

## Turnover in retail trade at the end of March 2026

21 April 2026

### Retail turnover picks up in March

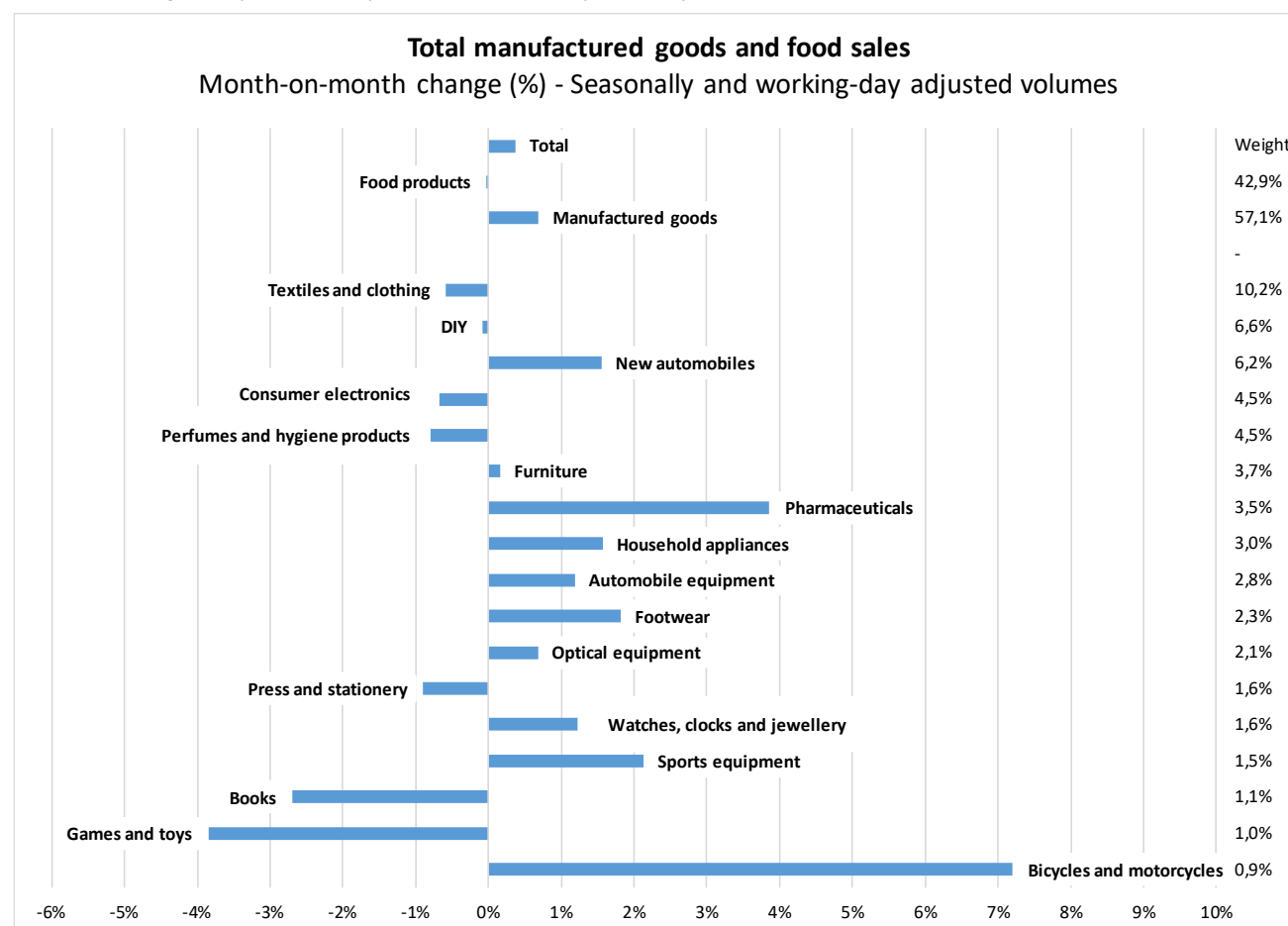
*Note:* Changes in retail sales do not fully reflect changes in total household consumption, which also includes items such as healthcare, education and rents.

**In March**, retail turnover rose by 0.4 % (seasonally and working-day adjusted), following a decline of 0.5 % in February. The increase was driven by a rebound in manufactured goods sales (up 0.7 % after -1.6 %), while food sales were broadly unchanged, following a 1.0% rise in the previous month.

Within manufactured goods, sales of bicycles and motorcycles continued to grow strongly (7.2 % after 5.6 %). Pharmaceutical product sales also increased, albeit at a more moderate pace (3.9 % after 0.4%), while sales of sporting goods recovered (2.1 % after -4.9 %). By contrast, sales of games and toys and of books declined, by 3.9 % and 2.7 % respectively, following increases in February.

