

BUSINESS TRENDS



Turnover in retail trade at the end of August 2025

September 19th, 2025

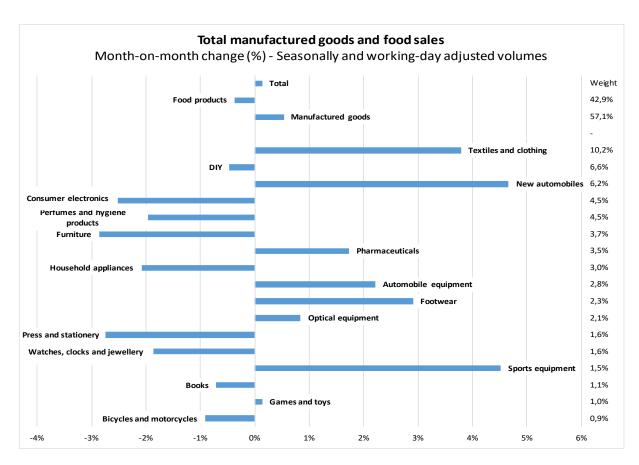
Turnover in retail trade picked up slightly in August

<u>Note</u>: The change in retail sales does not reflect the change in total household consumption as the latter includes other items such as health care, education and rents.

In August, turnover in retail trade picked up slightly month-on-month (+0.1%; data adjusted for seasonal and working-day variations), following a decline in July (-0.4%). Manufactured goods sales rose by 0.5%, after dropping by 0.1% in July, while food sales continued to decrease (-0.4%) in August, after declining by 0.7% in July. Manufactured goods sales showed contrasting trends across sub-sectors. They fell sharply for press and stationery (-4.0% after +3.0% the previous month), consumer electronics (-3.3% after +1.9%), and furniture (-2.9% after +4.5%), while they recovered significantly for new automobiles (+4.7% after a sharp decline of -7.0% in July), sports equipment (+4.5% after -5.6%) and textiles (+3.8% after -1.7%).

In terms of **distribution channels**, hypermarket sales fell again in August (-0.6% after -0.5%), as did supermarket sales (-0.9% after -0.4%). Sales at department stores rose (+2.0% after -0.2%), while sales at small retail stores declined (-1.0% after +0.6%).

Three month-on-three month, overall turnover in retail trade declined (-0.8%), as did manufactured goods sales (-1.2%) and food sales (-0.4%).



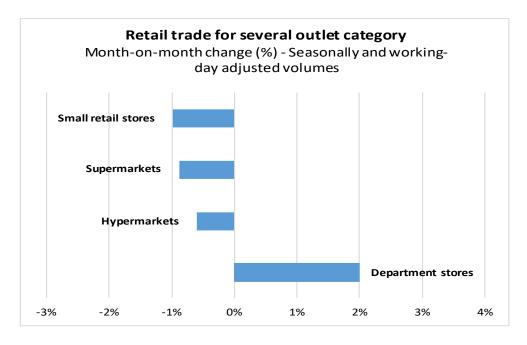
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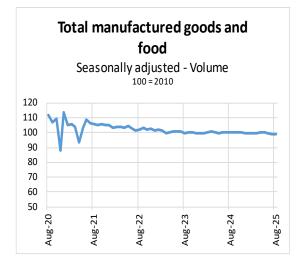
- 1) Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (weights are given on the right scale).
- The aggregated and by sub-sector series are seasonally adjusted on an individual basis. Total and manufactured products series are reconstituted by aggregating the SA-WDA series of the sub-components.
- 3) SA-WDA: Seasonally and working-day adjusted.

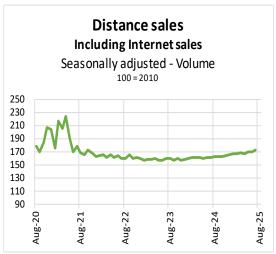
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Period under review: August 2025







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 July 2025. The actual figure for August will be published as soon as it is available.
- 2) The aggregated and by sub-sector series are seasonally adjusted on an individual basis. Total and manufactured products series are reconstituted by aggregating the SA-WDA series of the sub-components.

Note on methodology: Distance selling data for 2025 have been revised following a methodological change of reported turnover figures.

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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