

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

19 January 2021

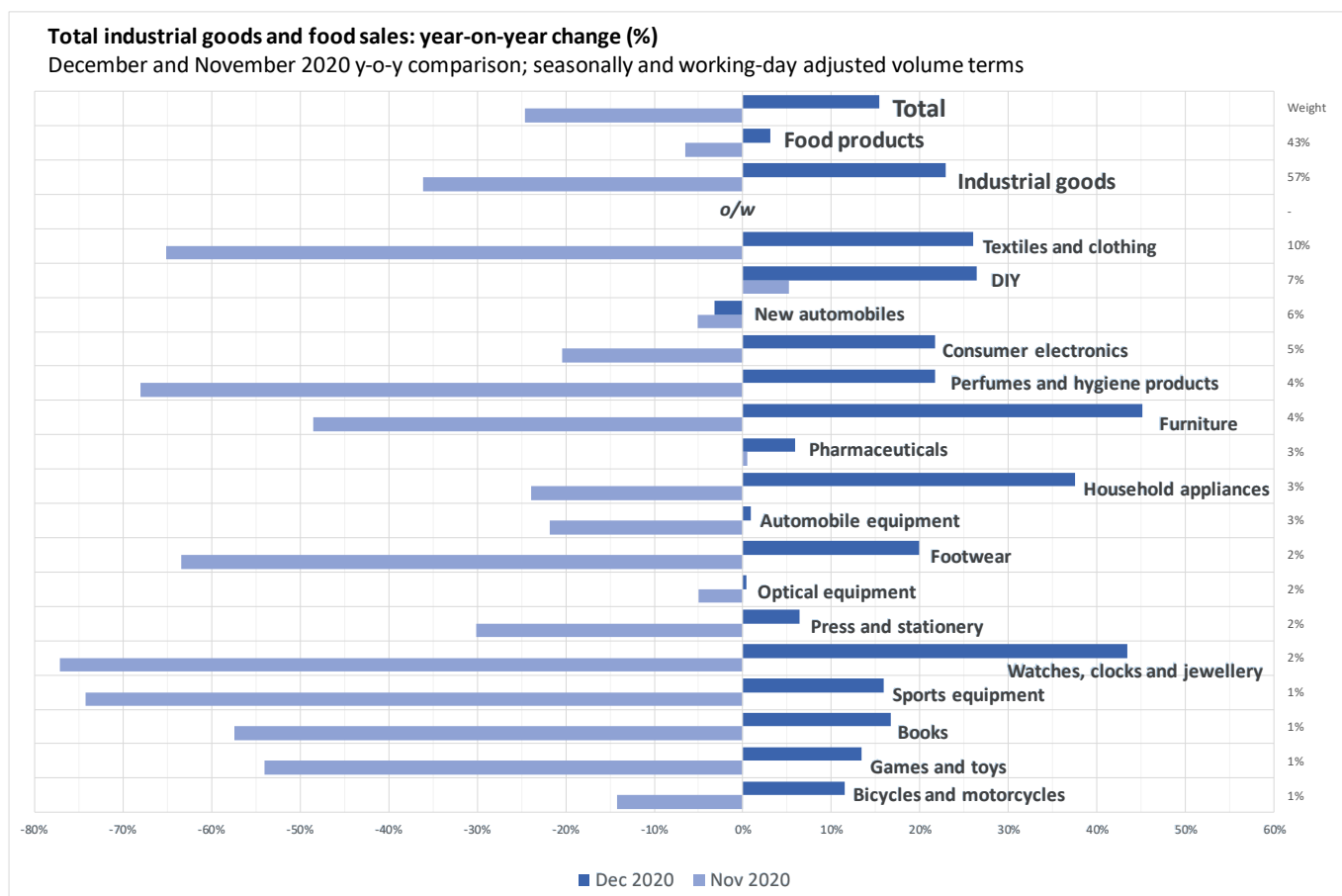
### In December, turnover in retail trade rebounded steeply

Disclaimer

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

In December 2020, turnover in retail trade grew by 15.4% when comparing to December 2019, adjusted for seasonal and working-day variations, after declining by 24.6% year-on-year in November. This recovery can be attributed to the reopening of all retailers on 28 November and the postponement of Black Friday to December. The rise is significant, even taking into account the fact that last year December sales suffered from social movements. Although broad-based, this increase was driven more by industrial goods sales (22.9%) than by food sales (3.1%). The best-performing sectors were furniture (+45.1%), jewellery and timepieces (43.5%) and household appliances (37.5%). The only sector to lose ground over a year was the automobile sector (-3.2%).

