

Turnover in the retail trade at the end of February 2016

14 March 2016

Turnover in retail trade grew over the past three months despite inching down in February

Over the past three months, turnover in retail trade rose by 0.5% (in volumes, adjusted for seasonal and working-day variations), after falling sharply in November. Food sales grew by 0.6%. Industrial goods sales improved by 1.0%, on the back of rises in the consumer electronics (change in DTT) and to a lesser extent, the household appliances and footwear sectors. Sales of small retail stores firmed by 1.0%. Sales of large general retailers put on 0.3%, thanks to distance selling (up 1.7%), hypermarkets (up 0.4%) and supermarkets (up 0.2%); department stores lost 0.9%.

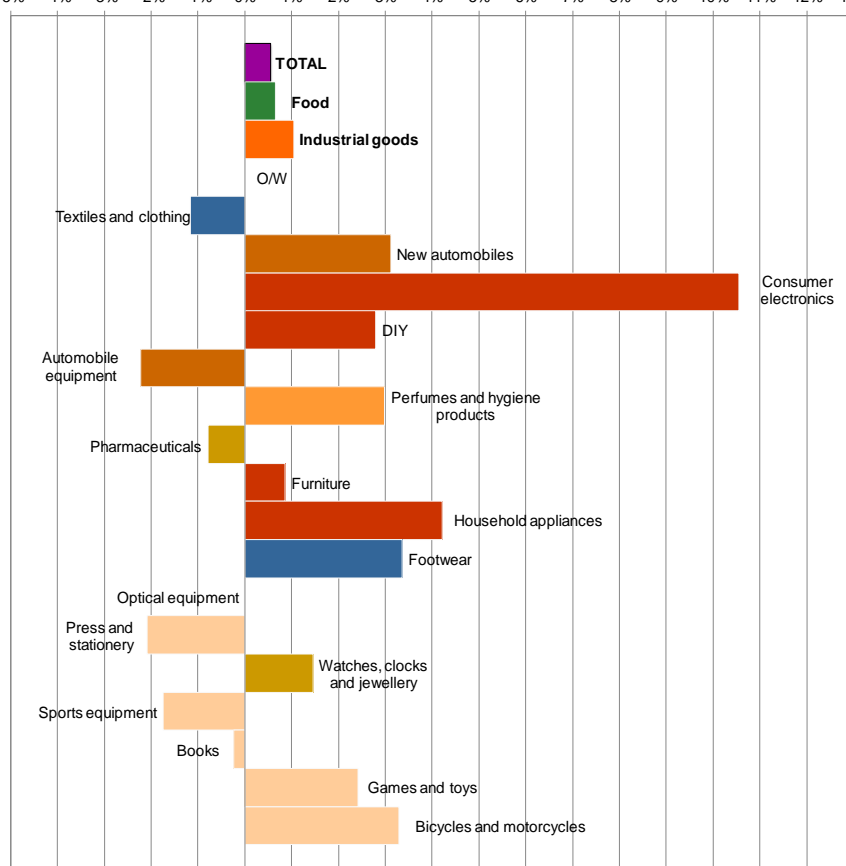
In February, turnover in retail trade fell by 0.3%. Sales of industrial goods were down by 1.2% despite the more buoyant consumer electronics sector. Food sales put on 1.5%.

Sales of small retail stores were almost stable (up 0.2%) and those of large general retailers were unchanged: the rise in hypermarkets and supermarkets (0.6% and 0.3% respectively) offset the decline in distance selling and department stores (down 6.5% and 1.3% respectively).

