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PRESS RELEASE
EVOLUTION OF TURNOVER OF ENTERPRISES IN
RETAIL TRADE
DECEMBER AND 4th QUARTER 2020
ANNUAL DATA 2019, 2020

The Hellenic Statistical Authority (ELSTAT) with this sectoral publication, presents in detail the evolution of the sales/turnover of all classes of activity for 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 pandemic (COVID-19).

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 a sequel of the Press Releases published by ELSTAT ([link DT](#)) since April 2020, incorporating the most recent data on turnover from Administrative Sources **for December and 4th quarter 2020**.

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 a) data on turnover for **all enterprises** classified in the activity classes of the retail trade divisions (divisions 45 and 47 of the NACE Rev.2 classification) for the years 2019 and 2020 and for the 3rd and 4th quarter 2019 and 2020, b) data on a monthly basis, on turnover for **all enterprises obliged to double-entry accounting bookkeeping** classified in the activity classes of the retail trade divisions (divisions 45 and 47 of the NACE Rev.2 classification) for the periods November - December 2019 and 2020 and c) data on turnover for the **five biggest enterprises**, for each of the 10 largest classes, in terms of 2018 turnover, of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), for the 3rd and 4th quarter 2019 and 2020 and for the periods November - December 2019 and 2020.

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a. Total of enterprises classified in the activity classes of the retail trade divisions (Tables 1,2)

For the total of enterprises in retail trade, the turnover in the year 2020 amounted to 47.25 billion euro, recording a decrease of 8.6% in comparison with year 2019, when the respective turnover was 51.72 billion euro.

The activities that recorded the biggest increase in turnover in the **year 2020** compared with the year 2019 are:

- Retail sale via mail order houses or via Internet, increase 18.0%.
- Retail sale of computers, peripheral units and software in specialized stores, increase 13.1%.

The activities that recorded the biggest decrease in turnover in the **year 2020** compared with the year 2019 are:

- Retail sale of watches and jewellery in specialized stores, decrease 46.8%.
- Retail sale via stalls and markets of textiles, clothing and footwear, decrease 39.8%.

For the total of enterprises in retail trade, the turnover in the fourth quarter 2020 amounted to 12.47 billion euro, recording a decrease of 10.4% in comparison with the fourth quarter 2019, when the respective turnover was 13.92 billion euro and an decrease of 3.0% in comparison with the third quarter 2020, when the respective turnover was 12.86 billion euro.

The activities that recorded the biggest increase in turnover in the **fourth quarter of 2020** compared with the corresponding quarter of 2019 are:

- Retail sale via mail order houses or via Internet, increase 25.9%.
- Retail sale of computers, peripheral units and software in specialized stores, increase 18.8%.

The activities that recorded the biggest decrease in turnover in the **fourth quarter of 2020** compared with the corresponding quarter of 2019 are:

- Retail sale via stalls and markets of textiles, clothing and footwear, decrease 61.0%.
- Retail sale of clothing in specialized stores, decrease 52.1%.

Presentation of activities with biggest rates of change

The class of economic activity **“Retail sale via mail order houses or via Internet”** which recorded the biggest increase in turnover between the years 2020 and 2019 and between the fourth quarter of 2020 and the respective quarter of 2019, includes the retail sales which are conducted by enterprises via mail or internet, with the application of specific procedures, and the products either can be downloaded directly from internet or can be sent to the customer.

The class of economic activity **“Retail sale of watches and jewelry in specialized stores”** which recorded the biggest decrease in turnover between the years 2020 and 2019, includes the retail stores which mainly sell watches and jewels.

The class of economic activity **“Retail sale via stalls and markets of textiles, clothing and footwear”** which recorded the biggest decrease in turnover in the fourth quarter of 2020 compared with the corresponding quarter of 2019, includes the retail of textiles products, clothing and footwear in stalls and markets.

The main characteristics of the enterprises of these economic classes, according to the Statistical Business Register, with reference year 2017, are the following:

ECONOMIC ACTIVITY	Number of			
	Enterprises	Branches	Enterprises able to conduct electronic transactions (*)	Persons employed
Retail sale via mail order houses or via Internet	1,712	2,016		3,318
Retail sale of watches and jewellery in specialized stores	3,912	5,144	113	7,427
Retail sale via stalls and markets of textiles, clothing and footwear	1,919	2,014	5	1,794

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

b. All enterprises classified in the activity classes of the retail trade divisions obliged to double-entry accounting bookkeeping (Table 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 December 2020 amounted to 2.75 billion euro, recording a decrease of 13.7% in comparison with December 2019, when the respective turnover was 3.19 billion euro and an increase of 18.7% in comparison with November 2020, when the respective turnover was 2.32 billion euro.

The activities that recorded the biggest increase⁽¹⁾ in turnover in **December 2020** compared with December 2019 are:

- Retail sale of newspapers and stationery in specialized stores, increase 59.8%.
- Retail sale of flowers, plants, seeds, fertilizers, pet animals and pet food in specialized stores, increase 36.0%.

The activities that recorded the biggest decrease in turnover in **December 2020** compared with December 2020 are:

- Retail sale of music and video recordings in specialized stores, decrease 84.4%.
- Other retail sale in non-specialized stores, decrease 73.6%.

Presentation of activities with biggest rates of change

The class of economic activity **“Retail sale of newspapers and stationery in specialized stores”** which recorded the biggest increase in turnover in December 2020 compared with December 2019 includes the retail sale of newspapers and office supplies.

The class of economic activity **“Retail sale of music and video recordings in specialized stores”** which recorded the biggest decrease in turnover in December 2020 compared with December 2019 includes the retail sale of musical records, audio tapes, compact discs and cassettes, video tapes and DVDs, as well as the retail sale of blank tapes and discs.

The main characteristics of the enterprises that belong to these economic classes, with turnover data in December 2020 according to the Statistical Business Register, with reference year 2017, are the following:

ECONOMIC ACTIVITY	Number of			
	Enterprises with turnover data in December 2020	Branches	Enterprises able to conduct electronic transactions ^(*)	Persons employed
Retail sale of newspapers and stationery in specialized stores	29	66	4	270
Retail sale of music and video recordings in specialized stores	14	26	-	52

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

⁽¹⁾ It includes the turnover of enterprises that during 2019 submitted data to tax authorities on a quarterly basis, while during 2020 submitted data on a monthly basis.

c. 5 biggest enterprises for the 10 largest classes of the retail trade divisions (based on the 2018 turnover) (Tables 4, 5)

Based on the turnover data of the provisional Statistical Business Register 2018, the 10 largest classes of economic activity in the retail trade divisions are:

- Sale of cars and light motor vehicles
- Maintenance and repair of motor vehicles
- Wholesale trade of motor vehicle parts and accessories
- Retail sale in non-specialized stores with food, beverages or tobacco predominating
- Other retail sale in non-specialized stores
- Retail sale of automotive fuel in specialized stores
- Retail sale of hardware, paints and glass in specialized stores
- Retail sale of electrical household appliances in specialized stores
- Retail sale of clothing in specialized stores and
- Dispensing chemist in specialized stores

The activities that recorded the biggest increase in turnover in the **fourth quarter of 2020** compared with the corresponding quarter of 2019 are:

- Retail sale of hardware, paints and glass in specialized stores, increase 57.3%.
- Dispensing chemist in specialized stores, increase 14.8%.

