Turnover in retail trade at the end of March 2021

19 April 2021

Turnover in retail trade remained stable in March

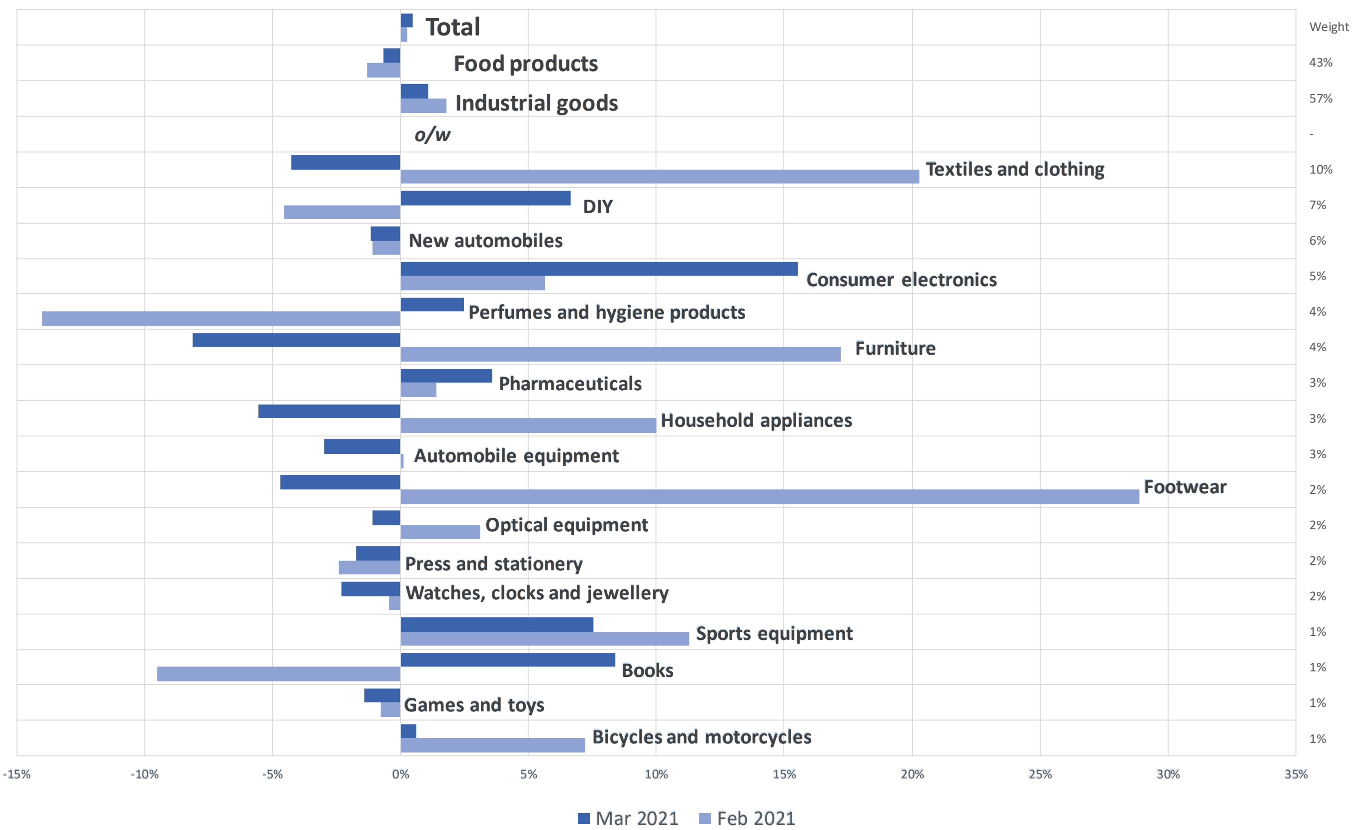
Note: The trend in retail sales does not reflect that of total household consumption: the latter includes other items such as health care, education and rents rents.

With the extension of the lockdown measures, in particular the tightening of restrictions in 16 and then 19 departments as of 20 March which led to the closure of non-essential shops in those areas, **turnover in retail trade remained little-changed in March compared to February, rising by just 0.5%** (adjusted for seasonal and working-day variations). Industrial goods sales rose by 1.1% month-on-month, but this was offset by a 0.7% decline in sales of food. The steepest rises were in electronics (+15.5%), books (+8.4%) and sports equipment (+7.5%). In contrast, the biggest falls were in furniture (–8.1%), household appliances (–5.6%) and footwear (–4.7%).

In terms of distribution channels, small retailers reported 4.9% sales growth, while at large general retailers, sales were stable compared to February, inching up by just 0.2%.

