

Turnover in retail trade at the end of June 2020

16 July 2020

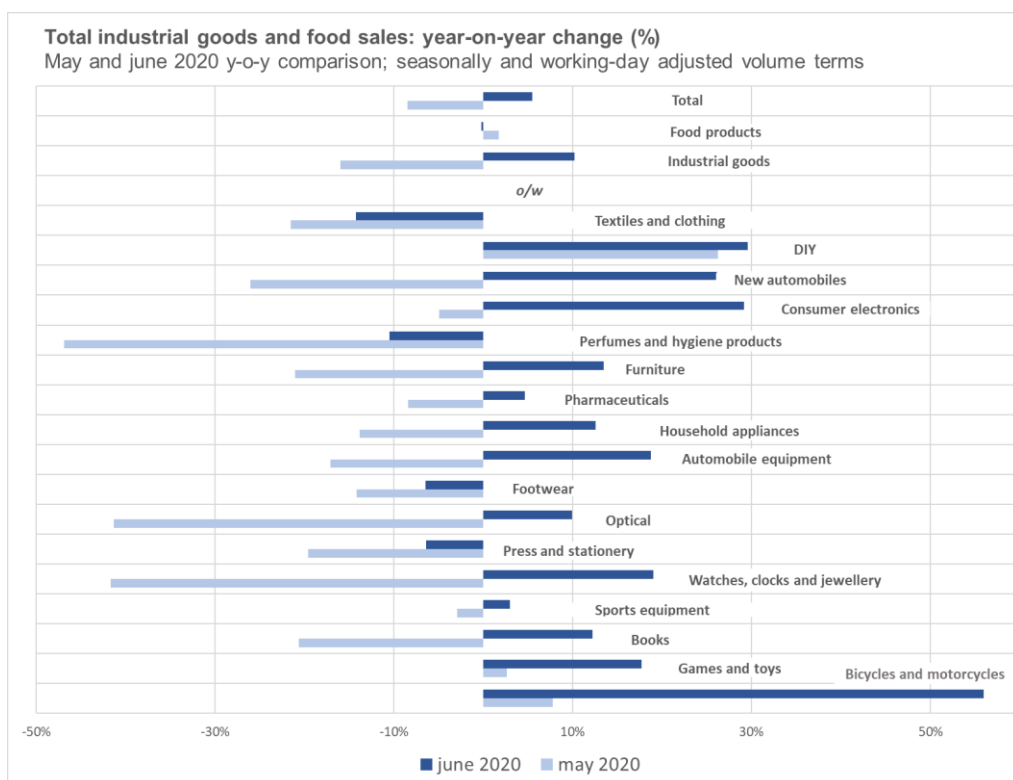
In June, a marked but unequal recovery in turnover in retail trade

Note:

The trend in retail sales does not reflect that of total household consumption: the latter includes other items such as healthcare, education and rents, which have been less affected by the crisis.

In **June**, the first month after lockdown, turnover in retail trade rose sharply to return to a neighbourhood of its pre-crisis level, with nonetheless marked differences across sectors. It increased by 5.5% y-o-y, adjusted for seasonal and working-day variations, compared with a fall of 9% in May. This growth was driven by industrial goods sales: up 10% y-o-y, after plummeting by 16% in May. The low level of car sales in June 2019 accentuates this year-on-year increase. Several sectors keep catching up, building on post-lockdown's momentum: sales of bicycles and motorcycles experienced an exceptional rise of 56% y-o-y; the other most buoyant sectors were DIY (+30%), consumer electronics (+29%), and new cars (+29%). Unlike the other sectors, textiles and clothing (-14%), perfumes/personal care products (-10.5%) and footwear (-6.5%) lost ground. Food sales were almost stable, inching down just 0.2%.

