



HELLENIC REPUBLIC
HELLENIC STATISTICAL AUTHORITY

Piraeus, 22 September 2021

PRESS RELEASE
EVOLUTION OF TURNOVER OF ENTERPRISES IN
RETAIL TRADE
JULY 2021

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.

At the same time, and during the recent circumstances, the monitoring of the evolution of the size of the retail trade activity classes is important, given the direct and indirect effects due to the 2019 coronavirus disease (COVID-19) pandemic.

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 Press Releases published by ELSTAT ([link PR](#)) since April 2020, incorporating the most recent data on turnover from Administrative Sources for **July 2021**.

A corresponding publication has been scheduled and is released by ELSTAT on a monthly basis, throughout the whole period during which the regular monitoring of the turnover of the retail trade enterprises remains relevant and warranted.

In particular, ELSTAT announces turnover data on a monthly basis for **all enterprises obliged to double-entry accounting bookkeeping** classified in the activity classes of the retail trade divisions (45 and 47 of the NACE Rev.2 classification).

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Specifically,

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 2021 amounted to 3.2 billion euro, recording an increase of 14.5% in comparison with July 2020, when the respective turnover was 2.8 billion euro and an increase of 7.7% in comparison with June 2021, when the respective turnover was 2.9 billion euro (Table 2).

The activities that recorded the biggest increase in turnover in **July 2021** compared with July 2020 are:

- Retail sale of watches and jewelry in specialized stores, increase 61.6%.
- Retail sale of carpets, rugs, wall and floor coverings in specialized stores, increase 58.6%.

The activities that recorded a decrease in turnover in **July 2021** compared with July 2020 are:

- Retail sale of textiles in specialized stores, decrease 4.8%.
- Retail sale of games and toys in specialized stores, decrease 2.9%.

Presentation of activities with biggest rates of change

The class of economic activity “**Retail sale of watches and jewelry in specialized stores**” which recorded the biggest increase in turnover in July 2021 compared with July 2020 includes the retail sales of watches and jewelry in specialized stores.

The class of economic activity “**Retail sale of textiles in specialized stores**” which recorded the biggest decrease in turnover in July 2021 compared with July 2020 includes retail sale of fabrics, of knitting yarn, of basic materials for rug, tapestry or embroidery making, of textiles and of haberdashery, such as needles, sewing thread etc.

The main characteristics of the enterprises that belong to these economic classes, with turnover data in July 2021 according to the final Statistical Business Register, with reference year 2018, are the following:

ECONOMIC ACTIVITY	Number of			
	Enterprises with turnover data in July 2021	Branches	Enterprises able to conduct electronic transactions (*)	Persons employed
Retail sale of watches and jewelry in specialized stores	139	473	17	1,398
Retail sale of textiles in specialized stores	88	182	11	391

(*) The number of enterprises able to conduct electronic transactions refers to the year 2019 and is derived from administrative files.

