

# Retail trade sales

October 2003

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## Key figures as at the end of October 2003

### Actual estimates

	October 2003	% change between October 2002 and October 2003	% change between August 2002 to October 2002 and August 2003 to October 2003	% change between January 2002 to October 2002 and January 2003 to October 2003
Retail trade sales at current prices (R million)	19 752,6	+9,3	+9,4	+10,7
Retail trade sales at constant 1995 prices (R million)	12 800,4	+7,7	+6,8	+4,5

### Seasonally adjusted estimates

	October 2003	% change between September 2003 and October 2003	% change between May 2003 to July 2003 and August 2003 to October 2003
Retail trade sales at current prices (R million)	19 933,8	-1,1	+2,6
Retail trade sales at constant 1995 prices (R million)	12 925,0	-0,8	+2,5

## Key findings as at the end of October 2003

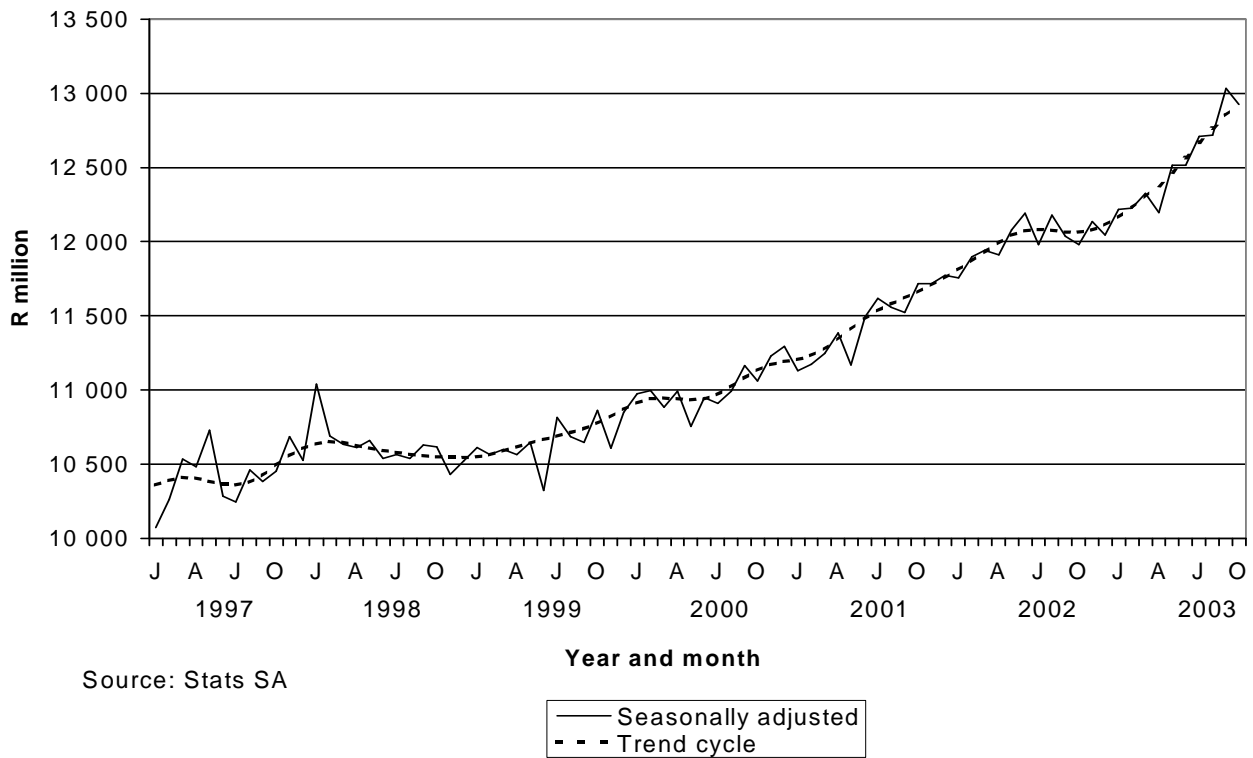
### Real retail trade sales reflect an increase

*Real retail trade sales (at constant 1995 prices) for October 2003 reflected an increase of 7,7% compared with October 2002.*

Furthermore, real retail trade sales (at constant 1995 prices) for the first ten months of 2003 reflected an increase of 4,5% compared with the first ten months of 2002. Real retail trade sales for the three months ended October 2003 increased by 6,8% compared with the three months ended October 2002. Seasonally adjusted real retail trade sales for the three months ended October 2003 increased by 2,5% compared with the three months ended July 2003.

