

Turnover in retail trade at the end of February 2026

20 March 2026

Turnover in retail trade was down in February

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.

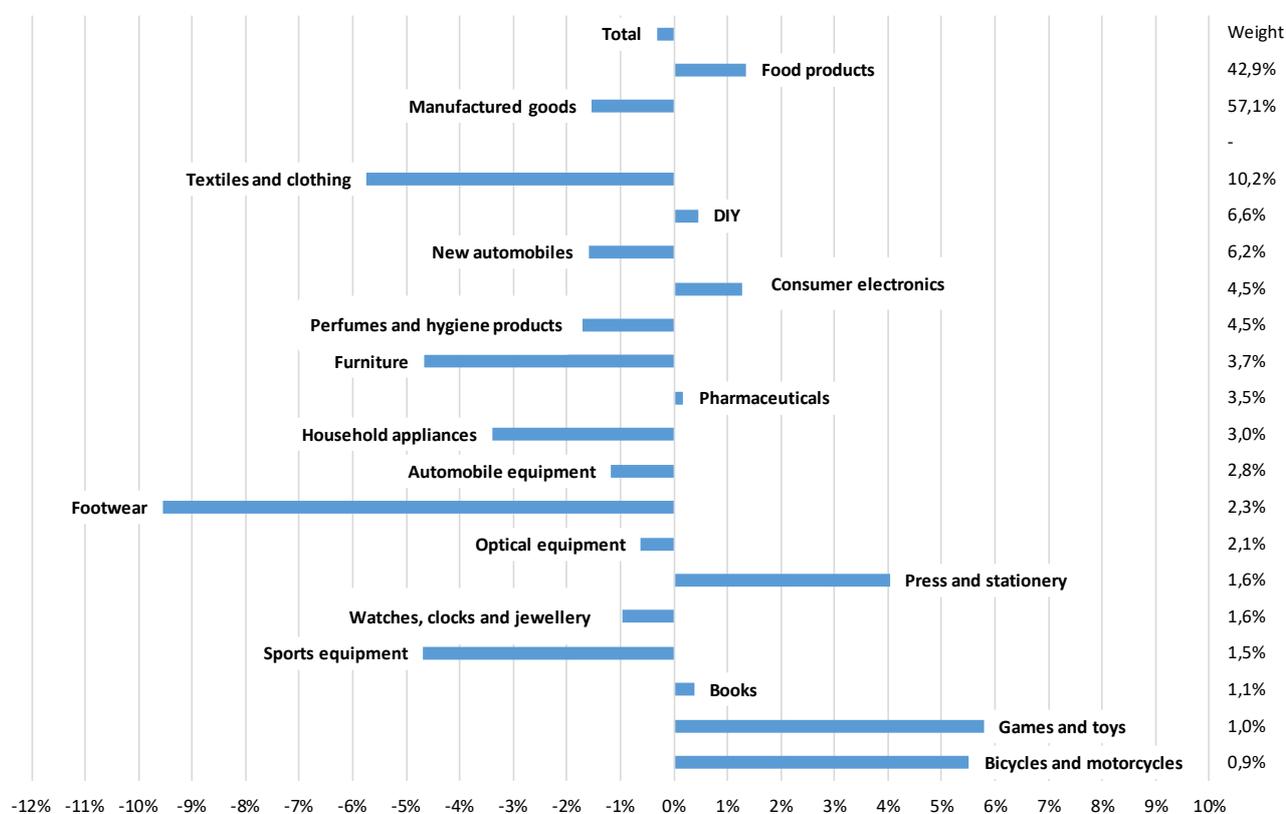
In February, turnover in retail trade fell by 0.3% (data adjusted for seasonal and working-day variations), following a 1.3% rise in January. The decline recorded in February was due to a fall in sales of manufactured goods, which dropped by 1.6%, following a 1.3% increase in January. Food sales continued to rise, climbing by 1.3%, after a 1.2% increase in January.

Within manufactured goods, sales of footwear and textiles decreased by 9.5% and 5.7% respectively, after posting a sharp increase of 9.4% and 4.3% respectively in January. Conversely, sales of games and toys rose more markedly, by 5.8% following a 1.8% increase in January, whilst those of bicycles and motorcycles recovered, rising by 5.5% after sliding by 10.6% in January.

