

Turnover in the retail trade at the end of March 2016

14 April 2016

Turnover in retail trade strengthened in the first quarter of 2016

In the first quarter, turnover in retail trade rose by 1.1% (adjusted for seasonal and working-day variations). Food sales lost 0.4%. Industrial goods sales grew by 2.0%, thanks notably to the migration to HD DTT which boosted consumer electronics sales. The automobile, household appliances and toys and games sectors also gained ground.

Sales of small retail stores rose by 2.6%. Sales of large general retailers put on 0.5%, thanks to distance selling and hypermarkets, which grew by 3.3% and 0.6% respectively. For their part, supermarkets were down 0.8% and department stores gave up 1.2%, due notably to the fall in tourist numbers.

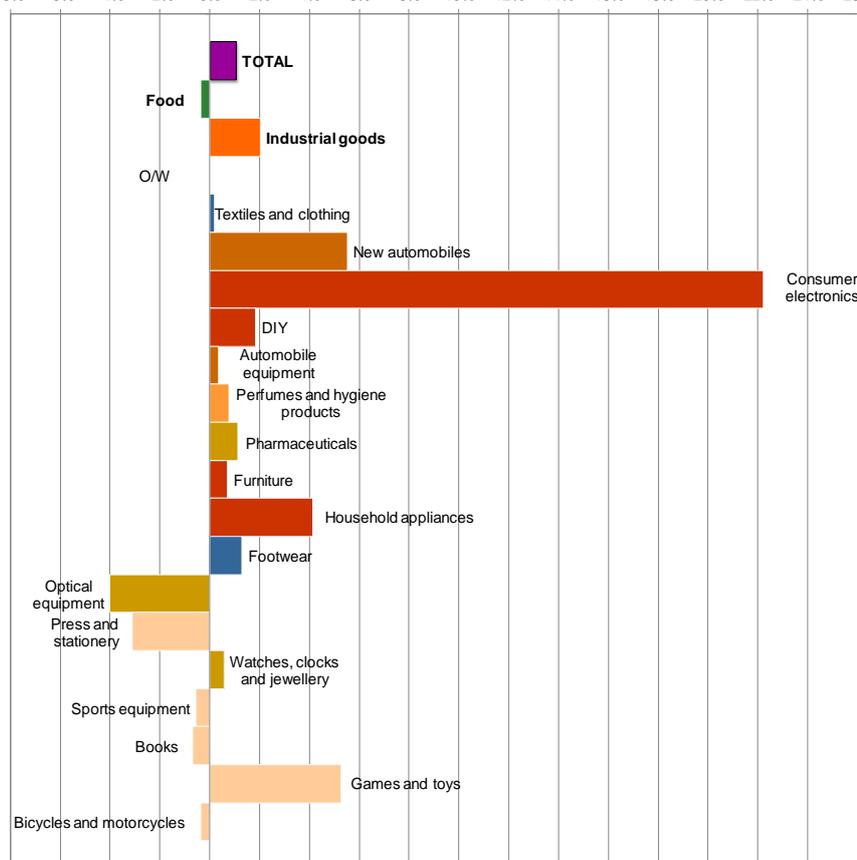
In March, turnover in retail trade increased by 1.0%. Food sales were almost stable, rising by 0.1%. Industrial goods sales put on 2.1% thanks to the sharp improvement in consumer electronics sales; footwear and furniture sales nevertheless shrank.

Sales of small retail stores grew by 3.7%, and those of large general retailers picked up by 1.9% on the back of a 2.4% rise in hypermarket sales, a 2.0% upturn in distance selling and a 0.8% increase in supermarket sales; department stores saw a 1.9% drop in sales.

