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## **STATISTICAL RELEASE**

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# **Retail trade sales (Preliminary)**

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## Sales at constant 2015 prices: results for September 2020

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

	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Year-on-year % change, unadjusted	-49,9	-11,9	-7,2	-8,6	-4,1	-2,7
Month-on-month % change, seasonally adjusted	-49,3	69,9	5,1	0,6	4,0	1,1
3-month % change, seasonally adjusted 1/	-16,7	-19,5	-23,4	8,1	16,7	23,9

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 2,7% year-on-year in September 2020. Negative annual growth rates were recorded for:

- all 'other' retailers (-27,2%);
- retailers in textiles, clothing, footwear and leather goods (-7,8%); and
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (-4,1%) – see Table 5.

The negative contributors to the 2,7% decrease were:

- all 'other' retailers (contributing -3,5 percentage points);
- retailers in textiles, clothing, footwear and leather goods (contributing -1,2 percentage points); and
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (contributing -0,3 of a percentage point) – see Table 6.

Seasonally adjusted retail trade sales increased by 1,1% in September 2020 compared with August 2020. This followed month-on-month changes of 4,0% in August 2020 and 0,6% in July 2020. In the third quarter of 2020 seasonally adjusted retail trade sales increased by 23,9% compared with the second quarter of 2020.

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

Type of retailer	Jul – Sep 2019 (R million)	Weight	Jul – Sep 2020 (R million)	% change between Jul – Sep 2019 and Jul – Sep 2020	Contribution (% points) to the total % change
General dealers	98 025	42,4	97 163	-0,9	-0,4
Food, beverages and tobacco in specialised stores	17 687	7,7	16 436	-7,1	-0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	16 447	7,1	16 951	3,1	0,2
Textiles, clothing, footwear and leather goods	38 931	16,9	35 087	-9,9	-1,7
Household furniture, appliances and equipment	10 856	4,7	12 130	11,7	0,5
Hardware, paint and glass	18 697	8,1	21 007	12,4	1,0
All other retailers	30 335	13,1	20 380	-32,8	-4,3
<b>Total</b>	<b>230 978</b>	<b>100,0</b>	<b>219 154</b>	<b>-5,1</b>	<b>-5,1</b>

Retail trade sales decreased by 5,1% in the third quarter of 2020 compared with the third quarter of 2019. The main negative contributors to this decrease were:

- all 'other' retailers (-32,8% and contributing -4,3 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (-9,9% and contributing -1,7 percentage points) – see Table B.

