Turnover in retail trade
# at the end of July 2020

17 August 2020

In July, dynamic sales partially offset the accumulated losses for some industrial goods, but the catch-up remained limited overall

Disclaimer
The trend in retail sales does not reflect that of total household consumption: the latter includes other items such as healthcare, education and rents, which have been less affected by the crisis.

In **July**, turnover in retail trade rose by 4.5 % year-on-year (adjusted for seasonal and working-day variations) after putting on 6.2 % in June. Sales were particularly dynamic for some industrial products, partially offsetting the sharp decline in turnover seen during lockdown. This was notably the case for bicycles and motorcycles (up 33.1 % year-on-year), footwear (up 20.9 %), DIY (up 19.6 %) and furniture (up 19.4 %). Conversely, perfumes and personal care products and press and stationery products, which lost 10.6 % and 7.7 % respectively, did not benefit from this trend. Overall, the extent of the catch-up remains limited for industrial goods sales as a whole, which posted year-on-year growth of 7.5 % in July after 11.1% in June. Food sales were almost stable, inching up by 0.6 %.

In terms of distribution channels, sales of small retailers grew, thanks to the lifting of lockdown, by 5.2 % year-on-year after 12.3 % in June. Sales of large general retailers increased more moderately by 1.7 %. Sales were up mainly in supermarkets, by 4.3 %, while in department stores, they remained well below pre-crisis levels, down 27.2 %. The data observed at the end of June point to a slowdown in distance selling, which nevertheless remains sharply up by 27.3 % year-on-year.

Total industrial goods and food sales: year-on-year change (%)
June and July 2020 y-o-y comparison; seasonally and working-day adjusted volume terms
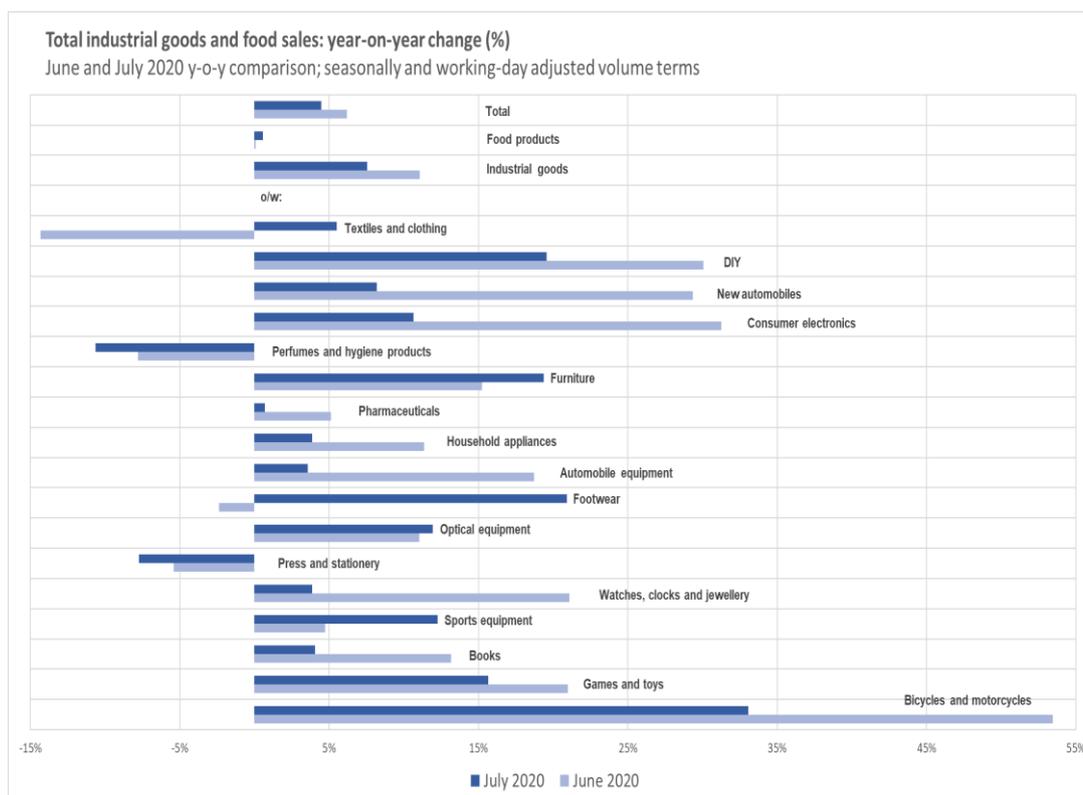
|	Weight
Food products	43%
Industrial goods o/w	57%
Textiles and clothing	10%
DIY	7%
New automobiles	6%
Consumer electronics	5%
Perfumes and hygiene products	4%
Furniture	4%
Pharmaceuticals	3%
Household appliances	3%
Automobile equipment	3%
Footwear	2%
Optical equipment	2%
Press and stationery	2%
Watches, clocks and jewellery	2%
Sports equipment	1%
Books	1%
Games and toys	1%
Bicycles and motorcycles	1%

■ July 2020 ■ June 2020

Notes :
- Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (see methodology)
- The aggregated and by sub-sector series are seasonally adjusted on an individual basis: the seasonally adjusted series do not represent the sum of the seasonally adjusted components.

