

Retail trade sales

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Contents

Notes ...	
Tables	
Table 1	Retail trade sales according to type of business
Table 1.1	At current prices
Table 1.2	At constant 1995 prices
Table 2	Retail trade sales according to type of merchandise
Table 2.1	At current prices
Table 2.2	At constant 1995 prices
Table 3	Retail trade sales at current prices according to province
Table 4	Cash sales, instalment sale transactions and other credit sales at current prices
Additional information	
	Explanatory notes
	Technical note ...
	Glossary
For more information...	

Key figures as at the end of March 2001

	Actual estimates	March 2001	% change between March 2000 and March 2001	% change between January 2000 to March 2000 and December 2000 to March 2001	
	Retail trade sales at current prices (R million)	14 314,3	+7,3	+6,4	
	Retail trade sales at constant 1995 prices (R million)	10 511,1	+2,9	+2,0	
	Seasonally adjusted estimates	March 2001	% change between February 2001 and March 2001	% change between October 2000 to December 2000 and January 2001 to March 2001	
	Retail trade sales at current prices (R million)	15 088,7	+0,5	+1,2	
	Retail trade sales at constant 1995				

prices (R million)

11 176,2

+0,3

-0,6

Key findings as at the end of March 2001

Seasonally adjusted real retail trade sales decrease

Seasonally adjusted real retail trade sales (at constant 1995 prices) for the first quarter of 2001 reflected a decrease of 0,6% compared with the fourth quarter of 2000. However, real retail trade sales for the first quarter of 2001 increased by 2,0% compared with the first quarter of 2000.

Nine of the nineteen merchandise categories reflected decreases in seasonally adjusted real retail trade sales (at constant 1995 prices) for the first quarter of 2001 compared with the fourth quarter of 2000. The largest percentage decrease was reported for books, magazines, newspapers and stationery (-10,5%), followed by domestic appliances (-3,2%), household furniture (-3,0%) and all other merchandise (-2,2%). These decreases were partially counteracted by increases reported for footwear for men, ladies and children (+10,0%), audio appliances (+7,6%), sport and recreation requisites (+4,3%) and textiles and haberdashery (+1,8%).

Eleven of the nineteen merchandise categories reflected increases in real retail trade sales (at constant 1995 prices) for the first quarter of 2001 compared with the first quarter of 2000. The largest percentage increase was reported for footwear for men, ladies and children (+11,2%), followed by ladies', girls' and infants' clothing and accessories (+10,2%), sport and recreation requisites (+8,9%) and men's and boys' clothing and accessories (+6,0%). These increases were partially counteracted by decreases reported for books, magazines, newspapers and stationery (-9,9%), all other merchandise (-9,6%), household furniture (-4,0%) and jewellery, silverware, watches and precious stones (-3,7%).

Cash sales comprised 78,0% of total sales for March 2001. This is 1,9 percentage points higher than the 76,1% for March 2000. Hire purchases as a percentage of total sales increased by 0,8 of a percentage point, while other credit sales as a percentage of total sales decreased by 2,5 percentage points during this period.

Notes

Forthcoming issues	Issue	Expected release date
	April 2001	4 July 2001

	<p>May 2001</p> <p>June 2001</p> <p>July 2001</p> <p>August 2001</p> <p>September 2001</p> <p>October 2001</p> <p>November 2001</p> <p>December 2001</p> <p>January 2002</p> <p>February 2002</p> <p>March 2002</p>	<p>1 August 2001</p> <p>5 September 2001</p> <p>3 October 2001</p> <p>7 November 2001</p> <p>5 December 2001</p> <p>9 January 2002</p> <p>6 February 2002</p> <p>6 March 2002</p> <p>3 April 2002</p> <p>8 May 2002</p> <p>5 June 2002</p>
Purpose of the survey	<p>The Retail Trade Sales Survey is a monthly survey covering a sample of private enterprises (firms) operating in the retail trade industry in South Africa. The survey collects information on the total sales of all retail trade establishments (branches) from each enterprise in the sample. The results of the survey are used to compile estimates of the Gross Domestic Product (GDP) and its components, which are used to develop and monitor government policy. These statistics are also used by the private sector in the analysis of comparative business and industry performance.</p>	
Re-engineered retail trade sales survey	<p>After many consultations with and inputs received from users, Stats SA has redesigned the retail trade sales survey questionnaire. The survey is conducted on an enterprise basis and previously enterprises were requested to submit their total sales, distributed according to type of merchandise and</p>	

