

# RETAIL SALES INDEX

JULY 2025

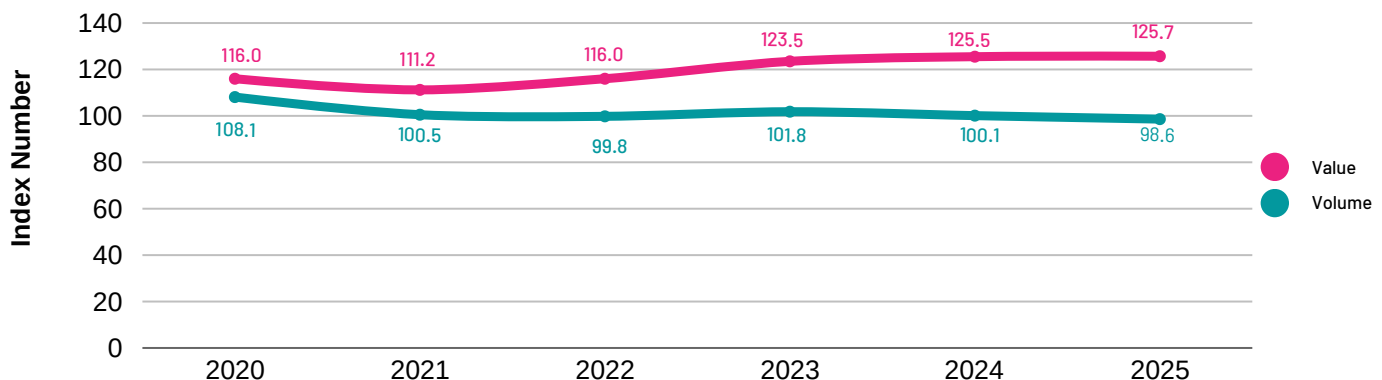


## LOCAL RETAIL SALES

### Sales Volume Index Decreased 1.5 Per Cent

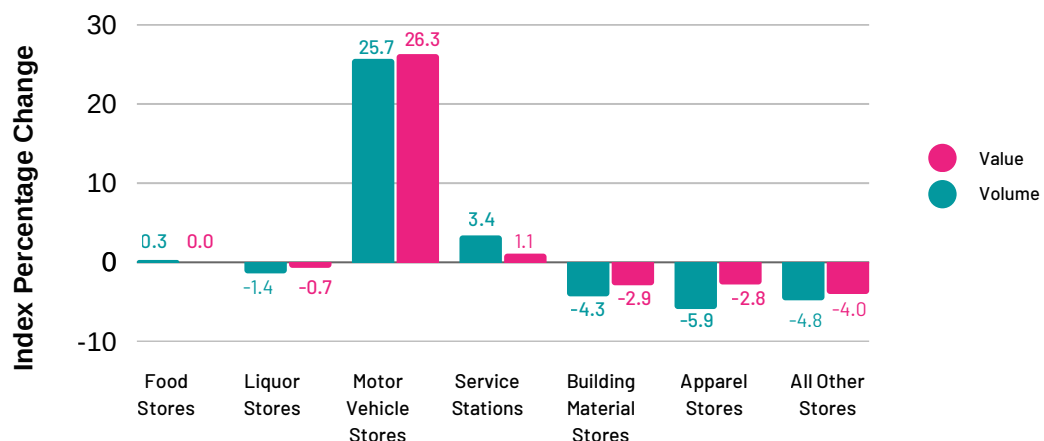
After adjusting for the retail sales rate of inflation, measured at 1.6 per cent in July, the overall volume of retail sales index decreased 1.5 per cent when compared to July 2024.

Figure 1 July Local Retail Sales Value and Volume Indices  
2020-2025



During July 2025, four of the seven sectors recorded year-over-year decreases in their sales volume and value indices. In value terms, retail sales increased to an estimated \$117.3 million, which represented a 0.2 per cent increase in sales value year-to-year. Excluding Sundays, there were 26 shopping days, one fewer than in July 2024.