The major contributors to the 4,5% increase in real retail trade sales for the first ten months of 2003 compared with the first ten months of 2002 were perishable and processed food products (contributing +0,9 of a percentage point), followed by footwear for men, ladies and children (contributing +0,7 of a percentage point) and men's and boys' clothing and accessories (contributing +0,6 of a percentage point).

Cash sales comprised 77,5% of total sales for October 2003. This is 0,3 of a percentage point higher than the 77,2% for October 2002. Hire purchases as a percentage of total sales decreased by 0,1 of a percentage point (from 9,1% to 9,0%) and other credit sales as a percentage of total sales decreased by 0,2 of a percentage point (from 13,7% to 13,5%).

**Figure 1 - Real retail trade sales (at constant 1995 prices)**

**Table A - Contribution of the different merchandise categories to the percentage change in real retail trade sales (at constant 1995 prices)**

Merchandise category	Percentage contribution to total real sales for January 2002 to October 2002 (weight) 1/	Percentage change between January 2002 to October 2002 and January 2003 to October 2003	Contribution (percentage points) to the percentage change in total real retail trade sales	Difference in real sales of merchandise categories between January 2002 to October 2002 and January 2003 to October 2003 R million
Perishable and processed food products	27,2	3,4	0,9	39,0
Inedible groceries	5,1	6,8	0,3	394,4
Alcoholic and non-alcoholic beverages	4,0	-1,9	-0,1	-88,0
Footwear for men, ladies and children	4,5	16,3	0,7	828,1
Men's and boys' clothing and accessories	8,5	7,3	0,6	711,9
Ladies', girls' and infants' clothing and accessories	12,9	0,9	0,1	133,2
Textiles and haberdashery	2,2	5,3	0,1	131,6
Household furniture	5,4	4,7	0,3	284,6
Domestic appliances	2,9	7,1	0,2	229,6
Audio appliances	1,3	7,5	0,1	113,0
TV sets, video recorders, etc.	1,4	10,3	0,1	164,9
Other domestic furnishings	1,5	1,6	-0,0	26,7
Glass, crockery, cutlery and kitchenware	3,0	9,6	0,3	327,8
Pharmaceuticals, patents and other medicines, bandages, cosmetics and toiletries	6,5	-0,4	-0,0	-27,2
Books, magazines, newspapers and stationery	1,6	-0,5	-0,0	-8,4
Sport and recreation requisites	4,0	7,3	0,3	333,1
Jewellers, silverware, watches and precious stones	1,0	-1,4	-0,0	-14,9
Hardware	3,9	5,3	0,2	231,8
All other merchandise, including cigarettes and manufactured tobacco	3,1	9,3	0,3	322,4
<b>Total</b>	<b>100,0</b>	<b>4,5</b>	<b>4,5</b>	<b>134,2</b>

3/ The contribution to the percentage change is calculated by multiplying the percentage change (2/) of each merchandise category with its corresponding weight (1/)

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## Notes

<b>Forthcoming issues</b>	<b>Issue</b>	<b>Expected release date</b>
	November 2003	4 February 2004
	December 2003	3 March 2004
	January 2004	7 April 2004
	February 2004	5 May 2004
	March 2004	2 June 2004
	April 2004	7 July 2004
	May 2004	4 August 2004
	June 2004	1 September 2004
	July 2004	7 October 2004
	August 2004	2 November 2004
	September 2004	1 December 2004
	October 2004	12 January 2005

### **Purpose of the survey**

The Retail Trade Sales Survey is a monthly survey covering a sample of private enterprises operating in the retail trade industry in South Africa. The survey collects information on the total sales of all retail trade 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.

