

Turnover in retail trade at the end of October 2022

22 November 2022

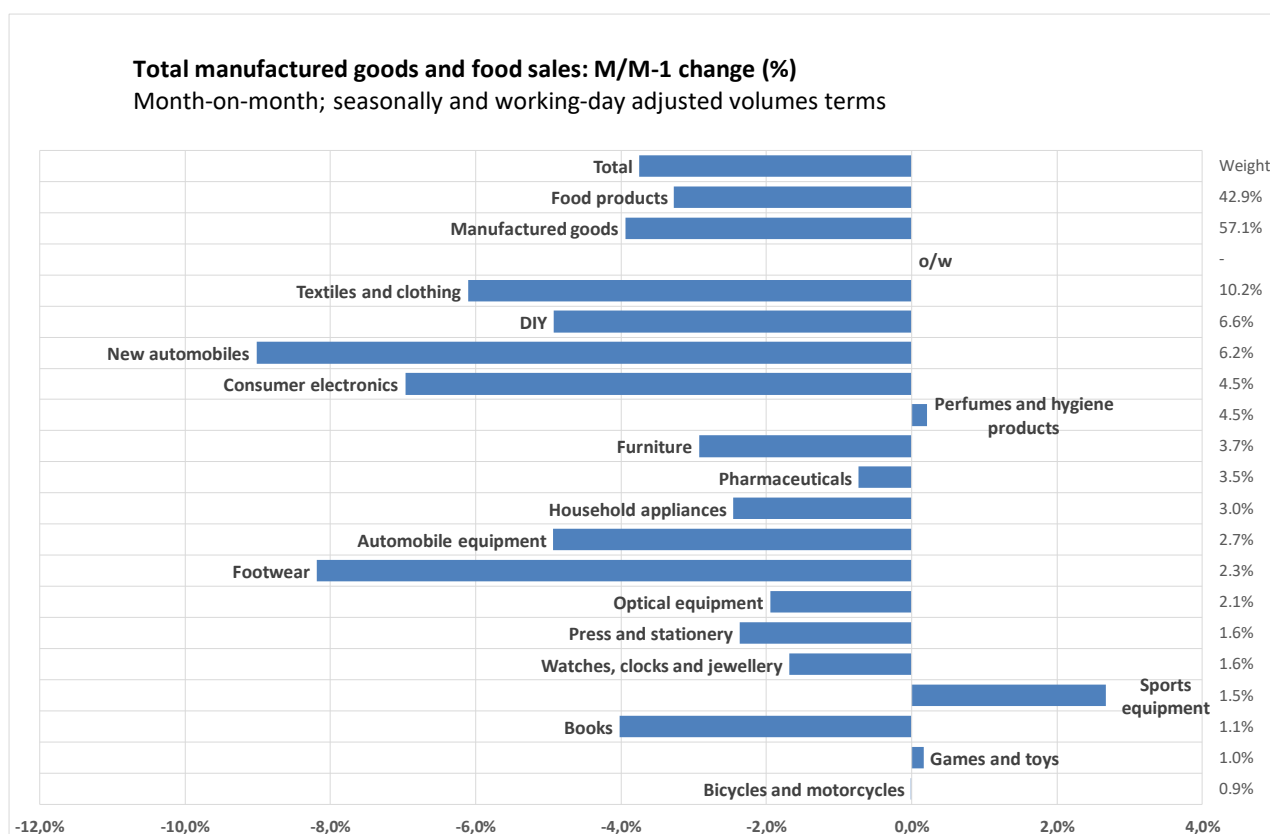
After September's increase, turnover in retail trade declined in October

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, turnover in retail trade fell by 3.7% against the previous month, adjusted for seasonal and working-day variations, after rising by 2.5% in September. This decline can be attributed to both food sales (-3.3% compared with September, after 0.5%) as well as to manufactured goods (-3.9%, after 4.1%). Over the month, the sharpest losses were seen in the new car (down 9.0%, after 10.2% rise) footwear (8.2%, after 3.3%) and consumer electronics (7.0%, after 9.1%) sectors. Only sports equipment posted a significant increase (2.7%, after 2.4%).

In term of distribution channels, the greatest declines were recorded by both small retailers (-3.7%, after 1.9%) and large retailers (-5.2%, after 1.8%), and to a lesser extent by supermarkets (-1.5%, after 0.6%).