Table 1: Turnover for the total of enterprises 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 (%) 2021/2020		Quarterly Rate of Change (%) 2 nd Quarter/1 st Quarter	
Code NACE Rev.2	Description	1 st Quarter 2020	2 nd Quarter 2020	1 st Quarter 2021	2 nd Quarter 2021	1st Quarter	2nd Quarter	2020	2021
4511	Sale of cars and light motor vehicles	948,632	802,571	1,107,540	1,465,271	16.8	82.6	-15.4	32.3
4519	Sale of other motor vehicles	71,325	59,221	81,747	122,973	14.6	107.7	-17.0	50.4
4520	Maintenance and repair of motor vehicles	249,578	222,384	258,616	322,247	3.6	44.9	-10.9	24.6
4531	Wholesale trade of motor vehicle parts and accessories	308,550	291,949	332,227	402,326	7.7	37.8	-5.4	21.1
4532	Retail trade of motor vehicle parts and accessories	85,001	78,840	85,199	103,587	0.2	31.4	-7.2	21.6
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	89,679	114,323	97,444	164,798	8.7	44.2	27.5	69.1
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	3,497,172	3,720,218	3,453,175	3,800,117	-1.3	2.1	6.4	10.0
4719	Other retail sale in non-specialized stores	477,853	470,208	413,342	519,413	-13.5	10.5	-1.6	25.7
4721	Retail sale of fruit and vegetables in specialized stores	82,875	101,441	82,519	100,179	-0.4	-1.2	22.4	21.4
4722	Retail sale of meat and meat products in specialized stores	231,635	250,093	221,870	267,554	-4.2	7.0	8.0	20.6
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	45,611	42,051	51,233	48,532	12.3	15.4	-7.8	-5.3
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	119,110	105,081	103,234	124,480	-13.3	18.5	-11.8	20.6
4725	Retail sale of beverages in specialized stores	24,670	26,615	21,734	36,777	-11.9	38.2	7.9	69.2
4726	Retail sale of tobacco products in specialized stores	42,027	43,343	43,187	48,073	2.8	10.9	3.1	11.3
4729	Other retail sale of food in specialized stores	103,828	101,845	104,443	114,327	0.6	12.3	-1.9	9.5
4730	Retail sale of automotive fuel in specialized stores	1,622,551	1,214,686	1,280,975	1,491,171	-21.1	22.8	-25.1	16.4
4741	Retail sale of computers, peripheral units and software in specialized stores	149,079	150,316	193,761	212,972	30.0	41.7	0.8	9.9
4742	Retail sale of telecommunications equipment in specialized stores	94,173	107,669	100,768	125,545	7.0	16.6	14.3	24.6
4743	Retail sale of audio and video equipment in specialized stores	10,553	10,808	12,387	15,272	17.4	41.3	2.4	23.3
4751	Retail sale of textiles in specialized stores	68,675	70,811	66,348	88,604	-3.4	25.1	3.1	33.5
4752	Retail sale of hardware, paints and glass in specialized stores	220,909	263,451	221,286	368,971	0.2	40.1	19.3	66.7
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	6,751	6,046	5,587	8,857	-17.2	46.5	-10.4	58.5
4754	Retail sale of electrical household appliances in specialized stores	247,855	264,281	235,580	307,399	-5.0	16.3	6.6	30.5
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	133,765	135,382	120,321	199,631	-10.1	47.5	1.2	65.9

Table 1: Turnover for the total of enterprises 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 (%) 2021/2020		Quarterly Rate of Change (%) 2 nd Quarter/1 st Quarter	
Code NACE Rev.2	Description	1 st Quarter 2020	2 nd Quarter 2020	1 st Quarter 2021	2 nd Quarter 2021	1st Quarter	2nd Quarter	2020	2021
4761	Retail sale of books in specialized stores	32,611	29,483	29,376	37,855	-9.9	28.4	-9.6	28.9
4762	Retail sale of newspapers and stationery in specialized stores	24,399	23,992	24,650	29,929	1.0	24.7	-1.7	21.4
4763	Retail sale of music and video recordings in specialized stores	1,350	997	1,120	1,726	-17.0	73.1	-26.1	54.1
4764	Retail sale of sporting equipment in specialized stores	99,942	118,100	104,410	165,605	4.5	40.2	18.2	58.6
4765	Retail sale of games and toys in specialized stores	146,817	157,776	116,343	209,968	-20.8	33.1	7.5	80.5
4771	Retail sale of clothing in specialized stores	462,776	355,859	321,159	634,732	-30.6	78.4	-23.1	97.6
4772	Retail sale of footwear and leather goods in specialized stores	75,211	74,661	50,277	112,468	-33.2	50.6	-0.7	123.7
4773	Dispensing chemist in specialized stores	984,329	929,627	916,224	980,612	-6.9	5.5	-5.6	7.0
4774	Retail sale of medical and orthopaedic goods in specialized stores	23,113	22,292	24,728	30,165	7.0	35.3	-3.6	22.0
4775	Retail sale of cosmetic and toilet articles in specialized stores	162,629	111,197	95,791	165,636	-41.1	49.0	-31.6	72.9
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	114,256	141,842	129,307	164,471	13.2	16.0	24.1	27.2
4777	Retail sale of watches and jewellery in specialised stores	48,219	35,229	37,044	73,439	-23.2	108.5	-26.9	98.2
4778	Other retail sale of new goods in specialized stores	183,918	145,842	154,228	171,957	-16.1	17.9	-20.7	11.5
4779	Retail sale of second-hand goods in stores	1,961	1,513	1,310	2,755	-33.2	82.1	-22.8	110.3
4781	Retail sale via stalls and markets of food, beverages and tobacco products	25,148	25,650	21,165	26,043	-15.8	1.5	2.0	23.0
4782	Retail sale via stalls and markets of textiles, clothing and footwear	1,223	1,396	1,419	1,832	16.0	31.2	14.1	29.1
4789	Retail sale via stalls and markets of other goods	7,575	8,045	6,171	9,074	-18.5	12.8	6.2	47.0
4791	Retail sale via mail order houses or via Internet	102,838	121,681	147,264	200,716	43.2	65.0	18.3	36.3
4799	Other retail sale not in stores, stalls or markets	35,990	30,464	30,213	28,732	-16.1	-5.7	-15.4	-4.9
Total		11,466,162	10,989,279	10,906,722	13,506,791	-4.9	22.9	-4.2	23.8

