

Turnover in retail trade at the end of April 2026

26 May 2026

Turnover in retail trade edged up slightly in April

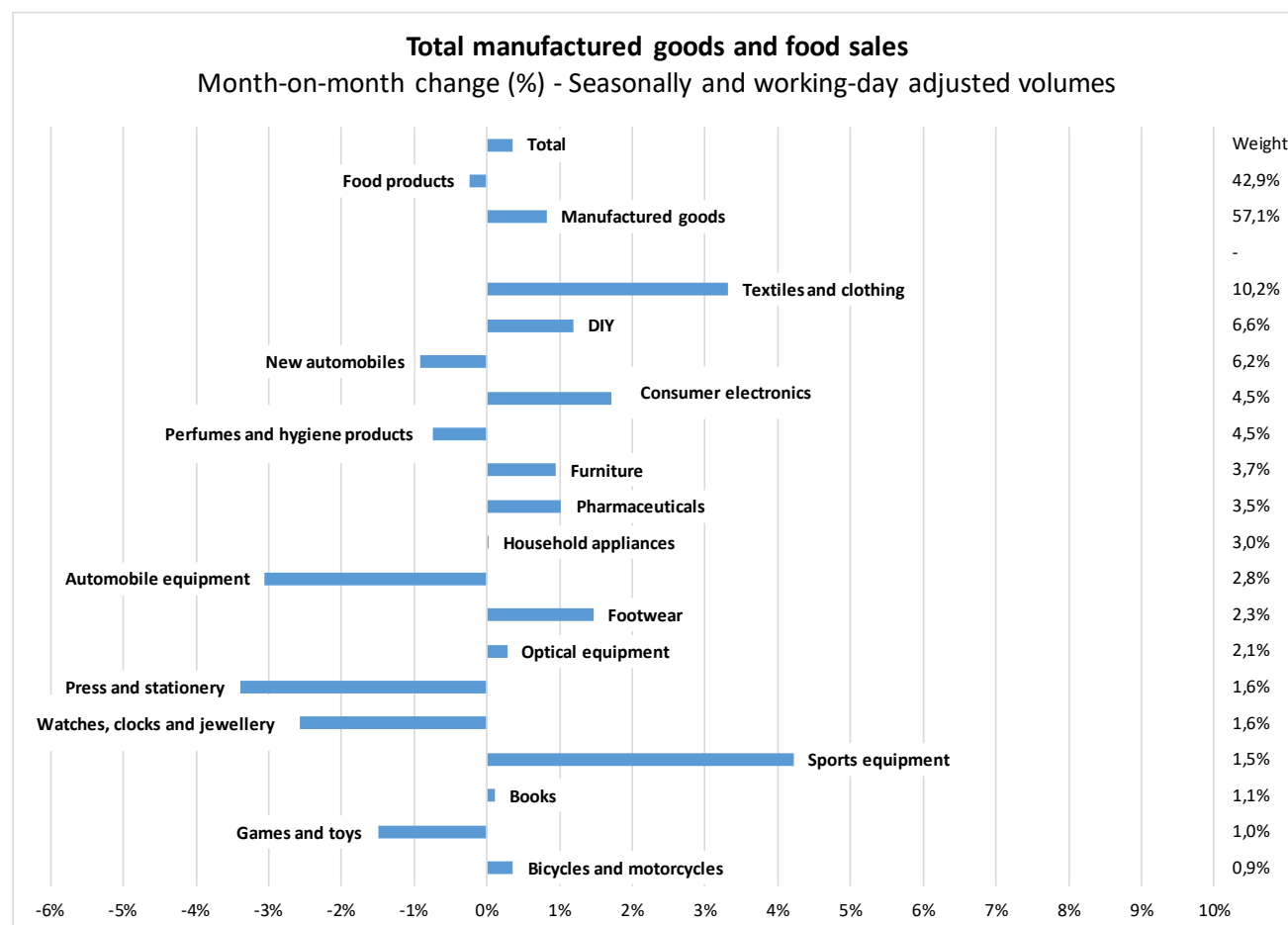
Note: Changes in retail sales do not reflect changes in total household consumption, as the latter includes other items such as healthcare, education and rents.

In April, turnover in retail trade rose by 0.4 % (data adjusted for seasonal and working-day variations), marking the second consecutive monthly increase following a 0.3 % rise in March. This growth was driven by a 0.8 % increase in sales of manufactured goods, after a 0.6% rise the previous month. Food sales edged down by 0.2 %, after remaining stable in March.

Within manufactured goods, the increase in sales was supported by strong performances in sports equipment, up 4.2 % following a 2.1 % rise in March; textiles and clothing, which rose by 3.3 % after declining by 0.5 %; and consumer electronics, which climbed by 1.7 % after dipping by 0.6 %. Conversely, sales fell by 3.4 % in the press and stationery sector, by 3.1 % in automotive equipment, and by 2.8 % in watches and jewellery.

