

Turnover in retail trade at the end of January 2021

16 February 2021

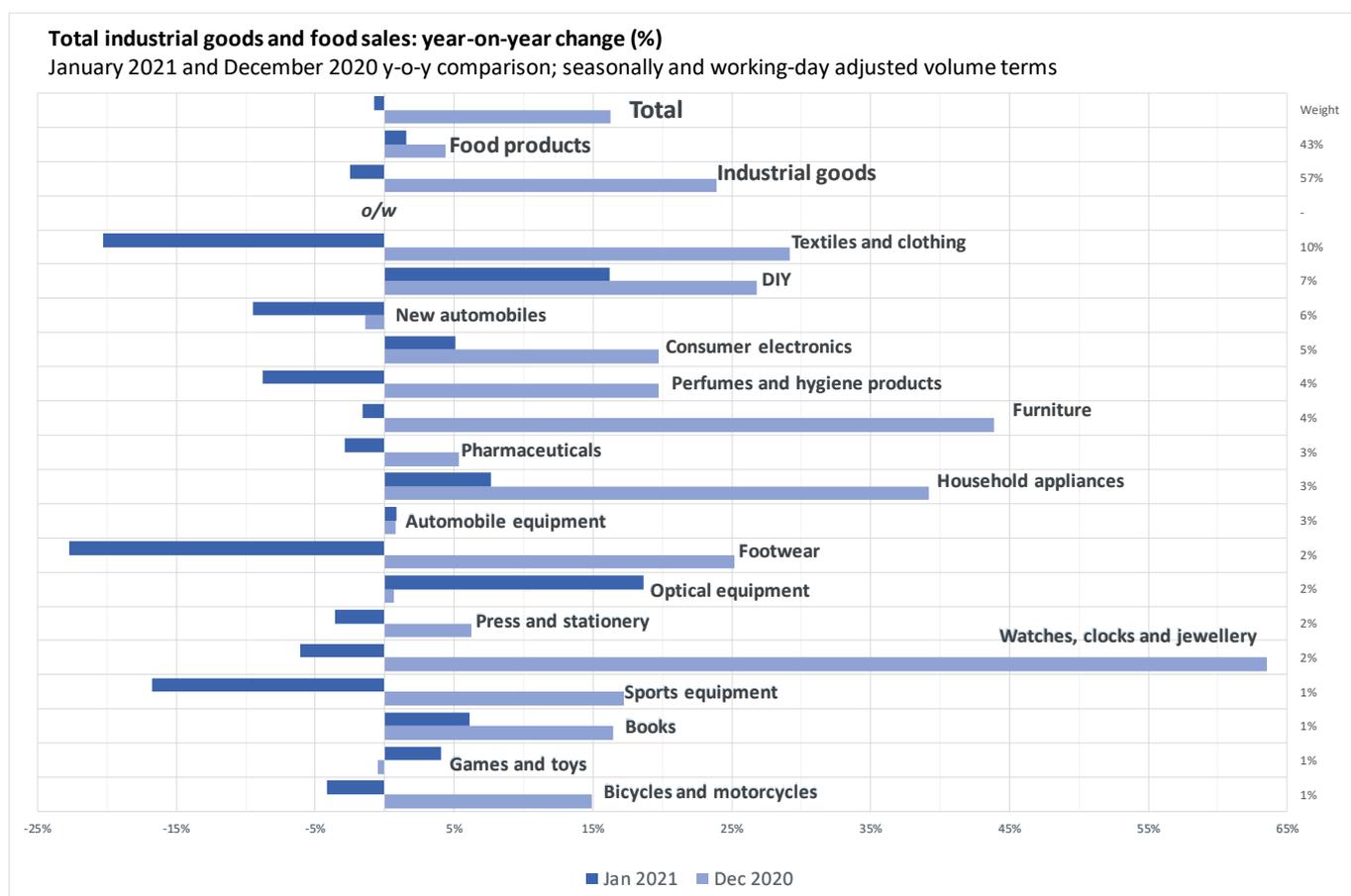
In January, turnover in retail trade was almost stable