The activities that recorded the biggest decrease in turnover in the **fourth quarter of 2020** compared with the corresponding quarter of 2019 are:

- Retail sale of clothing in specialized stores, decrease 59.0%.
- Other retail sale in non-specialized stores, decrease 46.0%.

The activities that recorded an increase in turnover in **December 2020** compared with December 2019 are:

- Dispensing chemist in specialized stores, increase 31.8%
- Retail sale in non-specialized stores with food, beverages or tobacco predominating, increase 11.6%

The activities that recorded the biggest decrease in turnover in **December 2020** compared with December 2019 are:

- Retail sale of clothing in specialized stores, decrease 80.3%
- Other retail sale in non-specialized stores, decrease 68.1%

Table 1: Annual 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 €)		SHARE IN THE TOTAL TURNOVER		RATE OF CHANGE (%) 2020/2019
Code NACE Rev.2	Description	2019	2020	2019	2020	
4511	Sale of cars and light motor vehicles	4,699,366	3,954,741	9.09	8.37	-15.8
4519	Sale of other motor vehicles	323,872	321,655	0.63	0.68	-0.7
4520	Maintenance and repair of motor vehicles	1,139,657	1,034,464	2.20	2.19	-9.2
4531	Wholesale trade of motor vehicle parts and accessories	1,429,672	1,343,516	2.76	2.84	-6.0
4532	Retail trade of motor vehicle parts and accessories	405,478	365,883	0.78	0.77	-9.8
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	465,867	437,110	0.90	0.93	-6.2
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	14,192,746	14,929,626	27.44	31.60	5.2
4719	Other retail sale in non-specialized stores	2,339,004	2,295,692	4.52	4.86	-1.9
4721	Retail sale of fruit and vegetables in specialized stores	353,252	358,477	0.68	0.76	1.5
4722	Retail sale of meat and meat products in specialized stores	1,012,440	1,015,471	1.96	2.15	0.3
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	186,334	171,825	0.36	0.36	-7.8
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	567,146	470,101	1.10	0.99	-17.1
4725	Retail sale of beverages in specialized stores	144,952	117,862	0.28	0.25	-18.7
4726	Retail sale of tobacco products in specialized stores	200,533	181,548	0.39	0.38	-9.5
4729	Other retail sale of food in specialized stores	427,226	406,779	0.83	0.86	-4.8
4730	Retail sale of automotive fuel in specialized stores	6,933,001	5,332,060	13.41	11.29	-23.1
4741	Retail sale of computers, peripheral units and software in specialized stores	669,897	757,978	1.30	1.60	13.1
4742	Retail sale of telecommunications equipment in specialized stores	508,098	504,063	0.98	1.07	-0.8
4743	Retail sale of audio and video equipment in specialized stores	55,654	50,573	0.11	0.11	-9.1
4751	Retail sale of textiles in specialized stores	348,223	303,031	0.67	0.64	-13.0
4752	Retail sale of hardware, paints and glass in specialized stores	1,187,037	1,122,061	2.30	2.37	-5.5
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	251,479	186,958	0.49	0.40	-25.7
4754	Retail sale of electrical household appliances in specialized stores	1,267,854	1,129,539	2.45	2.39	-10.9
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	555,182	468,406	1.07	0.99	-15.6

Table 1: Annual Turnover 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 TOTAL TURNOVER		Rate of Change (%) 2020/2019
Code NACE Rev.2	Description	2019	2020	2019	2020	
4761	Retail sale of books in specialized stores	186,777	169,230	0.36	0.36	-9.4
4762	Retail sale of newspapers and stationery in specialized stores	134,326	119,310	0.26	0.25	-11.2
4763	Retail sale of music and video recordings in specialized stores	8,382	5,849	0.02	0.01	-30.2
4764	Retail sale of sporting equipment in specialized stores	520,284	470,930	1.01	1.00	-9.5
4765	Retail sale of games and toys in specialized stores	884,751	691,175	1.71	1.46	-21.9
4771	Retail sale of clothing in specialized stores	2,704,375	1,715,163	5.23	3.63	-36.6
4772	Retail sale of footwear and leather goods in specialized stores	483,577	314,588	0.94	0.67	-34.9
4773	Dispensing chemist in specialized stores	3,582,347	3,730,460	6.93	7.90	4.1
4774	Retail sale of medical and orthopaedic goods in specialized stores	97,693	93,639	0.19	0.20	-4.1
4775	Retail sale of cosmetic and toilet articles in specialized stores	996,551	604,221	1.93	1.28	-39.4
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	479,776	486,983	0.93	1.03	1.5
4777	Retail sale of watches and jewellery in specialised stores	416,595	221,540	0.81	0.47	-46.8
4778	Other retail sale of new goods in specialized stores	853,436	632,426	1.65	1.34	-25.9
4779	Retail sale of second-hand goods in stores	9,630	6,620	0.02	0.01	-31.3
4781	Retail sale via stalls and markets of food, beverages and tobacco products	111,359	100,899	0.22	0.21	-9.4
4782	Retail sale via stalls and markets of textiles, clothing and footwear	9,625	5,799	0.02	0.01	-39.8
4789	Retail sale via stalls and markets of other goods	41,661	33,928	0.08	0.07	-18.6
4791	Retail sale via mail order houses or via Internet	393,347	464,065	0.76	0.98	18.0
4799	Other retail sale not in stores, stalls or markets	138,293	120,107	0.27	0.25	-13.2
Total		51,716,755	47,246,351			-8.6

Table 2: 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 (%) 2020/2019		Quarterly Rate of Change (%) 4 th Quarter/3 rd Quarter	
Code NACE Rev.2	Description	3rd Quarter 2019	4th Quarter 2019	3rd Quarter 2020	4th Quarter 2020	3rd Quarter	4th Quarter	2019	2020
4511	Sale of cars and light motor vehicles	1,149,411	1,153,915	1,120,772	1,101,948	-2.5	-4.5	0.4	-1.7
4519	Sale of other motor vehicles	69,376	88,797	88,188	104,455	27.1	17.6	28.0	18.4
4520	Maintenance and repair of motor vehicles	284,960	314,210	282,279	290,288	-0.9	-7.6	10.3	2.8
4531	Wholesale trade of motor vehicle parts and accessories	365,140	395,614	374,845	377,025	2.7	-4.7	8.3	0.6
4532	Retail trade of motor vehicle parts and accessories	105,050	115,906	101,697	102,890	-3.2	-11.2	10.3	1.2
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	134,162	108,175	133,495	101,403	-0.5	-6.3	-19.4	-24.0
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	3,905,556	3,722,162	3,737,884	4,057,816	-4.3	9.0	-4.7	8.6
4719	Other retail sale in non-specialized stores	623,259	665,987	883,326	516,548	41.7	-22.4	6.9	-41.5
4721	Retail sale of fruit and vegetables in specialized stores	105,967	79,814	93,726	88,966	-11.6	11.5	-24.7	-5.1
4722	Retail sale of meat and meat products in specialized stores	265,674	290,139	250,288	295,955	-5.8	2.0	9.2	18.2
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	52,879	41,931	46,218	42,196	-12.6	0.6	-20.7	-8.7
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	158,274	151,446	134,711	123,529	-14.9	-18.4	-4.3	-8.3
4725	Retail sale of beverages in specialized stores	45,826	35,840	37,926	30,558	-17.2	-14.7	-21.8	-19.4
4726	Retail sale of tobacco products in specialized stores	54,727	53,620	49,573	50,717	-9.4	-5.4	-2.0	2.3
4729	Other retail sale of food in specialized stores	107,742	115,658	99,167	112,194	-8.0	-3.0	7.3	13.1
4730	Retail sale of automotive fuel in specialized stores	1,741,721	1,788,205	1,384,255	1,215,190	-20.5	-32.0	2.7	-12.2
4741	Retail sale of computers, peripheral units and software in specialized stores	164,125	223,495	201,926	265,600	23.0	18.8	36.2	31.5
4742	Retail sale of telecommunications equipment in specialized stores	121,109	157,757	136,446	161,268	12.7	2.2	30.3	18.2
4743	Retail sale of audio and video equipment in specialized stores	13,855	17,102	13,556	15,867	-2.2	-7.2	23.4	17.0
4751	Retail sale of textiles in specialized stores	89,862	99,651	84,382	83,634	-6.1	-16.1	10.9	-0.9
4752	Retail sale of hardware, paints and glass in specialized stores	323,887	313,505	332,042	309,968	2.5	-1.1	-3.2	-6.6
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	66,043	80,185	57,267	48,777	-13.3	-39.2	21.4	-14.8
4754	Retail sale of electrical household appliances in specialized stores	322,939	402,439	309,435	312,970	-4.2	-22.2	24.6	1.1
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	143,633	163,821	141,261	129,610	-1.7	-20.9	14.1	-8.2

