Retail trade, August 2026

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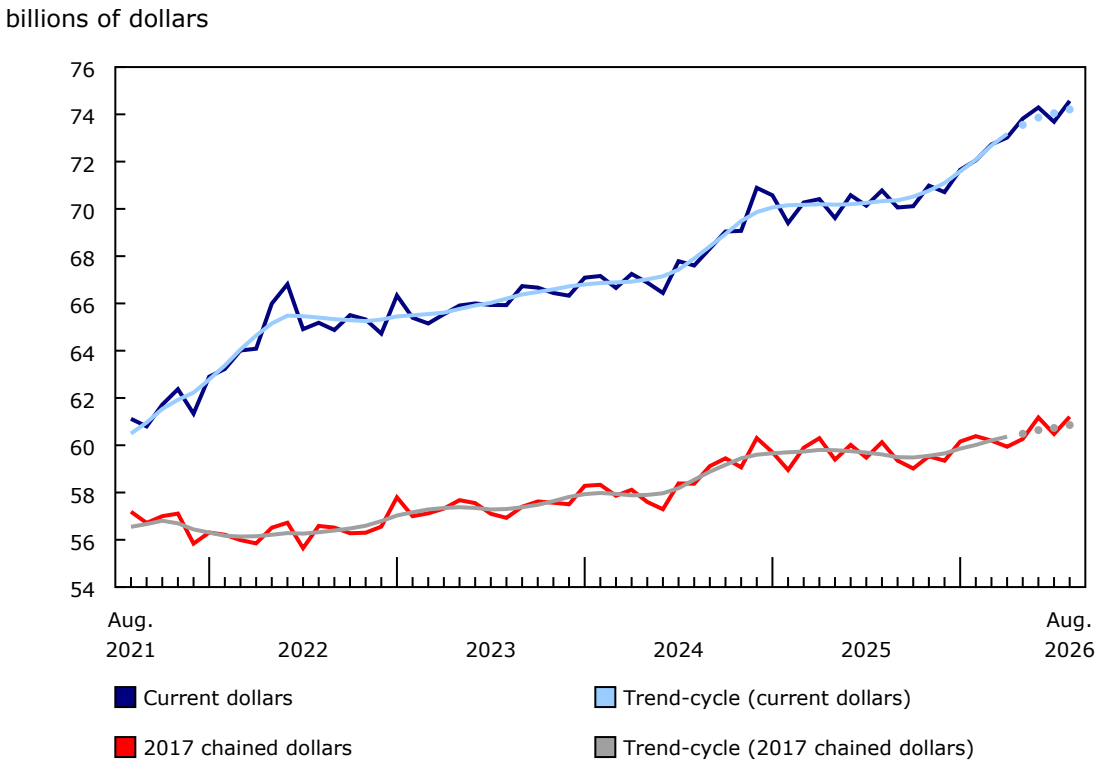
Retail sales increased 1.2% to $74.6 billion in August. Sales were up in all nine subsectors, led by increases at motor vehicle and parts dealers.

Core retail sales, which exclude gasoline stations and fuel vendors and motor vehicle and parts dealers, were up 1.1% in August.

In volume terms, retail sales increased 1.2% in August.

Chart 1
Retail sales increase in August



Note(s): The higher variability associated with the trend-cycle estimates is indicated with a dotted line on the chart for the current reference month and the previous three months. For more information, see the Note to readers.
Source(s): Tables 20-10-0056-01 and 20-10-0067-01.

Sales up at motor vehicle and parts dealers and gasoline stations and fuel vendors

The largest increase in retail sales in August was observed at motor vehicle and parts dealers (+1.2%). The increase was led by higher sales at new car dealers, up 1.5% in August after decreasing 1.4% in July. In August, gains at automotive parts, accessories and tire retailers (+1.4%) were offset by lower sales at other motor vehicle dealers (-1.4%) and used car dealers (-0.5%).

Sales at gasoline stations and fuel vendors increased 1.7% in August, up for the first time in three months. In volume terms, sales at gasoline stations and fuel vendors decreased 0.5%.

