

## Turnover in retail trade at the end of October 2020

18 November 2020

### In October, retail sales increased year-on-year, both in the industrial goods and food

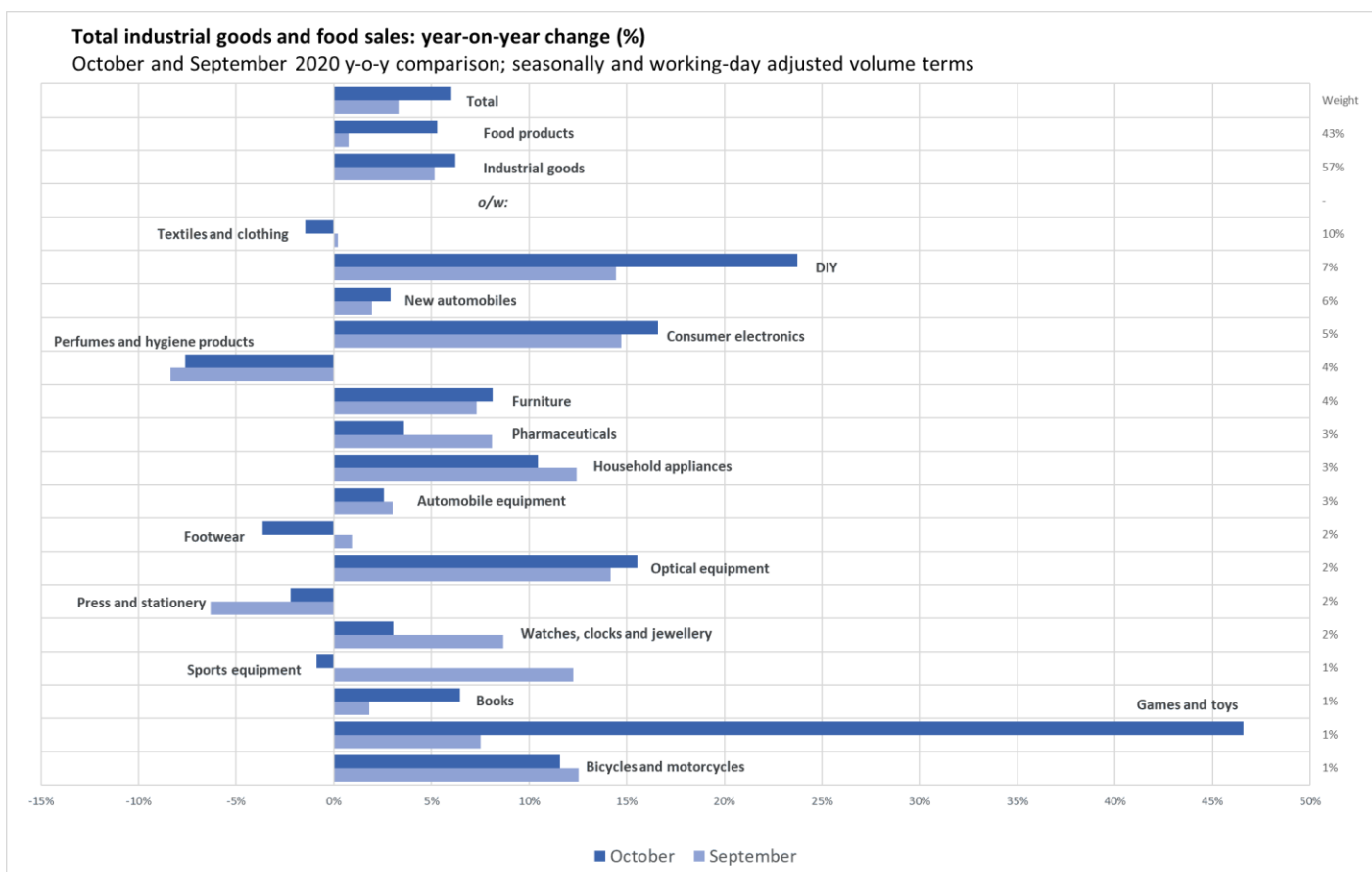
**Note:**

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.

The data in this survey were collected between 2 and 10 November. They refer to sales for the entire month of October 2020, during which several regions experienced a curfew from October 17<sup>th</sup>. They do not recover, except from the last two days of the month, the lockdown and the shutting down of “non-essential” shops.

