

Canadian Jewellers Association - National Retail Bulletin

July 2025 (September 2025 Release)

Canada July Retail Sales Momentum: Will It Last Through 2025?

Canadian retail sales continue to experience significant growth again in July with All Stores up 5.8% YOY and 1.0% MOM, and Jewellery, Luggage, and Leather Goods also up significantly at 11.07% YOY but down -0.6% MOM growth. This growth in 2025 is a great sign for Canadian retailers, as this growth is appearing to be a trend, not just a blip.

Jewellery Clicks (*Figure 2*) continue to perform below 2024 for Jewellery but hopefully will begin to grow as we approach the holiday season.

Retail FootFall (*Figure 3*) remains steady for shopping centres, with BIAs fluctuating more from week to week, but with impressive growth.

What Does This Mean for the Jewellery Industry?

With clicks trending down but in-store visits on the rise, now is the time to focus on in-store promotions for the holidays. Lean into the holiday creep and earlier shopping behavior we discussed last month by front-loading your store-driving campaigns through early to late November to capture that demand.

As foot traffic tapers in December, pivot your emphasis online to keep sales momentum strong. Guide customers to your ecommerce experience with timely offers and clear calls to action, turning in-store awareness into digital conversions when traffic subsides.

Month-Over-Month Jewellery Sales Compared to Retail Sales



Figure 1

Retail Footfall - Million Visitors, Week of July 29, 2024 - Week of July 28, 2025 Year-Over-Year

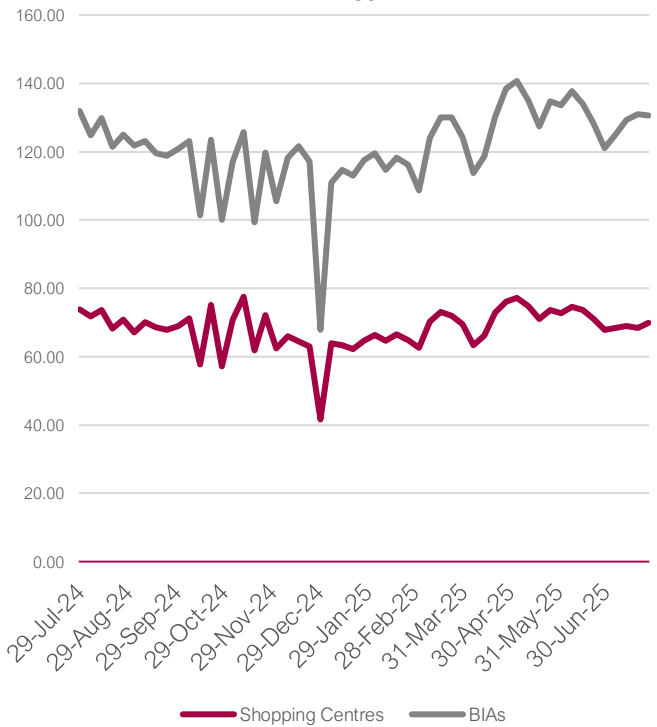


Figure 3

Jewellery Clicks - Million Clicks/Week, Week of July 29, 2024 - Week of July 28, 2025 Year-Over-Year



Figure 2

