

Turnover in retail trade at the end of October 2021

Breakdown by manufactured product and outlet category

Changes by product

October Indices in volume terms adjusted for seasonal and working-day variations (100=2010)	Index M	Index M-1	Index M-12	Quarter-on- quarter % change (*)
Total	98,5	99,3	104,3	-1,2%
Food (43%)	93,5	93,7	101,0	0,3%
Manufactured goods O/W (57%)	102,0	103,9	106,7	-1,7%
Textiles and clothing (10%)	99,3	94,4	89,1	5,3%
Footwear (2%)	82,1	79,8	77,0	-3,8%
DIY (7%)	102,8	105,2	115,2	-5,9%
Consumer electronics (5%)	163,0	165,7	175,8	-3,6%
Furniture (4%)	84,0	87,8	92,8	-9,6%
Household appliances (3%)	123,4	127,3	135,4	5,0%
New automobiles (6%)	81,2	91,7	105,9	-4,2%
Automobile equipment (3%)	91,7	91,9	91,1	3,3%
Perfumes and hygiene products (4%)	81,5	86,2	90,0	11,5%
Pharmaceuticals (3%)	149,1	153,9	142,6	3,4%
Optical equipment (2%)	98,0	97,5	113,4	-2,2%
Press and stationery (2%)	56,2	58,1	62,7	-5,2%
Watches, clocks and jewellery (2%)	73,3	72,7	72,6	-2,9%
Sports equipment (1%)	130,8	127,8	115,3	-2,8%
Books (1%)	77,8	78,5	80,7	-2,0%
Games and toys (1%)	144,4	112,1	165,0	14,4%
Bicycles and motorcycles (1%)	138,5	137,2	142,6	-4,0%

Notes: % = Relative weight of products in the "total" aggregate of retail sale. 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.

Source: Banque de France, Insee (household consumption expenditure 2015)

Changes by outlet category (**)

October Indices in volume terms adjusted for seasonal and working-day variations (100=2010)	Index M	Index M-1	Index M-12	Quarter-on- quarter % change (*)
Small retail stores (excluding automobile sales)	99,7	100,9	98,3	-0,6%
Large general retailers O/W	106,7	106,4	112,2	-1,4%
Department stores	97,6	95,6	79,1	15,0%
Supermarkets	100,7	100,8	108,5	-0,4%
Hypermarkets	99,4	99,1	106,9	-1,3%
Distance sales	NA	165,5	170,5	NA

(*) The past three months compared with the previous three (M, M-1 and M-2 compared with M-3, M-4 and M-5).

(**) Large general retailers and small retail stores do not make up the complete scope of the "Total by product" aggregate, which includes other forms of retailers such as large specialist retailers and chains (for which no specific index is calculated).

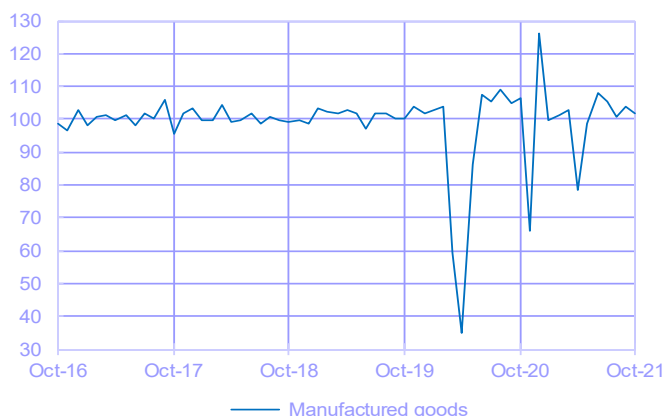
The Fedvad and the Banque de France work together to publish figures for distance sales (excluding food). The figure for October will be published as soon as it is available.