Figure 2 July 2025 Retail Sales Value and Volume Indices Percentage Change by Sector  
Year-Over-Year



## YEAR-OVER-YEAR INDICES ANALYSIS

**Food Stores**

The sales volume for Food Stores increased 0.3 per cent, while its sales value remained the same.

**Liquor Stores**

The sales volume for Liquor Stores decreased 1.4 per cent, while its sales value decreased 0.7 per cent.

**Motor Vehicle Stores**

The Motor Vehicle Stores sales volume and value increased by 25.7 per cent and 26.3 per cent, respectively when compared to July 2024.

**Service Stations**

The sales volume for Service Stations increased 3.4 per cent. In value terms, sales in July 2025 increased 1.1 per cent.

**Building Material Stores**

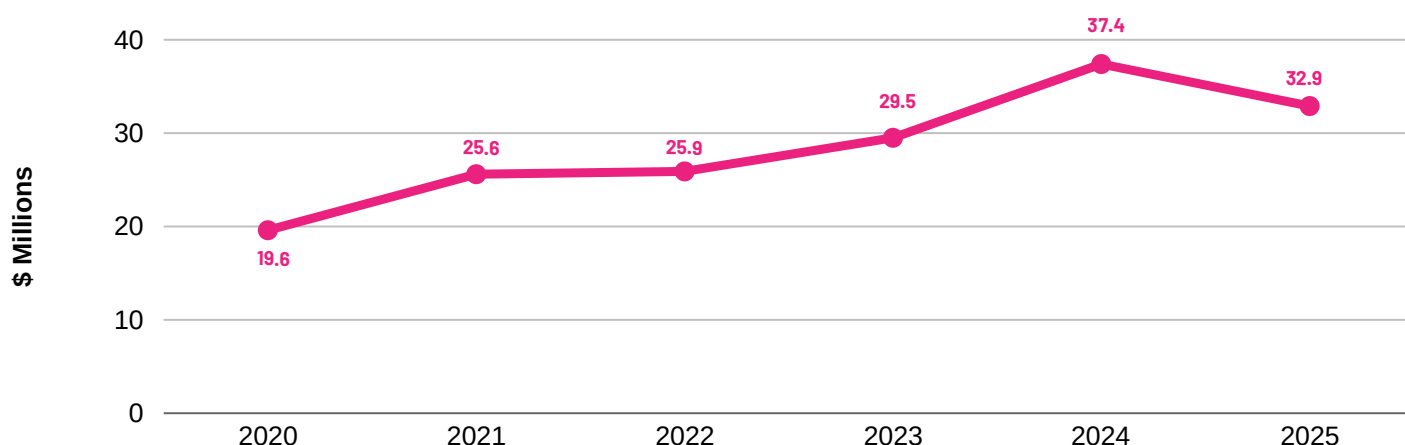
The sales volume of Building Material Stores decreased by 4.3 per cent. The value of sales decreased by 2.9 per cent.

**Apparel Stores**

The volume of sales for Apparel Stores decreased 5.9 per cent. The value of Apparel Stores sales decreased 2.8 per cent.

**All Other Store Types**

All Other Store Types' sales volume decreased by 4.8 per cent. In value terms, sales for this sector decreased by 4.0 per cent. Sales for boat and marine supplies decreased 41.9 per cent. Gross receipts from furniture sales decreased 14.9 per cent. Sales of miscellaneous goods decreased 3.8 per cent. Sales at pharmacies increased 1.1 per cent. Appliances and electronics sales increased 2.2 per cent.

Figure 3 July Selected Overseas Declarations Values  
2020-2025

## SELECTED OVERSEAS DECLARATIONS (VALUE)

Overseas declarations decreased 12.0 per cent compared to July 2024. Imports via courier decreased \$5.1 million to \$17.6 million. This was due to decreases in the importation of printed materials; optical, photographic cinematographic and surgical equipment; and orthopaedic appliances. Imports by households via sea increased \$0.4 million to \$10.3 million. This was due to an increase in the importation of furnishings, works of art, vehicles and electrical machinery. Declarations at the airport by returning residents increased \$0.2 million to \$4.5 million. Imports via the Bermuda Post Office remained the same at \$0.5 million.

