

Turnover in retail trade at the end of April 2021

19 May 2021

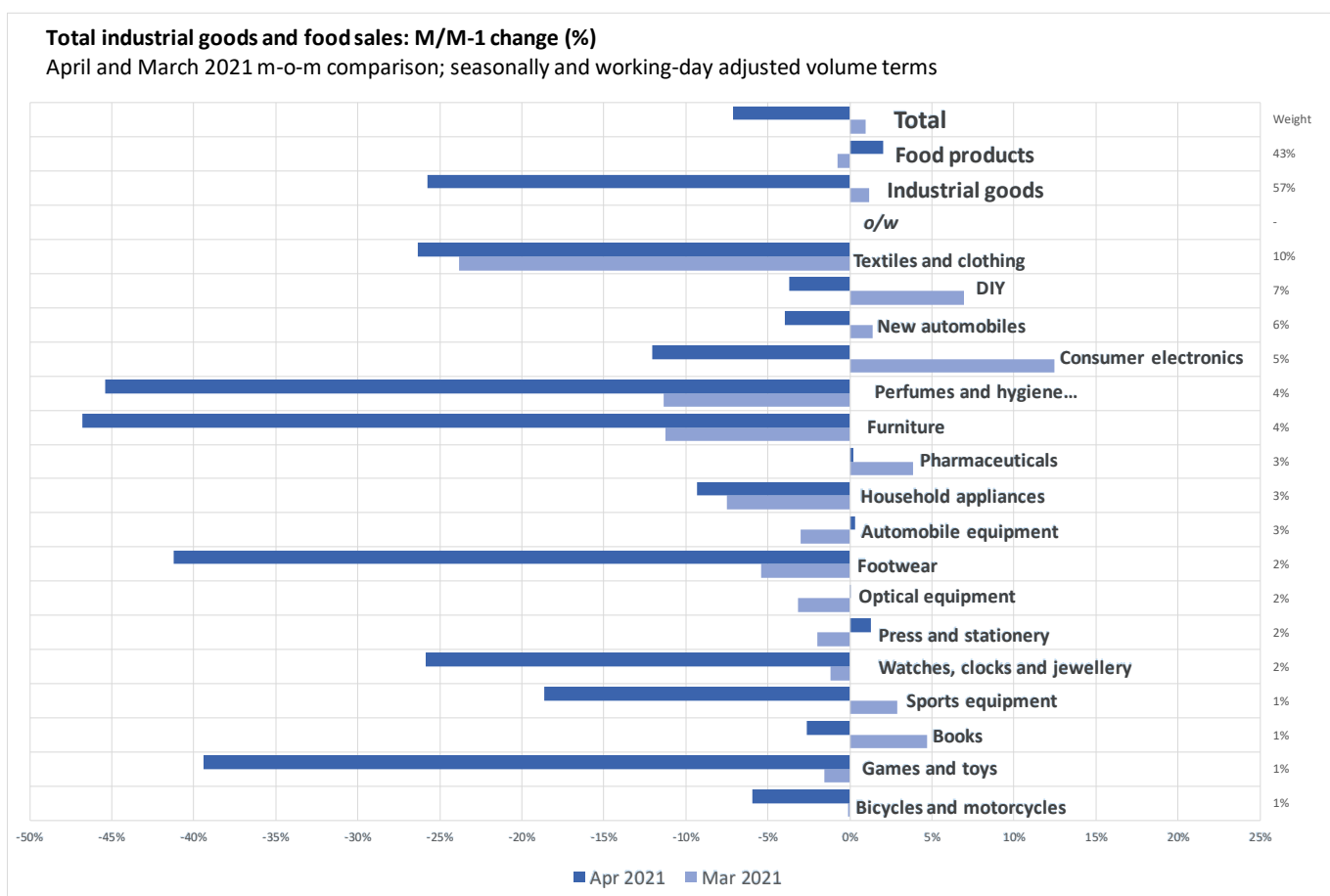
Turnover in retail trade declined in April, though less than in November 2020

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

Against the backdrop of the strengthening of health measures, **turnover in retail trade fell in April compared to March**, declining by 7.1% month-on-month (adjusted for seasonal and working-day variations). The steep 25.7% drop in industrial goods sales was not offset by the 2.1% month-on-month growth in food sales. The sharpest falls in sales were in furniture, perfumery-hygiene and footwear, which declined by 46.8%, 45.4% and 41.2% respectively. Sales held steady in newspapers, automotive equipment and pharmaceuticals, which were up by 1.3%, 0.3% and 0.2% respectively.

