HELLENIC REPUBLIC
HELLENIC STATISTICAL AUTHORITY

Piraeus, 24 January 2024

EVOLUTION OF TURNOVER OF ENTERPRISES IN
RETAIL TRADE
NOVEMBER 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 **November 2023.**

Information on methodological issues:
Business Statistics Division
Registers and Big Enterprises Section
Head of Section: Adamantia Georgostathi
Tel.: +30 213 135 2043
e-mail: a.georgostathi@statistics.gr

Information on data provision:
Tel.: +30 213 135 2022, 2308, 2310
E-mail: data.dissem@statistics.gr

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 November 2023 amounted to 3.71 billion euro, recording an increase of 10.1% in comparison with November 2022, when the respective turnover was 3.37 billion euro and an increase of 3.3% in comparison with October 2023, when the respective turnover was 3.59 billion euro.

The activities that recorded the biggest increase in turnover in **November 2023** compared with November 2022 are:
- Retail sale of footwear and leather goods in specialized stores, increase 58.3%.
- Sale of other motor vehicles, increase 52.2%.

The activities that recorded the biggest decrease in turnover in **November 2023** compared with November 2022 are:
- Retail sale via mail order houses or via Internet, decrease 22.8%.
- Other retail sale of new goods in specialized stores, decrease 14.1%.

The Regions that recorded the biggest increase in turnover in **November 2023** compared with November 2022 are:
- Region of Attiki, increase 10.8%.
- Region of Kentriki Makedonia, increase 10.2%.

The Regions that recorded decrease in turnover in **November 2023** compared with November 2022 are:
- Region of Anatoliki Makedonia, Thraki, decrease 5.2%.
- Region of Voreio Aigaio, decrease 0.3%.

For the **small and medium sized enterprises[1] in retail trade divisions obliged to double-entry accounting bookkeeping**, for which data are available on monthly basis, the turnover in November 2023 amounted to 1.25 billion euro, recording an increase of 10.3% in comparison with November 2022, when the respective turnover was 1.13 billion euro.

2. **Enterprises in retail trade divisions, excluding vehicles, food and fuel classes[2]** (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 November 2023 amounted to 1.18 billion euro, recording an increase of 7.5% in comparison with November 2022, when the respective turnover was 1.10 billion euro and an increase of 20.7% in comparison with October 2023, when the respective turnover was 0.98 billion euro.

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

- Region of Kriti, increase 18.1%.
- Region of Attiki, increase 6.8%.

The Region that recorded decrease in turnover in **November 2023** compared with November 2022 is:

- Region of Notio Aigaio, decrease 8.0%.

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 November 2023 amounted to 0.53 billion euro, recording an increase of 8.9% in comparison with November 2022, when the respective turnover was 0.49 billion euro.

---

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

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

Table 1: Turnover **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)

Code NACE Rev.2	Description	TURNOVER (in thousand €)				Annual Rate of Change (%) 2023/2022		Monthly Rate of Change (%) November / October	
		October 2022	November 2022	October 2023	November 2023	October	November	2022	2023
4511	Sale of cars and light motor vehicles	465,536	484,769	651,829	634,751	40.0	30.9	4.1	-2.6
4519	Sale of other motor vehicles	32,070	31,524	44,063	47,978	37.4	52.2	-1.7	8.9
4520	Maintenance and repair of motor vehicles	25,582	26,397	29,892	33,005	16.8	25.0	3.2	10.4
4531	Wholesale trade of motor vehicle parts and accessories	125,314	132,252	141,843	147,012	13.2	11.2	5.5	3.6
4532	Retail trade of motor vehicle parts and accessories	*	*	*	*	*	*	*	*
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	31,013	35,364	51,037	43,005	64.6	21.6	14.0	-15.7
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,224,806	1,173,180	1,308,630	1,263,732	6.8	7.7	-4.2	-3.4
4719	Other retail sale in non-specialized stores	57,392	56,123	**	**	**	**	-2.2	**
4721	Retail sale of fruit and vegetables in specialized stores	**	**	7,926	5,944	**	**	**	-25.0
4722	Retail sale of meat and meat products in specialized stores	27,009	24,526	28,763	27,068	6.5	10.4	-9.2	-5.9
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	3,583	2,795	3,562	3,598	-0.6	28.7	-22.0	1.0
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	11,930	11,160	13,213	12,293	10.8	10.2	-6.5	-7.0
4725	Retail sale of beverages in specialized stores	4,798	4,347	5,066	4,760	5.6	9.5	-9.4	-6.0
4726	Retail sale of tobacco products in specialized stores	2,880	2,964	3,623	3,801	25.8	28.2	2.9	4.9
4729	Other retail sale of food in specialized stores	15,130	16,282	16,567	17,394	9.5	6.8	7.6	5.0
4730	Retail sale of automotive fuel in specialized stores	298,230	306,117	291,657	269,976	-2.2	-11.8	2.6	-7.4
4741	Retail sale of computers, peripheral units and software in specialized stores	84,535	127,717	90,551	131,745	7.1	3.2	51.1	45.5
4742	Retail sale of telecommunications equipment in specialized stores	**	**	14,528	15,920	**	**	**	9.6
4743	Retail sale of audio and video equipment in specialized stores	3,843	5,116	4,006	**	4.2	**	33.1	**
4751	Retail sale of textiles in specialized stores	2,401	3,172	2,527	3,000	5.2	-5.4	32.1	18.7
4752	Retail sale of hardware, paints and glass in specialized stores	57,618	61,684	62,553	71,245	8.6	15.5	7.1	13.9
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	2,980	3,691	2,723	3,565	-8.6	-3.4	23.9	30.9
4754	Retail sale of electrical household appliances in specialized stores	88,353	126,974	88,412	125,319	0.1	-1.3	43.7	41.7
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	49,472	**	52,182	62,704	5.5	**	**	20.2