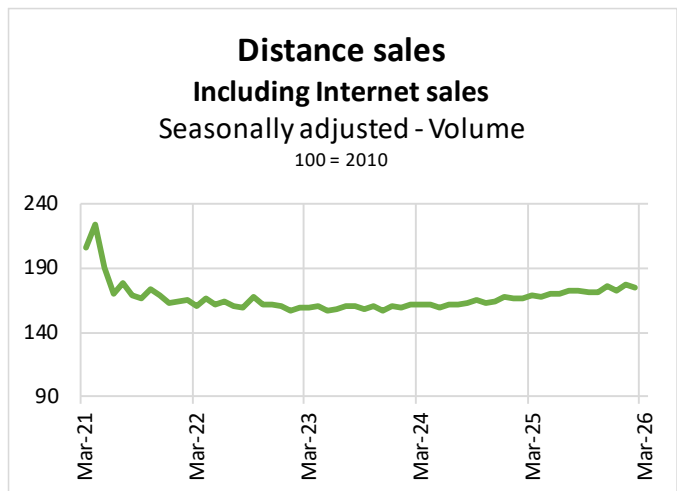
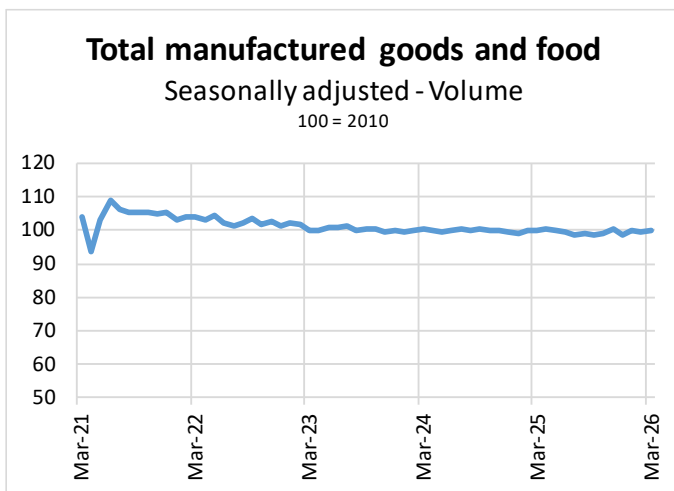
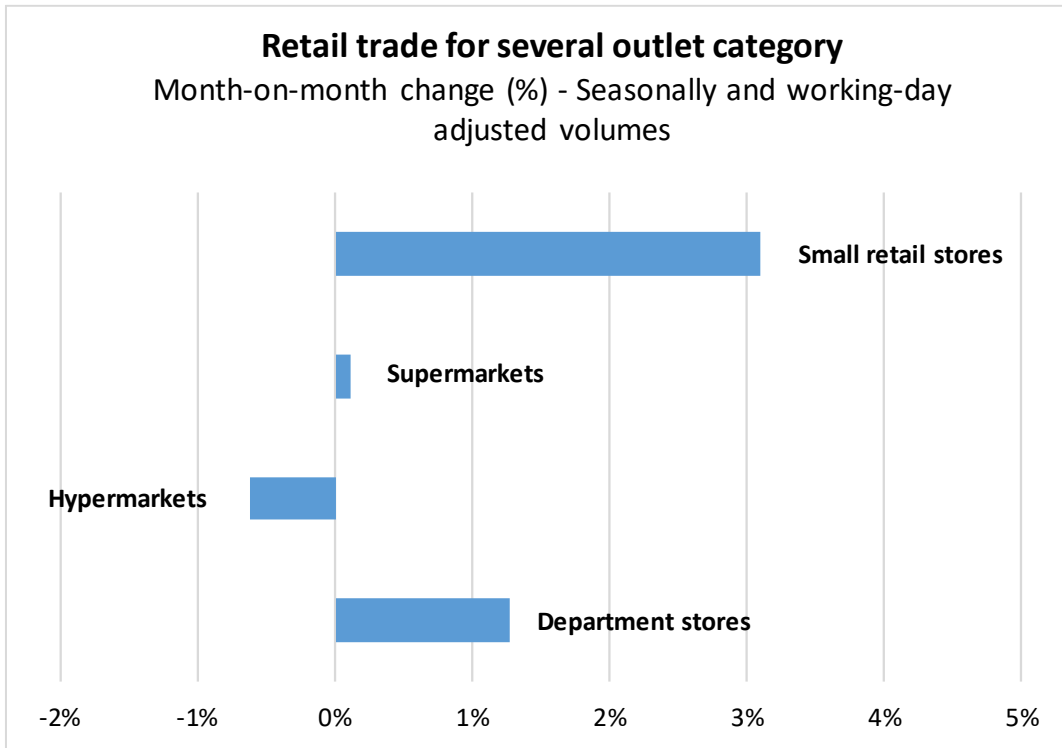
Across distribution channels, sales in hypermarkets fell again (-0.6 % after -0.1 %). In contrast, sales in supermarkets (0.1 % after -0.4 %), department stores (1.3 % after -6.9 %) and smaller retailers (3.1 % after -0.6 %) returned to growth.

**On a three-month-on-three-month basis**, retail turnover increased by 0.5 %, reflecting divergent developments between manufactured goods (down 0.5 %) and food products (up 1.8 %).



**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 February 2026. The actual figure for March 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 have 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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