

Turnover in retail trade at the end of August 2025

September 19th, 2025

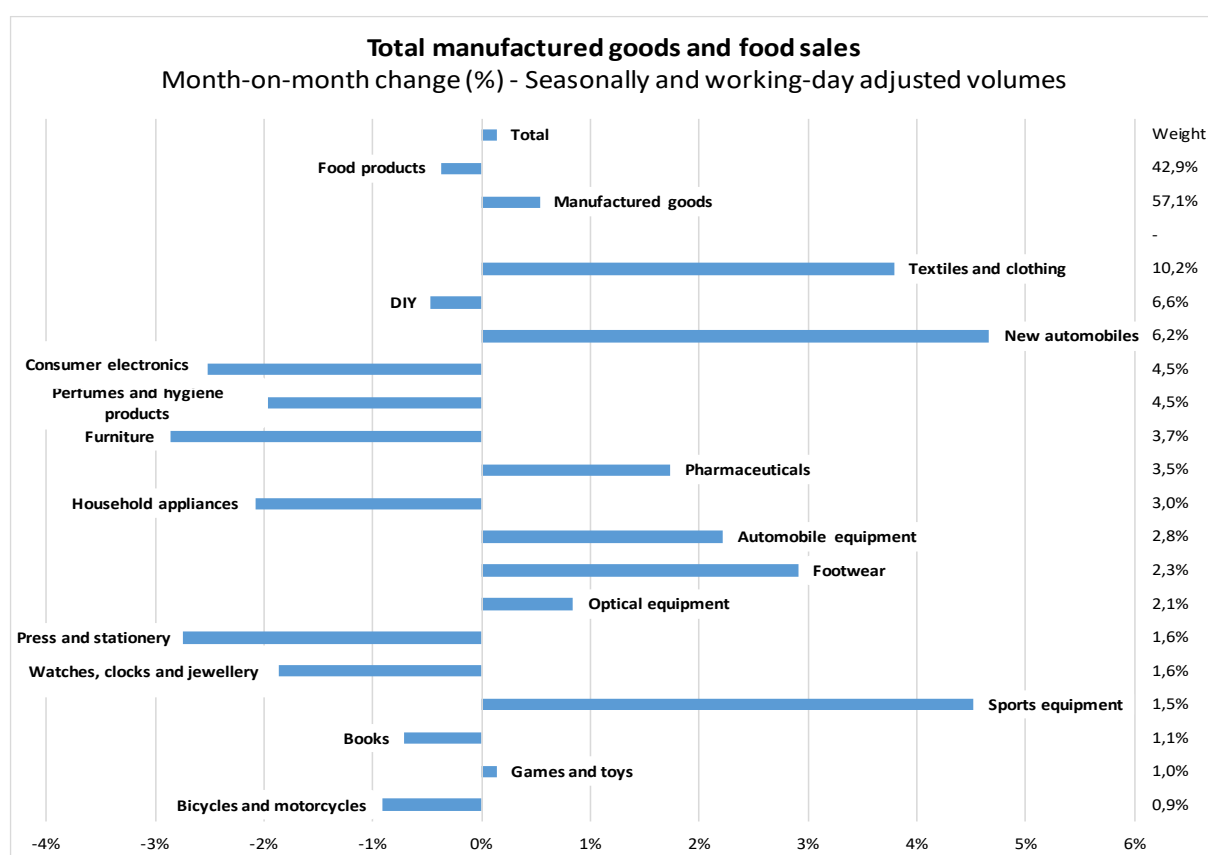
Turnover in retail trade picked up slightly in August

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 **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%).

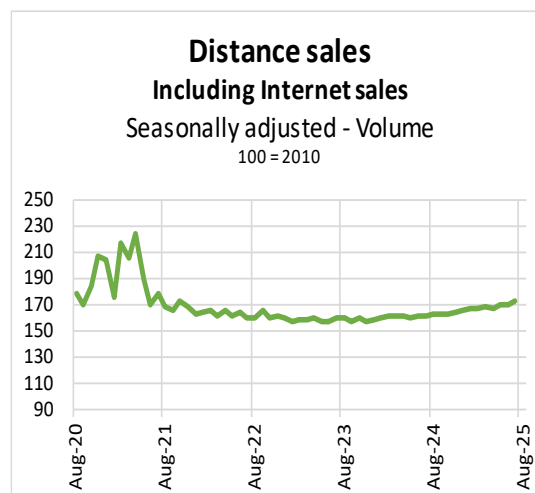
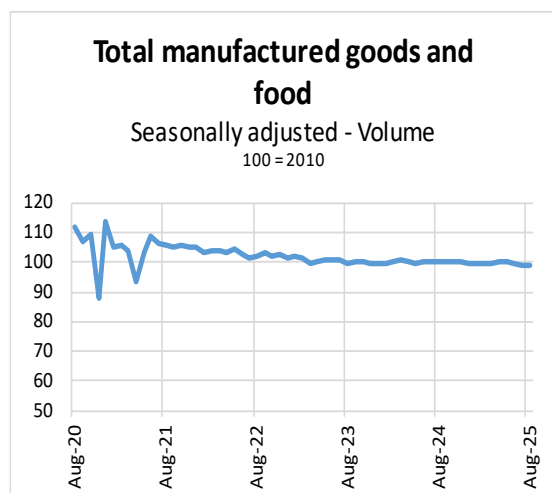
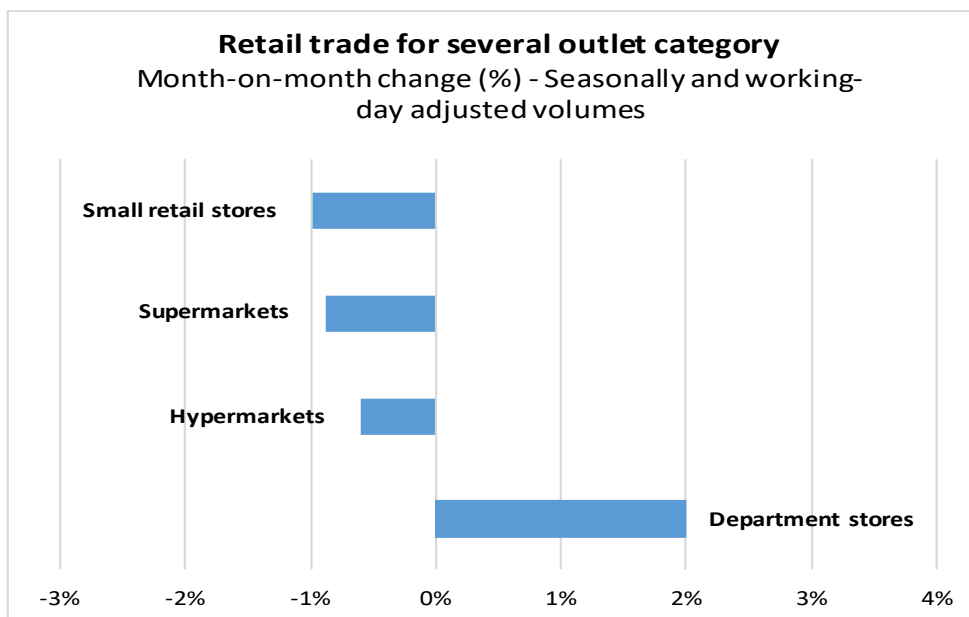
Three month-on-three month, overall turnover in retail trade declined (-0.8%), as did manufactured goods sales (-1.2%) and food sales (-0.4%).



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: 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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