Retail sale - Total

Nota: % = Relative weight of products in the "total" aggregate of retail sale

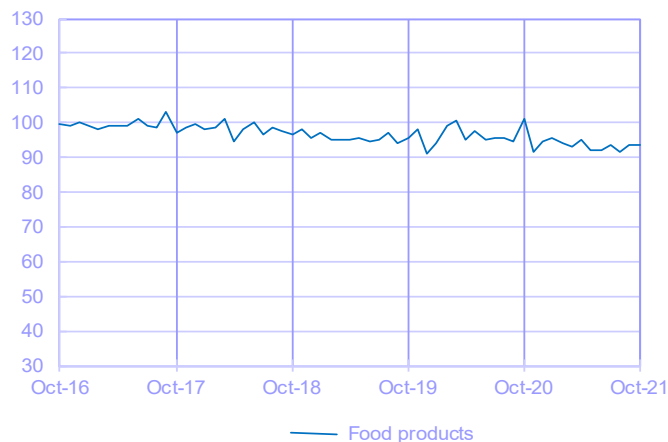
Manufactured goods (57%)

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



Food products (43%)

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



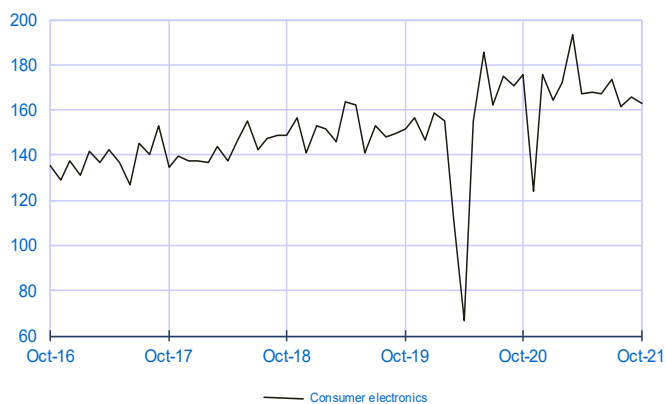
Manufactured goods

(57% of total food and manufactured goods in household consumption)

HOME EQUIPMENT

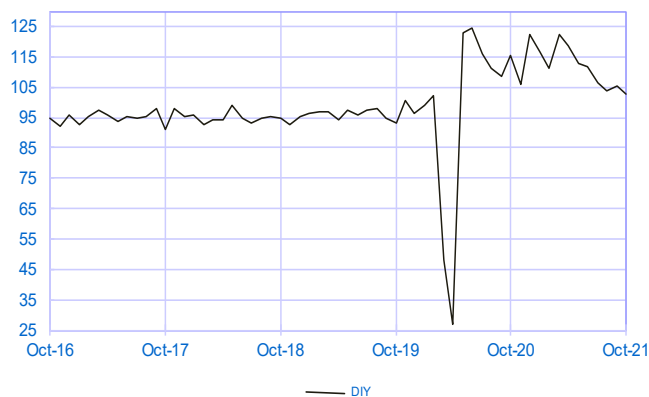
Consumer electronics (5%)

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



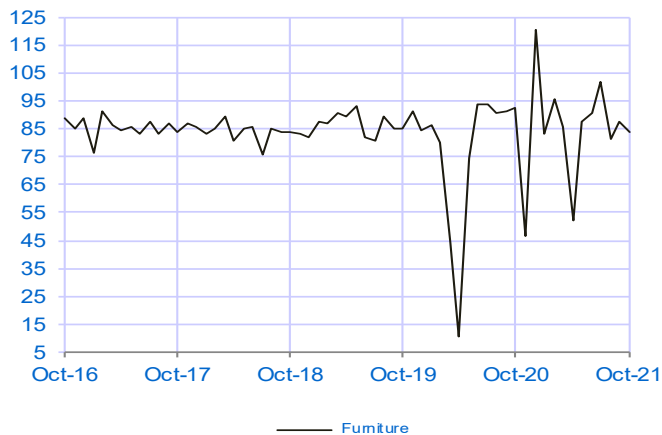
DIY (7%)

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



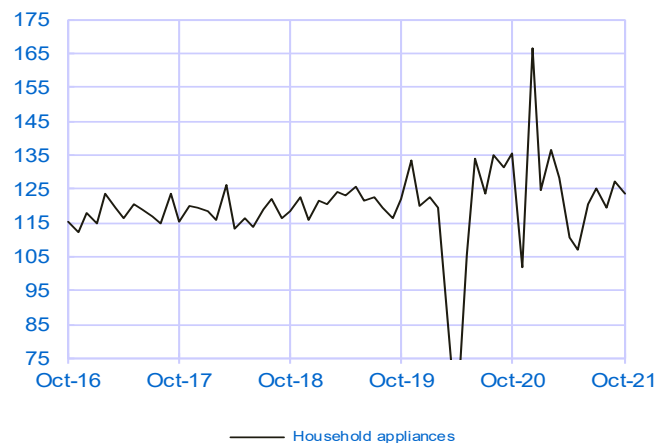
Furniture (4%)

