

Black Friday lifts November 2019 retail sales

According to Statistics South Africa, retail trade sales for November 2019 increased by 2,6% year-on-year, growing the most in seven months and boosted by Black Friday promotions.



The largest annual growth rates were recorded for retailers in food, beverages and tobacco in specialised stores (6,2%); general dealers (3,2%); retailers in household furniture, appliances and equipment (3,2%); and retailers in textiles, clothing, footwear and leather goods (2,7%).

The main contributors to the 2,6% increase were general dealers (contributing 1,3%); retailers in textiles, clothing, footwear and leather goods (0,5%); and retailers in food, beverages and tobacco in specialised stores (0,4%).

Seasonally adjusted retail trade sales increased by 3,1% in November 2019 compared with October 2019. This followed month-on-month changes of 0,1% in October 2019 and 0,7% in September 2019. In the three months ended November 2019, seasonally adjusted retail trade sales increased by 1,2% compared with the previous three months.

Retail trade sales increased by 1,2% in the three months ended November 2019 compared with the three months ended November 2018.

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