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Retail trade sales (Preliminary)

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Sales at constant 2019 prices: results for June 2024

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

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
Year-on-year % change, unadjusted	-2,0	-0,7	2,3	0,7	1,1	4,1
Month-on-month % change, seasonally adjusted	-1,7	0,3	0,8	0,5	-0,2	1,6
3-month % change, seasonally adjusted ¹	0,4	0,2	-0,3	0,1	0,7	1,5

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 4,1% year-on-year in June 2024. The largest positive contributors to this increase were:

- general dealers (7,3% and contributing 3,3 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (6,1% and contributing 1,1 percentage points) – see Tables 5 and 6.

Seasonally adjusted retail trade sales increased by 1,6% in June 2024 compared with May 2024. This followed month-on-month changes of -0,2% in May 2024 and 0,5% in April 2024.

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

Type of retailer	Apr – Jun 2023 (R million)	Weight (%)	Apr – Jun 2024 (R million)	% change between Apr – Jun 2023 and Apr – Jun 2024	Contribution (% points) to the total % change
General dealers	118 677	43,2	122 464	3,2	1,4
Food, beverages and tobacco in specialised stores	21 100	7,7	21 248	0,7	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	20 753	7,5	21 272	2,5	0,2
Textiles, clothing, footwear and leather goods	50 341	18,3	50 816	0,9	0,2
Household furniture, appliances and equipment	11 973	4,4	12 521	4,6	0,2
Hardware, paint and glass	21 860	8,0	21 801	-0,3	0,0
All other retailers	30 177	11,0	30 171	0,0	0,0
Total	274 881	100,0	280 293	2,0	2,0

Retail trade sales increased by 2,0% in the second quarter of 2024 compared with the second quarter of 2023. The largest contributor to this increase was general dealers (3,2% and contributing 1,4 percentage points) – 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	Jan – Mar 2024 (R million)	Weight (%)	Apr – Jun 2024 (R million)	% change between Jan – Mar 2024 and Apr – Jun 2024	Contribution (% points) to the total % change
General dealers	126 244	43,9	127 686	1,1	0,5
Food, beverages and tobacco in specialised stores	22 593	7,9	22 633	0,2	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	20 878	7,3	21 445	2,7	0,2
Textiles, clothing, footwear and leather goods	51275	17,8	52 904	3,2	0,6
Household furniture, appliances and equipment	13 494	4,7	13 609	0,9	0,0
Hardware, paint and glass	22 319	7,8	22 705	1,7	0,1
All other retailers	30 849	10,7	31 112	0,9	0,1
Total	287 651	100,0	292 093	1,5	1,5

Seasonally adjusted retail trade sales increased by 1,5% in the second quarter of 2024 compared with the first quarter of 2024. The largest contributors to the increase were retailers in textiles, clothing, footwear and leather goods (3,2% and contributing 0,6 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

