



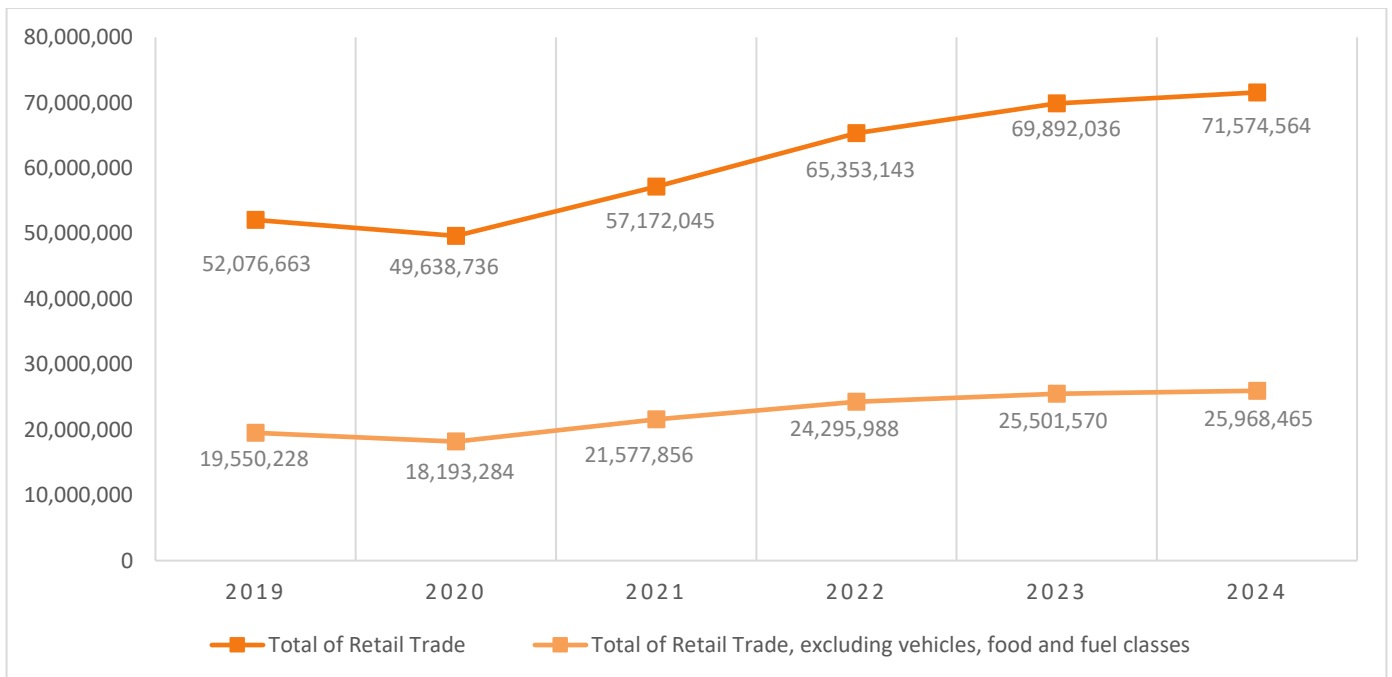
## EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE NOVEMBER<sup>1</sup>, DECEMBER AND 4<sup>th</sup> QUARTER 2024 ANNUAL DATA 2024

The Hellenic Statistical Authority (ELSTAT), presents the evolution of the sales/turnover of all classes of activity of the retail trade section, incorporating the most recent data on turnover from Administrative Sources for **November, December and 4<sup>th</sup> Quarter 2024**.

**For the total of enterprises in retail trade**, the turnover in **2024** amounted to 71.57 billion euro, recording an increase of 2.4% in comparison with 2023, when the respective turnover was 68.89 billion euro.

**For the enterprises in retail trade divisions, excluding vehicles, food and fuel classes<sup>2</sup>**, the turnover in **2024** amounted to 25.97 billion euro, recording an increase of 1.8% in comparison with 2023, when the respective turnover was 25.50 billion euro.

**Graph 1:** Evolution of Annual Turnover (in thousand €) for the total of enterprises in retail trade and for the total of enterprises in retail trade, excluding vehicles, food and fuel classes



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<sup>1</sup> This announcement includes data for November 2024, which are published by ELSTAT for the first time due to the change in the publication frequency of this announcement from monthly to quarterly.

<sup>2</sup> Activity classes 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

## 1. Total of enterprises in retail trade

### 1.1. Annual Data (Tables 1, 4)

The five classes with the biggest participation in the annual turnover of **2024** are:

- Retail sale in non-specialized stores with food, beverages or tobacco predominating (27.0%)
- Sale of cars and light motor vehicles (11.7%)
- Retail sale of automotive fuel in specialized stores (11.1%)
- Dispensing chemist in specialized stores (6.6%)
- Retail sale of clothing in specialized stores (5.1%)

and the five classes with the biggest participation in the annual turnover of **2023** are:

- Retail sale in non-specialized stores with food, beverages or tobacco predominating (26.8%)
- Retail sale of automotive fuel in specialized stores (11.7%)
- Sale of cars and light motor vehicles (11.6%)
- Dispensing chemist in specialized stores (6.6%)
- Retail sale of clothing in specialized stores (5.1%)

The activities that recorded the biggest increase in turnover value in absolute terms in **2024** compared with 2023 are:

- Retail sale in non-specialized stores with food, beverages or tobacco predominating, increase 0.60 billion euro.
- Sale of cars and light motor vehicles, increase 0.26 billion euro.

The activities that recorded the biggest decrease in turnover value in absolute terms in **2024** compared with 2023 are:

- Retail sale of automotive fuel in specialized stores, decrease 0.22 billion euro.
- Retail sale of electrical household appliances in specialized stores, decrease 0.11 billion euro.

The Regions that recorded the biggest increase in turnover in **2024** compared with 2023 are:

- Region of Voreio Aigaio, increase 3.8%.
- Region of Attiki, increase 3.0%.

The Regions that recorded a decrease in turnover in **2024** compared with 2023 are:

- Region of Anatoliki Makedonia, Thraki, decrease 1.2%.
- Region of Ipeiros, decrease 0.5%.

### 1.2. Quarterly Data (Tables 2, 5)

For the **total of enterprises in retail trade**, the turnover in the **fourth quarter of 2024** amounted to 18.93 billion euro, recording an increase of 1.4% in comparison with the fourth quarter of 2023, when the respective turnover was 18.67 billion euro and an increase of 0.5% in comparison with the third quarter of 2024, when the respective turnover was 18.84 billion euro.

The activities that recorded the biggest increase in turnover in the **fourth quarter of 2024** compared with the corresponding quarter of 2023 are:

- Retail sale via stalls and markets of textiles, clothing and footwear, increase 24.2%.
- Sale of other motor vehicles, increase 18.0%.

The activities that recorded the biggest decrease in turnover in the **fourth quarter of 2024** compared with the corresponding quarter of 2023 are:

- Retail sale of footwear and leather goods in specialized stores, decrease 9.6%.
- Retail sale of audio and video equipment in specialized stores, decrease 6.4%.

The Regions that recorded the biggest increase in turnover in the **fourth quarter of 2024** compared with fourth quarter of 2023 are:

- Region of Attiki, increase 3.1%.
- Region of Kriti, increase 0.4%.

The Regions that recorded the biggest decrease in turnover in the **fourth quarter of 2024** compared with fourth quarter of 2023 are:

- Region of Thessalia, decrease 4.8%.
- Region of Anatoliki Makedonia, Thraki, decrease 3.9%.

### 1.3. Monthly Data-Enterprises in retail trade divisions obliged to double-entry accounting bookkeeping (Tables 3, 7)

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 **December 2024** amounted to 4.30 billion euro, recording an increase of 5.5% in comparison with December 2023, when the respective turnover was 4.07 billion euro and an increase of 10.2% in comparison with November 2024, when the respective turnover was 3.90 billion euro.

The activities that recorded the biggest increase in turnover in **December 2024** compared with December 2023 are:

- Retail sale of sporting equipment in specialized stores, increase 18.3%.
- Sale of other motor vehicles, increase 16.9%.

The activities that recorded the biggest decrease in turnover in **December 2024** compared with December 2023 are:

- Retail sale of footwear and leather goods in specialized stores, decrease 4.6%.
- Retail sale of furniture, lighting equipment and other household articles in specialized stores, decrease 3.8%.

The Regions that recorded the biggest increase in turnover in **December 2024** compared with December 2023 are:

- Region of Dytiki Ellada, increase 7.3%.
- Region of Attiki, increase 6.5%.

The Region that recorded a decrease in turnover in **December 2024** compared with December 2023 is:

- Region of Sterea Ellada, decrease 7.6%.

## 2. Enterprises in retail trade divisions, excluding vehicles, food and fuel classes<sup>3</sup>

### 2.1. Annual Data (Table 4)

The Regions that recorded the biggest increase in turnover in **2024** compared with 2023 are:

- Region of Voreio Aigaio, increase 3.0%.
- Region of Attiki, increase 2.5%.

The Regions that recorded a decrease in turnover in **2024** compared with 2023 are:

- Region of Dytiki Ellada, decrease 1.2%.
- Region of Dytiki Makedonia, decrease 0.7%.

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<sup>3</sup> Activity classes 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

## 2.2 Quarterly Data (Tables 2, 5)

For the **enterprises in retail trade divisions, excluding vehicles, food and fuel classes**, the turnover in the **fourth quarter of 2024** amounted to 7.23 billion euro, recording an increase of 0.6% in comparison with the fourth quarter of 2023, when the respective turnover was 7.19 billion euro and an increase of 6.1% in comparison with the third quarter of 2024, when the respective turnover was 6.82 billion euro.

The Regions that recorded an increase in turnover in the **fourth quarter of 2024** compared with the corresponding quarter of 2023 are:

- Region of Attiki, increase 2.1%.
- Region of Peloponnisos, increase 0.9%.
- Region of Kriti, increase 0.9%.

The Regions that recorded the biggest decrease in turnover in the **fourth quarter of 2024** compared with the corresponding quarter of 2023 are:

- Region of Dytiki Makedonia, decrease 4.6%.
- Region of Thessalia, decrease 4.3%.

## 2.3 Monthly Data (Tables 3, 7)

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 **December 2024** amounted to 1.39 billion euro, recording an increase of 5.6% in comparison with December 2023, when the respective turnover was 1.32 billion euro and an increase of 14.6% in comparison with November 2024, when the respective turnover was 1.21 billion euro.

The Regions that recorded the biggest increase in turnover in **December 2024** compared with December 2023 are:

- Region of Kriti, increase 9.1%.
- Region of Attiki, increase 6.1%.

The Region that recorded a decrease in turnover in **December 2024** compared with December 2023 is:

- Region of Thessalia, decrease 0.9%.

