

## Turnover in retail trade at the end of September 2021

18 October 2021

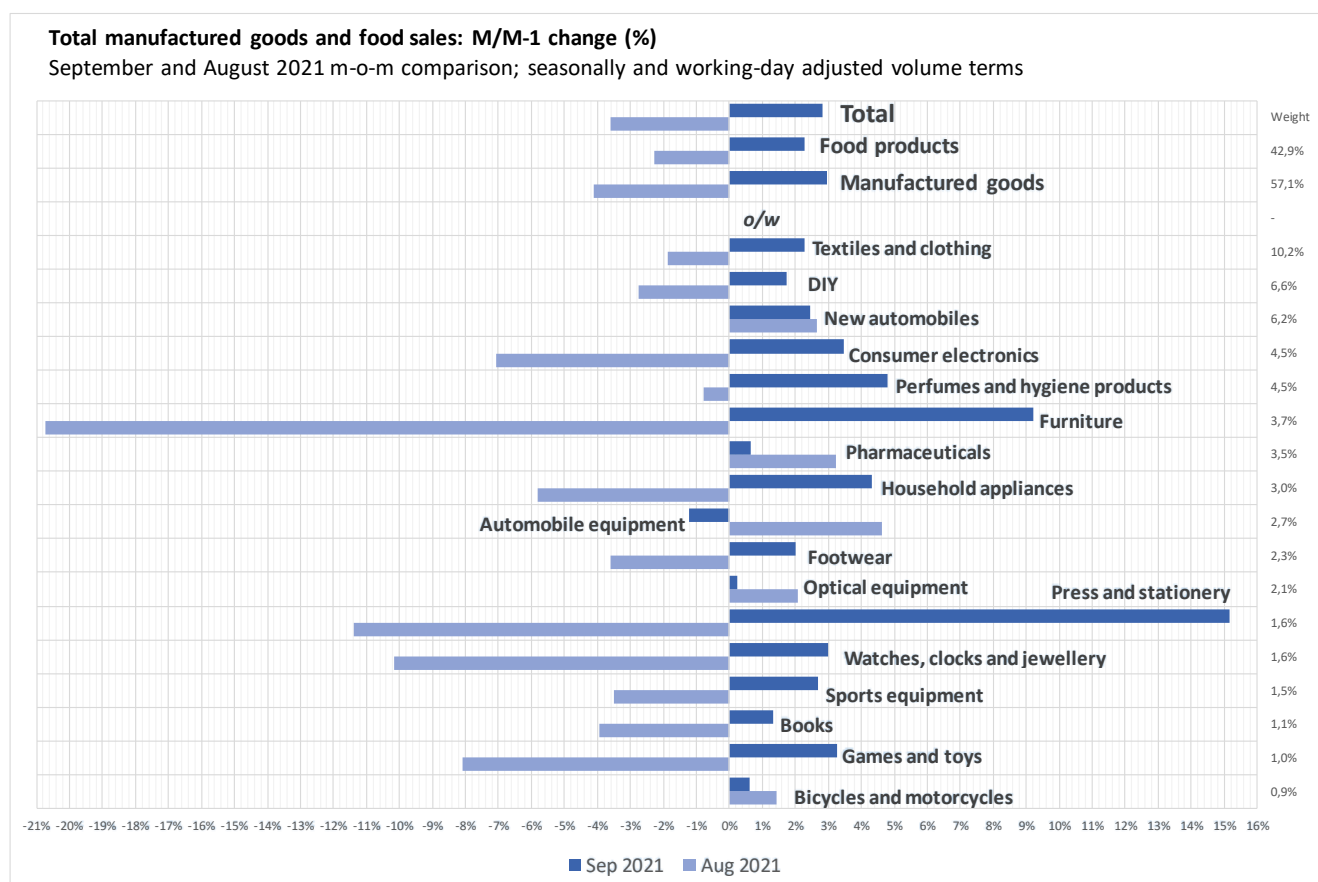
### Strong increases in retail trade in both September and 3<sup>rd</sup> quarter

*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 September, turnover in retail trade rose by 2.8% compared with the previous month after a -3.6 % downturn in August (in volume, adjusted for seasonal and working-day variations). It stood close to its pre-crisis level. The improvement was observed in September for both food sales and manufactured goods, which firmed by 2.3% and 3.0% respectively. Sales increased over the 3<sup>rd</sup> quarter, by +3.2 % compared with the previous one. Whereas food sales were stable (-0,4 %), sales of manufactured goods increased sharply (+9,0 %).

