



**HELLENIC REPUBLIC
HELLENIC STATISTICAL AUTHORITY**

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EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE JULY 2023

The Hellenic Statistical Authority (ELSTAT) with this sectoral publication, presents in detail the evolution of the sales/turnover of all classes of activity of the retail trade section. Retail trade is the basic business model of the modern consumer supply chain, through the resale of material goods or services and the promotion of products for profit.

Therefore, retail trade has always been an important productive tertiary sector of the Greek economy with a significant contribution to the Gross Domestic Product.

In addition, monitoring the aggregates of the retail trade, leads to conclusions on the evolution of consumption (in terms of volume, characteristics, preferences and substitution of products) of the Greek society, the citizens and the enterprises of the country.

This current publication is part of the sequel of the announcements published by ELSTAT ([link](#)) since April 2020, incorporating the most recent data on turnover from Administrative Sources for **July 2023**.

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1. Enterprises in retail trade divisions obliged to double-entry accounting bookkeeping (Tables 1, 2, 3)

For the **enterprises in retail trade divisions obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the turnover in July 2023 amounted to 3.94 billion euro, recording an increase of 12.3% in comparison with July 2022, when the respective turnover was 3.51 billion euro and an increase of 5.5% in comparison with June 2023, when the respective turnover was 3.74 billion euro.

The activities that recorded the biggest increase in turnover in **July 2023** compared with July 2022 are:

- Retail sale of tobacco products in specialized stores, increase 47.7%.
- Retail sale of audio and video equipment in specialized stores, increase 45.4%.

The activities that recorded a decrease in turnover in **July 2023** compared with July 2022 are:

- Retail sale of automotive fuel in specialized stores, decrease 11.5%.
- Retail sale of watches and jewellery in specialised stores, decrease 0.4%

The Regions that recorded the biggest increase in turnover in **July 2023** compared with July 2022 are:

- Region of Kentriki Makedonia, increase 12.7%.
- Region of Attiki, increase 12.6%.

For the **small and medium sized enterprises in retail trade divisions obliged to double-entry accounting bookkeeping**, for which data are available on monthly basis, the turnover in July 2023 amounted to 1.37 billion euro, recording an increase of 8.5% in comparison with July 2022, when the respective turnover was 1.26 billion euro.

2. Enterprises in retail trade divisions, excluding vehicles, food and fuel classes¹ (Tables 1, 2, 3)

For the enterprises in retail trade divisions, excluding vehicles, food and fuel classes, obliged to double-entry accounting bookkeeping, for which data are available on a monthly basis, the turnover in July 2023 amounted to 1.13 billion euro, recording an increase of 12.8% in comparison with July 2022, when the respective turnover was 1.00 billion euro and an increase of 8.9% in comparison with June 2023, when the respective turnover was 1.04 billion euro.

The Regions that recorded the biggest increase in turnover in **July 2023** compared with July 2022 are:

- Region of Dytiki Makedonia, increase 36.2%.
- Region of Anatoliki Makedonia, Thraki, increase 14.9%.

For the **small and medium sized enterprises in retail trade divisions, excluding vehicles, food and fuel classes, obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the turnover in July 2023 amounted to 0.55 billion euro, recording an increase of 8.1% in comparison with July 2022, when the respective turnover was 0.51 billion euro.

