

Turnover in retail trade at the end of July 2025

August 22nd, 2025

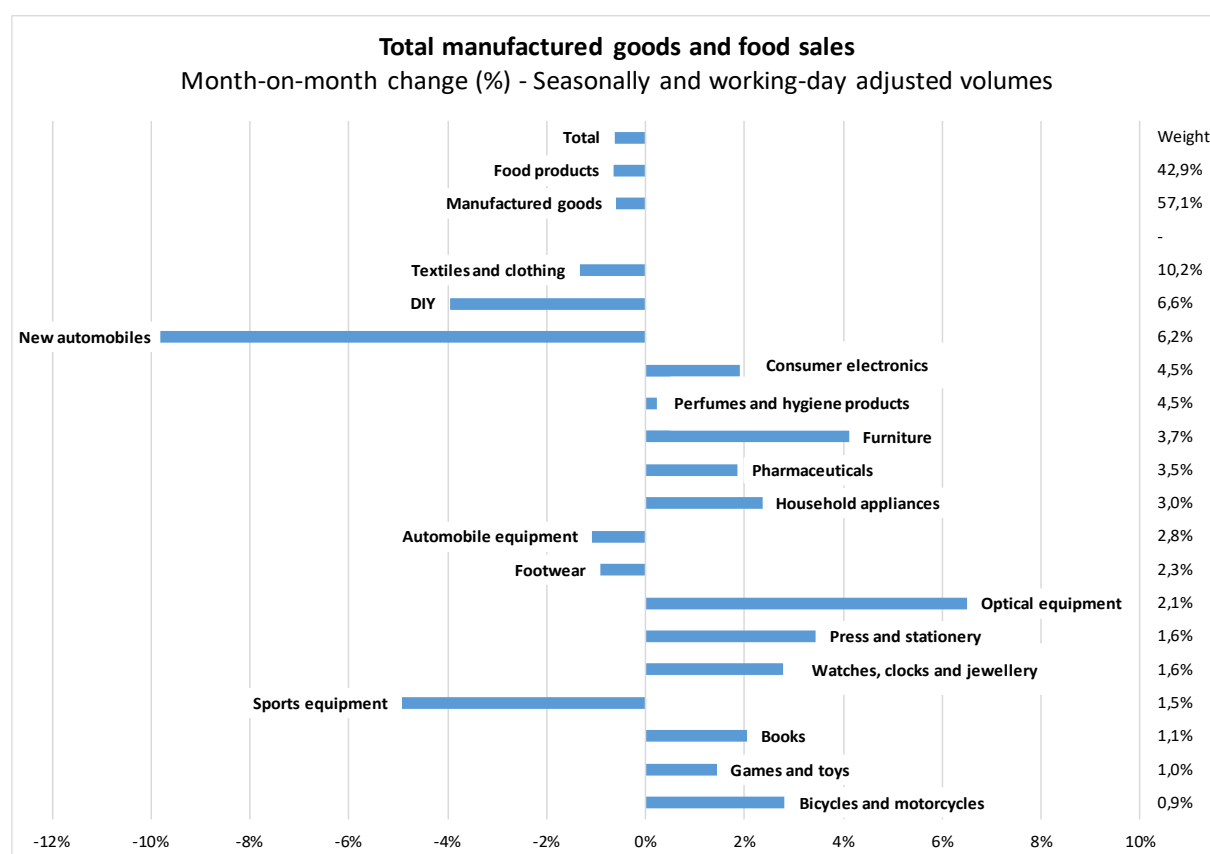
Turnover in retail trade contracted slightly in July

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%).

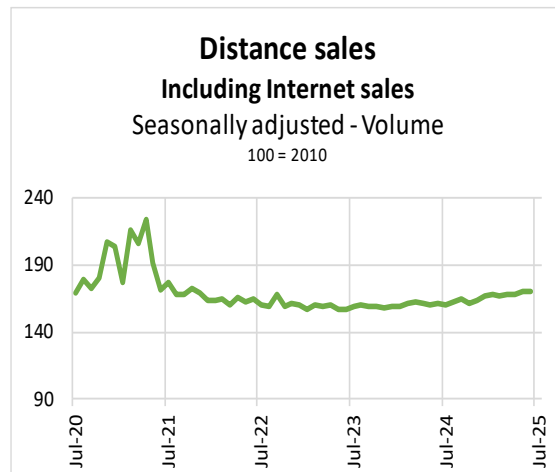
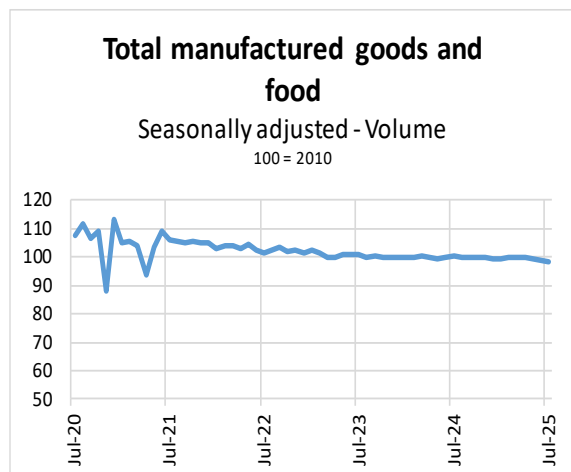
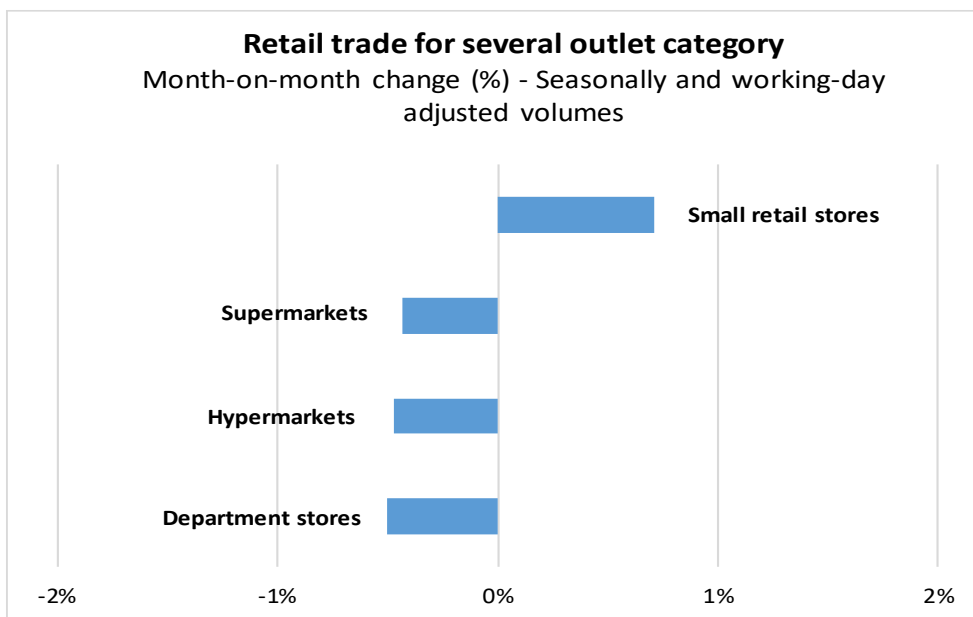
In terms of distribution channels, hypermarket sales fell this month (-0.5% after 1.1%), as did supermarket sales (-0.4% after 0.4%). Department store sales also declined (-0.5% after -3.1%), while sales of small retailers increased (0.7% after -0.2%).

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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