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STATISTICAL RELEASE

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Retail trade sales (Preliminary)

July 2021

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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Sales at constant 2015 prices: results for July 2021

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

	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
Year-on-year % change, unadjusted	2,0	-2,3	95,1	15,5	10,5	-0,8
Month-on-month % change, seasonally adjusted	7,4	-4,2	-0,7	2,3	0,7	-11,2
3-month % change, seasonally adjusted 1/	1,9	1,8	2,7	0,1	0,5	-2,9

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 decreased by 0,8% year-on-year in July 2021. The largest negative annual growth rates were recorded for retailers in:

- household furniture, appliances and equipment (-10,2%);
- hardware, paint and glass (-6,2%); and
- food, beverages and tobacco products in specialised stores (-4,1%) – see Table 5.

The main negative contributor to this decrease was general dealers (contributing -1,1 percentage points) – see Table 6.

Seasonally adjusted retail trade sales decreased by 11,2% in July 2021 compared with June 2021. This followed month-on-month changes of 0,7% in June 2021 and 2,3% in May 2021. In the three months ended July 2021, seasonally adjusted retail trade sales decreased by 2,9% 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 2020 (R million)	Weight	May – Jul 2021 (R million)	% change between May – Jul 2020 and May – Jul 2021	Contribution (% points) to the total % change
General dealers	96 025	45,3	100 249	4,4	2,0
Food, beverages and tobacco in specialised stores	12 661	6,0	14 768	16,6	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	16 797	7,9	17 563	4,6	0,4
Textiles, clothing, footwear and leather goods	36 415	17,2	40 312	10,7	1,8
Household furniture, appliances and equipment	12 428	5,9	13 209	6,3	0,4
Hardware, paint and glass	20 132	9,5	20 571	2,2	0,2
All other retailers	17 624	8,3	23 245	31,9	2,6
Total	212 082	100,0	229 917	8,4	8,4

Retail trade sales increased by 8,4% in the three months ended July 2021 compared with the three months ended July 2020. The main contributors to this increase were:

- all 'other' retailers (31,9% and contributing 2,6 percentage points);
- general dealers (4,4% and contributing 2,0 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (10,7% and contributing 1,8 percentage points) – see Table B.

