

Turnover in retail trade at the end of October 2025

Breakdown by manufactured products and outlet categories

Changes by products

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	99.2	99.0	99.9	-0.3
Food products (43%)	100.0	100.5	101.4	-0.6
Manufactured goods (57%) o/w:	98.6	97.9	98.8	-0.1
Textiles and clothing (10%)	86.1	84.0	86.9	1.4
DIY (7%)	90.8	90.3	91.4	-1.1
New automobiles (6%)	77.4	77.0	84.6	-2.9
Consumer electronics (5%)	162.3	164.9	160.2	-0.6
Perfumes and hygiene products (4%)	78.1	77.8	80.5	-1.4
Furniture (4%)	66.6	65.5	68.2	0.1
Pharmaceuticals (3%)	205.8	205.0	184.6	2.6
Household appliances (3%)	101.4	102.6	108.1	-2.3
Automobile equipment (3%)	85.7	89.6	91.3	-0.6
Footwear (2%)	74.4	72.8	78.0	-0.5
Optical equipment (2%)	99.4	97.9	97.4	1.0
Press - stationery (2%)	52.8	47.3	51.9	-2.0
Watches - clocks - jewellery (2%)	57.8	59.2	63.3	-0.5
Sports equipment (1%)	132.4	128.8	130.5	0.9
Books (1%)	74.0	71.0	73.2	0.8
Games and toys (1%)	138.6	133.3	117.1	0.7
Bicycles - motorcycles (1%)	133.3	129.2	137.6	0.1

Note: % = Relative weight of products in the "total" aggregate of retail sale
Sources: Banque de France, Insee (household consumption expenditure 2015)

Changes by outlet categories (**)

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	100.3	99.6	99.8	0.1
Department stores	81.6	79.3	86.5	-1.1
Supermarkets	91.2	93.4	92.2	0.3
Hypermarkets	92.1	92.5	93.6	-0.5
Distance sales	ND	171.2	162.4	ND

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

(**) The outlet categories 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 Fevad and the Banque de France work together to publish figures for distance sales (excluding food). The last published figure covers September 2025. The figure for October 2025 will be published as soon as it is available.

Period under review: October 2025

Retail sale – Total

Note: % = Relative weight of products in the “total” aggregate of retail sale (source: INSEE, 2015)
Indexes in volume terms, seasonally and working-days adjusted
(100 = 2010)

(*) In this and following graphs, extreme values related to the COVID-19 pandemic are available in WEBSTAT

Manufactured goods (57%) (*)



Food products (43%)



Manufactured goods

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

HOME EQUIPMENT

Consumer electronics (5%) (*)



DIY (7%)



Furniture (4%) (*)



Household appliances (3%)



Period under review: October 2025

AUTOMOBILE

New automobiles (6%) (*)



Automobile equipment (3%)



PERSONAL EQUIPMENT

Textiles and clothing (10%) (*)

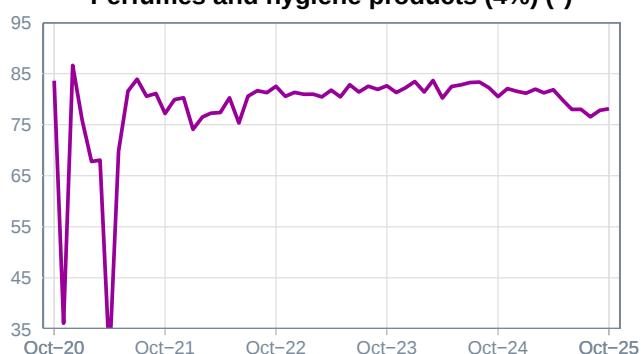


Footwear (2%) (*)

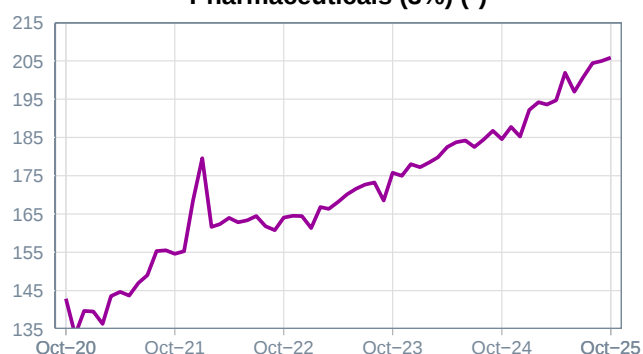


OTHER PRODUCTS

Perfumes and hygiene products (4%) (*)