Table 1: Turnover **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)

Code NACE Rev.2	Description	TURNOVER (in thousand €)				Annual Rate of Change (%) 2023/2022		Monthly Rate of Change (%) November / October	
		October 2022	November 2022	October 2023	November 2023	October	November	2022	2023
4761	Retail sale of books in specialized stores	5,852	5,795	5,938	5,868	1.5	1.3	-1.0	-1.2
4762	Retail sale of newspapers and stationery in specialized stores	2,516	1,864	2,472	1,772	-1.7	-4.9	-25.9	-28.3
4763	Retail sale of music and video recordings in specialized stores	71	59	**	84	**	42.4	-16.9	**
4764	Retail sale of sporting equipment in specialized stores	43,697	45,185	46,289	52,473	5.9	16.1	3.4	13.4
4765	Retail sale of games and toys in specialized stores	73,822	111,694	84,317	121,977	14.2	9.2	51.3	44.7
4771	Retail sale of clothing in specialized stores	**	204,238	194,892	236,567	**	15.8	**	21.4
4772	Retail sale of footwear and leather goods in specialized stores	22,379	23,833	28,431	37,730	27.0	58.3	6.5	32.7
4773	Dispensing chemist in specialized stores	43,549	46,055	50,579	52,179	16.1	13.3	5.8	3.2
4774	Retail sale of medical and orthopaedic goods in specialized stores	**	5,439	5,618	6,624	**	21.8	**	17.9
4775	Retail sale of cosmetic and toilet articles in specialized stores	77,845	69,819	90,728	80,552	16.5	15.4	-10.3	-11.2
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	14,871	14,167	15,383	16,052	3.4	13.3	-4.7	4.3
4777	Retail sale of watches and jewellery in specialised stores	23,128	18,502	25,383	20,210	9.8	9.2	-20.0	-20.4
4778	Other retail sale of new goods in specialized stores	20,616	23,646	20,315	20,302	-1.5	-14.1	14.7	-0.1
4779	Retail sale of second-hand goods in stores	**	**	1,206	1245	**	**	**	3.2
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	46,341	49,330	27,960	38,066	-39.7	-22.8	6.5	36.1
4799	Other retail sale not in stores, stalls or markets	2,459	3,442	2,379	**	-3.3	**	40.0	**
	Total without vehicles, food and fuel classes[1]	**951,116**	**1,096,955**	**977,235**	**1,179,156**	**2.7**	**7.5**	**15.3**	**20.7**
	Total	**3,235,750**	**3,366,491**	**3,587,051**	**3,706,833**	**10.9**	**10.1**	**4.0**	**3.3**

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.