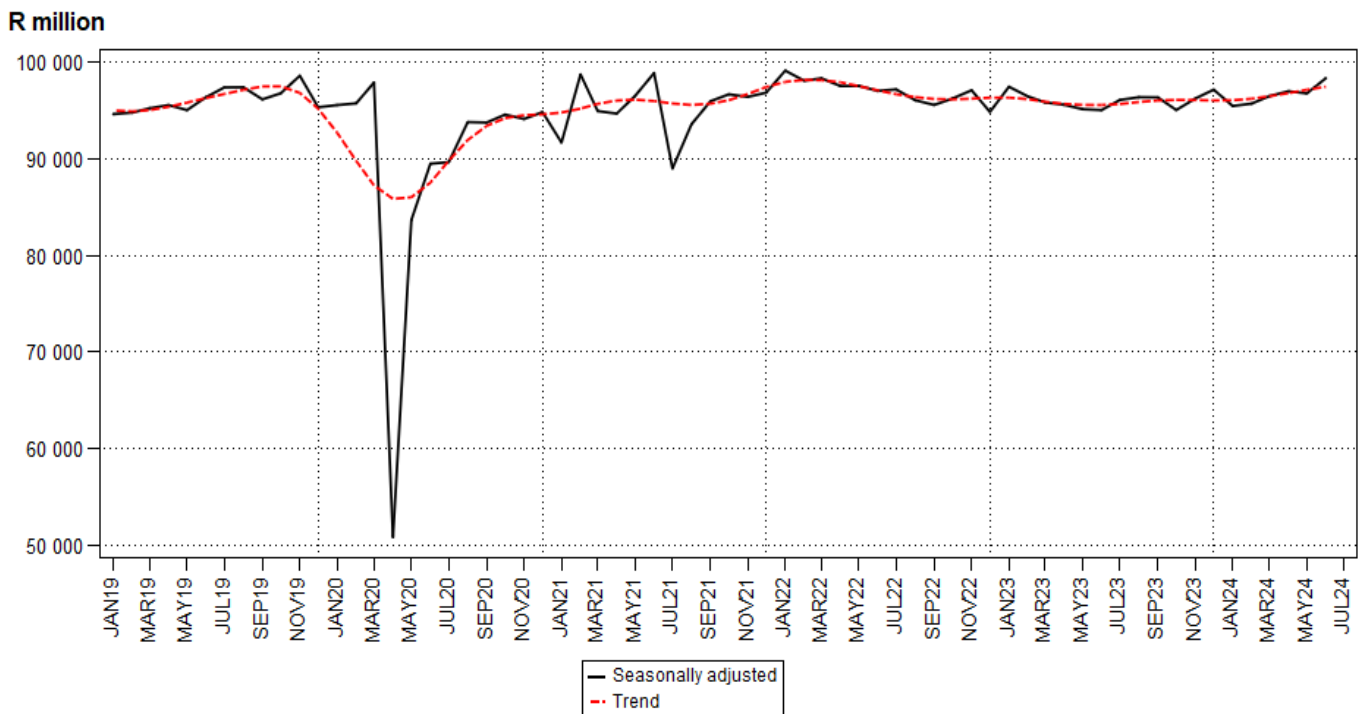
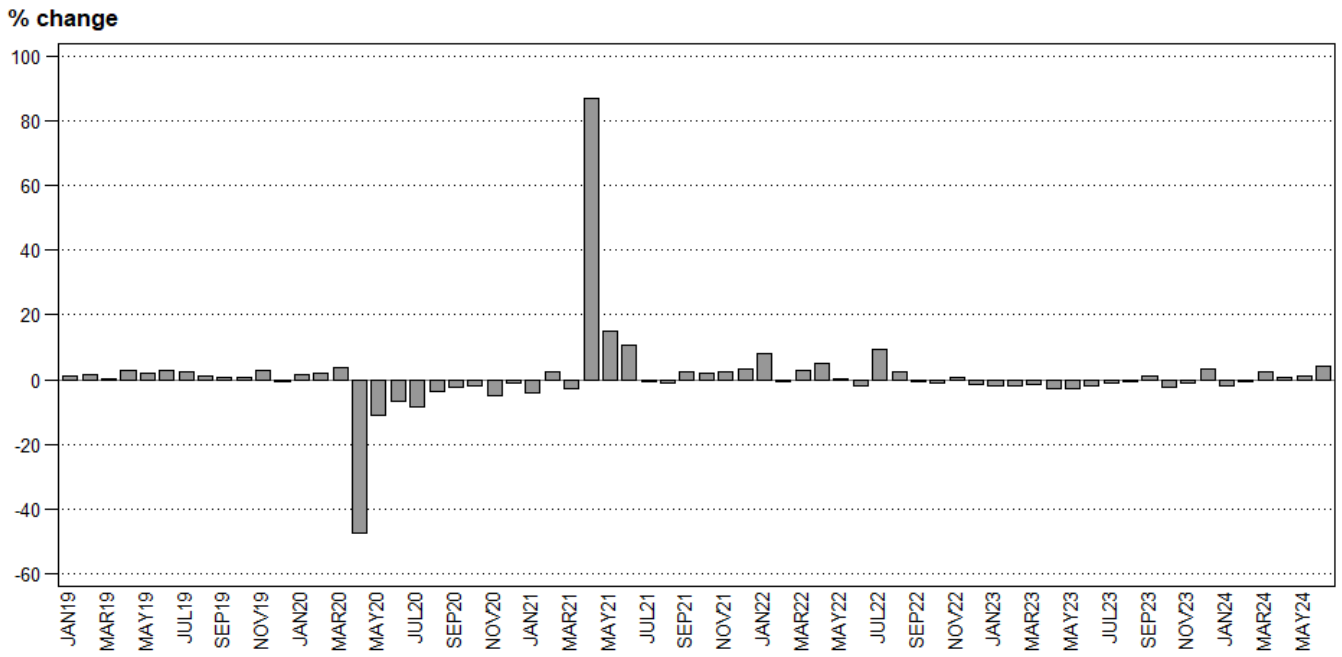


Figure 2 – Retail trade sales at constant 2019 prices: year-on-year percentage change



Sales at current prices: results for June 2024

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

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
Year-on-year % change, unadjusted	3,0	3,8	6,2	4,1	4,4	7,6
Month-on-month % change, seasonally adjusted	-2,5	1,1	1,1	0,8	-0,3	2,4
3-month % change, seasonally adjusted ¹	1,3	0,8	0,0	0,9	1,4	2,5