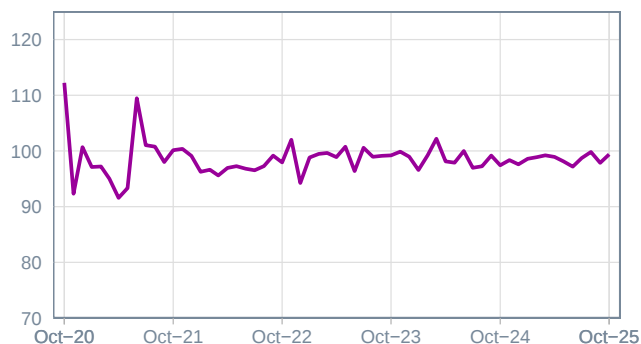


Pharmaceuticals (3%) (*)



Period under review: October 2025

Optical equipment (2%)



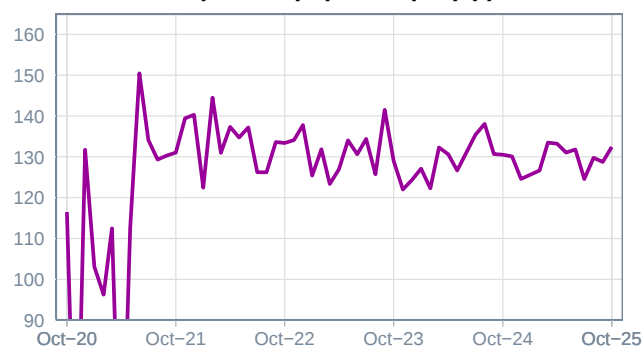
Press and stationery (2%)



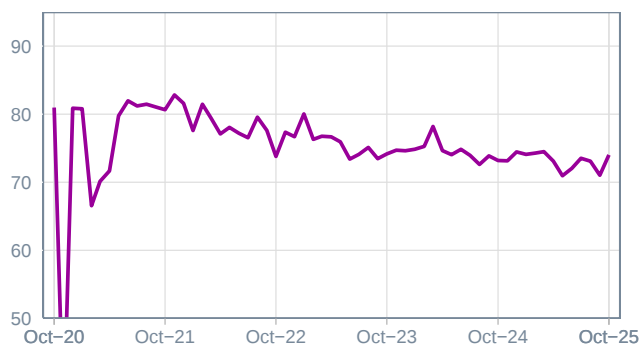
Watches, clocks and jewellery (2%)



Sports equipment (1%) (*)



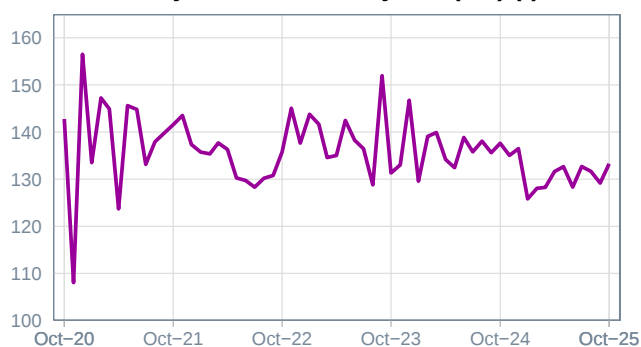
Books (1%)



Games and toys (1%)



Bicycles and motorcycles (1%) (*)



Period under review: October 2025

Outlet category

Supermarkets



Hypermarkets



Small retail stores (*)



Distance sales (Including Internet sales)



Sources: FEVAD and Banque de France

Provisional data compiled on the 8th working day following the end of the month under review.

For further details [methodology](#), [publications calendar](#) and [contacts](#).
Find the series on the website of the Bank of France in [WEBSTAT Banque de France](#) database.
Subscription to Business surveys can be requested to www.banque-france.fr

