Turnover in retail trade at the end of June 2021

19 July 2021

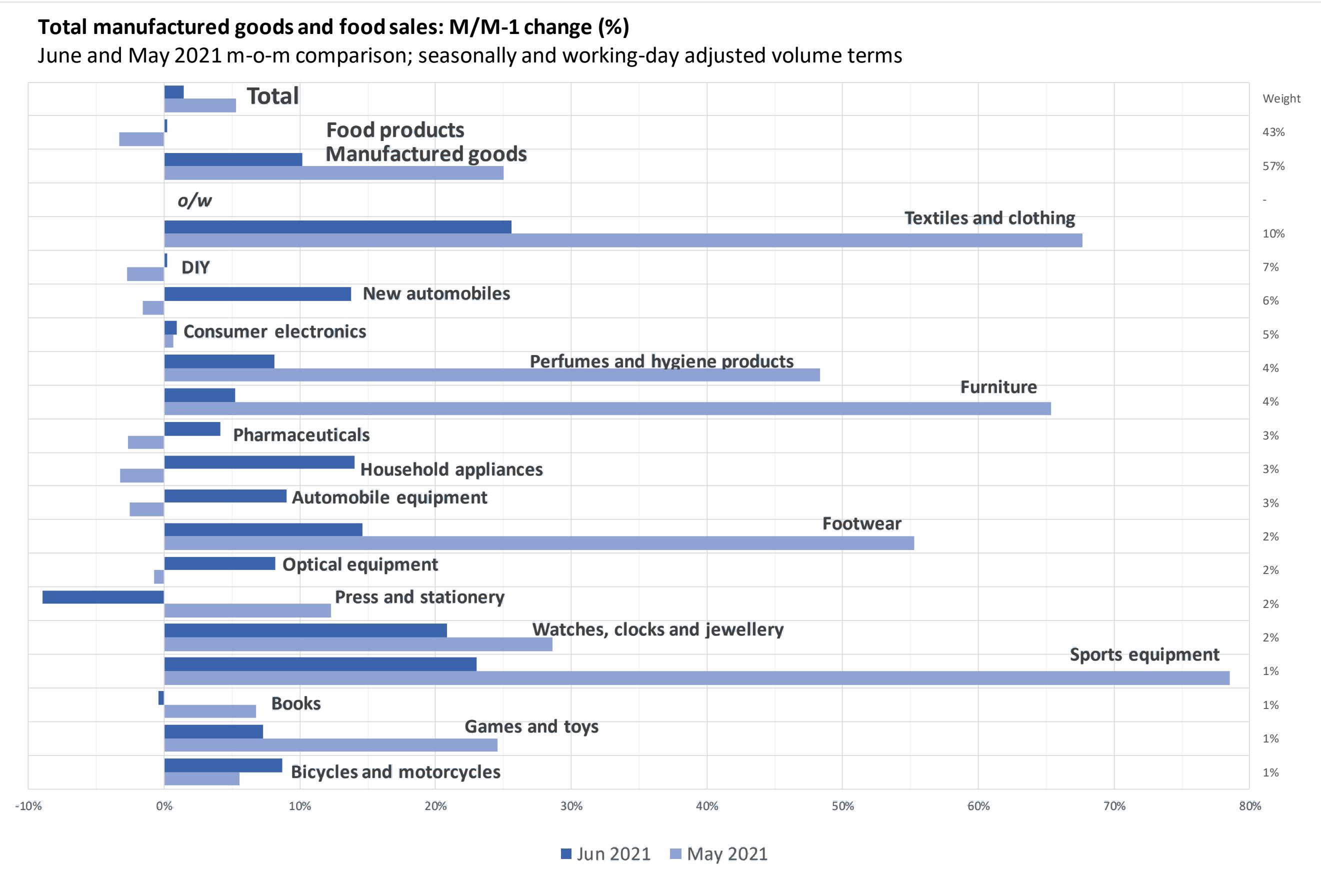
Manufactured goods sales continued to firm in June

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. In 2021, the summer sales started on 30 June, which is the only day of sales included in the results below.

In June, turnover in retail trade continued the growth trend that began the previous month. It rose by 1.5%, adjusted for seasonal and working-day variations, after 5.3% in May. While food sales were stable, inching up by 0.2%, those of manufactured goods increased by 10.2%, driving this overall improvement. Manufactured goods sales were 1.3% above their June 2020 level, and 11.9% above their June 2019 level. Food sales however remain down on June 2020 (-2.9%) and June 2019 (-2.5%).

Personal goods recorded the strongest increases, in particular textiles and clothing (25.6%), sports equipment (23.0%) and watches and jewellery (20.9%). Conversely, the press and stationery sector declined significantly (-9.0%), while book sales (-0.4%) and DIY sales (+0.2%) stabilised.