## 3. Average Annual Individual Consumption (Table 4)

**The Average Annual Individual Consumption**<sup>4</sup>, calculated on the basis of the turnover of the total of retail trade, amounted, in 2024, to 6,882 euro, recording an increase of 2.6% in comparison with 2023, when the respective figure was 6,711 euro.

The Regions that recorded the biggest increase in the average annual individual consumption in **2024** compared with 2023 are:

- Region of Attiki, increase 3.3%.
- Region of Ionia Nissia, increase 2.8%.
- Region of Kriti, increase 2.8%.

The Regions that recorded a decrease in the average annual individual consumption in **2024** compared with 2023 are:

- Region of Anatoliki Makedonia, Thraki, decrease 1.7%.
- Region of Ipeiros, decrease 1.3%.

**The Average Annual Individual Consumption**, compiled on the basis of the turnover of the total of retail trade, excluding vehicles, food and fuel classes, in 2024, amounted to 2,497 euro, recording an increase of 2.0% in comparison with 2023, when the respective figure was 2,449 euro.

The Regions that recorded the biggest increase in the average annual individual consumption in **2024** compared with 2023 are:

- Region of Attiki, increase 2.8%.
- Region of Peloponnisos, increase 2.7%.

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<sup>4</sup> The description of the calculation method of the Average Annual Individual Consumption is available under section "[Methodological notes](#)" page 19.

The Regions that recorded the biggest decrease in the average annual individual consumption in **2024** compared with 2023 are:

- Region of Ipeiros, decrease 0.8%.
- Region of Dytiki Ellada, decrease 0.8%.
- Region of Voreio Aigaio, decrease 0.2%.

#### **4. Small and medium sized enterprises** (Tables 6, 8)

##### **4.1. Small and medium sized enterprises in retail trade divisions**

For the total of small and medium sized enterprises<sup>5</sup> in retail trade divisions, the turnover in the **fourth quarter 2024** amounted to 10.86 billion euro, recording a decrease of 1.3% in comparison with the fourth quarter of 2023, when the respective turnover was 11.00 billion euro.

For the small and medium sized enterprises in retail trade divisions **obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the turnover in **December 2024** amounted to 1.42 billion euro, recording an increase of 5.8% in comparison with December 2023, when the respective turnover was 1.34 billion euro.

##### **4.2. Small and medium sized enterprises in retail trade divisions, excluding vehicles, food and fuel classes**

For the total of small and medium sized enterprises in retail trade divisions, excluding vehicles, food and fuel classes, the turnover in the **fourth quarter of 2024** amounted to 5.25 billion euro, recording a decrease of 1.1% in comparison with the fourth quarter of 2023, when the respective turnover was 5.31 billion euro.

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 **December 2024** amounted to 0.65 billion euro, recording an increase of 3.7% in comparison with December 2023, when the respective turnover was 0.63 billion euro.

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<sup>5</sup> The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)", page 19.

**Table 1: Annual turnover (in thousand €) 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 €)					Share (%) in the annual turnover		Annual Rate of Change (%) 2024/2023
Code NACE Rev.2	Description	2020	2021	2022	2023	2024	2023	2024	
4511	Sale of cars and light motor vehicles	4,049,235	5,261,189	6,275,726	8,085,213	8,342,472	11.6	11.7	3.2
4519	Sale of other motor vehicles	358,325	467,397	478,496	605,953	735,033	0.9	1.0	21.3
4520	Maintenance and repair of motor vehicles	898,600	1,096,191	1,242,325	1,392,373	1,524,122	2.0	2.1	9.5
4531	Wholesale trade of motor vehicle parts and accessories	1,489,355	1,775,202	1,997,806	2,214,341	2,335,146	3.2	3.3	5.5
4532	Retail trade of motor vehicle parts and accessories	382,183	450,338	503,863	563,406	587,997	0.8	0.8	4.4
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	442,201	553,786	675,251	795,405	900,936	1.1	1.3	13.3
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	15,240,781	15,822,914	17,181,294	18,713,065	19,310,534	26.8	27.0	3.2
4719	Other retail sale in non-specialized stores	2,504,607	**	2,593,624	2,665,204	2,623,625	3.8	3.7	-1.6
4721	Retail sale of fruit and vegetables in specialized stores	397,458	436,458	**	466,701	465,302	0.7	0.7	-0.3
4722	Retail sale of meat and meat products in specialized stores	1,083,528	1,155,668	1,284,271	1,408,600	1,422,202	2.0	2.0	1.0
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	190,585	227,829	238,739	259,183	267,024	0.4	0.4	3.0
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	528,499	612,290	727,250	794,801	813,429	1.1	1.1	2.3
4725	Retail sale of beverages in specialized stores	125,097	163,783	195,685	207,807	216,458	0.3	0.3	4.2
4726	Retail sale of tobacco products in specialized stores	195,797	217,973	238,336	260,542	257,162	0.4	0.4	-1.3
4729	Other retail sale of food in specialized stores	452,764	515,515	556,724	600,321	621,452	0.9	0.9	3.5
4730	Retail sale of automotive fuel in specialized stores	5,706,963	6,950,665	9,135,602	8,145,789	7,922,659	11.7	11.1	-2.7
4741	Retail sale of computers, peripheral units and software in specialized stores	778,093	1,012,588	1,118,712	1,205,901	1,193,686	1.7	1.7	-1.0
4742	Retail sale of telecommunications equipment in specialized stores	490,792	607,857	**	**	400,261	**	0.6	**
4743	Retail sale of audio and video equipment in specialized stores	48,991	64,641	69,998	81,462	75,712	0.1	0.1	-7.1
4751	Retail sale of textiles in specialized stores	334,833	376,646	396,825	403,242	402,928	0.6	0.6	-0.1
4752	Retail sale of hardware, paints and glass in specialized stores	1,154,962	1,429,824	1,711,173	1,851,510	1,941,582	2.6	2.7	4.9
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	33,086	52,489	53,452	51,649	54,825	0.1	0.1	6.1
4754	Retail sale of electrical household appliances in specialized stores	1,063,062	1,283,014	1,351,367	1,485,804	1,374,735	2.1	1.9	-7.5
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	660,211	848,057	969,904	1,066,349	1,097,865	1.5	1.5	3.0

**Table 1: Annual turnover (in thousand €) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) (continued)**

ECONOMIC ACTIVITY		TURNOVER (in thousand €)					Share (%) in the annual turnover		Annual Rate of Change (%) 2024/2023
Code NACE Rev.2	Description	2020	2021	2022	2023	2024	2023	2024	
4761	Retail sale of books in specialized stores	173,473	192,458	211,506	216,780	218,351	0.3	0.3	0.7
4762	Retail sale of newspapers and stationery in specialized stores	124,518	140,281	152,675	159,580	157,335	0.2	0.2	-1.4
4763	Retail sale of music and video recordings in specialized stores	5,403	7,587	**	11,573	12,248	0.0	0.0	5.8
4764	Retail sale of sporting equipment in specialized stores	507,794	647,514	709,777	793,244	846,013	1.1	1.2	6.7
4765	Retail sale of games and toys in specialized stores	704,407	870,543	1,007,097	1,148,033	1,223,331	1.6	1.7	6.6
4771	Retail sale of clothing in specialized stores	1,827,604	2,690,388	3,234,981	3,554,937	3,645,442	5.1	5.1	2.5
4772	Retail sale of footwear and leather goods in specialized stores	360,194	467,988	560,274	**	600,805	**	0.8	**
4773	Dispensing chemist in specialized stores	4,027,560	4,299,367	4,630,751	4,617,348	4,707,363	6.6	6.6	1.9
4774	Retail sale of medical and orthopaedic goods in specialized stores	107,197	129,973	134,817	147,338	158,330	0.2	0.2	7.5
4775	Retail sale of cosmetic and toilet articles in specialized stores	655,160	811,629	1,135,792	1,245,149	1,394,854	1.8	1.9	12.0
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	511,364	553,418	631,936	673,770	678,852	1.0	0.9	0.8
4777	Retail sale of watches and jewellery in specialised stores	238,747	389,227	504,920	547,617	570,911	0.8	0.8	4.3
4778	Other retail sale of new goods in specialized stores	730,920	927,525	1,277,912	1,214,218	1,229,818	1.7	1.7	1.3
4779	Retail sale of second-hand goods in stores	9,099	15,696	31,079	38,620	41,603	0.1	0.1	7.7
4781	Retail sale via stalls and markets of food, beverages and tobacco products	99,878	104,964	121,374	137,508	141,333	0.2	0.2	2.8
4782	Retail sale via stalls and markets of textiles, clothing and footwear	4,882	8,038	9,781	10,627	14,363	0.0	0.0	35.2
4789	Retail sale via stalls and markets of other goods	34,532	37,433	43,888	47,024	50,729	0.1	0.1	7.9
4791	Retail sale via mail order houses or via Internet	786,418	**	**	**	808,973	**	1.1	**
4799	Other retail sale not in stores, stalls or markets	119,578	130,431	158,184	151,968	186,763	0.2	0.3	22.9
<b>Total without vehicles, food and fuel classes<sup>(1)</sup></b>		<b>18,193,284</b>	<b>21,577,856</b>	<b>24,295,988</b>	<b>25,501,570</b>	<b>25,968,465</b>	<b>36.5</b>	<b>36.3</b>	<b>1.8</b>
<b>Total</b>		<b>49,638,736</b>	<b>57,172,045</b>	<b>65,353,143</b>	<b>69,892,036</b>	<b>71,574,564</b>	<b>100.0</b>	<b>100.0</b>	<b>2.4</b>