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".
- Enterprises with single-entry accounting bookkeeping are obliged to submit data to tax authorities on a quarterly basis, while enterprises with double-entry accounting bookkeeping are obliged to submit data on a monthly basis. Therefore, for the total of enterprises, data are available only on a quarterly basis.

Table 2: 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)

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2021/2020		Monthly Rate of Change (%) July / June	
Code NACE Rev.2	Description	June 2020	July 2020	June 2021	July 2021	June	July	2020	2021
4511	Sale of cars and light motor vehicles	394,364	403,388	518,585	454,597	31.5	12.7	2.3	-12.3
4519	Sale of other motor vehicles	20,113	26,149	37,388	36,031	85.9	37.8	30.0	-3.6
4520	Maintenance and repair of motor vehicles	38,634	40,546	53,493	43,118	38.5	6.3	4.9	-19.4
4531	Wholesale trade of motor vehicle parts and accessories	92,299	104,249	109,708	110,083	18.9	5.6	12.9	0.3
4532	Retail trade of motor vehicle parts and accessories	11,179	11,769	12,431	12,988	11.2	10.4	5.3	4.5
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	33,713	35,654	38,377	38,741	13.8	8.7	5.8	0.9
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,020,891	1,077,921	1,078,193	1,189,896	5.6	10.4	5.6	10.4
4719	Other retail sale in non-specialized stores	49,085	57,321	46,441	57,728	-5.4	0.7	16.8	24.3
4721	Retail sale of fruit and vegetables in specialized stores	6,536	6,489	8,026	8,382	22.8	29.2	-0.7	4.4
4722	Retail sale of meat and meat products in specialized stores	18,074	18,741	19,488	***	7.8	***	3.7	***
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	2,407	2,349	2,597	3,049	7.9	29.8	-2.4	17.4
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	7,498	8,522	8,401	9,560	12.0	12.2	13.7	13.8
4725	Retail sale of beverages in specialized stores	3,294	4,005	4,311	5,295	30.9	32.2	21.6	22.8
4726	Retail sale of tobacco products in specialized stores	1,512	1,564	1,977	2,193 [◇]	30.8	40.2 [◇]	3.4	10.9 [◇]
4729	Other retail sale of food in specialized stores	10,054	9,818	12,096	11,758	20.3	19.8	-2.3	-2.8
4730	Retail sale of automotive fuel in specialized stores	168,872	200,459	220,564	260,852	30.6	30.1	18.7	18.3
4741	Retail sale of computers, peripheral units and software in specialized stores	50,902	54,886	***	***	***	***	7.8	***
4742	Retail sale of telecommunications equipment in specialized stores	32,645	35,296	36,504	***	11.8	***	8.1	***
4743	Retail sale of audio and video equipment in specialized stores	2,558	2,914	3,304	3,867	29.2	32.7	13.9	17.0
4751	Retail sale of textiles in specialized stores	3,119	3,183	2,677	3,029	-14.2	-4.8	2.1	13.1
4752	Retail sale of hardware, paints and glass in specialized stores	44,064	49,130	50,633	53,542	14.9	9.0	11.5	5.7
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	1,122	1,024	1,133	1,624	1.0	58.6	-8.7	43.3
4754	Retail sale of electrical household appliances in specialized stores	84,667	98,002	***	***	***	***	15.7	***
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	39,628	40,131	43,015	43,449	8.5	8.3	1.3	1.0