The impact of the current lockdown is less pronounced than the previous ones'. Taking a benchmark pre-crisis month (January 2020 here), sales dropped by 7.6 % in April 2021 against respectively 24.4 % and 33.8 % drops in November 2020 and April 2020.

In terms of distribution channels, sales of small shops decreased by 9.9% while those of large general retailers were relatively stable compared to March, inching up by 0.5%. Final data for distance selling are not yet available for April; however, distance selling continued to post strong growth in March, climbing by 28.1% year-on-year, after 46.6% in February.



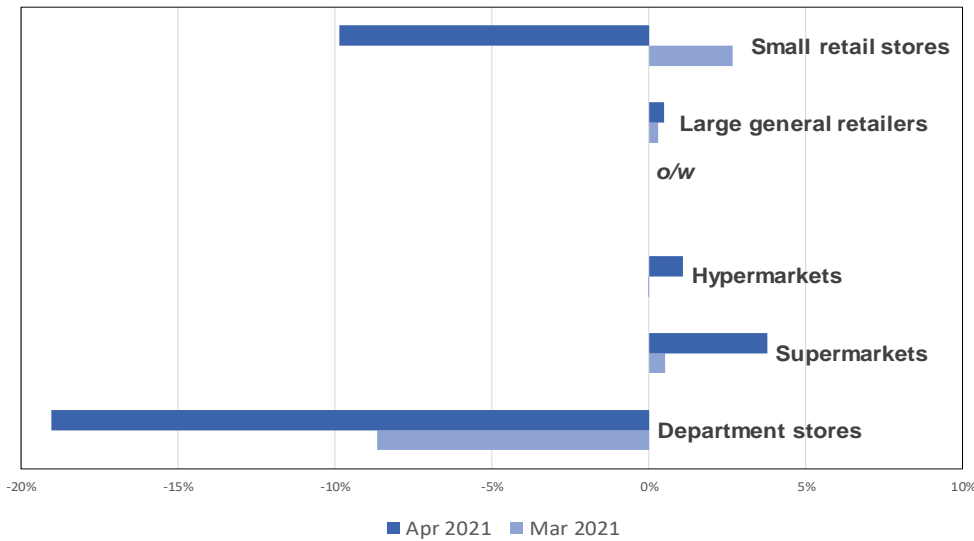
Notes :

- 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.

Period under review : April 2021

Retail trade by certain outlet category: M/M-1 change (%)

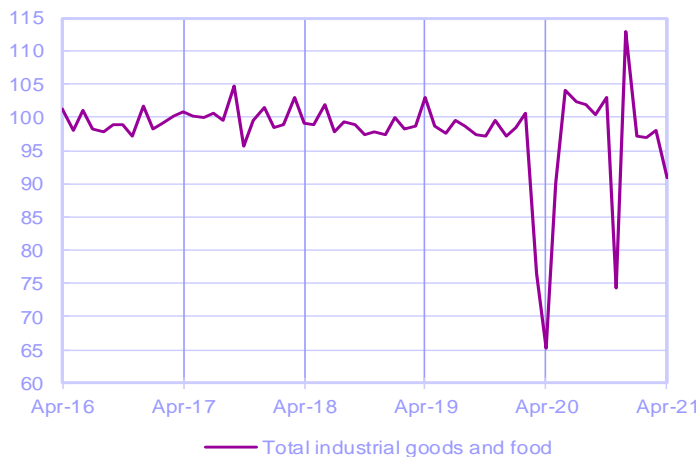
April and March 2021 m-o-m comparison; seasonally and working-day adjusted volume



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

Total industrial goods and food

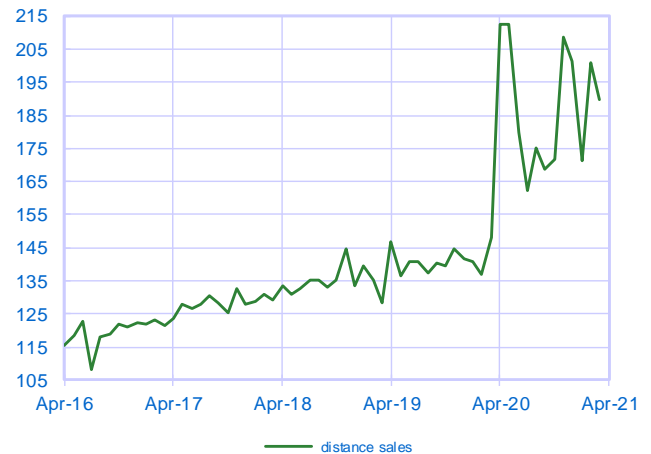
index in seasonally-adjusted volume terms (100 = 2010)



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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