Table 2: Turnover 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 (%) 2020/2019		Quarterly Rate of Change (%) 4 th Quarter/3 rd Quarter	
Code NACE Rev.2	Description	3rd Quarter 2019	4th Quarter 2019	3rd Quarter 2020	4th Quarter 2020	3rd Quarter	4th Quarter	2019	2020
4761	Retail sale of books in specialized stores	61,029	55,192	56,036	52,746	-8.2	-4.4	-9.6	-5.9
4762	Retail sale of newspapers and stationery in specialized stores	42,252	36,849	37,596	34,453	-11.0	-6.5	-12.8	-8.4
4763	Retail sale of music and video recordings in specialized stores	2,442	2,335	1,692	1,624	-30.7	-30.4	-4.4	-4.0
4764	Retail sale of sporting equipment in specialized stores	153,790	134,421	146,543	111,291	-4.7	-17.2	-12.6	-24.1
4765	Retail sale of games and toys in specialized stores	224,246	301,662	220,546	173,792	-1.6	-42.4	34.5	-21.2
4771	Retail sale of clothing in specialized stores	716,634	791,394	555,978	379,024	-22.4	-52.1	10.4	-31.8
4772	Retail sale of footwear and leather goods in specialized stores	132,982	135,971	101,349	67,844	-23.8	-50.1	2.2	-33.1
4773	Dispensing chemist in specialized stores	887,140	945,409	902,904	987,766	1.8	4.5	6.6	9.4
4774	Retail sale of medical and orthopaedic goods in specialized stores	22,222	26,675	23,078	26,611	3.9	-0.2	20.0	15.3
4775	Retail sale of cosmetic and toilet articles in specialized stores	300,420	269,207	184,883	148,229	-38.5	-44.9	-10.4	-19.8
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	109,673	119,150	109,406	127,262	-0.2	6.8	8.6	16.3
4777	Retail sale of watches and jewellery in specialised stores	138,674	104,317	82,687	57,749	-40.4	-44.6	-24.8	-30.2
4778	Other retail sale of new goods in specialized stores	248,788	215,519	174,718	146,914	-29.8	-31.8	-13.4	-15.9
4779	Retail sale of second-hand goods in stores	2,507	2,753	1,933	1,701	-22.9	-38.2	9.8	-12.0
4781	Retail sale via stalls and markets of food, beverages and tobacco products	25,517	32,404	22,944	27,937	-10.1	-13.8	27.0	21.8
4782	Retail sale via stalls and markets of textiles, clothing and footwear	3,084	3,178	1,983	1,240	-35.7	-61.0	3.0	-37.5
4789	Retail sale via stalls and markets of other goods	11,010	11,933	9,069	9,425	-17.6	-21.0	8.4	3.9
4791	Retail sale via mail order houses or via Internet	98,418	117,747	107,854	148,198	9.6	25.9	19.6	37.4
4799	Other retail sale not in stores, stalls or markets	28,687	39,432	24,798	30,889	-13.6	-21.7	37.5	24.6
Total		13,624,692	13,924,922	12,860,662	12,474,067	-5.6	-10.4	2.2	-3.0

Table 3: 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				Annual Rate of Change (%) 2020/2019		Monthly Rate of Change (%) December/November	
Code NACE Rev.2	Description	November 2019	December 2019	November 2020	December 2020	November	December	2019	2020
4511	Sale of cars and light motor vehicles	356,535	401,921	334,823	361,036	-6.1	-10.2	12.7	7.8
4519	Sale of other motor vehicles	17,704	36,237	26,100	32,451	47.4	-10.4	104.7	24.3
4520	Maintenance and repair of motor vehicles	33,851	37,364	31,500	36,384	-6.9	-2.6	10.4	15.5
4531	Wholesale trade of motor vehicle parts and accessories	98,172	91,150	90,706	87,413	-7.6	-4.1	-7.2	-3.6
4532	Retail trade of motor vehicle parts and accessories	10,114	11,656	9,026	10,398	-10.8	-10.8	15.2	15.2
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	22,442	19,412	20,253	17,703	-9.8	-8.8	-13.5	-12.6
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	988,267	1,232,982	1,070,272	1,376,145	8.3	11.6	24.8	28.6
4719	Other retail sale in non-specialized stores	56,138	91,256	25,732	24,070	-54.2	-73.6	62.6	-6.5
4721	Retail sale of fruit and vegetables in specialized stores	5,163	5,849	5,556	6,374	7.6	9.0	13.3	14.7
4722	Retail sale of meat and meat products in specialized stores	20,130	29,553	18,716	28,382	-7.0	-4.0	46.8	51.6
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	2,203	2,093	2,270	2,425	3.0	15.9	-5.0	6.8
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	7,717	10,567	5,438	8,026	-29.5	-24.0	36.9	47.6
4725	Retail sale of beverages in specialized stores	2,225	4,039	1,857	3,494	-16.5	-13.5	81.5	88.2
4726	Retail sale of tobacco products in specialized stores	1,075	1,497	1,198	1,217	11.4	-18.7	39.3	1.6
4729	Other retail sale of food in specialized stores	9,915	11,835	11,115 ⁽¹⁾	13,373 ⁽¹⁾	12.1 ⁽¹⁾	13.0 ⁽¹⁾	19.4	20.3
4730	Retail sale of automotive fuel in specialized stores	194,891	227,641	125,789	142,597	-35.5	-37.4	16.8	13.4
4741	Retail sale of computers, peripheral units and software in specialized stores	72,713	80,593	84,537	92,858	16.3	15.2	10.8	9.8
4742	Retail sale of telecommunications equipment in specialized stores	31,228	44,141	33,018	45,197	5.7	2.4	41.4	36.9
4743	Retail sale of audio and video equipment in specialized stores	3,314	3,879	3,046	3,826	-8.1	-1.4	17.0	25.6
4751	Retail sale of textiles in specialized stores	3,295	3,797	2,362	1,955	-28.3	-48.5	15.2	-17.2
4752	Retail sale of hardware, paints and glass in specialized stores	38,322	39,494	29,935	32,877	-21.9	-16.8	3.1	9.8
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	23,638	24,948	9,826	9,602	-58.4	-61.5	5.5	-2.3
4754	Retail sale of electrical household appliances in specialized stores	119,242	129,699	83,643	92,038	-29.9	-29.0	8.8	10.0
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	23,729	29,623	15,815	20,755	-33.4	-29.9	24.8	31.2

