

Turnover in retail trade at the end of October 2021

18 November 2021

After peaking in spring, retail trade sales stand around their 2019 level

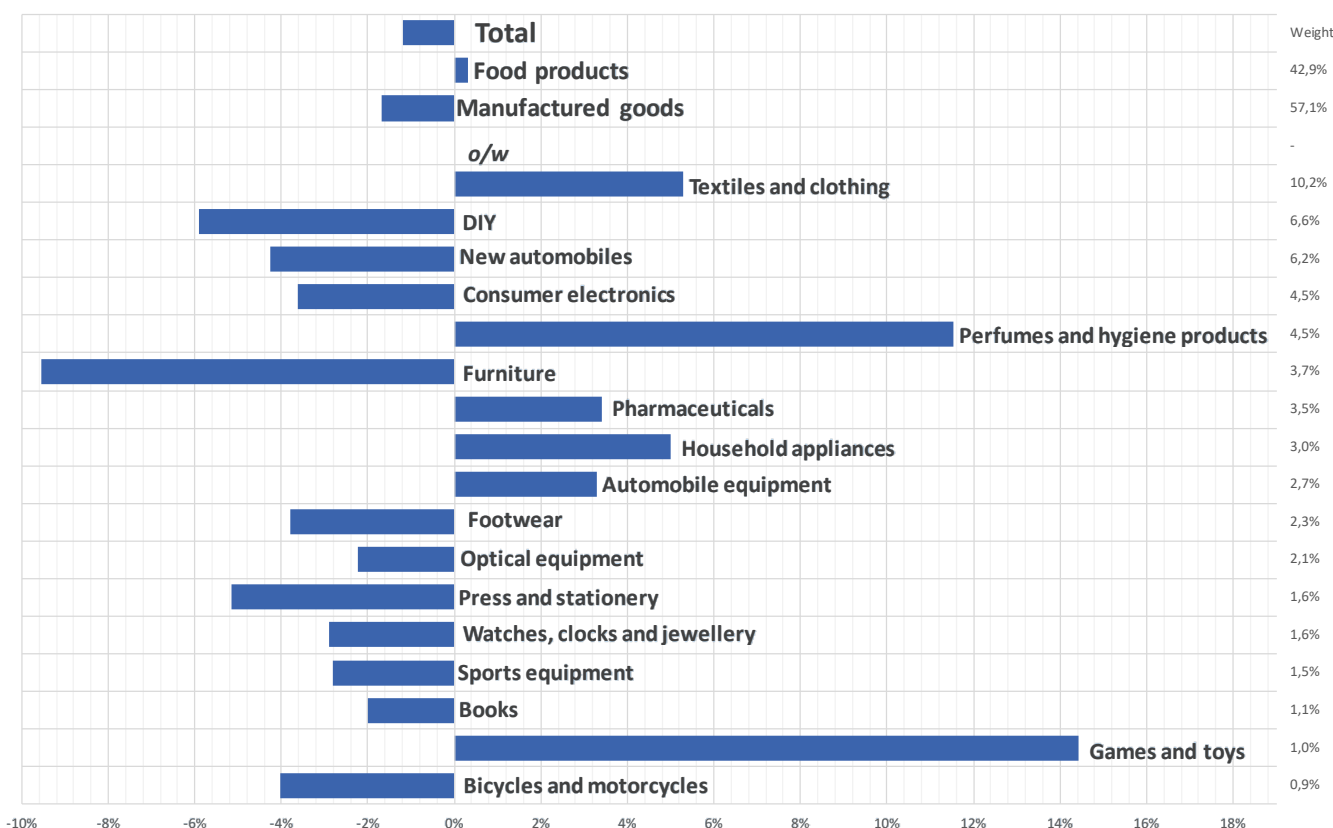
Note: The trend in retail sales does not reflect that of total household consumption: the latter includes other items such as health care, education and rents.

Over the past three months, turnover in retail trade declined by 1.2% (adjusted for seasonal and working-day variations). It remained close to its pre-crisis level (-0.4% compared to the 2019 average). Changes in the past three months were driven by manufactured good sales, which fell by 1.7%, while growth in food sales was stable at 0.3%. Turnover was down in particular for furniture (-9.4%), DIY (-5.9%) and press and stationery (-5.2%); conversely, increases were recorded for games and toys (14.4%) and perfumes and toilet preparations (11.5%). By distribution channel, small retailers and large general retailers were down, with the exception of department stores, which experienced a strong growth. Final data for distance selling are not yet available for October, but they were down year-on-year by 1.5% in September, and by 8.1% in August.

