



Turnover in retail trade at the end of July 2025

August 22nd, 2025

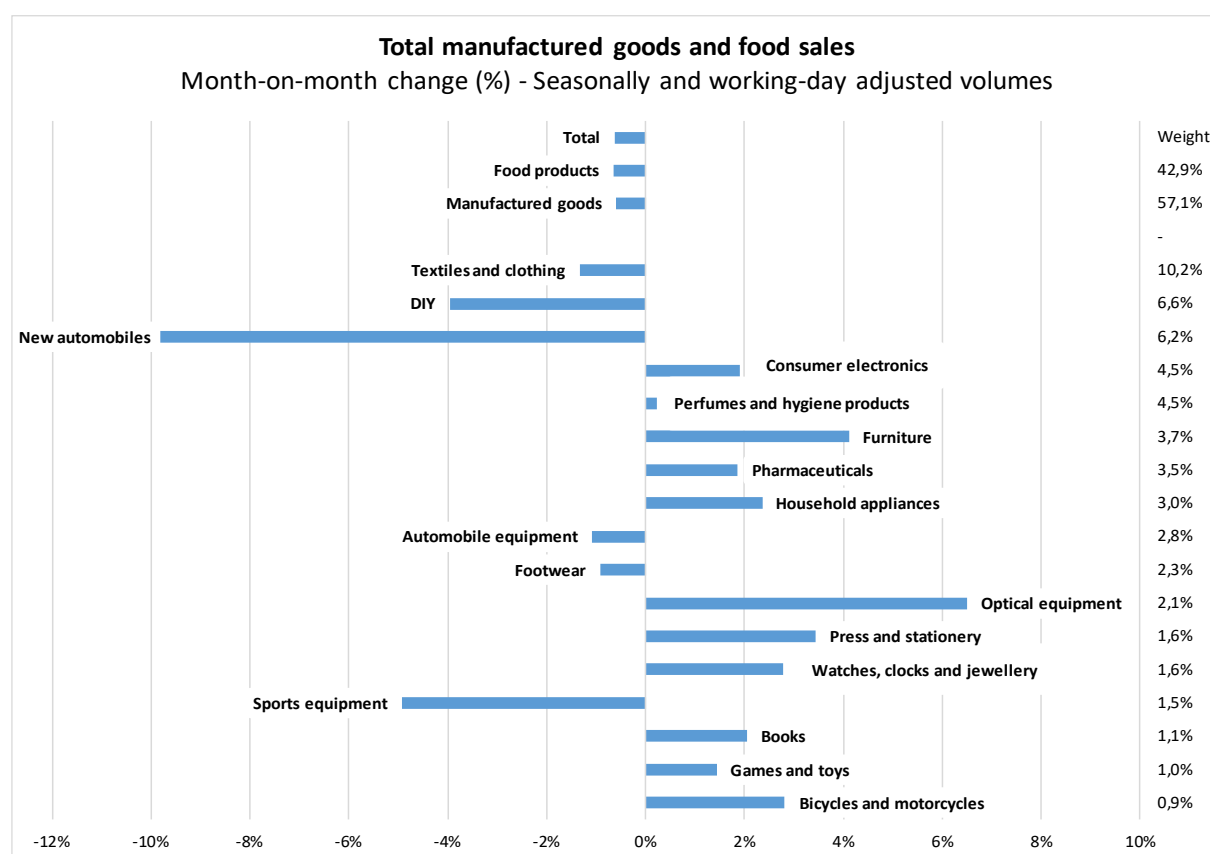
Turnover in retail trade contracted slightly in July

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 July, turnover in retail trade continued to trend down slightly month-on-month by 0.6% (data adjusted for seasonal and working-day variations) after a similar decline of 0.7% in June. Sales of food products and manufactured goods both contracted by 0.6%, following contrasting developments last month (up 0.6% and down 1.6% respectively). Sales of manufactured goods displayed different trends across sub-sectors. They fell sharply for new cars (-9.9% after 1.0% the previous month – base effect resulting from the exceptionally volume of deliveries in July 2024), sports equipment (-4.9% after -0.1%) and DIY (-4.0% after -0.1%), while they grew in optical products (6.5% after -5.8%), furniture (4.1% after -5.4%) and stationery (3.4% after -0.6%).