Retail trade by certain outlet category: year-on-year change (%)
June and July 2020 y-o-y comparison; seasonally and working-day adjusted volume terms.
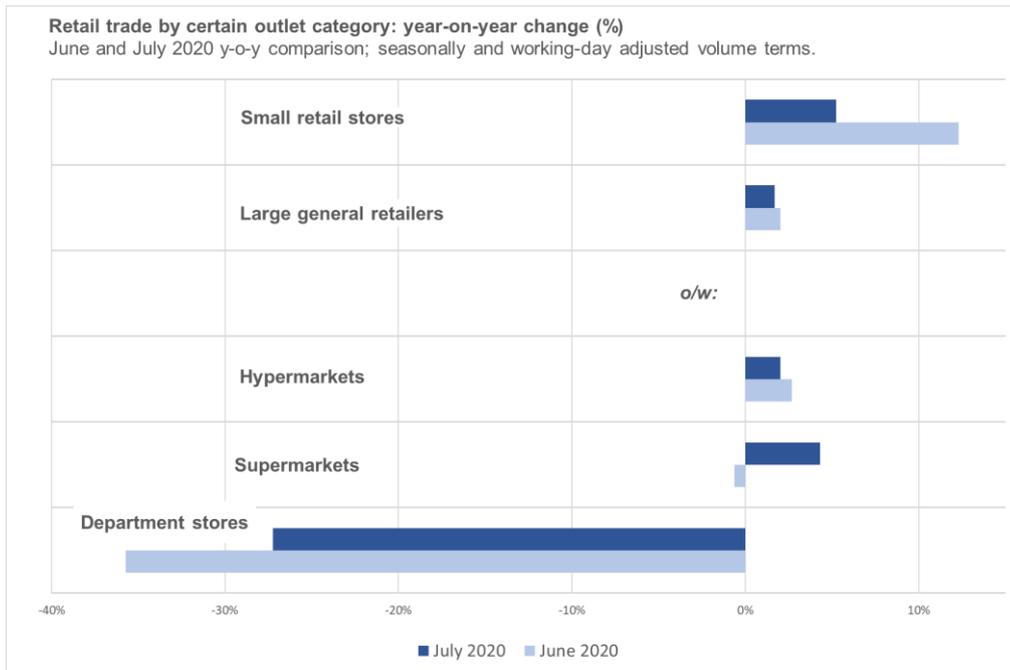
Large general retailers	Weight
Hypermarkets	50%
Supermarkets	33%
Distance sales	11%
Department stores	6%

■ July 2020   ■ June 2020

Total industrial goods and food
index in seasonally-adjusted volume terms (100 = 2010)

—— Total industrial goods and food   —— Trend
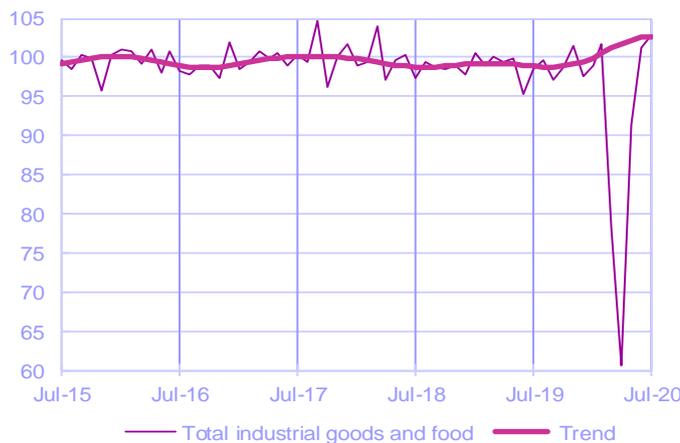
Distance sales
Source: Fevad and Banque de France
index in seasonally-adjusted volume terms (100 = 2010)

—— distance sales   —— Trend

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

Notes:
- The Fevad and the Banque de France work together to publish the e-commerce figures for France (excluding food). This month the series will not be published as the model does not have sufficient data to capture the break from past patterns. The actual figure will be published as soon as it is available.
- The aggregated and by sub-sector series are seasonally adjusted on an individual basis: the seasonally adjusted series do not represent the sum of the seasonally adjusted components.
- Sectors are classified according to the relative weight of the distribution methods included in the aggregates for small retail stores and large general retailers (see methodology)
- However, the "large general retailer" aggregate is not a sub-aggregate of the "total industrial and food product" index. Rather, it is an independent index that covers the overall turnover of hypermarkets, supermarkets, department stores and distance selling. It does not include national chains.

For further details, see sectoral level information, methodology, publications calendar and contacts

Find the series on the website of the Bank of France in Webstat Banque de France database.

Subscription to Business surveys can be requested to www.banque-france.fr