

Turnover in the retail trade at the end of March 2015

15 April 2015

DGS
Sectoral Surveys and
Statistics Directorate

In the first quarter of 2015, retail trade volumes inched up just 0.1% (adjusted for seasonal and working-day variations); in March, sales were down month-on-month

Quarter-on-quarter, food sales declined by 1.3%. Sales of industrial goods rose 1.1%, driven in large part by growth in the automobile and consumer electronics sectors.

Small retail stores reported a 1.1% rise in turnover over the quarter. Sales of large general retailers increased by 1.6%, boosted by strong growth for department stores (6.2%) and more modest rises for supermarkets and hypermarkets (1.1% and 0.9% growth respectively). Distance selling (including e-commerce) edged down 0.6%.

In March, retail sales declined 2.9% month-on-month. Food sales dropped 5.5%, while sales of industrial goods were down 2.3%, with notable declines in the textile, DIY and automobile equipment sectors.

Sales at small retail stores and large general retailers fell by 3.3% and 1.2% respectively.

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



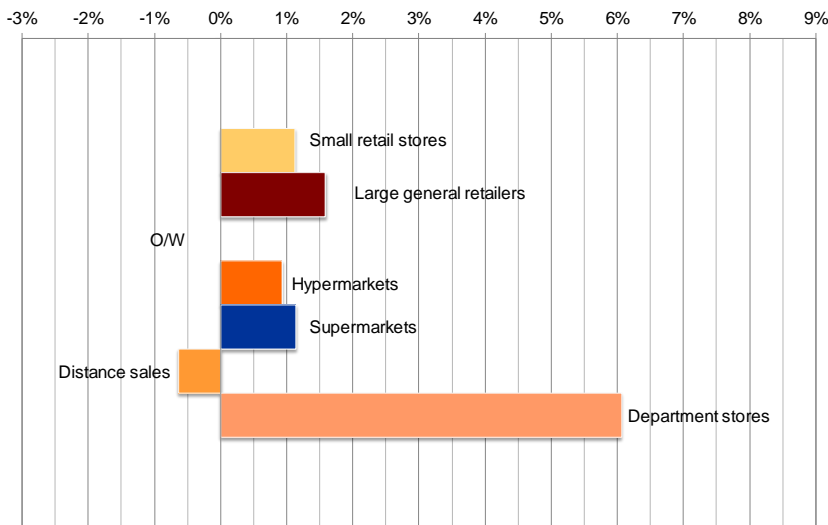
	Weight
Food products	42%
Industrial goods o/w	58%
Textiles and clothing	10%
New automobiles	6%
Consumer electronics	5%
DIY	5%
Automobile equipment	5%
Perfumes and hygiene products	5%
Pharmaceuticals	4%
Furniture	4%
Household appliances	3%
Footwear	2%
Optical equipment	2%
Press and stationery	2%
Watches, clocks and jewellery	1%
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.

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

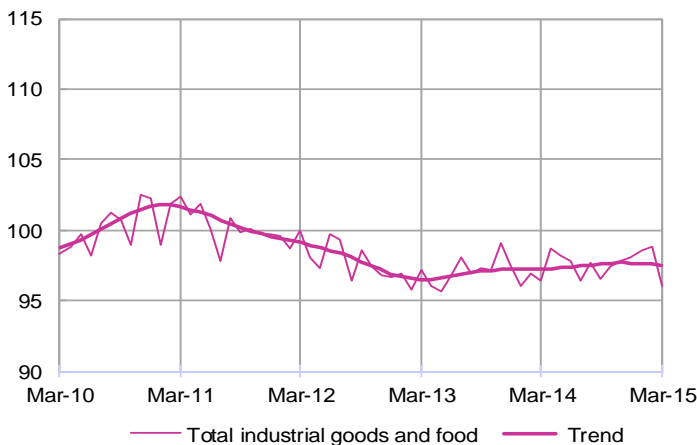


Large general retailers	Weight
Hypermarkets	50%
Supermarkets	34%
Distance sales	10%
Department stores	6%

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Total industrial goods and food

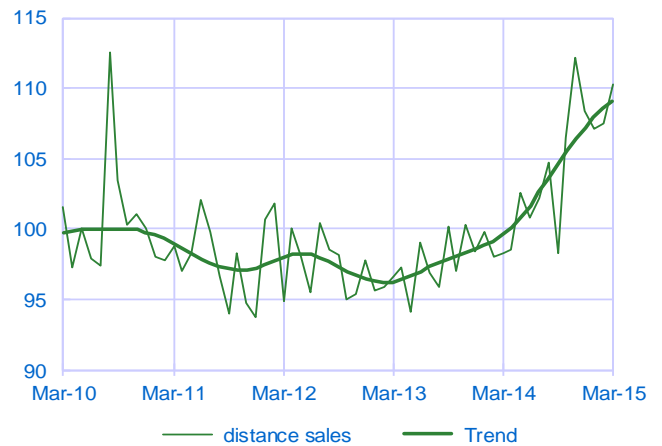
index in seasonally-adjusted volume terms (100 = 2010)



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 data on product distance selling, including online sales, in France (excluding food sales). Since 2011 these data have been taken into account and are being published for the first time in April 2014.
- Following a change in the base year, the series are now on base 2010 = 100.
- 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 cover 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 database.

<http://webstat.banque-france.fr/en/browse.do?node=5384243>