Figure 1 – Retail trade sales at constant 2015 prices

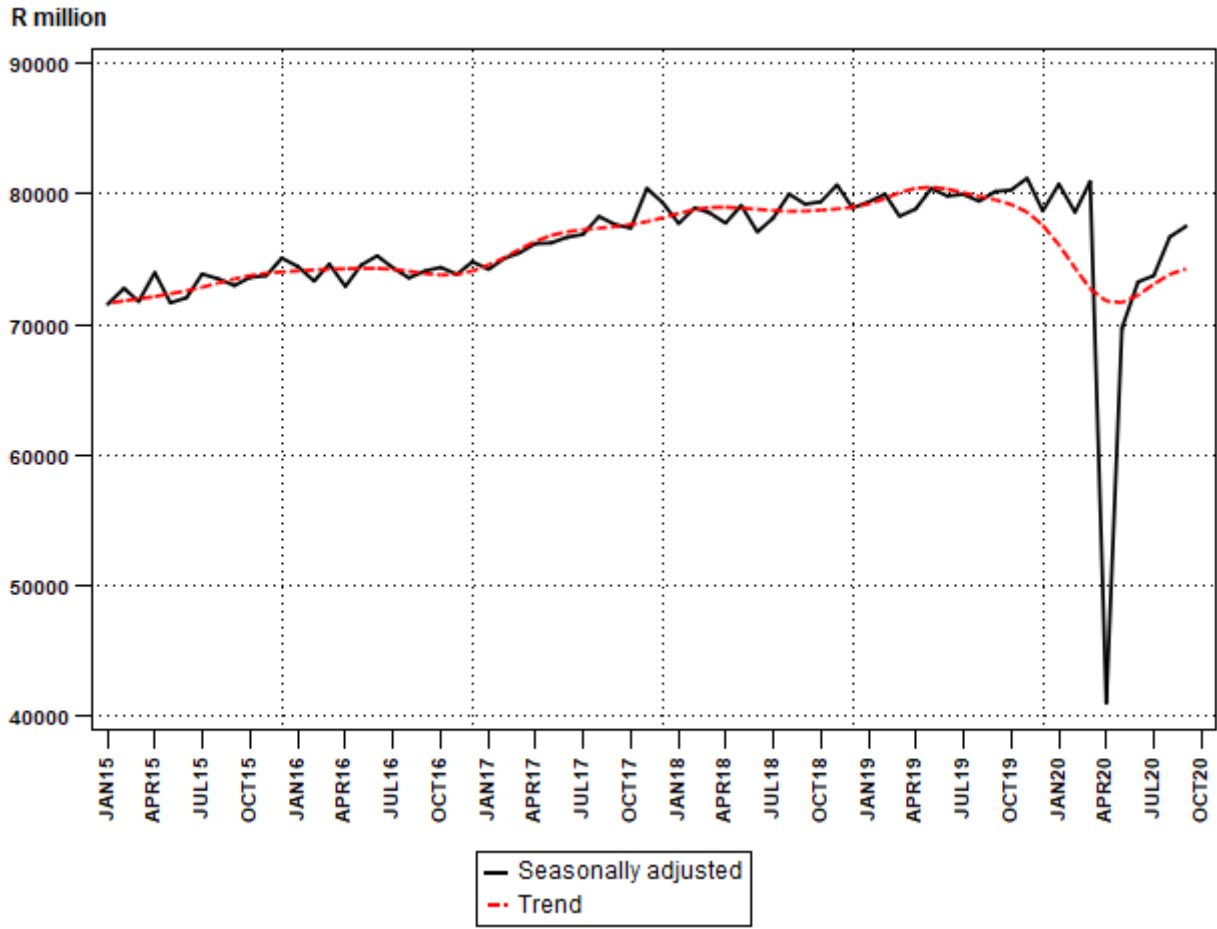
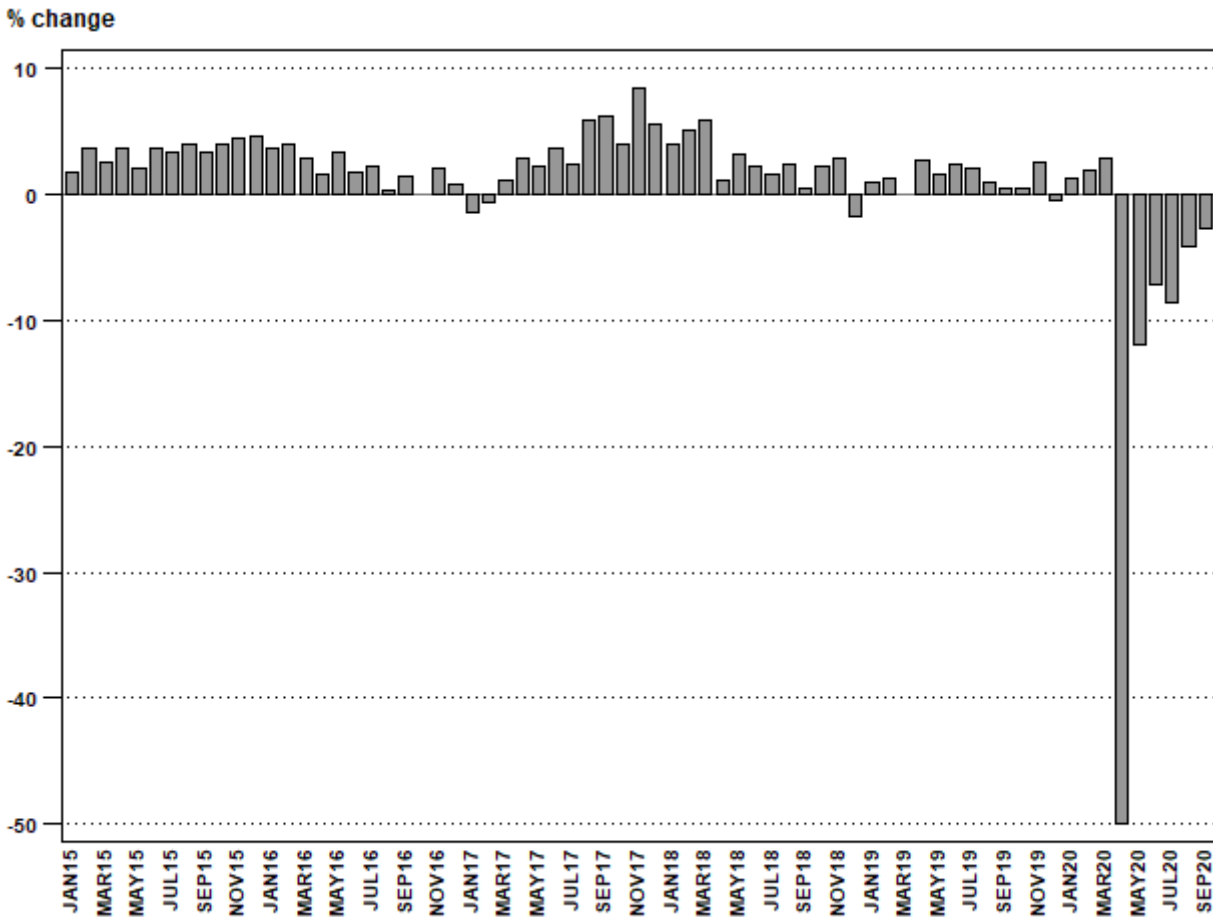