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	Apr – Jun 2023 (R million)	Weight (%)	Apr – Jun 2024 (R million)	% change between Apr – Jun 2023 and Apr – Jun 2024	Contribution (% points) to the total % change
General dealers	149 851	46,0	161 856	8,0	3,7
Food, beverages and tobacco in specialised stores	26 856	8,2	27 769	3,4	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	25 445	7,8	27 646	8,7	0,7
Textiles, clothing, footwear and leather goods	52 992	16,3	54 128	2,1	0,3
Household furniture, appliances and equipment	12 123	3,7	12 480	2,9	0,1
Hardware, paint and glass	26 382	8,1	26 702	1,2	0,1
All other retailers	31 918	9,8	32 526	1,9	0,2
Total	325 567	100,0	343 110	5,4	5,4

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

Type of retailer	Jan – Mar 2024 (R million)	Weight (%)	Apr – Jun 2024 (R million)	% change between Jan – Mar 2024 and Apr – Jun 2024	Contribution (% points) to the total % change
General dealers	165 503	47,5	168 573	1,9	0,9
Food, beverages and tobacco in specialised stores	29 374	8,4	29 449	0,3	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	26 772	7,7	27 677	3,4	0,3
Textiles, clothing, footwear and leather goods	52 753	15,1	56 662	7,4	1,1
Household furniture, appliances and equipment	13 503	3,9	13 582	0,6	0,0
Hardware, paint and glass	27 375	7,9	27 692	1,2	0,1
All other retailers	33 201	9,5	33 471	0,8	0,1
Total	348 482	100,0	357 108	2,5	2,5


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 Statistician-General

Tables

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

Month	2018	2019	2020	2021	2022	2023	2024
Jan	85 722	86 812	88 073	84 671	91 515	89 596	87 804
Feb	87 701	88 985	90 750	92 993	92 392	90 677	90 021
Mar	91 618	91 853	95 253	92 786	95 269	93 900	96 061
Apr	87 236	89 698	47 006	88 006	92 263	89 871	90 505
May	92 511	94 335	83 774	96 403	96 689	93 897	94 959
Jun	89 348	91 723	85 416	94 509	92 772	91 113	94 829
Jul	89 074	91 067	83 539	83 111	90 860	89 990	
Aug	93 882	95 103	91 524	90 406	92 525	92 208	
Sep	91 615	92 199	89 996	91 986	91 670	92 624	
Oct	92 765	93 484	91 618	93 427	92 424	90 331	
Nov	106 983	110 099	104 853	107 150	107 935	106 842	
Dec	127 432	127 205	125 707	129 590	127 868	131 985	
Total	1 135 887	1 152 563	1 077 509	1 145 038	1 164 182	1 153 034	

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	1,3	1,5	-3,9	8,1	-2,1	-2,0	-2,0
Feb	1,5	2,0	2,5	-0,6	-1,9	-0,7	-1,4
Mar	0,3	3,7	-2,6	2,7	-1,4	2,3	-0,1
Apr	2,8	-47,6	87,2	4,8	-2,6	0,7	0,1
May	2,0	-11,2	15,1	0,3	-2,9	1,1	0,3
Jun	2,7	-6,9	10,6	-1,8	-1,8	4,1	0,9
Jul	2,2	-8,3	-0,5	9,3	-1,0		
Aug	1,3	-3,8	-1,2	2,3	-0,3		
Sep	0,6	-2,4	2,2	-0,3	1,0		
Oct	0,8	-2,0	2,0	-1,1	-2,3		
Nov	2,9	-4,8	2,2	0,7	-1,0		
Dec	-0,2	-1,2	3,1	-1,3	3,2		
Total	1,5	-6,5	6,3	1,7	-1,0		

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	91 673	99 127	97 454	95 459	-3,3	2,4	2,7	-1,7
Feb	98 730	98 076	96 452	95 706	7,7	-1,1	-1,0	0,3
Mar	94 935	98 331	95 827	96 486	-3,8	0,3	-0,6	0,8
Apr	94 670	97 527	95 586	96 988	-0,3	-0,8	-0,3	0,5
May	96 502	97 547	95 128	96 767	1,9	0,0	-0,5	-0,2
Jun	98 875	97 023	95 036	98 338	2,5	-0,5	-0,1	1,6
Jul	88 980	97 178	96 086		-10,0	0,2	1,1	
Aug	93 565	96 058	96 368		5,2	-1,2	0,3	
Sep	95 953	95 566	96 349		2,6	-0,5	0,0	
Oct	96 671	96 237	95 041		0,7	0,7	-1,4	
Nov	96 403	97 088	96 231		-0,3	0,9	1,3	
Dec	96 843	94 847	97 152		0,5	-2,3	1,0	

