

Turnover in retail trade at the end of January 2026

25 February 2026

Retail sales up in January

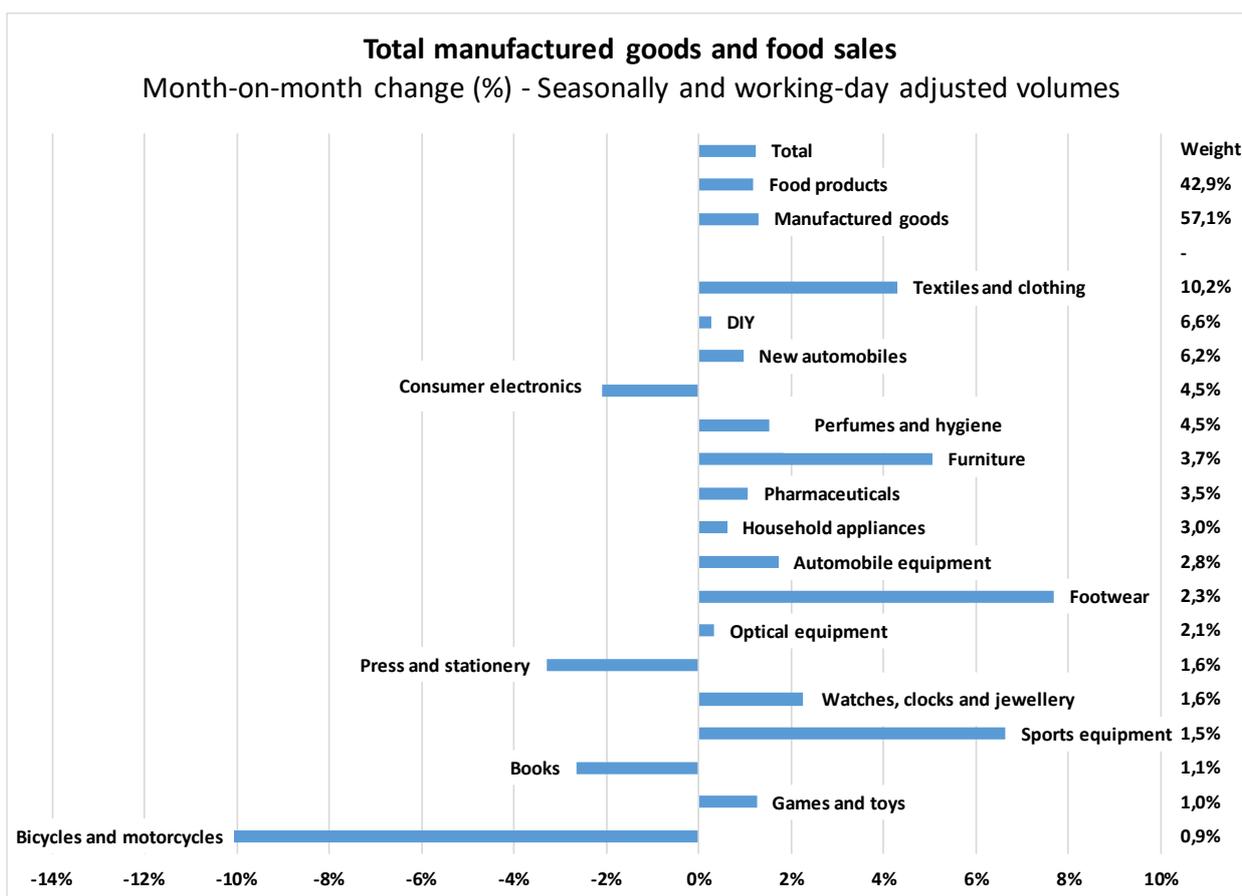
Note: The change in retail sales does not reflect the change in total household consumption as the latter includes other items such as health care, education and rents.

In January, retail sales volume rose by 1.2% (seasonally and calendar-adjusted data), following a 1.6% decline in December. The increase recorded in January reflects a rebound in both food sales (+1.2%, after -0.7% in December) and manufactured goods (+1.3%, after -2.3% in December).

Within manufactured goods, sales of footwear (+7.7% in January) and sports equipment (+6.6%) rebounded sharply after their decline in the previous month (-3.4% and -5.7%, respectively). Conversely, sales of bicycles and motorcycles fell sharply (-10.6% after +1.7%), as did sales of press and stationery (-3.3%, after -0.9% in December), though to a lesser extent.

