

## Turnover in retail trade at the end of August 2020

16 September 2020

### In August, sales of industrial goods remained dynamic year-on-year, while food sales dipped slightly

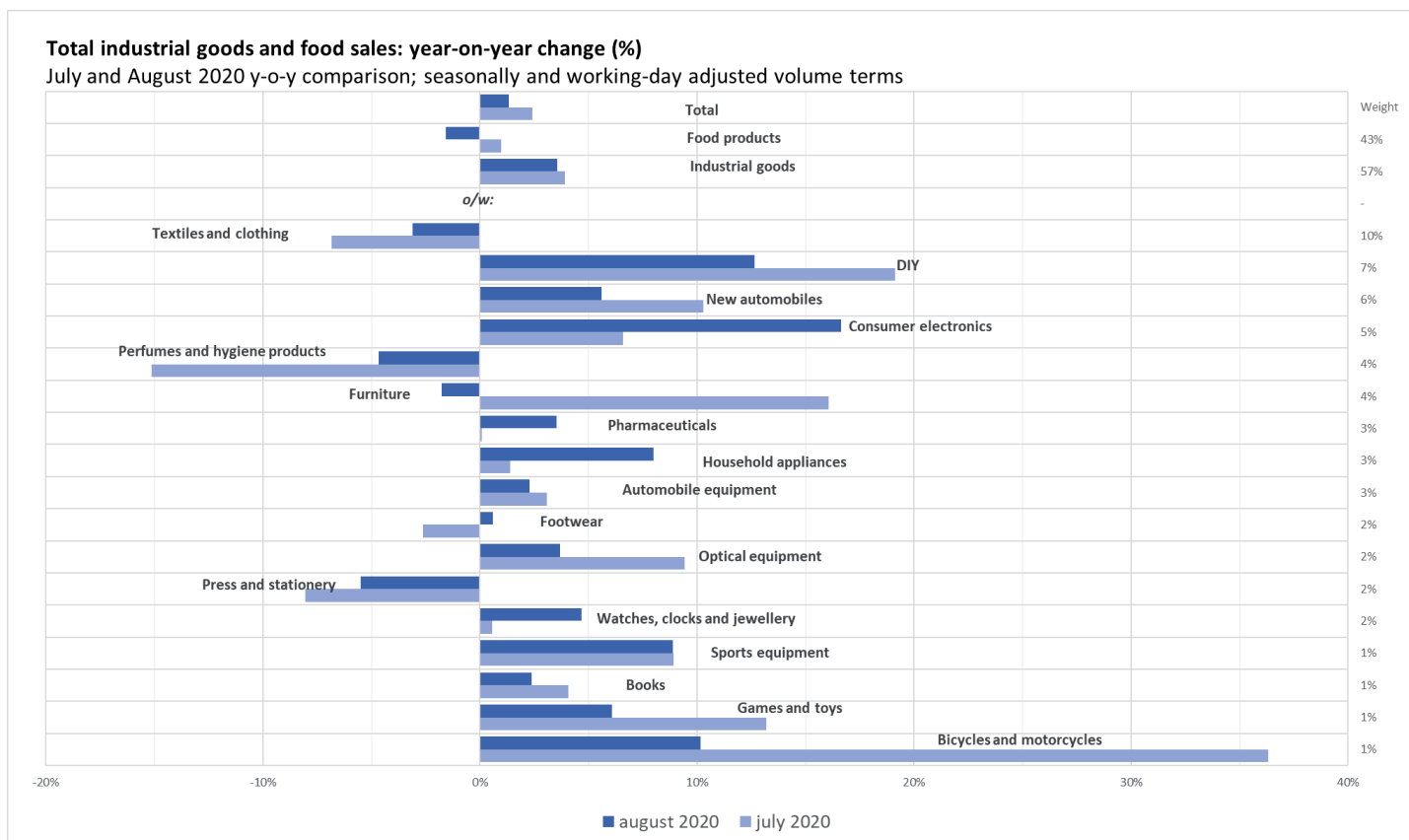
**Warning:** the current document replaces the one published on September 15<sup>th</sup>, 2020, in which mistakes were observed.

#### Remark

Developments in retail sales do not reflect developments in total household consumption: the latter also includes other items such as health, education and rents.