By distribution channel, sales of small retailers rose by 11.4%, while those of large general retailers lost 1.0%. Supermarket and hypermarket sales fell by 3.6% and 0.8% respectively, while department store sales continued to grow, rising by 17.6%. Final data for distance selling are not yet available for June, but this sector declined year-on-year in May by 3.5%, after rising by 4.3% in April.

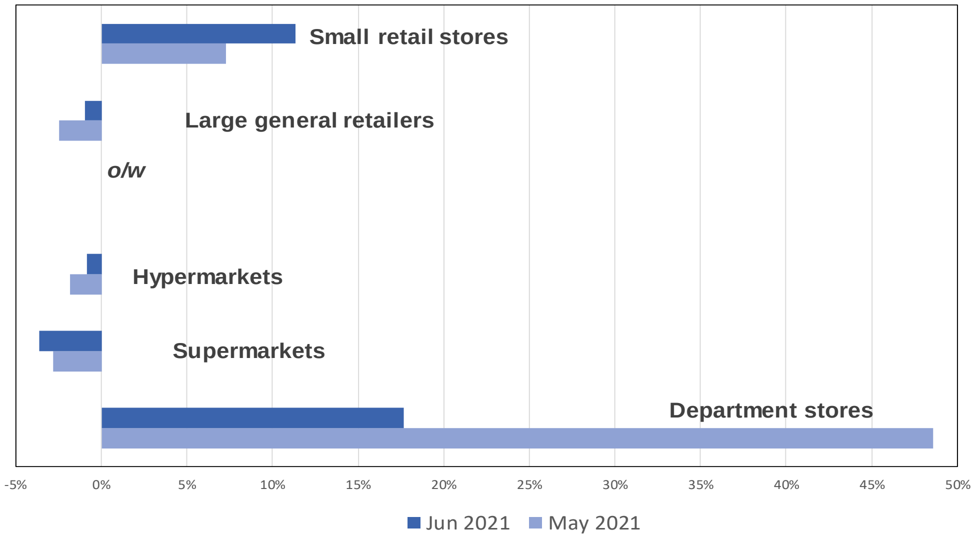


Notes :
- *Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (see methodology)*
- *The aggregated and by sub-sector series are seasonally adjusted on an individual basis: the seasonally adjusted series do not represent the sum of the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

Period under review :June 2021

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

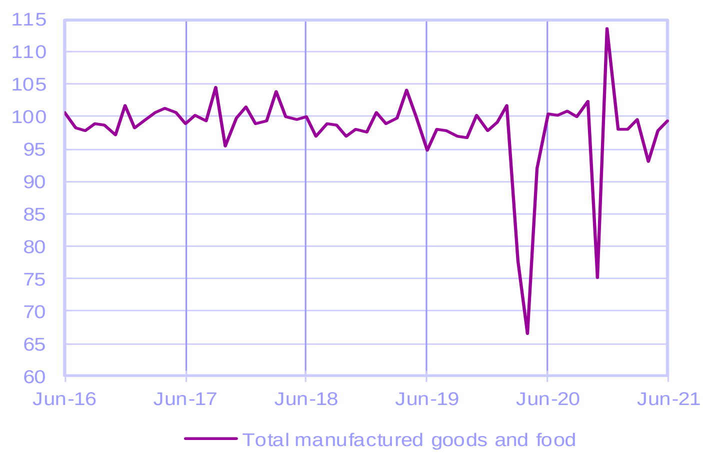
June and May 2021 m-o-m comparison; seasonally and working-day adjusted volume terms.



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

Total manufactured goods and food

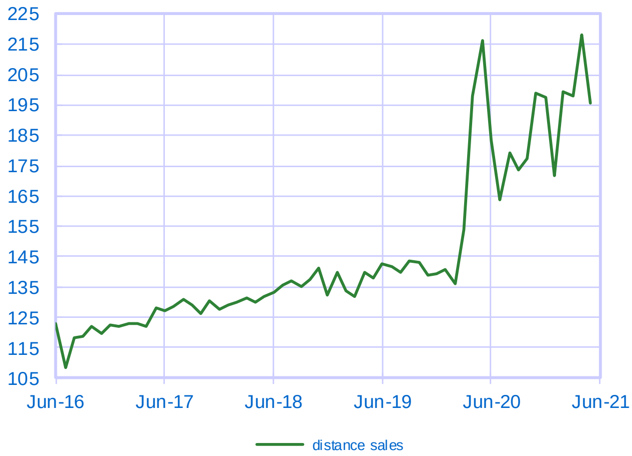
index in seasonally-adjusted volume terms (100 = 2010)



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 manufactured 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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