**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".

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

(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: Quarterly Turnover (in thousand €) 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 (%) 2024/2023		Quarterly Rate of Change (%) 4th Quarter / 3rd Quarter	
Code NACE Rev.2	Description	3rd Quarter 2023	4th Quarter 2023	3rd Quarter 2024	4th Quarter 2024	3rd Quarter	4th Quarter	2023	2024
4511	Sale of cars and light motor vehicles	2,003,282	2,001,048	1,971,144	2,057,321	-1.6	2.8	-0.1	4.4
4519	Sale of other motor vehicles	149,883	179,971	164,586	212,423	9.8	18.0	20.1	29.1
4520	Maintenance and repair of motor vehicles	352,561	401,081	386,320	420,856	9.6	4.9	13.8	8.9
4531	Wholesale trade of motor vehicle parts and accessories	554,021	603,791	589,224	645,365	6.4	6.9	9.0	9.5
4532	Retail trade of motor vehicle parts and accessories	142,119	164,129	148,622	167,059	4.6	1.8	15.5	12.4
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	211,693	188,420	251,567	196,283	18.8	4.2	-11.0	-22.0
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	5,286,056	4,783,339	5,388,646	4,975,191	1.9	4.0	-9.5	-7.7
4719	Other retail sale in non-specialized stores	730,847	**	**	693,237	**	**	**	**
4721	Retail sale of fruit and vegetables in specialized stores	151,306	105,754	148,001	103,510	-2.2	-2.1	-30.1	-30.1
4722	Retail sale of meat and meat products in specialized stores	374,925	393,022	367,602	393,756	-2.0	0.2	4.8	7.1
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	78,147	57,268	81,124	55,634	3.8	-2.9	-26.7	-31.4
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	221,504	209,851	223,153	209,418	0.7	-0.2	-5.3	-6.2
4725	Retail sale of beverages in specialized stores	65,754	53,013	67,573	53,073	2.8	0.1	-19.4	-21.5
4726	Retail sale of tobacco products in specialized stores	72,679	68,680	70,033	66,228	-3.6	-3.6	-5.5	-5.4
4729	Other retail sale of food in specialized stores	150,905	162,706	154,856	166,566	2.6	2.4	7.8	7.6
4730	Retail sale of automotive fuel in specialized stores	2,176,129	2,133,428	2,052,233	2,001,159	-5.7	-6.2	-2.0	-2.5
4741	Retail sale of computers, peripheral units and software in specialized stores	289,840	**	288,837	387,522	-0.3	**	**	34.2
4742	Retail sale of telecommunications equipment in specialized stores	**	**	102,920	108,318	**	**	**	5.2
4743	Retail sale of audio and video equipment in specialized stores	20,346	24,693	18,609	23,115	-8.5	-6.4	21.4	24.2
4751	Retail sale of textiles in specialized stores	104,896	**	103,580	109,818	-1.3	**	**	6.0
4752	Retail sale of hardware, paints and glass in specialized stores	461,085	545,397	479,202	542,096	3.9	-0.6	18.3	13.1
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	10,933	21,607	11,473	22,015	4.9	1.9	97.6	91.9
4754	Retail sale of electrical household appliances in specialized stores	385,862	431,495	352,772	417,600	-8.6	-3.2	11.8	18.4
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	269,204	315,937	284,651	315,175	5.7	-0.2	17.4	10.7



**Table 2: Quarterly Turnover (in thousand €) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) (continued)**

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2024/2023		Quarterly Rate of Change (%) 4th Quarter / 3rd Quarter	
Code NACE Rev.2	Description	3rd Quarter 2023	4th Quarter 2023	3rd Quarter 2024	4th Quarter 2024	3rd Quarter	4th Quarter	2023	2024
4761	Retail sale of books in specialized stores	68,811	62,357	68,231	62,460	-0.8	0.2	-9.4	-8.5
4762	Retail sale of newspapers and stationery in specialized stores	**	42,192	47,753	40,817	**	-3.3	**	-14.5
4763	Retail sale of music and video recordings in specialized stores	3,154	3,497	3,649	3,410	15.7	-2.5	10.9	-6.5
4764	Retail sale of sporting equipment in specialized stores	214,723	212,340	228,721	227,627	6.5	7.2	-1.1	-0.5
4765	Retail sale of games and toys in specialized stores	288,672	391,258	304,178	408,580	5.4	4.4	35.5	34.3
4771	Retail sale of clothing in specialized stores	945,162	1,049,082	952,776	1,069,143	0.8	1.9	11.0	12.2
4772	Retail sale of footwear and leather goods in specialized stores	180,947	178,636	164,841	161,495	-8.9	-9.6	-1.3	-2.0
4773	Dispensing chemist in specialized stores	**	1,240,815	1,156,056	1,260,893	**	1.6	**	9.1
4774	Retail sale of medical and orthopaedic goods in specialized stores	30,399	44,659	29,079	46,678	-4.3	4.5	46.9	60.5
4775	Retail sale of cosmetic and toilet articles in specialized stores	413,543	321,551	462,473	355,659	11.8	10.6	-22.2	-23.1
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	146,425	171,882	150,045	168,936	2.5	-1.7	17.4	12.6
4777	Retail sale of watches and jewellery in specialised stores	190,061	136,347	196,710	136,253	3.5	-0.1	-28.3	-30.7
4778	Other retail sale of new goods in specialized stores	371,785	307,525	378,399	301,632	1.8	-1.9	-17.3	-20.3
4779	Retail sale of fourth-hand goods in stores	10,183	10,023	10,412	10,947	2.2	9.2	-1.6	5.1
4781	Retail sale via stalls and markets of food, beverages and tobacco products	31,729	41,696	30,340	40,650	-4.4	-2.5	31.4	34.0
4782	Retail sale via stalls and markets of textiles, clothing and footwear	2,919	3,711	**	4,608	**	24.2	27.1	**
4789	Retail sale via stalls and markets of other goods	12,545	14,464	12,719	14,586	1.4	0.8	15.3	14.7
4791	Retail sale via mail order houses or via Internet	**	**	192,771	229,106	**	**	**	18.8
4799	Other retail sale not in stores, stalls or markets	36,435	43,670	35,692	41,936	-2.0	-4.0	19.9	17.5
<b>Total without vehicles, food and fuel classes<sup>(1)</sup></b>		<b>6,734,761</b>	<b>7,188,217</b>	<b>6,816,720</b>	<b>7,229,890</b>	<b>1.2</b>	<b>0.6</b>	<b>6.7</b>	<b>6.1</b>
<b>Total</b>		<b>18,684,775</b>	<b>18,666,734</b>	<b>18,841,711</b>	<b>18,928,154</b>	<b>0.8</b>	<b>1.4</b>	<b>-0.1</b>	<b>0.5</b>

**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".

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

(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 3: Monthly 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 (%) 2024/2023		Monthly Rate of Change (%) December / November	
Code NACE Rev.2	Description	November 2023	December 2023	November 2024	December 2024	November	December	2023	2024
4511	Sale of cars and light motor vehicles	645,333	572,207	665,529	639,749	3.1	11.8	-11.3	-3.9
4519	Sale of other motor vehicles	50,902	52,080	60,840	60,873	19.5	16.9	2.3	0.1
4520	Maintenance and repair of motor vehicles	33,058	29,268	<u>35,438</u>	30,986	<u>7.2</u>	5.9	-11.5	<u>-12.6</u>
4531	Wholesale trade of motor vehicle parts and accessories	158,346	130,189	166,868	146,887	5.4	12.8	-17.8	-12.0
4532	Retail trade of motor vehicle parts and accessories	*	*	*	*	*	*	*	*
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	42,939	32,099	<u>42,735</u>	<u>35,225</u>	<u>-0.5</u>	<u>9.7</u>	-25.2	-17.6
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,270,240	1,539,981	1,349,722	1,576,156	6.3	2.3	21.2	16.8
4719	Other retail sale in non-specialized stores	**	**	61,835	<u>62,490</u>	**	**	**	<u>1.1</u>
4721	Retail sale of fruit and vegetables in specialized stores	6,937	8,045	<u>7,874</u>	<u>9,756</u>	<u>13.5</u>	<u>21.3</u>	16.0	23.9
4722	Retail sale of meat and meat products in specialized stores	28,567	43,877	<u>33,876</u>	<u>48,020</u>	<u>18.6</u>	<u>9.4</u>	53.6	41.8
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	3,637	3,984	<u>4,267</u>	<u>4,287</u>	<u>17.3</u>	<u>7.6</u>	9.5	0.5
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	12,800	15,705	13,392	17,090	4.6	8.8	22.7	27.6
4725	Retail sale of beverages in specialized stores	4,157	8,412	<u>4,312</u>	<u>8,794</u>	<u>3.7</u>	<u>4.5</u>	102.4	103.9
4726	Retail sale of tobacco products in specialized stores	4,007	5,099	3,852	4,933	-3.9	-3.3	27.3	28.1
4729	Other retail sale of food in specialized stores	17,509	22,055	19,578	24,670	11.8	11.9	26.0	26.0
4730	Retail sale of automotive fuel in specialized stores	273,370	283,730	268,397	289,304	-1.8	2.0	3.8	7.8
4741	Retail sale of computers, peripheral units and software in specialized stores	130,718	**	133,814	138,726	2.4	**	**	3.7
4742	Retail sale of telecommunications equipment in specialized stores	17,406	18,890	<u>15,879</u>	<u>17,355</u>	<u>-8.8</u>	<u>-8.1</u>	8.5	9.3
4743	Retail sale of audio and video equipment in specialized stores	**	5,251	<u>5,126</u>	5,769	**	9.9	**	<u>12.5</u>
4751	Retail sale of textiles in specialized stores	3,163	**	3,307	3,482	4.6	**	**	5.3
4752	Retail sale of hardware, paints and glass in specialized stores	71,164	72,683	<u>76,314</u>	<u>76,032</u>	<u>7.2</u>	<u>4.6</u>	2.1	-0.4
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	3,536	2,877	<u>3,288</u>	<u>3,811</u>	<u>-7.0</u>	<u>32.5</u>	-18.6	15.9
4754	Retail sale of electrical household appliances in specialized stores	125,832	107,564	118,433	118,671	-5.9	10.3	-14.5	0.2
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	63,997	68,068	64,279	65,499	0.4	-3.8	6.4	1.9

**Table 3: 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) (continued)

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2024/2023		Monthly Rate of Change (%) December / November	
Code NACE Rev.2	Description	November 2023	December 2023	November 2024	December 2024	November	December	2023	2024
4761	Retail sale of books in specialized stores	5,894	9,777	5,946	9,913	0.9	1.4	65.9	66.7
4762	Retail sale of newspapers and stationery in specialized stores	1,780	1,555	1,906	1,535	7.1	-1.3	-12.6	-19.5
4763	Retail sale of music and video recordings in specialized stores	83	120	<u>11</u>	<u>14</u>	<u>-86.7</u>	<u>-88.3</u>	44.6	27.3
4764	Retail sale of sporting equipment in specialized stores	52,032	55,247	54,162	65,354	4.1	18.3	6.2	20.7
4765	Retail sale of games and toys in specialized stores	122,235	158,746	126,045	169,712	3.1	6.9	29.9	34.6
4771	Retail sale of clothing in specialized stores	240,961	295,229	243,129	309,736	0.9	4.9	22.5	27.4
4772	Retail sale of footwear and leather goods in specialized stores	**	37,338	30,533	35,620	**	-4.6	**	16.7
4773	Dispensing chemist in specialized stores	55,189	59,233	<u>61,031</u>	<u>63,049</u>	<u>10.6</u>	<u>6.4</u>	7.3	3.3
4774	Retail sale of medical and orthopaedic goods in specialized stores	6,907	6,127	<u>8,140</u>	<u>6,531</u>	<u>17.9</u>	<u>6.6</u>	-11.3	-19.8
4775	Retail sale of cosmetic and toilet articles in specialized stores	84,660	99,101	92,656	112,128	9.4	13.1	17.1	21.0
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	11,179	13,705	<u>12,194</u>	<u>15,011</u>	<u>9.1</u>	<u>9.5</u>	22.6	23.1
4777	Retail sale of watches and jewellery in specialised stores	21,810	34,743	22,975	34,294	5.3	-1.3	59.3	49.3
4778	Other retail sale of new goods in specialized stores	20,955	**	<u>23,389</u>	<u>27,500</u>	<u>11.6</u>	**	**	17.6
4779	Retail sale of third-hand goods in stores	1,534	1,258	<u>2,193</u>	<u>1,711</u>	<u>43.0</u>	<u>36.0</u>	-18.0	-22.0
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	37,739	40,459	<u>40,450</u>	<u>39,097</u>	<u>7.2</u>	<u>-3.4</u>	7.2	-3.3
4799	Other retail sale not in stores, stalls or markets	**	2,161	<u>2,236</u>	<u>2,376</u>	**	<u>9.9</u>	**	6.3
<b>Total without vehicles, food and fuel classes<sup>(1)</sup></b>		<b>1,194,437</b>	<b>1,316,733</b>	<b>1,213,127</b>	<b>1,390,354</b>	<b>1.6</b>	<b>5.6</b>	<b>10.2</b>	<b>14.6</b>
<b>Total</b>		<b>3,758,595</b>	<b>4,074,112</b>	<b>3,902,878</b>	<b>4,299,718</b>	<b>3.8</b>	<b>5.5</b>	<b>8.4</b>	<b>10.2</b>

