

Turnover in retail trade at the end of October 2025

November 21st, 2025

Turnover in retail trade picked up slightly in October

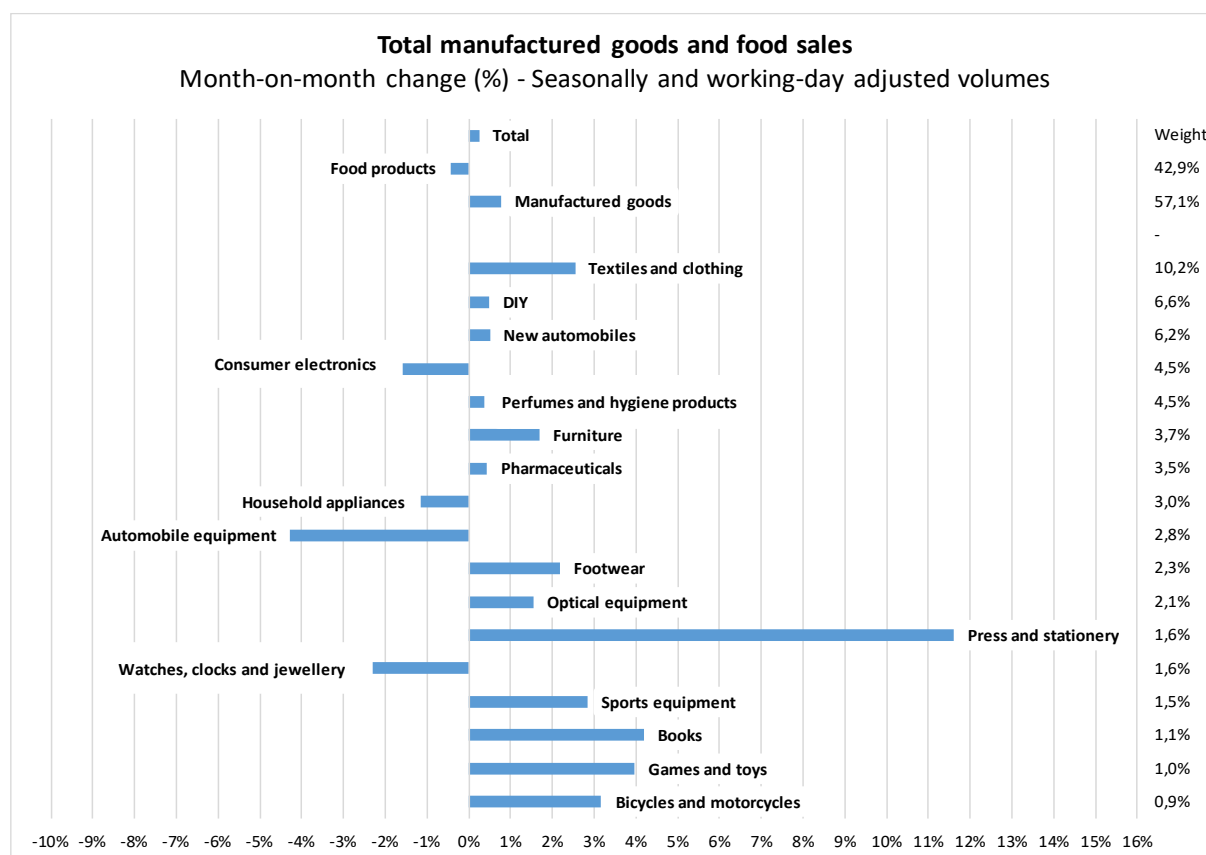
Note: The change in retail sales does not reflect the change in total household consumption as the latter includes other items such as health care, education and rents.

In October, turnover in retail trade rose slightly month-on-month (+0.3%; data adjusted for seasonal and working-day variations), after declining slightly in September. In particular, manufactured goods sales picked up by 0.8% after falling by 0.4% in September, while food sales declined by 0.4%, after rising by 0.3% in September.

Manufactured goods continued to show contrasting trends across sub-sectors. Sales were clearly on the rise again for press and stationery (+11.6% after a sharp 5.4% decline in September), books (+4.2% after -2.8%), and games and toys (+4% after -2.4%). Sales declined in automotive equipment (-4.3% in October after +2.0% in September), watches and jewelry (-2.3% after 2.8%) and consumer electronics (-1.6% after +3.3%).