Figure 2 – Retail trade sales at constant 2015 prices: year-on-year percentage change



## Sales at current prices: results for September 2020

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

	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Year-on-year % change, unadjusted	-46,0	-9,9	-5,2	-6,5	-1,9	-0,5
Month-on-month % change, seasonally adjusted	-47,2	62,4	5,3	0,5	4,6	1,4
3-month % change, seasonally adjusted 1/	-15,2	-17,9	-22,3	7,2	15,8	23,3

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	Jul – Sep 2019 (R million)	Weight	Jul – Sep 2020 (R million)	% change between Jul – Sep 2019 and Jul – Sep 2020	Contribution (% points) to the total % change
General dealers	118 530	44,6	120 647	1,8	0,8
Food, beverages and tobacco in specialised stores	22 468	8,5	21 629	-3,7	-0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	20 306	7,6	21 446	5,6	0,4
Textiles, clothing, footwear and leather goods	42 192	15,9	37 923	-10,1	-1,6
Household furniture, appliances and equipment	10 416	3,9	11 490	10,3	0,4
Hardware, paint and glass	20 502	7,7	23 623	15,2	1,2
All other retailers	31 366	11,8	21 258	-32,2	-3,8
<b>Total</b>	<b>265 781</b>	<b>100,0</b>	<b>258 018</b>	<b>-2,9</b>	<b>-2,9</b>

**Risenga Maluleke**  
Statistician-General

## Tables

**Table 1 – Retail trade sales at constant 2015 prices (R million)**

Month	2014	2015	2016	2017	2018	2019	2020 1/
Jan	66 162	67 363	69 772	68 730	71 392	72 119	73 069
Feb	64 776	67 081	69 733	69 309	72 873	73 804	75 176
Mar	67 247	69 013	71 042	71 824	76 077	76 062	78 278
Apr	66 376	68 762	69 866	71 798	72 585	74 580	37 340
May	69 363	70 756	73 185	74 776	77 084	78 256	68 923
Jun	66 456	68 934	70 146	72 694	74 319	76 099	70 591
Jul	67 596	69 903	71 429	73 124	74 260	75 758	69 248
Aug	69 120	71 878	72 121	76 392	78 121	78 872	75 638
Sep	67 958	70 222	71 240	75 686	76 073	76 348	74 268
Oct	69 966	72 774	72 770	75 712	77 377	77 693	
Nov	75 076	78 469	80 126	86 849	89 311	91 626	
Dec	96 982	101 480	102 286	108 038	106 203	105 711	
<b>Total</b>	<b>847 078</b>	<b>876 635</b>	<b>893 716</b>	<b>924 932</b>	<b>945 675</b>	<b>956 928</b>	

1/ Figures for latest month are preliminary.