¹ Activity classes 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

Table 1: Turnover (in thousand €) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2023/2022		Monthly Rate of Change (%) July / June	
Code NACE Rev.2	Description	June 2022	July 2022	June 2023	July 2023	June	July	2022	2023
4511	Sale of cars and light motor vehicles	553,769	552,505	727,900	677,835	31.4	22.7	-0.2	-6.9
4519	Sale of other motor vehicles	31,015	33,350	39,520	40,887	27.4	22.6	7.5	3.5
4520	Maintenance and repair of motor vehicles	26,749	25,548	30,964	30,976	15.8	21.2	-4.5	0.0
4531	Wholesale trade of motor vehicle parts and accessories	119,286	117,500	132,371	134,837	11.0	14.8	-1.5	1.9
4532	Retail trade of motor vehicle parts and accessories	*	*	*	*	*	*	*	*
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	55,097	48,074	59,029	56,485	7.1	17.5	-12.7	-4.3
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,212,793	1,300,491	1,347,086	1,468,066	11.1	12.9	7.2	9.0
4719	Other retail sale in non-specialized stores	55,265	62,130	57,705	68,880	4.4	10.9	12.4	19.4
4721	Retail sale of fruit and vegetables in specialized stores	**	**	<u>9,819</u>	<u>11,458</u>	**	**	**	16.7
4722	Retail sale of meat and meat products in specialized stores	26,383	28,035	<u>30,075</u>	<u>30,583</u>	<u>14.0</u>	<u>9.1</u>	6.3	1.7
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	3,685	4,060	<u>4,414</u>	<u>4,616</u>	<u>19.8</u>	<u>13.7</u>	10.2	4.6
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	11,308	12,855	<u>12,909</u>	<u>13,931</u>	<u>14.2</u>	<u>8.4</u>	13.7	7.9
4725	Retail sale of beverages in specialized stores	**	6,676	<u>6,601</u>	<u>7,143</u>	**	<u>7.0</u>	**	8.2
4726	Retail sale of tobacco products in specialized stores	2,779	2,958	<u>4,087</u>	4,368	<u>47.1</u>	47.7	6.4	<u>6.9</u>
4729	Other retail sale of food in specialized stores	14,607	13,555	16,383	15,609	12.2	15.2	-7.2	-4.7
4730	Retail sale of automotive fuel in specialized stores	322,583	347,099	271,784	307,159	-15.7	-11.5	7.6	13.0
4741	Retail sale of computers, peripheral units and software in specialized stores	75,643	79,631	85,805	88,331	13.4	10.9	5.3	2.9
4742	Retail sale of telecommunications equipment in specialized stores	**	**	**	15,182	**	**	**	**
4743	Retail sale of audio and video equipment in specialized stores	3,368	3,373	4,101	4,906	21.8	45.4	0.1	19.6
4751	Retail sale of textiles in specialized stores	3,541	3,060	3,572	**	0.9	**	-13.6	**
4752	Retail sale of hardware, paints and glass in specialized stores	62,559	61,857	70,007	70,923	11.9	14.7	-1.1	1.3
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	1,388	1,438	1,424	**	2.6	**	3.6	**
4754	Retail sale of electrical household appliances in specialized stores	79,958	76,929	86,374	107,903	8.0	40.3	-3.8	24.9
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	45,931	48,311	54,807	51,990	19.3	7.6	5.2	-5.1

Table 1: Turnover (in thousand €) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) (continue)

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2023/2022		Monthly Rate of Change (%) July / June	
Code NACE Rev.2	Description	June 2022	July 2022	June 2023	July 2023	June	July	2022	2023
4761	Retail sale of books in specialized stores	**	**	5,010	5,682	**	**	**	13.4
4762	Retail sale of newspapers and stationery in specialized stores	2,199	2,485	2,220	2,528	1.0	1.7	13.0	13.9
4763	Retail sale of music and video recordings in specialized stores	65	**	75	76	15.4	**	**	1.3
4764	Retail sale of sporting equipment in specialized stores	38,172	45,076	44,694	48,919	17.1	8.5	18.1	9.5
4765	Retail sale of games and toys in specialized stores	72,591	74,771	83,114	91,124	14.5	21.9	3.0	9.6
4771	Retail sale of clothing in specialized stores	176,499	209,378	211,807	234,747	20.0	12.1	18.6	10.8
4772	Retail sale of footwear and leather goods in specialized stores	24,893	29,028	**	33,569	**	15.6	16.6	**
4773	Dispensing chemist in specialized stores	42,674	44,699	<u>51,327</u>	<u>51,096</u>	<u>20.3</u>	<u>14.3</u>	4.7	-0.5
4774	Retail sale of medical and orthopaedic goods in specialized stores	**	**	<u>5,131</u>	<u>3,876</u>	**	**	**	-24.5
4775	Retail sale of cosmetic and toilet articles in specialized stores	85,324	107,952	101,090	128,251	18.5	18.8	26.5	26.9
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	14,539	14,414	<u>17,343</u>	<u>15,859</u>	<u>19.3</u>	<u>10.0</u>	-0.9	-8.6
4777	Retail sale of watches and jewellery in specialised stores	28,260	34,260	30,594	34,139	8.3	-0.4	21.2	11.6
4778	Other retail sale of new goods in specialized stores	22,895	24,841	24,375	25,326	6.5	2.0	8.5	3.9
4779	Retail sale of second-hand goods in stores	**	**	<u>1,875</u>	1,483	**	**	**	<u>-20.9</u>
4781	Retail sale via stalls and markets of food, beverages and tobacco products	*	*	*	*	*	*	*	*
4782	Retail sale via stalls and markets of textiles, clothing and footwear	*	*	*	*	*	*	*	*
4789	Retail sale via stalls and markets of other goods	*	*	*	*	*	*	*	*
4791	Retail sale via mail order houses or via Internet	37,615	**	**	**	**	**	**	**
4799	Other retail sale not in stores, stalls or markets	1,833	1,502	<u>2,106</u>	<u>2,131</u>	<u>14.9</u>	<u>41.9</u>	-18.1	1.2
Total without vehicles, food and fuel classes⁽¹⁾		913,530	999,524	1,035,523	1,127,577	13.4	12.8	9.4	8.9
Total		3,317,633	3,512,942	3,738,918	3,944,116	12.7	12.3	5.9	5.5

