

# Turnover in the retail trade at the end of February 2015

13 March 2015

DGS  
Sectoral Surveys and  
Statistics Directorate

**Quarter-on-quarter, turnover in retail trade rose by 1.5% (adjusted for seasonal and working-day variations) and grew slightly in February month-on-month**

**Quarter-on-quarter**, food sales were almost stable, inching up by 0.1%. Industrial goods sales improved by 3.1%, driven by the footwear, consumer electronics and textiles and clothing sectors.

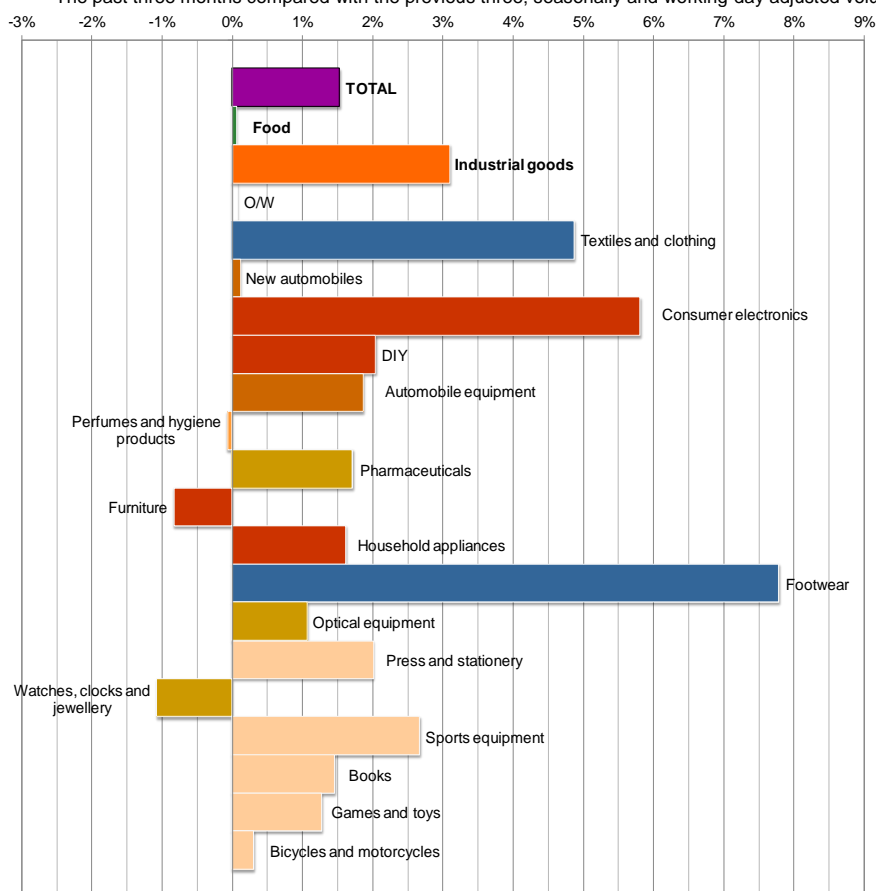
The turnover of small retail stores grew by 2.4%. Sales of large general retailers were up by 1.4% thanks in particular to higher turnover in department stores (up 6.6%); distance selling (including e-commerce) and supermarkets also firmed (up 1.3%) as did hypermarkets (up 1.1%).

**In February**, retail sales volumes picked up slightly by 0.4%. Food sales rose somewhat by 0.3%. Industrial goods sales improved a little by 0.4% thanks to the footwear, DIY and consumer electronics sectors, despite weaker performances by the optical and press and stationery sectors.

Sales of small retail stores increased by 1.9%; sales of large general retailers grew by 0.9% thanks to strong turnover by department stores.

