

# Informations *Rapides*

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## ■ Sales volume in retail trade and personal services – October 2014

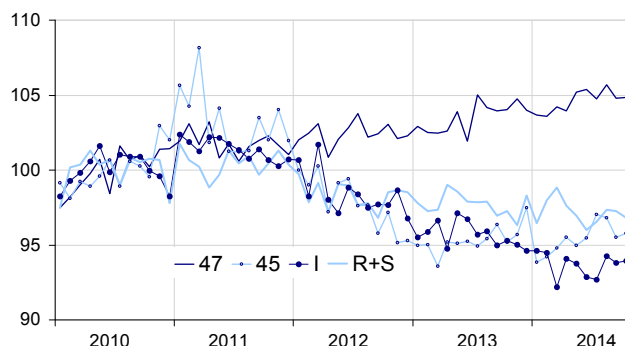
### In October 2014, the sales volume decreased in household services but increased slightly in trade and repair of motor vehicles and motorcycles

Except for indices from Emagsa survey, every index in this issue is in volume (tax excluded) and seasonally and working-day adjusted (SA-WDA). The commentary shows variations of subsections by decreasing contribution. The contribution of a subsection depends on the extent of the change and on its weight.

In October 2014, the sales volume declined in *household services* (–0.5% after –0.1% in september). While it grew slightly in *trade and repair of motor vehicles and motorcycles* (+0.3%), it was broadly steady in *accommodation and food service activities* (–0.1%) and in *retail trade, except for motor vehicles and motorcycles* (0.0%).

#### Volume of sales in the retail trade and personal services

Turnover indices, SA-WDA volume, Base year 2010



Source: INSEE

#### Stability in retail trade except for motor vehicles and motorcycles

In October, the sales volume in *retail trade except for motor vehicles and motorcycles* levelled off (–0.0% after –0.9 in September). According to early estimates, it is likely to increase in November 2014 (+0.7%).

The sales volume improved in *specialised stores* (+1.0%), in particular in *retail sale of other goods* (clothings, shoes, etc.) (+1.6%), in *retail sale of information and communication equipment* (+2.3%), and in *retail sale of cultural and recreation goods* (+1.5%). A slight rebound was also registered in *retail trade not in*

*stores* (+0.3% after –2.7%). On the contrary, the sales volume went down in *non specialised stores* (–1.7%). The sales volume in *retail trade, except for motor vehicles and motorcycles* levelled off over the last three months (q-o-q) (0.0%) but increased year on year (+1.0%).

#### Variation of sales volume in the retail trade and personal services

SA-WDA volume, Base year 2010

NACE Classification	Weight	Change in %			
		Oct./ Sept.	Sept./ Aug.	q-o-q (1)	y-o-y (2)
<b>47 Retail trade, except for motor vehicles and motorcycles</b>	<b>1000</b>	<b>0.0</b>	<b>–0.9</b>	<b>0.0</b>	<b>1.0</b>
471 Retail sale in non-specialized stores	369	–1.7	1.7	–0.5	–1.8
472 to 477 Retail sale in specialized stores	573	1.0	–2.1	0.5	2.9
478 and 479 Retail trade not in stores	58	0.3	–2.7	–1.8	–0.1
<b>45 Trade and repair of motor vehicles and motorcycles</b>	<b>1000</b>	<b>0.3</b>	<b>–1.3</b>	<b>0.2</b>	<b>0.4</b>
<b>I Accommodation and food service activities</b>	<b>1000</b>	<b>0.1</b>	<b>–0.5</b>	<b>1.0</b>	<b>–1.4</b>
<b>R+S Household services</b>	<b>1000</b>	<b>–0.5</b>	<b>–0.1</b>	<b>0.7</b>	<b>–0.2</b>
R Arts, entertainment and recreation	449	–0.9	1.1	0.8	–0.6
S Other service activities	551	–0.2	–1.0	0.5	0.1

(1) Quarter-on-quarter: last three months /previous three months.

(2) Year-on-year: last three months / same three months of the previous year.

The codes correspond to different levels of aggregation of the classification NAF rev.2

Source: INSEE

#### Variation of sales volume in the retail trade: early estimate\*

SA-WDA volume, Base year 2010

	Change in %	
	Nov. 2014/ Oct. 2014	Nov. 2014/ Nov. 2013
<b>47 Retail trade, except for motor vehicles and motorcycles</b>	<b>0.7</b>	<b>0.8</b>

\* Econometric estimate from a set of sources available within 30 days after the end of the reference month

Source: INSEE

### Slight rise in trade and repair of motor vehicles and motorcycles

In October, the sales volume in *trade and repair of motor vehicles and motorcycles* edged up (+0.3% after -1.3% in September). It bounced in *sale of motor vehicles* (+0.9%) but it decelerated in *sale of motor vehicle parts and accessories* (-1.3%).

The sales volume grew slightly over the last three months (+0.2%) and year on year (+0.4%).