Table 3: 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) (continued)

ECONOMIC ACTIVITY		TURNOVER				Annual Rate of Change (%) 2020/2019		Monthly Rate of Change (%) December/November	
Code NACE Rev.2	Description	November 2019	December 2019	November 2020	December 2020	November	December	2019	2020
4761	Retail sale of books in specialized stores	5,569	10,389	4,301	10,241	-22.8	-1.4	86.6	138.1
4762	Retail sale of newspapers and stationery in specialized stores	1,324	1,255	1,511 ⁽¹⁾	2,006 ⁽¹⁾	14.1 ⁽¹⁾	59.8 ⁽¹⁾	-5.2	32.8
4763	Retail sale of music and video recordings in specialized stores	111	135	10	21	-91.0	-84.4	21.6	110.0
4764	Retail sale of sporting equipment in specialized stores	33,541	29,721	23,020	18,368	-31.4	-38.2	-11.4	-20.2
4765	Retail sale of games and toys in specialized stores	85,595	135,803	46,474	46,420	-45.7	-65.8	58.7	-0.1
4771	Retail sale of clothing in specialized stores	181,504	218,193	61,083	60,857	-66.3	-72.1	20.2	-0.4
4772	Retail sale of footwear and leather goods in specialized stores	25,878	27,881	8,736	10,967	-66.2	-60.7	7.7	25.5
4773	Dispensing chemist in specialized stores	24,816	23,560	30,868	28,227	24.4	19.8	-5.1	-8.6
4774	Retail sale of medical and orthopaedic goods in specialized stores	2,676	3,834	3,007	4,075	12.4	6.3	43.3	35.5
4775	Retail sale of cosmetic and toilet articles in specialized stores	73,027	79,803	30,153	37,041	-58.7	-53.6	9.3	22.8
4776	Retail sale of flowers, plants, seeds, fertilizers, pet animals and pet food in specialized stores	8,716	9,847	10,219 ⁽¹⁾	13,394 ⁽¹⁾	17.2 ⁽¹⁾	36.0 ⁽¹⁾	13.0	31.1
4777	Retail sale of watches and jewelry in specialized stores	18,865	20,656	7,180	11,614	-61.9	-43.8	9.5	61.8
4778	Other retail sale of new goods in specialized stores	12,254	18,467	6,723	9,408	-45.1	-49.1	50.7	39.9
4779	Retail sale of second-hand goods in stores	153	236	40	92	-73.9	-61.0	54.2	130.0
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	29,104	34,531	40,490	45,311	39.1	31.2	18.6	11.9
4799	Other retail sale not in stores, stalls or markets	2,312	3,561	1,656	2,245	-28.4	-37.0	54.0	35.6
Total		2,647,473	3,189,101	2,318,006	2,750,884	-12.4	-13.7	20.5	18.7

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

(1) It includes the turnover of enterprises that during 2019 submitted data to tax authorities on a quarterly basis, while during 2020 submitted data on a monthly basis.

(-) There are no enterprises with monthly data in the specific economic class.

Note: 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 4: Turnover for the 5 biggest enterprises in the 10 largest classes of retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)

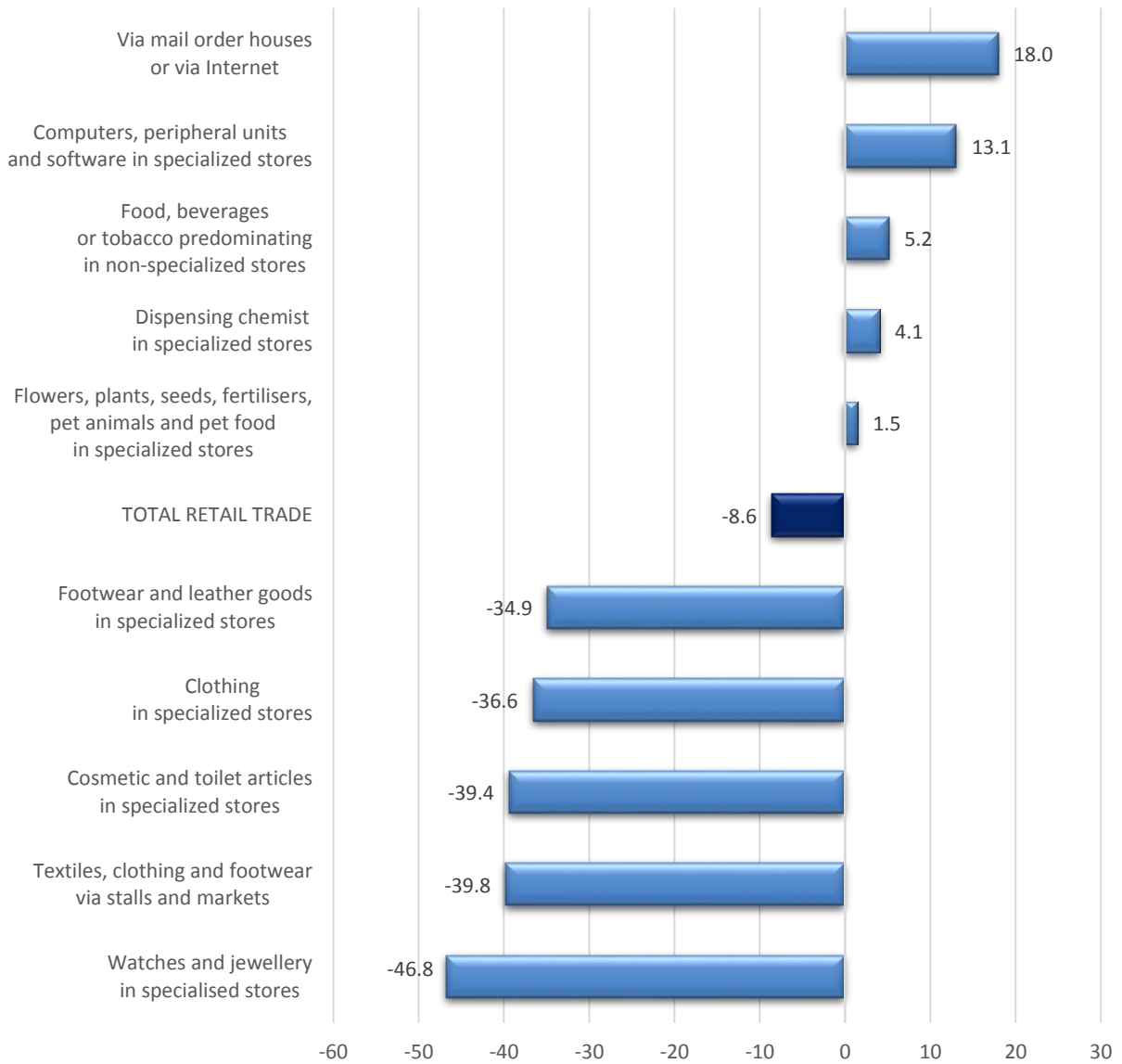
ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2020/2019		Quarterly Rate of Change (%) 4th Quarter / 3rd Quarter	
Code NACE Rev.2	Description	3rd Quarter 2019	4th Quarter 2019	3rd Quarter 2020	4th Quarter 2020	3rd Quarter	4th Quarter	2019	2020
4511	Sale of cars and light motor vehicles	375,434	345,391	354,213	339,889	-5.7	-1.6	-8.0	-4.0
4520	Maintenance and repair of motor vehicles	58,652	62,169	61,634	59,427	5.1	-4.4	6.0	-3.6
4531	Wholesale trade of motor vehicle parts and accessories	60,821	65,096	64,787	61,931	6.5	-4.9	7.0	-4.4
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	2,253,220	2,417,677	2,285,659	2,655,554	1.4	9.8	7.3	16.2
4719	Other retail sale in non-specialized stores	127,433	135,183	114,590	72,948	-10.1	-46.0	6.1	-36.3
4730	Retail sale of automotive fuel in specialized stores	468,158	453,036	399,251	314,485	-14.7	-30.6	-3.2	-21.2
4752	Retail sale of hardware, paints and glass in specialized stores	56,530	27,161	62,092	42,728	9.8	57.3	-52.0	-31.2
4754	Retail sale of electrical household appliances in specialized stores	193,602	259,280	176,597	179,851	-8.8	-30.6	33.9	1.8
4771	Retail sale of clothing in specialized stores	188,474	245,270	139,324	100,530	-26.1	-59.0	30.1	-27.8
4773	Dispensing chemist in specialized stores	13,615	14,987	15,166	17,205	11.4	14.8	10.1	13.4

