

Turnover in retail trade at the end of January 2025

February 20th, 2025

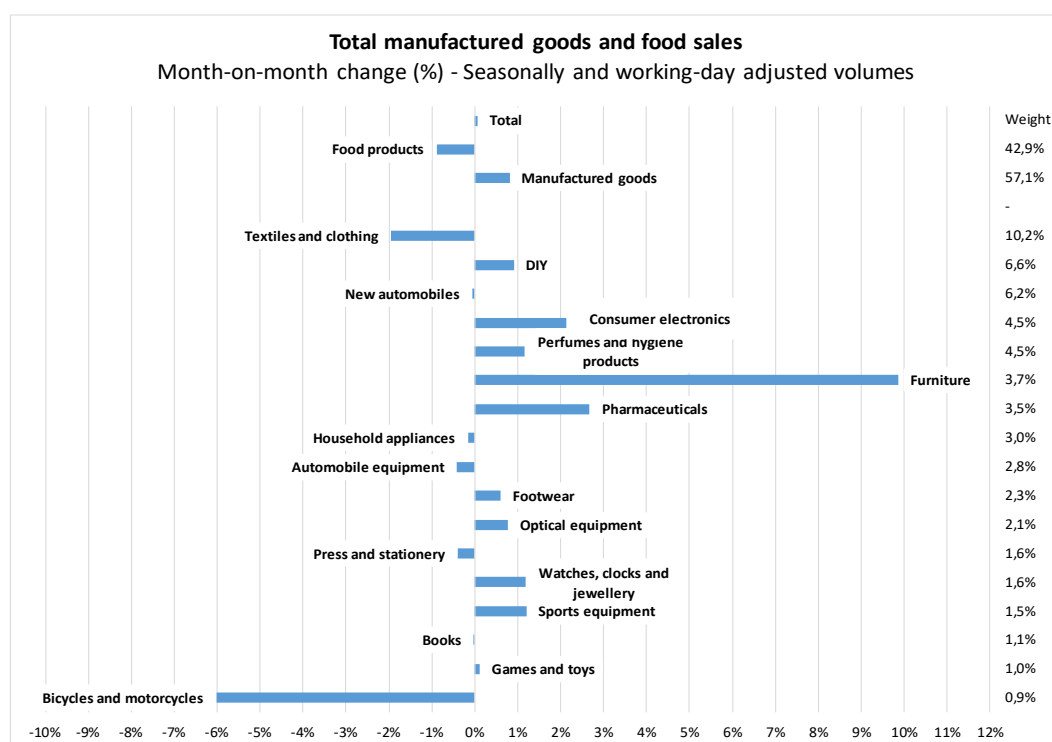
Turnover in retail trade picked up very slightly in January

Note: The change in retail sales does not reflect the change in total household consumption as the latter includes other items such as health care, education and rents.

In January, turnover in retail trade rose slightly month-on-month by 0.1% (data adjusted for seasonal and working-day variations) after a decline of 0.6% in December. Sales volumes of manufactured goods were up by 0.8% following a drop the previous month of 0.9%, while food sales declined by 0.9%, exceeding the 0.3% decline recorded in December. Trends in the sales of manufactured goods were generally positive in sub-sectors such as furniture (up 9.9% after a decline of 7.7%), pharmaceuticals (up 2.7% following a decrease of 1.4%) and consumer electronics (up 2.1% after a 1.4% increase), but dropped off in bicycles and motorcycles (down 6.0% after a 0.3% improvement) and textiles and clothing (down 1.9%, after an identical 1.9% drop in December).

In terms of **distribution channels**, supermarket sales slipped by 1.4%, while hypermarket and department store sales improved by 2.6% and 1.5%, respectively, in January. Small retailer sales recorded a slight decline of 0.1%.

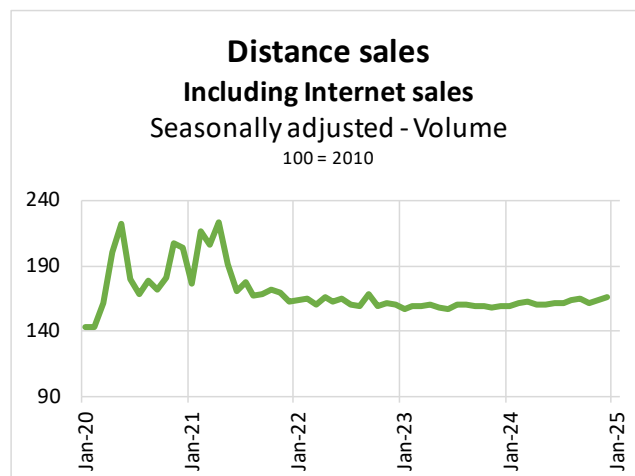
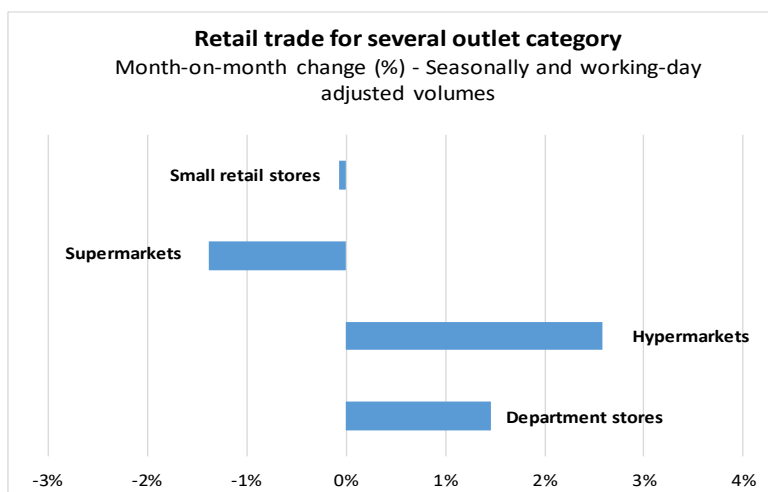
Three-month-on-three-month, overall turnover in retail trade fell by 0.5%, due to dips in both manufactured goods and food products (down 0.4% and 0.7%, respectively).



Notes:.

- 1) 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).
- 2) The aggregated and by sub-sector series are seasonally adjusted on an individual basis. Total and manufactured products series are reconstituted by aggregating the SA-WDA series of the sub-components.
- 3) SA-WDA: Seasonally and working-day adjusted.

Period under review: January 2025



Sources: FEVAD and Banque de France

Provisional data as of the 8th working day following the month under review.

Notes:

- 1) The Fevad and the Banque de France work together to publish the e-commerce figures for France (excluding food). The last published figure covers December 2024. The actual figure for January will be published as soon as it is available.
- 2) The aggregated and by sub-sector series are seasonally adjusted on an individual basis. Total and manufactured products series are reconstituted by aggregating the SA-WDA series of the sub-components.

Note on methodology: The food product and total retail trade indices were revised in 2024 using a new methodology. The new series started in 2010.

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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