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

Type of retailer	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
General dealers	37 179	40 712	44 363	37 871	40 865	43 728
Food, beverages and tobacco in specialised stores	6 813	7 166	7 549	7 146	7 138	6 964
Pharmaceuticals and medical goods, cosmetics and toiletries	6 980	6 629	6 623	7 649	7 031	6 592
Textiles, clothing, footwear and leather goods	15 077	14 191	15 844	16 393	17 627	16 796
Household furniture, appliances and equipment	4 047	4 021	4 540	4 167	4 178	4 176
Hardware, paint and glass	6 603	6 967	6 963	7 079	7 808	6 914
All other retailers	11 105	10 335	10 179	10 200	10 312	9 659
Total	87 804	90 021	96 061	90 505	94 959	94 829

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

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

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

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

Type of retailer	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Month-on-month % change
General dealers	41 814	41 864	42 566	42 177	42 069	43 440	3,3
Food, beverages and tobacco in specialised stores	7 488	7 625	7 480	7 515	7 567	7 551	-0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	6 917	7 221	6 740	7 269	7 149	7 027	-1,7
Textiles, clothing, footwear and leather goods	17 018	16 882	17 375	17 376	17 434	18 094	3,8
Household furniture, appliances and equipment	4 503	4 460	4 531	4 566	4 535	4 508	-0,6
Hardware, paint and glass	7 440	7 463	7 416	7 660	7 638	7 407	-3,0
All other retailers	10 279	10 192	10 378	10 425	10 376	10 311	-0,6
Total	95 459	95 706	96 486	96 988	96 767	98 338	1,6

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

Month	2018	2019	2020	2021	2022	2023	2024
Jan	82 971	85 645	89 225	87 657	98 088	103 070	106 210
Feb	85 111	88 067	92 243	96 648	99 637	105 673	109 736
Mar	88 922	91 279	97 127	97 188	103 523	110 627	117 499
Apr	85 156	89 267	48 146	92 363	100 564	106 143	110 515
May	90 466	94 245	85 102	101 285	106 472	111 130	116 038
Jun	87 391	91 783	86 913	99 827	103 098	108 294	116 557
Jul	87 235	91 125	85 143	87 917	101 412	106 851	
Aug	91 872	95 451	93 621	96 081	104 425	110 113	
Sep	89 766	92 741	92 271	97 783	104 136	111 122	
Oct	90 954	93 950	94 381	99 665	105 329	108 699	
Nov	105 165	110 893	108 261	114 204	122 892	128 425	
Dec	125 230	128 112	129 835	138 076	145 478	157 900	
Total	1 110 239	1 152 563	1 102 268	1 208 694	1 295 054	1 368 047	

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	3,0	3,0
Feb	3,5	4,7	4,8	3,1	6,1	3,8	3,5
Mar	2,7	6,4	0,1	6,5	6,9	6,2	4,4
Apr	4,8	-46,1	91,8	8,9	5,5	4,1	4,3
May	4,2	-9,7	19,0	5,1	4,4	4,4	4,4
Jun	5,0	-5,3	14,9	3,3	5,0	7,6	4,9
Jul	4,5	-6,6	3,3	15,3	5,4		
Aug	3,9	-1,9	2,6	8,7	5,4		
Sep	3,3	-0,5	6,0	6,5	6,7		
Oct	3,3	0,5	5,6	5,7	3,2		
Nov	5,4	-2,4	5,5	7,6	4,5		
Dec	2,3	1,3	6,3	5,4	8,5		
Total	3,8	-4,4	9,7	7,1	5,6		

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	95 089	106 049	111 747	114 884	-3,3	2,1	2,8	-2,5
Feb	102 887	105 841	112 172	116 179	8,2	-0,2	0,4	1,1
Mar	99 403	106 061	112 476	117 419	-3,4	0,2	0,3	1,1
Apr	98 790	106 391	112 714	118 329	-0,6	0,3	0,2	0,8
May	101 252	107 310	112 394	117 980	2,5	0,9	-0,3	-0,3
Jun	104 462	107 718	112 739	120 799	3,2	0,4	0,3	2,4
Jul	93 235	108 116	114 082		-10,7	0,4	1,2	
Aug	99 386	108 204	114 644		6,6	0,1	0,5	
Sep	101 971	108 365	115 337		2,6	0,1	0,6	
Oct	103 158	109 679	114 499		1,2	1,2	-0,7	
Nov	103 324	111 195	116 136		0,2	1,4	1,4	
Dec	103 887	108 737	117 791		0,5	-2,2	1,4	