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

Month	2015	2016	2017	2018	2019	2020	2020 year-to-date
Jan	1,8	3,6	-1,5	3,9	1,0	1,3	1,3
Feb	3,6	4,0	-0,6	5,1	1,3	1,9	1,6
Mar	2,6	2,9	1,1	5,9	0,0	2,9	2,0
Apr	3,6	1,6	2,8	1,1	2,7	-49,9	-11,0
May	2,0	3,4	2,2	3,1	1,5	-11,9	-11,2
Jun	3,7	1,8	3,6	2,2	2,4	-7,2	-10,5
Jul	3,4	2,2	2,4	1,6	2,0	-8,6	-10,3
Aug	4,0	0,3	5,9	2,3	1,0	-4,1	-9,5
Sep	3,3	1,4	6,2	0,5	0,4	-2,7	-8,7
Oct	4,0	0,0	4,0	2,2	0,4		
Nov	4,5	2,1	8,4	2,8	2,6		
Dec	4,6	0,8	5,6	-1,7	-0,5		
<b>Total</b>	<b>3,5</b>	<b>1,9</b>	<b>3,5</b>	<b>2,2</b>	<b>1,2</b>		

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

Month	R million				Month-on-month % change			
	2017	2018	2019	2020	2017	2018	2019	2020
Jan	74 223	77 730	79 384	80 743	-0,8	-2,0	0,6	2,6
Feb	75 071	78 923	79 978	78 588	1,1	1,5	0,7	-2,7
Mar	75 477	78 549	78 289	80 940	0,5	-0,5	-2,1	3,0
Apr	76 191	77 758	78 841	41 024	0,9	-1,0	0,7	-49,3
May	76 244	79 106	80 409	69 715	0,1	1,7	2,0	69,9
Jun	76 682	77 084	79 832	73 262	0,6	-2,6	-0,7	5,1
Jul	76 892	78 129	79 962	73 730	0,3	1,4	0,2	0,6
Aug	78 266	79 981	79 435	76 705	1,8	2,4	-0,7	4,0
Sep	77 650	79 207	80 178	77 513	-0,8	-1,0	0,9	1,1
Oct	77 376	79 394	80 287		-0,4	0,2	0,1	
Nov	80 412	80 683	81 197		3,9	1,6	1,1	
Dec	79 334	78 911	78 692		-1,3	-2,2	-3,1	

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

Type of retailer	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20 1/
General dealers	26 035	32 317	32 733	29 456	33 500	34 207
Food, beverages and tobacco in specialised stores	3 537	3 968	4 920	4 878	5 604	5 954
Pharmaceuticals and medical goods, cosmetics and toiletries	4 901	5 220	5 246	5 912	5 970	5 069
Textiles, clothing, footwear and leather goods	769	14 504	12 317	12 017	11 831	11 239
Household furniture, appliances and equipment	449	2 718	4 090	4 137	4 196	3 797
Hardware, paint and glass	667	6 140	6 064	6 681	7 484	6 842
All other retailers	982	4 056	5 221	6 167	7 053	7 160
<b>Total</b>	<b>37 340</b>	<b>68 923</b>	<b>70 591</b>	<b>69 248</b>	<b>75 638</b>	<b>74 268</b>

1/ Figures are preliminary.

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

Type of retailer	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
General dealers	-15,3	-4,9	-1,1	-2,8	-1,7	1,6
Food, beverages and tobacco in specialised stores	-37,6	-32,1	-12,1	-17,4	-6,3	2,6
Pharmaceuticals and medical goods, cosmetics and toiletries	-15,7	-4,7	-1,5	2,0	11,4	-4,1
Textiles, clothing, footwear and leather goods	-94,5	2,6	-6,7	-13,3	-8,2	-7,8
Household furniture, appliances and equipment	-86,7	-22,4	15,2	12,8	14,4	7,8
Hardware, paint and glass	-88,4	0,3	5,3	10,1	13,9	13,0
All other retailers	-89,4	-55,9	-45,5	-39,3	-31,8	-27,2
<b>Total</b>	<b>-49,9</b>	<b>-11,9</b>	<b>-7,2</b>	<b>-8,6</b>	<b>-4,1</b>	<b>-2,7</b>

