

Survey on Retail Trade

Turnover

Monday 16 November 2009

OCTOBER 2009

DGS
Sectoral Surveys and Statistics Directorate

In October, **retail trade** grew significantly on the previous month.

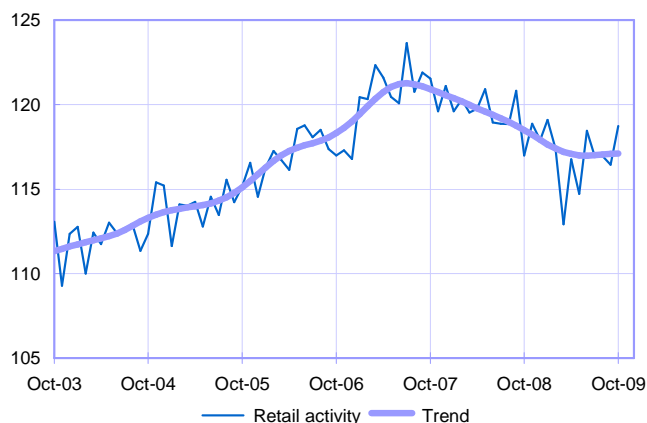
According to data adjusted for seasonal and working-day variations, sales volumes were up by 2.0% compared with September.

Sales of **food products** rose by 1.1%. Sales of **industrial products** posted a 4% increase due to overall positive growth, especially in the hardware-DIY, consumer electronics, footwear and furniture sectors.

The turnover of **small retail stores** posted a particularly significant rise, climbing by 2.5% month-on-month. The turnover of **large general retailers** also increased, by 1.5%, thanks to the 2.4% rebound recorded by department stores, the growth in hypermarkets and supermarkets, of 1.5% and 1.3% respectively, and the improvement in distance sales, of 0.9%.

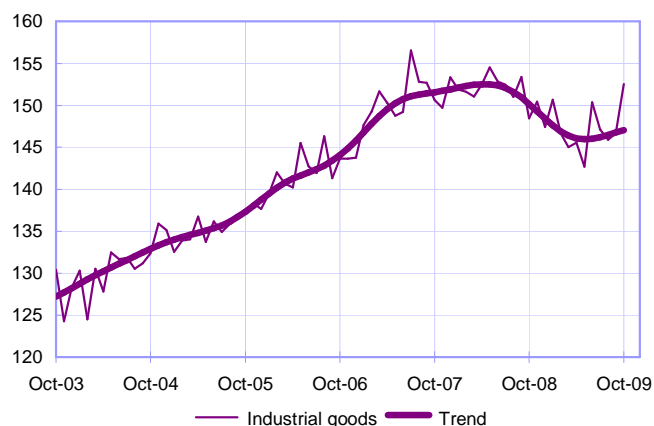
Turnover – industrial goods and food

index in seasonally-adjusted volume terms (100 = 1993)



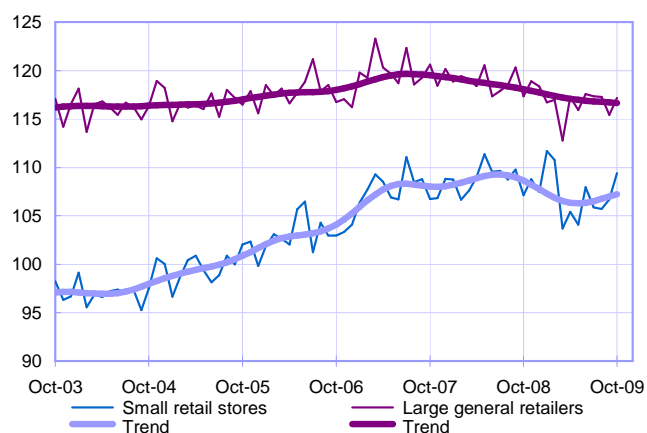
Industrial goods

index in seasonally-adjusted volume terms (100 = 1993)



