

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

16 October 2020

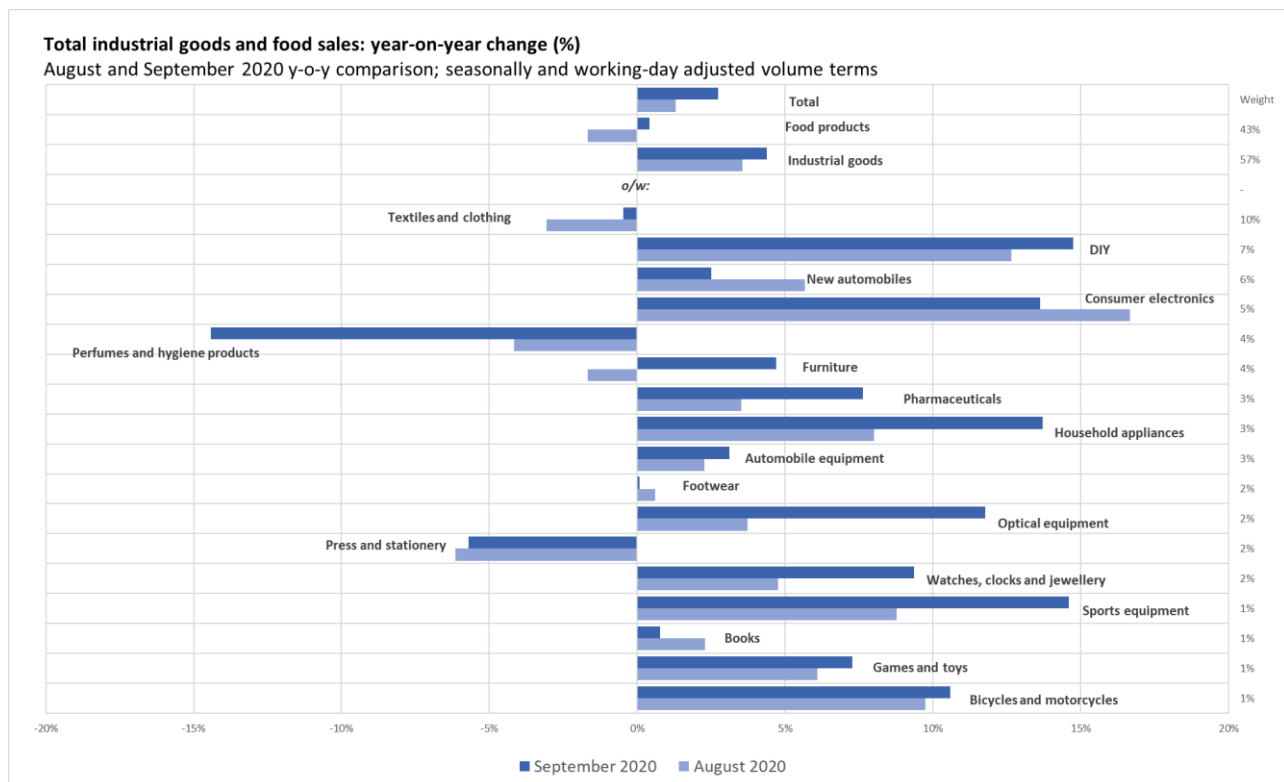
### In September, retail sales of industrial goods increased year-on-year

#### Disclaimer

The trend in retail sales does not reflect that of total household consumption: the latter includes other items such as healthcare, education and rents.

