

Turnover in retail trade at the end of November 2021

16 December 2021

After rebounding markedly over the summer, turnover in retail trade declined slightly over the past three months

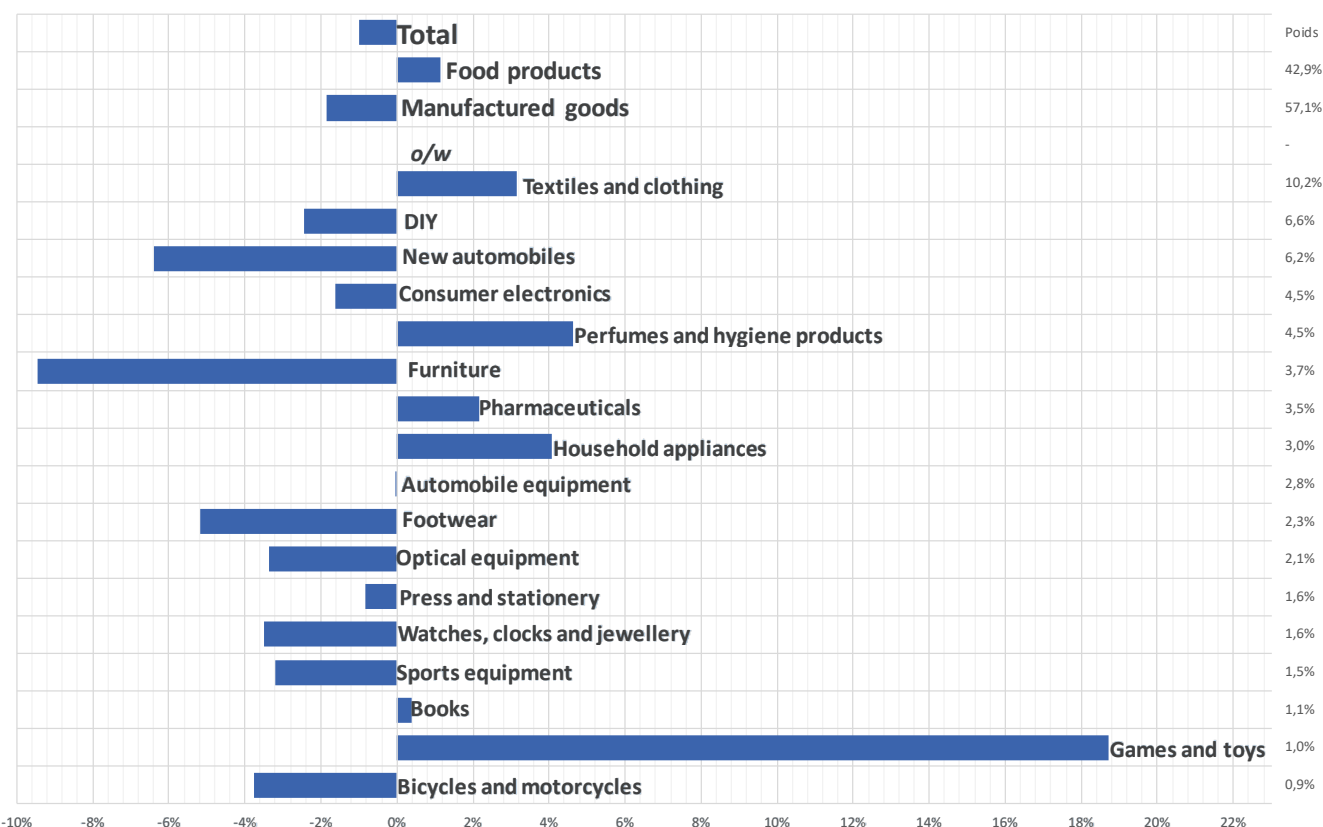
Note: The trend in retail sales does not reflect that of total household consumption: the latter includes other items such as health care, education and rents.

Over the past three months, turnover in retail trade declined by 1.0% (adjusted for seasonal and working-day variations) compared with the previous three-month period, when it rose by 4.6%. It remains below its pre-crisis level while sole manufactured goods sales are above (respectively -1.6% and +1.3% compared with the average for 2019). The change over the past three months was driven by a 1.9% fall in manufactured goods sales, which offset the 1.1% rise in food sales. Sales volumes were down by 9.4% in furniture, by 6.4% for new cars and by 5.2% in footwear. Conversely, sales of games and toys rose by 18.7%, while perfumes and toilet preparations were up by 4.6% and household appliances by 4.1%. In terms of distribution channels, small retailers reported stable sales volumes (+ 0.1%), while large general retailers posted a growth of 1.6%. Final data for distance selling are not yet available for November, but they fell by 5.9% over the previous three-month period.

