1,6	-1,6	0,9
May	75 273	76 530	78 831	79 651	2,6	0,6	1,5	-0,1
Jun	74 129	76 718	77 849	80 191	-1,5	0,2	-1,2	0,7
Jul	74 699	76 988	79 014	80 352	0,8	0,4	1,5	0,2
Aug	73 831	77 977	79 254		-1,2	1,3	0,3	
Sep	73 955	77 960	78 770		0,2	0,0	-0,6	
Oct	74 151	77 834	79 283		0,3	-0,2	0,7	
Nov	74 571	80 184	81 867		0,6	3,0	3,3	
Dec	74 169	78 626	77 661		-0,5	-1,9	-5,1	

Table 4 – Retail trade sales at constant 2015 prices by type of retailer (R million)

Type of retailer	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19 1/
General dealers	33 089	34 308	30 743	33 966	33 085	30 293
Food, beverages and tobacco in specialised stores	5 435	5 978	5 666	5 846	5 597	5 916
Pharmaceuticals and medical goods, cosmetics and toiletries	5 125	5 366	5 811	5 479	5 325	5 799
Textiles, clothing, footwear and leather goods	11 917	11 468	13 963	14 139	13 201	13 879
Household furniture, appliances and equipment	3 137	3 579	3 366	3 503	3 550	3 650
Hardware, paint and glass	5 906	5 998	5 739	6 119	5 760	6 040
All other retailers	9 195	9 365	9 292	9 204	9 581	10 145
Total	73 804	76 062	74 580	78 256	76 099	75 722

1/ Figures are preliminary.

Table 5 – Year-on-year percentage change in retail trade sales at constant 2015 prices by type of retailer

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

Table 6 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at constant 2015 prices (percentage points)

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

Table 7 – Retail trade sales at current prices (R million)

Month	2013	2014	2015	2016	2017	2018	2019 1/
Jan	56 789	61 819	66 049	71 306	74 847	78 950	81 496
Feb	57 224	60 827	66 115	72 080	75 793	80 987	83 799
Mar	60 503	63 701	68 388	74 105	78 976	84 614	86 856
Apr	59 054	63 351	68 447	73 717	78 835	81 031	84 941
May	61 362	66 573	70 806	77 454	82 385	86 082	89 678
Jun	60 998	63 925	68 913	74 387	79 925	83 157	87 335
Jul	60 098	65 234	69 857	75 876	80 367	83 009	86 674
Aug	62 151	67 041	72 186	77 030	83 910	87 421	
Sep	61 221	65 967	70 535	76 181	83 207	85 416	
Oct	62 767	68 132	73 327	78 197	83 256	86 547	
Nov	68 572	73 504	79 272	86 221	95 369	100 069	
Dec	88 260	94 736	102 740	110 762	118 773	119 161	
Total	758 999	814 810	876 635	947 316	1 015 643	1 056 444	

1/ Figures for latest month are preliminary.

Table 8 – Year-on-year percentage change in retail trade sales at current prices

Month	2014	2015	2016	2017	2018	2019	2019 year-to-date
Jan	8,9	6,8	8,0	5,0	5,5	3,2	3,2
Feb	6,3	8,7	9,0	5,2	6,9	3,5	3,4
Mar	5,3	7,4	8,4	6,6	7,1	2,6	3,1
Apr	7,3	8,0	7,7	6,9	2,8	4,8	3,5
May	8,5	6,4	9,4	6,4	4,5	4,2	3,7
Jun	4,8	7,8	7,9	7,4	4,0	5,0	3,9
Jul	8,5	7,1	8,6	5,9	3,3	4,4	4,0
Aug	7,9	7,7	6,7	8,9	4,2		
Sep	7,8	6,9	8,0	9,2	2,7		
Oct	8,5	7,6	6,6	6,5	4,0		
Nov	7,2	7,8	8,8	10,6	4,9		
Dec	7,3	8,4	7,8	7,2	0,3		
Total	7,4	7,6	8,1	7,2	4,0		