**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 a 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 4:** Annual turnover (in thousand €) for the **Total of Retail Trade**, for the **Total of Retail Trade, excluding vehicles, food and fuel classes** and for the **Average Annual Individual Consumption** 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 <sup>(1)</sup> (in thousand €)			Estimated Population <sup>(2)</sup>		Average Annual Individual Consumption <sup>(3)</sup>					
									TURNOVER for the Total of Retail Trade (in €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes <sup>(1)</sup> (in €)		
	2023	2024	2024/2023 (%)	2023	2024	2024/2023 (%)	01.01.2023	01.01.2024	2023	2024	2024/2023 (%)	2023	2024	2024/2023 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	1,934,671	1,911,432	-1.2	765,982	773,236	1.0	558,835	561,834	3,462	3,402	-1.7	1,371	1,376	0.4
REGION OF KENTRIKI MAKEDONIA	9,773,484	9,994,692	2.3	2,893,112	2,914,139	0.7	1,782,592	1,778,896	5,483	5,618	2.5	1,623	1,638	0.9
Regional Unit of Thessaloniki	7,253,173	7,463,784	2.9	1,844,773	1,861,533	0.9	1,089,423	1,086,927	6,658	6,867	3.1	1,693	1,713	1.2
REGION OF DYTIKI MAKEDONIA	823,649	824,015	0.0	338,940	336,434	-0.7	250,279	247,270	3,291	3,332	1.3	1,354	1,361	0.5
REGION OF IPEIROS	1,200,489	1,194,221	-0.5	498,446	498,308	0.0	318,505	321,108	3,769	3,719	-1.3	1,565	1,552	-0.8
REGION OF THESSALIA	2,196,628	2,230,581	1.6	958,296	977,167	2.0	681,190	678,747	3,225	3,286	1.9	1,407	1,440	2.4
REGION OF STEREA ELLADA	1,637,112	1,643,087	0.4	759,309	760,241	0.1	503,941	505,073	3,249	3,253	0.1	1,507	1,505	-0.1
REGION OF IONIA NISSIA	1,188,508	1,211,973	2.0	483,964	489,949	1.2	202,269	200,642	5,876	6,040	2.8	2,393	2,442	2.1
REGION OF DYTIKI ELLADA	2,161,790	2,193,653	1.5	904,158	893,588	-1.2	642,721	640,243	3,363	3,426	1.9	1,407	1,396	-0.8
REGION OF PELOPONNISOS	2,054,540	2,073,545	0.9	824,154	842,726	2.3	533,865	531,598	3,848	3,901	1.4	1,544	1,585	2.7
REGION OF ATTIKI	40,690,337	41,901,786	3.0	14,400,522	14,757,758	2.5	3,795,536	3,784,565	10,721	11,072	3.3	3,794	3,899	2.8
REGION OF VOREIO AIGAIO	688,815	715,288	3.8	330,973	340,944	3.0	194,784	201,007	3,536	3,559	0.7	1,699	1,696	-0.2
REGION OF NOTIO AIGAIO	2,185,965	2,233,199	2.2	944,519	957,410	1.4	326,841	327,246	6,688	6,824	2.0	2,890	2,926	1.3
REGION OF KRITI	3,356,047	3,447,091	2.7	1,399,196	1,426,565	2.0	622,624	622,491	5,390	5,538	2.8	2,247	2,292	2.0
<b>Total</b>	<b>69,892,036</b>	<b>71,574,564</b>	<b>2.4</b>	<b>25,501,570</b>	<b>25,968,465</b>	<b>1.8</b>	<b>10,413,982</b>	<b>10,400,720</b>	<b>6,711</b>	<b>6,882</b>	<b>2.6</b>	<b>2,449</b>	<b>2,497</b>	<b>2.0</b>

**Notes:**

The Regional Unit of Thessaloniki is presented separately on 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.

(2) Analytical information on the calculation methodology of the Estimated Population is available in the [Methodological note on the estimated migration flows of 2023 and the estimated population on 1.1.2024 \(2024\)](#).

(3) The description of the calculation method of the Average Annual Individual Consumption is available under section "[Methodological notes](#)" page 19.

**Table 5: Quarterly Turnover (in thousand €) for the Total or Retail Trade and for the Total of Retail Trade excluding vehicles, food and fuel classes, 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 <sup>(1)</sup> (in thousand €)		
	4th Quarter 2023	4th Quarter 2024	4th Quarter 2024/2023 (%)	4th Quarter 2023	4th Quarter 2024	4th Quarter 2024/2023 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	527,701	506,924	-3.9	211,721	210,175	-0.7
REGION OF KENTRIKI MAKEDONIA	2,623,803	2,627,630	0.2	810,240	797,244	-1.6
Regional Unit of Thessaloniki	1,950,267	1,969,945	1.0	523,183	513,473	-1.9
REGION OF DYTIKI MAKEDONIA	238,377	229,875	-3.6	100,936	96,304	-4.6
REGION OF IPEIROS	320,540	312,907	-2.4	140,156	135,626	-3.2
REGION OF THESSALIA	625,143	595,073	-4.8	281,667	269,526	-4.3
REGION OF STEREA ELLADA	458,114	445,633	-2.7	217,004	214,589	-1.1
REGION OF IONIA NISSIA	234,375	234,544	0.1	103,307	101,484	-1.8
REGION OF DYTIKI ELLADA	594,391	592,034	-0.4	254,158	247,310	-2.7
REGION OF PELOPONNISOS	537,022	534,566	-0.5	221,938	224,009	0.9
REGION OF ATTIKI	11,046,027	11,389,434	3.1	4,189,203	4,278,477	2.1
REGION OF VOREIO AIGAIO	178,701	176,385	-1.3	89,687	88,195	-1.7
REGION OF NOTIO AIGAIO	433,130	430,343	-0.6	195,676	191,117	-2.3
REGION OF KRITI	849,410	852,806	0.4	372,524	375,834	0.9
<b>Total</b>	<b>18,666,734</b>	<b>18,928,154</b>	<b>1.4</b>	<b>7,188,217</b>	<b>7,229,890</b>	<b>0.6</b>

**Notes:**

The Regional Unit of Thessaloniki is presented separately on 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.

**Table 6: Quarterly 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<sup>1</sup>, 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 <sup>(2)</sup> (in thousand €)		
	4th Quarter 2023	4th Quarter 2024	4th Quarter 2024/2023 (%)	4th Quarter 2023	4th Quarter 2024	4th Quarter 2024/2023 (%)
Medium Enterprises	1,510,733	1,540,028	1.9	633,106	660,884	4.4
Small Enterprises	2,841,422	2,802,793	-1.4	1,013,027	1,005,579	-0.7
Micro Enterprises	6,649,788	6,515,498	-2.0	3,664,326	3,583,596	-2.2
<b>Small and Medium Sized Enterprises</b>	<b>11,001,943</b>	<b>10,858,319</b>	<b>-1.3</b>	<b>5,310,459</b>	<b>5,250,059</b>	<b>-1.1</b>
<b>Small and Medium Sized Enterprises / Total of Enterprises (%)</b>	<b>58.9</b>	<b>57.4</b>		<b>73.9</b>	<b>72.6</b>	

**Notes:**

(1) The definition of the small and medium sized enterprises is available under section "Methodological notes" page 19.

(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.

**Table 7:** 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 <sup>(1)</sup> (in thousand €)		
	December 2023	December 2024	December 2024/2023 (%)	December 2023	December 2024	December 2024/2023 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	48,297	<u>47,060</u>	<u>-2.6</u>	16,794	<u>18,512</u>	<u>10.2</u>
REGION OF KENTRIKI MAKEDONIA	506,390	519,906	2.7	90,275	93,732	3.8
Regional Unit of Thessaloniki	458,209	467,705	2.1	68,439	69,266	1.2
REGION OF DYTIKI MAKEDONIA	21,472	21,736	1.2	7,031	<u>7,139</u>	<u>1.5</u>
REGION OF IPEIROS	32,805	<u>34,090</u>	<u>3.9</u>	10,201	<u>9,775</u>	<u>-4.2</u>
REGION OF THESSALIA	52,652	<u>50,773</u>	<u>-3.6</u>	21,122	20,933	-0.9
REGION OF STEREA ELLADA	38,586	35,642	-7.6	20,753	21,904	5.6
REGION OF IONIA NISSIA	23,300	<u>27,577</u>	<u>18.4</u>	9,137	<u>9,919</u>	<u>8.6</u>
REGION OF DYTIKI ELLADA	52,362	56,168	7.3	14,996	<u>14,881</u>	<u>-0.8</u>
REGION OF PELOPONNISOS	43,250	<u>45,090</u>	<u>4.3</u>	10,136	<u>11,702</u>	<u>15.5</u>
REGION OF ATTIKI	3,071,195	3,270,143	6.5	1,046,201	1,109,527	6.1
REGION OF VOREIO AIGAIO	16,792	<u>17,004</u>	<u>1.3</u>	7,999	<u>8,041</u>	<u>0.5</u>
REGION OF NOTIO AIGAIO	46,868	<u>47,888</u>	<u>2.2</u>	14,795	<u>12,701</u>	<u>-14.2</u>
REGION OF KRITI	120,143	<u>126,641</u>	<u>5.4</u>	47,293	51,588	9.1
<b>Total</b>	<b>4,074,112</b>	<b>4,299,718</b>	<b>5.5</b>	<b>1,316,733</b>	<b>1,390,354</b>	<b>5.6</b>

**Notes:**

The Regional Unit of Thessaloniki is presented separately on 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 on the aggregated data of more than 3.0% in absolute figures.