Table 2: 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)

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2021/2020		Monthly Rate of Change (%) July / June	
Code NACE Rev.2	Description	June 2020	July 2020	June 2021	July 2021	June	July	2020	2021
4761	Retail sale of books in specialized stores	5,896	5,842	4,792	6,428	-18.7	10.0	-0.9	34.1
4762	Retail sale of newspapers and stationery in specialized stores	1,312	1,652	1,532	2,031	16.8	22.9	25.9	32.6
4763	Retail sale of music and video recordings in specialized stores	45	55	53	73	17.8	32.7	22.2	37.7
4764	Retail sale of sporting equipment in specialized stores	28,400	35,270	34,588	40,166	21.8	13.9	24.2	16.1
4765	Retail sale of games and toys in specialized stores	73,089	74,523	68,910	72,378	-5.7	-2.9	2.0	5.0
4771	Retail sale of clothing in specialized stores	123,340	152,709	154,927	***	25.6	***	23.8	***
4772	Retail sale of footwear and leather goods in specialized stores	18,457	21,822	22,758	25,765	23.3	18.1	18.2	13.2
4773	Dispensing chemist in specialized stores	28,384	30,433	32,706	35,724	15.2	17.4	7.2	9.2
4774	Retail sale of medical and orthopaedic goods in specialized stores	2,838	2,770	3,508	3,320	23.6	19.9	-2.4	-5.4
4775	Retail sale of cosmetic and toilet articles in specialized stores	41,758	63,450	56,024	84,681	34.2	33.5	51.9	51.2
4776	Retail sale of flowers, plants, seeds, fertilizers, pet animals and pet food in specialized stores	10,543	10,487	12,679	12,020	20.3	14.6	-0.5	-5.2
4777	Retail sale of watches and jewelry in specialized stores	8,687	14,623	16,579	23,635	90.8	61.6	68.3	42.6
4778	Other retail sale of new goods in specialized stores	11,143	13,528	13,339	16,251	19.7	20.1	21.4	21.8
4779	Retail sale of second-hand goods in stores	160	139	154	199	-3.8	43.2	-13.1	29.2
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	28,766	30,672	33,462	***	16.3	***	6.6	***
4799	Other retail sale not in stores, stalls or markets	1,197	1,018	1,407	1,205	17.5	18.4	-15.0	-14.4
Total		2,521,250	2,752,511	2,925,464	3,150,720	16.0	14.5	9.2	7.7

Notes:

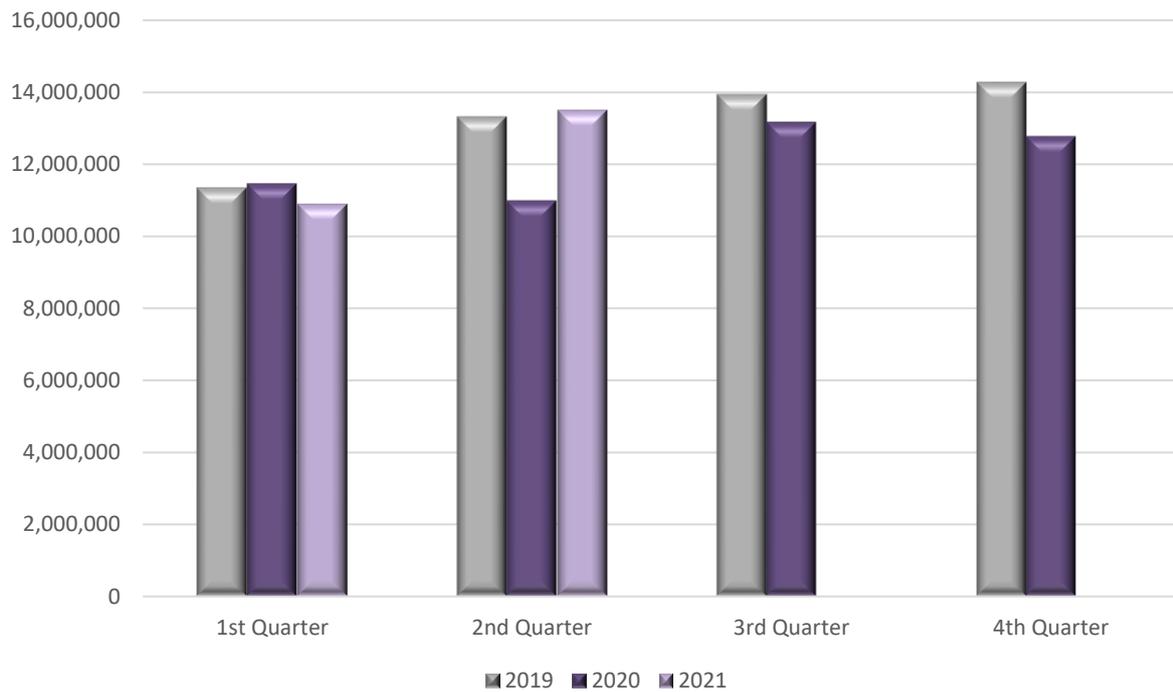
The table and the total include the turnover of the economic class "4531: Wholesale trade of motor vehicle parts and accessories", given that several enterprises classified in this class have as secondary activity retail trade and in order to present all classes of division "45: Wholesale and retail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