Quarter-on-quarter, total retail trade sales fell slightly (-0.8%), with trends differing considerably across sectors. Sales of new cars (4.4%) and consumer electronics (3.9%) rose sharply, while those of textiles and clothing (-2.3%) and footwear (-5.2%) declined.

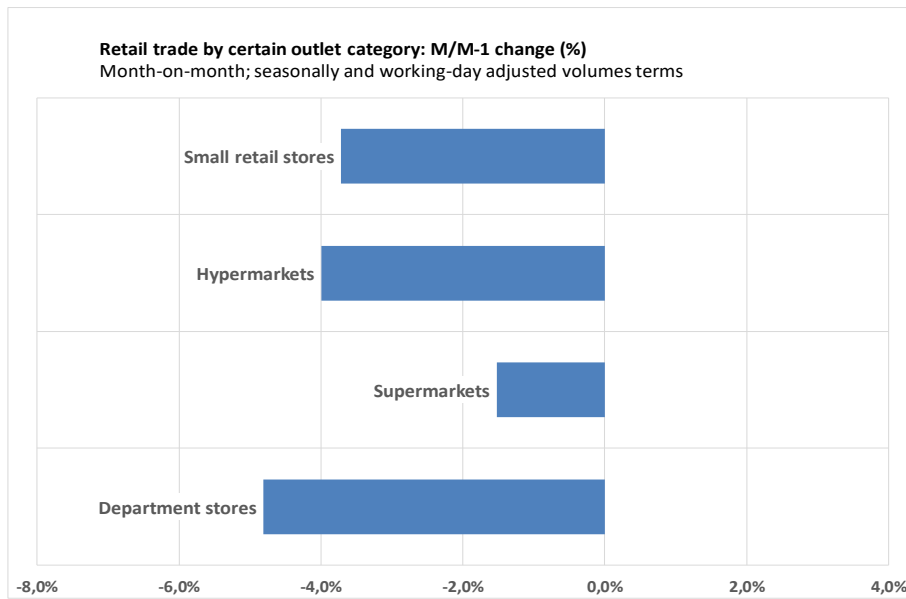


Notes :

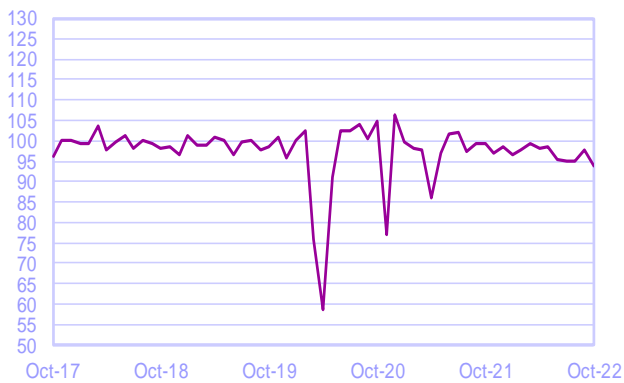
- 1) Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (weights are given on the right scale)
- 2) The aggregated and by sub-sector series are seasonally adjusted on an individual basis: the seasonally adjusted series do not represent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

Period under review: October 2022

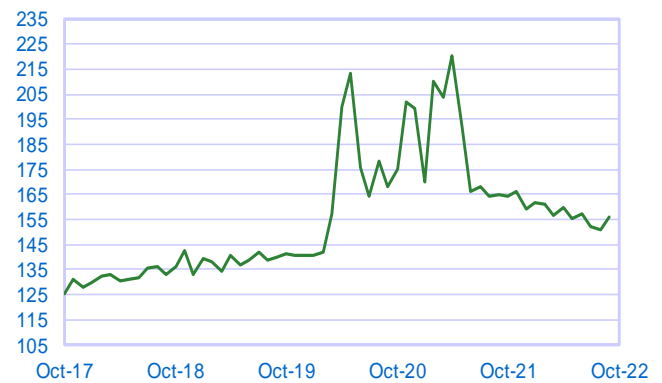
Retail trade by certain outlet category: M/M-1 change (%)



Total manufactured goods and food



Distance sales (including internet sales)



Source : FEVAD and Banque de France

Provisional data as of the 7th 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 September 2022. The actual figure for October 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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