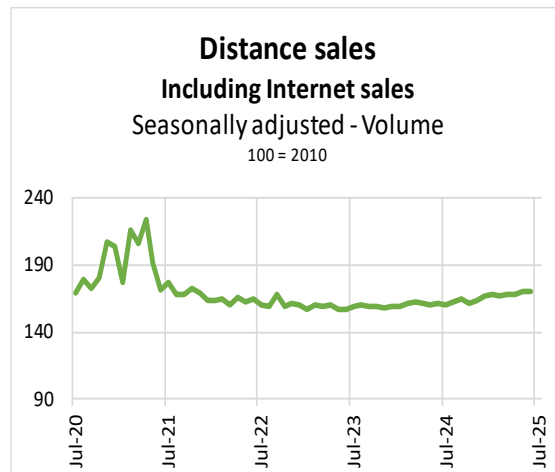
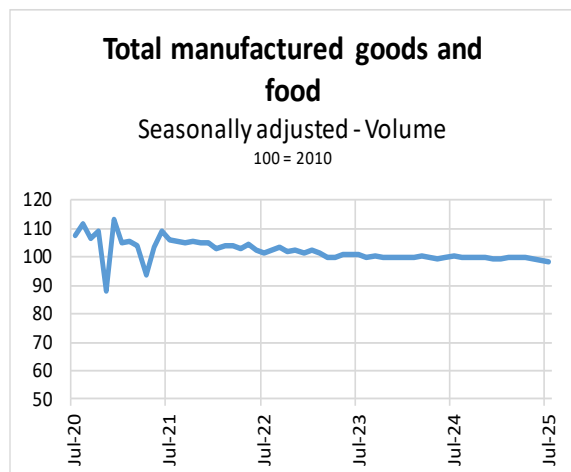
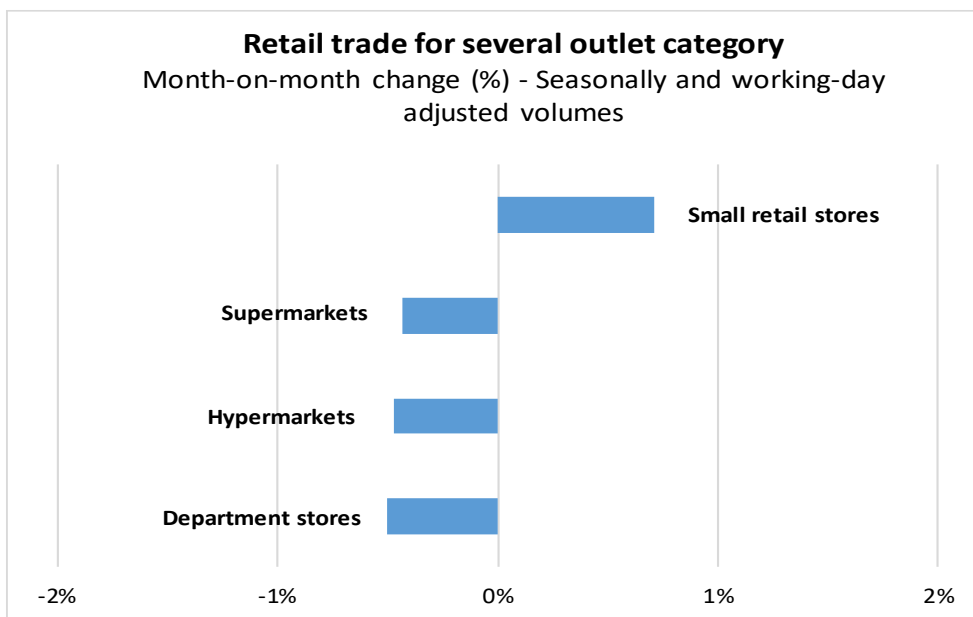
In terms of distribution channels, hypermarket sales fell this month (-0.5% after 1.1%), as did supermarket sales (-0.4% after 0.4%). Department store sales also declined (-0.5% after -3.1%), while sales of small retailers increased (0.7% after -0.2%).

Three-month-on-three-month, overall turnover in retail trade fell by 0.9%, due to dips in both manufactured goods and food products (down 0.9% and 0.8%, 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.



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 June 2025. The actual figure for July 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 the correction 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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