

Turnover in retail trade at the end of November 2025

December 19th, 2025

Turnover in retail trade strengthened in November

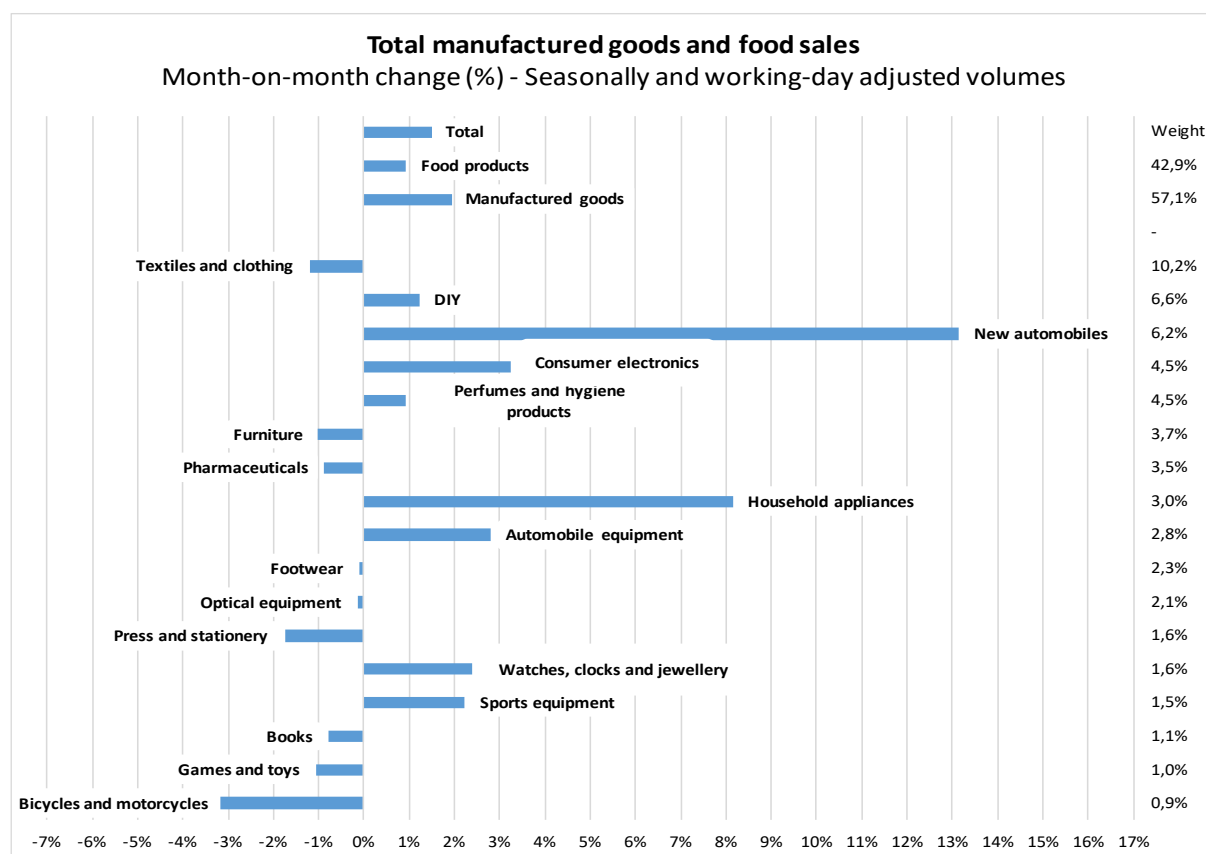
Note: The change in retail sales does not reflect the change in total household consumption as the latter includes other items such as health care, education and rents.

In November, turnover in retail trade rose by 1.5% on the previous month (data adjusted for seasonal and working-day variations), following a slight increase of 0.2% in October. More specifically, sales of manufactured goods continued to grow by 1.9% after rising by 0.6% in October, while food sales rebounded by 0.9% in November after falling by 0.4% in October.

Manufactured goods continued to show mixed developments. After several months of particularly sluggish sales, new car sales rose sharply by 13.1% after a 0.6% increase, as did sales of household appliances, which rose by 8.2% after a 0.9% decline. In contrast, sales of bicycles and motorcycles declined by 3.2% after rising by 3.0%, as did sales of press and stationery, which fell by 1.7% after rising by 9.2%.

In terms of distribution channels, sales of small retailers decreased by 0.7% after a 0.6% increase. Conversely, department stores recorded a further increase, up 4.6% after rising 3.6%, while hypermarkets rebounded, up 1.7% after falling 0.5%, as did supermarkets, up 1.3% after dropping by 2.3%.