Notes:

The table and the total include the turnover of the economic class "4531: Wholesale trade of motor vehicle parts and accessories", given that several enterprises classified in this class have as secondary activity retail trade and in order to present all classes of division "45: Wholesale and retail trade and repair of motor vehicles and motorcycles".

(*) Data are not published due to statistical confidentiality reasons and regarding the protection of the identity of the reporting enterprises.

(**) Extraordinary transactions were recorded in the data. Therefore, they are not published as they are not comparable.

(Single underline) It includes the turnover of enterprises that changed the submission of data to tax authorities from a quarterly basis to a monthly basis and have an impact on the aggregated data of more than 3.0% in absolute figures.

(Double underline) It includes the turnover of enterprises that changed the submission of data to tax authorities from a monthly basis to quarterly basis and have an impact on the aggregated data of more than 3.0% in absolute figures.

(1) In the "Total without vehicles, food and fuel classes" the economic activities 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

Table 2: Turnover (in thousand €) for the **Total or Retail Trade** and for the **Total of Retail Trade excluding vehicles, food and fuel classes**, for all enterprises obliged to double-entry accounting bookkeeping, per Region of Greece

REGION / REGIONAL UNIT	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes ⁽¹⁾ (in thousand €)		
	July 2022	July 2023	July 2023/2022 (%)	July 2022	July 2023	July 2023/2022 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	42,449	45,428	7.0	13,312	15,296	14.9
REGION OF KENTRIKI MAKEDONIA	428,120	482,618	12.7	62,977	<u>72,959</u>	<u>15.9</u>
Regional Unit of Thessaloniki	387,581	435,304	12.3	47,821	<u>54,024</u>	<u>13.0</u>
REGION OF DYTIKI MAKEDONIA	17,652	19,567	10.9	4,201	5,723	36.2
REGION OF IPEIROS	24,822	<u>28,089</u>	<u>13.2</u>	5,835	<u>7,278</u>	<u>24.7</u>
REGION OF THESSALIA	42,457	<u>45,787</u>	<u>7.8</u>	15,158	<u>16,570</u>	<u>9.3</u>
REGION OF STEREA ELLADA	26,458	<u>32,290</u>	<u>22.0</u>	13,945	<u>16,328</u>	<u>17.1</u>
REGION OF IONIA NISSIA	34,575	<u>39,837</u>	<u>15.2</u>	9,876	<u>11,225</u>	<u>13.7</u>
REGION OF DYTIKI ELLADA	43,816	46,854	6.9	11,589	12,763	10.1
REGION OF PELOPONNISOS	38,595	<u>44,576</u>	<u>15.5</u>	6,712	<u>8,519</u>	<u>26.9</u>
REGION OF ATTIKI	2,584,450	2,910,228	12.6	793,285	891,866	12.4
REGION OF VOREIO AIGAI0	15,012	15,691	4.5	6,949	<u>7,096</u>	<u>2.1</u>
REGION OF NOTIO AIGAI0	92,910	<u>97,460</u>	<u>4.9</u>	22,343	<u>20,950</u>	<u>-6.2</u>
REGION OF KRITI	121,626	135,691	11.6	33,342	<u>41,004</u>	<u>23.0</u>
Total	3,512,942	3,944,116	12.3	999,524	1,127,577	12.8

Notes:

The Regional Unit of Thessaloniki is presented separately in the table.