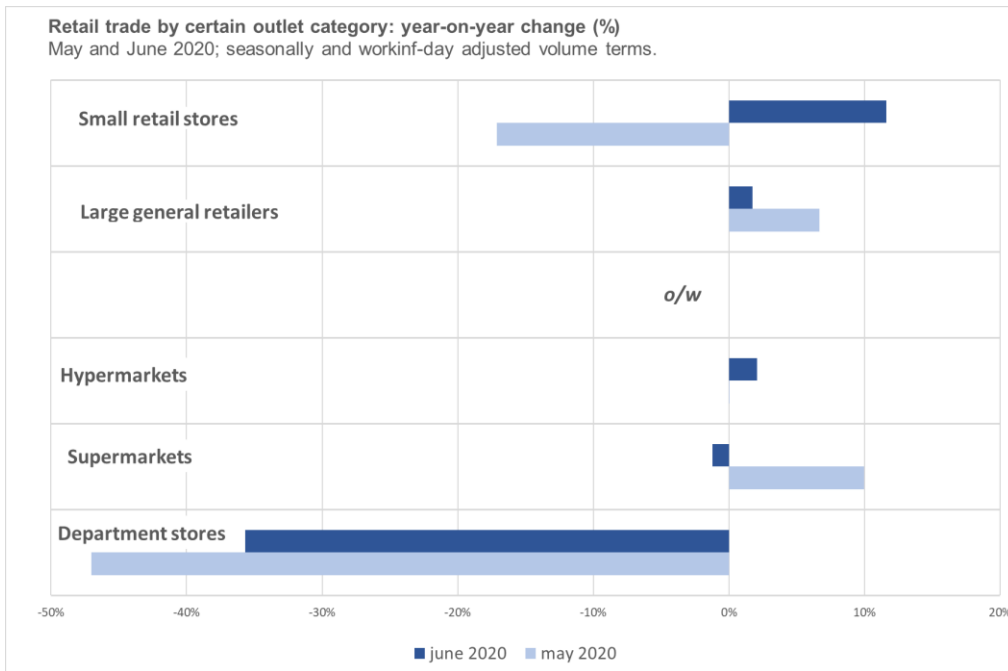
In terms of distribution channels, sales of small retailers made significant gains, rising by 12% after dropping by 17% in May. Sales of large general retailers increased more moderately by 1.5%. The main growth was seen in hypermarket sales, up 2.1%, whereas department store sales remained far below their pre-crisis level (-35.7%). The data observed in **late May** suggest a sharp rise in distance selling of 53.5%.



	Weight
Food products	43%
Industrial goods o/w	57%
Textiles and clothing	10%
DIY	7%
New automobiles	6%
Consumer electronics	5%
Perfumes and hygiene products	4%
Furniture	4%
Pharmaceuticals	3%
Household appliances	3%
Automobile equipment	3%
Footwear	2%
Optical equipment	2%
Press and stationery	2%
Watches, clocks and jewellery	2%
Sports equipment	1%
Books	1%
Games and toys	1%
Bicycles and motorcycles	1%

Notes :

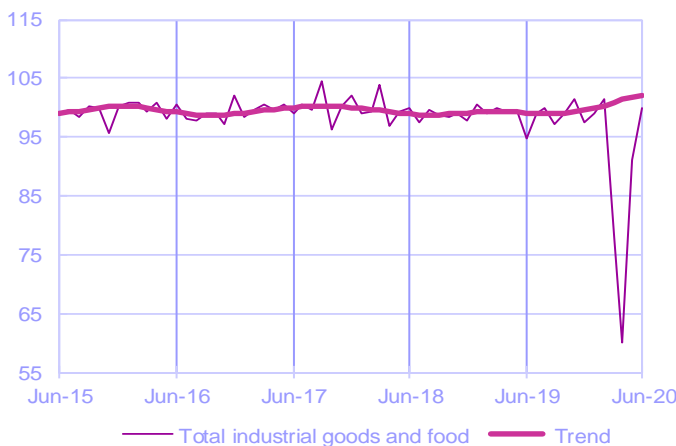
- Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (see methodology)
- The aggregated and by sub-sector series are seasonally adjusted on an individual basis: the seasonally adjusted series do not represent the sum of the seasonally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



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

Total industrial goods and food

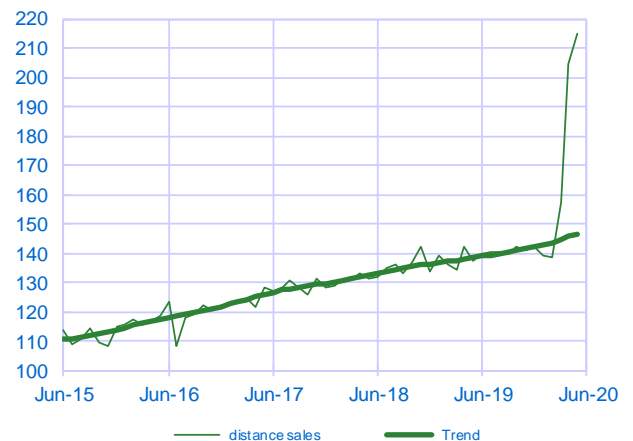
index in seasonally-adjusted volume terms (100 = 2010)



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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