

Turnover in retail trade at the end of December 2021

18 January 2022

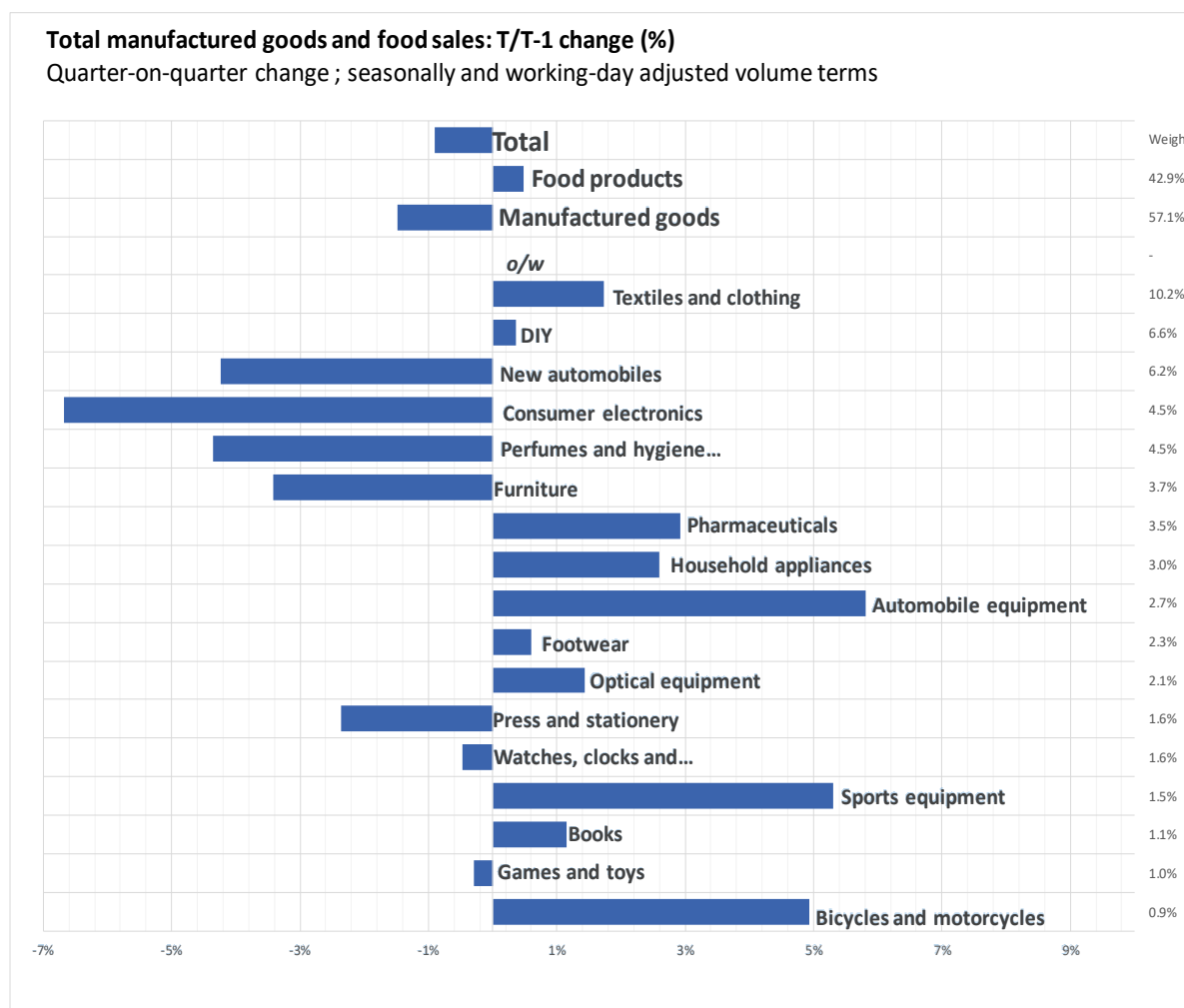
Turnover in the retail sales fell moderately in the fourth quarter, thanks to a strong month of December, up by 2.2% on November

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.

In December, retail trade sales grew by 2.2% compared to November (adjusted for seasonal and working-day variations), in particular thanks to automotive equipment, perfumes and toilet preparations and DIY sectors, which grew by 10.6%, 6.9% and 2.3% respectively. They were therefore **slightly above their pre-crisis level**, namely up 0.5% compared to the average for 2019.

