

Turnover in retail trade at the end of May 2021

14 June 2021

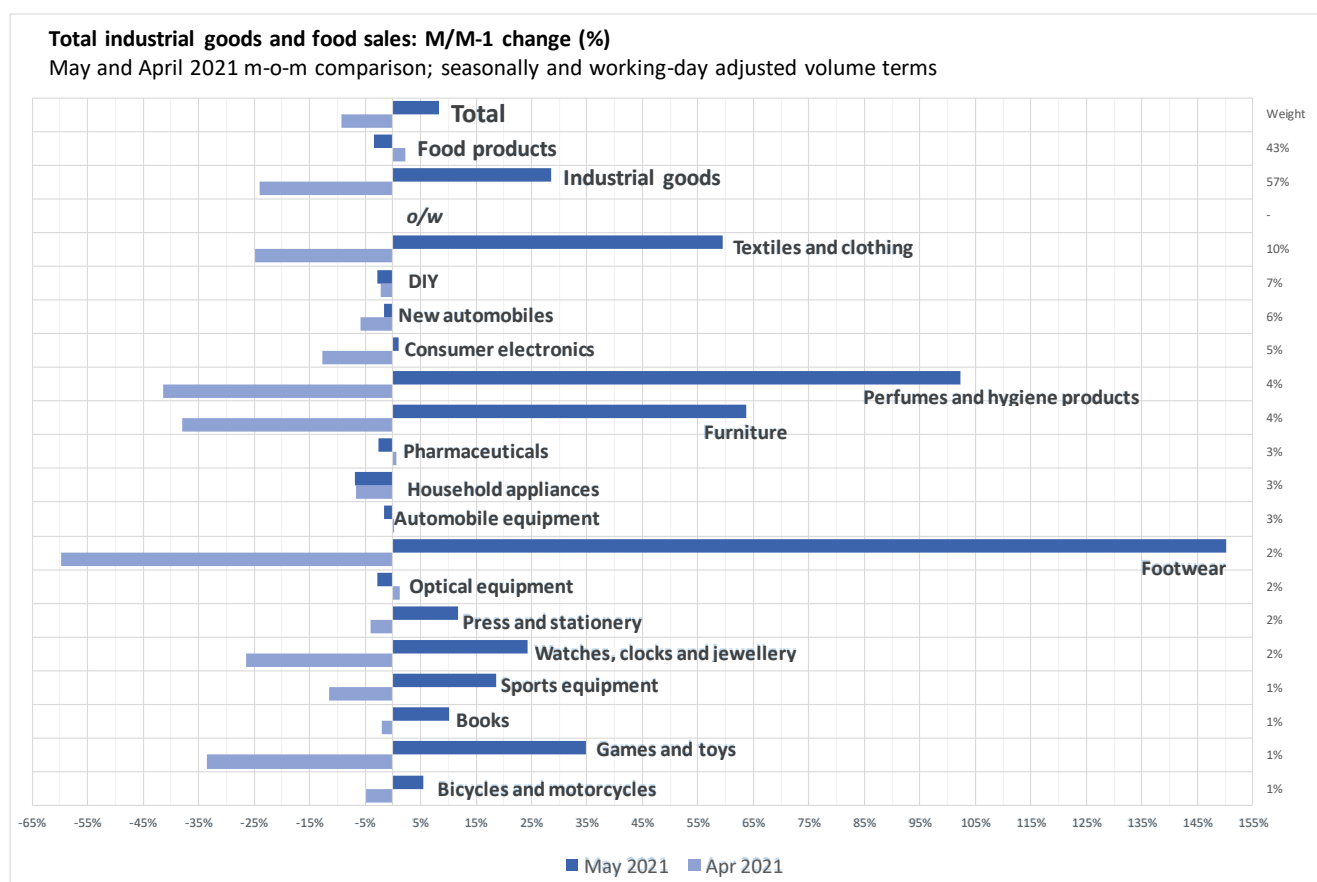
Turnover in retail trade picked up in May

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.

Against the backdrop of the easing of health measures and overall shops reopening, **turnover in retail sales picked up in May**, rising by 8.3 % month-on-month (adjusted for seasonal and working-day variations). This rebound was driven by the 28.5 % increase in industrial goods, while food sales dropped by 3.4 %. Industrial goods sales are 14,4 % above May 2020 level, and -3,2 % below May 2019 level. Food sales kept diminishing over one year (-5.7 %) and over two years (-3.8 %).