**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	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
General dealers	-6,3	-2,1	-0,5	-1,1	-0,7	0,7
Food, beverages and tobacco in specialised stores	-2,9	-2,4	-0,9	-1,4	-0,5	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	-1,2	-0,3	-0,1	0,2	0,8	-0,3
Textiles, clothing, footwear and leather goods	-17,7	0,5	-1,2	-2,4	-1,3	-1,2
Household furniture, appliances and equipment	-3,9	-1,0	0,7	0,6	0,7	0,4
Hardware, paint and glass	-6,8	0,0	0,4	0,8	1,2	1,0
All other retailers	-11,2	-6,6	-5,7	-5,3	-4,2	-3,5
<b>Total</b>	<b>-49,9</b>	<b>-11,9</b>	<b>-7,2</b>	<b>-8,6</b>	<b>-4,1</b>	<b>-2,7</b>

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

Month	2014	2015	2016	2017	2018	2019	2020 1/
Jan	61 819	66 049	71 306	74 847	78 950	81 496	84 902
Feb	60 827	66 115	72 080	75 793	80 987	83 799	87 773
Mar	63 701	68 388	74 105	78 976	84 614	86 856	92 421
Apr	63 351	68 447	73 717	78 835	81 031	84 941	45 879
May	66 573	70 806	77 454	82 385	86 082	89 678	80 813
Jun	63 925	68 913	74 387	79 925	83 157	87 335	82 801
Jul	65 234	69 857	75 876	80 367	83 009	86 710	81 100
Aug	67 041	72 186	77 030	83 910	87 421	90 825	89 085
Sep	65 967	70 535	76 181	83 207	85 416	88 246	87 833
Oct	68 132	73 327	78 197	83 256	86 547	89 398	
Nov	73 504	79 272	86 221	95 369	100 069	105 519	
Dec	94 736	102 740	110 762	118 773	119 161	121 903	
<b>Total</b>	<b>814 810</b>	<b>876 635</b>	<b>947 316</b>	<b>1 015 643</b>	<b>1 056 444</b>	<b>1 096 706</b>	

1/ Figures for latest month are preliminary.

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

Month	2015	2016	2017	2018	2019	2020	2020 year-to-date
Jan	6,8	8,0	5,0	5,5	3,2	4,2	4,2
Feb	8,7	9,0	5,2	6,9	3,5	4,7	4,5
Mar	7,4	8,4	6,6	7,1	2,6	6,4	5,1
Apr	8,0	7,7	6,9	2,8	4,8	-46,0	-7,7
May	6,4	9,4	6,4	4,5	4,2	-9,9	-8,2
Jun	7,8	7,9	7,4	4,0	5,0	-5,2	-7,7
Jul	7,1	8,6	5,9	3,3	4,5	-6,5	-7,5
Aug	7,7	6,7	8,9	4,2	3,9	-1,9	-6,8
Sep	6,9	8,0	9,2	2,7	3,3	-0,5	-6,1
Oct	7,6	6,6	6,5	4,0	3,3		
Nov	7,8	8,8	10,6	4,9	5,4		
Dec	8,4	7,8	7,2	0,3	2,3		
<b>Total</b>	<b>7,6</b>	<b>8,1</b>	<b>7,2</b>	<b>4,0</b>	<b>3,8</b>		

**Table 9 – Seasonally adjusted retail trade sales at current prices**

Month	R million				Month-on-month % change			
	2017	2018	2019	2020	2017	2018	2019	2020
Jan	80 806	85 941	89 710	93 634	-1,1	-2,2	0,8	2,7
Feb	82 040	87 614	90 694	91 375	1,5	1,9	1,1	-2,4
Mar	82 503	87 092	89 006	94 961	0,6	-0,6	-1,9	3,9
Apr	83 534	86 481	89 896	50 186	1,2	-0,7	1,0	-47,2
May	83 536	87 936	91 566	81 481	0,0	1,7	1,9	62,4
Jun	84 040	86 228	91 458	85 831	0,6	-1,9	-0,1	5,3
Jul	84 518	87 318	91 564	86 275	0,6	1,3	0,1	0,5
Aug	85 994	89 348	91 638	90 272	1,7	2,3	0,1	4,6
Sep	85 602	88 969	92 298	91 561	-0,5	-0,4	0,7	1,4
Oct	85 256	89 050	92 711		-0,4	0,1	0,4	
Nov	88 460	90 682	94 098		3,8	1,8	1,5	
Dec	87 833	89 025	91 148		-0,7	-1,8	-3,1	



