

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

14 December 2015

## In November, the seasonally adjusted volume of retail trade fell by 1.1%, and by 0.7% over the past three months

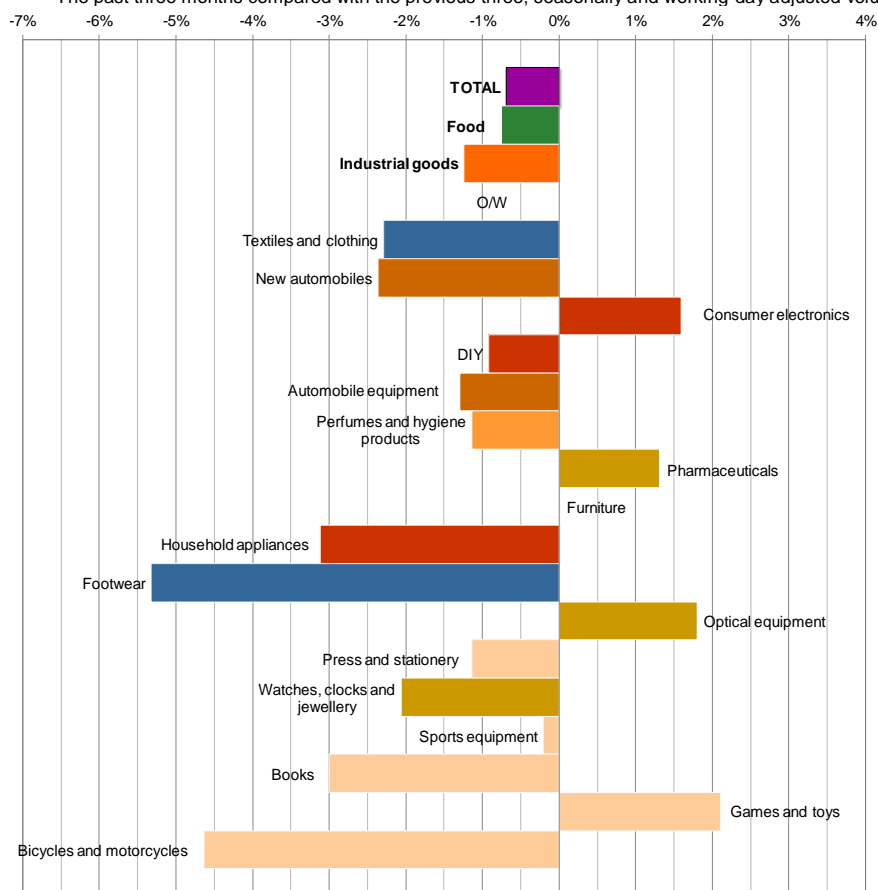
In November, industrial goods sales declined by 1.6% due notably to the terrorist attacks of 13 November. Sectors recorded sharp contractions, such as textile and clothing, footwear, books and DIY. Food sales lost 1.7%. Sales of small retail stores were down 1.6% and those of large general retailers fell by 0.3%: the rebound in distance selling and, to a lesser extent, supermarkets partly offset the drop in the sales of department stores and hypermarkets.

Over the past three months, food sales declined by 0.7%. Industrial goods sales contracted by 1.4%, in particular due to drops in the footwear, bicycle and motorcycles, household appliances and books sectors. Games and toys and consumer electronics nevertheless gained ground.

Sales of small retail stores were down 1.6%. Sales of large general retailers lost 1.0%, notably in 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



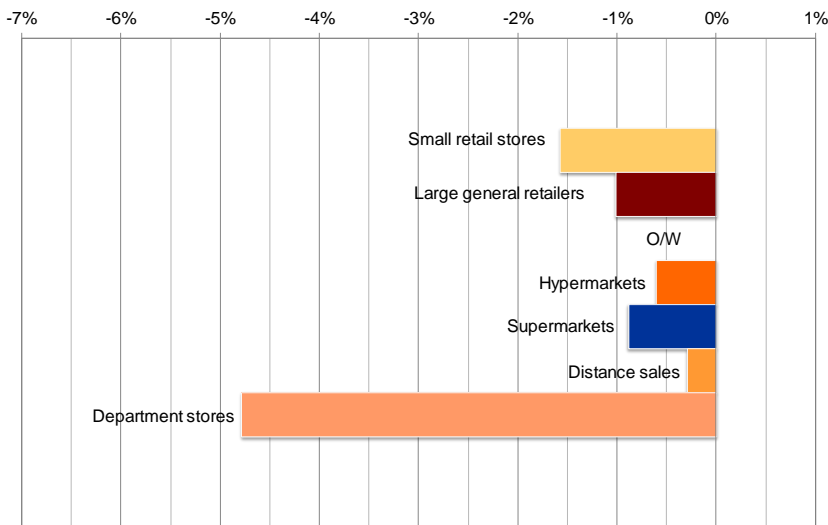
	Weight
Food products	42%
Industrial goods o/w	58%
Textiles and clothing	10%
New automobiles	6%
Consumer electronics	5%
DIY	5%
Automobile equipment	5%
Perfumes and hygiene products	5%
Pharmaceuticals	4%
Furniture	4%
Household appliances	3%
Footwear	2%
Optical equipment	2%
Press and stationery	2%
Watches,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

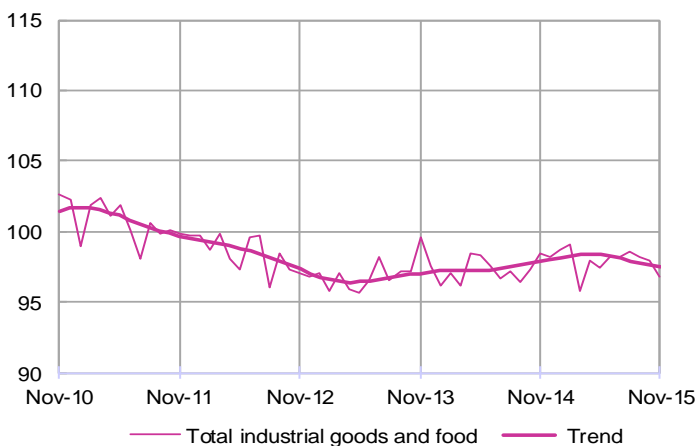
The past three months compared with the previous three; seasonally and working-day adjusted volume terms



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

**Total industrial goods and food**

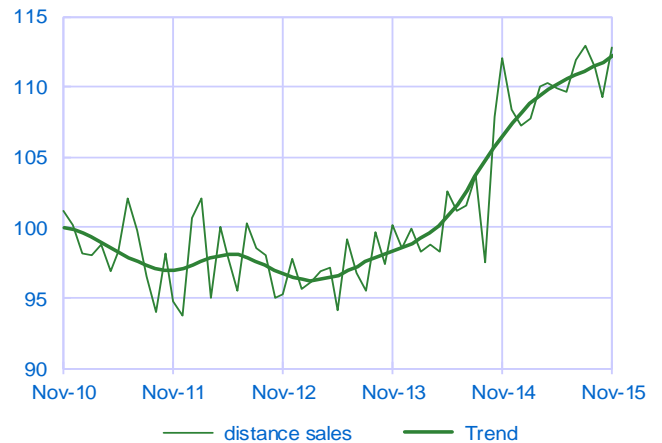
index in seasonally-adjusted volume terms (100 = 2010)



**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.
- 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.
- 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 Banque de France](#) database.

Subscription to Business surveys can be requested to [2503-DIFFUSION-UT@banque-france.fr](mailto:2503-DIFFUSION-UT@banque-france.fr)