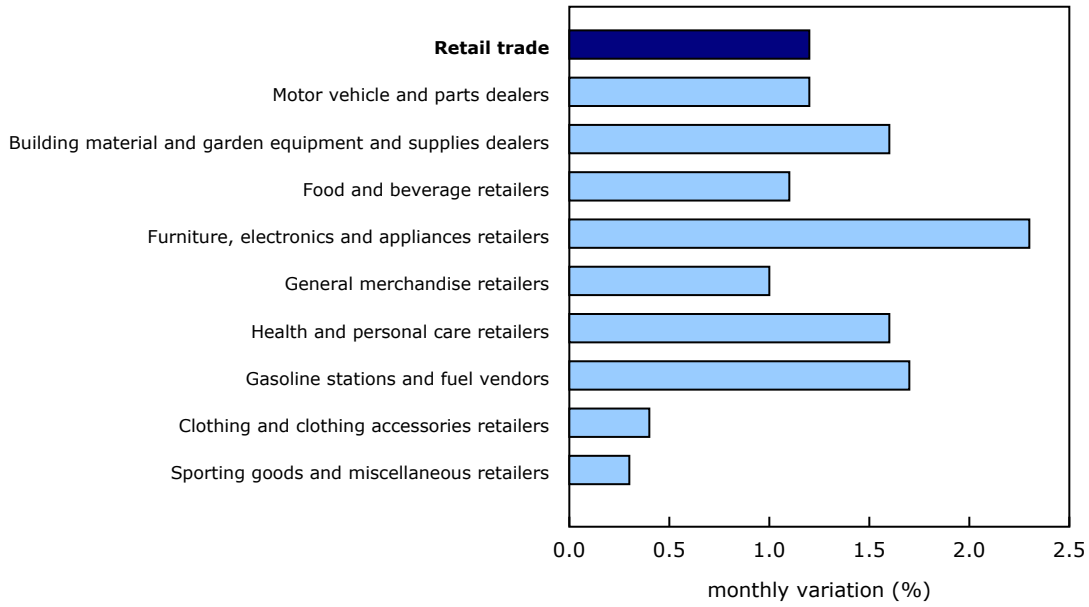
Core retail sales rise

Core retail sales rose 1.1% in August, following a decrease of 0.7% in July. The increase in August was led by higher sales at the food and beverage retailers subsector (+1.1%), which posted its first increase in three months. All four store types within this subsector were up in August.

In August, higher sales were also recorded at general merchandise retailers (+1.0%) after a decline of 1.7% in July.

Sales at health and personal care retailers were up 1.6% in August, rising for a 10th consecutive month.

Chart 2
Sales increase in all subsectors in August



Source(s): Table 20-10-0056-01.

Sales up in six provinces

Retail sales increased in six provinces in August. The largest provincial increase in dollar terms was observed in Ontario (+2.2%), led by higher sales at motor vehicle and parts dealers. In the census metropolitan area (CMA) of Toronto, retail sales increased 4.0%.

In British Columbia, retail sales were up 2.1% in August, led by higher sales at motor vehicle and parts dealers. In the CMA of Vancouver, sales were up 2.1%.

The largest provincial decrease in retail sales in August was observed in Alberta (-0.1%). This decline was led by lower sales at motor vehicle and parts dealers.

Retail e-commerce sales in Canada

On a seasonally adjusted basis, retail e-commerce sales increased 1.1% to $5.6 billion in August, accounting for 7.6% of total retail trade.

Advance retail indicator

Statistics Canada is providing an advance estimate of retail sales, which suggests that sales increased 0.7% in September. Owing to its early nature, this figure will be revised. This unofficial estimate was calculated based on responses received from 58.5% of companies surveyed. The average final response rate for the survey over the previous 12 months was 86.8%.

Note to readers

All data in this release are seasonally adjusted and expressed in current dollars, unless otherwise noted.

Seasonally adjusted data are data that have been modified to eliminate the effect of seasonal and calendar influences to allow for more meaningful comparisons of economic conditions from period to period. For more information on seasonal adjustment, see Seasonal adjustment: Concepts and interpretation, 2026.

The percentage change for the advance estimate of retail sales is calculated using seasonally adjusted data and is expressed in current dollars.

The early indicator in this release is an unofficial estimate being provided to offer Canadians timely information on the retail sector. The data sources and methodology used are the same as those outlined on the Monthly Retail Trade Survey information page. The article "Advance indicators: Production, use and interpretation, 2026," provides non-technical answers to questions related to the production, use and interpretation of advance indicators.