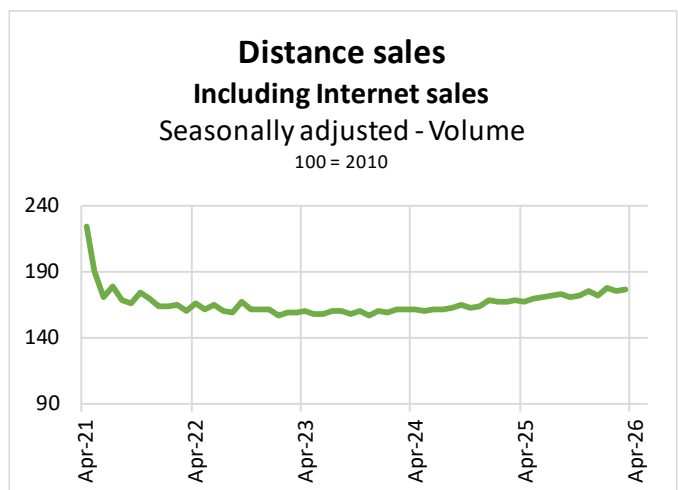
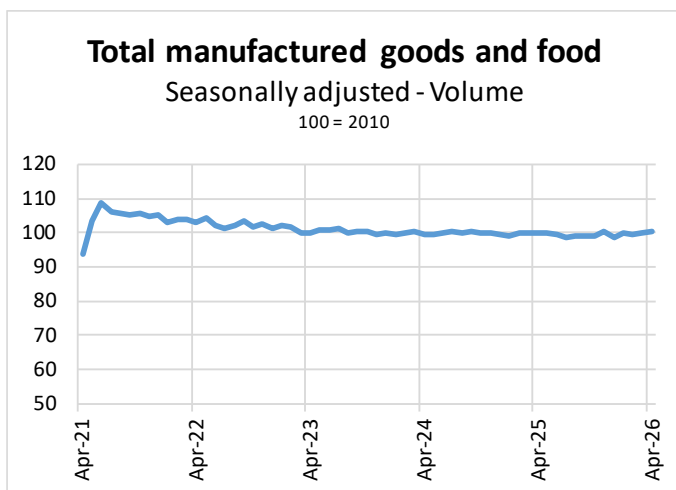
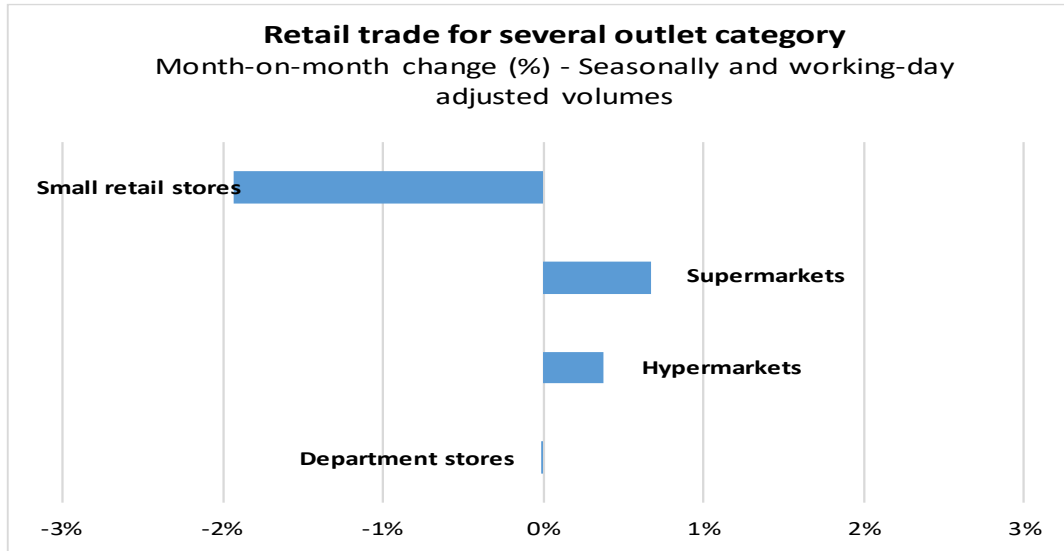
Regarding distribution channels, sales among small retailers dropped by 1.9 %, while supermarket and hypermarket sales increased by 0.7 % and 0.4 % respectively in April. Sales in department stores remained stable.

Over the last three months, compared with the previous three-month period, retail sales posted only a modest 0.2 % increase. This overall rise masks contrasting trends between food sales, which increased by 1.6 %, and manufactured goods sales, which declined by 0.8 %.



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 March 2026. The actual figure for April 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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