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

Type of retailer	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20 1/
General dealers	32 068	39 856	40 467	36 473	41 591	42 583
Food, beverages and tobacco in specialised stores	4 614	5 159	6 425	6 403	7 373	7 853
Pharmaceuticals and medical goods, cosmetics and toiletries	6 187	6 562	6 575	7 460	7 573	6 413
Textiles, clothing, footwear and leather goods	835	15 671	13 339	12 983	12 789	12 151
Household furniture, appliances and equipment	425	2 563	3 845	3 901	3 972	3 617
Hardware, paint and glass	738	6 802	6 717	7 458	8 438	7 727
All other retailers	1 012	4 200	5 432	6 422	7 348	7 488
<b>Total</b>	<b>45 879</b>	<b>80 813</b>	<b>82 801</b>	<b>81 100</b>	<b>89 085</b>	<b>87 833</b>

1/ Figures are preliminary.

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

Type of retailer	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
General dealers	-12,8	-2,3	1,5	0,0	0,9	4,3
Food, beverages and tobacco in specialised stores	-35,3	-30,0	-9,4	-14,4	-3,0	6,3
Pharmaceuticals and medical goods, cosmetics and toiletries	-10,6	-2,0	0,7	4,6	14,3	-2,1
Textiles, clothing, footwear and leather goods	-94,5	2,6	-6,6	-13,4	-8,5	-8,1
Household furniture, appliances and equipment	-87,0	-24,4	13,1	11,0	12,6	7,2
Hardware, paint and glass	-88,1	2,3	7,2	12,3	17,4	15,7
All other retailers	-89,4	-55,8	-45,2	-38,7	-31,3	-26,5
<b>Total</b>	<b>-46,0</b>	<b>-9,9</b>	<b>-5,2</b>	<b>-6,5</b>	<b>-1,9</b>	<b>-0,5</b>

**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	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20
General dealers	-5,5	-1,0	0,7	0,0	0,4	2,0
Food, beverages and tobacco in specialised stores	-3,0	-2,5	-0,8	-1,2	-0,3	0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	-0,9	-0,2	0,1	0,4	1,0	-0,2
Textiles, clothing, footwear and leather goods	-16,7	0,4	-1,1	-2,3	-1,3	-1,2
Household furniture, appliances and equipment	-3,3	-0,9	0,5	0,5	0,5	0,3
Hardware, paint and glass	-6,4	0,2	0,5	0,9	1,4	1,2
All other retailers	-10,1	-5,9	-5,2	-4,7	-3,7	-3,0
<b>Total</b>	<b>-46,0</b>	<b>-9,9</b>	<b>-5,2</b>	<b>-6,5</b>	<b>-1,9</b>	<b>-0,5</b>