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



Household appliances (3%)

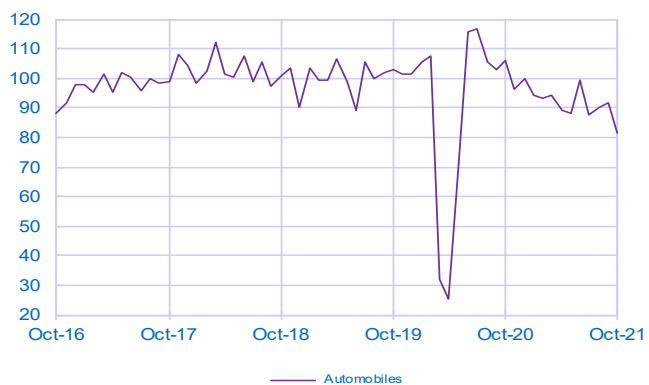
index in seasonally-adjusted volume terms (100 = 2010)



AUTOMOBILE

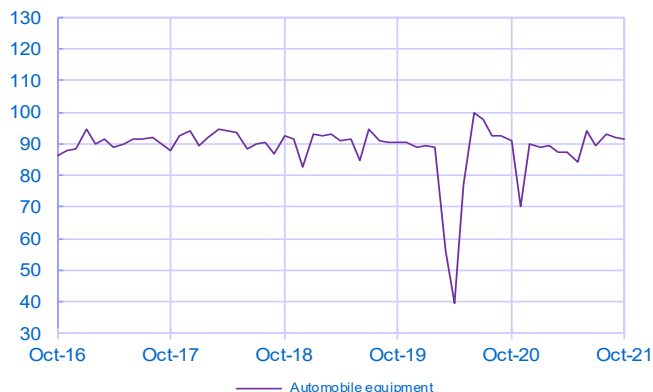
New automobiles (6%)

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



Automobile equipment (3%)

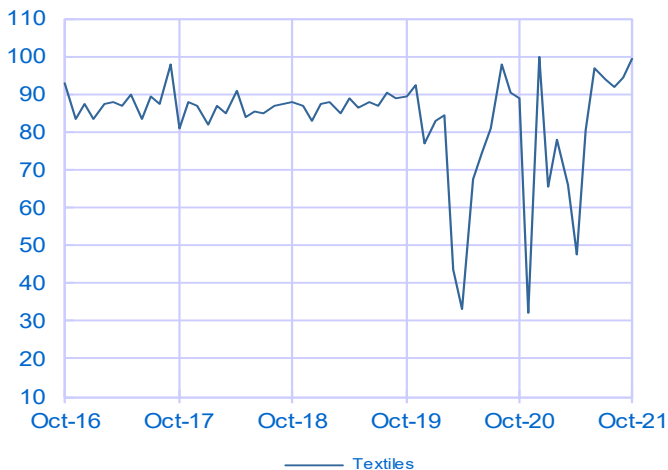
index in seasonally-adjusted volume terms (100 = 2010)



PERSONAL EQUIPMENT

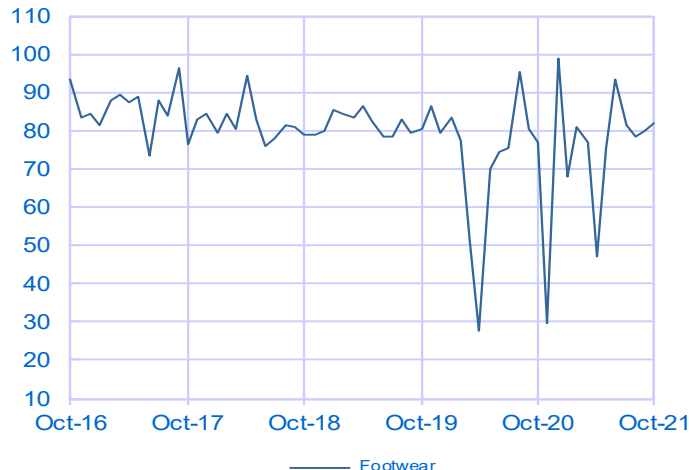
Textiles (10%)