As regards distribution channels, after growing in January, hypermarket sales levelled off, edging down by 0.1%, after rising by 4.7%, as did supermarket sales, which were down by 0.3% after increasing by 1.7%. Sales of small retailers declined moderately by 0.8% after a 0.3% rise, while department store sales dropped significantly, slipping by 10.6% after a 3.7% increase.

Over the last three months, compared with the previous three months, retail sales remained stable, with the 0.9% increase in food sales offset by the 0.6% decline in manufactured goods sales.

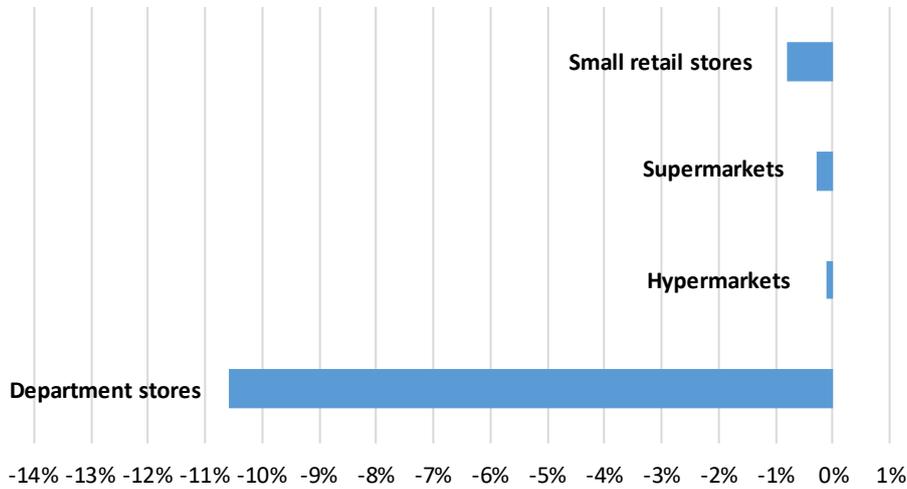
Total manufactured goods and food sales
Month-on-month change (%) - Seasonally and working-day adjusted volumes



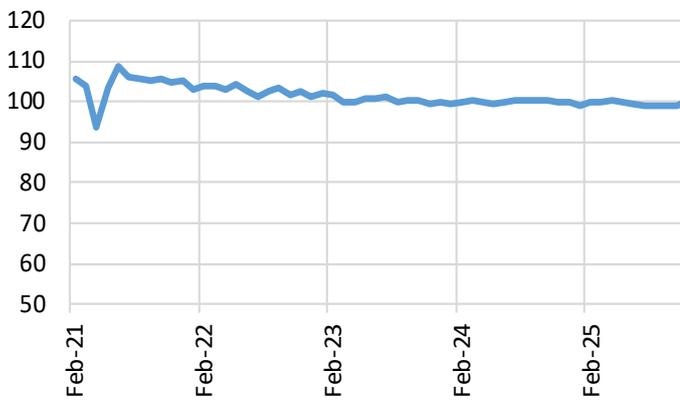
Notes:

- 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

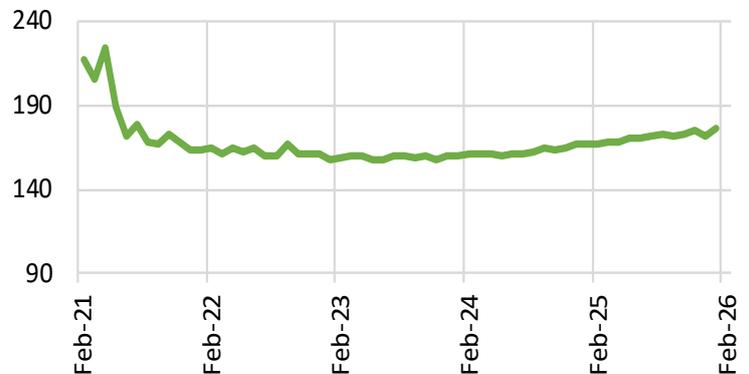
Retail trade for several outlet category
Month-on-month change (%) - Seasonally and working-day
adjusted volumes



Total manufactured goods and food
Seasonally adjusted - Volume
100 = 2010



Distance sales
Including Internet sales
Seasonally adjusted - Volume
100 = 2010



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 January 2025. The actual figure for February 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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