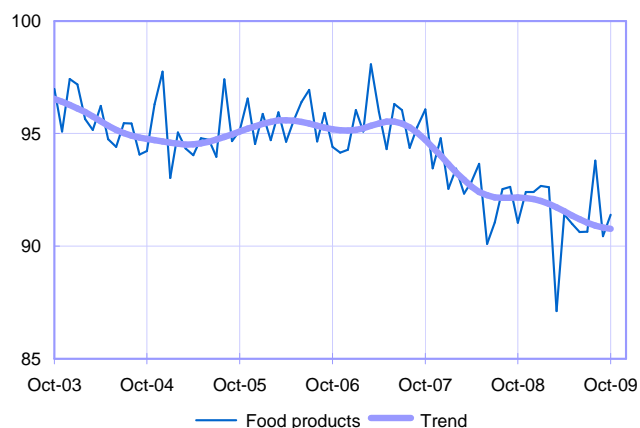
Turnover by outlet category

index in seasonally-adjusted volume terms (100 = 1993)



Food products

index in seasonally-adjusted volume terms (100 = 1993)



October	Index M	Index M-1	Index M-12	Trend M	Month-on- month % change	Quarter-on- Quarter % change (*)
Indices and changes in volume terms adjusted for seasonal and working-day variations (100=1993)						
Total	118.7	116.4	117.0	117.1	2.0%	0.6%
Food	91.4	90.4	91.0	90.8	1.1%	1.2%
Industrial goods	152.5	146.7	148.5	147.0	4.0%	1.1%

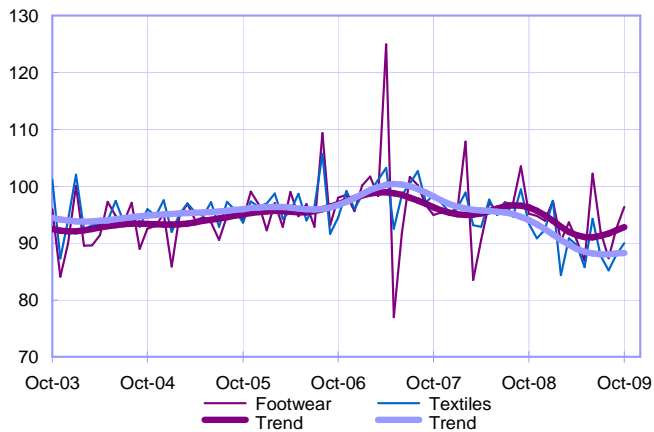
(*) The past three months compared with the previous three (M, M-1 and M-2 compared with M-3, M-4 and M-5).

Industrial goods

(54 % of total food and manufactured goods in household consumption)

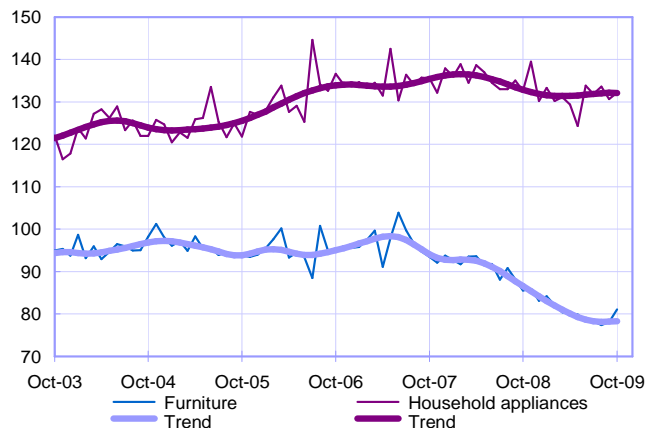
Textiles – Footwear

index in seasonally-adjusted volume terms (100 = 1993)