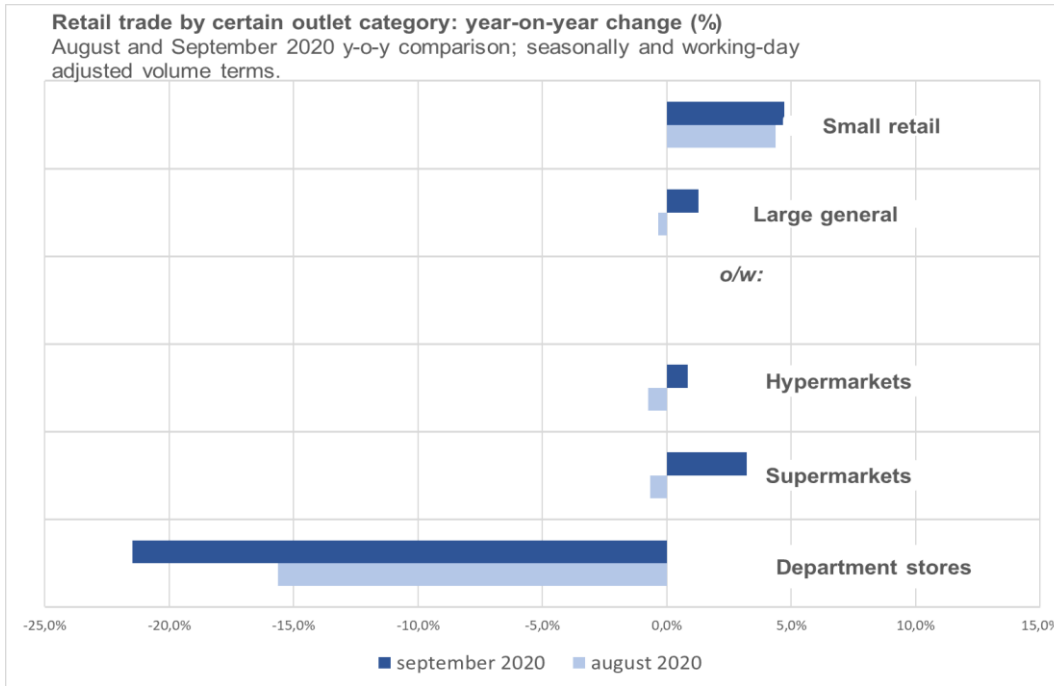
In September, turnover in retail trade rose by 2.7% year-on-year (adjusted for seasonal and working-day variations) after putting on 1.3% in August. While food sales were almost stable year-on-year, inching up by 0.4%, those of industrial goods remained buoyant: 4.4%, after 3.6% in August. The sectors recording the strongest growth were DIY (14.7%), sports equipment (14.6%), household appliances (13.7%) and consumer electronics (13.6%). Conversely, perfumes and personal care products, and press and stationery products lost 14.4% and 5.7% respectively.

In terms of distribution channels, sales of small retailers rose by 4.7% year-on-year, while sales of large general retailers increased more moderately, by 1.3%. Among the latter, supermarkets continued to post a healthy growth of 3.2%, while department store sales remained well below pre-crisis levels, down 21.5% year-on-year. Data observed at the **end of August** indicate a 12.6% year-on-year growth, after 14.8% in July.



#### Notes :

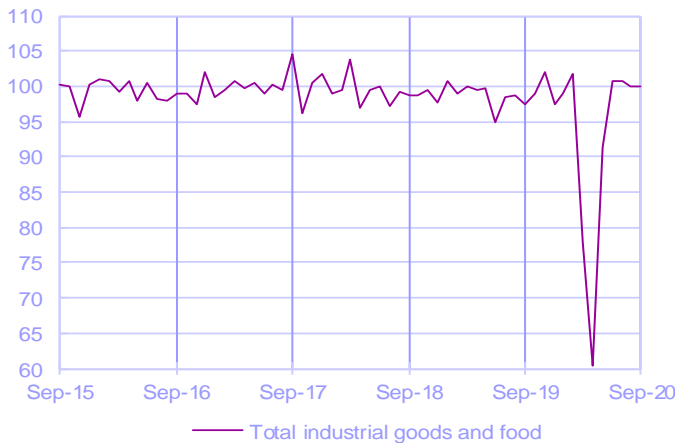
- Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (see methodology)
- The aggregated and by sub-sector series are seasonally adjusted on an individual basis: the seasonally adjusted series do not represent the sum of the seasonally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



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

**Total industrial goods and food**

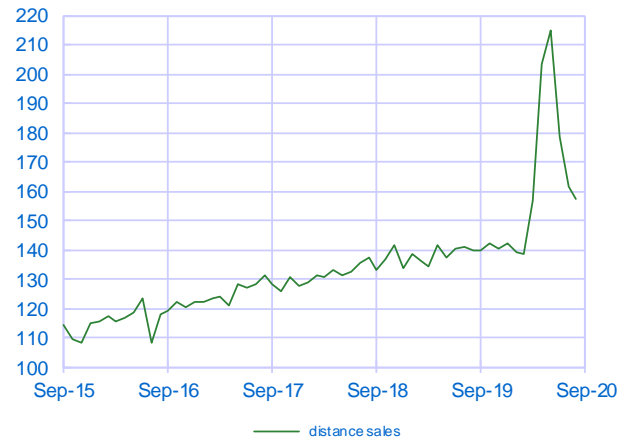
index in seasonally-adjusted volume terms (100 = 2010)



**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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