1) In the "Total of Retail Trade, excluding vehicles, food and fuel classes" the economic activities 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

(Single underline) It includes the turnover of enterprises that changed the submission of data to tax authorities from a quarterly basis to a monthly basis and have an impact in the aggregated data of more than 3.0% in absolute figures.

(Double underline) It includes the turnover of enterprises that changed the submission of data to tax authorities from a monthly basis to a quarterly basis and have an impact on the aggregated data of more than 3.0% in absolute figures.

Table 3: Turnover (in thousand €) for the **Total of Retail Trade** and for the **Total of Retail Trade excluding vehicles, food and fuel classes**, for the small and medium sized enterprises¹ obliged to double-entry accounting bookkeeping, per enterprise size

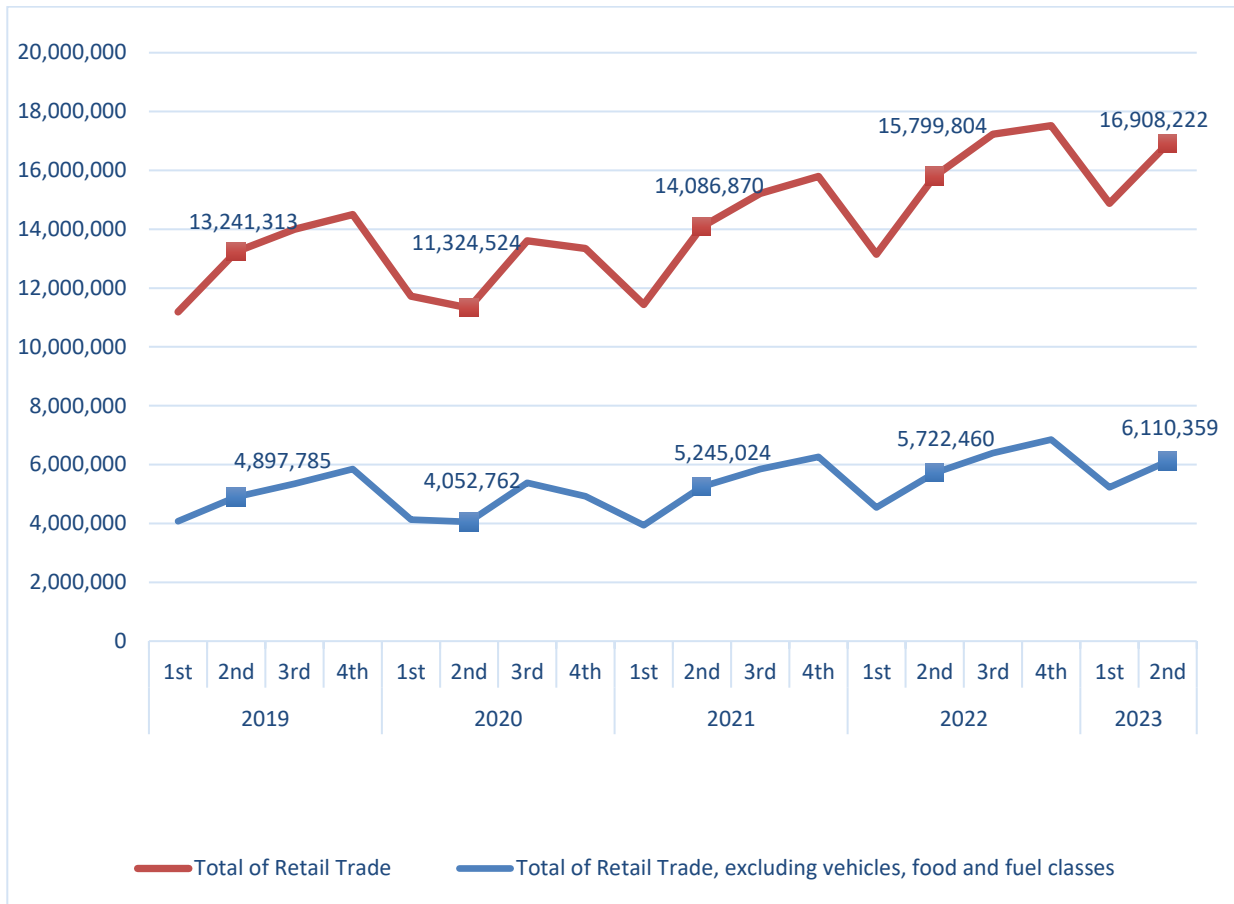
Enterprise Size	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes ⁽²⁾ (in thousand €)		
	July 2022	July 2023	July 2023/2022 (%)	July 2022	July 2023	July 2023/2022 (%)
Medium Enterprises	445,209	468,934	5.3	167,563	181,066	8.1
Small Enterprises	562,145	608,445	8.2	218,472	230,591	5.6
Micro Enterprises	254,589	291,588	14.5	124,007	139,830	12.8
Small and Medium Sized Enterprises	1,261,943	1,368,967	8.5	510,042	551,487	8.1
Small and Medium Sized Enterprises / Total of Enterprises (%)	35.9	34.7		51.0	48.9	

