

Turnover in retail trade at the end of October 2023

November 21st 2023

Sales contracted slightly in October

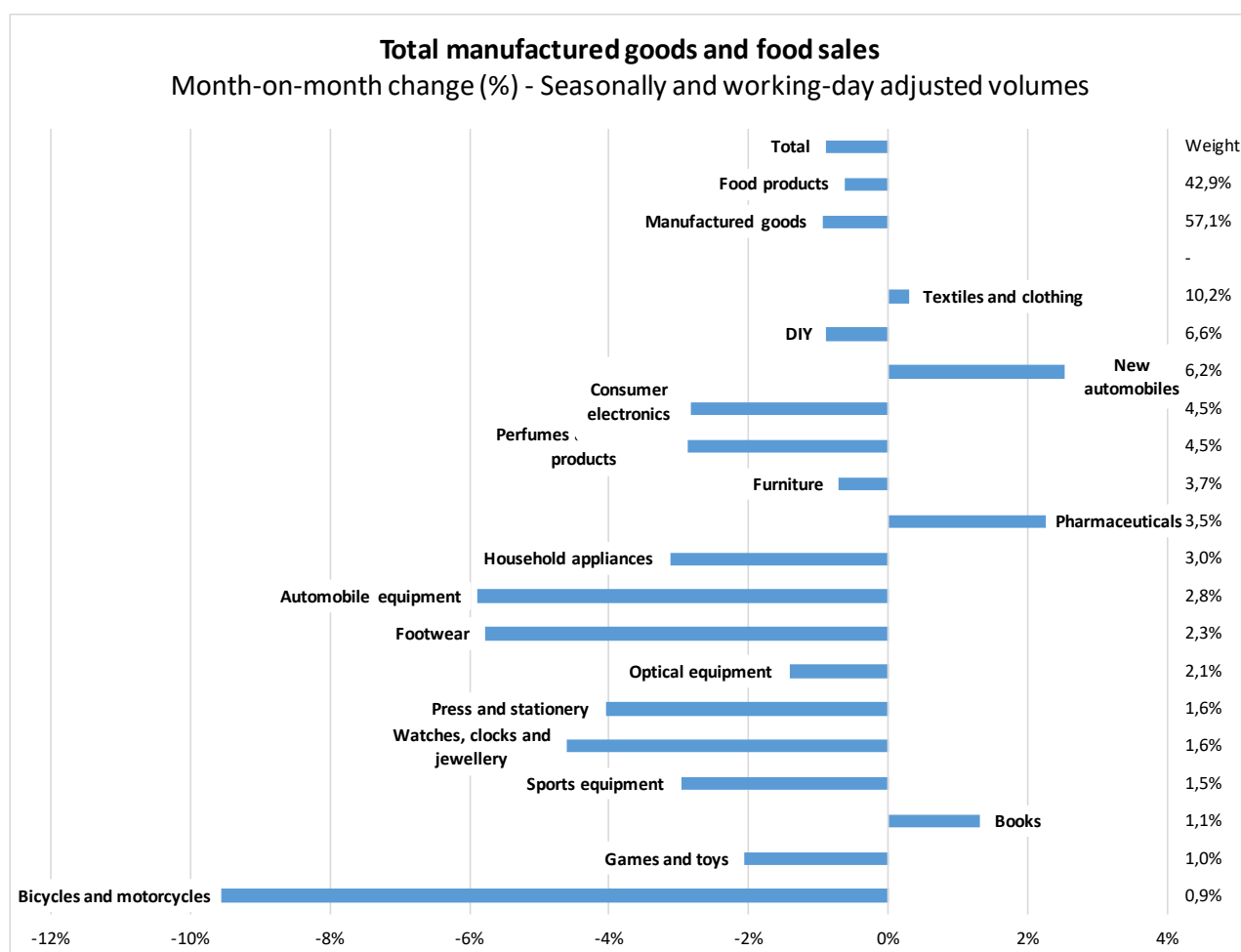
Note: The trend in retail sales does not reflect that of total household consumption: the latter includes other items such as health care, education and rents.

In October, the volume of manufactured goods sales fell by 0.9% compared with September (after +0.9%). This slight contraction in sales particularly affected the bicycles and motorcycles sector (-10.4% after +5.5%), the automotive equipment sector (-5.9% after +0.3%), the footwear sector (-5.8% after +6.9%) and the watch and jewellery sector (-4.6% after +2.5%). Conversely, sales rose in the new car (2.5% after 5.6%), pharmaceutical (2.3% after -1.9%) and book (1.3% after -0.6%) sectors.