Figure 1 – Retail trade sales at constant 2015 prices

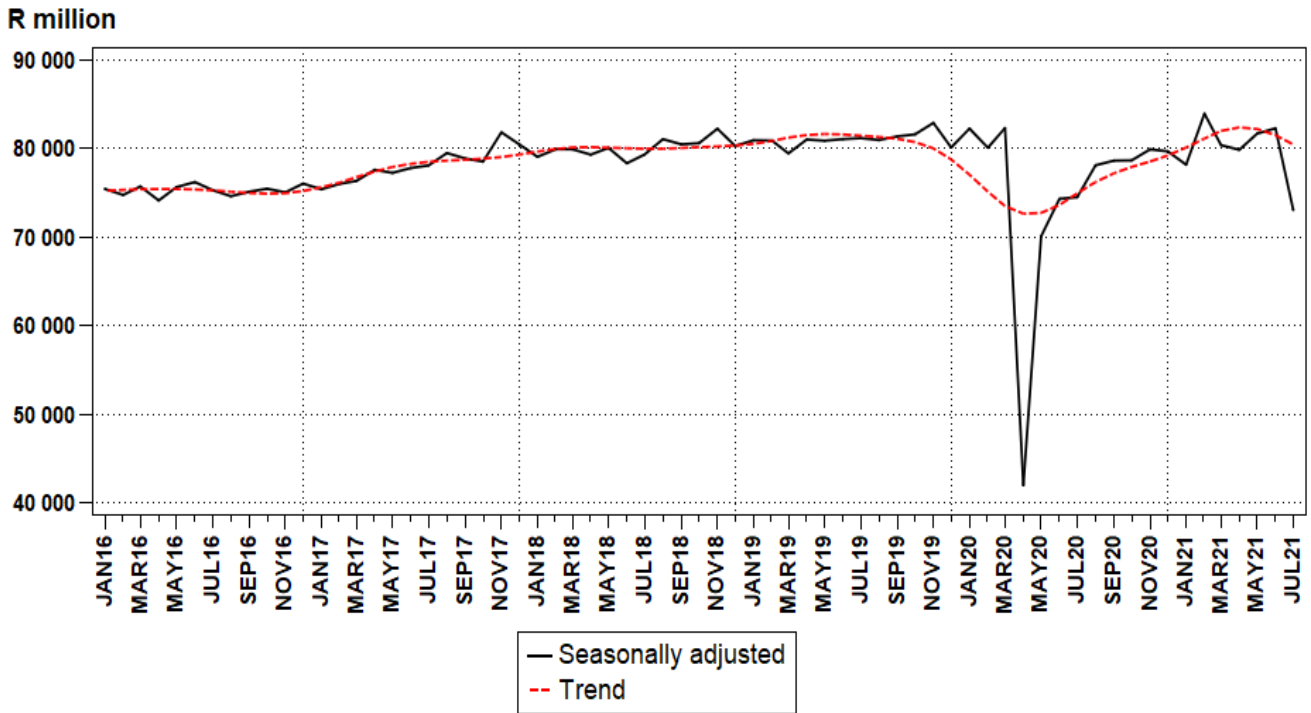
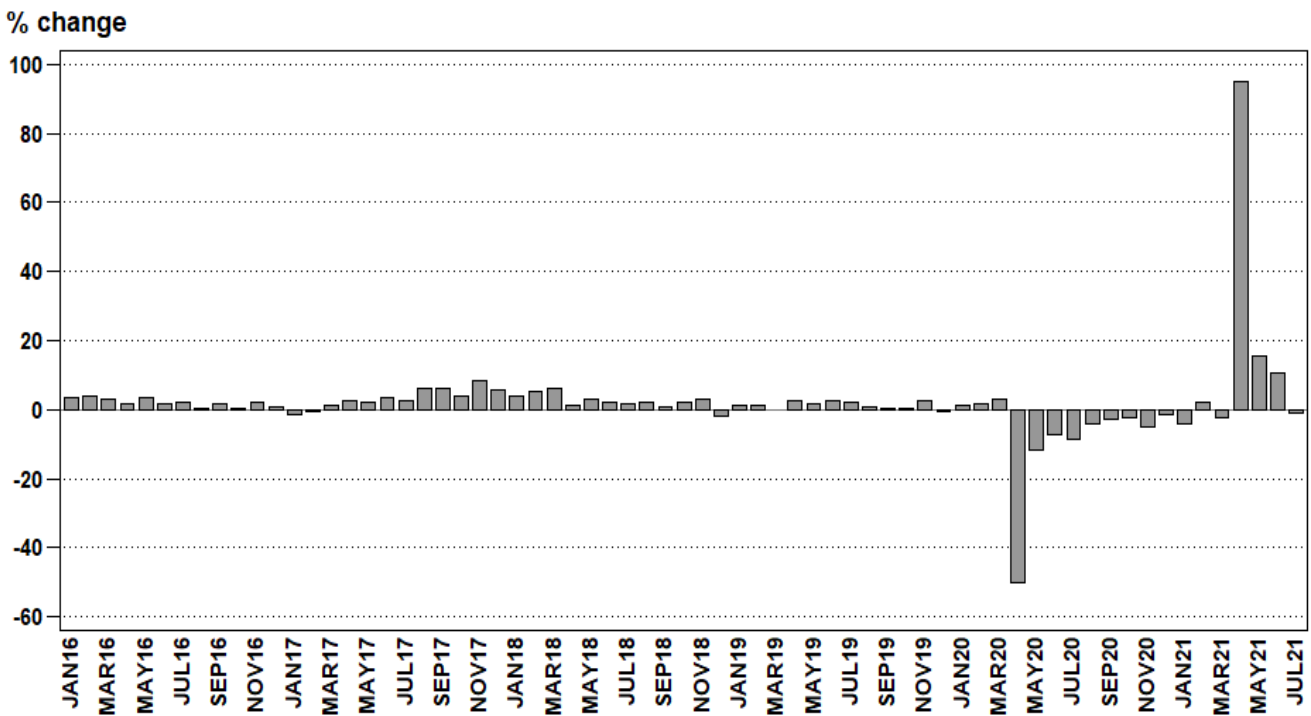