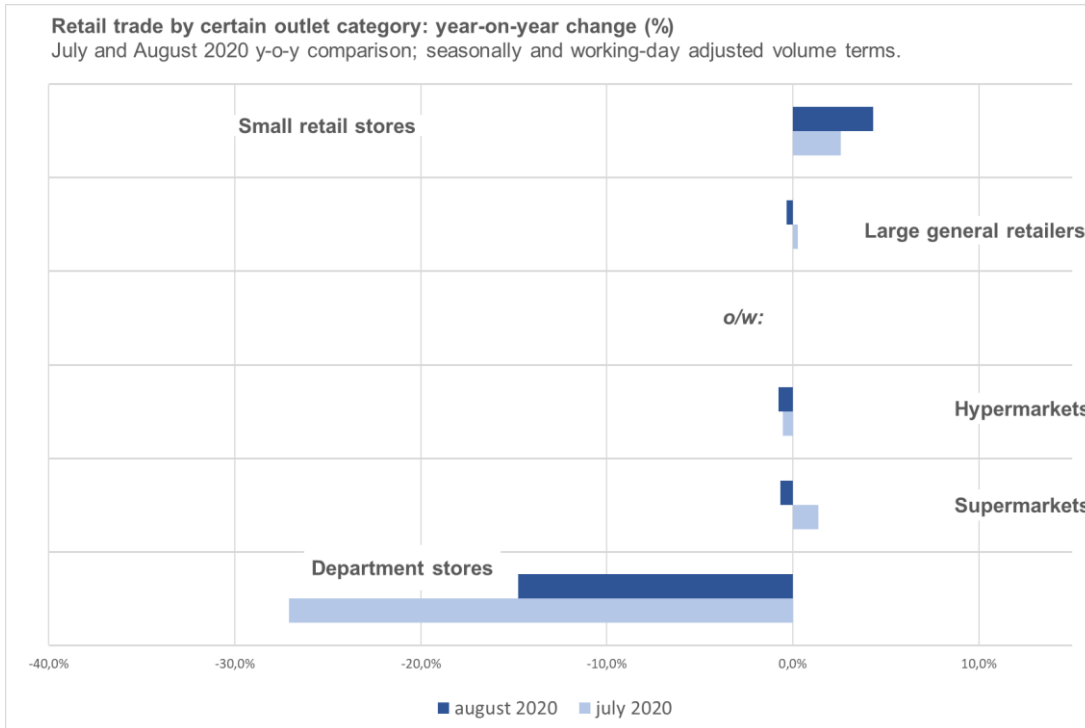
In **August**, turnover in retail trade posted year-on-year growth rate of 1.3% (adjusted for seasonal and working-day variations), after 2.4% in July. Following on from the previous month, sales of industrial goods were strong, rising by 3.6% year-on-year in August, after 3.9% in July. This growth was driven by consumer electronics (up 16.6 % year-on-year), DIY (up 12.6 %) and cycles and motorcycles (up 10.2 %). Press and stationery and perfumes/personal care products and were still down year-on-year, dropping by 5.5% and 4.7% respectively. Food sales fell by 1.6% compared to August 2019.

By distribution channel, sales of small retailers grew distinctly by 4.3% year-on-year (after a 2.6% increase in July) and those of large general retailers slightly declined (-0.3 %). Sales of large general retailers are close from last year's level in the case of supermarkets (down 0.7 %) and hypermarkets (down 0.8 %). In spite of a sharp improvement from July to August, sales of department stores are still significantly below August 2019 level (down 14.8 %). Conversely, according to data observed at **end-July**, distance selling posted strong growth, with sales rising by 14.8%.



#### Notes :

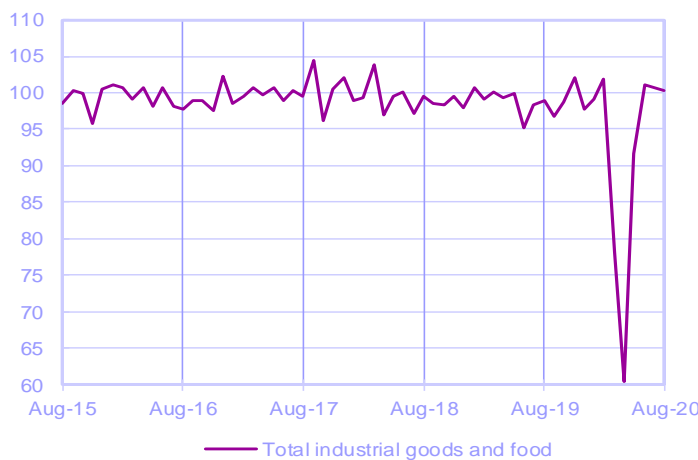
- Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (see methodology)
- The aggregated and by sub-sector series are seasonally adjusted on an individual basis: the seasonally adjusted series do not represent the sum of the seasonally adjusted components.



Large general retailers	Weight
Hypermarkets	50%
Supermarkets	33%
Distance sales	11%
Department stores	6%

**Total industrial goods and food**

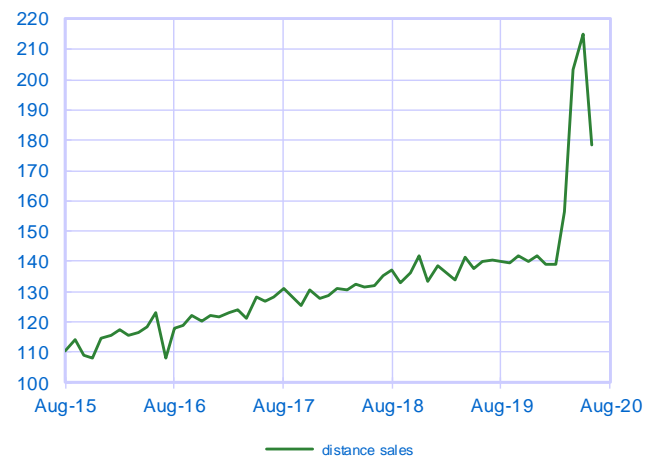
index in seasonally-adjusted volume terms (100 = 2010)



**Distance sales**

Source: Fevad and Banque de France

index in seasonally-adjusted volume terms (100 = 2010)



Provisional data as of the 7th working day following the month under review.

**Notes:**

- The Fevad and the Banque de France work together to publish the e-commerce figures for France (excluding food). This month the series will not be published as the model does not have sufficient data to capture the break from past patterns. The actual figure will be published as soon as it is available.
- The aggregated and by sub-sector series are seasonally adjusted on an individual basis: the seasonally adjusted series do not represent the sum of the seasonally adjusted components.
- Sectors are classified according to the relative weight of the distribution methods included in the aggregates for small retail stores and large general retailers (see methodology)
- However, the "large general retailer" aggregate is not a sub-aggregate of the "total industrial and food product" index. Rather, it is an independent index that covers the overall turnover of hypermarkets, supermarkets, department stores and distance selling. It does not include national chains.

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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