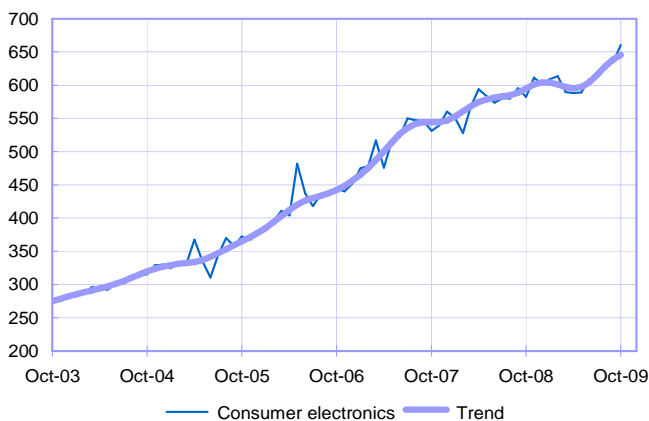
Furniture – Household appliances

index in seasonally-adjusted volume terms (100 = 1993)



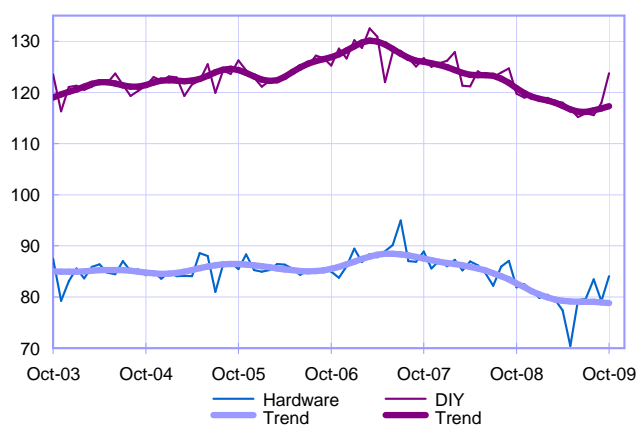
Consumer electronics

index in seasonally-adjusted terms (100 = 1993)



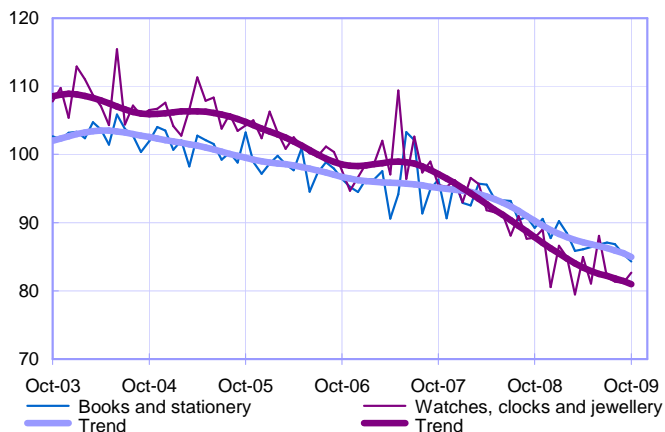
Hardware – DIY

index in seasonally-adjusted terms (100 = 1993)



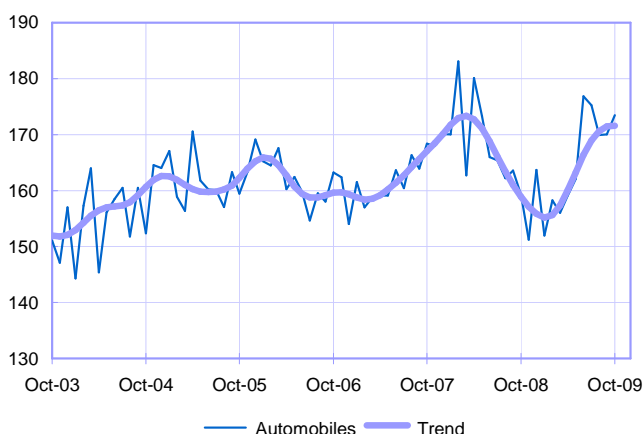
Watches, clocks and jewellery – Books and stationery

index in seasonally-adjusted volume terms (100 = 1993)



New automobiles

index in seasonally-adjusted volume terms (100 = 1993)