Final data for distance selling are not yet available for March; however, in February, distance selling was up 46.5% compared with a year earlier, after year-on-year growth of 21.8% in January.

Total industrial goods and food sales: M/M-1 change (%)
March and February 2021 m-o-m comparison; seasonally and working-day adjusted volume terms

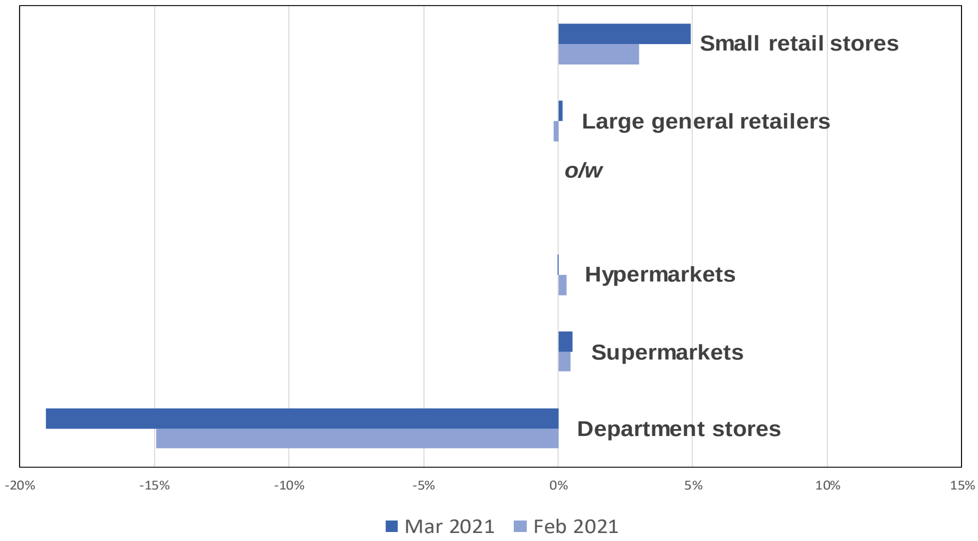


Notes :
- *Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (see methodology)*
- *The aggregated and by sub-sector series are seasonally adjusted on an individual basis: the seasonally adjusted series do not represent the sum of the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

Period under review :March 2021

Retail trade by certain outlet category: M/M-1 change (%)

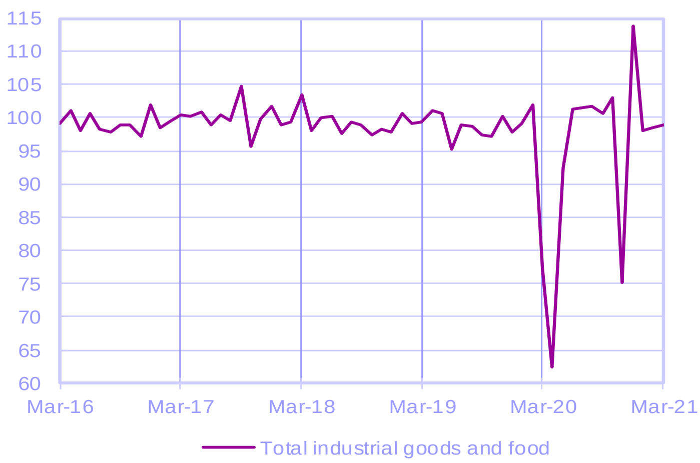
March and February 2021 m-o-m comparison; seasonally and working-day adjusted



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

Total industrial goods and food

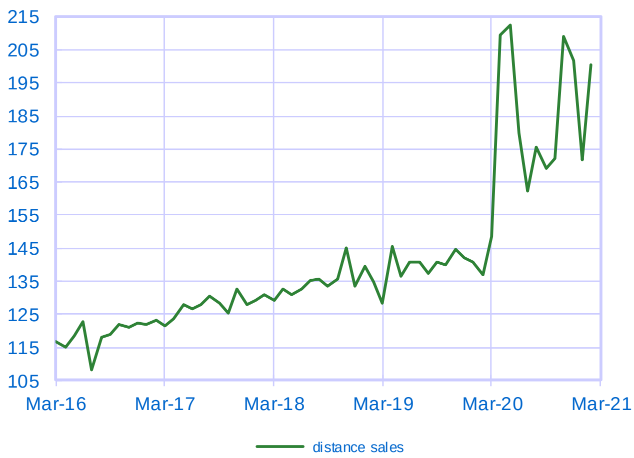
index in seasonally-adjusted volume terms (100 = 2010)



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.

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