In October, sales decreased by 0.9% compared to September (-0.2% for food and -1.8% for manufactured goods). Small retailers grew by 1.1% and large retailers remained almost stable, ticking down by 0.3%.

Total manufactured goods and food sales: T/T-1 change (%)

Quarter-on-quarter change ; seasonally and working-day adjusted volume terms

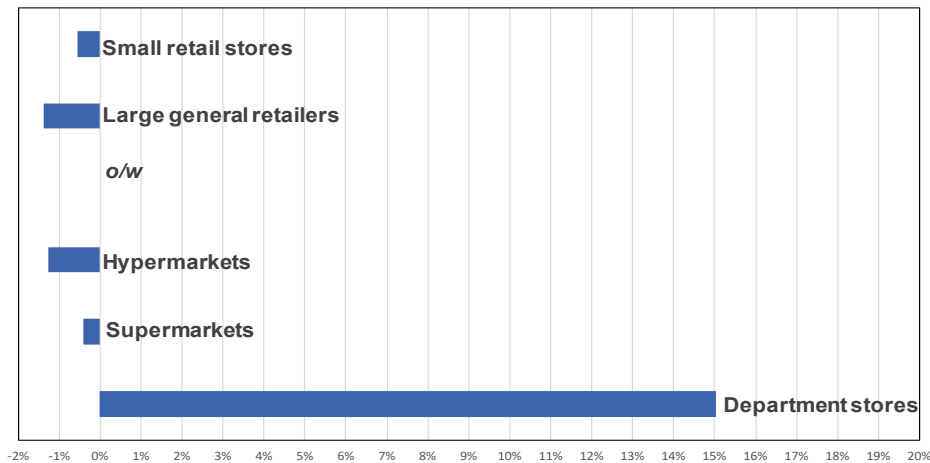


Notes :

- The quarter-on-quarter change is calculated as the ratio of the average of the indices for the current quarter (August-September-October) to the average for the previous quarter (May-June-July).
- 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: T/T-1 change (%)

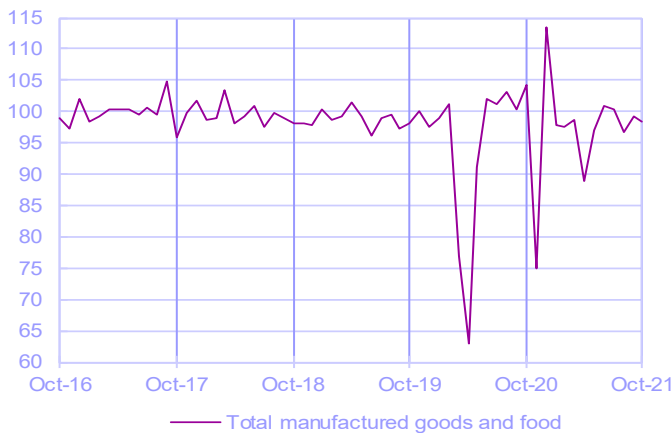
Quarter-on-quarter change ; seasonally and working-day adjusted volume terms.



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

Total manufactured goods and food

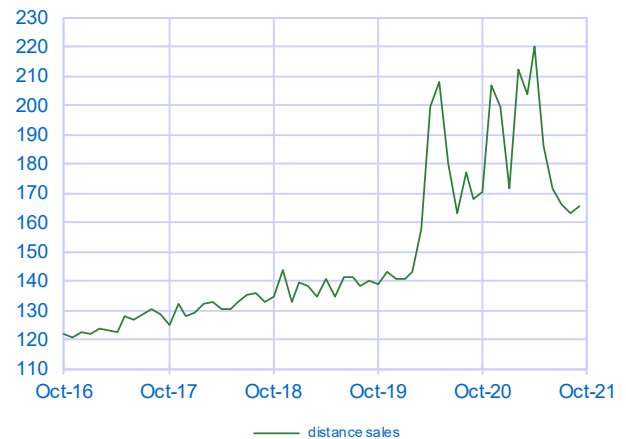
index in seasonally-adjusted volume terms (100 = 2010)



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 quarter-on-quarter change is calculated as the ratio of the average of the indices for the current quarter (August-September-October) to the average for the previous quarter (May-June-July).
- The Fevad and the Banque de France work together to publish the e-commerce figures for France (excluding food). The actual figure for October 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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