TOTAL RSA	14 314,3	13 176,1	13 334,7	40 854,4	38 396,4	15 088,7	15 016,3	14 776,8	14 877,7	14 047,6
BUTCHERS	648,1	537,4	614,5	1 709,4	1 723,9	622,1	604,3	541,5	599,2	591,5
GENERAL DEALERS 1/	7 046,8	6 462,2	6 670,9	20 132,4	19 163,6	7 023,9	7 077,7	6 967,9	7 016,1	6 639,3
BOTTLE STORES	492,6	456,5	475,3	1 377,8	1 228,4	469,0	506,0	556,0	498,4	452,5
DEALERS IN CLOTHING, FOOTWEAR AND TEXTILES	2 808,1	2 595,5	2 386,3	8 074,9	7 270,3	3 499,9	3 283,5	3 050,4	3 203,8	2 969,3
DEALERS IN FURNITURE AND HOUSEHOLD REQUISITES	1 418,3	1 204,3	1 348,7	3 864,2	3 653,2	1 677,1	1 528,8	1 672,9	1 618,9	1 598,0
BOOKSTORES AND STATIONERS	251,3	346,2	252,3	874,1	863,7	240,0	262,5	222,6	264,8	239,2
JEWELLERS	87,6	104,3	87,7	298,2	292,5	118,1	116,0	117,7	124,3	118,2
CHEMISTS	732,8	680,2	689,4	2 118,3	1 988,0	728,2	713,9	737,8	708,8	687,6
DEALERS IN MISCELLANEOUS GOODS	828,7	789,5	809,8	2 405,0	2 212,9	841,4	879,3	874,2	828,6	823,5

1.2 - AT CONSTANT 1995 PRICES (R MILLION)

TYPE OF BUSINESS	ACTUAL VALUES					SEASONALLY ADJUSTED VALUES				
	MARCH	FEB.	MARCH	JAN. - MARCH		MARCH	FEB.	JAN.	DEC.	MARCH
	2001	2001*	2000	2001	2000	2001	2001	2001	2000	2000
TOTAL RSA	10 511,1	9 699,1	10 212,3	30 156,1	29 565,3	11 176,2	11 138,7	11 061,2	11 264,3	10 844,7
BUTCHERS	478,8	394,5	480,6	1 258,7	1 342,5	463,7	451,9	406,2	448,5	466,9
GENERAL DEALERS 1/	4 854,5	4 480,2	4 866,1	13 975,8	14 083,1	4 851,1	4 926,5	4 887,9	4 951,0	4 853,0
BOTTLE STORES	313,4	298,3	318,9	896,4	837,2	301,7	330,5	363,8	329,5	307,1
DEALERS IN CLOTHING, FOOTWEAR AND TEXTILES	2 468,7	2 279,1	2 098,6	7 116,3	6 390,9	3 078,8	2 882,5	2 727,0	2 811,8	2 613,3
DEALERS IN FURNITURE AND HOUSEHOLD REQUISITES	1 162,1	997,7	1 156,0	3 194,5	3 142,0	1 384,2	1 266,1	1 395,0	1 357,0	1 380,6
BOOKSTORES AND STATIONERS	152,5	209,8	164,2	531,2	565,4	142,9	158,4	134,5	167,1	152,6
JEWELLERS	70,0	83,0	72,0	238,7	242,0	94,6	93,1	95,2	103,1	97,7
CHEMISTS	419,1	389,0	438,9	1 213,5	1 270,3	415,8	411,7	427,7	423,9	437,4
DEALERS IN MISCELLANEOUS GOODS	592,0	567,4	617,0	1 731,0	1 691,9	600,5	632,3	634,4	608,2	626,8

