

Turnover in retail trade at the end of December 2025

January 21st, 2026

Turnover in retail trade declined in December

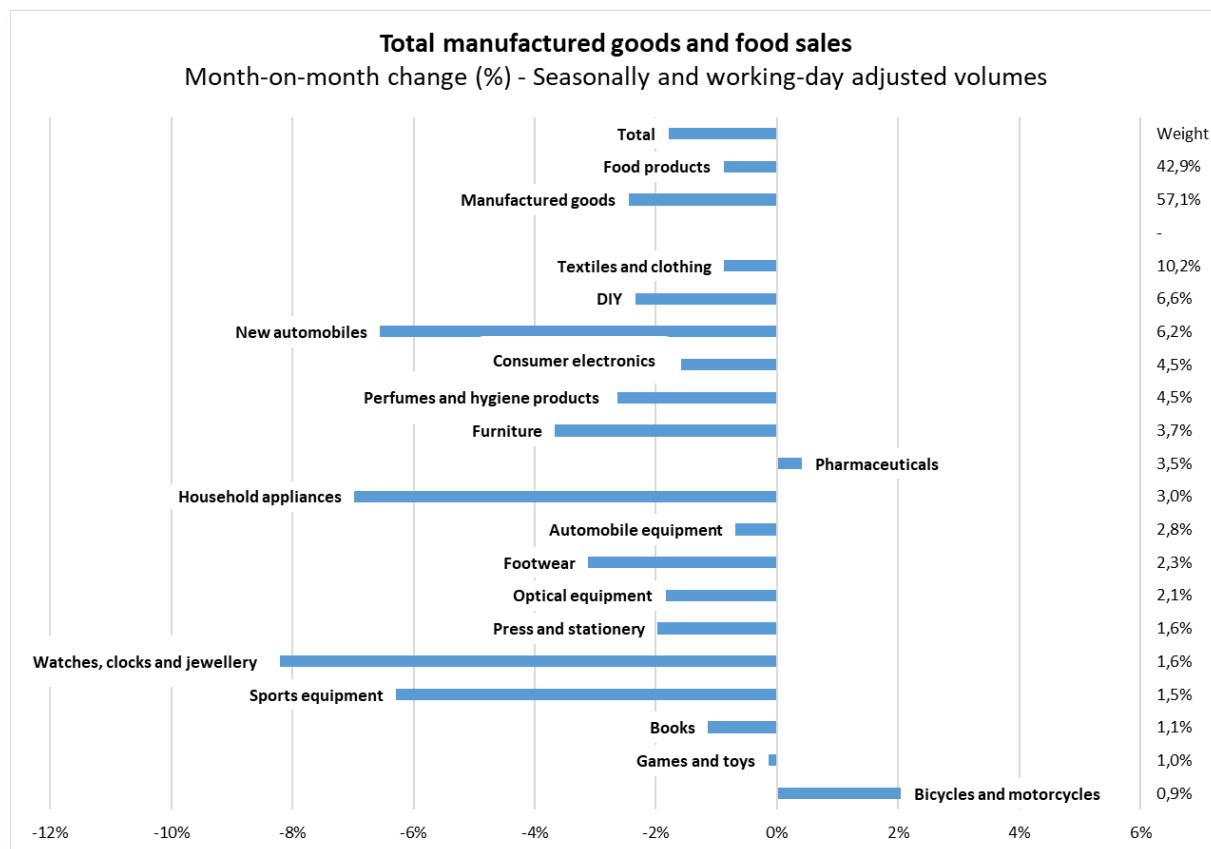
Note: The change in retail sales does not reflect the change in total household consumption as the latter includes other items such as health care, education and rents.

In December, turnover in retail trade fell by 1.8% on the previous month (data adjusted for seasonal and working-day variations), following a 1.6% increase in November. This change was due to both food sales, which declined by 0.9% in December after rising by 1.0% in November), and manufactured goods, which dropped by 2.5% after several months of growth (including a 2.0% increase in November).

As regards manufactured goods, new car sales decreased by 6.6% after a strong 13% rebound in November. The most significant declines were recorded in watches and jewelry, which dropped by 8.9% after a 3.5% increase and in household appliances, which fell by 7.0% after sliding by 9.7%. Conversely, a recovery was recorded in sales of bicycles and motorcycles, which climbed by 2.1% after declining by 2.8% and sales of pharmaceuticals, which were up by 0.4% after dipping by 0.7%.