**Table 8:** 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<sup>(1)</sup> 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 <sup>(2)</sup> (in thousand €)		
	December 2023	December 2024	December 2024/2023 (%)	December 2023	December 2024	December 2024/2023 (%)
Medium Enterprises	488,111	516,765	5.9	230,709	241,352	4.6
Small Enterprises	600,718	<u>631,149</u>	<u>5.1</u>	269,946	<u>275,136</u>	<u>1.9</u>
Micro Enterprises	250,097	<u>268,385</u>	<u>7.3</u>	129,256	<u>136,698</u>	<u>5.8</u>
<b>Small and Medium Sized Enterprises</b>	<b>1,338,926</b>	<b>1,416,299</b>	<b>5.8</b>	<b>629,911</b>	<b>653,186</b>	<b>3.7</b>
<b>Small and Medium Sized Enterprises / Total of Enterprises (%)</b>	<b>32.9</b>	<b>32.9</b>		<b>47.8</b>	<b>47.0</b>	

**Notes:**

(1) The definition of the small and medium sized enterprises is available under section "Methodological notes" page 19.

(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 quarterly basis to a monthly basis and have an impact on the aggregated data of more than 3.0% in absolute figures.

**Table 9: Monthly 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 <sup>(1)</sup> (in thousand €)		
	November 2023	November 2024	November 2024/2023 (%)	November 2023	November 2024	November 2024/2023 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	43,419	<u>40,897</u>	<u>-5.8</u>	14,607	<u>15,267</u>	<u>4.5</u>
REGION OF KENTRIKI MAKEDONIA	449,004	471,130	4.9	77,737	81,042	4.3
Regional Unit of Thessaloniki	405,580	423,970	4.5	58,239	59,911	2.9
REGION OF DYTIKI MAKEDONIA	18,678	18,518	-0.9	5,821	<u>5,656</u>	<u>-2.8</u>
REGION OF IPEIROS	28,217	<u>31,164</u>	<u>10.4</u>	8,734	<u>8,845</u>	<u>1.3</u>
REGION OF THESSALIA	48,342	<u>45,781</u>	<u>-5.3</u>	18,994	17,660	-7.0
REGION OF STEREA ELLADA	35,931	34,854	-3.0	19,889	20,543	3.3
REGION OF IONIA NISSIA	20,072	<u>22,137</u>	<u>10.3</u>	7,207	<u>8,257</u>	<u>14.6</u>
REGION OF DYTIKI ELLADA	47,366	51,615	9.0	11,781	<u>12,283</u>	<u>4.3</u>
REGION OF PELOPONNISOS	38,660	<u>41,474</u>	<u>7.3</u>	9,801	<u>10,706</u>	<u>9.2</u>
REGION OF ATTIKI	2,866,613	2,974,774	3.8	963,405	973,120	1.0
REGION OF VOREIO AIGAIO	14,305	<u>15,448</u>	<u>8.0</u>	6,803	<u>7,283</u>	<u>7.1</u>
REGION OF NOTIO AIGAIO	43,092	<u>45,185</u>	<u>4.9</u>	10,729	<u>12,408</u>	<u>15.7</u>
REGION OF KRITI	104,896	<u>109,901</u>	<u>4.8</u>	38,929	<u>40,057</u>	<u>2.9</u>
<b>Total</b>	<b>3,758,595</b>	<b>3,902,878</b>	<b>3.8</b>	<b>1,194,437</b>	<b>1,213,127</b>	<b>1.6</b>

**Notes:**

The Regional Unit of Thessaloniki is presented separately on 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 on the aggregated data of more than 3.0% in absolute figures.

**Table 10: Monthly 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<sup>(1)</sup> 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 <sup>(2)</sup> (in thousand €)		
	November 2023	November 2024	November 2024/2023 (%)	November 2023	November 2024	November 2024/2023 (%)
Medium Enterprises	492,117	487,864	-0.9	204,870	204,361	-0.3
Small Enterprises	553,027	<u>573,403</u>	<u>3.7</u>	231,093	<u>235,230</u>	<u>1.8</u>
Micro Enterprises	213,763	<u>229,769</u>	<u>7.5</u>	106,074	<u>114,700</u>	<u>8.1</u>
<b>Small and Medium Sized Enterprises</b>	<b>1,258,907</b>	<b>1,291,036</b>	<b>2.6</b>	<b>542,037</b>	<b>554,291</b>	<b>2.3</b>
<b>Small and Medium Sized Enterprises / Total of Enterprises (%)</b>	<b>33.5</b>	<b>33.1</b>		<b>45.4</b>	<b>45.7</b>	

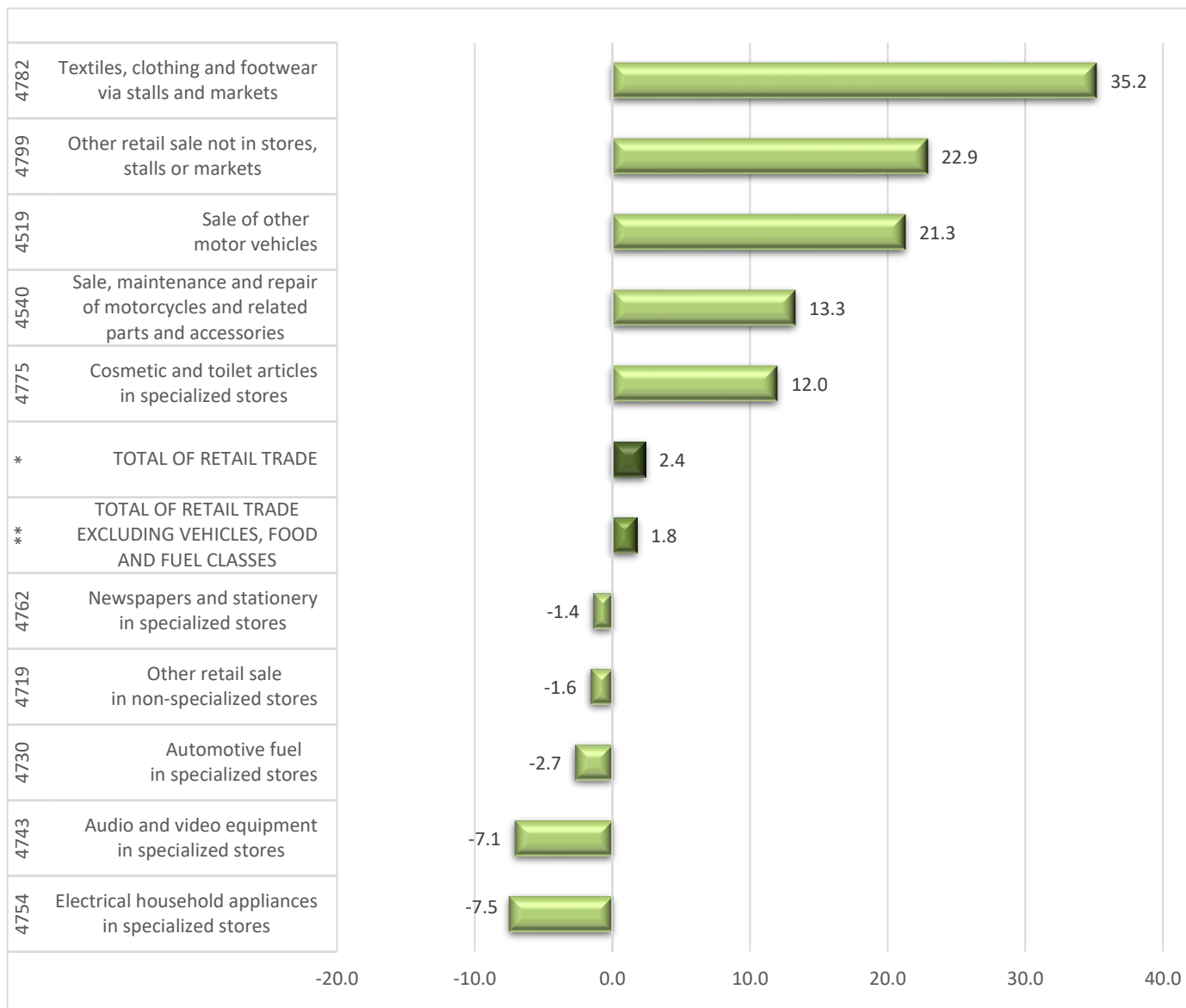
**Notes:**

(1) The definition of the small and medium sized enterprises is available under section "Methodological notes" page 19.

(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.

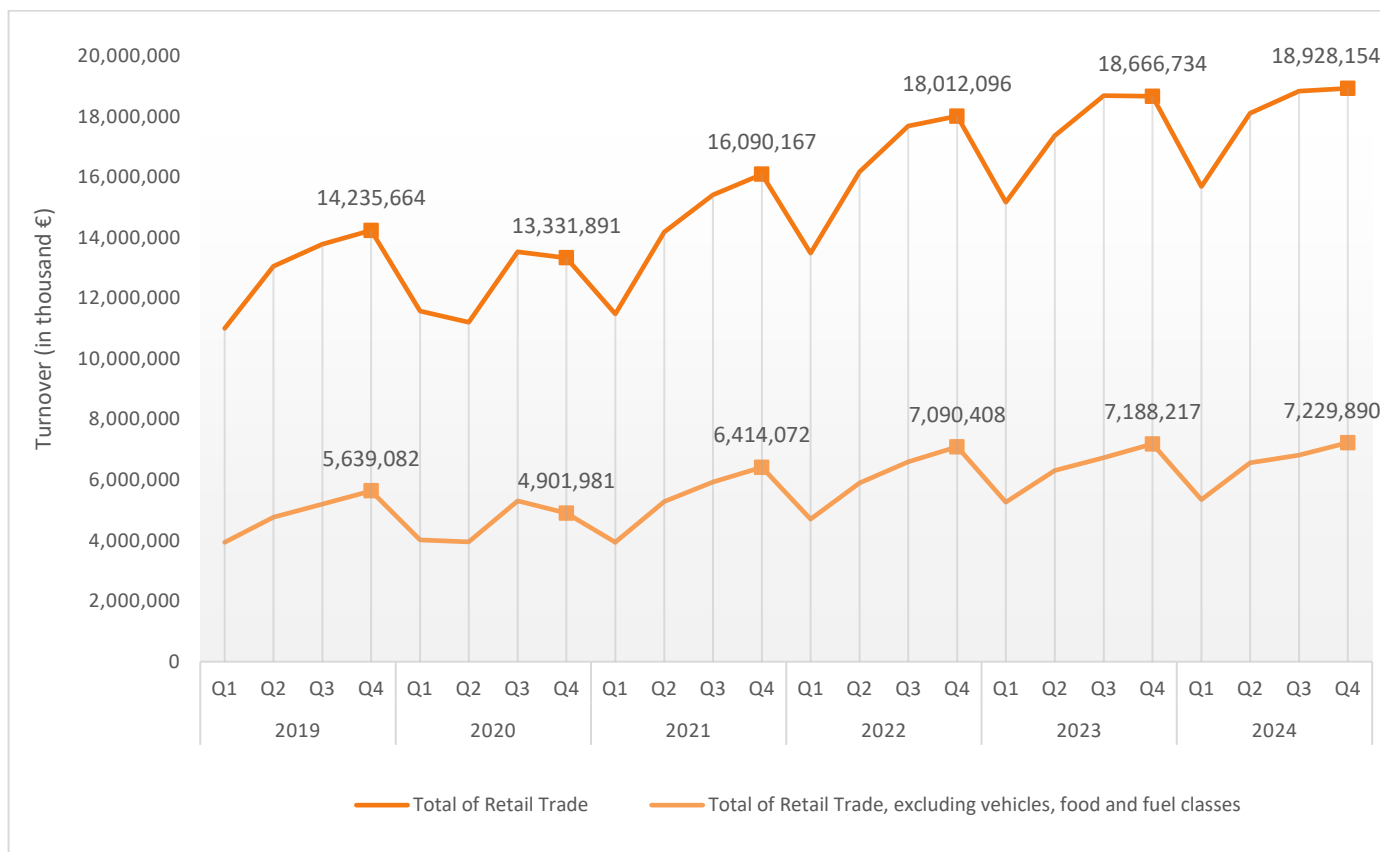
(Single underline) It includes the turnover of enterprises that changed the submission of data to tax authorities from a quarterly basis to a monthly basis and have an impact on the aggregated data of more than 3.0% in absolute figures.

