

# Turnover in the retail trade at the end of August 2015

14 September 2015

DGS  
Sectoral Surveys and  
Statistics Directorate

**Over the past three months, retail sales rose by 1.4% (adjusted for seasonal and working-day variations), and by 0.3% in August.**

**Over the past three months**, overall turnover improved compared to the preceding three months, affected by the weakness of march.

Industrial goods sales picked up by 1.7% thanks to the improvement in most industries, with the household appliances, new car and cycles-motorcycles sectors posting the largest gains. Food sales firmed by 1.9%.

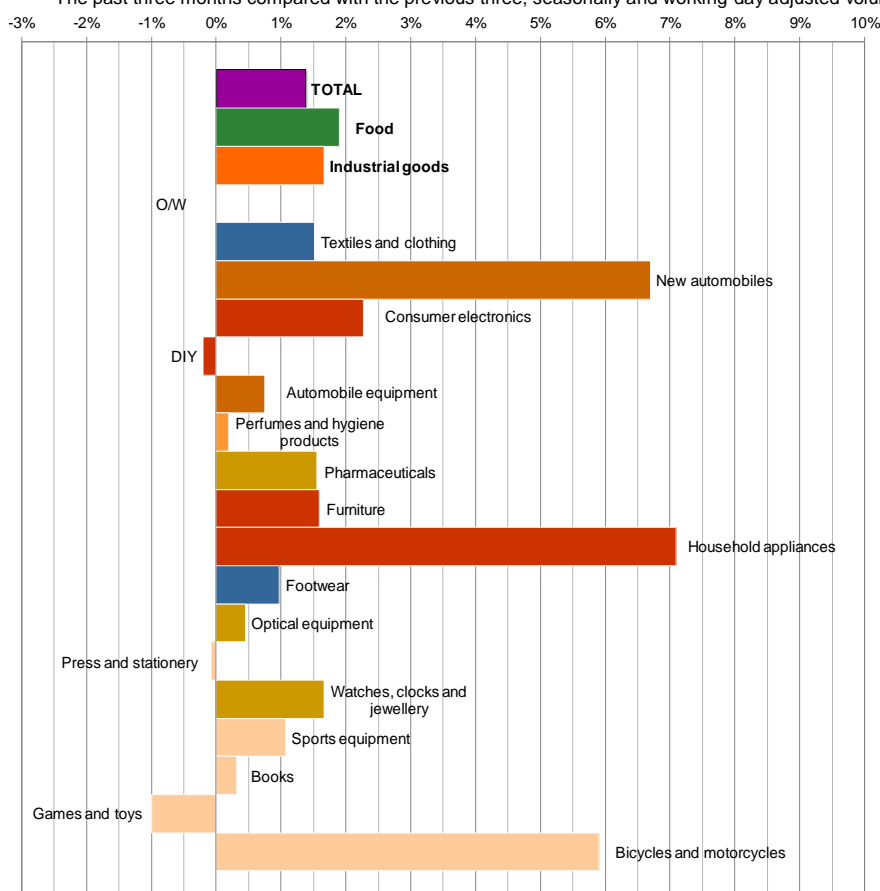
Sales of small retail stores strengthened by 1.9%. Sales of large general retailers improved across the board by 0.6%, with hypermarkets recording the strongest growth of 1.1%.

**In August**, industrial goods grew by 0.9%, driven by the footwear, consumer electronics and new car sectors. Food sales fell by 0.5%.

Sales of small retail stores inched up by 0.5% and those of large general retailers by 0.3%.

## 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



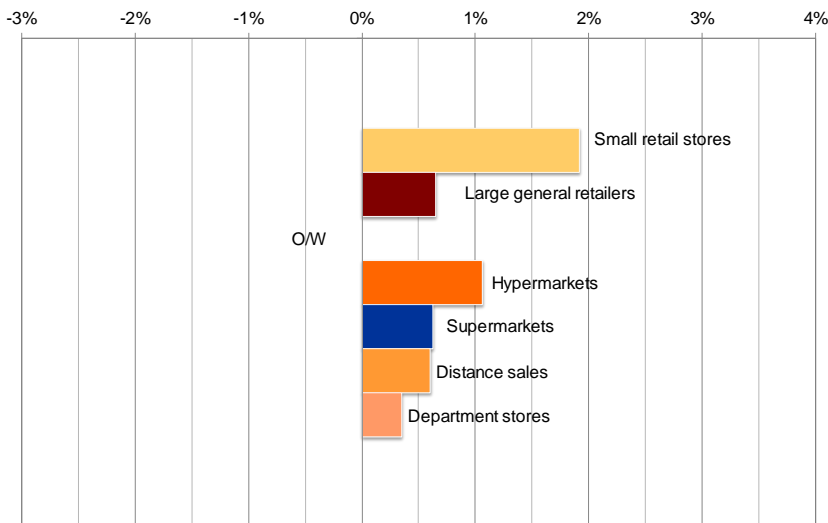
|                               | Weight |
|-------------------------------|--------|
| Food products                 | 42%    |
| Industrial goods o/w          | 58%    |
| Textiles and clothing         | 10%    |
| New automobiles               | 6%     |
| Consumer electronics          | 5%     |
| 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**

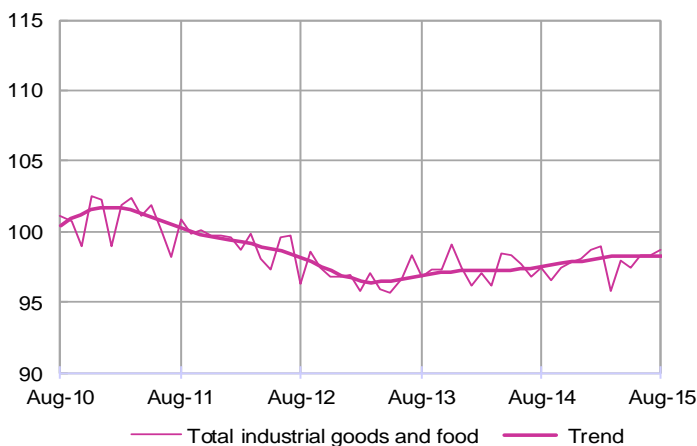
The past three months compared with the previous three; seasonally and working-day adjusted volume terms



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

**Total industrial goods and food**

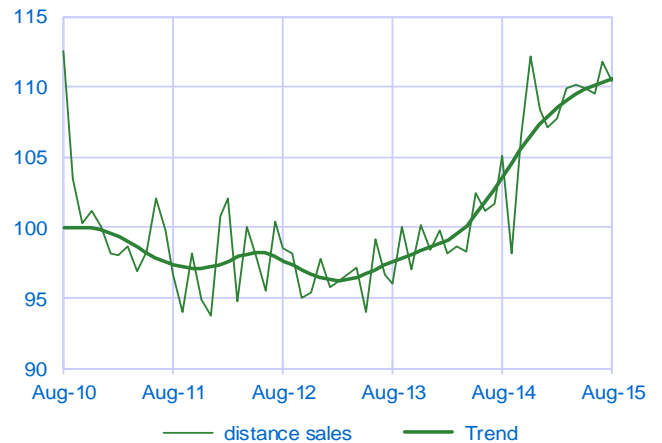
index in seasonally-adjusted volume terms (100 = 2010)



**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.
- 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.
- 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>