Table 1 Summary Statistics

Period	Local Retail Sales						Selected Overseas Declarations Value (\$M)					
	Index		Annual % Change		Sales Estimate (\$M)		Via Courier (a)	Residents Via Airport (b)	By Households via Sea (c)	Via Bermuda Post Office (d)	Total (a+b+c+d)	Annual % Change
	Volume	Value	Volume	Value	Volume	Value						
<b>2024</b>												
Jul <sup>R</sup>	100.1	125.5	-1.7	+1.6	93.5	117.1	22.7	4.3	9.9	0.5	37.4	+26.8
Aug	83.7	104.7	-5.4	-2.9	78.1	97.7	12.5	6.5	7.1	0.5	26.6	+3.5
Sep	86.5	107.9	-0.9	+1.4	80.8	100.7	16.5	4.7	7.9	0.5	29.6	+38.3
Oct	89.5	111.6	+1.4	+3.4	83.5	104.1	16.0	5.2	8.6	0.6	30.4	+11.4
Nov	92.4	114.9	+0.8	+2.3	86.2	107.2	16.7	5.5	9.3	0.7	32.2	-0.9
Dec	103.4	128.8	-0.6	+1.6	96.5	120.2	20.0	7.2	12.2	0.6	40.0	+25.8
<b>2025</b>												
Jan	87.1	109.1	-0.2	+2.0	81.3	101.8	12.9	4.7	7.0	0.7	25.3	+5.4
Feb	80.3	101.0	+0.6	+2.9	75.0	94.3	12.9	3.4	7.0	0.5	23.8	-0.8
Mar	81.3	101.7	-3.7	-2.7	75.9	94.9	15.2	4.0	9.8	1.0	30.0	+24.5
Apr	91.8	115.0	+3.6	+4.5	86.1	107.3	18.2	5.1	9.8	0.5	33.6	+9.1
May	98.3	123.3	-0.6	+0.3	91.9	115.1	15.7	5.3	9.6	0.6	31.2	+8.0
June	95.8	121.1	+0.8	+1.9	89.4	113.0	16.2	4.7	10.1	0.5	31.5	-16.2
<b>July</b>	<b>98.6</b>	<b>125.7</b>	<b>-1.5</b>	<b>+0.2</b>	<b>92.1</b>	<b>117.3</b>	<b>17.6</b>	<b>4.5</b>	<b>10.3</b>	<b>0.5</b>	<b>32.9</b>	<b>-12.0</b>