Notes:

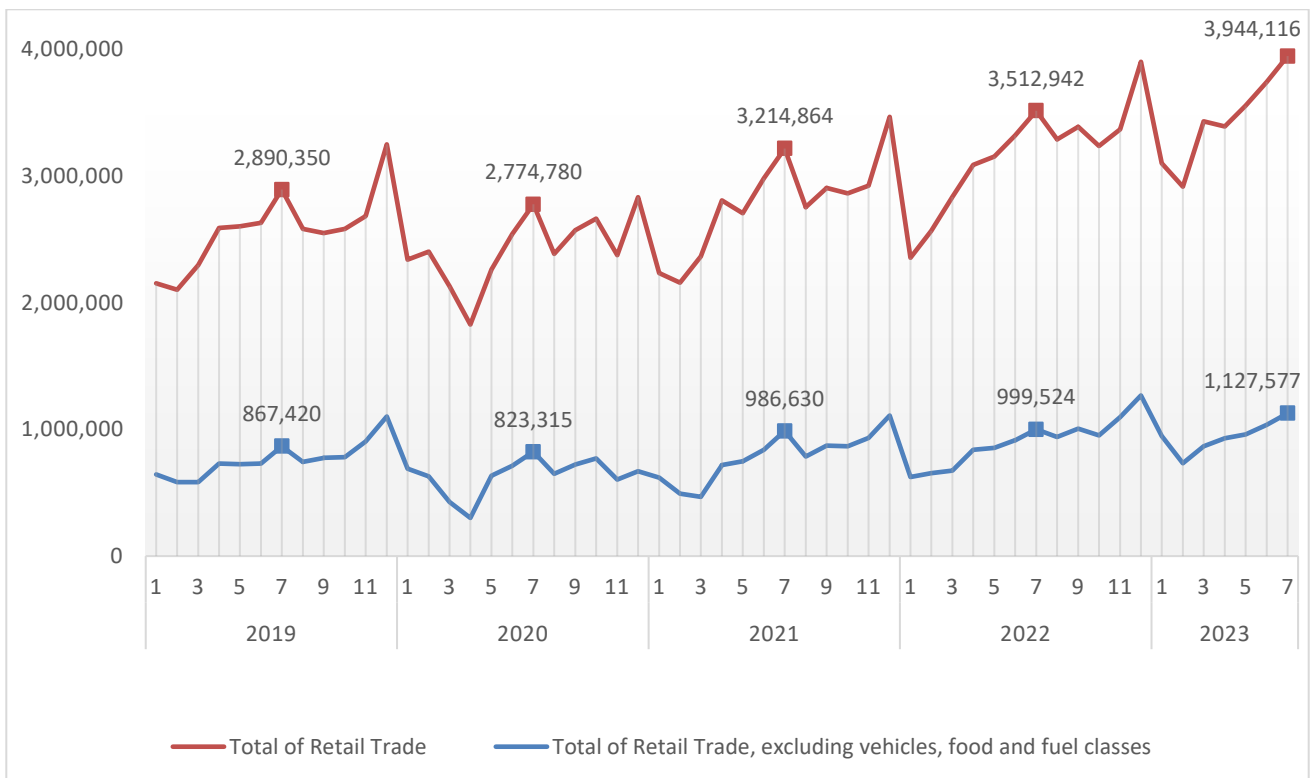
(1) The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 8.