In the 4th quarter as a whole, retail sales fell moderately by 0.9% compared to the previous quarter, after their strong increase of 4.5% in the 3rd quarter. This quarterly change was attributable to the 1.5% decline in sales of manufactured goods. Turnover was down in particular for consumer electronics and perfumes and toilet preparations, which decreased by 6.7% and 4.3% respectively. In contrast, automotive equipment and sports equipment rose by 5.8% and 5.3% respectively.

For 2021 as a whole, retail sales grew by 4.4% compared to 2020 as a whole, which was heavily impacted by the lockdown measures. However, they have not yet fully returned to their pre-crisis level in 2019, standing at 1.1% below that level.

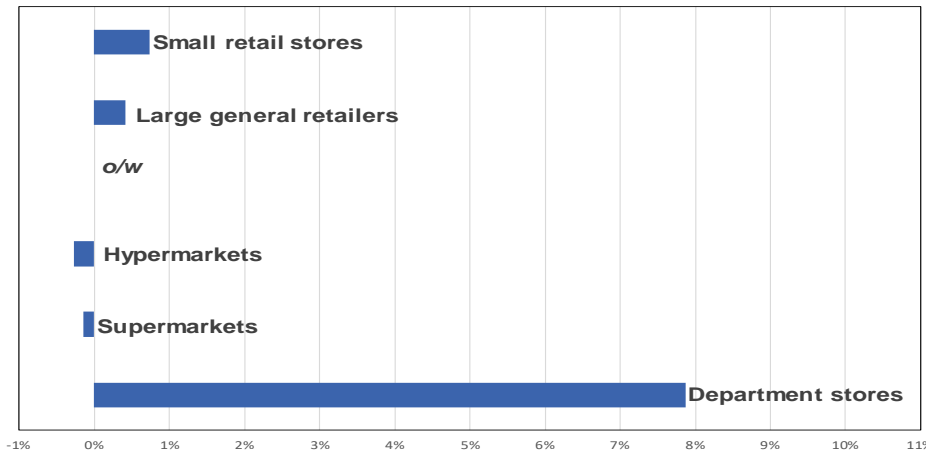


Notes :

- The quarter-on-quarter change is calculated as the ratio of the average of the indices for the current quarter (October-November-December) to the average for the previous quarter (July-August-September).
- Sectors are classified according to the relative weight of the products included in the total aggregate of retail trade (weights are given on the right scale)
- 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: T/T-1 change (%)

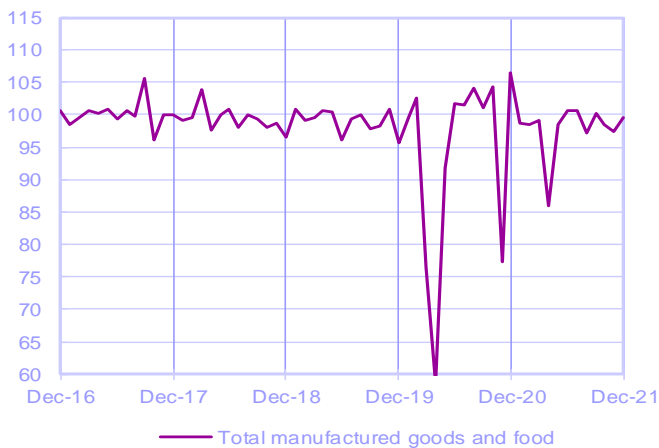
Quarter-on-quarter change ; seasonally and working-day adjusted volume terms.



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

Total manufactured goods and food

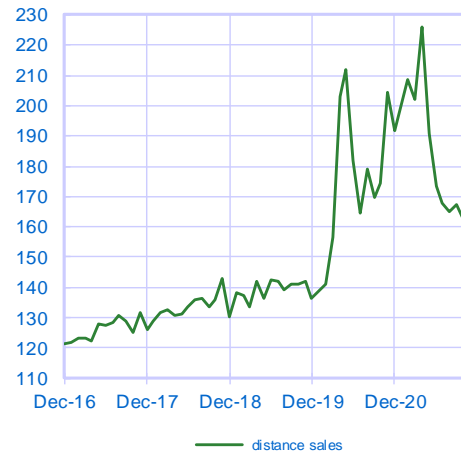
index in seasonally-adjusted volume terms (100 = 2010)



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 quarter-on-quarter change is calculated as the ratio of the average of the indices for the current quarter (October-November-December) to the average for the previous quarter (July-August-September).
- The Fevad and the Banque de France work together to publish the e-commerce figures for France (excluding food). The actual figure for December 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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