### **Response rate**

The response rate for the survey of retail trade sales for October 2003 was 58,4%, which contributed 78,8% to total retail trade sales, at current prices.

Table 1 - Retail trade sales according to type of business  
1.1 - At current prices (R million)

Type of business	Actual values					Seasonally adjusted values				
	Oct.	Sep.	Oct.	Jan. - Oct.		Oct.	Sep.	Aug.	July	Oct.
	2003	2003*	2002	2003	2002	2003	2003	2003	2003	2002
Total RSA	19 752,6	19 253,0	18 078,4	183 893,9	166 180,6	19 933,8	20 154,0	19 601,3	19 525,6	18 222,0
Butchers	822,0	819,0	759,6	7 714,9	6 854,2	855,8	820,0	774,8	825,1	793,3
General dealers 1/	9 284,0	9 696,0	8 616,1	90 743,4	80 970,1	9 462,0	9 662,8	9 255,2	9 354,5	8 771,1
Bottle stores	545,5	504,3	519,1	5 188,3	4 788,7	553,3	546,8	548,9	550,4	527,2
Dealers in clothing, footwear and textiles	4 542,0	3 961,2	3 892,2	39 400,1	35 426,6	4 662,2	4 593,5	4 649,6	4 374,7	3 987,6
Dealers in furniture and household requisites	2 015,1	1 873,9	1 782,1	17 262,9	15 564,8	1 940,5	1 989,0	2 002,6	1 940,4	1 709,4
Bookstores and stationers	212,5	193,5	244,1	2 380,3	2 540,1	244,6	241,7	245,5	240,7	281,9
Jewellers	138,5	103,9	134,1	1 191,6	1 133,6	136,7	128,8	150,1	134,0	132,5
Chemists	922,0	920,2	879,0	8 870,3	8 361,0	917,5	931,4	893,8	888,0	875,6
Dealers in miscellaneous goods	1 271,0	1 181,0	1 252,0	11 142,1	10 541,5	1 163,5	1 188,9	1 155,7	1 164,5	1 146,2

1.2 - At constant 1995 prices (R million)

Type of business	Actual values					Seasonally adjusted values				
	Oct.	Sep.	Oct.	Jan. - Oct.		Oct.	Sep.	Aug.	July	Oct.
	2003	2003*	2002	2003	2002	2003	2003	2003	2003	2002
Total RSA	12 800,4	12 383,7	11 882,4	118 622,7	113 488,5	12 925,0	13 034,9	12 720,4	12 708,5	11 979,9
Butchers	486,6	486,6	438,4	4 487,7	4 261,3	491,1	475,2	454,2	484,7	442,4
General dealers 1/	5 291,9	5 557,6	5 087,2	52 214,1	49 993,8	5 411,6	5 514,9	5 273,7	5 389,5	5 186,6
Bottle stores	278,3	257,7	290,5	2 703,6	2 750,5	281,0	279,1	281,3	284,5	292,7
Dealers in clothing, footwear and textiles	3 827,3	3 348,9	3 314,7	33 257,1	31 347,7	3 931,0	3 885,8	3 909,0	3 710,1	3 397,2
Dealers in furniture and household requisites	1 481,7	1 378,3	1 308,8	12 683,5	11 866,9	1 427,4	1 466,5	1 467,6	1 431,0	1 255,8
Bookstores and stationers	111,0	101,4	132,3	1 254,7	1 405,0	124,2	124,8	126,5	125,6	148,6
Jewellers	81,9	61,4	81,5	716,9	705,6	80,0	75,5	88,6	82,0	79,9
Chemists	432,1	431,9	432,8	4 175,6	4 233,4	425,9	433,2	416,9	418,2	427,4
Dealers in miscellaneous goods	809,8	760,0	796,2	7 129,5	6 924,5	744,0	762,3	735,7	749,0	731,2