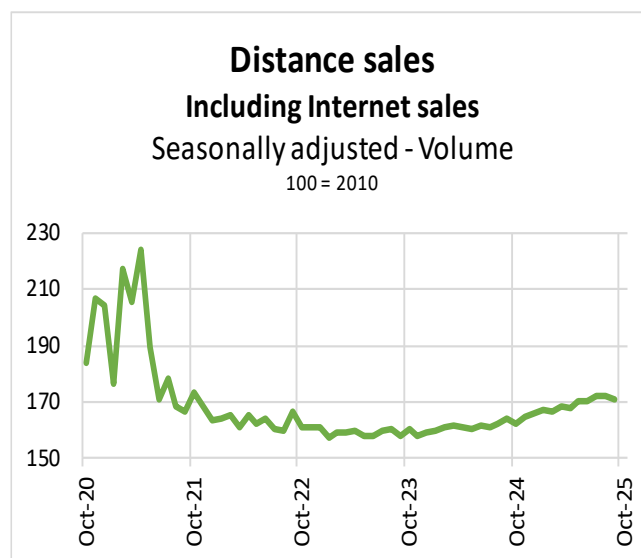
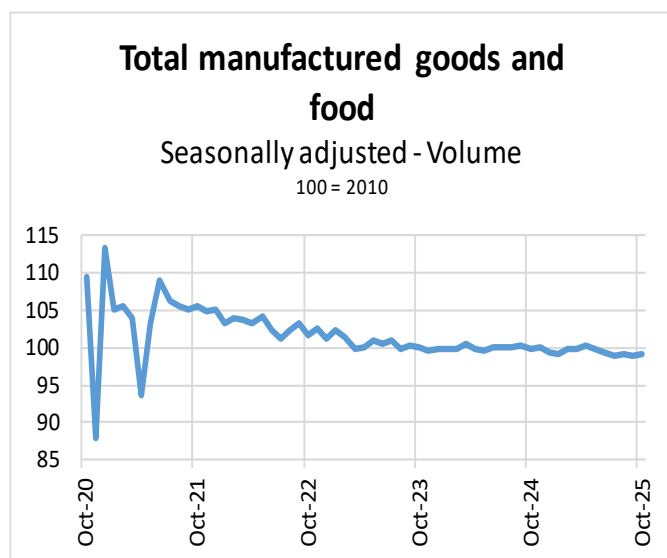
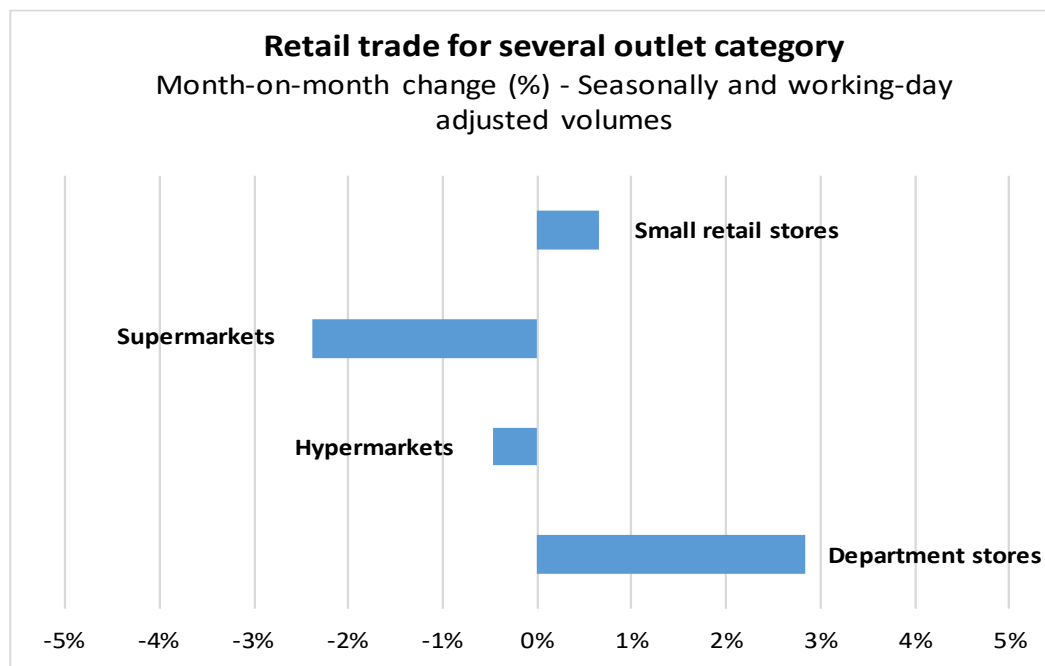
In terms of **distribution channels**, supermarket sales fell (-2.4% after +4.0%). Hypermarkets also recorded a slight decline (-0.5% after +0.4%). Conversely, sales at department stores increased (2.8% after -3.7%), as did sales at small retail stores albeit to a lesser extent (+0.6% after +0.7%).

Three month-on-three month, overall turnover in retail trade fell by 0.3%. This decline affected both manufactured goods sales (-0.1%) and food sales (-0.6%).



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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