## 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



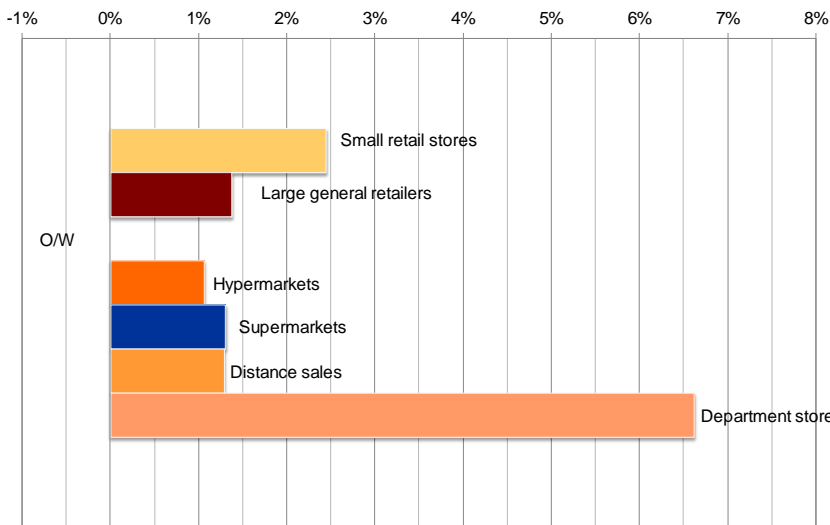
	Weight
Food products	42%
Industrial goods o/w	58%
Textiles and clothing	10%
New automobiles	6%
Consumer electronics	5%
DIY	5%
Automobile equipment	5%
Perfumes and hygiene products	5%
Pharmaceuticals	4%
Furniture	4%
Household appliances	3%
Footwear	2%
Optical equipment	2%
Press and stationery	2%
Watches, clocks and jewellery	1%
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

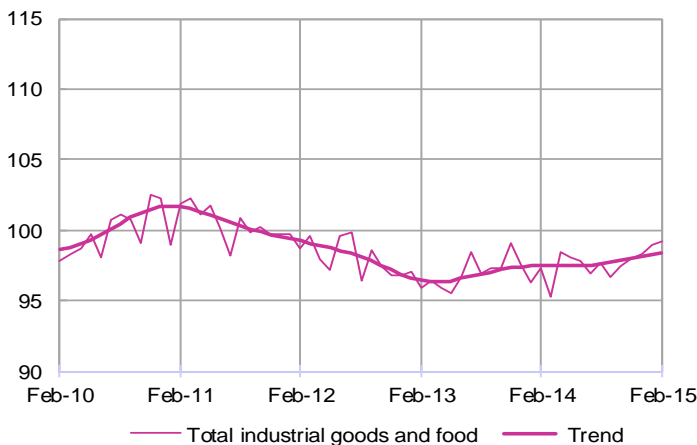


Large general retailers	Weight
Hypermarkets	50%
Supermarkets	34%
Distance sales	10%
Department stores	6%

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.

**Total industrial goods and food**

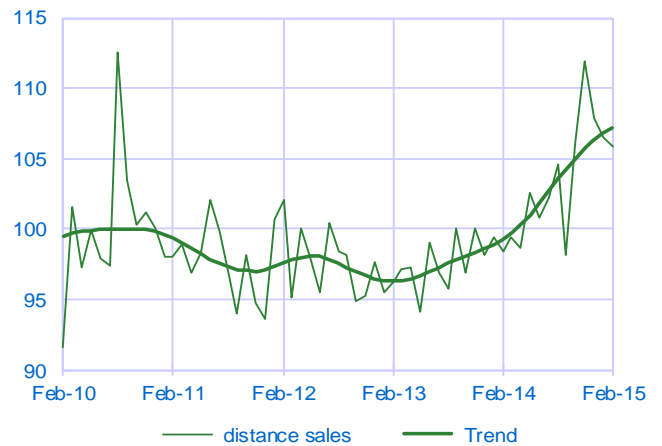
index in seasonally-adjusted volume terms (100 = 2010)



**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). Since 2011 these data have been taken into account and are being published for the first time in April 2014.
- Following a change in the base year, the series are now on base 2010 = 100.
- 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 database.

<http://webstat.banque-france.fr/en/browse.do?node=5384243>