<sup>R</sup> Revised

# BERMUDA RETAIL SALES INDEX

Table 2 Local Retail Sales Index and Per Cent Changes

Average Monthly Sales **Volume**<sup>1,2,3</sup>

**2015=100**

Period	Total Retail Stores		Food Stores <sup>4</sup>		Liquor Stores <sup>5</sup>		Motor Vehicle Stores		Service Stations		Building Material Stores		Apparel Stores		All Other Store Types	
	Index	%	Index	%	Index	%	Index	%	Index	%	Index	%	Index	%	Index	%
<b>2024</b>																
Jul <sup>R</sup>	100.1	-1.7	95.4	+1.5	98.8	-1.1	80.4	-2.3	125.0	+4.6	94.9	-23.1	61.1	-6.3	102.2	-2.4
Aug	83.7	-5.4	83.4	-3.7	86.2	-3.7	61.6	-3.1	99.3	-1.5	98.1	+5.4	47.5	-14.3	80.1	-9.1
Sep	86.5	-0.9	85.1	+1.8	69.6	-10.3	80.8	+0.6	93.9	+1.1	90.1	-12.0	55.0	-3.8	86.3	+0.2
Oct	89.5	+1.4	91.2	+3.8	74.0	-2.5	89.6	-1.1	92.6	+2.3	110.8	+13.4	51.0	+3.9	83.3	-1.9
Nov	92.4	+0.8	88.7	+2.5	75.6	+2.9	73.3	-4.9	87.3	+0.2	119.9	+24.6	72.1	-0.7	96.3	-1.9
Dec	103.4	-0.6	92.7	-3.1	96.9	-4.3	85.7	+20.4	98.3	+12.6	81.8	-6.5	120.5	-5.6	111.4	+0.5
<b>2025</b>																
Jan	87.1	-0.2	95.9	+12.7	59.7	+4.7	86.9	-12.7	75.0	-6.9	95.7	-14.5	45.9	-6.5	80.4	-6.3
Feb	80.3	+0.6	82.8	+2.3	61.8	-8.4	90.0	+30.8	76.6	-2.4	98.3	+0.2	39.0	+0.3	78.8	+1.7
Mar	81.3	-3.7	83.6	-5.0	79.7	-6.9	97.4	+5.9	87.3	+2.2	153.2	+1.5	55.4	-1.1	88.1	+1.5
Apr	91.8	+3.6	85.9	+2.5	63.1	-7.3	115.5	+11.9	89.8	+3.2	127.1	+5.8	49.9	+4.6	90.7	+6.2
May	98.3	-0.6	91.2	+1.7	85.7	-1.7	120.0	+8.1	99.2	+1.1	166.9	+7.1	62.7	+1.8	89.4	-6.5
June	95.8	+0.8	91.6	+0.2	89.7	-2.3	85.0	+11.4	116.0	+6.6	114.7	+1.3	94.0	-5.5	98.9	+2.7
<b>July</b>	<b>98.6</b>	<b>-1.5</b>	<b>95.7</b>	<b>+0.3</b>	<b>97.4</b>	<b>-1.4</b>	<b>101.1</b>	<b>+25.7</b>	<b>129.3</b>	<b>+3.4</b>	<b>90.8</b>	<b>-4.3</b>	<b>57.5</b>	<b>-5.9</b>	<b>97.3</b>	<b>-4.8</b>

Table 3 Local Retail Sales Index and Per Cent Changes

Average Monthly Sales **Value**<sup>1,2,3</sup>

**2015=100**

Period	Total Retail Stores		Food Stores <sup>4</sup>		Liquor Stores <sup>5</sup>		Motor Vehicle Stores		Service Stations		Building Material Stores		Apparel Stores		All Other Store Types	
	Index	%	Index	%	Index	%	Index	%	Index	%	Index	%	Index	%	Index	%
<b>2024</b>																
Jul <sup>R</sup>	125.5	+1.6	138.5	+7.3	126.7	-0.5	85.1	-0.2	151.7	+3.3	100.7	-21.5	70.8	-1.7	133.9	-0.5
Aug	104.7	-2.9	119.7	-0.4	111.2	-3.1	65.2	-1.4	120.5	-2.7	104.1	+6.4	55.1	-10.0	105.3	-7.3
Sep	107.9	+1.4	122.0	+4.7	89.8	-10.2	85.5	+2.4	111.6	-2.3	95.6	-11.2	63.8	+0.9	113.0	+1.6
Oct	111.6	+3.4	130.8	+6.2	95.6	-1.8	95.2	+1.1	109.7	-1.3	117.6	+14.5	58.8	+7.9	109.2	-0.5
Nov	114.9	+2.3	126.8	+4.4	98.0	+5.0	77.9	-3.0	101.3	-4.7	127.2	+25.8	83.2	+3.4	126.1	-1.3
Dec	128.8	+1.6	132.6	-0.9	125.6	-1.9	91.1	+21.3	114.3	+11.9	86.8	-5.7	139.1	-1.7	146.0	+1.1
<b>2025</b>																
Jan	109.1	+2.0	138.6	+15.1	77.8	+7.0	92.4	-11.6	87.6	-7.0	101.5	-13.7	53.2	-4.7	105.6	-5.5
Feb	101.0	+2.9	120.8	+5.0	81.0	-5.5	95.7	+31.8	90.1	-1.9	105.9	+2.1	45.2	+2.3	97.9	-4.3
Mar	101.7	-2.7	120.8	-4.1	103.4	-5.8	103.4	+6.4	103.0	+0.2	159.2	-0.2	64.3	+1.1	109.1	-4.8
Apr	115.0	+4.5	124.0	+3.1	81.4	-7.1	122.8	+12.7	105.7	-1.7	136.9	+7.9	58.2	+6.0	119.3	+6.9
May	123.3	+0.3	132.2	+2.6	111.3	-0.4	127.6	+8.9	116.6	-3.9	179.7	+8.7	73.2	+3.1	117.5	-6.1
June	121.1	+1.9	132.4	+0.7	115.5	-2.1	90.4	+12.2	136.8	+2.2	123.5	+2.8	109.7	-4.3	130.7	+3.6
<b>July</b>	<b>125.7</b>	<b>+0.2</b>	<b>138.5</b>	<b>+0.0</b>	<b>125.8</b>	<b>-0.7</b>	<b>107.5</b>	<b>+26.3</b>	<b>153.3</b>	<b>+1.1</b>	<b>97.8</b>	<b>-2.9</b>	<b>68.8</b>	<b>-2.8</b>	<b>128.6</b>	<b>-4.0</b>