Table 9 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2016	2017	2018	2019	2016	2017	2018	2019
Jan	76 374	81 320	86 110	89 033	1,0	0,5	-0,9	1,6
Feb	76 701	81 619	87 117	90 086	0,4	0,4	1,2	1,2
Mar	77 181	81 987	87 432	89 807	0,6	0,5	0,4	-0,3
Apr	77 251	83 207	86 254	90 483	0,1	1,5	-1,3	0,8
May	79 050	83 898	87 521	90 929	2,3	0,8	1,5	0,5
Jun	78 487	84 124	87 070	91 749	-0,7	0,3	-0,5	0,9
Jul	79 386	84 677	88 058	91 955	1,1	0,7	1,1	0,2
Aug	78 902	85 629	88 846		-0,6	1,1	0,9	
Sep	79 233	86 071	88 585		0,4	0,5	-0,3	
Oct	79 991	85 662	89 040		1,0	-0,5	0,5	
Nov	80 479	88 480	92 170		0,6	3,3	3,5	
Dec	80 908	86 915	87 648		0,5	-1,8	-4,9	

Table 10 – Retail trade sales at current prices by type of retailer (R million)

Type of retailer	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19 1/
General dealers	39 298	40 980	36 783	40 780	39 856	36 460
Food, beverages and tobacco in specialised stores	6 752	7 484	7 126	7 370	7 088	7 494
Pharmaceuticals and medical goods, cosmetics and toiletries	6 021	6 449	6 919	6 698	6 528	7 134
Textiles, clothing, footwear and leather goods	12 808	12 348	15 056	15 278	14 280	15 011
Household furniture, appliances and equipment	3 063	3 469	3 261	3 389	3 399	3 500
Hardware, paint and glass	6 361	6 470	6 211	6 650	6 266	6 606
All other retailers	9 496	9 656	9 585	9 513	9 916	10 469
Total	83 799	86 856	84 941	89 678	87 335	86 674

1/ Figures are preliminary.

Table 11 – Year-on-year percentage change in retail trade sales at current prices by type of retailer

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

Table 12 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at current prices (percentage points)

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

Survey information

- Introduction**
- 1 Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see 4 below). This survey is based on a sample drawn from Stats SA's 2019 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).
 - 2 In order to improve timeliness, some information for the latest month had to be estimated due to late response. These estimates will be revised in future statistical releases as soon as information becomes available. Published retail trade sales estimates include value added tax (VAT).
- Purpose of the survey**
- 3 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**
- 4 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**
- 5 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**
- 6 The preliminary collection rate for the survey on retail trade sales for July 2019 was 75,6%, accounting for 78,6% of the total estimate. The collection rate for June 2019 for the new sample was 79,7%.

Statistical unit	7	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	8	Revised figures are mainly due to late submission of data to Stats SA, or respondents reporting revisions or corrections to their figures. Preliminary figures, as indicated in the relevant tables, are subject to change and when revised will not be indicated as such.
Related publications	9	Users may also refer to the following publication available from Stats SA: <ul style="list-style-type: none">• <i>Stats in Brief</i> issued annually.
Rounding-off of figures	10	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
Historical data	11	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	12	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 2 969 enterprises from a population of 22 271 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 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 2019 from Stats SA’s business sampling frame (BSF). Strata were formed using a combination of the Standard Industrial Classification and the measure of size classes for enterprises (see point 3 below).

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

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

Neyman allocation formula not only allocates sample sizes to each stratum, but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these strata did not exceed 9,0%.

Class limits

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

Measure of size classes (Rand)

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	1 166 326	8 000 000
Small	3	8 000 001	38 000 000
Medium	2	38 000 001	78 000 000
Large	1	78 000 001	

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 US Bureau of the Census. 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 February 2018](#)

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.
Month-on-month percentage change	11	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	12	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)	13	The contribution (percentage points) to the year-on-year percentage change for any given period is calculated by multiplying the percentage change of each type of retailer by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of retailer to total retail trade sales in the corresponding period of the previous year.

Glossary

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

Technical enquiries

Raquel Floris	Telephone number: (012) 337 6488 Email: raquelf@statssa.gov.za
Keshnee Naidoo	Telephone number: (012) 310 8423 Email: keshneen@statssa.gov.za