Figure 2 – Retail trade sales at constant 2015 prices: year-on-year percentage change



Sales at current prices: results for July 2021**Table C – Key growth rates in retail trade sales at current prices**

	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
Year-on-year % change, unadjusted	4,8	0,1	91,7	18,9	15,0	3,1
Month-on-month % change, seasonally adjusted	7,7	-3,3	-0,3	2,0	2,1	-10,9
3-month % change, seasonally adjusted 1/	2,4	2,1	3,7	1,2	1,9	-1,7

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 2020 (R million)	Weight	May – Jul 2021 (R million)	% change between May – Jul 2020 and May – Jul 2021	Contribution (% points) to the total % change
General dealers	118 673	47,8	129 897	9,5	4,5
Food, beverages and tobacco in specialised stores	16 543	6,7	20 547	24,2	1,6
Pharmaceuticals and medical goods, cosmetics and toiletries	21 123	8,5	23 272	10,2	0,9
Textiles, clothing, footwear and leather goods	39 373	15,9	44 027	11,8	1,9
Household furniture, appliances and equipment	11 705	4,7	12 491	6,7	0,3
Hardware, paint and glass	22 361	9,0	24 051	7,6	0,7
All other retailers	18 319	7,4	24 502	33,8	2,5
Total	248 094	100,0	278 789	12,4	12,4

Risenga Maluleke
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 2021, which replaces the previous sample that was drawn in April 2019. The sample was drawn from a business register of enterprises with an annual turnover of at least R1 167 786 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 2021 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 2019 and was operational for the last half of 2019, 2020 and the first half of 2021.

Table E – Total retail trade sales at current prices for previous and new samples: April to June 2021

Retail trade industry	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%)
	280 363	283 131	2 768	1,0

Figure 3 – Total retail trade sales at current prices: monthly levels of previous and new samples for April to June 2021