(2) In the "Total of Retail Trade, excluding vehicles, food and fuel classes" the economic activities 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

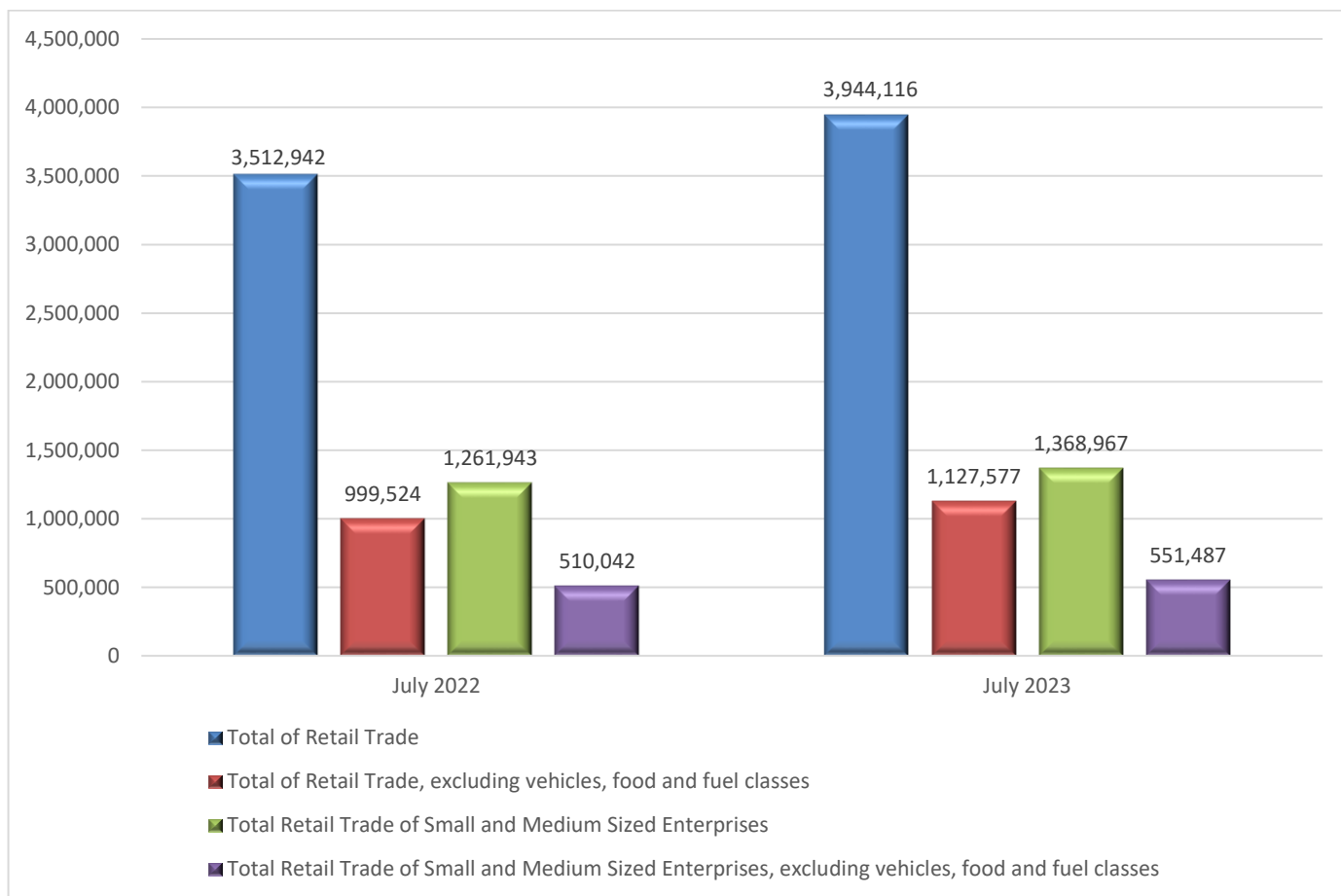
Graph 1: Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes



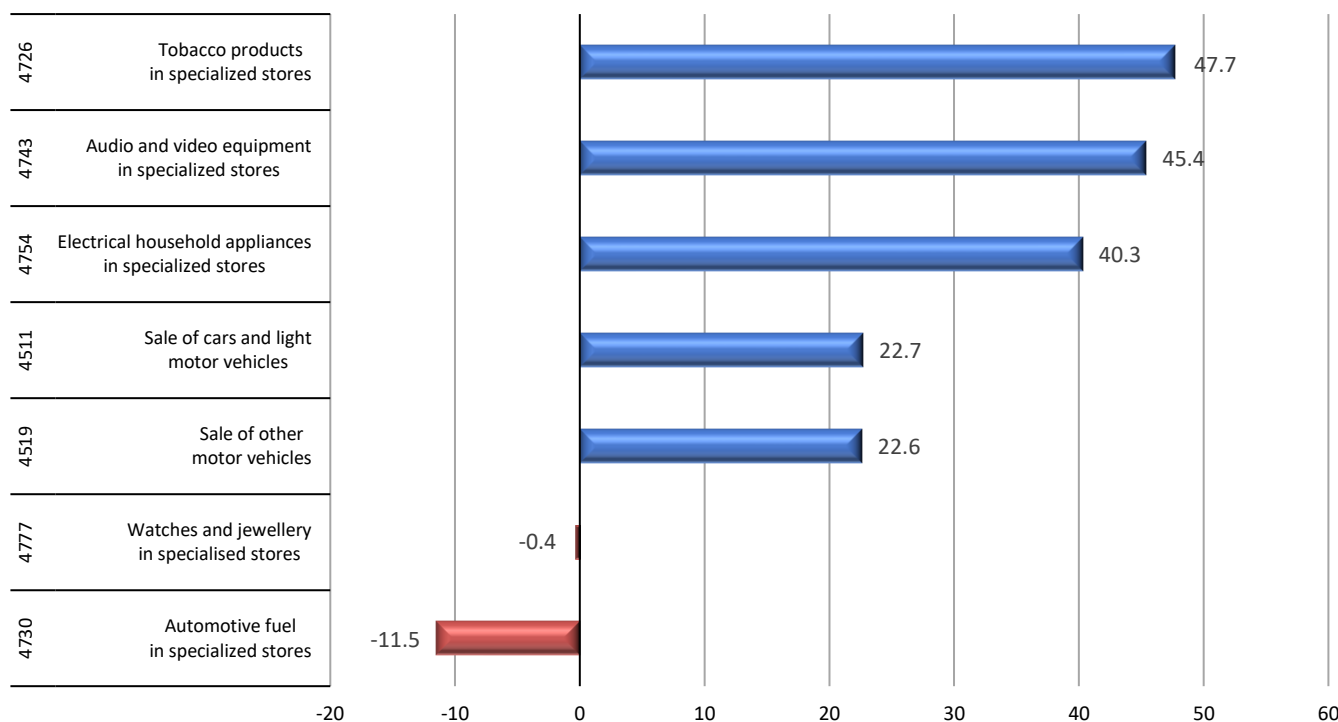
Graph 2: Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes.



Graph 3: Turnover (in thousand euro) for the total of enterprises and of the small and medium sized enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade (divisions 45 and 47 of NACE Rev.2 classification) and in all classes of the retail trade (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes



Graph 4: Biggest changes (%) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) **July 2023 / July 2022**



METHODOLOGICAL NOTES

Generally The statistical data presented in this announcement have been compiled on the basis of the linking and processing of primary data from the following sources:

- The final Statistical Business Register of ELSTAT, of the reference year 2020.
- Administrative registers of enterprises, of the reference years 2021 and 2022.
- Administrative transactions files (tax, etc) of the reference years 2019, 2020, 2021, 2022 and 2023.

In particular, the following primary data have been used per source:

- Active enterprises and the economic activity class from the final Statistical Business Register of the reference year 2020.
- The economic activity class for the enterprises that started their activity after the reference year 2020 and have a significant turnover, from administrative registers of enterprises of the reference years 2021 and 2022.
- Income data from administrative transactions files of the reference years 2019, 2020, 2021, 2022 and 2023.