Table 5: Turnover for the 5 biggest enterprises in the 10 largest classes of retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)

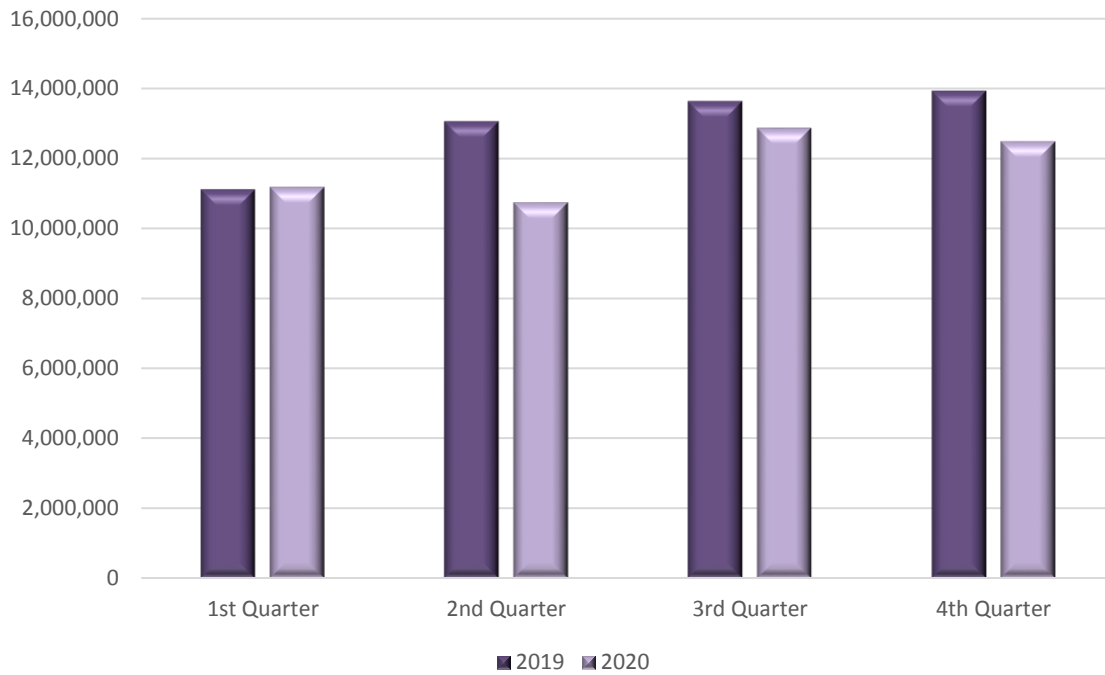
ECONOMIC ACTIVITY		TURNOVER				Annual Rate of Change (%) 2020/2019		Monthly Rate of Change (%) December/November	
Code NACE Rev.2	Description	November 2019	December 2019	November 2020	December 2020	November	December	2019	2020
4511	Sale of cars and light motor vehicles	119,747	117,086	117,374	106,160	-2.0	-9.3	-2.2	-9.6
4520	Maintenance and repair of motor vehicles	19,755	21,722	17,634	21,293	-10.7	-2.0	10.0	20.7
4531	Wholesale trade of motor vehicle parts and accessories	23,821	17,517	21,291	17,205	-10.6	-1.8	-26.5	-19.2
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	738,677	931,682	795,060	1,039,879	7.6	11.6	26.1	30.8
4719	Other retail sale in non-specialized stores	46,653	47,823	17,314	15,236	-62.9	-68.1	2.5	-12.0
4730	Retail sale of automotive fuel in specialized stores	139,531	162,454	87,866	99,597	-37.0	-38.7	16.4	13.4
4752	Retail sale of hardware, paints and glass in specialized stores	18,326	18,237	10,224	10,491	-44.2	-42.5	-0.5	2.6
4754	Retail sale of electrical household appliances in specialized stores	96,240	102,643	61,930**	67,633**	-35.7	-34.1	6.7	9.2
4771	Retail sale of clothing in specialized stores	82,859	93,709	24,502	18,479	-70.4	-80.3	13.1	-24.6
4773	Dispensing chemist in specialized stores	3,460**	3,402**	4,575**	4,485**	32.2	31.8	-1.7	-2.0

