

Turnover in retail trade at the end of February 2021

16 March 2021

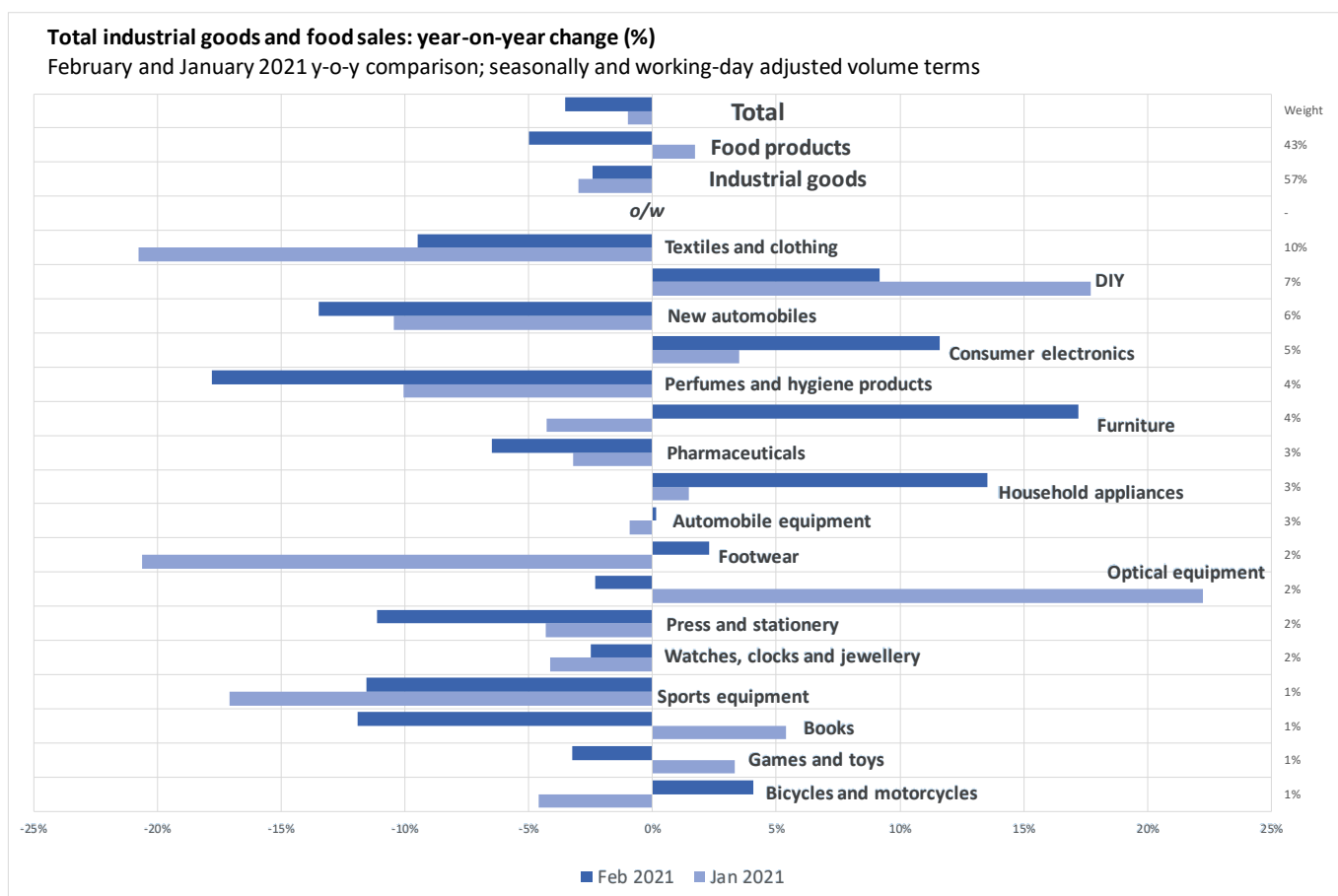
In February, turnover in retail trade was stable

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.

February was marked by various health measures affecting retailers: a curfew set at 6 pm, closure of non-food shopping centers of more than 20,000 m² from 31 January, a new health protocol for shops, introduction of additional measures in the Alpes-Maritimes department and in the Dunkirk agglomeration. **Nevertheless retail sales were almost stable when comparing to January** (+0.2 %, data adjusted for seasonal and working day variations), as industrial goods sales increase (+1.7 %) compensated for food sales decrease (-1.0 %). Turnover in retail trade decreased by 3.5% year-on-year, after inching down by 1.0% in January. Decreases were recorded both in food sales (down 5.0% year-on-year, compared to a high February 2020) and in industrial goods sales (down 2.4%). The largest falls were recorded in perfumery, new automobiles and books, where sales dropped by 17.8%, 13.5% and 11.9% respectively. Conversely, sales of household equipment posted strong growth, in particular sales of furniture (up 17.2%), household appliances (up 13.5%) and consumer electronics (up 11.6%).