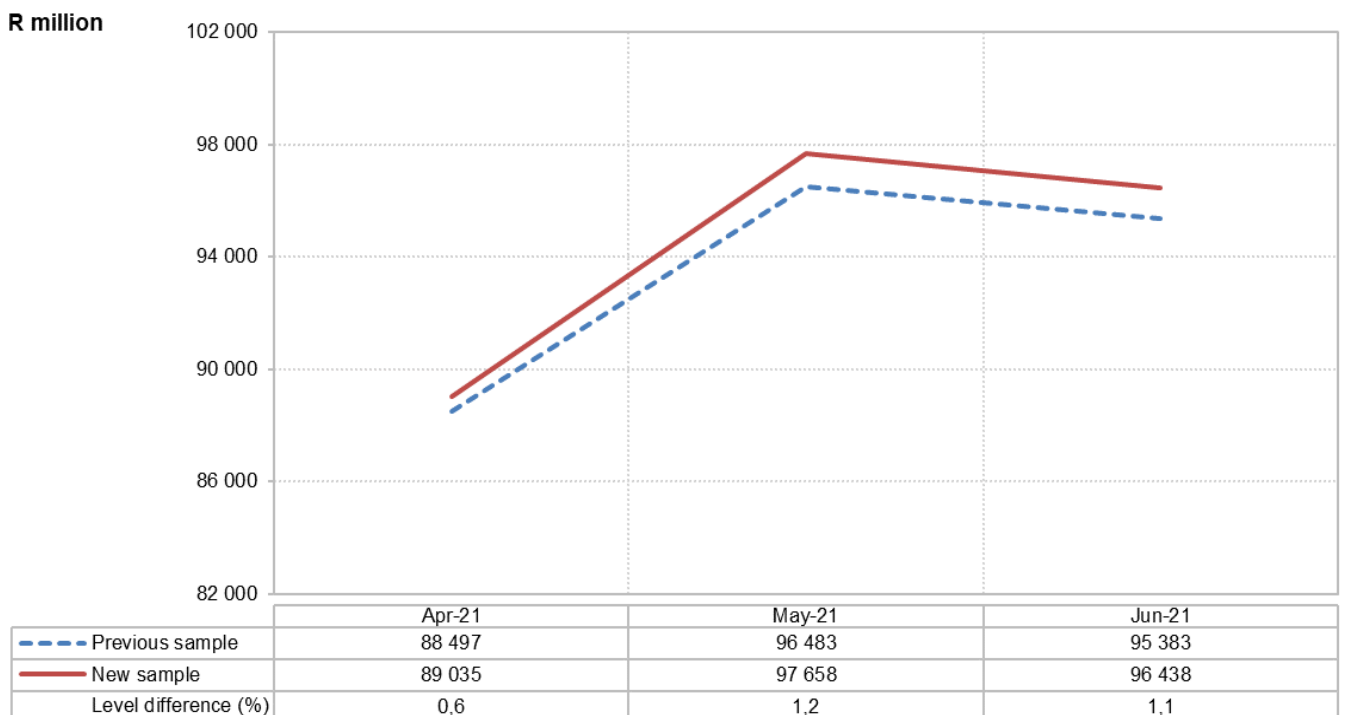


Table F – Retail trade sales for previous and new samples by type of retailer: April to June 2021

Type of retailer	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%) 1/
General dealers	129 547	131 413	1 866	1,4
Food, beverages and tobacco in specialised stores	23 897	22 139	-1 758	-7,4
Pharmaceuticals and medical goods, cosmetics and toiletries	22 451	22 893	442	2,0
Textiles, clothing, footwear and leather goods	47 889	44 367	-3 522	-7,4
Household furniture, appliances and equipment	11 115	12 492	1 377	12,4
Hardware, paint and glass	22 243	23 683	1 440	6,5
All other retailers	23 223	26 144	2 921	12,6
Total retail trade sales	280 363	283 131	2 768	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:

- all 'other' retailers (12,6% or R2 921 million higher in the new sample);
- retailers in household furniture, appliances and equipment (12,4% or R1 377 million higher in the new sample);
- retailers in textiles, clothing, footwear and leather goods (7,4% or R3 522 million lower in the new sample);
- and
- retailers in food, beverages and tobacco products in specialised stores (7,4% or R1 758 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	2015 *	2016 *	2017 *	2018 *	2019 *	2020 *	2021 1/ *
Jan	68 282	70 778	69 753	72 531	73 305	74 315	71 443
Feb	67 991	70 743	70 339	74 031	75 006	76 451	78 005
Mar	69 965	72 082	72 901	77 302	77 324	79 604	77 749
Apr	69 717	70 886	72 867	73 747	75 804	37 861	73 857
May	71 735	74 245	75 891	78 319	79 538	70 115	80 976
Jun	69 884	71 159	73 800	75 508	77 367	71 660	79 180
Jul	70 871	72 457	74 243	75 456	77 029	70 307	69 761
Aug	72 876	73 159	77 571	79 383	80 196	76 853	
Sep	71 197	72 275	76 858	77 310	77 629	75 447	
Oct	73 792	73 834	76 891	78 647	79 011	77 046	
Nov	79 572	81 305	88 206	90 755	93 146	88 359	
Dec	102 922	103 776	109 722	107 895	107 440	105 736	
Total	888 804	906 699	939 042	960 884	972 795	903 754	

1/ Figures for latest month are preliminary.

