

Turnover in retail trade at the end of September 2025

October 21st, 2025

Turnover in retail trade receded slightly in September

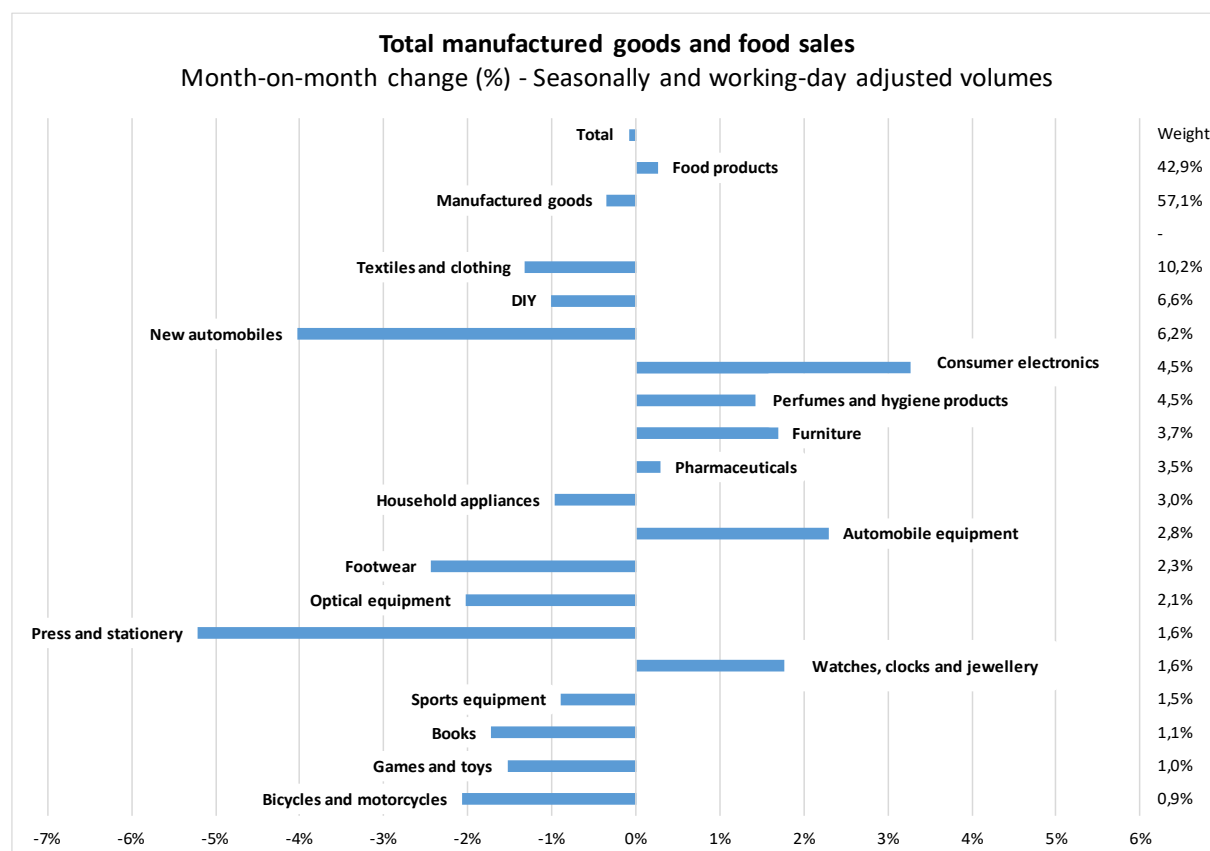
Note: The change in retail sales does not reflect the change in total household consumption as the latter includes other items such as health care, education and rents.

In September, turnover in retail trade declined slightly month-on-month (-0.1%; data adjusted for seasonal and working-day variations), after remaining stable in August. In particular, manufactured goods sales fell by 0.4%, after rising by 0.4% in August, while food sales picked up by 0.3% after declining by 0.4% in August.

Manufactured goods continued to show contrasting trends across sub-sectors. Sales declined further for press and stationery (-5.2% after -4.6% the previous month) and dropped sharply for new automobiles (-4.0% after +4.3%). They picked up markedly in consumer electronics (+3.3% after -3.3%) and automotive equipment (+2.3% after -0.4%).

