

Turnover in retail trade at the end of July 2021

17 August 2021

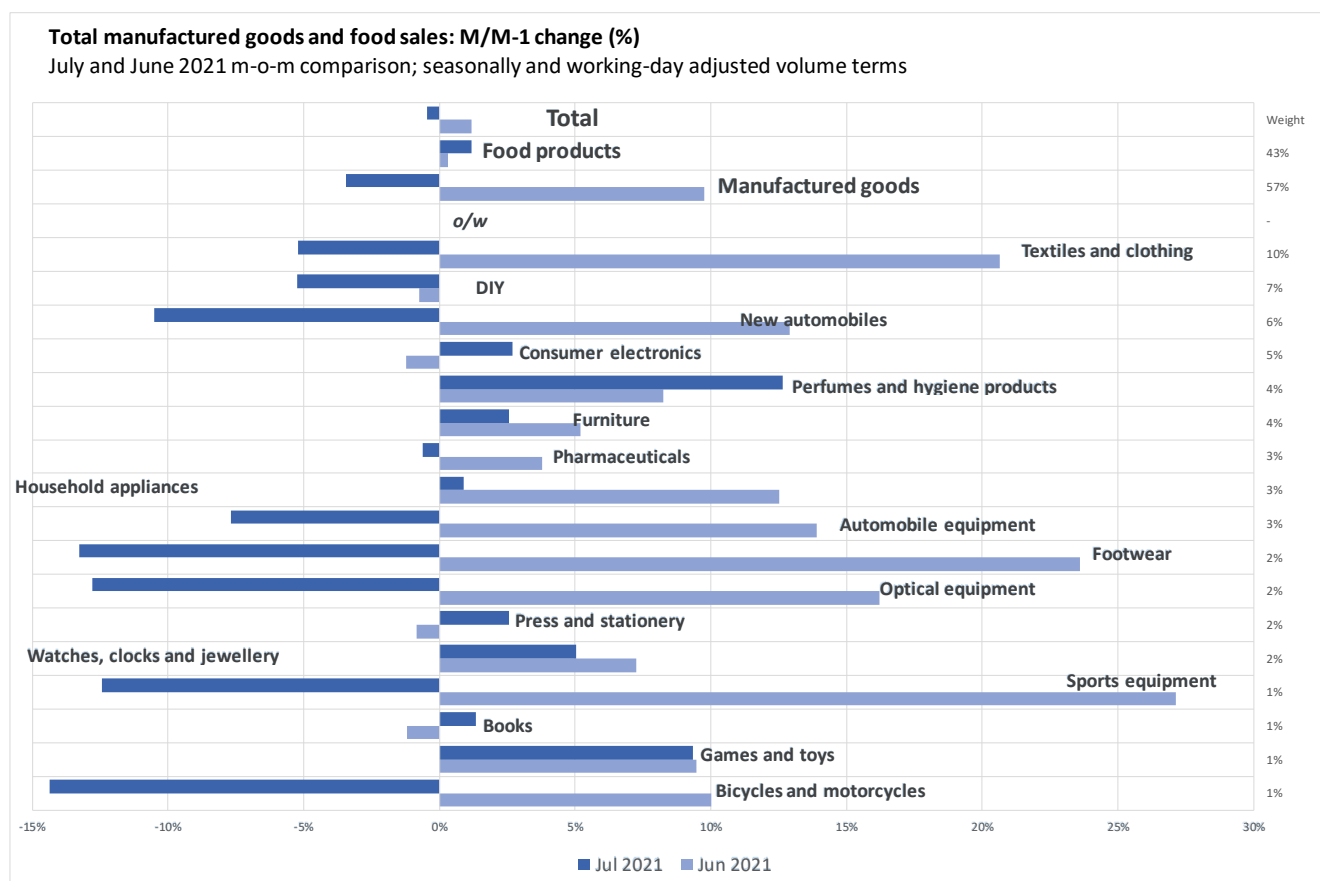
Turnover in retail trade fell slightly in July

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.

After strong increases in May and June, turnover in retail trade in July showed a slight 0.5% decline compared with the previous month (in volume terms and adjusted for seasonal and working-day variations). Food sales increased by 1.2% on the month, but manufactured goods sales fell by 3.4%.

Convenience and leisure goods escaped the monthly fall, especially perfumes and personal care products (+12.7%), games and toys (+9.3%), and jewellery and timepieces (+5.2%). In contrast, the biggest declines were in bicycles and motorcycles (-14.1%), footwear (-12.8%) and sports equipment (-12.6%).