Changes by product

October	Index	Index	Index	Trend	Month-on-	Quarter-on-
Indices and changes in volume terms adjusted for seasonal and working-day variations (100=1993)	M	M-1	M-12	M	month % change	Quarter % change (*)
Total	118.7	116.4	117.0	117.1	2.0%	0.6%
Food O/W	91.4	90.4	91.0	90.8	1.1%	1.2%
Food excluding meat	98.5	96.9	97.0	97.9	1.7%	0.7%
Meat	73.8	73.8	75.7	73.3	0.1%	1.1%
Industrial goods O/W	152.5	146.7	148.5	147.0	4.0%	1.1%
Textiles and clothing	90.0	87.9	93.5	88.3	2.4%	-1.8%
Footwear	96.4	92.5	95.2	92.8	4.1%	-1.7%
Furniture	81.1	78.1	85.5	78.3	3.8%	0.0%
Household appliances	132.1	130.6	132.6	132.1	1.1%	1.6%
Consumer electronics	660.4	634.7	582.3	645.6	4.0%	6.3%
Hardware	84.1	79.3	81.9	78.8	6.1%	7.6%
DIY	123.8	117.9	119.8	117.3	4.9%	2.7%
Books and stationery	84.3	85.4	89.2	85.0	-1.3%	-1.4%
Watches, cloks and jewellery	82.7	81.1	87.8	81.0	1.9%	-2.4%
New automobiles	173.5	170.0	159.3	171.6	2.0%	-0.1%

Changes by outlet category

October	Index	Index	Index	Trend	Month-on-	Quarter-on-
Indices and changes in volume terms adjusted for seasonal and working-day variations (100=1993)	M	M-1	M-12	M	month % change	Quarter % change (*)
Small retail stores (excludind automobile sales)	109.4	106.7	107.1	107.2	2.5%	1.2%
Large general retailers O/W	117.1	115.4	117.3	116.7	1.5%	-0.3%
Department stores	105.5	103.0	106.7	104.2	2.4%	-2.2%
Supermarkets	130.8	128.9	130.2	130.4	1.5%	1.0%
Hypermarkets	115.4	113.9	114.9	115.1	1.3%	1.0%
Distance sales	67.9	67.3	78.6	67.7	0.9%	-3.5%

(*) The past three months compared with the previous three (M, M-1 and M-2 compared with M-3, M-4 and M-5).

Provisional data as of the 7th working day following the month under review.

Methodological note

Indices

The index of activity in month m is calculated using the change in turnover (including taxes) in month m compared with $m-12$ for enterprises that have replied regarding both month m ($Reply_m$) and $m-12$ ($Reply_{m-12}$), using the formula:

$$I_m = \frac{\sum_{i \in Reply_m \cap Reply_{m-12}} T_i^i}{\sum_{i \in Reply_m \cap Reply_{m-12}} T_{m-12}^i} \times I_{m-12}$$

The base year is 1993.

This index in value terms is deflated for the price index in the relevant sector using the consumer price index series published by INSEE, in order to give the index in volume terms.

Month-on-month change

The month-on-month change always refers to the month under review compared with the previous month; it is expressed as a percentage using the formula:

$$\left(\frac{X_m - X_{m-1}}{X_{m-1}} \right) \times 100$$

Year-on-year change

The year-on-year change compares the value of the index with that one year earlier using the formula:

$$\left(\frac{X_m - X_{m-12}}{X_{m-12}} \right) \times 100$$

Series

All of the series (seasonally-adjusted data, trends and composite indicators) are available on the Banque de France's website.

http://www.banque-france.fr/gb/stat_conjoncture/series/enqconj/html/enqconj.htm

Seasonal adjustment

The series are multiplicatively seasonally adjusted using the X12-ARIMA method. The unadjusted series (U) is broken down into three components: trend/cycle (T), seasonal factors (S) and irregular (I). The seasonally-adjusted series published correspond to the unadjusted series without the seasonal factors component (U/S), which is also the multiplication of the trend and the irregular (TxI) components.

Relative weight of products in the "total" retail sales aggregate:

Food excl. Meat and meat products	35
Meat	11
Textiles and clothing	15
Consumer electronics	10
Automobile	8
Furniture	5
DIY	5
Household appliances	3
Footwear	3
Books and stationery	2
Watches, clocks and jewellery	2
Hardware	1
Total	100

Source: Household consumption in 2006 (INSEE) – as a %