The best performing sectors were press and stationery (15.2%), furniture (9.2%) and perfumes and toilet preparations (4.8%). Only sales of automotive equipment were down this month (-1.2%).

In terms of distribution channels, sales of small retailers were stable, ticking down by 0.2% while those of large general retailers rose by 3.1%. Final data for distance selling are not yet available for September (they were down in August by -2.2%, after -3.1 % in July).



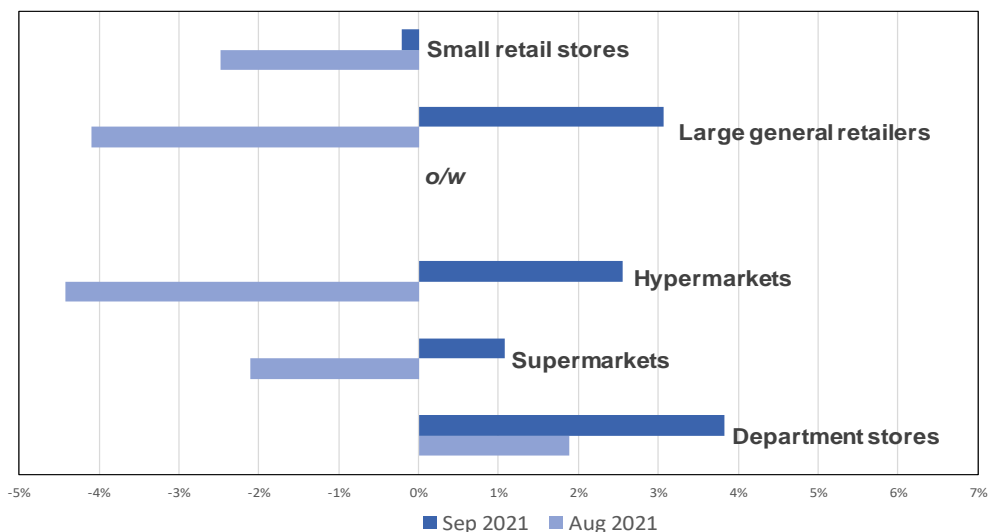
**Notes :**

- 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: September 2021

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

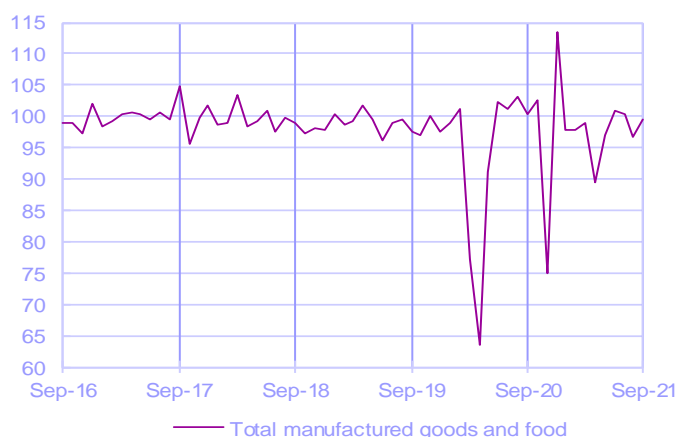
September and August 2021 m-o-m comparison; seasonally and working-day adjusted volume terms.



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

### Total manufactured goods and food

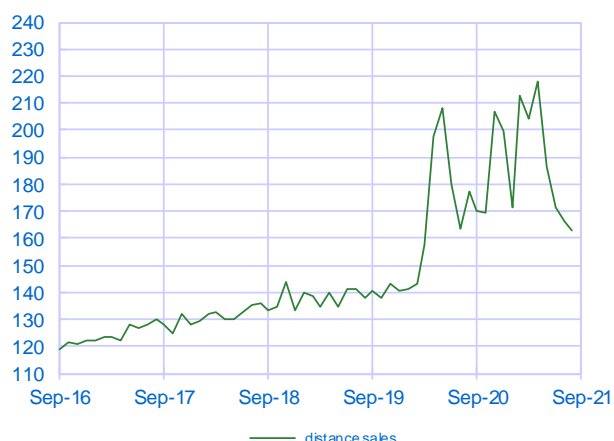
index in seasonally-adjusted volume terms (100 = 2010)



### 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). The actual figure for September 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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