1/ General dealers include grocers and other dealers in foodstuffs and general department stores

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				
	Oct.	Sep.	Oct.	Jan. - Oct.		Oct.	Sep.	Aug.	July	Oct.
	2003	2003*	2002	2003	2002	2003	2003	2003	2003	2002
Total RSA	19 752,6	19 253,0	18 078,4	183 893,9	166 180,6	19 933,8	20 154,0	19 601,3	19 525,6	18 222,0
Perishable and processed food products	5 930,6	6 260,5	5 535,1	58 311,8	51 866,6	6 054,7	6 199,0	5 954,0	5 952,4	5 647,6
Inedible groceries (detergents, polishes, etc.)	1 238,8	1 200,7	1 094,4	11 608,4	10 306,4	1 251,6	1 228,1	1 180,1	1 173,8	1 104,4
Alcoholic and non-alcoholic beverages	887,1	865,1	830,7	8 495,6	7 803,5	906,4	909,3	891,8	894,4	848,3
Footwear for men, ladies and children	809,3	727,8	641,8	6 860,9	5 945,2	808,7	794,1	816,7	776,0	638,9
Men's and boys' clothing and accessories	1 190,1	1 065,1	1 008,6	10 236,8	9 338,1	1 241,1	1 224,1	1 200,2	1 111,2	1 050,7
Ladies', girls' and infants' clothing and accessories	1 961,5	1 768,9	1 823,6	17 343,4	16 004,7	1 966,0	1 985,6	1 961,2	1 941,1	1 824,7
Textiles (blankets, sheets, materials, etc.) and haberdashery (buttons, sewing yarn, etc.)	421,6	382,6	358,2	3 731,9	3 399,0	429,5	420,7	430,6	396,3	362,0
Household furniture	1 092,1	1 002,2	973,7	9 395,0	8 427,5	1 065,7	1 072,9	1 098,9	1 062,0	949,3
Domestic appliances (refrigerators, stoves, etc.)	524,0	505,5	478,2	4 765,4	4 267,9	528,5	539,6	545,3	537,9	481,0
Audio appliances (radios, hi-fi sets, tape recorders, etc.)	204,6	192,3	190,4	1 858,3	1 722,2	202,6	208,2	207,0	203,5	187,6
TV sets, video recorders, etc.	210,9	200,3	197,3	1 919,3	1 735,5	211,6	215,0	215,7	213,5	197,1
Other domestic furnishings (carpets, curtain rails, etc.)	244,4	237,9	221,8	2 132,9	2 022,5	241,4	239,3	242,9	236,4	218,5
Glass, crockery, cutlery and kitchenware	503,2	519,7	454,8	4 858,2	4 317,1	523,6	532,6	512,0	521,5	470,9
Pharmaceuticals, patents and other medicines, bandages, cosmetics and toiletries	1 668,3	1 625,8	1 566,7	15 843,9	14 645,4	1 661,2	1 697,4	1 642,7	1 631,4	1 558,0
Books, magazines, newspapers and stationery	334,9	317,8	331,8	3 580,4	3 398,8	367,3	370,0	366,4	364,4	364,0
Sport and recreation requisites (toys, fire-arms, boats, etc.)	619,6	603,8	623,0	5 742,5	5 522,0	627,2	647,0	629,9	628,0	632,2
Jewellery, silverware, watches and precious stones	208,3	165,2	187,7	1 782,6	1 735,1	211,7	201,0	207,8	196,7	190,6
Hardware (building materials, wood, ironware, tools, etc.)	876,0	815,4	812,6	7 585,3	6 891,8	804,8	807,6	786,7	792,3	746,9
All other merchandise 1/	827,4	796,7	747,9	7 841,7	6 831,7	841,8	834,8	820,6	822,7	758,8

1/ Include cigarettes and manufactured tobacco



Table 2 - Retail trade sales according to type of merchandise  
2.2 - At constant 1995 prices (R million)