### Variation of sales volume in the retail trade and personal services

SA-WDA volume, Base year 2010

Nace Classification	Weight	Oct. 2014	Change in %		
			Oct./ Sept.	Sept./ Aug.	q-o-q (1)
<b>47 Retail trade, except for motor vehicles and motorcycles</b>	<b>1000</b>	<b>104,8</b>	<b>0.0</b>	<b>-0.9</b>	<b>0.0</b>
471 Non-specialised stores	369	98,2	-1.7	1.7	-0.5
472 à 477 Specialised stores	573	109,4	1.0	-2.1	0.5
472 Retail sale of food, beverages and tobacco in specialised stores	49	102,5	-0.1	-0.4	0.7
473 Retail sale of automotive fuel	78	96,8	0.3	0.1	-0.6
474 Retail sale of information and communication equipment	28	157,4	2.3	1.6	4.8
475 Retail sale of other household equipment	112	99,7	0.0	-2.7	0.4
476 Retail sale of cultural and recreation goods	48	102,6	1.5	-1.5	0.3
477 Retail sale of other goods in specialised stores	258	114,7	1.6	-3.4	0.2
478 et 479 Retail trade not in stores	58	102,5	0.3	-2.7	-1.8
<b>45 Wholesale and retail trade and repair of motor vehicles and motorcycles</b>	<b>1000</b>	<b>95,8</b>	<b>0.3</b>	<b>-1.3</b>	<b>0.2</b>
451 Sale of motor vehicles	671	94,9	0.9	-1.9	0.3
452 Maintenance and repair of motor vehicles	78	90,6	-1.0	-0.7	0.6
453 Sale of motor vehicle parts and accessories	227	100,8	-1.3	-0.1	-0.2
454 Sale, maintenance and repair of motorcycles and related parts and accessories	24	91,3	2.8	-0.6	1.4
<b>I Accommodation and food service activities</b>	<b>1000</b>	<b>94,0</b>	<b>0.1</b>	<b>-0.5</b>	<b>1.0</b>
55 Accommodation	255	96,8	-0.6	0.8	1.7
56 Food and beverage service activities	745	93,0	0.4	-0.9	0.7
561 Restaurants...	549	92,0	1.2	-1.5	0.7
562 Event catering...	116	101,6	-2.2	0.8	1.4
563 Beverage serving activities	80	87,2	-0.4	0.1	-0.1
<b>R+S Household services</b>	<b>1000</b>	<b>96,8</b>	<b>-0.5</b>	<b>-0.1</b>	<b>0.7</b>
R Arts, entertainment and recreation	449	96,2	-0.9	1.1	0.8
90 Creative, arts and entertainment activities	115	93,5	-3.1	1.1	0.1
91 Libraries, archives, museums...	11	109,8	-3.2	6.7	0.4
92 Gambling and betting activities	119	105,9	1.9	0.6	2.2
93 Sports activities and amusement...	204	91,3	-1.2	1.0	0.4
S Other service activities	551	97,3	-0.2	-1.0	0.5
95 Repair of computers...	228	97,6	0.4	-0.8	0.8
96 Other personal service activities	323	97,1	-0.6	-1.2	0.3

(1) Quarter-on-quarter: last three months / previous three months.

Source: Insee

### Near stability in accommodation and food service activities

The sales volume in *accommodation and food service* was almost steady in October (+0.1% after -0.5%). Although it decreased moderately in *accommodation* (-0.6%), it improved slightly in *food and beverage service activities restaurants* (+0.4%) by combined effects of a rise in *restaurants and fast food services* (+1.2%) and a decline in *event catering and other food services* (-2.2%). The sales volume of the whole sector went up over the last three months (+1.0%) but was down year on year (-1.4%).

### Fall in household services

The sales volume in *household services* fall in October (-0.5% after -0.1%). It declined significantly in *creative, arts and entertainment activities* (-3.1%) and to a lesser extent in *sports activities and amusement* (-1.2%) and in *other personal service activities (hairdressing, beauty care, etc.)* (-0.6%). On the contrary, it grew in *gambling and betting activities* (+1.9%) and in *repair of computers and personal and household goods* (+0.4%).

The sales volume in *household services* improved over the last three months (+0.7%) but decreased year on year (-0.2%).

### Revisions

The change for September was revised by -0.2% in *accommodation food service activities* and by -0.1 point in *retail trade, except for motor vehicles and motorcycles* and in *household services*. Over the same month, it was unchanged in *trade and repair of motor vehicles and motorcycles*.

### Monthly survey on large-scale food retailing in November

Turnover in large-scale food retailing picked up in November (+1.1% after -1.7%) because of the rebound of the sales of food products (+1.3%) and non-food products (+1.0%). Sales of automotive fuel decreased again (-2.1% after -1.3%).

### Monthly turnover indices in large-scale food retailing


SA-WDA value, Base year 2010

	Change in %			
	Nov./ Oct.	Oct./ Sept.	q-o-q (1)	y-o-y (1)
<b>Turnover</b>	<b>1.1</b>	<b>-1.7</b>	<b>0.6</b>	<b>-1.5</b>
Including				
Sales of food products	1.3	-2.5	2.2	-0.2
Sales of non-food products	1.0	-0.5	-0.7	-2.7
Sales of automotive fuel	-2.1	-1.3	-2.2	-4.5

(1) Quarter-on-quarter: last three months / previous three months.

Source: INSEE - Monthly survey on large scale food retailing (Emagsa)

### For further information:

- Complementary data (long series) and metadata (methodology, linked internet pages, etc.) are available on the web page of the index: <http://www.insee.fr/fr/themes/info-rapide.asp?id=94>
- Historical data are available on BDM: [G1419](#), [G1420](#), [G1422](#), [G1425](#), [G1449](#).
- Press contact: [bureau-de-presse@insee.fr](mailto:bureau-de-presse@insee.fr)
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