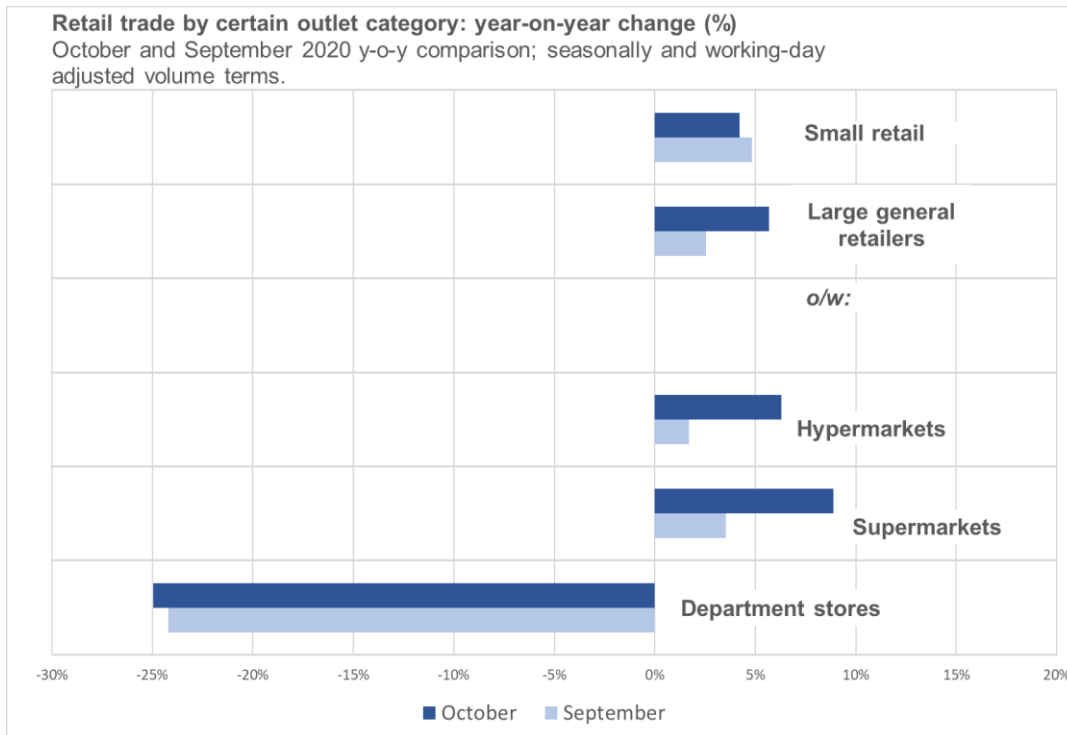
In **October**, turnover in retail trade rose by 6.0 % year-on-year (adjusted for seasonal and working-day variations) after rising by 3.3% in September. The strong upward trend was observed in both food (+5.3 %) and industrial goods (+6.2 %). The biggest rises were in consumer electronics (+16.6 %), DIY (+23.8 %) and games and toys (+46.6 %), as households probably opted to do some of their Christmas shopping early in anticipation of a second lockdown. In contrast, sales of perfumes/personal care products and footwear both declined (-7.6 % and -3.7 % respectively).

In terms of distribution channels, small retailers reported a 4.2 % rise in sales year-on-year, while large retailers posted growth of 5.7 %. Among large retailers, activity remained robust at supermarkets (+8.9 %) and hypermarkets (+6.3 %), while at department stores it was still well below pre-crisis levels (-24.9 % year-on-year). Data observed at **end-September** suggest that distance selling was up by 19.7% year-on-year after growth of 27.3% in August.



**Notes :**

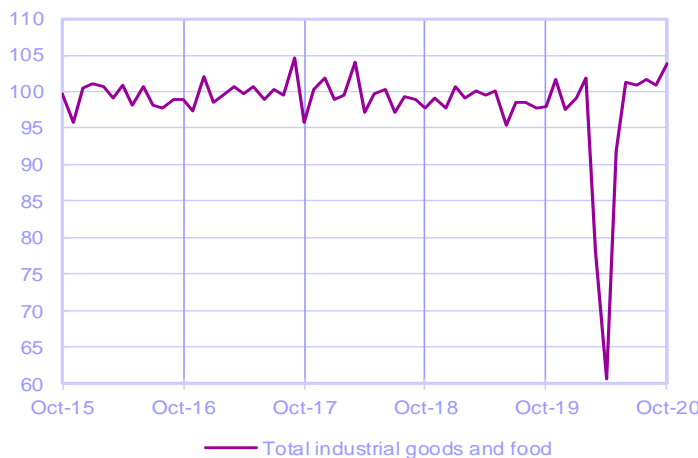
- Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (see methodology)
- The aggregated and by sub-sector series are seasonally adjusted on an individual basis: the seasonally adjusted series do not represent the sum of the seasonally adjusted components.



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

**Total industrial goods and food**

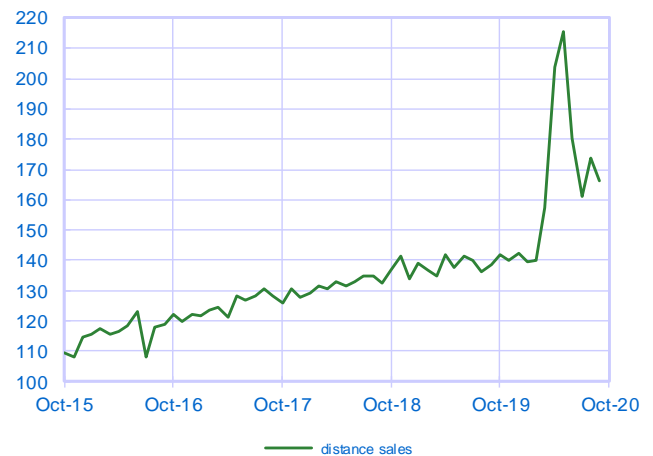
index in seasonally-adjusted volume terms (100 = 2010)



**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.

Subscription to Business surveys can be requested to [www.banque-france.fr](http://www.banque-france.fr)

