

Canadian Jewellery Association - National Retail Bulletin

June 2023 (August 2023 Release)

Wildfire Smoke and Pricey Cities Minimize Canadian Retail Sales

Canadian retail sales began to decrease in June 2023 with All Stores in June decreasing -0.4% YOY and Jewellery, Luggage and Leather Goods up 6.4% YOY but down -7.0% MOM (*Figure 1*) as inflation continues its stronghold on Canadian consumers. The fact that jewellery is experiencing growth significantly higher than All Stores is promising.

Jewellery Clicks (*Figure 2*) in June experienced a dip in May, but is again on a positive trajectory. As wildfire smoke kept many people inside, this may mean consumers were returning online for their jewellery needs.

Also, as a result of wildfires, Retail FootFall (*Figure 3*) was down for shopping centres, and even further down for BIAs. This will likely be a blip in an otherwise busier summer but could be a trend we see more of in the future with climate change.

What Does This Mean for the Jewellery Industry?

There were important takeaways from Prime Day this year as consumers have less disposable income, mainly that buy now, pay later (BNPL) saw a 20% growth YOY. As jewellery is a luxury product and spending is currently low, now is a good time to lean into payment plan options with your customers. Studies also show that BNPL is experiencing its highest adoption with Millennials and Gen Z, the generations currently growing their income the most.

Month-Over-Month Jewellery Sales Compared to Retail Sales

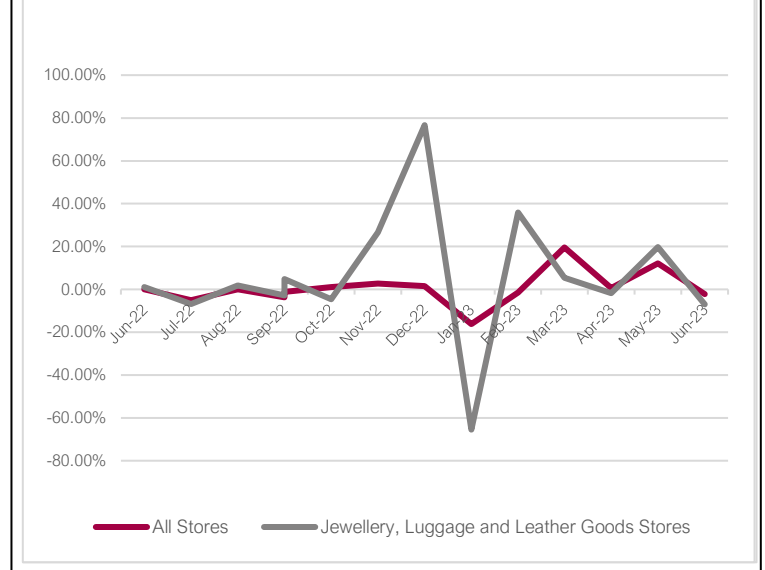


Figure 1

Retail Footfall - Million Visitors/Week, Week 23, 2022 - Week 22, 2023

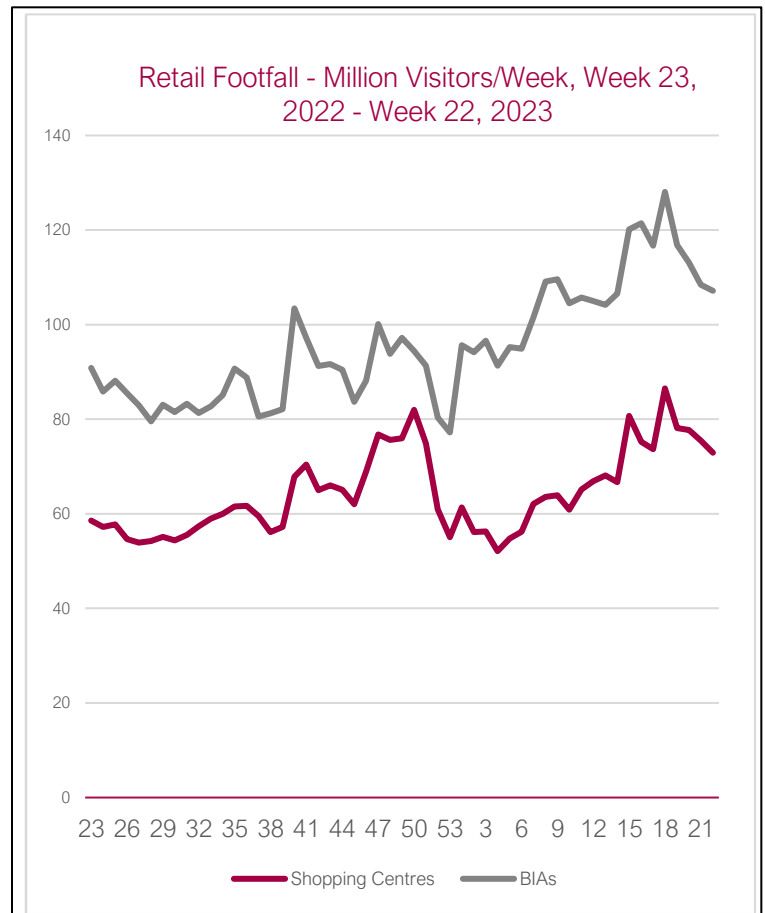


Figure 3

Jewellery Clicks - Million Clicks/Week, Week 23, 2022 - Week 22, 2023 Year-Over-Year

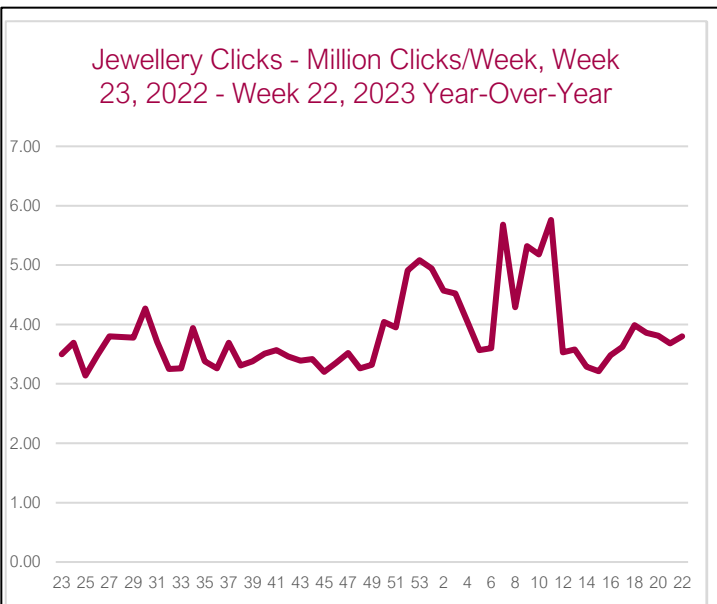


Figure 2