(**) Monthly data are available for less than the 5 biggest enterprises

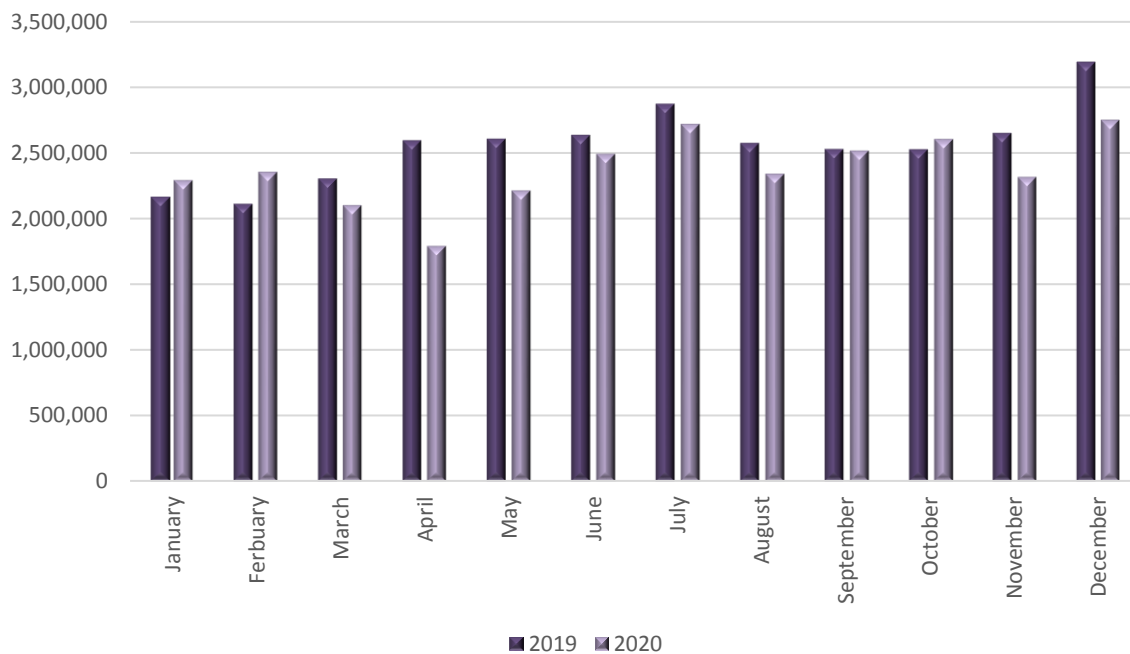
Graph 1. Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification), **2020 / 2019**



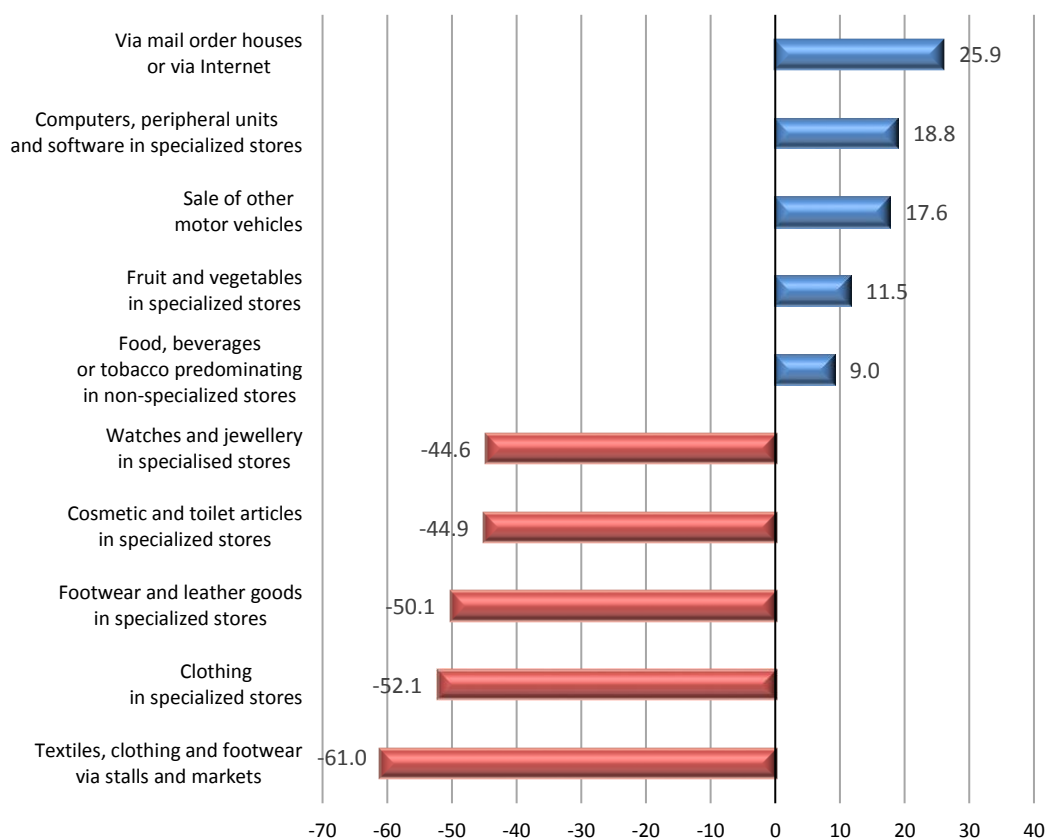
Graph 2: Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)



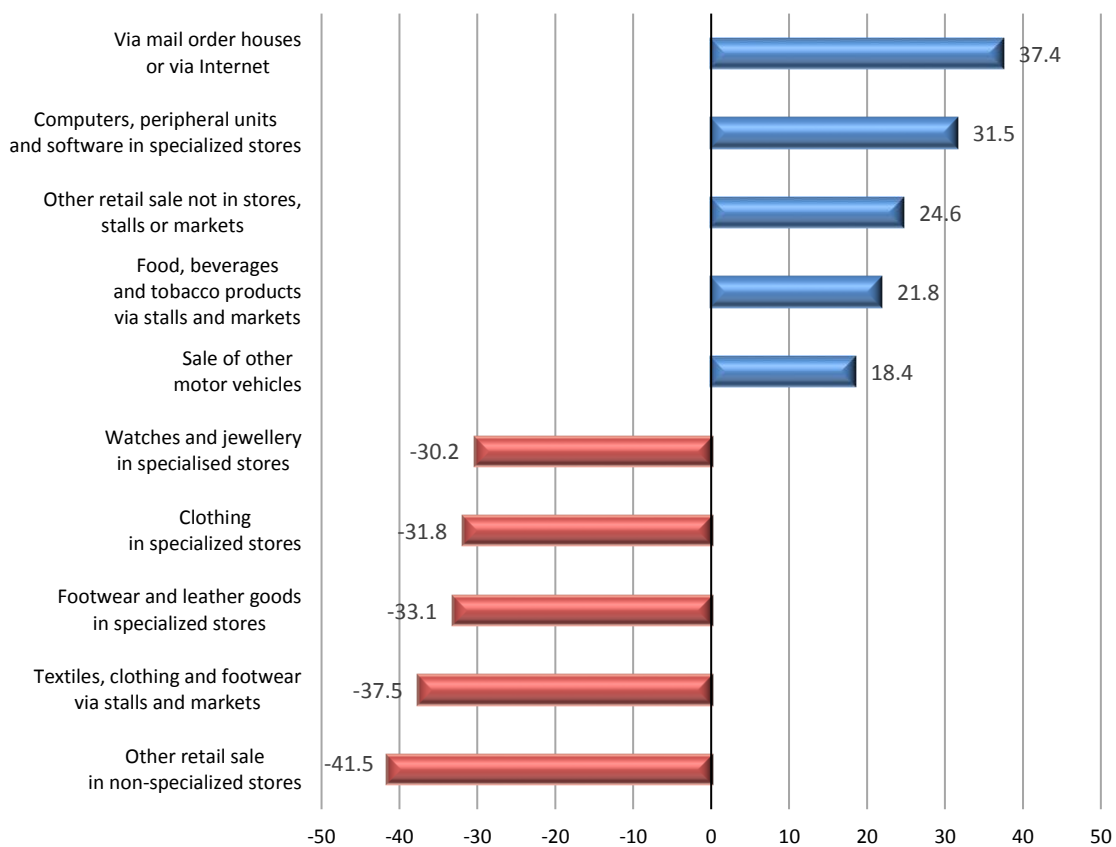
Graph 3: Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)