1/ GENERAL DEALERS INCLUDE GROCERS AND OTHER DEALERS IN FOODSTUFFS AND GENERAL DEPARTMENT STORES

* REVISED

TABLE 2 - RETAIL TRADE SALES ACCORDING TO TYPE OF MERCHANDISE
2.1 - AT CURRENT PRICES (R MILLION)

TYPE OF MERCHANDISE	ACTUAL VALUES					SEASONALLY ADJUSTED VALUES				
	MARCH	FEB.	MARCH	JAN. - MARCH		MARCH	FEB.	JAN.	DEC.	MARCH
	2001	2001*	2000	2001	2000	2001	2001	2001	2000	2000
TOTAL RSA	14 314,3	13 176,1	13 334,7	40 854,4	38 396,4	15 088,7	15 016,3	14 776,8	14 877,7	14 047,6
PERISHABLE AND PROCESSED FOOD PRODUCTS	4 545,0	4 202,8	4 253,4	12 853,1	12 021,8	4 433,7	4 513,1	4 311,7	4 476,5	4 143,0
INEDIBLE GROCERIES (DETERGENTS, POLISHES, ETC.)	908,3	855,8	858,8	2 638,8	2 487,5	907,3	902,8	903,9	893,4	857,0
ALCOHOLIC AND NON-ALCOHOLIC BEVERAGES	752,2	697,1	727,5	2 117,6	1 944,5	718,1	760,7	788,2	746,3	693,5

RIALS, ETC.) AND HABERDASHERY (BUTTONS, SEWING YARN, ETC.)	216,1	196,2	201,7	621,0	616,6	254,2	243,9	242,5	233,7	236,1
HOUSEHOLD FURNITURE	581,3	511,4	615,9	1 623,7	1 692,0	676,1	657,5	706,0	684,9	718,7
DOMESTIC APPLIANCES (REFRIGERATORS, STOVES, ETC.)	326,3	278,4	310,8	895,1	870,7	364,7	338,0	362,4	363,9	349,5
AUDIO APPLIANCES (RADIOS, HI-FI SETS, TAPE RECORDERS, ETC.)	144,1	126,0	144,6	407,8	422,5	165,2	155,1	166,2	143,2	166,9
TV SETS, VIDEO RECORDERS, ETC.	151,3	129,9	143,0	417,7	418,2	177,0	171,6	170,2	177,4	168,3
OTHER DOMESTIC FURNISHINGS (CARPETS, MATTRESSES, PILLOWS, ETC.)	150,5	133,1	153,7	415,9	410,8	172,3	167,0	169,2	165,6	176,9
GLASS, CROCKERY, CUTLERY AND KITCHENWARE	300,1	266,3	284,8	858,1	835,2	314,9	311,1	313,2	325,7	299,7
PHARMACEUTICALS, PATENTS AND OTHER MEDICINES, BANDAGES AND COSMETICS AND TOILETRIES	701,5	657,5	705,5	2 053,6	2 111,0	730,2	728,5	735,5	736,6	735,2
BOOKS, MAGAZINES, NEWSPAPERS AND STATIONERY	189,7	230,1	206,9	622,6	690,9	178,3	185,0	164,9	189,7	193,4
SPORT AND RECREATION REQUISITES (TOYS, FIRE-ARMS, BOATS, ETC.)	410,8	397,1	384,7	1 230,2	1 130,0	451,0	463,6	446,3	435,4	424,9
JEWELLERY, SILVERWARE, WATCHES AND PRECIOUS STONES	111,7	127,9	120,4	373,4	387,8	142,0	141,6	147,9	146,8	153,7
HARDWARE (BUILDING MATERIALS, WOOD, IRONWARE, TOOLS, ETC.)	377,5	356,5	375,5	1 067,3	1 039,6	373,4	377,2	385,1	385,0	372,3
ALL OTHER MERCHANDISE 1/	312,7	295,6	334,0	906,4	1 003,1	319,3	327,2	310,1	319,0	340,8