(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 €)		
	November 2022	November 2023	November 2023/2022 (%)	November 2022	November 2023	November 2023/2022 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	43,022	40,779	-5.2	13,989	14,402	3.0
REGION OF KENTRIKI MAKEDONIA	402,991	444,268	10.2	64,375	74,434	15.6
Regional Unit of Thessaloniki	363,763	402,009	10.5	48,844	55,263	13.1
REGION OF DYTIKI MAKEDONIA	17,690	18,352	3.7	5,447	5,542	1.7
REGION OF IPEIROS	25,455	27,751	9.0	7,955	8,765	10.2
REGION OF THESSALIA	41,740	47,226	13.1	16,281	18,202	11.8
REGION OF STEREA ELLADA	30,077	33,331	10.8	18,141	17,788	-2.0
REGION OF IONIA NISSIA	20,243	**	**	5,699	6,525	14.5
REGION OF DYTIKI ELLADA	41,451	44,566	7.5	11,056	11,198	1.3
REGION OF PELOPONNISOS	34,589	36,023	4.2	6,337	8,272	30.5
REGION OF ATTIKI	2,557,858	2,833,977	10.8	895,933	957,152	6.8
REGION OF VOREIO AIGAIO	13,256	13,218	-0.3	6,516	6,626	1.7
REGION OF NOTIO AIGAIO	41,189	43,290	5.1	12,084	11,112	-8.0
REGION OF KRITI	96,930	104,260	7.6	33,142	39,138	18.1
Total	**3,366,491**	**3,706,833**	**10.1**	**1,096,955**	**1,179,156**	**7.5**

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.

(**) 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 underline quarterly basis to a monthly 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 enterprises[1] obliged to double-entry accounting bookkeeping, per enterprise size

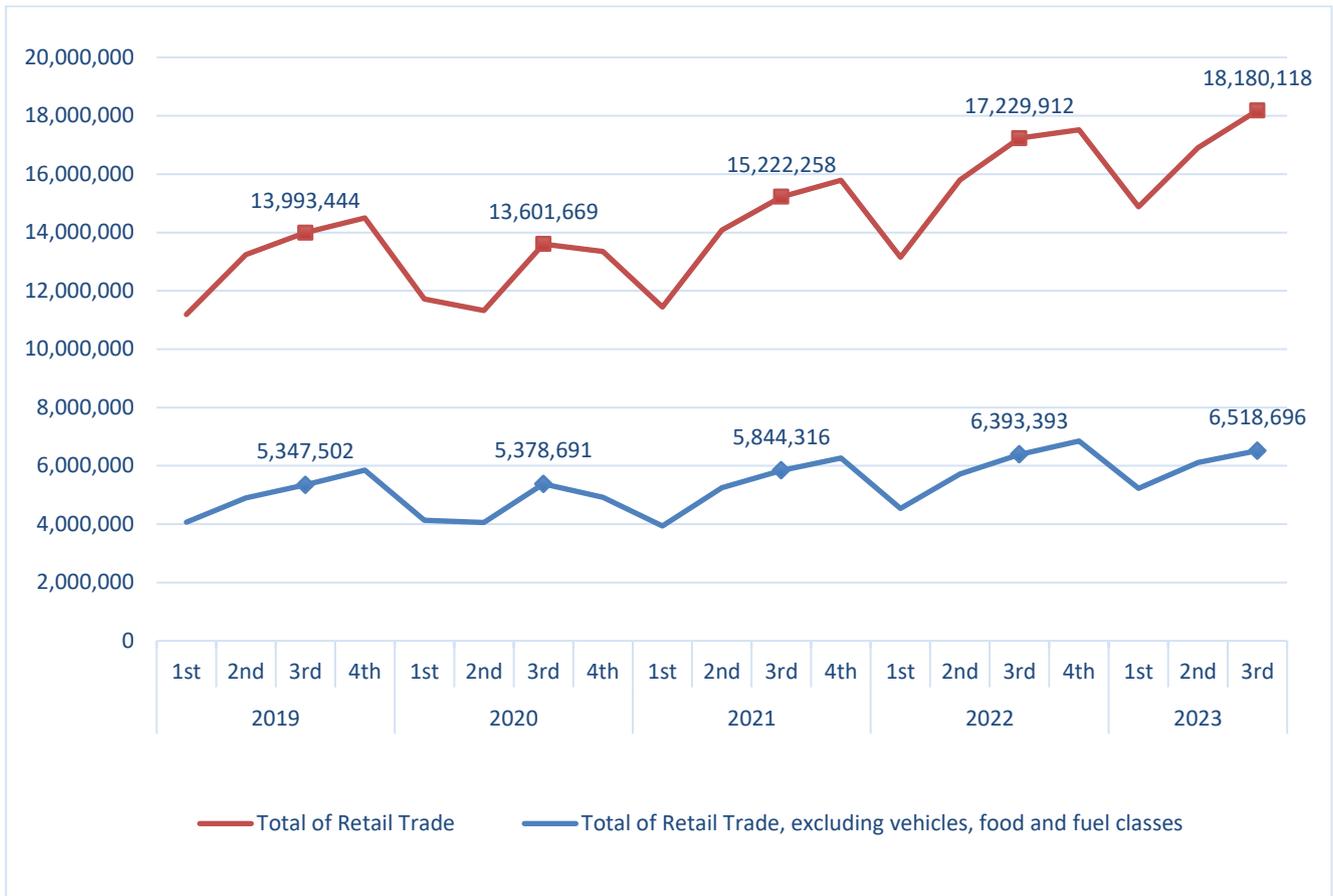| Enterprise Size	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes[2] (in thousand €)		
	November 2022	November 2023	November 2023/2022 (%)	November 2022	November 2023	November 2023/2022 (%)
Medium Enterpises	392,006	441,010	12.5	163,604	188,630	15.3
Small Enterprises	522,505	553,331	5.9	217,539	218,165	0.3
Micro Enterprises	220,217	257,408	16.9	108,590	126,741	16.7
Small and Medium Sized Enterprises	**1,134,728**	**1,251,749**	**10.3**	**489,733**	**533,536**	**8.9**
Small and Medium Sized Enterprises / Total of Enterprises (%)	**33.7**	**33.8**		**44.6**	**45.2**	