Trend-cycle estimates are included in selected charts as a complement to the seasonally adjusted series. These data represent a smoothed version of the seasonally adjusted time series and provide information on longer-term movements, including changes in direction underlying the series. For information on trend-cycle data, see Trend-cycle estimation: Concepts, interpretation, and calculation, 2026.

Both seasonally adjusted data and trend-cycle estimates are subject to revision as additional observations become available. These revisions could be extensive and could even lead to a reversal of movement, especially for the reference months near the end of the series or during periods of economic disruption.

Some common e-commerce transactions, such as travel and accommodation bookings, ticket purchases and financial transactions, are not included in Canadian retail sales figures.

Total retail sales expressed in volume terms are calculated by deflating current-dollar values using consumer price indexes.

Find more statistics on retail trade.

Next release

Data on retail trade for September 2026 will be released on November 20.

Table 1
Retail sales, by province, territory and census metropolitan area — Seasonally adjusted

	August 2025	July 2026[r]	August 2026[p]	July to August 2026	August 2025 to August 2026
	millions of dollars			% change	
Canada	**70,780**	**73,685**	**74,567**	**1.2**	**5.4**
Newfoundland and Labrador	1,024	1,114	1,107	-0.6	8.1
Prince Edward Island	302	333	331	-0.6	9.7
Nova Scotia	1,848	1,992	2,005	0.6	8.5
New Brunswick	1,580	1,649	1,639	-0.6	3.8
Quebec	15,868	16,198	16,222	0.2	2.2
Montréal	7,844	7,946	7,903	-0.5	0.8
Ontario	26,828	27,937	28,541	2.2	6.4
Toronto	12,322	12,463	12,959	4.0	5.2
Manitoba	2,332	2,490	2,530	1.6	8.5
Saskatchewan	2,177	2,290	2,315	1.1	6.4
Alberta	8,963	9,663	9,649	-0.1	7.6
British Columbia	9,613	9,763	9,970	2.1	3.7
Vancouver	4,843	4,850	4,954	2.1	2.3
Yukon	100	107	107	-0.4	6.7
Northwest Territories	85	82	86	4.4	1.4
Nunavut	61	66	66	-0.4	8.7

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Note(s): Figures may not add up to totals as a result of rounding.
Source(s): Table **20-10-0056-01**.

Table 2
Retail sales, by industry — Seasonally adjusted

	August 2025	July 2026[r]	August 2026[p]	July to August 2026	August 2025 to August 2026
	millions of dollars			% change	
Total retail trade (current dollars)	**70,780**	**73,685**	**74,567**	**1.2**	**5.4**
Retail e-commerce	**4,900**	**5,589**	**5,649**	**1.1**	**15.3**
Total retail trade (2017 chained dollars)	**60,129**	**60,476**	**61,204**	**1.2**	**1.8**
Total (current dollars) excluding motor vehicle and parts dealers	**51,344**	**53,952**	**54,605**	**1.2**	**6.4**
Total (current dollars) excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	**45,294**	**46,655**	**47,188**	**1.1**	**4.2**
Motor vehicle and parts dealers	19,436	19,733	19,962	1.2	2.7
New car dealers	15,391	15,548	15,784	1.5	2.6
Used car dealers	1,531	1,640	1,632	-0.5	6.6
Other motor vehicle dealers	1,161	1,172	1,155	-1.4	-0.5
Automotive parts, accessories and tire retailers	1,354	1,373	1,391	1.4	2.8
Building material and garden equipment and supplies dealers	3,939	3,985	4,047	1.6	2.7
Food and beverage retailers	13,266	13,228	13,372	1.1	0.8
Supermarkets and other grocery retailers (except convenience)	9,458	9,423	9,528	1.1	0.7
Convenience retailers and vending machine operators	672	650	655	0.7	-2.6
Specialty food retailers	993	1,007	1,012	0.5	1.9
Beer, wine and liquor retailers	2,143	2,147	2,177	1.4	1.6
Furniture, home furnishings, electronics and appliances retailers	3,535	3,386	3,462	2.3	-2.1
Furniture retailers	1,171	1,193	1,197	0.3	2.2
Floor covering, window treatment and other home furnishing retailers	767	728	777	6.8	1.3
Electronics and appliances retailers	1,597	1,465	1,488	1.6	-6.8
General merchandise retailers	10,469	10,978	11,093	1.0	6.0
Health and personal care retailers	6,018	6,699	6,804	1.6	13.1
Gasoline stations and fuel vendors	6,050	7,297	7,418	1.7	22.6
Clothing, clothing accessories, shoes, jewelry, luggage and leather goods retailers	3,991	4,106	4,123	0.4	3.3
Clothing and clothing accessories retailers	3,120	3,199	3,209	0.3	2.8
Shoe retailers	426	406	408	0.7	-4.0
Jewellery, luggage and leather goods retailers	445	501	506	0.8	13.6
Sporting goods, hobby, musical instrument, book, and miscellaneous retailers	4,077	4,273	4,287	0.3	5.1
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,389	1,430	1,456	1.9	4.8
Miscellaneous store retailers	2,688	2,844	2,831	-0.5	5.3
Cannabis retailers	472	494	492	-0.3	4.4