**Graph 2.** Biggest changes (%) of the annual turnover for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification), **2024 / 2023.**

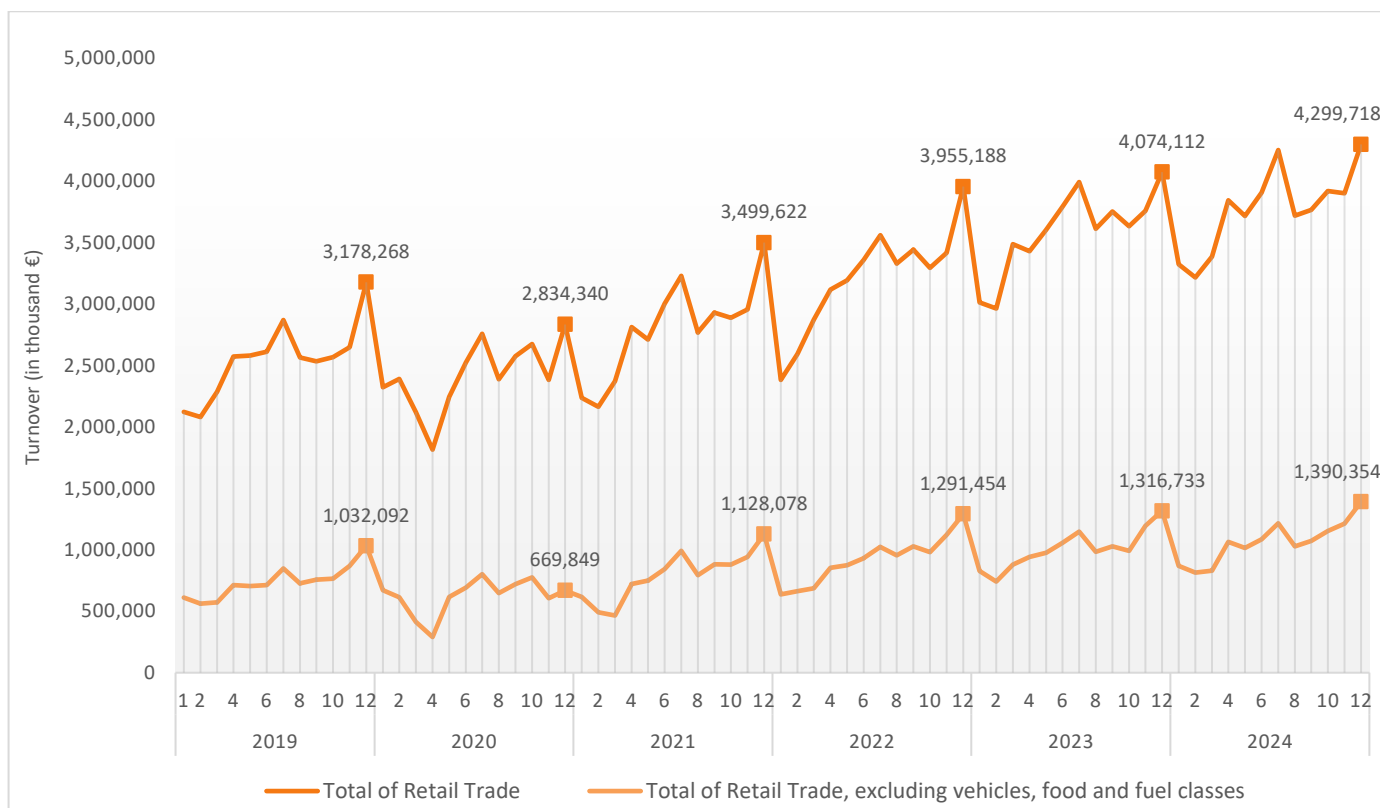




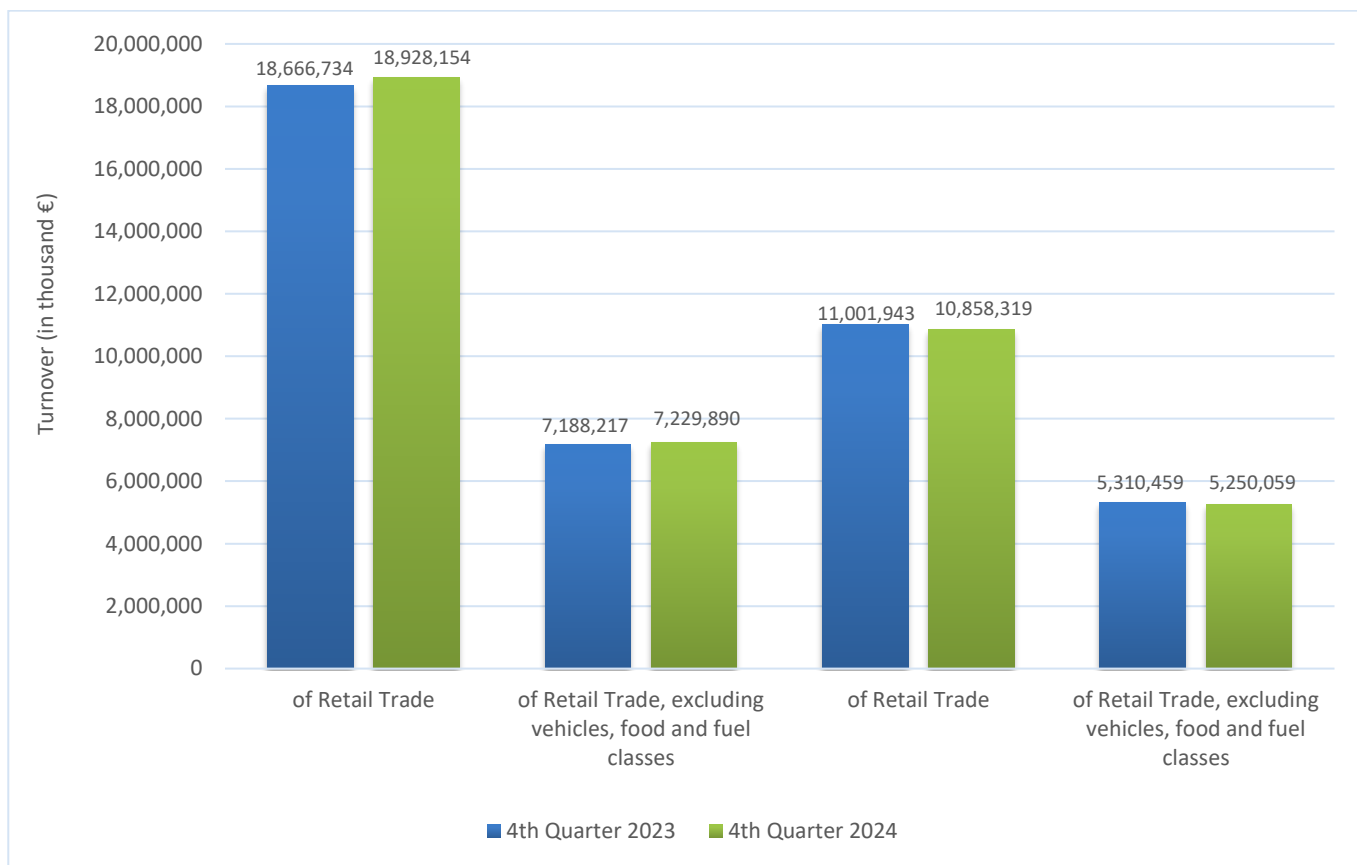
**Graph 3:** Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes



