

Canadian Jewellers Association - National Retail Bulletin

July 2024 (September 2024 Release)

From Prime Day to LCBO Strikes: Canadian Retail Sales in July 2024

Canadian retail sales grew in July with All Stores up 2.0% YOY and 1.1% MOM, with Jewellery, Luggage, and Leather Goods down -1.0% YOY but up 3.7% MOM.

Jewellery Clicks (*Figure 2*) saw a major growth towards mid-June, before dropping down significantly again in July.

Retail FootFall (*Figure 3*) in shopping centres and BIAs both experienced some drop off in July but is still trending on a similar level to last year.

What Does This Mean for the Jewellery Industry?

Retail is facing a decline in footfall, posing a challenge for retailers, including jewellery stores, who rely on in-store visits to drive sales and customer engagement. To counteract this decline, social media and digital advertising present valuable opportunities to attract customers back to physical stores. By crafting compelling digital campaigns, jewellery businesses can engage potential customers through visually appealing content, target specific demographics with precision, and create a seamless online-to-offline experience that encourages store visits.

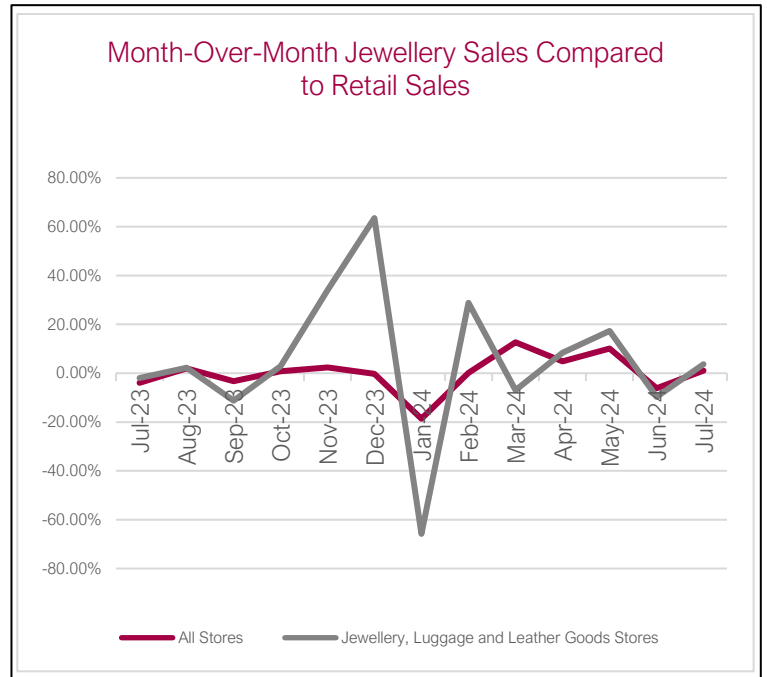


Figure 1

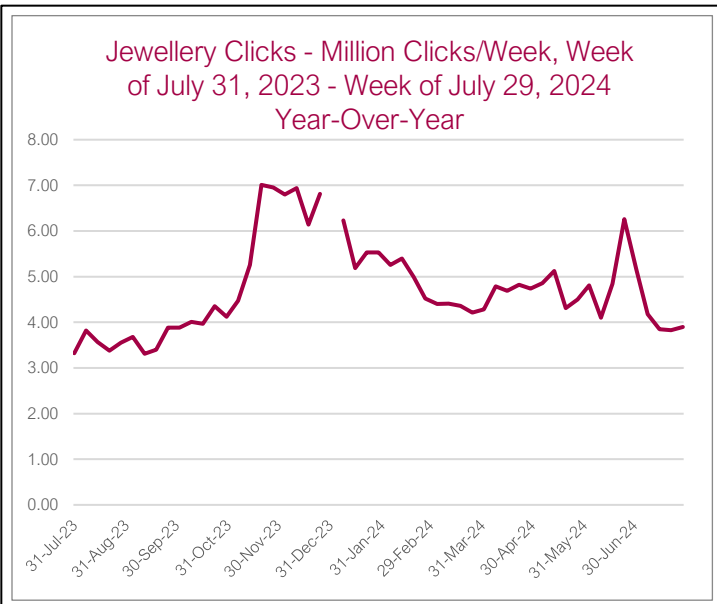


Figure 2

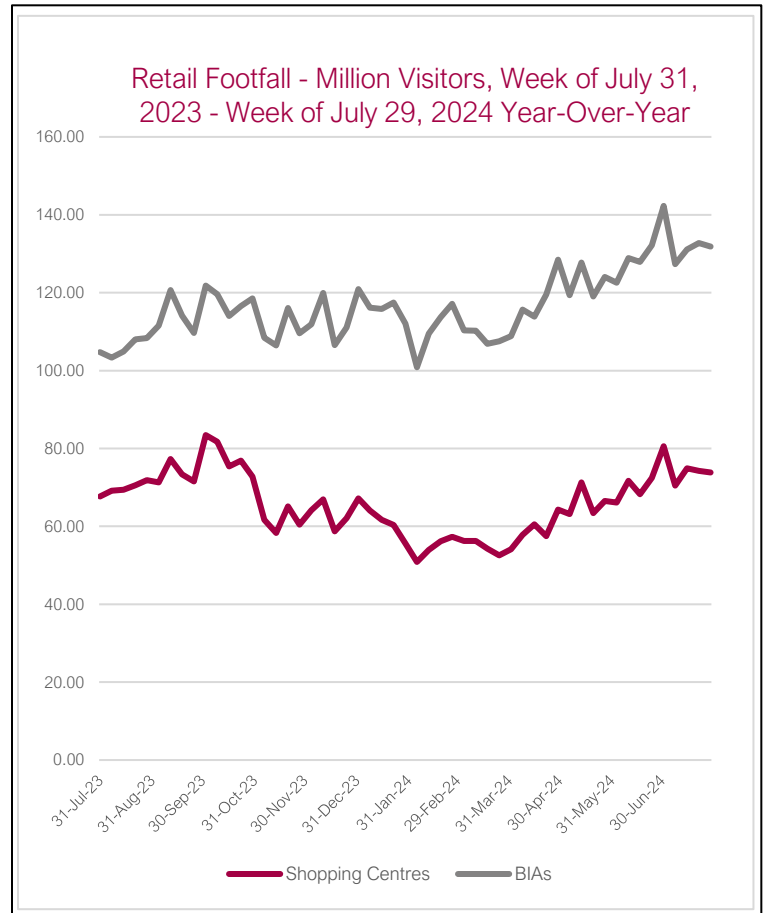


Figure 3