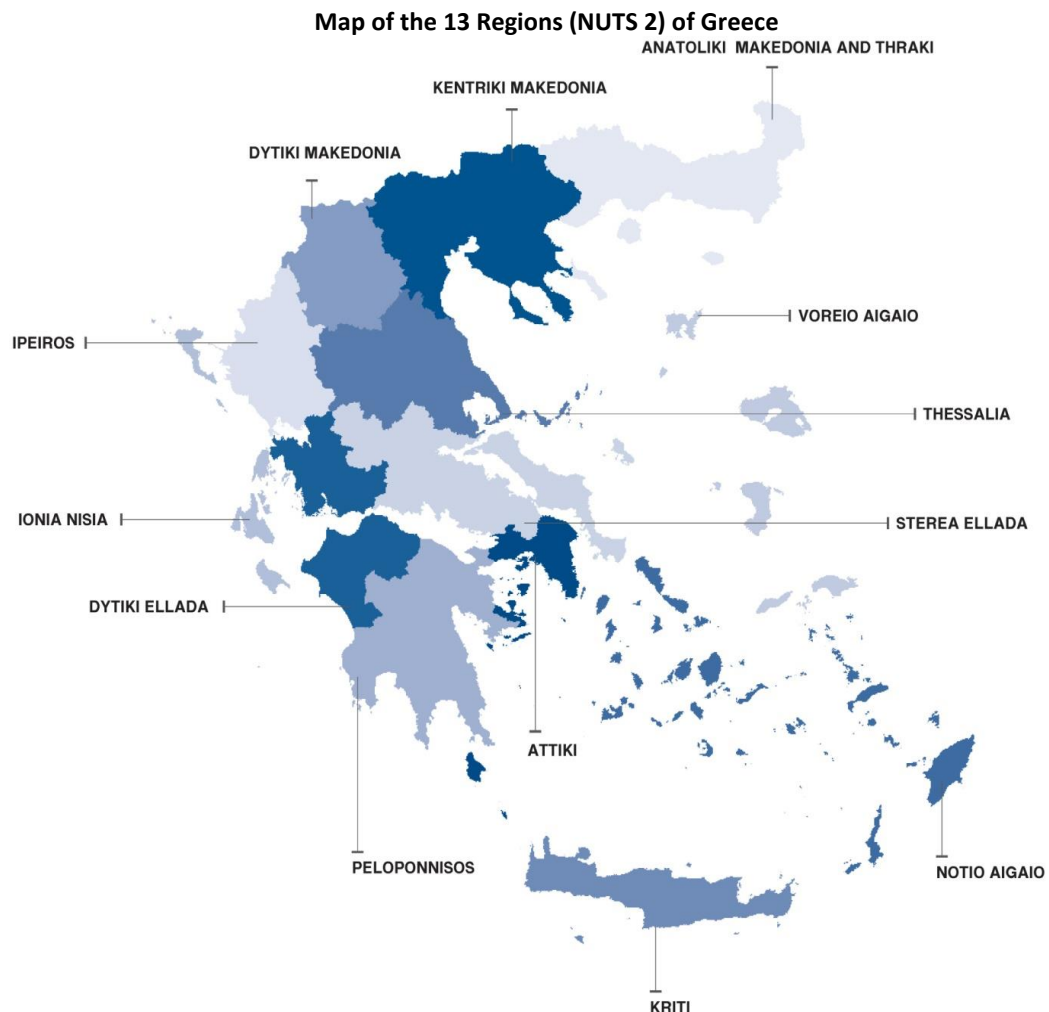
Definitions Small and Medium sized enterprises (SMEs) (from the European business statistics methodological manual for statistical business registers – 2021 edition)

1. The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.
2. Within the SME category, a small enterprise is defined as an enterprise which employs fewer than 50 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 10 million.
3. Within the SME category, a micro enterprise is defined as an enterprise which employs fewer than 10 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 2 million.

It is noted that as “Medium enterprises” are defined the enterprises of the “Small and Medium sized enterprises” category, which are not classified in the categories of “Small enterprises” and “Micro enterprises”.

Statistical classifications

For the economic activities, the European statistical classification of economic activities [NACE Rev. 2](#) is used.



Reference Period July 2023

Statistical unit The statistical unit is the legal unit (distinct TIN – Tax Identification Numbers).

Comparability The announced statistical data are comparable with the data of the final Statistical Business Register of ELSTAT, of the reference year 2020 (relevant link from the webpage of ELSTAT, where tables and information on the methodology applied are provided [Statistical Business Register](#)).

References Analytical tables are available under ELSTAT's website (www.statistics.gr) at the following link:
<https://www.statistics.gr/en/statistics/-/publication/SBR04/>