Food sales were also down slightly, by 0.6% month-on-month, after rising by 1.8% in September.

All distribution channels recorded a decline in sales in October, particularly supermarkets (-3.8%) and department stores (-3.5%).

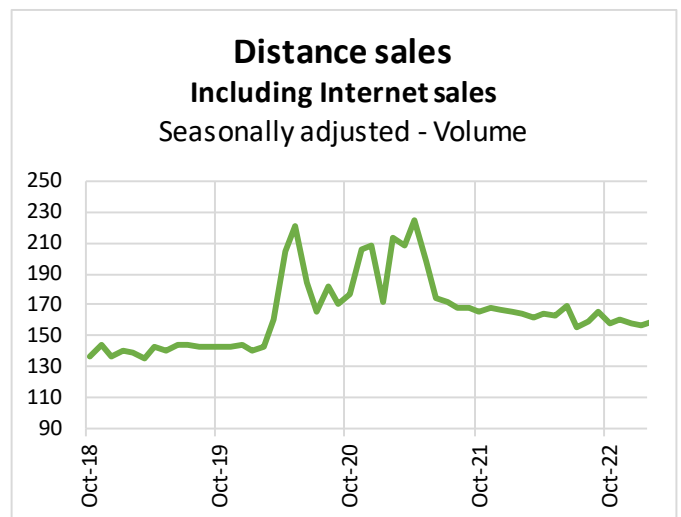
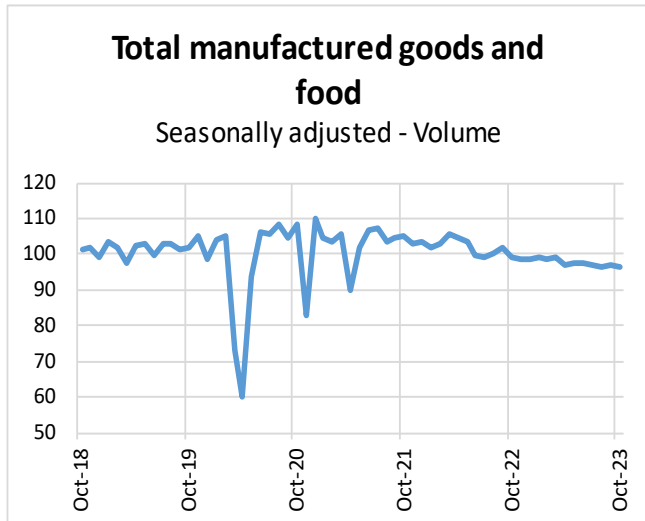
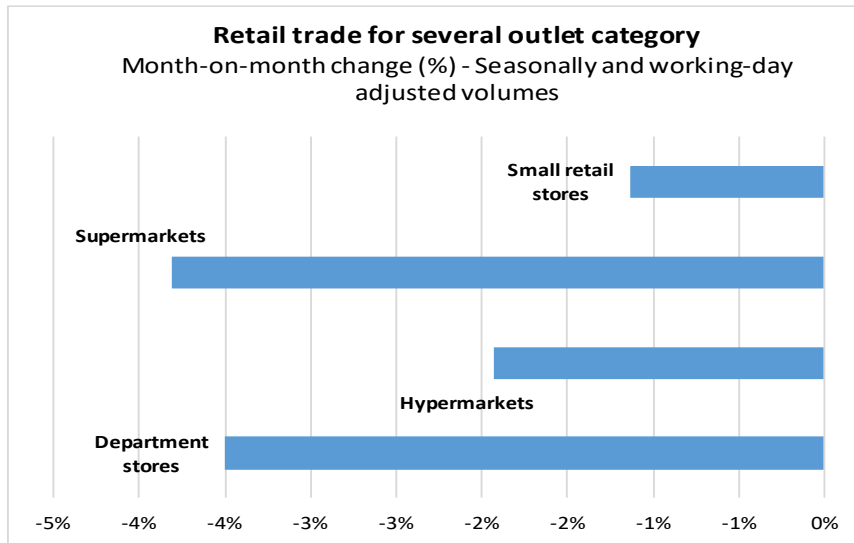
Three-month-on-three-month, overall sales volumes decreased for manufactured goods by 2.1%, but increased for food products by 2.9%.



Notes :

- 1) Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (weights are given on the right scale)
- 2) 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: October 2023



Sources: FEVAD and Banque de France

Provisional data as of the 8th working day following the month under review.

Notes:

- 1) The Fevad and the Banque de France work together to publish the e-commerce figures for France (excluding food). The last published figure covers August 2023. The actual figure for September will be published as soon as it is available.
- 2) 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.

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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