The strongest monthly increases in sales were in footwear, perfume and hygiene, and textiles and clothing, which were up by 150.3%, 102.4% and 59.5% respectively. Conversely, moderate decreases were recorded in household appliances, optics, and DIY, where sales fell by 6.8%, 2.8% and 2.8% respectively.

In terms of distribution channels, sales of small shops rose by 4.3%, while those of large general retailers, mainly driven by supermarkets and hypermarkets, inched down by 1.2%. Within the latter, department store sales posted a remarkable 91.2% increase. Final data for distance selling are not yet available for May; however, distance selling continued to rise in April, climbing by 10.3% year-on-year, after 29.0% in March.

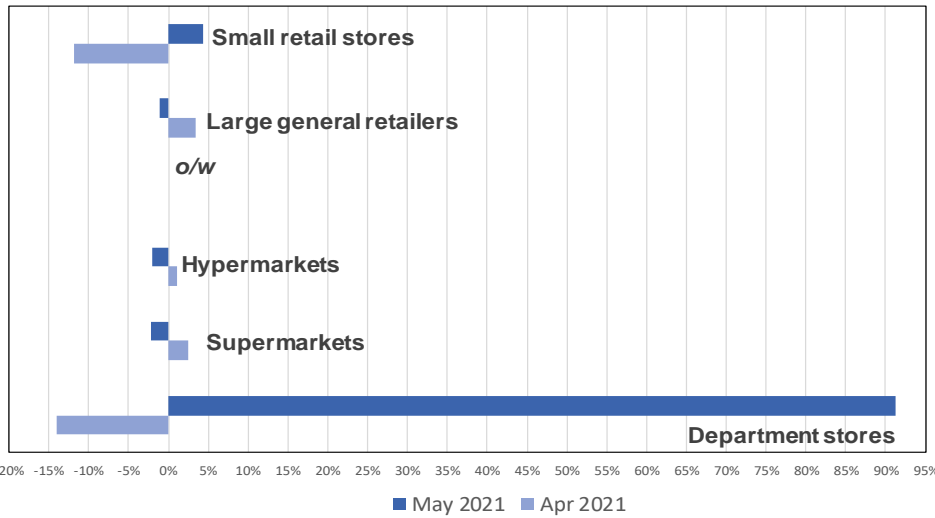


Notes :

- 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: M/M-1 change (%)

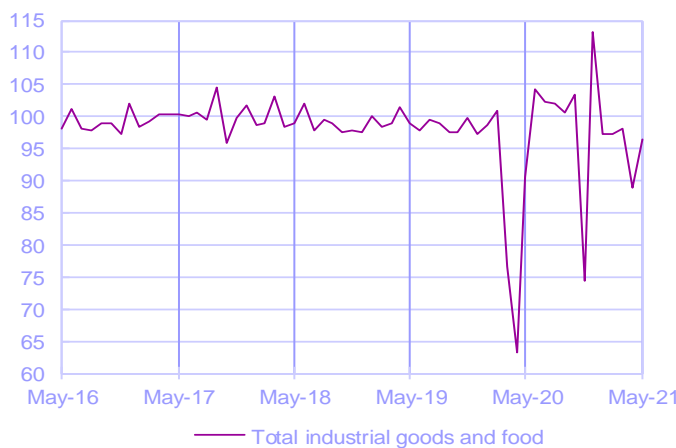
May and April 2021 m-o-m comparison; seasonally and working-day adjusted volume terms.



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

Total industrial goods and food

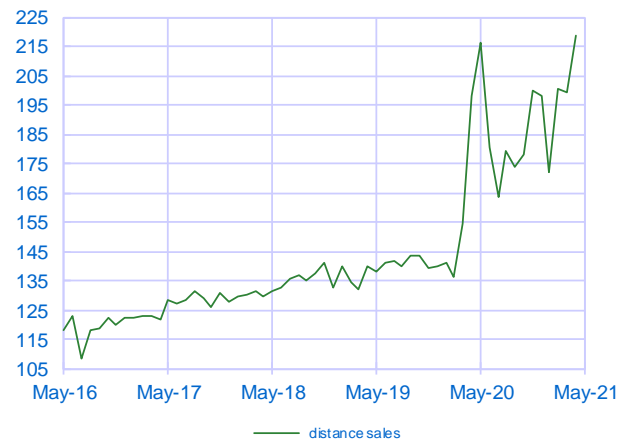
index in seasonally-adjusted volume terms (100 = 2010)



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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