1/ INCLUDE CIGARETTES AND MANUFACTURED TOBACCO

* REVISED

TABLE 3 - RETAIL TRADE SALES AT CURRENT PRICES ACCORDING TO PROVINCE (R MILLION)

PROVINCE	ACTUAL VALUES				
	MARCH	FEB.	MARCH	JAN. - MARCH	
	2001	2001*	2000	2001	2000
TOTAL RSA	14 314,3	13 176,1	13 334,7	40 854,4	38 396,4
WESTERN CAPE	2 862,8	2 639,4	2 647,8	8 213,8	7 557,4
EASTERN CAPE	1 184,0	1 089,1	1 164,1	3 407,2	3 491,1
NORTHERN CAPE	412,0	378,0	387,8	1 152,8	1 112,1
FREE STATE	612,8	568,3	725,4	1 781,0	1 978,7
KWAZULU-NATAL	2 332,1	2 126,7	2 190,0	6 723,4	6 284,5
NORTH WEST	691,4	640,3	601,5	1 992,8	1 730,0
GAUTENG	4 931,9	4 546,8	4 588,7	13 840,2	13 044,4
MPUMALANGA	718,5	659,4	625,6	2 051,3	1 834,0
NORTHERN PROVINCE	568,9	528,2	403,8	1 691,9	1 364,2

* REVISED

TABLE 4 - CASH SALES, INSTALMENT SALE TRANSACTIONS AND OTHER CREDIT SALES AT CURRENT PRICES (R MILLION)

TYPE OF SALES	ACTUAL VALUES				SEASONALLY ADJUSTED VALUES				
	MARCH	FEB.	MARCH	JAN. - MARCH	MARCH	FEB.	JAN.	DEC.	MARCH

	2001	2001*	2000	2001	2000	2001	2001	2001	2000	2000
TOTAL RSA	14 314,3	13 176,1	13 334,7	40 854,4	38 396,4	15 088,7	15 016,3	14 776,8	14 877,7	14 047,6
CASH SALES (INCLUDING INSTALMENT SALE TRANSACTIONS FINANCED BY FINANCIAL INSTITUTIONS)	11 161,8	10 262,5	10 152,5	31 588,5	29 181,7	11 460,2	11 463,3	10 872,7	10 999,1	10 414,5
INSTALMENT SALE TRANSACTIONS (HIRE PURCHASE, FINANCED BY OWN BUSINESS)	1 255,0	1 086,3	1 070,3	3 521,8	3 139,7	1 535,5	1 463,1	1 519,6	1 518,3	1 320,9
OTHER CREDIT SALES	1 897,5	1 827,3	2 112,0	5 744,1	6 075,0	2 109,9	2 150,7	2 384,8	2 220,9	2 339,4

* REVISED

Explanatory notes

Introduction	1	Statistics South Africa (Stats SA) conducts a monthly sample survey of the retail trade industry covering private retail trade enterprises (firms).
	2	<p>The statistical release contains information regarding -</p> <ul style="list-style-type: none"> ▪ actual and seasonally adjusted values of retail trade sales according to type of business at current prices as well as at constant 1995 prices; ▪ actual and seasonally adjusted values of retail trade sales according to type of merchandise at current prices as well as at constant 1995 prices; ▪ actual values of retail trade sales at current prices according to province; and ▪ actual and seasonally adjusted values of cash sales, instalment sale transactions and other credit sales at current prices.
Scope of the survey	3	<p>The survey of retail trade sales covers a sample of retail trade enterprises. The survey collects information on the total sales of all retail trade establishments (branches) from each enterprise in the sample. This survey includes -</p> <ul style="list-style-type: none"> ▪ butchers;