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



Footwear (2%)

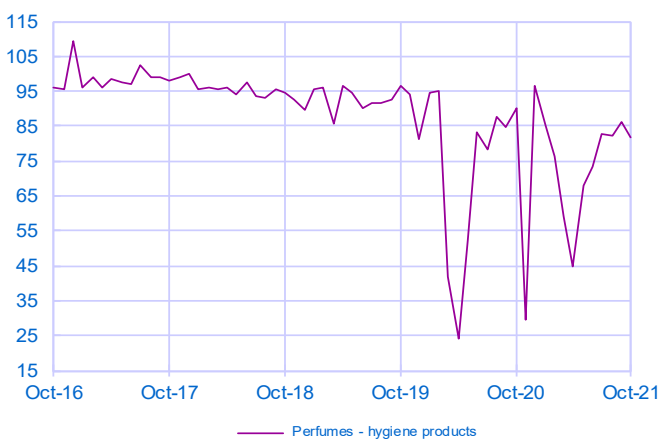
index in seasonally-adjusted volume terms (100 = 2010)



OTHER PRODUCTS

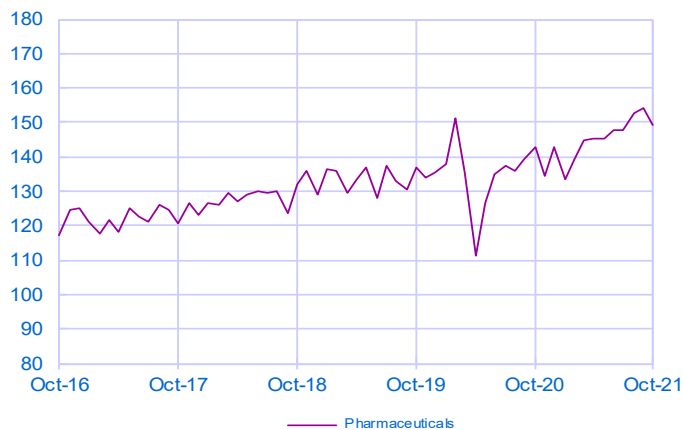
Perfumes and hygiene products (4%)

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



Pharmaceuticals (3%)

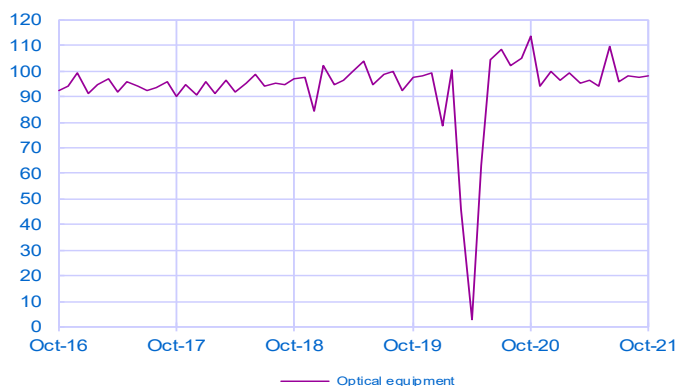
index in seasonally-adjusted volume terms (100 = 2010)



Period under review : October 2021

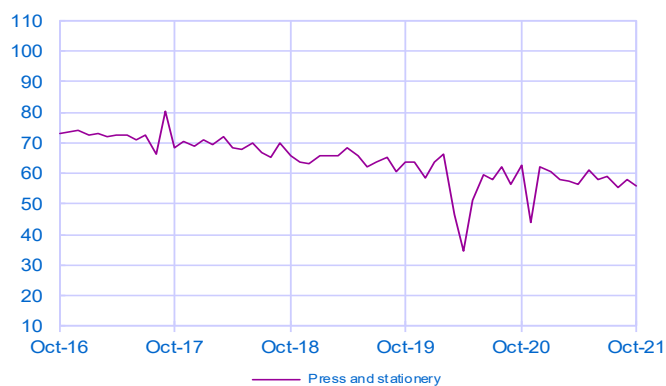
Optical equipment (2%)