Notes:

(1) The definition of the small and medium sized enterprises is available under section "Methodological notes" page 8.
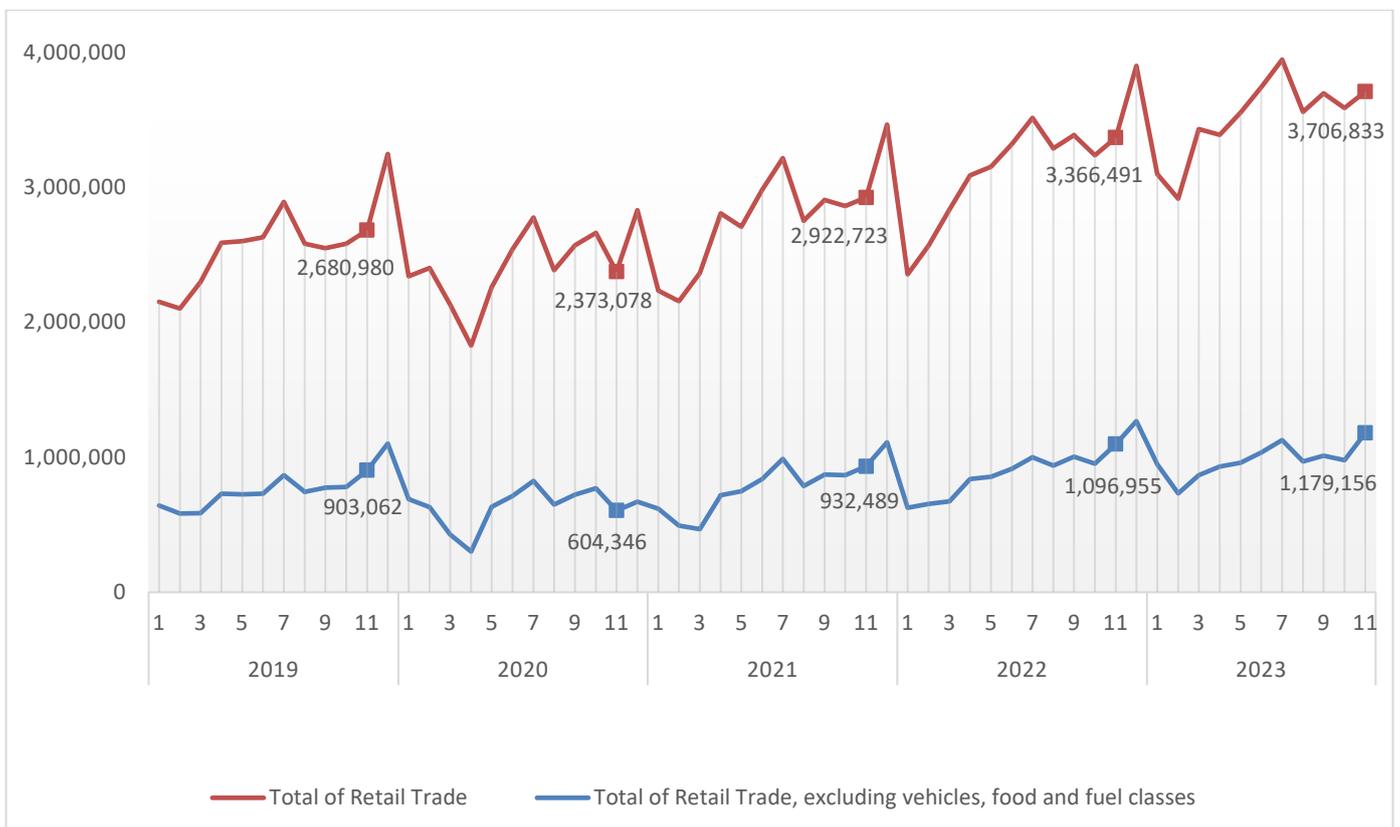
(2) In the "Total of Retail Trade, excluding vehicles, food and fuel classes" the economic activities 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

