

Turnover in the retail trade at the end of December 2015

18 January 2016

**Retail trade volumes rebounded in December, rising by 1.9% in seasonally adjusted terms.
However, quarter-on-quarter, volumes were down 0.3%.**

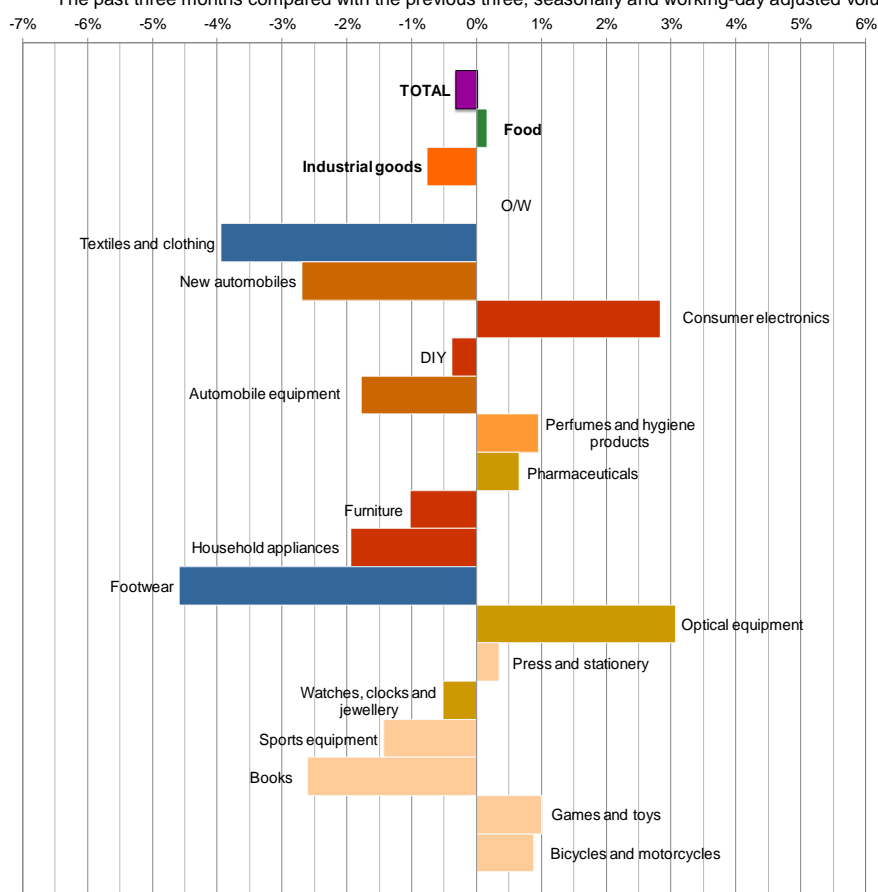
In December, industrial goods sales rose by a sharp 2.9%, offsetting the decline seen in November: sales in footwear, perfume and textiles and clothing sectors rebounded and recouped the fall seen in the previous month. Food sales rose by 2.2%.

Sales at small retail stores also proved dynamic, rising 2.5% month-on-month. Large general retailers posted growth of 1.4%, with hypermarkets and department stores both making up for the decrease seen in November. Supermarket and distance sales also grew over the month.

In the fourth quarter, food sales inched up by 0.2%. Sales of industrial goods fell by 0.8% as gains in the electronics sector failed to offset declines in footwear, textiles and clothing and new automobiles. Small retail stores reported a 0.2% fall in turnover in the fourth quarter. Sales at large general retailers were also down 0.4%, as December's rebound failed to make up for a sluggish October and the downturn seen in November.

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



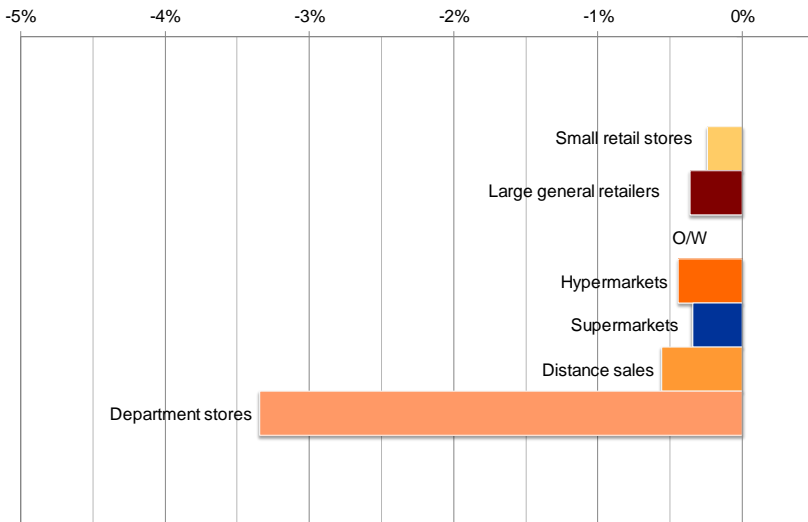
	Weight
Food products	42%
Industrial goods o/w	58%
Textiles and clothing	10%
New automobiles	6%
Consumer electronics	5%
DIY	5%
Automobile equipment	5%
Perfumes and hygiene products	5%
Pharmaceuticals	4%
Furniture	4%
Household appliances	3%
Footwear	2%
Optical equipment	2%
Press and stationery	2%
Watches,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

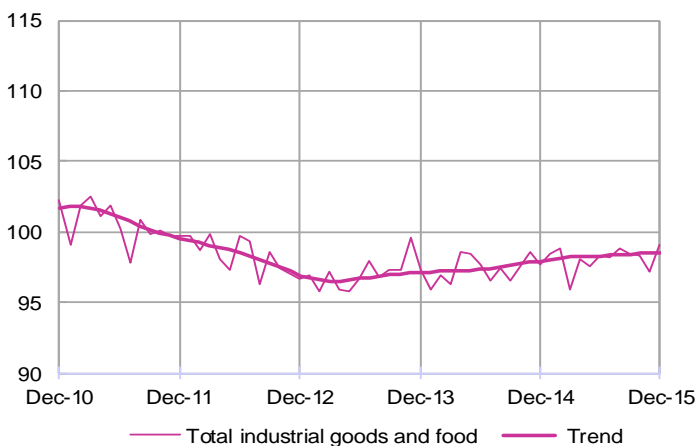
The past three months compared with the previous three; seasonally and working-day adjusted volume terms



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

Total industrial goods and food

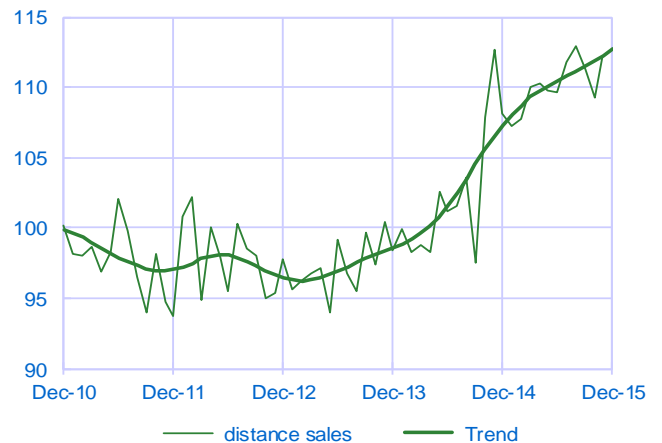
index in seasonally-adjusted volume terms (100 = 2010)



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 Banque de France](#) database.

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