* Revised, see note on page 5.

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

Month	2016	2017	2018	2019	2020	2021	2021 year-to-date
Jan	3,7	-1,4	4,0	1,1	1,4	-3,9	-3,9
Feb	4,0	-0,6	5,2	1,3	1,9	2,0	-0,9
Mar	3,0	1,1	6,0	0,0	2,9	-2,3	-1,4
Apr	1,7	2,8	1,2	2,8	-50,1	95,1	12,2
May	3,5	2,2	3,2	1,6	-11,8	15,5	12,9
Jun	1,8	3,7	2,3	2,5	-7,4	10,5	12,5
Jul	2,2	2,5	1,6	2,1	-8,7	-0,8	10,5
Aug	0,4	6,0	2,3	1,0	-4,2		
Sep	1,5	6,3	0,6	0,4	-2,8		
Oct	0,1	4,1	2,3	0,5	-2,5		
Nov	2,2	8,5	2,9	2,6	-5,1		
Dec	0,8	5,7	-1,7	-0,4	-1,6		
Total	2,0	3,6	2,3	1,2	-7,1		

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

Month	R million				Month-on-month % change			
	2018	2019	2020	2021	2018	2019	2020	2021
Jan	79 062	80 935	82 255	78 176	-1,8	0,8	2,7	-1,9
Feb	79 925	80 907	80 092	83 945	1,1	0,0	-2,6	7,4
Mar	79 920	79 452	82 319	80 382	0,0	-1,8	2,8	-4,2
Apr	79 312	81 023	41 948	79 859	-0,8	2,0	-49,0	-0,7
May	80 073	80 886	70 087	81 686	1,0	-0,2	67,1	2,3
Jun	78 337	81 064	74 316	82 288	-2,2	0,2	6,0	0,7
Jul	79 328	81 178	74 505	73 070	1,3	0,1	0,3	-11,2
Aug	81 061	80 965	78 108		2,2	-0,3	4,8	
Sep	80 478	81 368	78 635		-0,7	0,5	0,7	
Oct	80 608	81 606	78 662		0,2	0,3	0,0	
Nov	82 240	82 899	79 906		2,0	1,6	1,6	
Dec	80 296	80 118	79 684		-2,4	-3,4	-0,3	

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

Type of retailer	Feb-21 *	Mar-21 *	Apr-21 *	May-21 *	Jun-21 *	Jul-21 1/ *
General dealers	34 941	34 865	30 525	33 949	37 197	29 103
Food, beverages and tobacco in specialised stores	5 535	5 718	5 452	5 625	4 906	4 237
Pharmaceuticals and medical goods, cosmetics and toiletries	5 042	5 633	5 945	5 708	5 689	6 166
Textiles, clothing, footwear and leather goods	12 565	11 696	12 805	15 396	12 455	12 461
Household furniture, appliances and equipment	4 318	4 601	4 206	4 613	4 395	4 201
Hardware, paint and glass	6 675	6 812	6 391	7 249	6 682	6 640
All other retailers	8 929	8 424	8 533	8 436	7 856	6 953
Total	78 005	77 749	73 857	80 976	79 180	69 761

1/ Figures are preliminary.

* Revised, see note on page 5.