## Survey information

- Introduction**
- 1 Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see 4 below). This survey is based on a sample drawn from Stats SA's 2019 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).
  - 2 In order to improve timeliness, some information for the latest month had to be estimated due to late response. These estimates will be revised in future statistical releases as soon as information becomes available. Published retail trade sales estimates include value added tax (VAT).
- Purpose of the survey**
- 3 The results of the monthly retail trade sales survey are used to compile estimates of the gross domestic product (GDP) and its components, which are used in monitoring the state of the economy and formulation of economic policy. These statistics are also used in the analysis of comparative business and industry performance.
- Scope of the survey**
- 4 This survey covers retail enterprises according to the following types of retailers:
    - General dealers:
      - Retail trade in non-specialised stores with food, beverages and tobacco predominating; and
      - 'Other' retail trade in non-specialised stores.
    - Retailers in food, beverages and tobacco in specialised stores:
      - Retailers in fresh fruit and vegetables;
      - Retailers in meat and meat products;
      - Retailers in bakery products;
      - Retailers in beverages;
      - Retailers in tobacco; and
      - Retailers in 'other' food in specialised stores.
    - Retailers in pharmaceutical and medical goods, cosmetics and toiletries;
    - Retailers in textiles, clothing, footwear and leather goods:
      - Retailers in men's and boys' clothing;
      - Retailers in ladies', girls' and infants' clothing;
      - General outfitters; and
      - Retailers in footwear.
    - Retailers in household furniture, appliances and equipment;
    - Retailers in hardware, paint and glass; and
    - All 'other' retailers:
      - Retailers in reading matter and stationery;
      - Retailers in jewellery, watches and clocks;
      - Retailers in sport goods and entertainment requisites;
      - Retailers in 'other' specialised stores;
      - Repair of personal and household goods;
      - Retail trade in second-hand goods in stores; and
      - Retail trade not in stores.
- Classification**
- 5 The 1993 edition of the *Standard Industrial Classification of all Economic Activities* (SIC), Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 *International Standard Industrial Classification of all Economic Activities* (ISIC) with suitable adaptations for local conditions. Each enterprise is classified to the industry which reflects its predominant activity. Statistics in this publication are presented at SIC group (four digit) level.
- Collection rate**
- 6 Owing to the COVID-19 lockdown, the collection rate for this publication (73,1% in September 2020) is lower than usual. Consequently, revisions may be larger than usual. The improved collection rate for August 2020 was 73,5%.

<b>Statistical unit</b>	<b>7</b>	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.
<b>Revised figures</b>	<b>8</b>	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.
<b>Related publications</b>	<b>9</b>	Users may also refer to the following publication available from Stats SA: <ul style="list-style-type: none"><li>• <i>Stats in Brief</i> issued annually.</li></ul>
<b>Rounding-off of figures</b>	<b>10</b>	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
<b>Historical data</b>	<b>11</b>	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: <a href="#">Click to download historical data</a>
<b>Past publications</b>	<b>12</b>	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: <a href="#">Click to download past releases</a>

**Technical notes**

**Survey methodology and design**

- 1 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of 2 969 enterprises from a population of 22 271 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax, email and telephone reminders are used to follow up on non-respondents.
- 2 A stratified random sample was drawn at the SIC four-digit level in April 2019 from Stats SA’s business sampling frame (BSF). Strata were formed using a combination of the Standard Industrial Classification and the measure of size classes for enterprises (see point 3 below).

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

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

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

**Class limits**

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

**Measure of size classes (Rand)**

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

**Sample weighting**

- 4 For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of non-response in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form group estimates. These procedures are consistent with international best practice.

**Seasonal adjustment**

- 5 Seasonally adjusted estimates are generated each month using the X-12 Seasonal Adjustment Program developed by the US Bureau of the Census. Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences on the series can be recognised more clearly. Seasonal adjustment does not aim to remove irregular or non-seasonal influences which may be present in any particular month. Influences that are volatile or unsystematic can still make it difficult to interpret the movement of the series, even after adjustment for seasonal variations. Therefore, the month-to-month movements of seasonally adjusted estimates may not be reliable indicators of trend behaviour. The X-12-ARIMA procedure for retail trade sales is described in more detail on the Stats SA website: [Click to Download Seasonal adjustment Retail Trade Sales February 2018](#)

Black Friday sales have had a substantial and growing 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.

		The methodology will be reviewed as more data points are added to the time series.
<b>Trend cycle</b>	<b>6</b>	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.
<b>Constant prices</b>	<b>7</b>	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.
	<b>8</b>	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.
<b>Reliability of estimates</b>	<b>9</b>	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.
	<b>10</b>	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.
<b>Month-on-month percentage change</b>	<b>11</b>	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.
<b>Year-on-year percentage change</b>	<b>12</b>	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.
<b>Contribution (percentage points)</b>	<b>13</b>	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

<b>Enterprise</b>	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.	
<b>Industry</b>	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.	
<b>Retail trade</b>	Retail trade includes 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.	
<b>Symbols and abbreviations</b>	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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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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