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Note(s): Figures may not add up to totals as a result of rounding.
Source(s): Tables **20-10-0056-01** and **20-10-0067-01**.

Table 3
Retail sales at 2017 constant prices, by industry — Seasonally adjusted

	August 2025	July 2026[r]	August 2026[p]	July to August 2026	August 2025 to August 2026
	millions of dollars			% change	
Total retail trade at 2017 constant prices[1]	**60,657**	**61,127**	**61,890**	**1.2**	**2.0**
Total excluding motor vehicle and parts dealers	**44,571**	**44,910**	**45,380**	**1.0**	**1.8**
Total excluding motor vehicle and parts dealers and gasoline stations and fuel vendors	**38,871**	**39,685**	**40,182**	**1.3**	**3.4**
Motor vehicle and parts dealers	16,086	16,217	16,510	1.8	2.6
New car dealers	12,778	12,791	13,098	2.4	2.5
Used car dealers	1,358	1,406	1,395	-0.8	2.7
Other motor vehicle dealers	914	984	970	-1.4	6.1
Automotive parts, accessories and tire retailers	1,036	1,035	1,048	1.3	1.2
Building material and garden equipment and supplies dealers	4,000	3,913	3,966	1.4	-0.8
Food and beverage retailers	9,937	9,636	9,759	1.3	-1.8
Supermarkets and other grocery retailers (except convenience retailers)	7,048	6,802	6,904	1.5	-2.0
Convenience retailers and vending machine operators	519	501	504	0.6	-2.9
Specialty food retailers	669	666	664	-0.3	-0.7
Beer, wine and liquor retailers	1,701	1,667	1,686	1.1	-0.9
Furniture, home furnishings, electronics and appliances retailers	3,344	3,255	3,324	2.1	-0.6
Furniture retailers	1,081	1,110	1,118	0.7	3.4
Floor covering, window treatment and other home furnishing retailers	706	671	717	6.9	1.6
Electronics and appliances retailers	1,558	1,474	1,490	1.1	-4.4
General merchandise retailers	8,631	9,101	9,215	1.3	6.8
Health and personal care retailers	5,710	6,233	6,317	1.3	10.6
Gasoline stations and fuel vendors	5,700	5,225	5,198	-0.5	-8.8
Clothing, clothing accessories, shoes, jewelry, luggage and leather goods retailers	4,061	4,271	4,311	0.9	6.2
Clothing and clothing accessories retailers	3,268	3,367	3,391	0.7	3.8
Shoe retailers	492	532	542	1.9	10.2
Jewellery, luggage and leather goods retailers	301	372	379	1.9	25.9
Sporting goods, hobby, musical instrument, book and miscellaneous retailers	3,188	3,276	3,290	0.4	3.2
Sporting goods, hobby, musical instrument and book retailers and news dealers	1,329	1,350	1,372	1.6	3.2
Miscellaneous store retailers	1,858	1,926	1,918	-0.4	3.2
Cannabis retailers	605	636	638	0.3	5.5

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1. Calculated using the Laspeyres method.
Note(s): Figures may not add up to totals as a result of rounding.
Source(s): Table **20-10-0067-01**.

Available tables: 20-10-0056-01 and 20-10-0067-01.

Definitions, data sources and methods: survey number 2406.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; **infostats@statcan.gc.ca**) or Media Relations (**statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca**).