In terms of distribution channels, sales of small retailers rose by 15.7% compared to december 2019 and those of large general retailers put on 9.3%. This rise in the activity of large general retailers was driven by supermarkets (4.3%) and hypermarkets (3.8%). By contrast, department store activity was down (-2.6% year-on-year). For December final distance selling data is not yet available; however, for November, the lockdown led to a substantial growth of this channel, posting a 44.2% increase year-on-year after 23.1% in October.

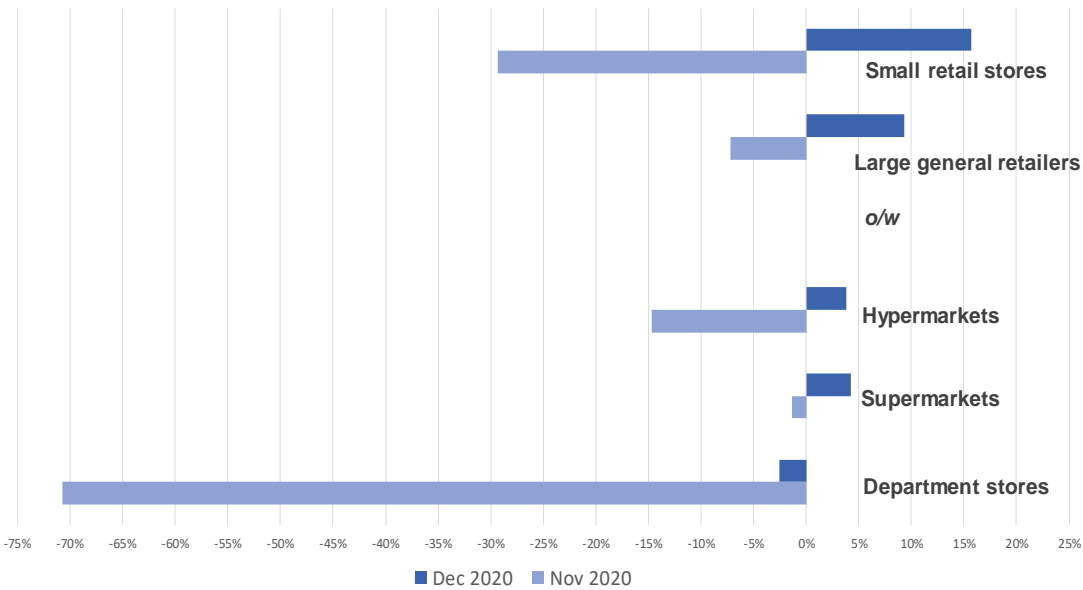


Notes :

- 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: year-on-year change (%)**

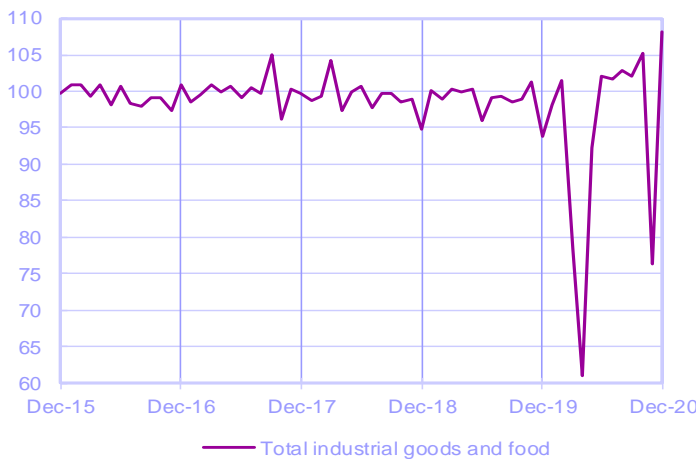
December and November 2020 y-o-y comparison; seasonally and working-day adjusted volume



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

**Total industrial goods and food**

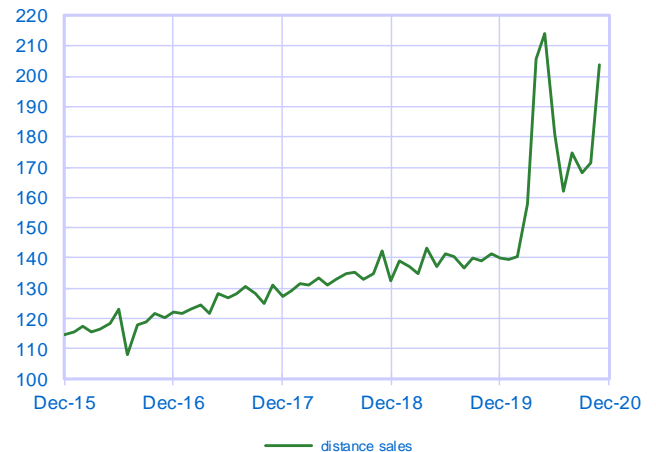
index in seasonally-adjusted volume terms (100 = 2010)



**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.

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