		<ul style="list-style-type: none"> ▪ general dealers; ▪ bottle stores; ▪ dealers in clothing, footwear and textiles; ▪ dealers in furniture and household requisites; ▪ bookstores and stationers; ▪ jewellers; ▪ chemists; and ▪ dealers in miscellaneous goods.
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. Statistics in table 1 of this publication are presented at SIC subgroup level (5 digit level). Each statistical unit is classified to the type of business which reflects the predominant activity of the enterprise.
Statistical unit	5	The statistical unit for this survey is an enterprise. An enterprise is a legal entity consisting of one or more establishments, including the head office, but excluding holding or subsidiary companies. Data are only collected for those establishments of the enterprise that are predominately engaged in the retail trade industry.
Survey methodology and design	6	All statistical units are stratified by type of business according to SIC and measure of size, where measure of size is the turnover of the enterprise. All large enterprises (size category one cases) are completely enumerated. For medium size enterprises (size category two) and small enterprises (size category three), samples are drawn by systematically selecting enterprises with equal probability. The results of the sample survey are raised to represent total retail trade sales in South Africa.

	7	The survey is collected by mail each month from a sample of approximately 1 600 retail trade enterprises. Questionnaires have to be returned to Stats SA within 10 days after the end of the month concerned. Fax and telephone reminders are used to follow up non-respondents.
Seasonal adjustment	8	Seasonally adjusted estimates of retail trade sales are generated each month, using the X-11 Seasonal Adjustment Program developed by US Bureau of the Census Economic Research and Analyses Division, 1968.
	9	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 more clearly recognised. 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.
Trend cycle	10	The trend cycle is a long-term pattern or movement of a time series. The X-11 Seasonal Adjustment Program is used for smoothing seasonally adjusted data.
Reliability of estimates	11	Data presented in this publication are based on information obtained from a sample of enterprises 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 retail trade enterprises in South Africa.
	12	Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling error. Every effort is made to reduce non-sampling error to a minimum by careful designing of the questionnaire, pilot studies, editing of data and efficient operating

		procedures.
Constant price estimates of retail trade sales	13	The value of retail trade sales at constant prices measures the retail trade sales in terms of ruling prices in a specific base year. The current base year for retail trade sales is 1995 = 100.
Related publications	14	Users may also wish to refer to the following publications which are available from Stats SA: <ul style="list-style-type: none"> ▪ Bulletin of Statistics. ▪ SA Statistics.
Unpublished statistics	15	In some cases Stats SA can also make available statistics which are not published. The statistics can be made available in one or more of the following ways: computer printouts, CD and diskette. Generally a charge is made for providing unpublished statistics.
Symbols and abbreviations	16	Stats SA Statistics South Africa .. Figures not available - Nil or not applicable * Revised figures
Rounding-off of figures	17	When figures have been rounded-off discrepancies may occur between sums of the component items and totals.

Pre-release policy	<p>18 Stats SA has adopted the confidential pre-release policy in respect of selected economic indicators and specific government departments. The policy accords with practice among leading statistical agencies. The statistical integrity of the data and strict observance of the release time has been assured by the following procedure:</p> <p>In respect of this statistical release, an official representative from the Office of the President, the Department of Trade and Industry, the Department of Finance and the South African Reserve Bank will receive a copy of the release on a strictly confidential basis two hours in advance of the public issue.</p> <p>Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za</p>
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Technical note

Response rate The response rate for March 2001 was 76,5%.

Glossary

Enterprise (firm)	An enterprise (firm) is a legal entity consisting of one or more establishments (branches) including the head office, but excluding holding or subsidiary companies.
Establishment (branch)	An establishment (branch) is defined as the smallest economic unit which operates as a separate entity for which comprehensive financial records are kept.
Reference month	Reference month for the survey refers to one calendar month.
Retail trade	Retail trade is the resale (sale without transformation) of new and used goods

	and products to individuals/the general public for household use.
Retailer	A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to individuals/the general public for household use.

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