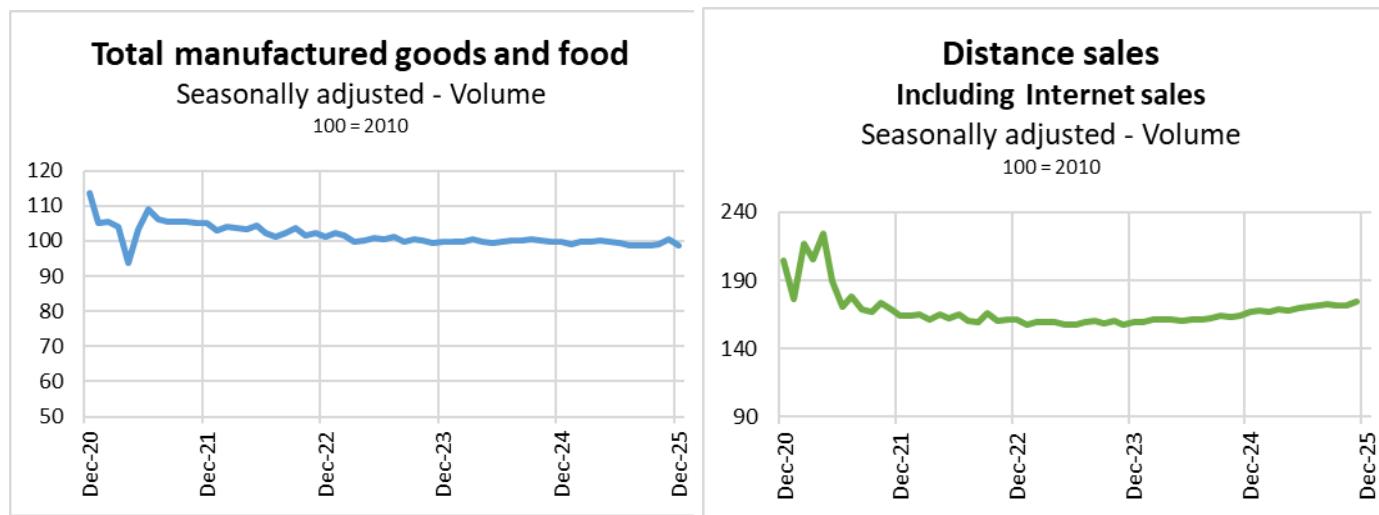
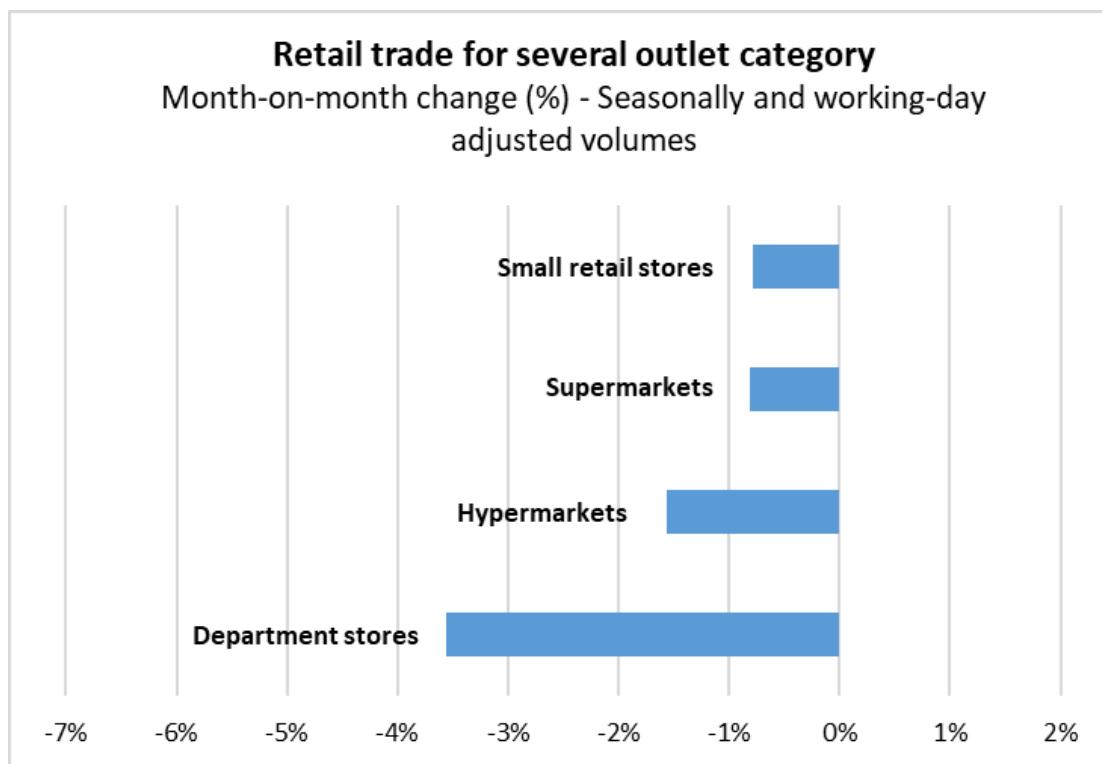
Sales declined across all **distribution channels**: sales of small retailers dipped by 0.8% after decreasing by 0.7%, department store sales were down by 3.6% after a 4.8% increase, hypermarket sales decreased by 1.6% after rising by 1.1%, and supermarket sales fell by 0.8% after a 1.2% rise.

Over the quarter as a whole, retail sales grew by 0.6% compared with the previous three months, driven by a 1% increase in sales of manufactured goods, while food sales remained unchanged (0% growth).



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.



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 October 2025. The actual figure for November 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.

Subscription to Business surveys can be requested to www.banque-france.fr