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 **January 2021**, turnover in retail trade inched down by 0.8% year-on-year (adjusted for seasonal and working-day variations) after rising by 16.2% in December. While food sales grew by 1.6%, industrial goods sales fell by 2.5% year-on-year. This development can be attributed to both the postponement of the sales period (from 20 January this year, whereas it started on 8 January last year) and the tightening of the curfew, from 8pm to 6pm across the whole country. Two sectors drove industrial goods higher: the optical sector, which experienced a significant rebound of 18.6% due to a particularly weak month in January 2020, and the DIY sector with a 16.2% increase, which maintained the momentum started in 2020. Conversely, the sectors that saw the sharpest falls were footwear, down 22.7%, textiles and clothing, down 20.3%, and sports equipment, down 16.8%.

By distribution channel, sales of small retailers fell by 2.8% year-on-year while those of large general retailers edged up by 1.2%. For January, the final data for distance selling were not yet available; for **December 2020**, it grew very strongly by 42.0% year-on-year (after 44.3% in November).

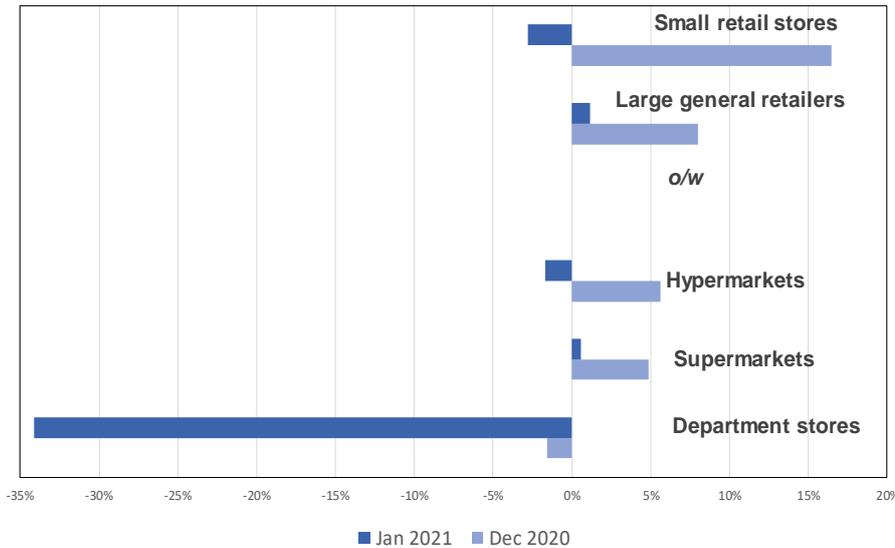


Notes :

- 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: year-on-year change (%)

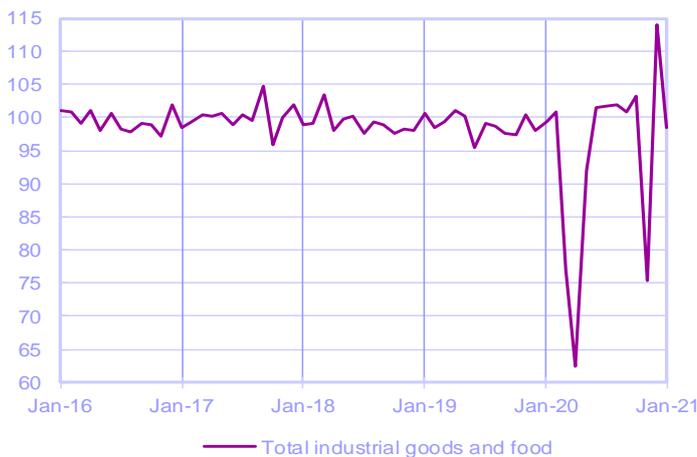
January 2021 and December 2020 y-o-y comparison; seasonally and working-day adjusted volume terms.



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)



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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