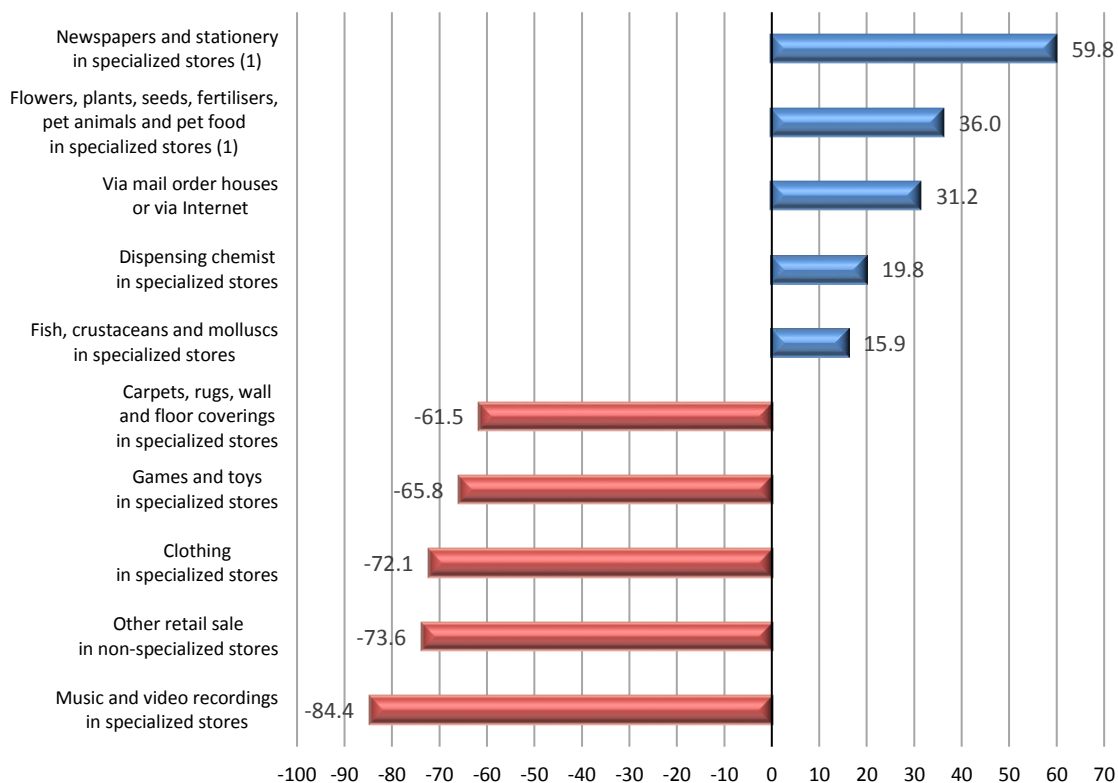
Graph 4. Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification), **4th quarter 2020 / 4th quarter 2019**



Graph 5. 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 2020 / 3rd quarter 2020**

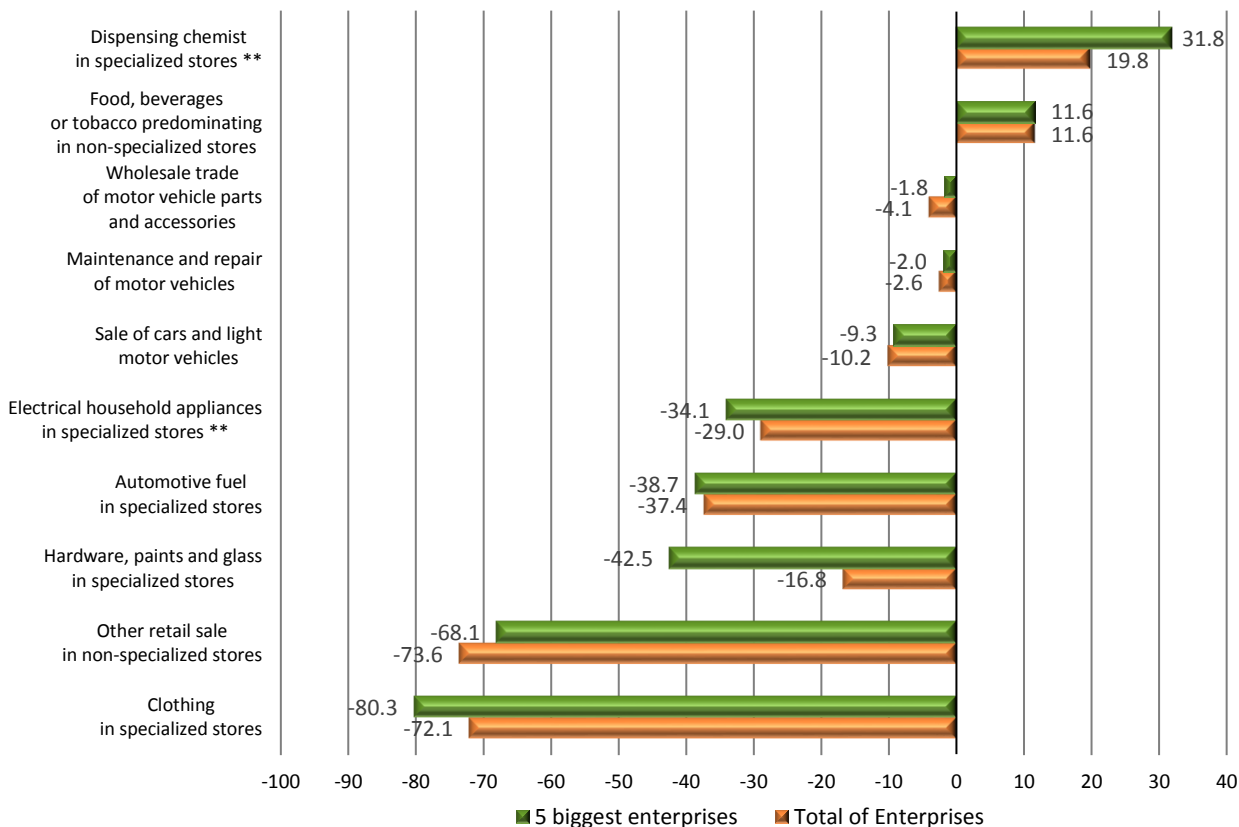


Graph 6: Biggest changes (%) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) December 2020 / December 2019



