

Turnover in retail trade at the end of August 2021

16 September 2021

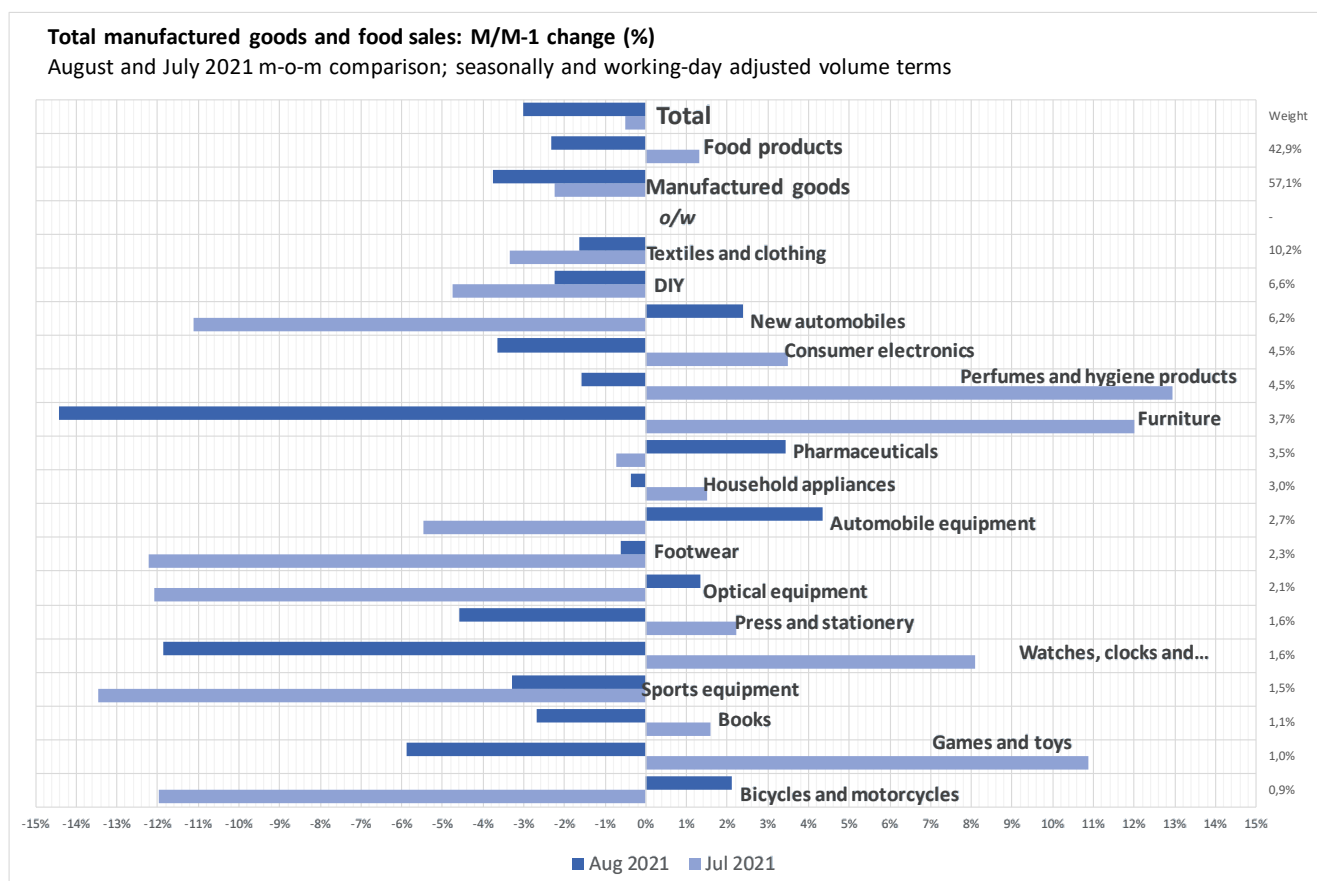
Turnover in retail trade fell slightly in August

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.

In August, turnover in retail trade declined by 3.0% compared with the previous month (adjusted for seasonal and working-day variations). Food sales were down by 2.3%, and industrial goods sales by 3.4%. Over the last three months, however, total turnover rose by a marked 4.8% compared with the three previous months, with a 12.6% jump in industrial goods sales overcoming the 1.1% decline in food.