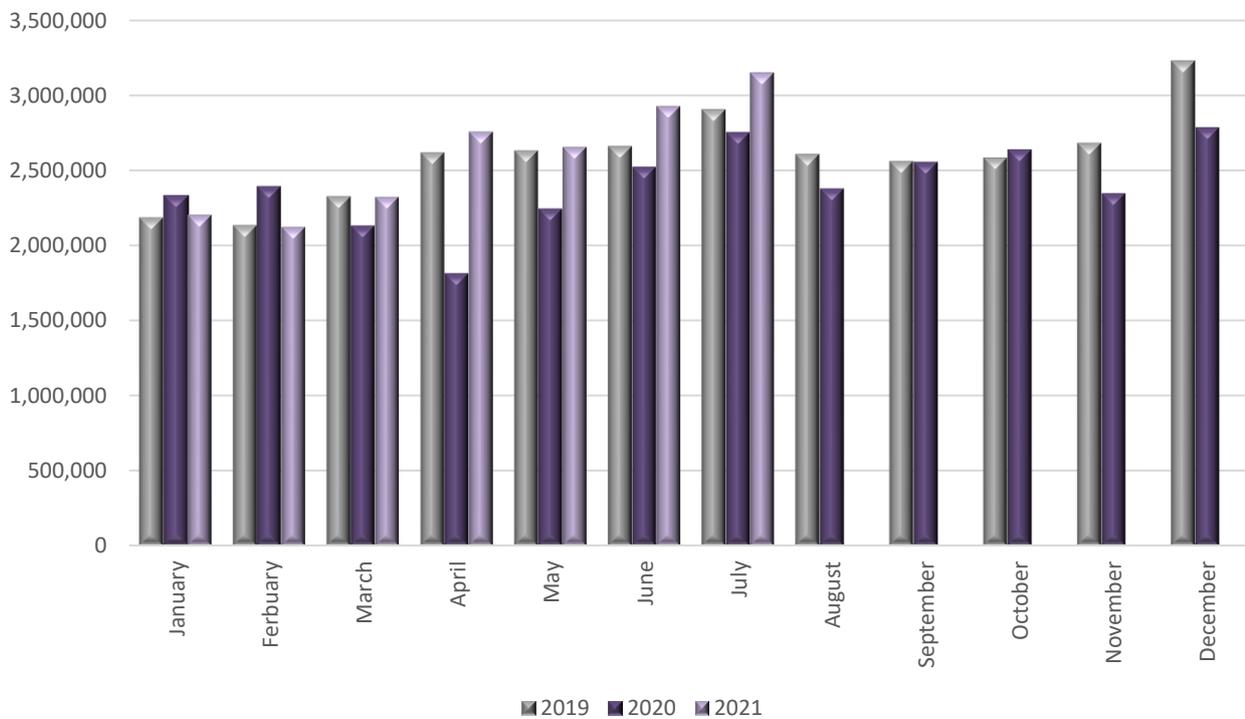
(***) Extraordinary transactions were recorded in the data. Therefore, they are not published as they are not comparable.

