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Monthly survey on retail trade 2023Oct

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Sales contracted slightly in October

Total manufactured goods and food sales fell by 0.9% month-on-month in October. Note: the French retail sales does not reflect that of total household consumption: the latter includes other sectors such as health, education and working-day adjusted volumes.

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). [COM_DET_2276_en_retail-trade-october-2023.pdf](#)

2) 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. [COM_DET_2276_en_retail-trade-october-2023.pdf \(PDF, 594 Ko\)](#)
In October, the volume of manufactured goods sales fell by 0.9% compared with September (after +0.9%). This slight contraction in sales particularly affected the bicycles and motorcycles sector (-10.4% after +5.5%), the automotive equipment sector (-5.9% after +0.3%), the footwear sector (-5.8% after +6.9%) and the watch and jewellery sector (-4.6% after +2.5%). Conversely, sales rose in the new car (2.5% after 5.6%), pharmaceutical (2.3% after -1.9%) and book (1.3% after -0.6%) sectors.

Food sales were also down slightly, by 0.6% month-on-month, after rising by 1.8% in September.

All distribution channels recorded a decline in sales in October, particularly supermarkets (-3.8%) and department stores (-3.5%).

Three-month-on-three-month, overall sales volumes decreased for manufactured goods by 2.1%, but increased for food products by 2.9%.