

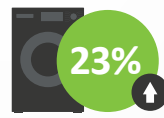
Canada's COVID-19 Impact as Recovery Progresses

Industries in Canada continue to face the impact of COVID-19. Our data shows retail sales growth was affected this summer by the move of Amazon Prime Day, which typically occurs in July, leading to lower growth rates for many industries. However, some industries still had a very strong July. **Here's a closer look at our latest findings.**

RETAIL SALES FELL -3% IN DOLLARS AND -9% IN UNITS IN JULY VERSUS A YEAR AGO.

Tech and home remained strong. Electronics and appliances accounted for over three-quarters of sales growth.

July Dollar Growth vs. Year Ago



Housewares

Electronics

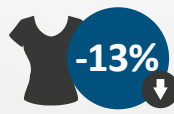
Major Appliances

Small Appliances

Although apparel and footwear performance improved in June and July,

along with beauty, they still encompass all of the top declining categories.

July Dollar Growth vs. Year Ago



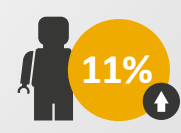
Beauty

Footwear

Fashion

Toys and video games growth remained steady.

July Dollar Growth vs. Year Ago



Video Games

Toys

Foodservice sales recovery continued, but slowed.

July performance did improve upon previous months' performance, but only by a small margin.

The industry declined by -21% in traffic and -24% in consumer spend in July vs. last year.



Although apparel, footwear, beauty, and foodservice continue to lag total retail in terms of recovery, we expect them to progress as consumers in Canada become more comfortable spending time outside the home. Let us know how we can help guide your business as you move through the phases of recovery.

Source: The NPD Group/Retail Tracking Service and CREST®

Get more insights like this. Contact your NPD account representative or email contactnpd@npd.com.