Type of merchandise	Actual values						Seasonally adjusted values				
	Oct.	Sep.	Oct.	Jan. - Oct.		Oct.	Sep.	Aug.	July	Oct.	
	2003	2003*	2002	2003	2002	2003	2003	2003	2003	2002	
Total RSA	12 800,4	12 383,7	11 882,4	118 622,7	113 488,5	12 925,0	13 034,9	12 720,4	12 708,5	11 979,9	
Perishable and processed food products	3 232,0	3 437,9	3 078,9	31 935,6	30 896,6	3 300,1	3 382,7	3 271,0	3 257,3	3 139,1	
Inedible groceries (detergents, polishes, etc.)	648,6	635,0	597,0	6 192,0	5 797,5	651,2	652,2	625,9	620,1	599,2	
Alcoholic and non-alcoholic beverages	457,8	447,0	476,0	4 494,3	4 582,3	463,9	468,6	462,9	467,4	482,4	
Footwear for men, ladies and children	713,6	633,9	538,5	5 922,1	5 093,9	718,1	699,9	717,6	682,3	540,2	
Men's and boys' clothing and accessories	1 191,3	1 087,9	1 010,7	10 408,2	9 696,2	1 248,2	1 251,8	1 208,2	1 133,9	1 057,5	
Ladies', girls' and infants' clothing and accessories	1 653,9	1 489,0	1 591,3	14 750,3	14 617,1	1 655,5	1 665,9	1 648,6	1 649,0	1 589,4	
Textiles (blankets, sheets, materials, etc.) and haberdashery (buttons, sewing yarn, etc.)	294,6	267,4	251,9	2 629,1	2 497,5	300,5	294,2	304,9	281,5	254,7	
Household furniture	730,0	669,9	680,0	6 384,8	6 100,1	710,1	717,4	734,5	713,5	661,1	
Domestic appliances (refrigerators, stoves, etc.)	381,7	367,9	350,1	3 474,5	3 244,8	383,7	393,4	395,8	392,3	351,0	
Audio appliances (radios, hi-fi sets, tape recorders, etc.)	184,0	172,9	159,6	1 624,3	1 511,2	183,2	188,4	184,0	181,1	158,1	
TV sets, video recorders, etc.	199,7	189,6	174,2	1 767,0	1 602,0	201,4	204,7	203,0	199,6	174,8	
Other domestic furnishings (carpets, curtain rails, etc.)	192,3	187,1	175,5	1 684,8	1 658,1	190,3	189,0	193,2	188,3	173,1	
Glass, crockery, cutlery and kitchenware	390,7	403,5	354,5	3 729,1	3 401,2	404,7	412,2	392,8	399,6	366,2	
Pharmaceuticals, patents and other medicines, bandages, cosmetics and toiletries	768,9	750,1	769,7	7 364,0	7 391,3	758,4	780,9	758,2	759,2	758,3	
Books, magazines, newspapers and stationery	170,9	162,5	178,6	1 853,7	1 862,1	186,0	188,1	187,4	187,4	194,3	
Sport and recreation requisites (toys, fire-arms, boats, etc.)	536,9	523,2	509,4	4 901,7	4 568,6	543,4	560,7	537,2	538,3	516,7	
Jewellery, silverware, watches and precious stones	123,3	97,8	115,7	1 078,9	1 093,9	123,9	118,3	123,4	120,3	116,4	
Hardware (building materials, wood, ironware, tools, etc.)	530,5	490,0	500,6	4 622,7	4 390,8	488,3	487,7	475,7	484,1	461,2	
All other merchandise 1/	399,6	371,0	370,4	3 805,7	3 483,2	408,5	398,0	394,8	399,7	377,6	

1/ Include cigarettes and manufactured tobacco

Table 3 - Retail trade sales at current prices according to province (R million)