In November, retail sales were down by 0.9% compared with October.

Total manufactured goods and food sales: T/T-1 change (%)

Quarter-on-quarter change ; seasonally and working-day adjusted volume terms

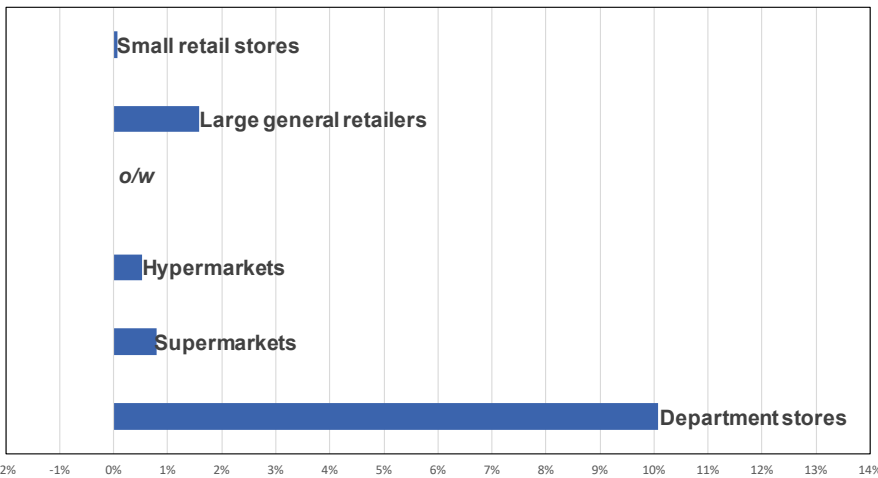


Notes :

- The quarter-on-quarter change is calculated as the ratio of the average of the indices for the current quarter (September-October-November) to the average for the previous quarter (June-July-August).
- 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: T/T-1 change (%)

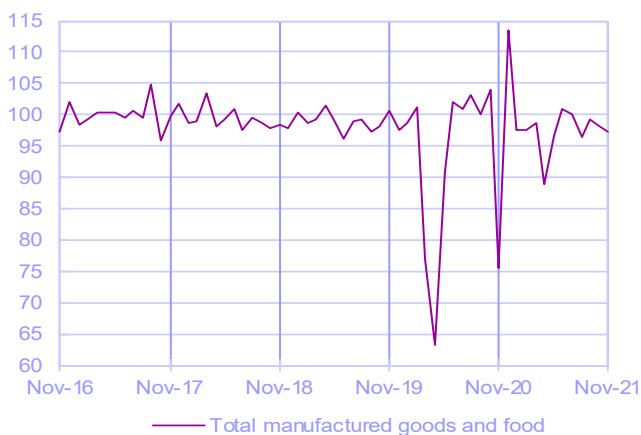
Quarter-on-quarter change ; seasonally and working-day adjusted volume terms.



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

Total manufactured goods and food

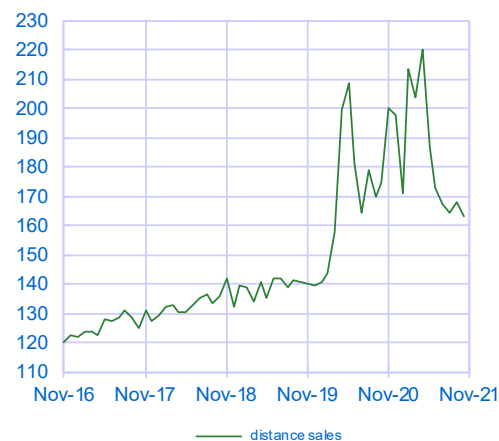
index in seasonally-adjusted volume terms (100 = 2010)



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 quarter-on-quarter change is calculated as the ratio of the average of the indices for the current quarter (September-October-November) to the average for the previous quarter (June-July-August).
- The Fevad and the Banque de France work together to publish the e-commerce figures for France (excluding food). The actual figure for November 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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