<sup>1</sup> Index numbers are subject to revisions

<sup>2</sup> Adjustments are not made for a 4/4/5 calendar month

<sup>3</sup> The yearly series reflect annual changes.

<sup>4</sup> Includes household supplies but excludes alcoholic beverages

<sup>5</sup> Does not include sales to bars, clubs, hotels and restaurants

# EXPLANATORY NOTES

The Retail Sales Index (RSI) was first developed in 1982. It is a key economic indicator used to assess the current performance of sales activity in the local retail sector of the economy. The RSI is based on a matched sample of reporting local retail stores. The sales data are collected from these stores via a monthly survey.

The RSI is a self-weighting index. This means that stores reporting a large value of sales have a greater impact on the movement of the index than stores reporting a low level of sales activity.

## The RSI serves to:



## The index is structured into seven broad sectors:

- Food Stores
- Liquor Stores
- Motor Vehicle Stores
- Service Stations
- Building Materials Stores
- Apparel Stores
- All Other Store Types

Total retail stores across the seven sectors represent roughly 70% of all retail activity on the Island. The base period 2015 recorded a gross turnover in retail sales of \$1.1 billion.

Retail outlets that participate in the retail sales survey and trade in similar types of goods are grouped into these seven sectors. It is important to note that sector classifications are not interchangeable with commodity classifications. This is because most retail outlets sell several kinds of commodities.

The sector classification reflects generally the individual commodity or the commodity group, which is the primary source of the establishment's receipts, or some mixture of commodities, which characterizes the establishment's business.

# CONCEPTS AND DEFINITIONS



## Base Period

This is the time period used as a reference point for measuring the shift in the value of retail sales. The base period for the Bermuda RSI is 2015.



## Estimated Gross Turnover

Estimated gross turnover is the total value of retail sales generated in the retail sector. It is calculated by applying the all-items index number for the current month to the average monthly sales figure determined in the base year.



## Gross Sales

Gross sales (volume and value) are sales for which no deductions have been made for the return of merchandise, allowances and discounts.



## Retail Establishment

A retail establishment is one that operates at a fixed place of business and is engaged in sales activities to attract the general public to buy merchandise.



## Retail Trade

Retail trade is the sector of the economy that includes establishments that are engaged in the sale of merchandise for personal or household consumption and in the rendering of services that are incidental to the sale of the merchandise.



## Selected Overseas Declarations

Overseas declarations reflect the value of goods declared, whether for personal or business use, by returning residents via the airport, imports via couriers, imports via the Bermuda Post Office and the value of non-commercial imports by households via sea.



## Value Sales

The dollar value of a quantity of goods and services sold for cash or credit. Sales include the amounts received from customers for: immediate and layaway purchases; rentals; installations; maintenance; repairs and alterations.



## Volume Sales


The dollar value of a quantity of goods and services sold at current retail market prices adjusted to eliminate the effect of price change.

**November 2025**



GOVERNMENT OF BERMUDA  
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