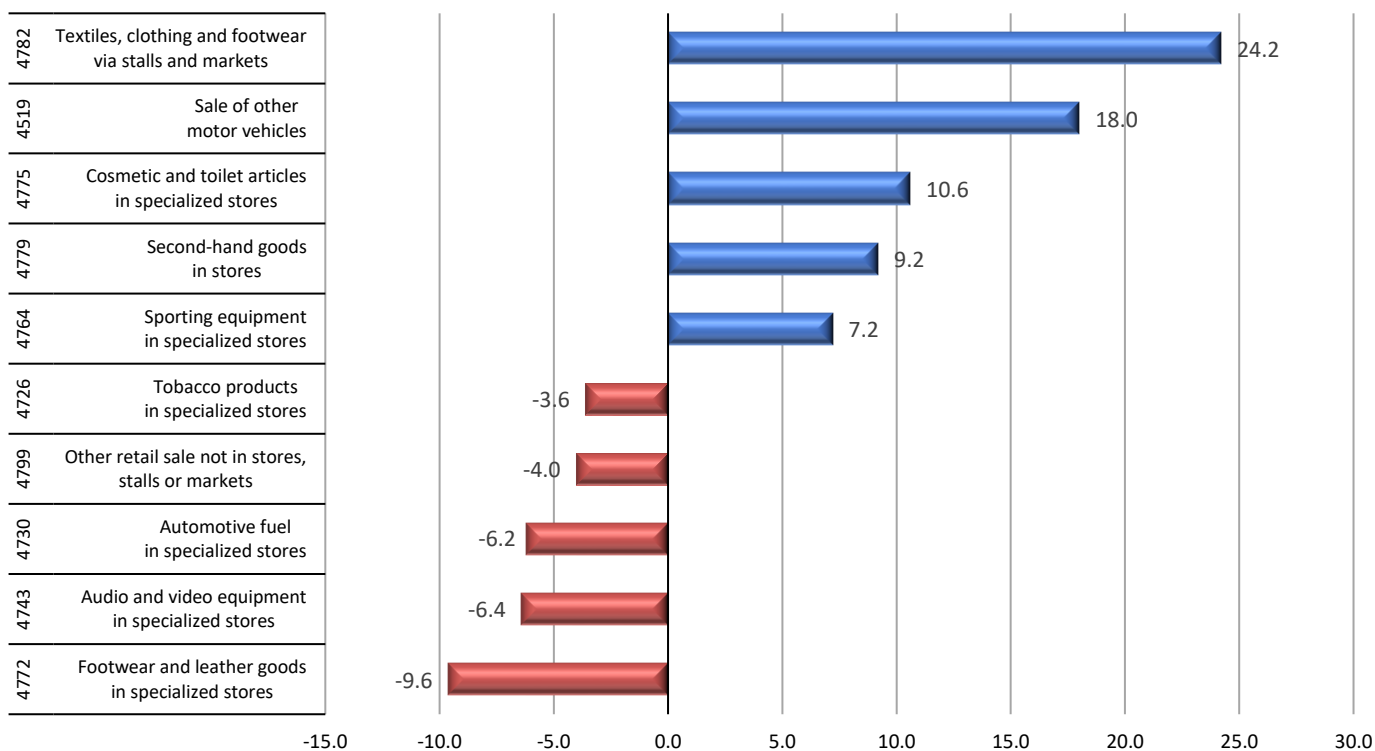
**Graph 4:** Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes.



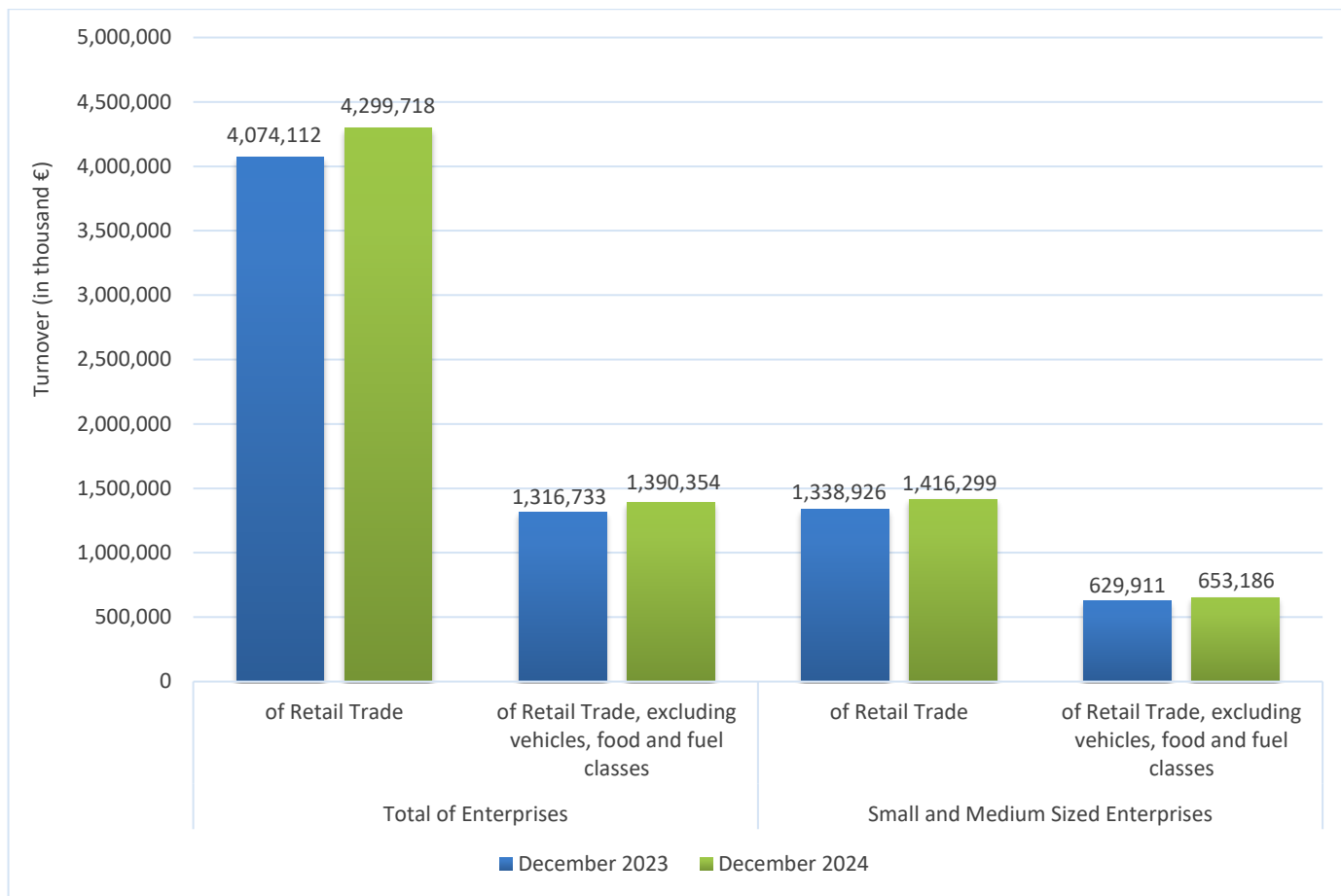
**Graph 5:** Turnover (in thousand euro) for the total of enterprises and of the small and medium sized enterprises in all classes of the retail trade (divisions 45 and 47 of NACE Rev.2 classification) and in all classes of the retail trade (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes.



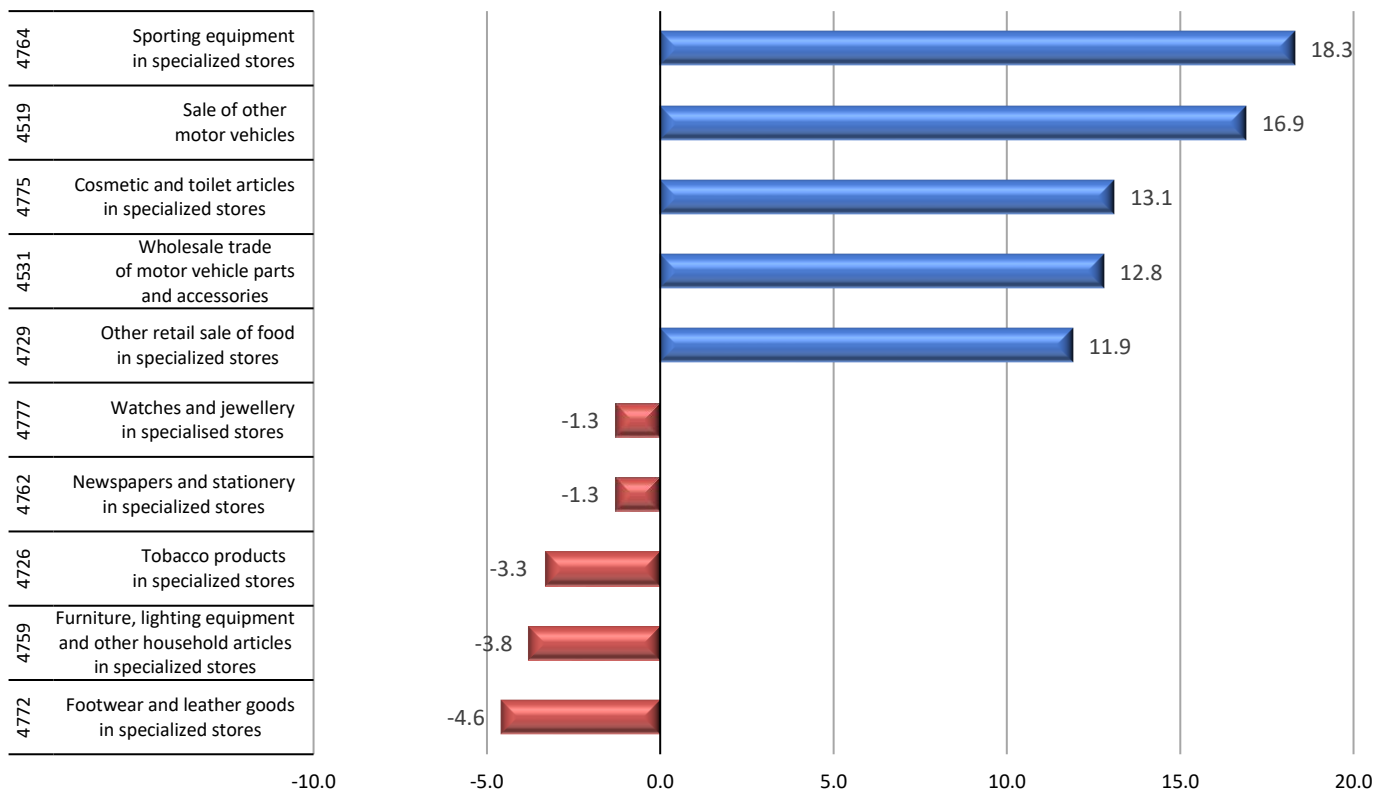
**Graph 6:** Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification) **4th Quarter 2024 / 4th Quarter 2023**