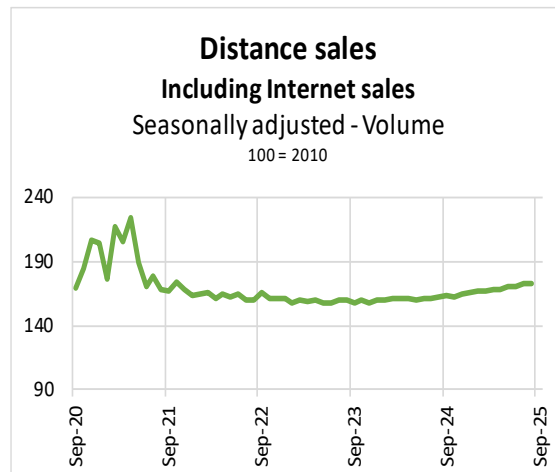
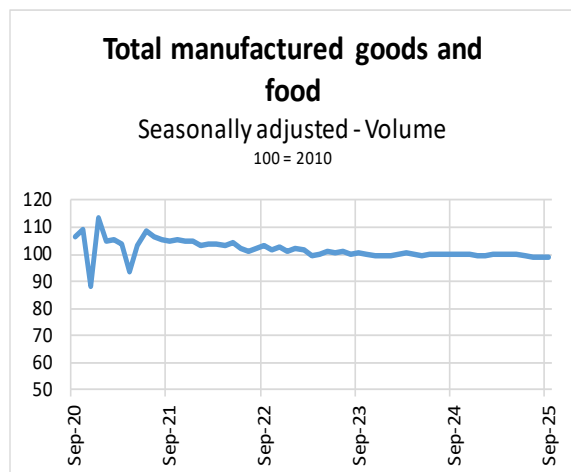
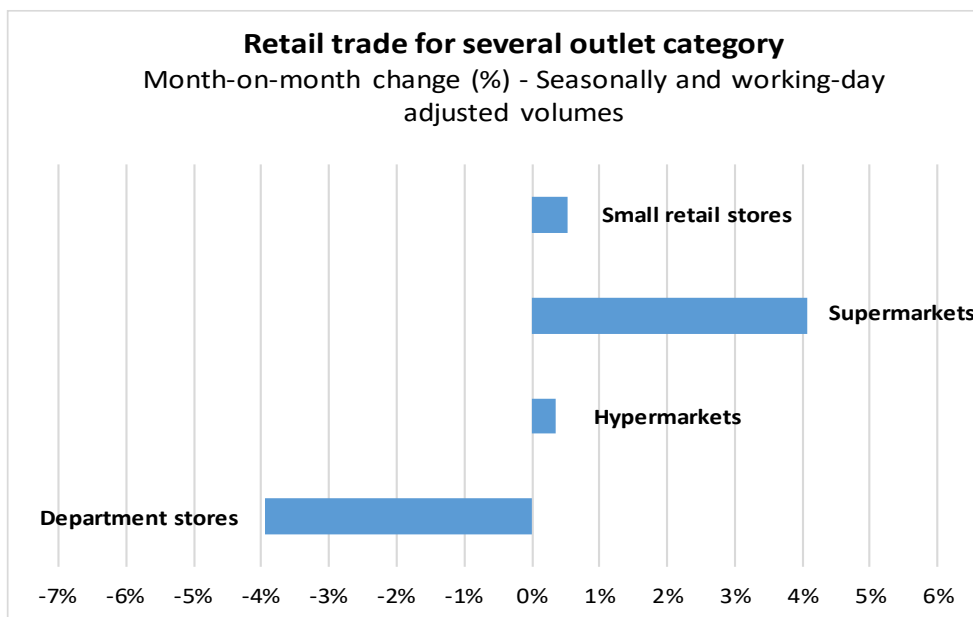
In terms of **distribution channels**, supermarket sales improved significantly (+4.1% after -1.4%). Hypermarket sales also recorded a slight increase (+0.4% after -0.6%), as did sales at small retail stores (+0.5% after -1.1%). Conversely, sales at department stores slowed significantly (-3.9% after +1.7%).

Three month-on-three month, overall turnover in retail trade fell by 0.8%. This decline concerned both manufactured goods sales (-0.9%) and food sales (-0.7%).



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 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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