By distribution channel, sales of small retailers were almost stable (down 0.2% year-on-year) while those of large general retailers declined by 4.0%. For February, the final data for distance selling are not yet available; for **January 2021**, it grew strongly by 21.6% year-on-year (after 41.8% in December 2020).



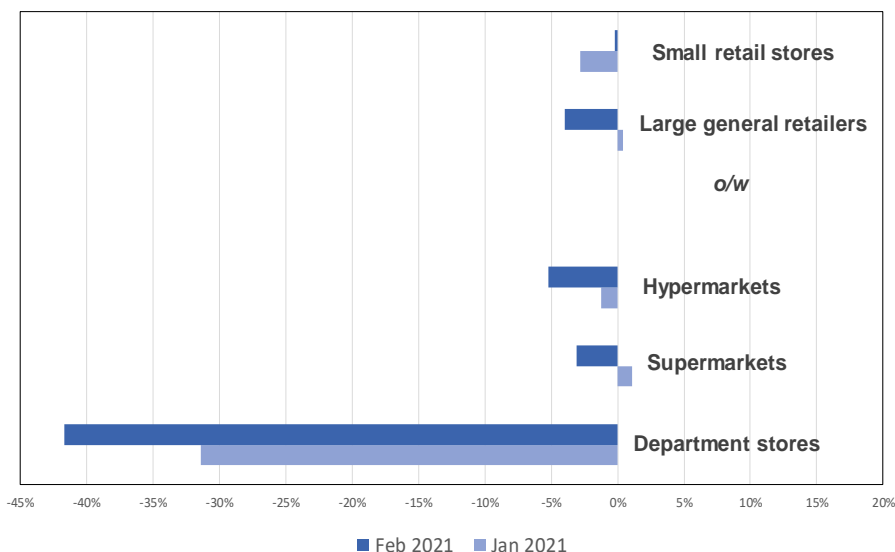
Notes :

- 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.

Period under review : February 2021

Retail trade by certain outlet category: year-on-year change (%)

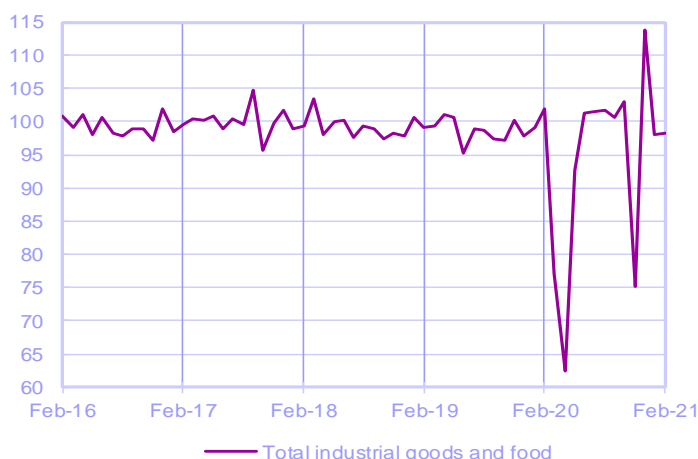
February and January 2021 y-o-y comparison; seasonally and working-day adjusted volume terms.



Large general retailers	Weight
Hypermarkets	50%
Supermarkets	33%
Distance sales	11%
Department stores	6%

Total industrial goods and food

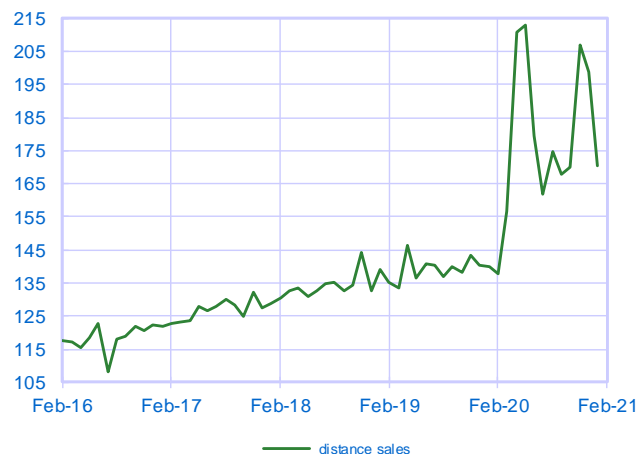
index in seasonally-adjusted volume terms (100 = 2010)



Distance sales

Source: Fevad and Banque de France

index in seasonally-adjusted volume terms (100 = 2010)



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.

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