Month-on-month, the biggest falls were in furniture, jewellery and timepieces, and games and toys, where sales fell respectively by 14.4%, 11.9% and 5.9%. Conversely, the biggest rises were in automotive equipment, pharmaceuticals and new cars, with respective growth of 4.3%, 3.4% and 2.4%.

In terms of distribution channels, small retailers posted a 2.6% fall in sales, while large general retailers saw a steeper 4.0% drop. Final data for distance selling are not yet available for August. However, in July it rose by 2.3% year-on-year, following a 4.6% decline in June.



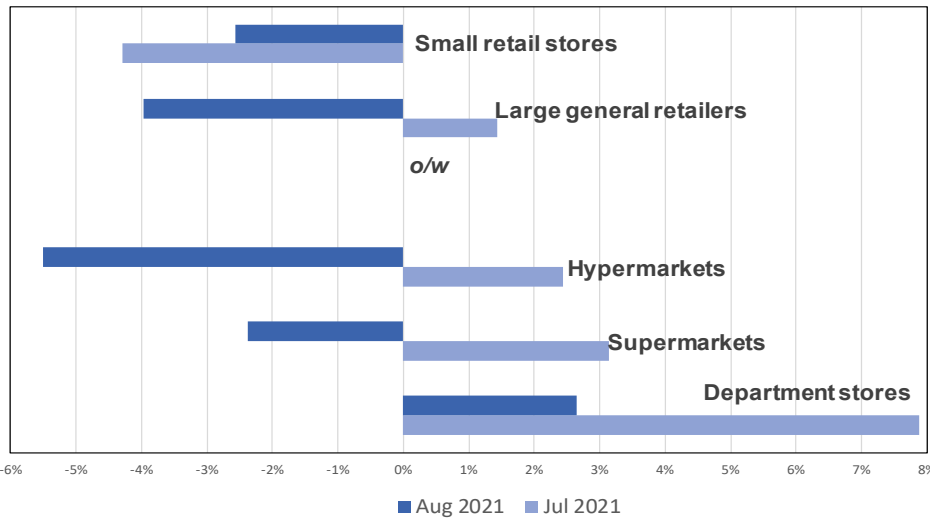
Notes :

- 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 : August 2021

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

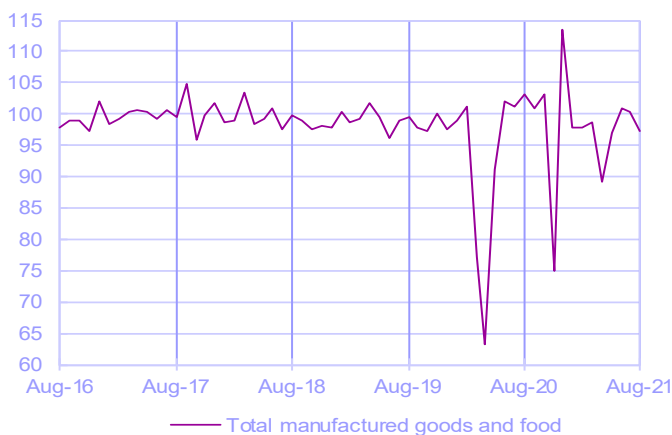
August and July 2021 m-o-m comparison; seasonally and working-day adjusted volume



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

Total manufactured goods and food

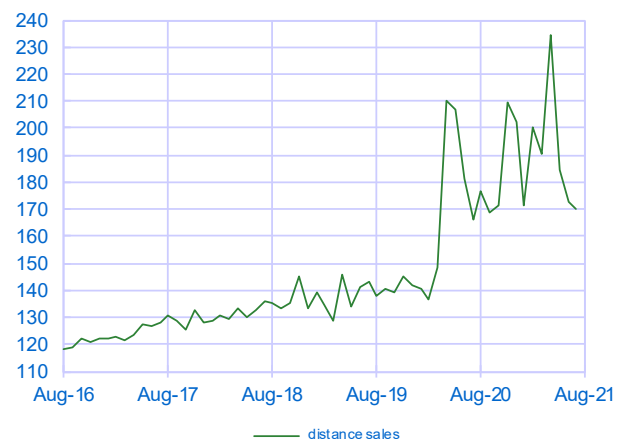
index in seasonally-adjusted volume terms (100 = 2010)



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). The actual figure for August 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 manufactured 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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