

# Canadian Jewellers Association - National Retail Bulletin

May 2025 (July 2025 Release)

## Strong Gains in May for Canadian Retail Sales Amid Empty Anchors

Canadian retail sales continued on a path of significant growth in May with All Stores up 4.4% YOY and up 8.1% MOM, with Jewellery, Luggage, and Leather Goods up and impressive 20.4% YOY and 23.4% MOM growth. This growth continues what has been a strong 2025, so far, for Jewellery, Luggage, and Leather Goods Stores.

Jewellery Clicks (*Figure 2*) remain volatile in May as browsing for Jewellery online is performing below 2024.

Retail FootFall (*Figure 3*) continues to be stable in May, with BIA improvements continuing to outpace shopping centres.

### What Does This Mean for the Jewellery Industry?

The strong sales in May signal a promising summer for Canadian jewellers, but sustaining this momentum will require strategic focus. With stable foot traffic driving in-store purchases, as well as domestic travellers, jewellers should double down on creating engaging in-person experiences to capitalize on the ongoing appeal of physical retail.

At the same time, the volatility in online browsing suggests an opportunity to refine digital marketing efforts and optimize e-commerce platforms ahead of the fall season.



Figure 1

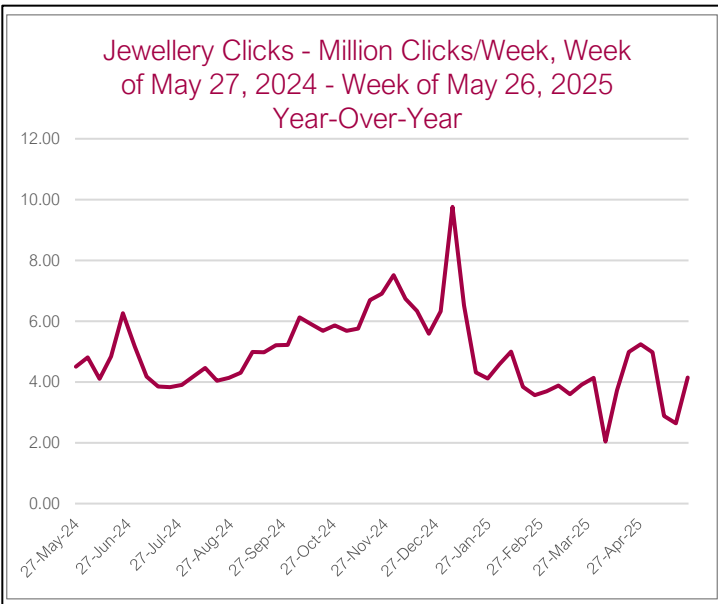


Figure 2

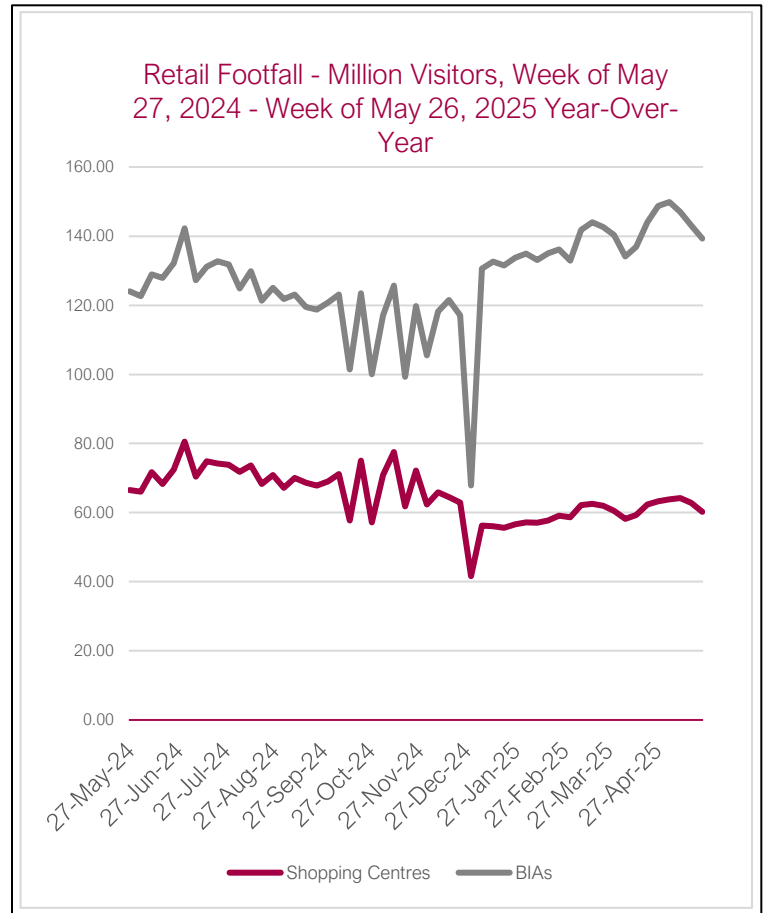


Figure 3