Total industrial goods and food sales: Q/Q-1 change

The past three months compared with the previous three; seasonally and working-day adjusted volume terms

-5% -4% -3% -2% -1% 0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10% 11% 12% 13%



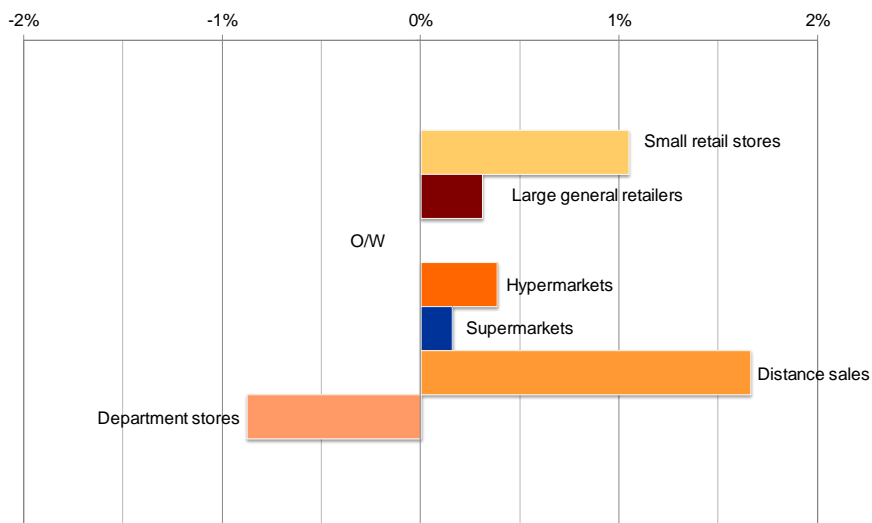
	Weight
Food products	42%
Industrial goods o/w	58%
Textiles and clothing	10%
New automobiles	6%
DIY	6%
Consumer electronics	5%
Automobile equipment	5%
Perfumes and hygiene products	5%
Pharmaceuticals	3%
Furniture	3%
Household appliances	3%
Footwear	2%
Optical equipment	2%
Press and stationery	2%
Watches, clocks and jewellery	2%
Sports equipment	1%
Books	1%
Games and toys	1%
Bicycles and motorcycles	1%

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: Q/Q-1 change

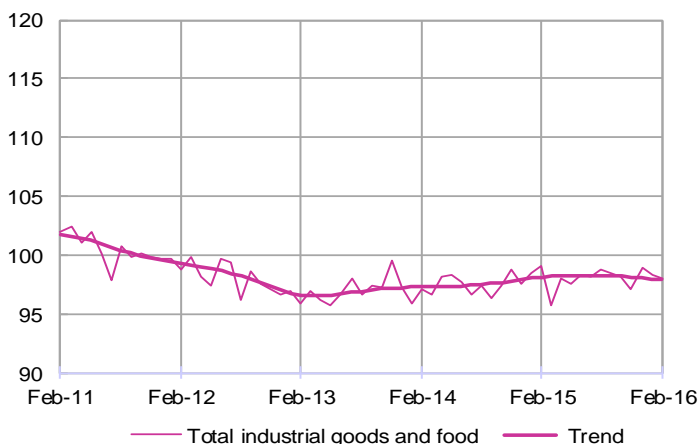
The past three months compared with the previous three; seasonally and working-day adjusted volume terms



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

Total industrial goods and food

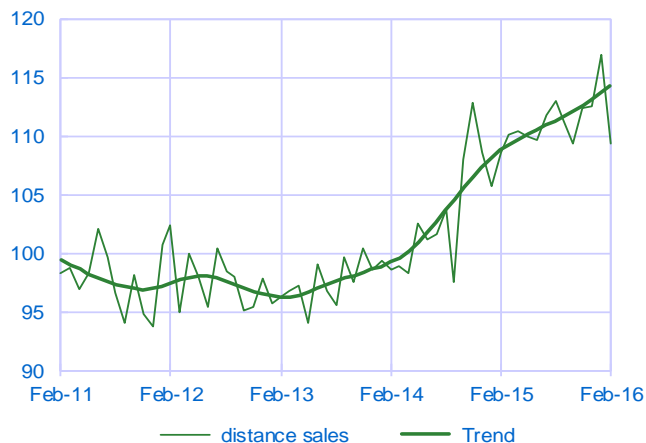
index in seasonally-adjusted volume terms (100 = 2010)



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 data on product distance selling, including online sales, in France (excluding food sales).
- 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 cover 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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