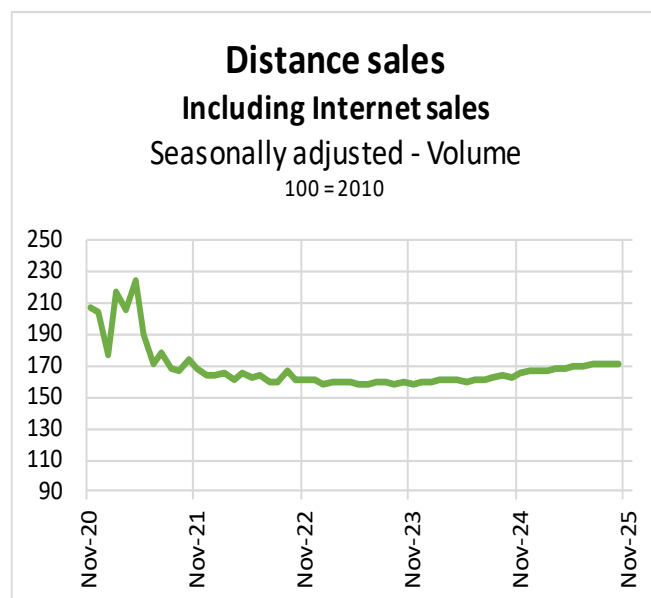
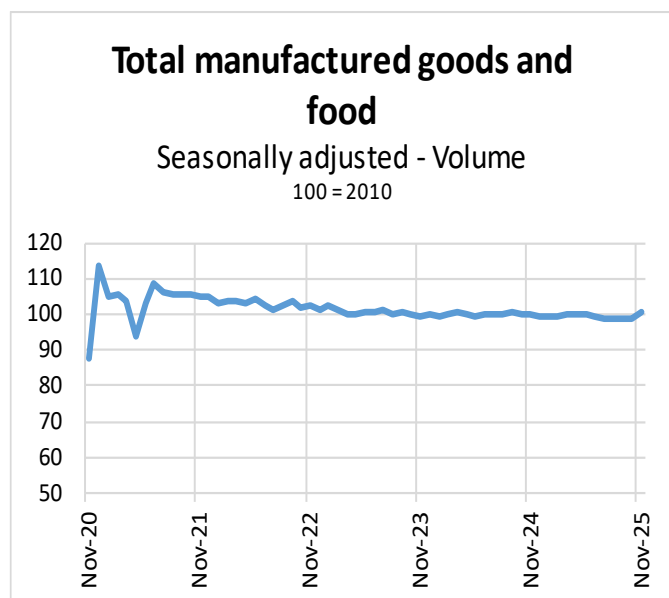
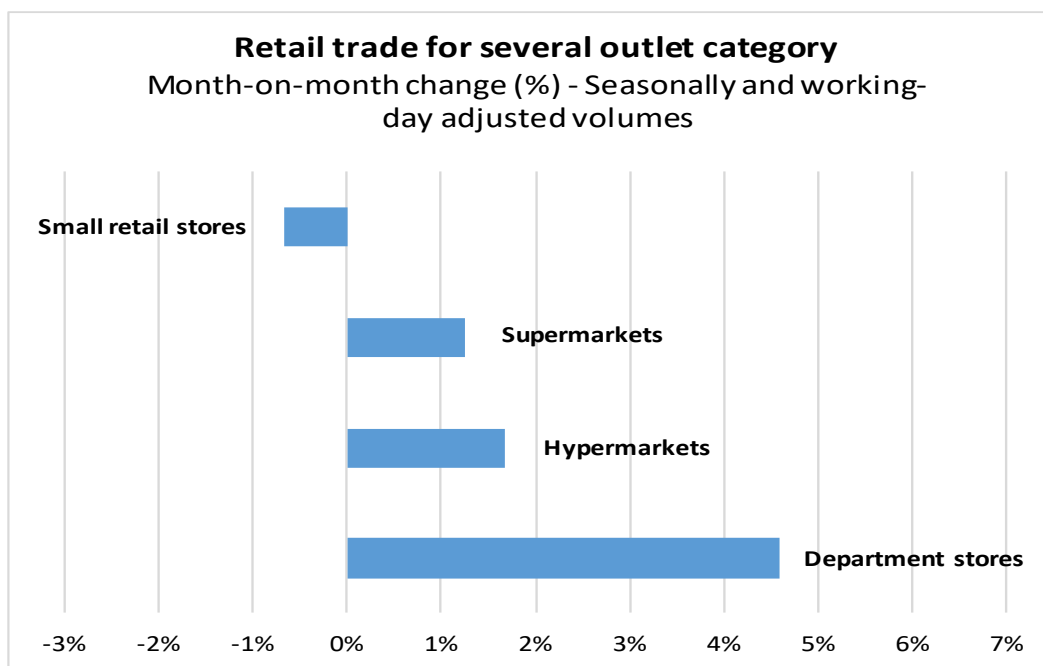
Over the quarter as a whole, retail sales grew by 0.5% compared with the previous three months. This reflects the contrasting developments in manufactured goods, which rose by 1.1%, and food products, which fell by 0.3%.



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: November 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 October 2025. The actual figure for November 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: Distance selling data for 2025 have been revised following a methodological change of reported turnover figures.

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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