

Turnover in retail trade at the end of December 2024

January 21th, 2025

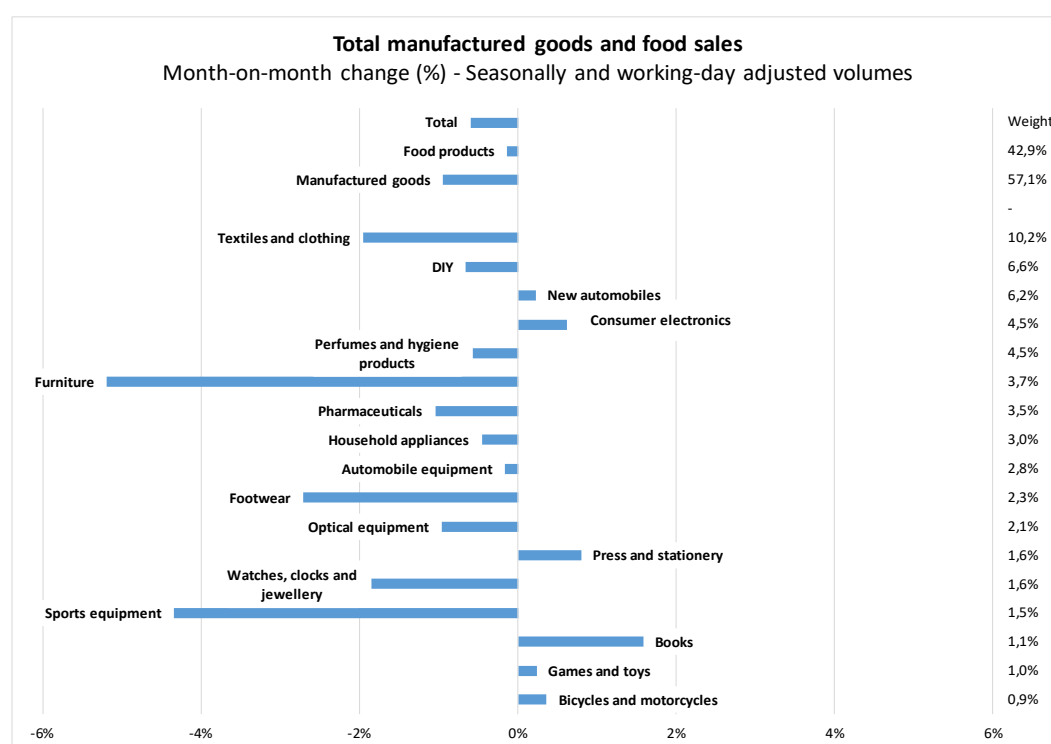
Turnover in retail trade fell slightly in December

Note: 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 December, retail sales dipped slightly by 0.6% on the previous month (data adjusted for seasonal and working day variations), following a very small decline of 0.1% in November. Manufactured goods sales were also down, by 1.0%, after remaining stable last month, while food sales edged down by 0.1%, in line with their performance in November. Sales of manufactured goods sub-sectors posted mixed results: books (1.6% after -0.7%), press and stationery (0.8% after -0.9%), and consumer electronics (0.6%, after -3.1%) in particular were up, while furniture (-5.2%, after -0.5%) and sports equipment (-4.3% after -1.7%) lost ground.

In terms of **distribution channels**, supermarket sales rose by 0.4% in December, while hypermarket and department store sales fell by 2.4% and 3.0% respectively. Sales of small retailers were stable.

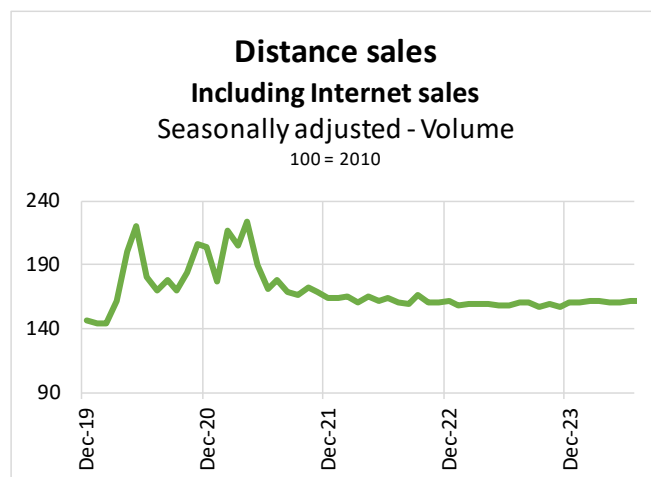
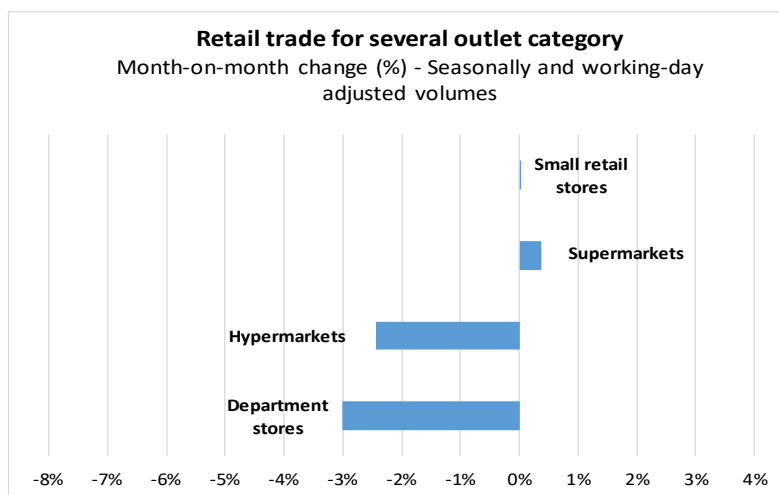
Three-month-on-three-month, overall turnover in retail trade dropped slightly by 0.5%, due to the moderately lower sales of manufactured goods and food products, down -0.6% and 0.2% respectively.



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. 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.

Period under review: December 2024



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 November 2024. The actual figure for December 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: The food product and total retail trade indices were revised in 2024 using a new methodology. The new series started in 2010.

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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