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



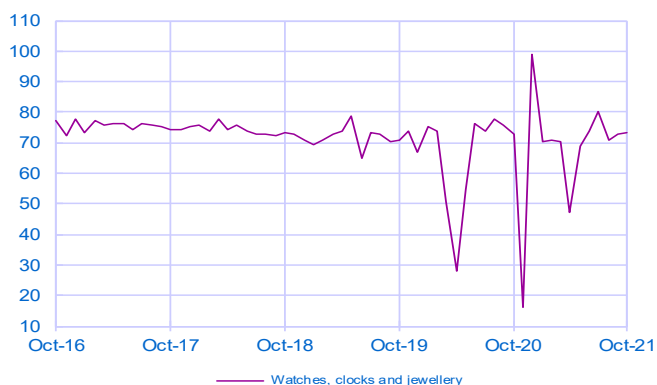
Press and stationery (2%)

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



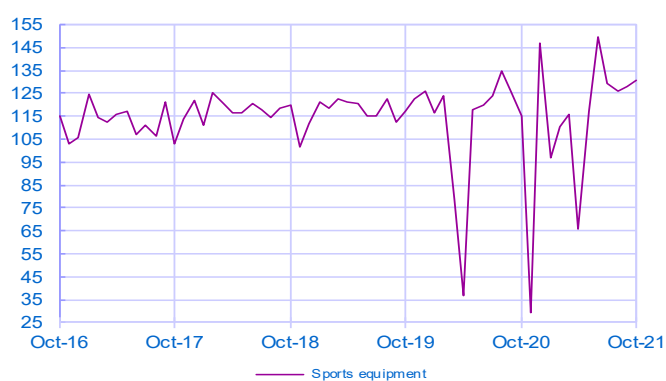
Watches, clocks and jewelry (2%)

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



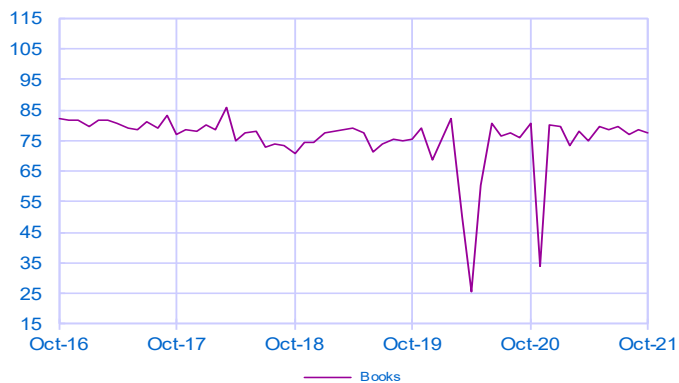
Sports equipment (1%)

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



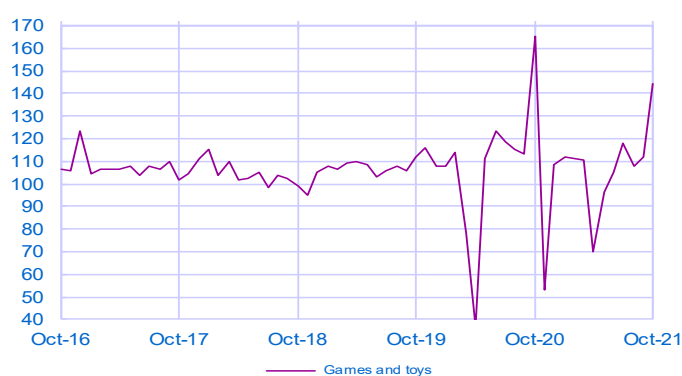
Books (1%)

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



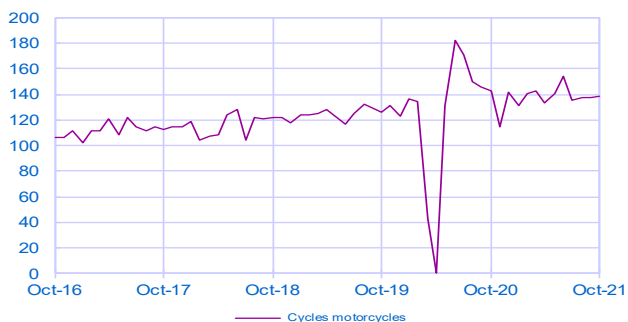
Games and toys (1%)

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



Bicycles and motorcycles (1%)