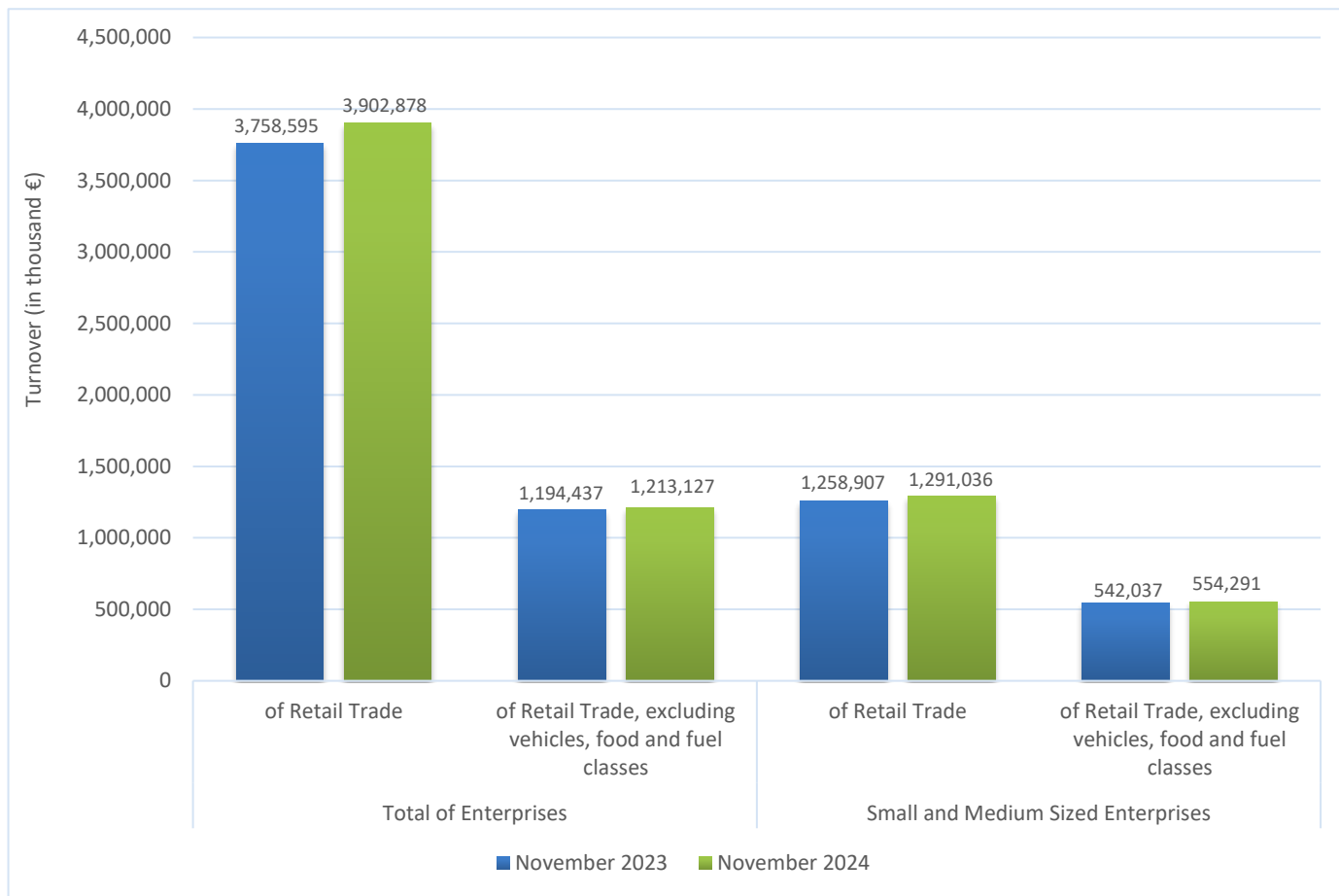
**Graph 7:** Turnover (in thousand euro) of **December 2023, 2024** for the total of enterprises and of the small and medium sized enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade (divisions 45 and 47 of NACE Rev.2 classification) and in all classes of the retail trade (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes



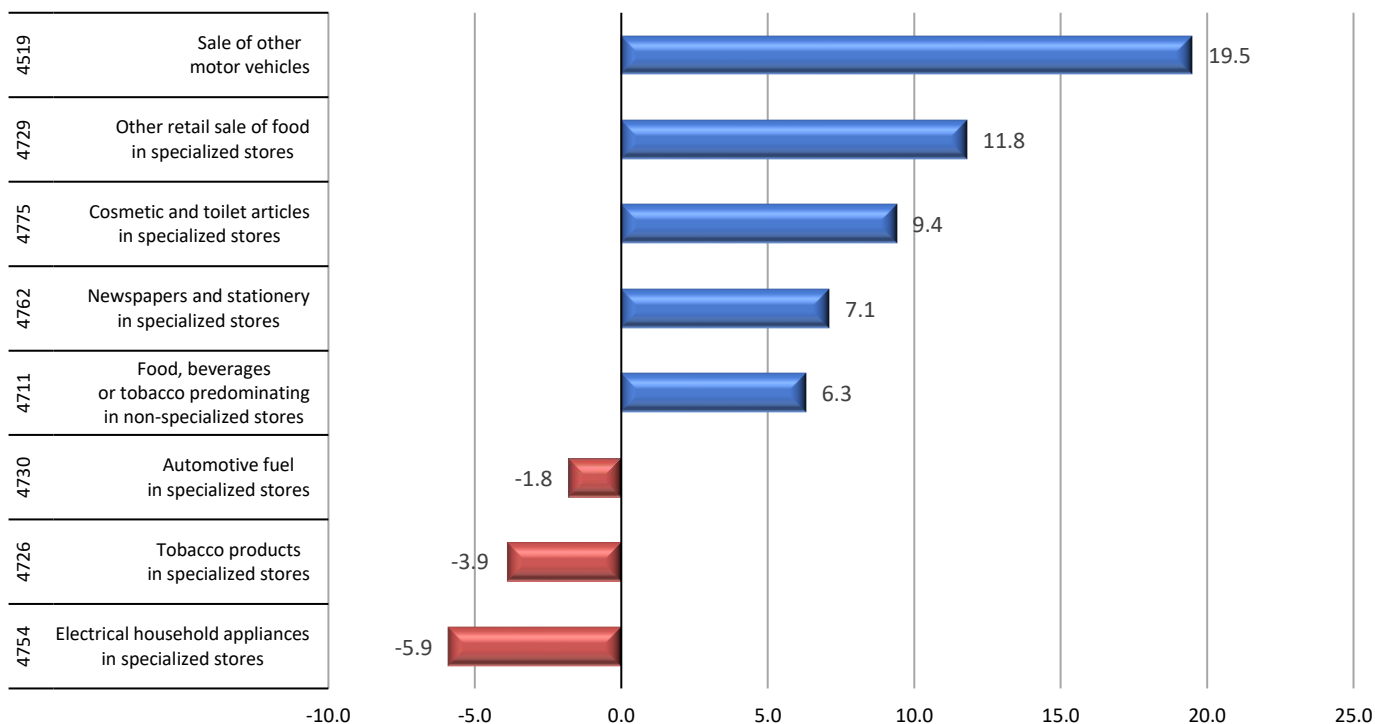
**Graph 8:** Biggest changes (%) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) **December 2024 / December 2023**



**Graph 9:** Turnover (in thousand euro) of **November 2023, 2024** 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 10:** 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 2024 / November 2023**



## 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 2021.
- Administrative registers of enterprises, of reference years 2022 and 2023.
- Administrative transactions files (tax, etc) of the reference years 2019 - 2024.

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

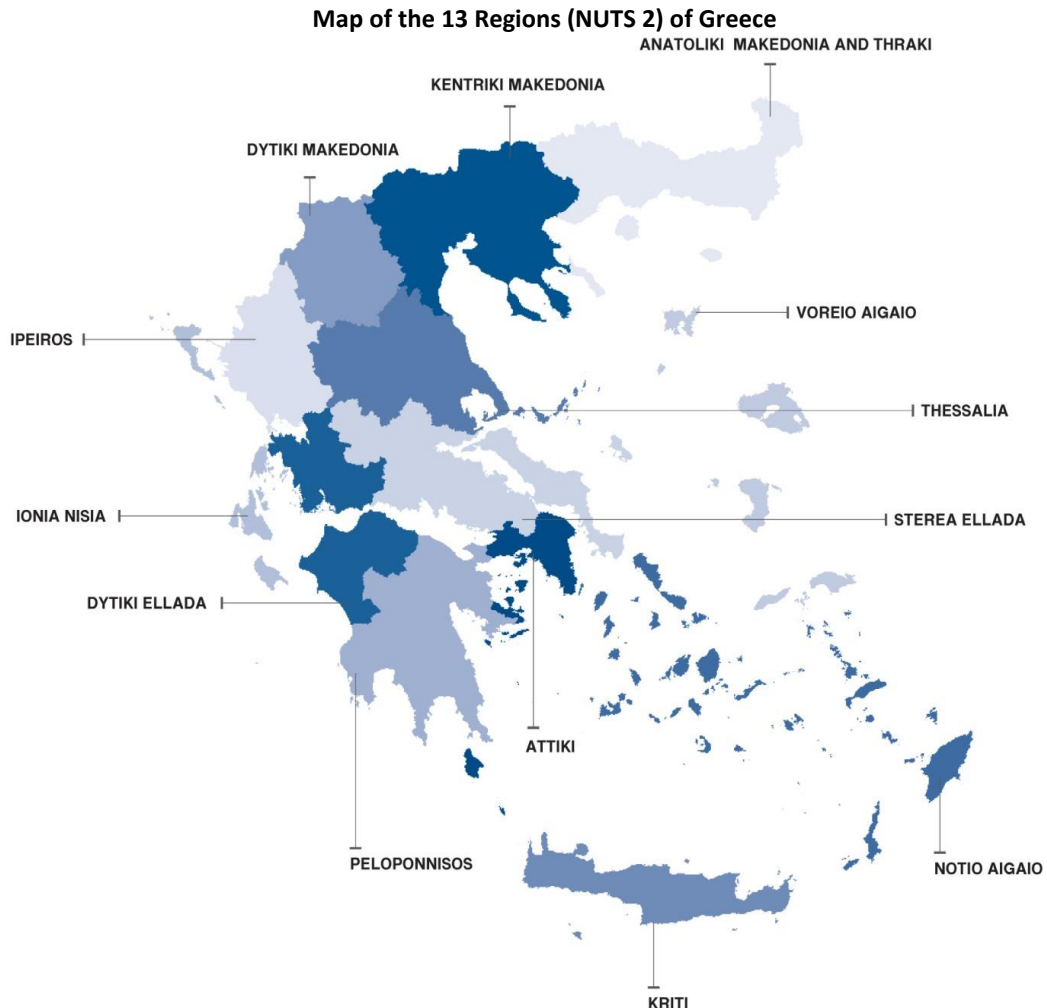
- Active enterprises and the economic activity class from the final Statistical Business Register of the reference year 2021.
- The economic activity class for the enterprises that started their activity after the reference year 2021 and have a significant turnover, from administrative registers of enterprises of the reference years 2022 and 2023.
- Income data from administrative transactions files of the reference years 2019 - 2024.

**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”. The Average Annual Individual Consumption is computed as the ratio of the Total of Retail Trade or of the Total of Retail Trade, excluding vehicles, food and fuel classes divided by the Estimated Population of the respective reference year. Detail information on the methodology for the computation of the Estimated Population are given in the [Methodological note on the estimated migration flows of 2023 and the estimated population on 1.1.2024 \(2024\)](#)

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



**Reference Period** November, December and 4<sup>th</sup> Quarter 2024, Year 2024

**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 2021 (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](http://www.statistics.gr)) at the following link: <https://www.statistics.gr/en/statistics/-/publication/SBR04/>