◊ It includes the turnover of enterprises that during 2020 submitted data to tax authorities on a quarterly basis while during 2021 submitted data on a monthly basis.

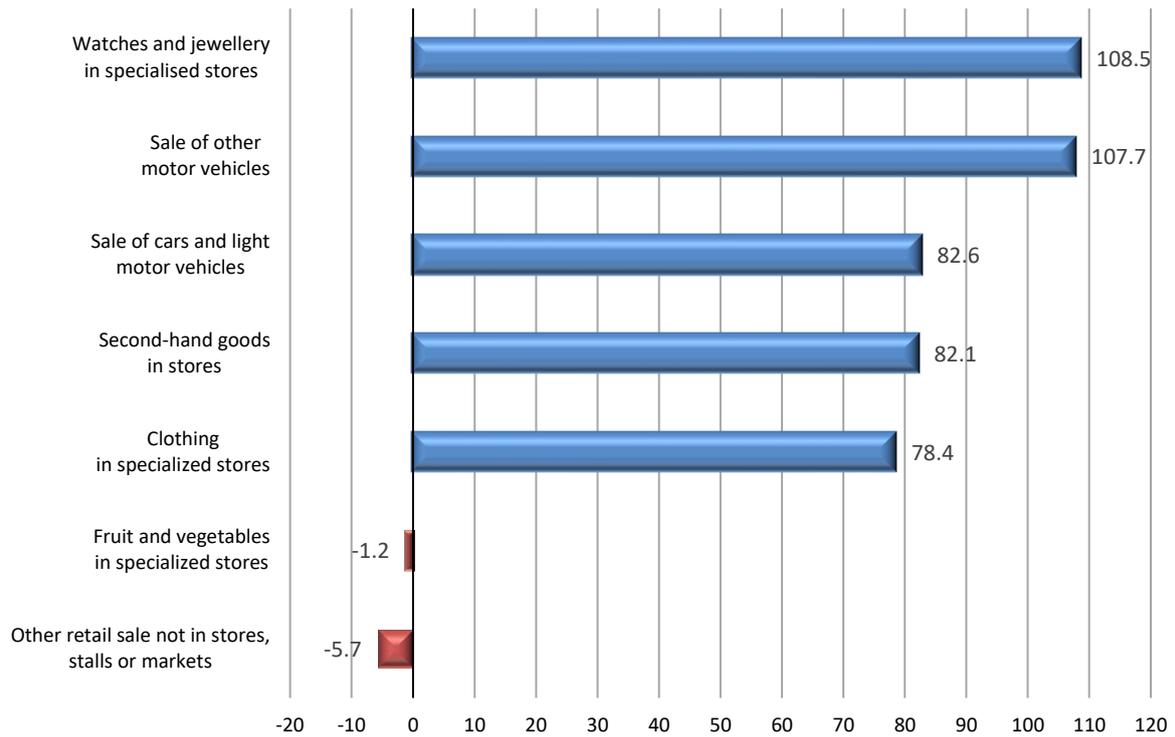
Graph 1: Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)