Province	Actual values				
	Oct.	Sep.	Oct.	Jan. - Oct.	
	2003	2003*	2002	2003	2002
Total RSA	19 752,6	19 253,0	18 078,4	183 893,9	166 180,6
Western Cape	3 710,8	3 576,5	3 405,4	34 622,5	31 800,9
Eastern Cape	1 640,4	1 588,7	1 502,6	15 377,0	13 850,3
Northern Cape	521,1	528,9	487,5	5 126,5	4 444,1
Free State	986,1	998,4	860,8	9 094,5	7 792,9
KwaZulu-Natal	3 310,7	3 167,3	2 999,7	30 558,6	27 795,0
North West	1 099,0	1 055,8	978,9	9 825,7	8 383,8
Gauteng	6 739,5	6 618,6	6 256,6	63 055,2	57 615,2
Mpumalanga	994,7	962,5	921,0	9 159,4	8 203,2
Northern Province	750,3	756,2	665,8	7 074,7	6 295,1

Table 4 - Cash sales, instalment sale transactions and other credit sales at current prices (R million)

Type of sales	Actual values					Seasonally adjusted values				
	Oct.	Sep.	Oct.	Jan. - Oct.		Oct.	Sep.	Aug.	July	Oct.
	2003	2003*	2002	2003	2002	2003	2003	2003	2003	2002
Total RSA	19 752,6	19 253,0	18 078,4	183 893,9	166 180,6	19 933,8	20 154,0	19 601,3	19 525,6	18 222,0
Cash sales (including instalment sale transactions financed by financial institutions)	15 309,6	15 154,7	13 959,5	144 525,7	129 555,3	15 609,6	15 612,8	15 173,4	15 207,6	14 225,5
Instalment sale transactions (hire purchase, financed by own business)	1 780,0	1 669,0	1 648,5	15 655,3	14 237,5	1 784,5	1 820,9	1 873,9	1 856,5	1 640,2
Other credit sales	2 663,0	2 429,3	2 470,5	23 712,8	22 387,8	2 565,9	2 581,9	2 537,9	2 508,9	2 375,6

## Explanatory notes

- Introduction**
- 1 Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry covering private retail trade enterprises.
  - 2 The statistical release contains information regarding -
    - actual and seasonally adjusted values of retail trade sales (including Value Added Tax (VAT)) according to type of business at current prices as well as at constant 1995 prices;
    - actual and seasonally adjusted values of retail trade sales (including VAT) according to type of merchandise at current prices as well as at constant 1995 prices;
    - actual values of retail trade sales (including VAT) at current prices according to province; and
    - actual and seasonally adjusted values of cash sales, instalment sale transactions and other credit sales (including VAT) at current prices.
- Scope of the survey**
- 3 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 branches from each enterprise in the sample. This survey includes -
    - butchers;
    - 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 branches, including the head office, but excluding holding or subsidiary companies. Data are only collected for those branches 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:
- *Bulletin of Statistics.*
  - *SA Statistics.*
- Symbols and abbreviations**              **15**      Stats SA      Statistics South Africa  
VAT              Value added tax  
\*                  Revised figures
- Rounding-off of figures**              **16**      When figures have been rounded-off discrepancies may occur between sums of the component items and totals.
- Pre-release policy**                      **17**      Stats SA's pre-release policy may be inspected at its Website, [www.statssa.gov.za](http://www.statssa.gov.za)

## **Glossary**

<b>Branch</b>	A branch is defined as the smallest economic unit which operates as a separate entity for which comprehensive financial records are kept.
<b>Enterprise</b>	An enterprise is a legal entity consisting of one or more branches including the head office, but excluding holding or subsidiary companies.
<b>Instalment sales</b>	Instalment sales are credit sales on conditions which provides for the repayment of the principal, together with the interest, by regular instalments.
<b>Real retail trade sales</b>	Real retail trade sales figures represent the estimated total sales of merchandise in the retail trade sector, measured at constant prices (i.e. at the price ruling in a specific base year).
<b>Reference month</b>	Reference month for the survey refers to one calendar month.
<b>Retail trade</b>	Retail trade is the resale (sale without transformation) of new and used goods and products to the general public for household use.
<b>Retailer</b>	A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.

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