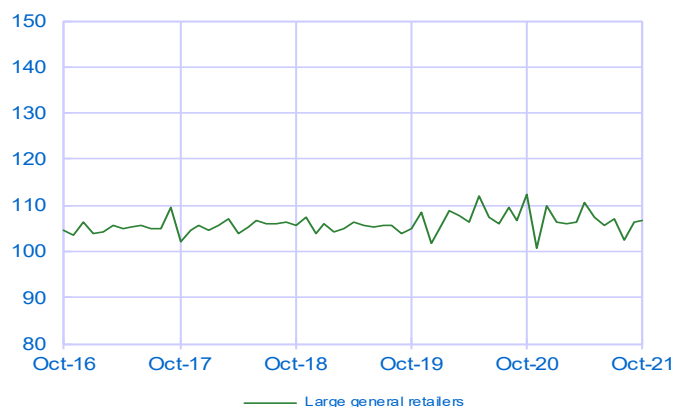
index in seasonally-adjusted volume terms (100 = 2010)



Outlet category

Large general retailers

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



Large general retailers

Distance sales

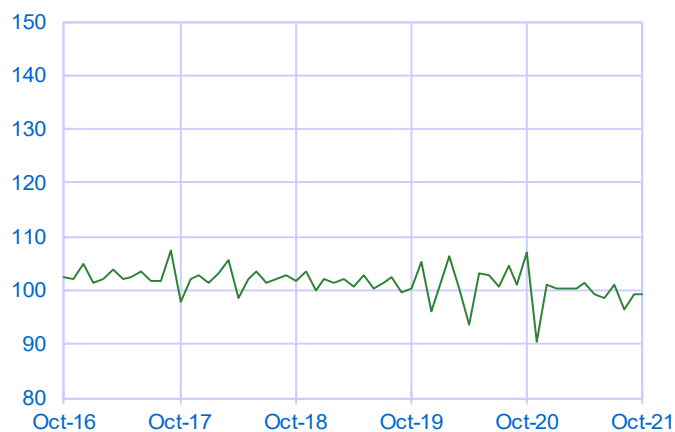
Source: Fevad and Banque de France
index in seasonally-adjusted volume terms (100 = 2010)



distance sales

Hypermarkets

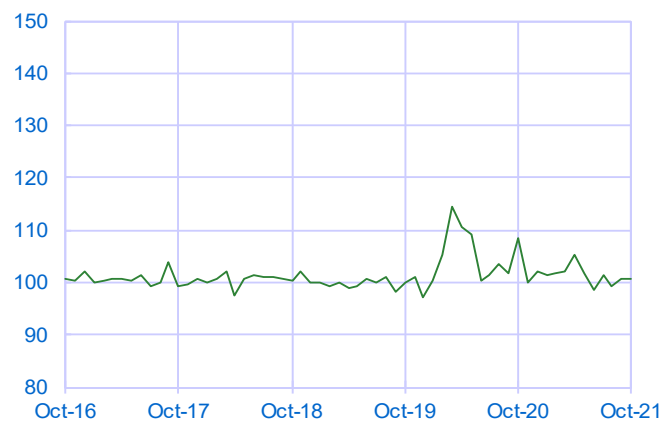
index in seasonally-adjusted volume terms (100 = 2010)



Hypermarkets

Supermarkets

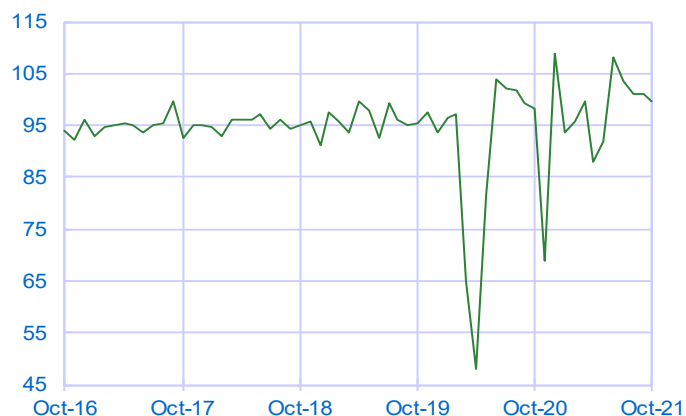
index in seasonally-adjusted volume terms (100 = 2010)



Supermarkets

Small retail stores

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



Small retail stores

Provisional data compiled on the 7th working day following the end of the month under review.

For further details methodology, publications calendar and [contacts](#)
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