

Turnover in retail trade at the end of March 2020

15 April 2020

Turnover in retail trade plummeted in March

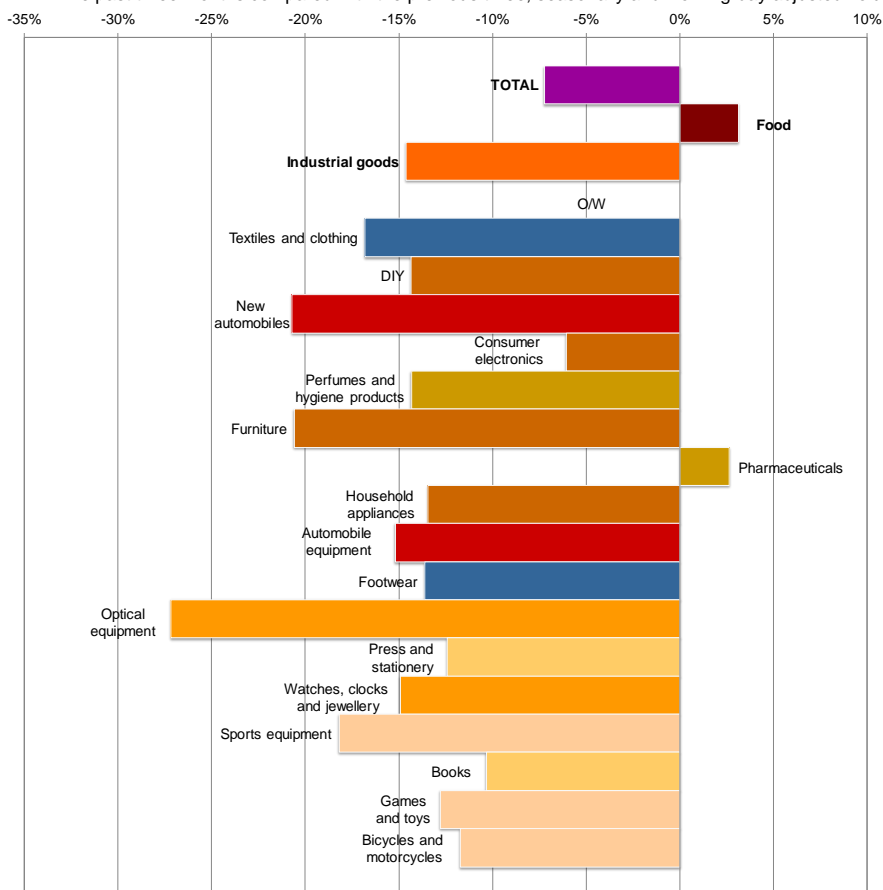
In March, turnover in retail trade nosedived by 24% (adjusted for seasonal and working-day variations) compared with that of February. This development is largely due to the 43.4% collapse in industrial goods sales, while food sales only lost 0.9%.

Over the past three months, turnover in retail trade collapsed by 7.2% (adjusted for seasonal and working-day variations). This trend can be ascribed to the almost across-the-board decline in industrial goods sales, which plunged by 14.6%. This was notably the case in the optical, new car and furniture sectors, which lost 27.2%, 20.7% and 20.6% respectively. Conversely, the pharmaceutical sector recorded a rise, gaining 2.7%. Food sales increased by 3.2%.

In terms of distribution channels, sales of small retailers fell by 9.6% and those of large general retailers put on 1.7%. Supermarket sales grew by 7.4% and those of hypermarkets by 1.7%, offsetting the significant drop in department store turnover, which tumbled by 19.3%.

Total industrial goods and food sales: Q/Q-1 change

The past three months compared with the previous three; seasonally and working-day adjusted volume terms



	Weight
Food products	43%
Industrial goods o/w	57%
Textiles and clothing	10%
DIY	7%
New automobiles	6%
Consumer electronics	5%
Perfumes and hygiene products	4%
Furniture	4%
Pharmaceuticals	3%
Household appliances	3%
Automobile equipment	3%
Footwear	2%
Optical equipment	2%
Press and stationery	2%
Watches, clocks and jewellery	2%
Sports equipment	1%
Books	1%
Games and toys	1%
Bicycles and motorcycles	1%

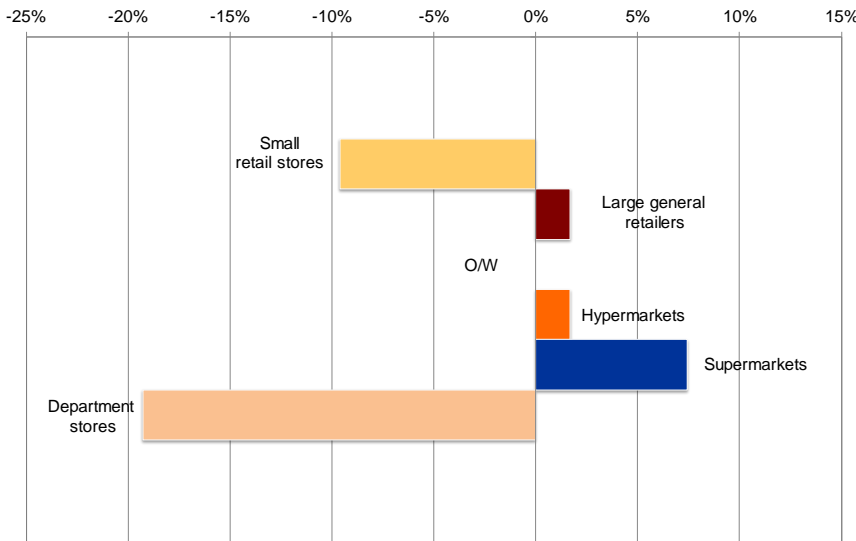
Notes :

- 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.

Period under review : March 2020

Retail trade by certain outlet category: Q/Q-1 change

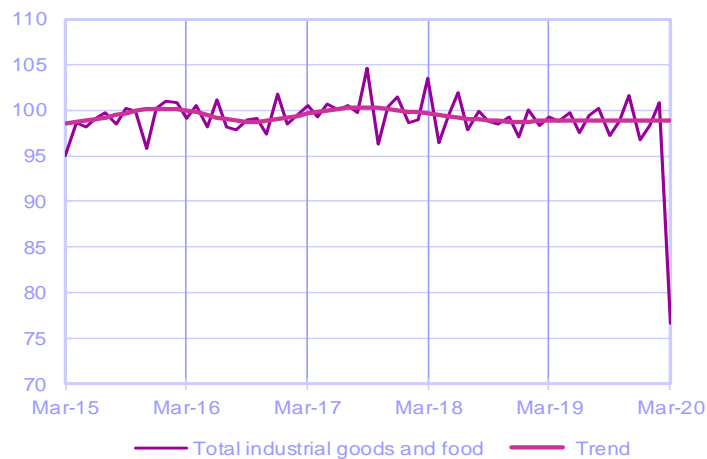
The past three months compared with the previous three; seasonally and working-day adjusted volume terms



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)



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.

Subscription to Business surveys can be requested to www.banque-france.fr