(Single underline) It includes the turnover of enterprises that changed the submission of data to tax authorities from a underline quarterly basis to a monthly basis and have an impact on the aggregated data of more than 3.0% in absolute figures.
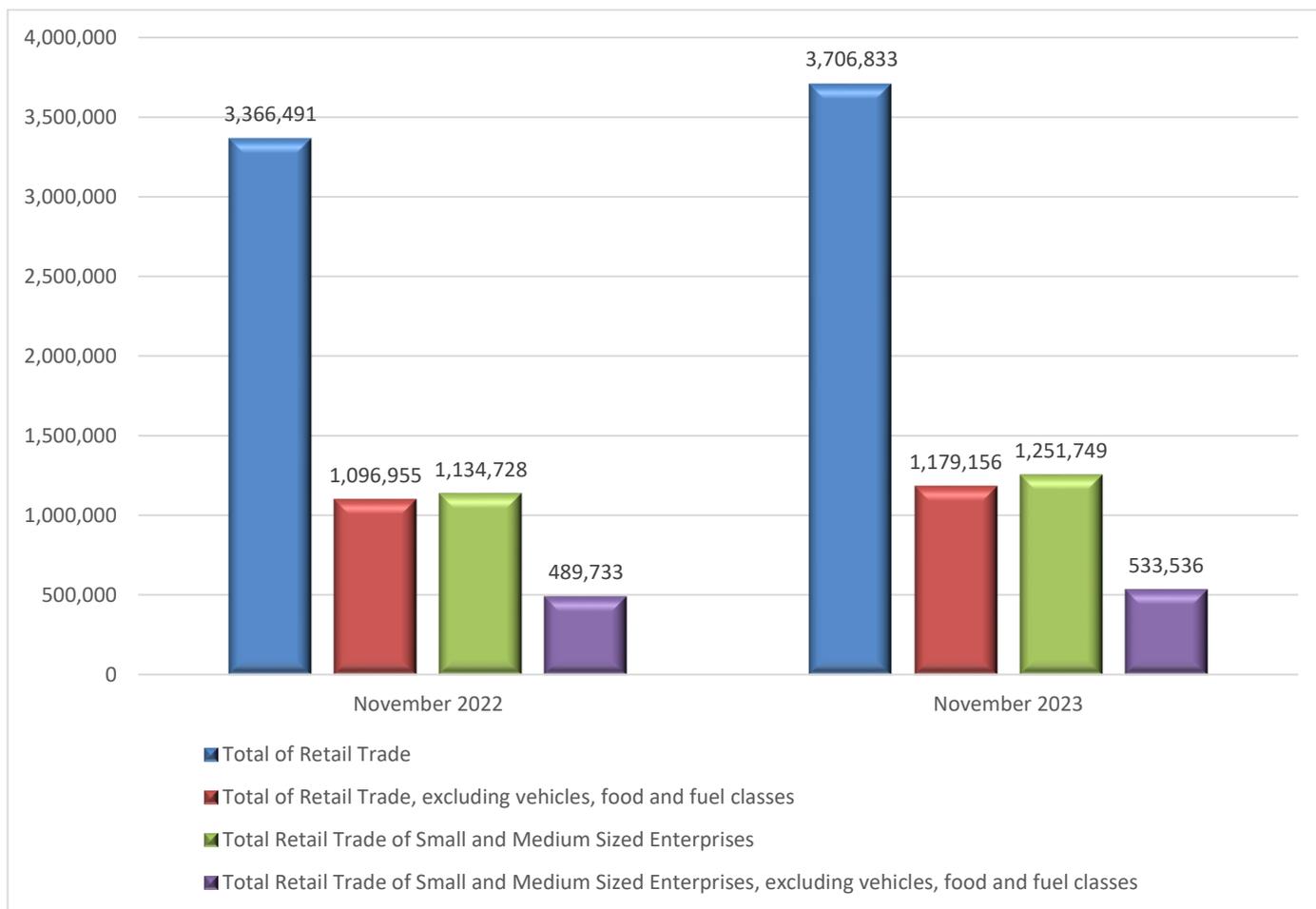
Graph 1: Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes
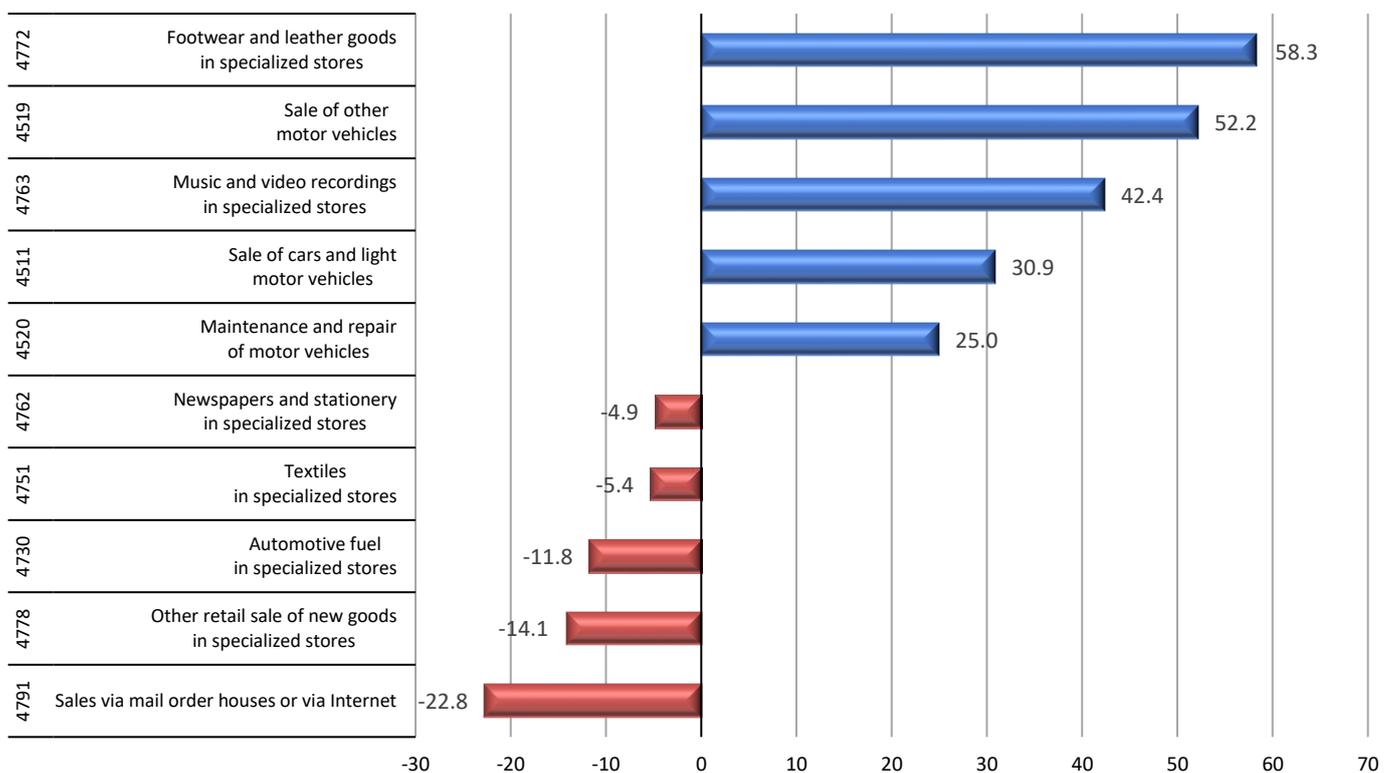