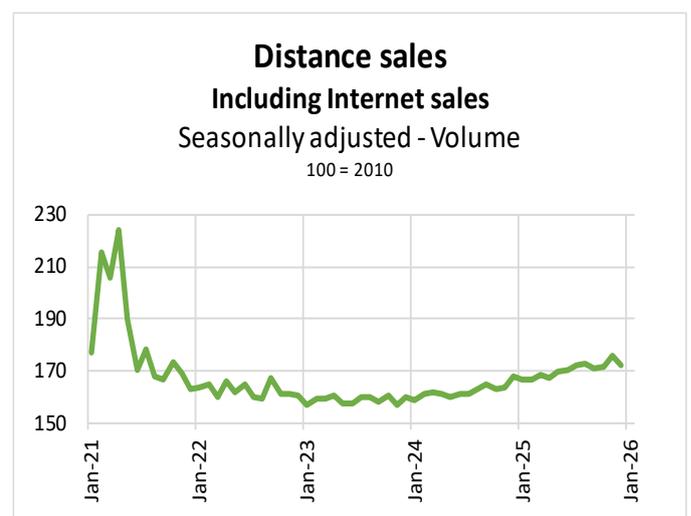
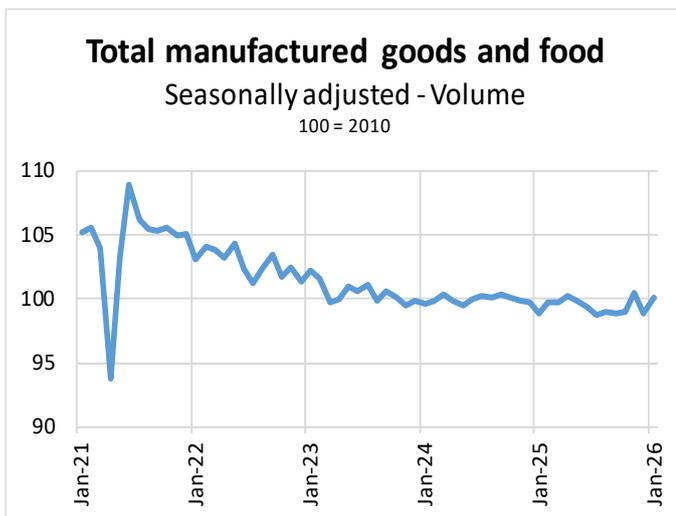
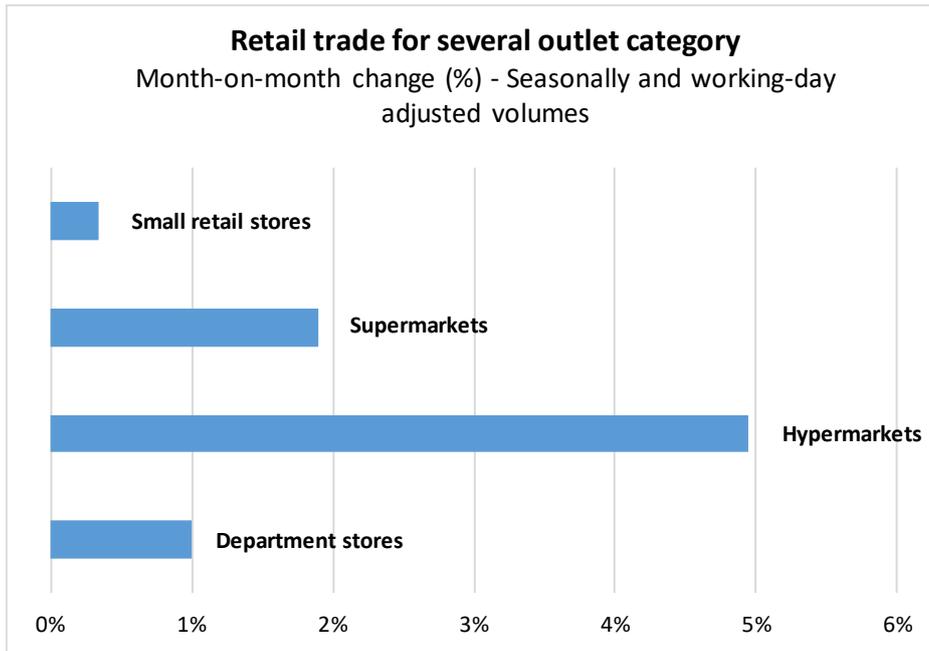
After declining in December, sales increased across all **distribution channels**: small retail stores (+0.3% after -0.7%), department stores (+1.0% after -3.1%), hypermarkets (+4.9% after -3.7%) and supermarkets (+1.9% after -0.9%).

Over the last three months compared with the previous three-month period, retail sales volume increased by 0.9%, driven by manufactured goods (+1.1%), while food sales rose more moderately (+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 December 2025. The actual figure for January 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: From 2025 onwards, distance selling data has been revised following a methodological change in the way turnover is reported.

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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