In terms of distribution channels, sales at large general retailers remained almost stable versus June, inching up by just 0.2%, while small retailers reported a drop of 4.4%. Final data on distance selling are not yet available for July. However, in June distance sales were down 4.7% year-on-year after a 10.7% drop in May, but were still well above pre-crisis levels.



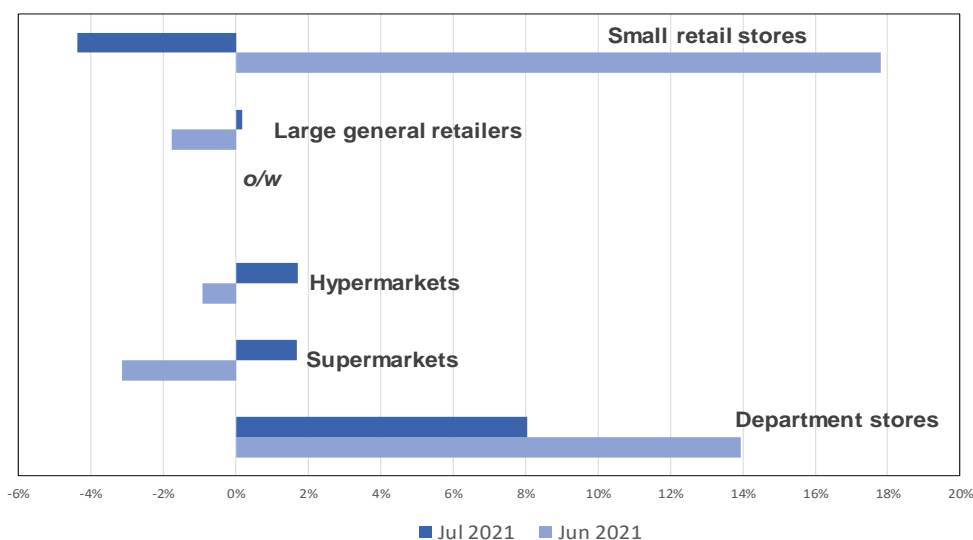
Notes :

- 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.

Period under review : July 2021

Retail trade by certain outlet category: M/M-1 change (%)

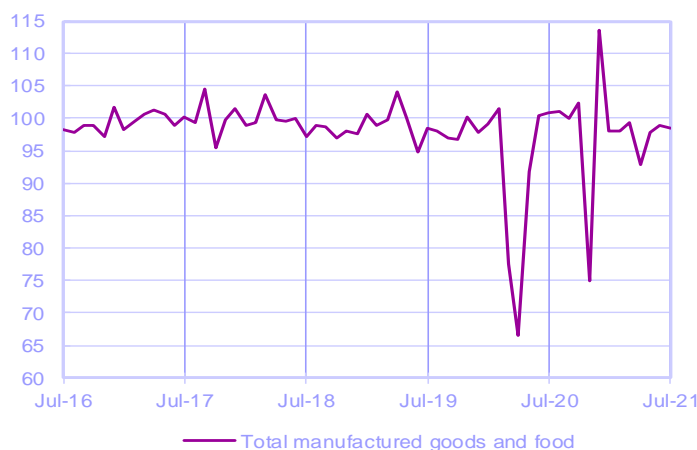
July and June 2021 m-o-m comparison; seasonally and working-day adjusted volume terms.



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

Total manufactured goods and food

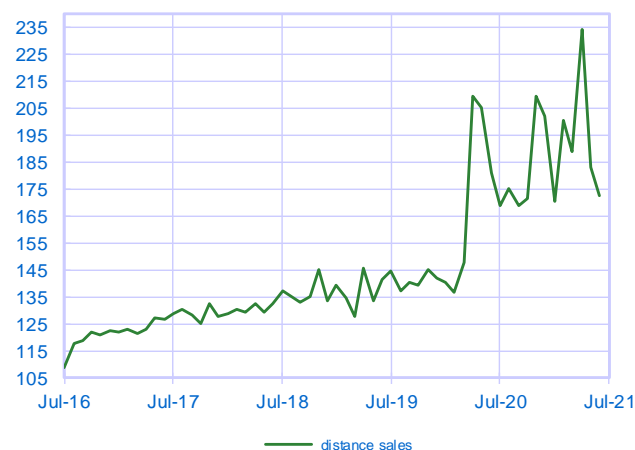
index in seasonally-adjusted volume terms (100 = 2010)



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 manufactured 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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