Graph 2: Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises obliged to double-entry accounting bookkeeping in all classes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

- ■ Total of Retail Trade
- ■ Total of Retail Trade, excluding vehicles, food and fuel classes
- ■ Total Retail Trade of Small and Medium Sized Enterprises
- ■ Total Retail Trade of Small and Medium Sized Enterprises, 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) **November 2023 / November 2022**

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.

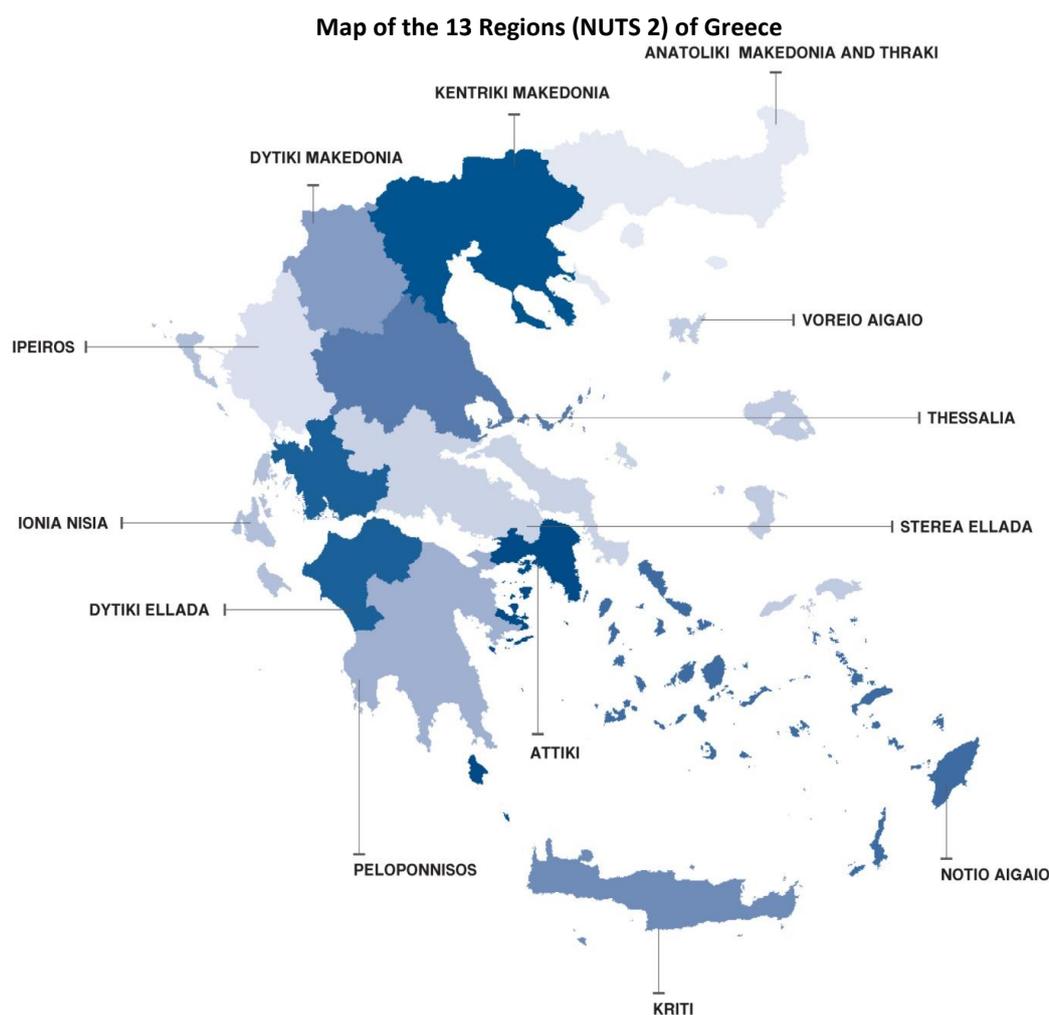In particular, the following primary data have been used per source:

- 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.

Map of the 13 Regions (NUTS 2) of Greece

Reference Period   November 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/-