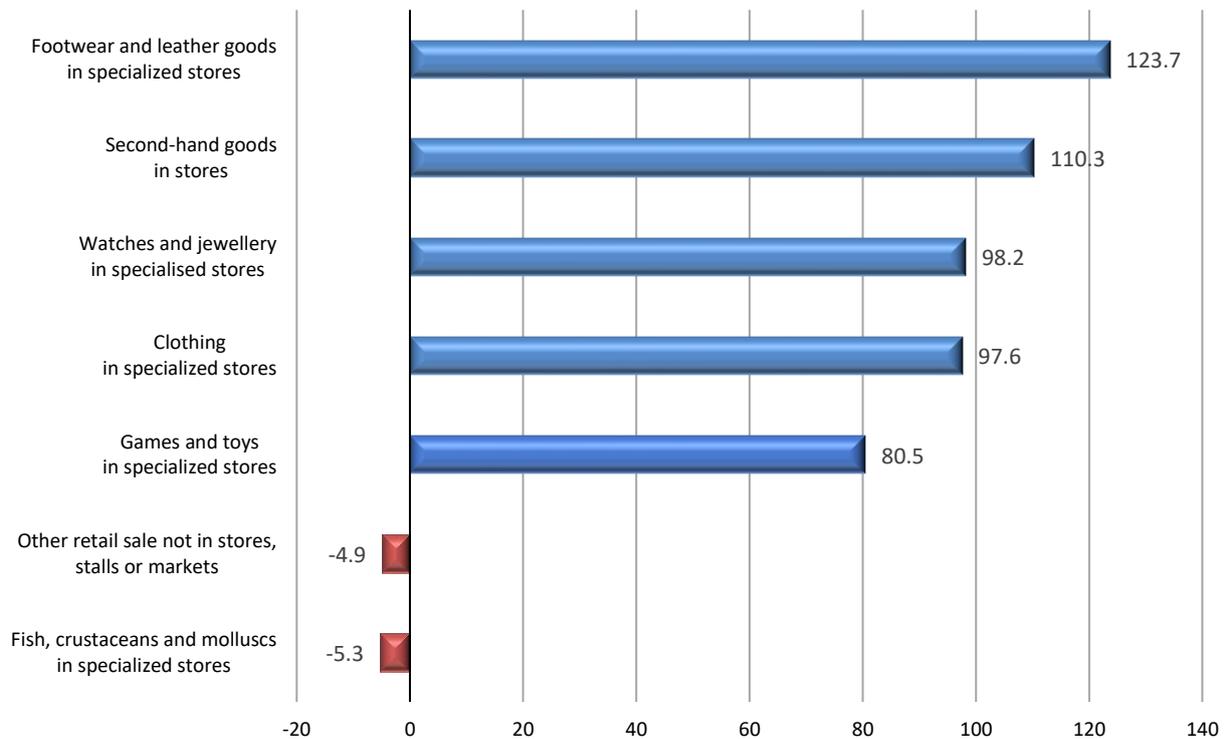
Graph 2: Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)



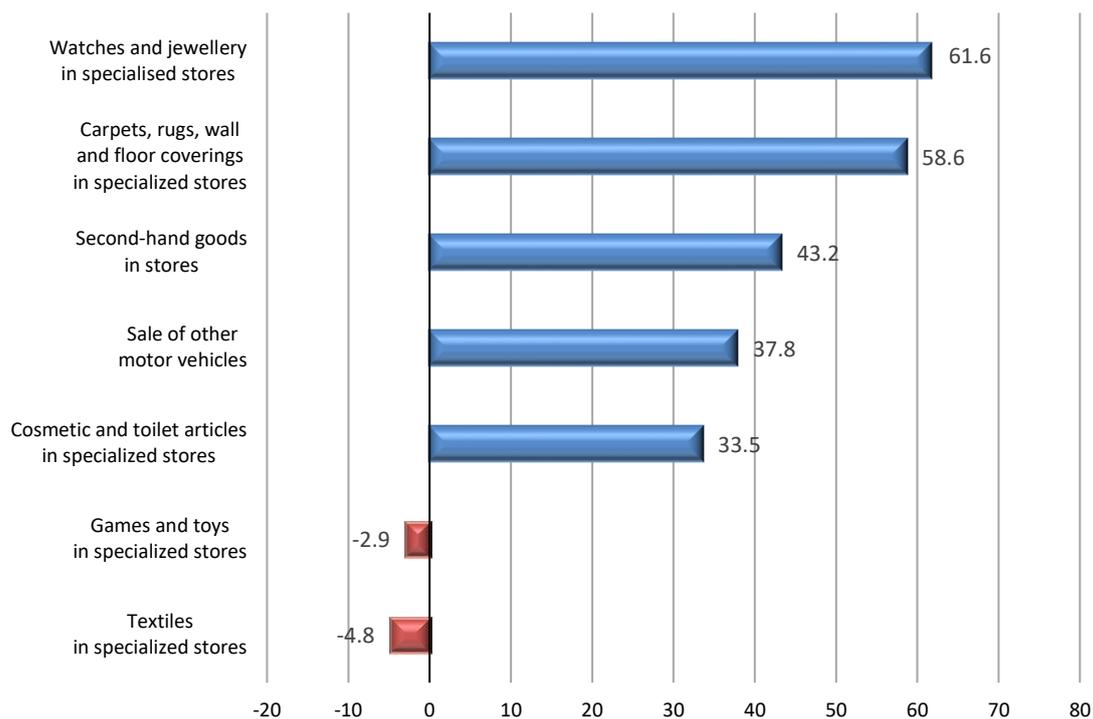
Graph 3: Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification) 2nd Quarter 2021 / 2nd Quarter 2020



