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Monthly survey on retail trade 2021Jul

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Turnover in retail trade fell slightly in July

Total industrial goods and food sales: M/M-1 change (%)

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

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Sectors are classified according to the relative weight of the products included in the total aggregate of retail

trade (see methodology) retail-trade-july-2021.pdf

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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.

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.

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.