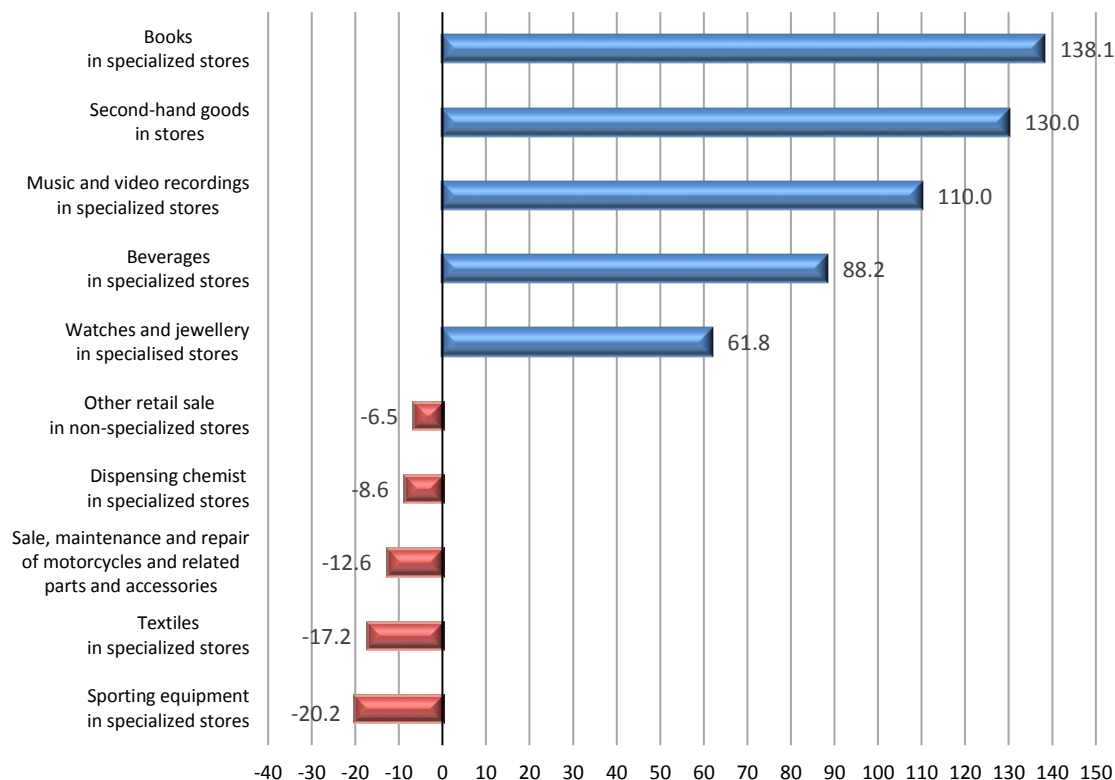
⁽¹⁾ It includes the turnover of enterprises that during 2019 submitted data to tax authorities on a quarterly basis, while during 2020 submitted data on a monthly basis.

Graph 7: Changes (%) for the 5 biggest enterprises in the 10 largest classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and corresponding changes for the total of enterprises of the same classes December 2020 / December 2019

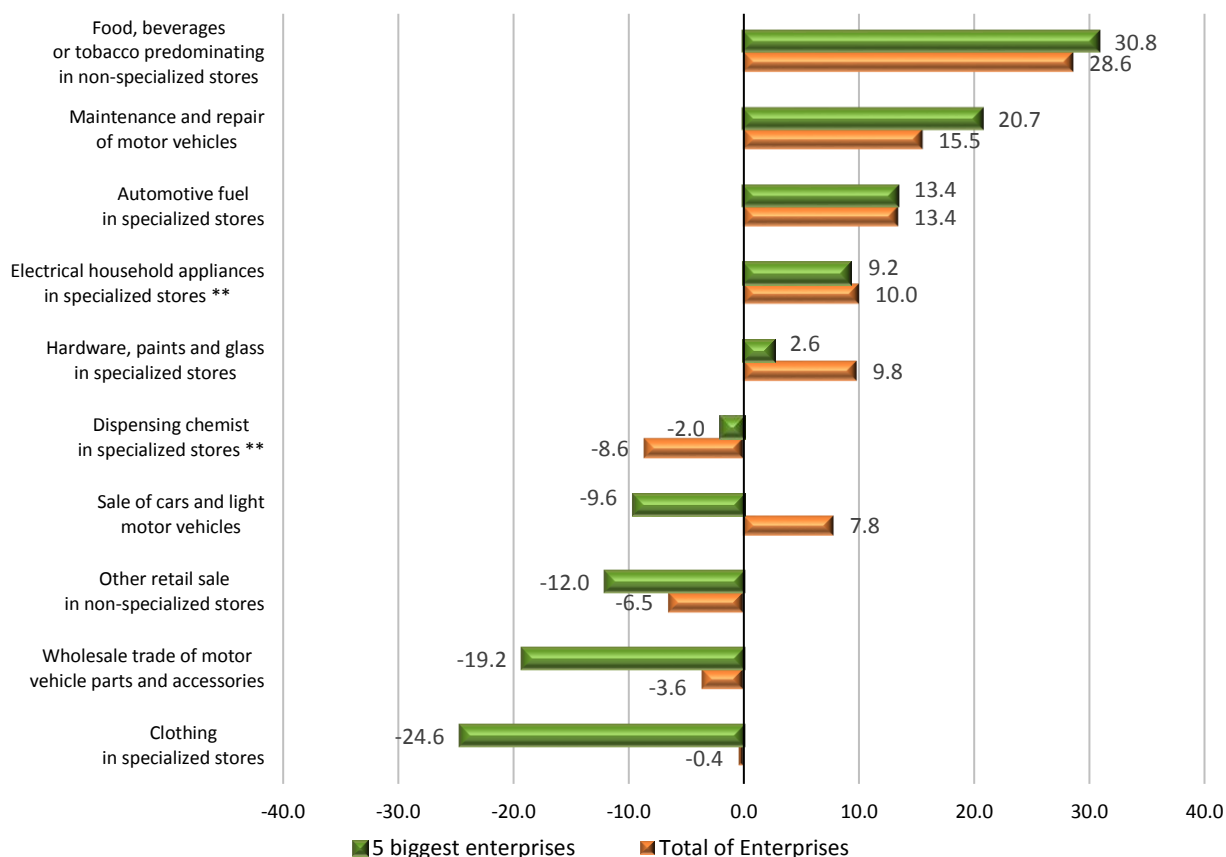


(**) For the activity "Dispensing chemist in specialized stores" monthly data are available for less than the five (5) biggest enterprises. For the activity "Retail sale of electrical household appliances in specialized stores" monthly data for December 2020 are available for less than the five (5) biggest enterprises.

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 2020 / November 2020



Graph 9: Changes (%) for the 5 biggest enterprises in the 10 largest classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and corresponding changes for the total of enterprises of the same classes December 2020 / November 2020



(**) For the activity "Dispensing chemist in specialized stores" monthly data are available for less than the five (5) biggest enterprises. For the activity "Retail sale of electrical household appliances in specialized stores" monthly data for November and December 2020 are available for less than the five (5) biggest enterprises.

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 most recent published Statistical Business Register of ELSTAT, of the reference year 2017 and the corresponding provisional Statistical Business Register of ELSTAT of the reference year 2018.
- Administrative transactions files (tax, etc.) of the reference years 2018, 2019 and 2020.

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

- Active enterprises and the economic activity class from the Statistical Business Register of the reference year 2017.
- The 5 largest enterprises in the 10 largest classes of retail trade divisions on the basis of turnover, according to the provisional Statistical Business Register of ELSTAT of the reference year 2018.
- Income data from administrative transaction files of the years 2018, 2019 and 2020.

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

Reference Period December and 4th quarter 2020.

Statistical unit The statistical unit is the legal unit (distinct VAT numbers).

Comparability The announced statistical data are comparable with the data of the most recent Statistical Business Register of ELSTAT, of the reference year 2017 (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/>