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

Type of retailer	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
General dealers	4,1	-9,1	15,4	3,2	11,9	-2,6
Food, beverages and tobacco in specialised stores	9,4	2,2	64,8	51,3	8,5	-4,1
Pharmaceuticals and medical goods, cosmetics and toiletries	-0,8	-9,8	19,3	6,0	6,6	1,5
Textiles, clothing, footwear and leather goods	11,6	29,0	1 731,9	12,7	8,2	10,9
Household furniture, appliances and equipment	16,4	26,3	742,9	54,4	-7,7	-10,2
Hardware, paint and glass	7,2	7,6	800,1	9,6	3,8	-6,2
All other retailers	-22,7	-18,7	606,4	74,2	34,6	0,1
Total	2,0	-2,3	95,1	15,5	10,5	-0,8

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-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
General dealers	1,8	-4,4	10,8	1,5	5,5	-1,1
Food, beverages and tobacco in specialised stores	0,6	0,2	5,7	2,7	0,5	-0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	-0,1	-0,8	2,5	0,5	0,5	0,1
Textiles, clothing, footwear and leather goods	1,7	3,3	32,0	2,5	1,3	1,7
Household furniture, appliances and equipment	0,8	1,2	9,8	2,3	-0,5	-0,7
Hardware, paint and glass	0,6	0,6	15,0	0,9	0,3	-0,6
All other retailers	-3,4	-2,4	19,3	5,1	2,8	0,0
Total	2,0	-2,3	95,1	15,5	10,5	-0,8

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

Month	2015 *	2016 *	2017 *	2018 *	2019 *	2020 *	2021 1/ *
Jan	66 966	72 295	75 885	80 046	82 627	86 080	84 567
Feb	67 032	73 080	76 845	82 111	84 962	88 991	93 241
Mar	69 339	75 133	80 072	85 788	88 061	93 703	93 763
Apr	69 398	74 740	79 929	82 155	86 120	46 449	89 035
May	71 788	78 529	83 528	87 277	90 922	82 102	97 658
Jun	69 869	75 420	81 035	84 311	88 547	83 850	96 438
Jul	70 828	76 928	81 482	84 161	87 914	82 142	84 693
Aug	73 188	78 099	85 074	88 634	92 086	90 321	
Sep	71 514	77 238	84 362	86 601	89 471	89 019	
Oct	74 344	79 282	84 412	87 748	90 638	91 054	
Nov	80 373	87 418	96 693	101 458	106 983	104 445	
Dec	104 166	112 299	120 421	120 815	123 595	125 259	
Total	888 804	960 461	1 029 738	1 071 105	1 111 926	1 063 415	

1/ Figures for latest month are preliminary.

* Revised, see note on page 5.

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

Month	2016	2017	2018	2019	2020	2021	2021 year-to-date
Jan	8,0	5,0	5,5	3,2	4,2	-1,8	-1,8
Feb	9,0	5,2	6,9	3,5	4,7	4,8	1,6
Mar	8,4	6,6	7,1	2,6	6,4	0,1	1,0
Apr	7,7	6,9	2,8	4,8	-46,1	91,7	14,4
May	9,4	6,4	4,5	4,2	-9,7	18,9	15,3
Jun	7,9	7,4	4,0	5,0	-5,3	15,0	15,3
Jul	8,6	5,9	3,3	4,5	-6,6	3,1	13,5
Aug	6,7	8,9	4,2	3,9	-1,9		
Sep	8,0	9,2	2,7	3,3	-0,5		
Oct	6,6	6,5	4,0	3,3	0,5		
Nov	8,8	10,6	4,9	5,4	-2,4		
Dec	7,8	7,2	0,3	2,3	1,3		
Total	8,1	7,2	4,0	3,8	-4,4		

Table 9 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2018	2019	2020	2021	2018	2019	2020	2021
Jan	87 155	91 103	95 124	92 615	-2,2	0,6	2,6	-2,4
Feb	88 508	91 361	92 393	99 770	1,6	0,3	-2,9	7,7
Mar	88 492	90 254	96 439	96 515	0,0	-1,2	4,4	-3,3
Apr	87 922	91 803	51 183	96 183	-0,6	1,7	-46,9	-0,3
May	88 742	91 983	81 847	98 117	0,9	0,2	59,9	2,0
Jun	87 497	92 745	86 947	100 218	-1,4	0,8	6,2	2,1
Jul	88 492	92 759	87 257	89 261	1,1	0,0	0,4	-10,9
Aug	90 469	93 123	91 729		2,2	0,4	5,1	
Sep	90 202	93 560	92 636		-0,3	0,5	1,0	
Oct	90 168	93 852	93 416		0,0	0,3	0,8	
Nov	92 142	95 675	94 553		2,2	1,9	1,2	
Dec	90 594	92 708	94 909		-1,7	-3,1	0,4	