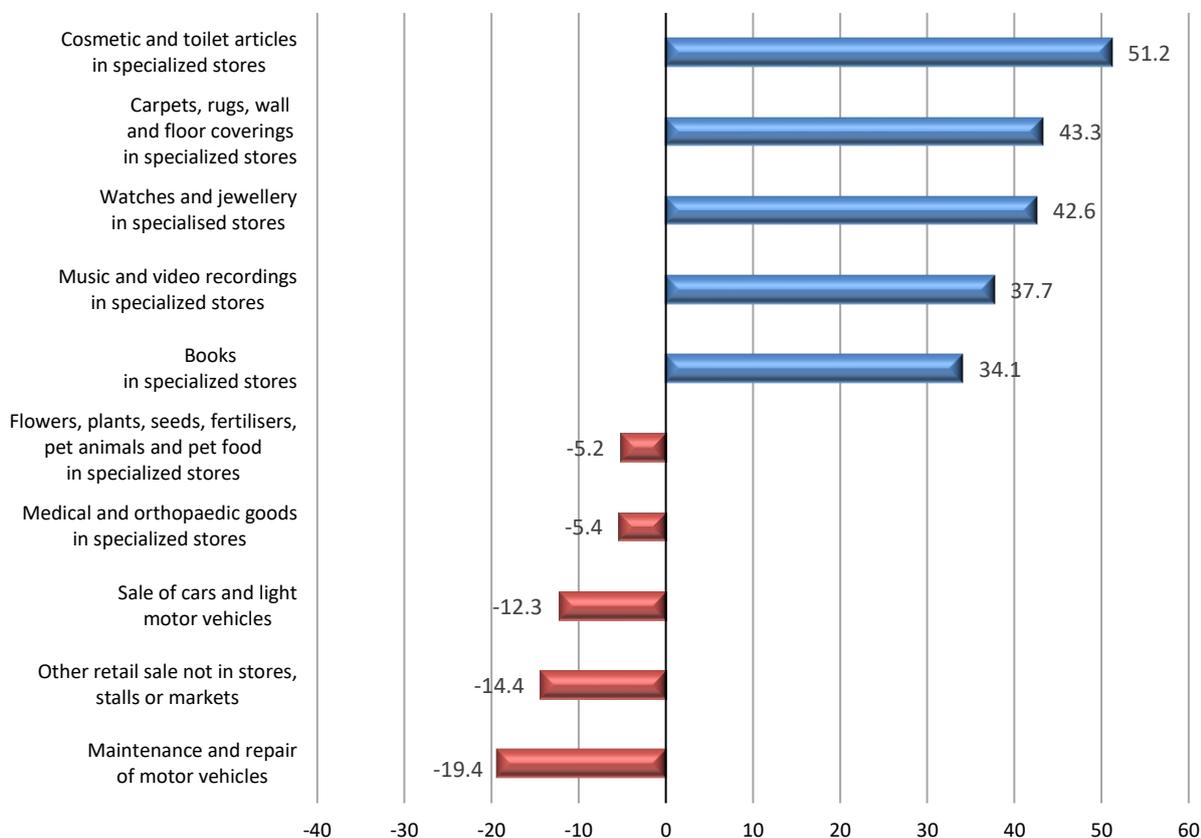
Graph 4: Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification) 2nd Quarter 2021 / 1st Quarter 2021



Graph 5: 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 2021 / July 2020



Graph 6: 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 2021 / June 2021



METHODOLOGICAL NOTES

Generally The statistical data presented in this Press Release 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 2018.
- Administrative transactions files (tax, etc) of the reference years 2020 and 2021.

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

- Active enterprises and the economic activity class according to the final Statistical Business Register of ELSTAT of the reference year 2018.
- Income data from administrative transactions files of the years 2020 and 2021.

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

Reference Period July 2021.

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 2018 (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/>