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

Type of retailer	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
General dealers	48 543	53 273	58 314	49 930	53 979	57 947
Food, beverages and tobacco in specialised stores	8 895	9 301	9 822	9 335	9 335	9 099
Pharmaceuticals and medical goods, cosmetics and toiletries	8 845	8 492	8 542	9 925	9 130	8 591
Textiles, clothing, footwear and leather goods	15 970	15 060	16 844	17 465	18 770	17 893
Household furniture, appliances and equipment	4 069	4 040	4 545	4 175	4 155	4 150
Hardware, paint and glass	8 028	8 515	8 522	8 672	9 554	8 476
All other retailers	11 859	11 054	10 910	11 012	11 115	10 399
Total	106 210	109 736	117 499	110 515	116 038	116 557

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

Type of retailer	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
General dealers	7,6	7,1	12,0	5,3	6,3	12,1
Food, beverages and tobacco in specialised stores	3,8	5,0	4,1	1,1	8,1	1,2
Pharmaceuticals and medical goods, cosmetics and toiletries	4,5	10,7	2,1	11,4	9,1	5,2
Textiles, clothing, footwear and leather goods	-5,1	-5,2	1,9	1,4	-1,9	7,6
Household furniture, appliances and equipment	2,8	-0,5	1,5	4,1	3,5	1,2
Hardware, paint and glass	-1,6	0,9	-2,9	-0,5	3,1	1,0
All other retailers	-1,1	0,3	-0,5	3,4	1,6	0,7
Total	3,0	3,8	6,2	4,1	4,4	7,6

Table 13 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at current prices (percentage points)

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

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

Type of retailer	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Month-on-month % change
General dealers	54 814	54 953	55 736	55 561	55 468	57 544	3,7
Food, beverages and tobacco in specialised stores	9 639	9 908	9 827	9 703	9 883	9 863	-0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	8 824	9 249	8 699	9 366	9 207	9 104	-1,1
Textiles, clothing, footwear and leather goods	16 960	17 455	18 338	18 696	18 396	19 570	6,4
Household furniture, appliances and equipment	4 522	4 467	4 514	4 557	4 517	4 508	-0,2
Hardware, paint and glass	9 078	9 149	9 148	9 285	9 317	9 090	-2,4
All other retailers	11 047	10 997	11 157	11 161	11 191	11 119	-0,6
Total	114 884	116 179	117 419	118 329	117 980	120 799	2,4

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 2023 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 June 2024 was 74,2%. The revised collection rate for May 2024 was 79,1%.

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
Jun-24	Additional information from respondents	May-24
Jul-24	Additional information from respondents	Jun-24
Aug-24	Additional information from respondents	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
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 the following publication available from Stats SA:

- *Stats in Brief* issued annually.

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 3 038 enterprises from a population of 22 677 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 2023 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:

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

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 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	1 461 520	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 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 – June 2024**
- | | Lower limit
(R million) | Sales
(R million) | Upper limit
(R million) | Relative
standard error
(RSE) (%) |
|--------------------|----------------------------|----------------------|----------------------------|-----------------------------------------|
| Retail trade sales | 114 345 | 116 557 | 118 768 | 0,9 |
- Month-on-month percentage change**
- 12** The month-on-month percentage change in a variable for any given month is the change between that month and the previous month, expressed as a percentage of the latter.
- Year-on-year percentage change**
- 13** The year-on-year percentage change in a variable for any given period is the change between that period and the corresponding period of the previous year, expressed as a percentage of the latter.
- Contribution (percentage points)**
- 14** The contribution (percentage points) to the year-on-year percentage change for any given period is calculated by multiplying the percentage change of each type of retailer by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of retailer to total retail trade sales in the corresponding period of the previous year.

Glossary

Enterprise	An enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.	
Industry	An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the <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	CPI	Consumer price index
	GDP	Gross domestic product
	ISIC	International Standard Industrial Classification
	SARS	South African Revenue Service
	SBR	Statistical Business Register
	SIC	Standard Industrial Classification of All Economic Activities
	SNA	System of National Accounts
	Stats SA	Statistics South Africa
	VAT	Value-added tax
	*	Revised figures

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General information

Stats SA publishes approximately 300 different statistical releases each year. It is not economically viable to produce them in more than one of South Africa's 12 official languages. Since the releases are used extensively locally and by international economic and social-scientific communities, Stats SA releases are published in English only.

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You can also visit us on the internet at: www.statssa.gov.za.

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