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

-8% -6% -4% -2% 0% 2% 4% 6% 8% 10% 12% 14% 16% 18% 20% 22% 24% 26%



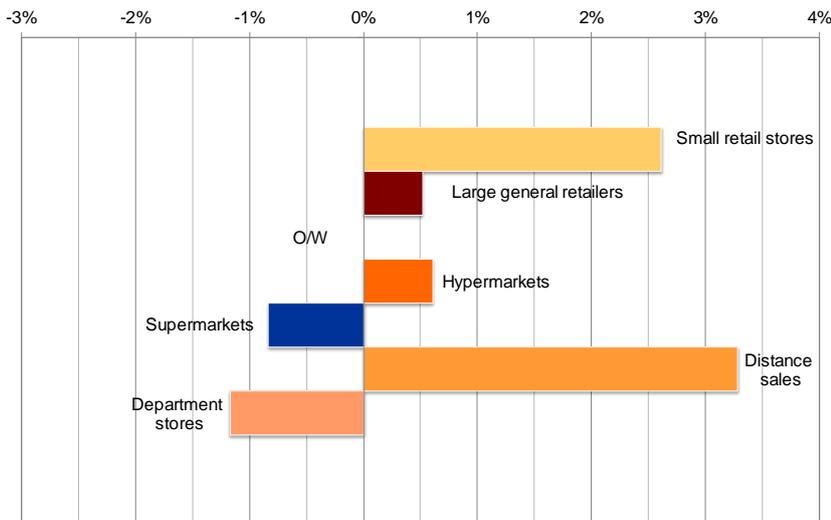
	Weight
Food products	42%
Industrial goods o/w	58%
Textiles and clothing	10%
New automobiles	6%
DIY	6%
Consumer electronics	5%
Automobile equipment	5%
Perfumes and hygiene products	5%
Pharmaceuticals	3%
Furniture	3%
Household appliances	3%
Footwear	2%
Optical equipment	2%
Press and stationery	2%
Watches,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

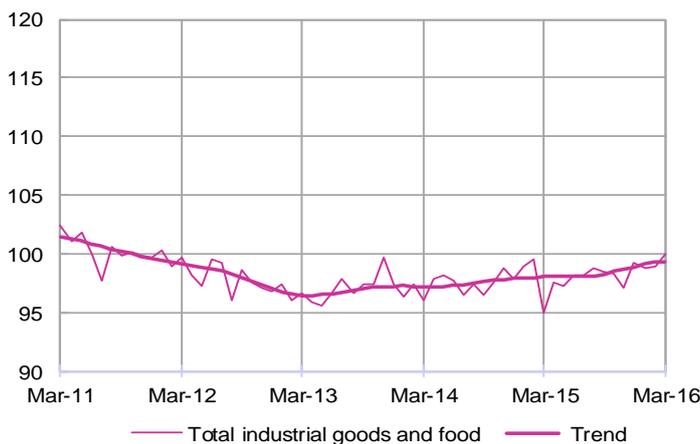
The past three months compared with the previous three; seasonally and working-day adjusted volume terms



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

Total industrial goods and food

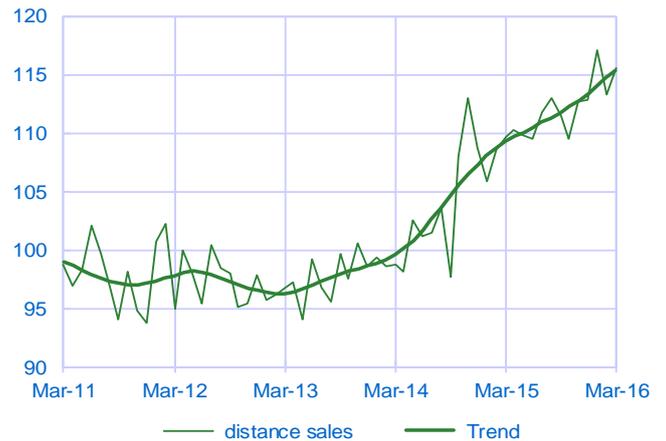
index in seasonally-adjusted volume terms (100 = 2010)



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.

Subscription to Business surveys can be requested to 2503-DIFFUSION-UT@banque-france.fr