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

Type of retailer	Feb-21 *	Mar-21 *	Apr-21 *	May-21 *	Jun-21 *	Jul-21 1/ *
General dealers	44 438	44 715	39 339	43 880	48 194	37 823
Food, beverages and tobacco in specialised stores	7 516	7 816	7 520	7 803	6 816	5 928
Pharmaceuticals and medical goods, cosmetics and toiletries	6 513	7 356	7 818	7 529	7 546	8 197
Textiles, clothing, footwear and leather goods	13 676	12 755	13 962	16 794	13 611	13 622
Household furniture, appliances and equipment	4 100	4 376	3 987	4 328	4 177	3 986
Hardware, paint and glass	7 658	7 869	7 420	8 444	7 819	7 788
All other retailers	9 341	8 878	8 991	8 879	8 274	7 349
Total	93 241	93 763	89 035	97 658	96 438	84 693

1/ Figures are preliminary.

* Revised, see note on page 5.

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

Type of retailer	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
General dealers	7,6	-5,5	20,7	8,1	17,3	2,2
Food, beverages and tobacco in specialised stores	14,7	7,3	74,3	61,4	15,4	2,2
Pharmaceuticals and medical goods, cosmetics and toiletries	2,0	-6,9	24,3	11,2	12,8	6,9
Textiles, clothing, footwear and leather goods	11,3	28,7	1 739,5	13,7	9,1	12,2
Household furniture, appliances and equipment	16,4	26,6	744,7	53,6	-6,7	-9,6
Hardware, paint and glass	10,7	11,9	845,2	15,2	9,6	-1,4
All other retailers	-22,2	-17,6	622,2	77,0	36,3	1,6
Total	4,8	0,1	91,7	18,9	15,0	3,1

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-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
General dealers	3,5	-2,8	14,5	4,0	8,5	1,0
Food, beverages and tobacco in specialised stores	1,1	0,6	6,9	3,6	1,1	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,1	-0,6	3,3	0,9	1,0	0,6
Textiles, clothing, footwear and leather goods	1,6	3,0	28,4	2,5	1,4	1,8
Household furniture, appliances and equipment	0,7	1,0	7,6	1,8	-0,4	-0,5
Hardware, paint and glass	0,8	0,9	14,3	1,4	0,8	-0,1
All other retailers	-3,0	-2,0	16,7	4,7	2,6	0,1
Total	4,8	0,1	91,7	18,9	15,0	3,1

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 2021 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 2021 was 64,6%, accounting for 70,2% of the total estimate. The collection rate for June 2021 for the new sample was 67,3%.

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 3 095 enterprises from a population of 22 041 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 2021 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 8,0%.

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	1 167 786	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](#)

Black Friday sales have had a substantial upward impact on retail trade in November in recent years. Since seasonal adjustment models are based on long time series, users should note that Stats SA's seasonally adjusted estimates do not yet fully account for the Black Friday effect.

Note: Owing to the impact of the COVID-19 lockdown, additive outlier and transitory change adjustments were applied. Transitory (temporary) change describes a temporary effect on the level of a series after a certain point in time.

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 (SNA)</i> in the same way as in the <i>Standard Industrial Classification of all Economic Activities (SIC)</i> , 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

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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 eleven official languages. Since the releases are used extensively, not only locally but also by international economic and social-scientific communities, Stats SA releases are published in English only.

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