



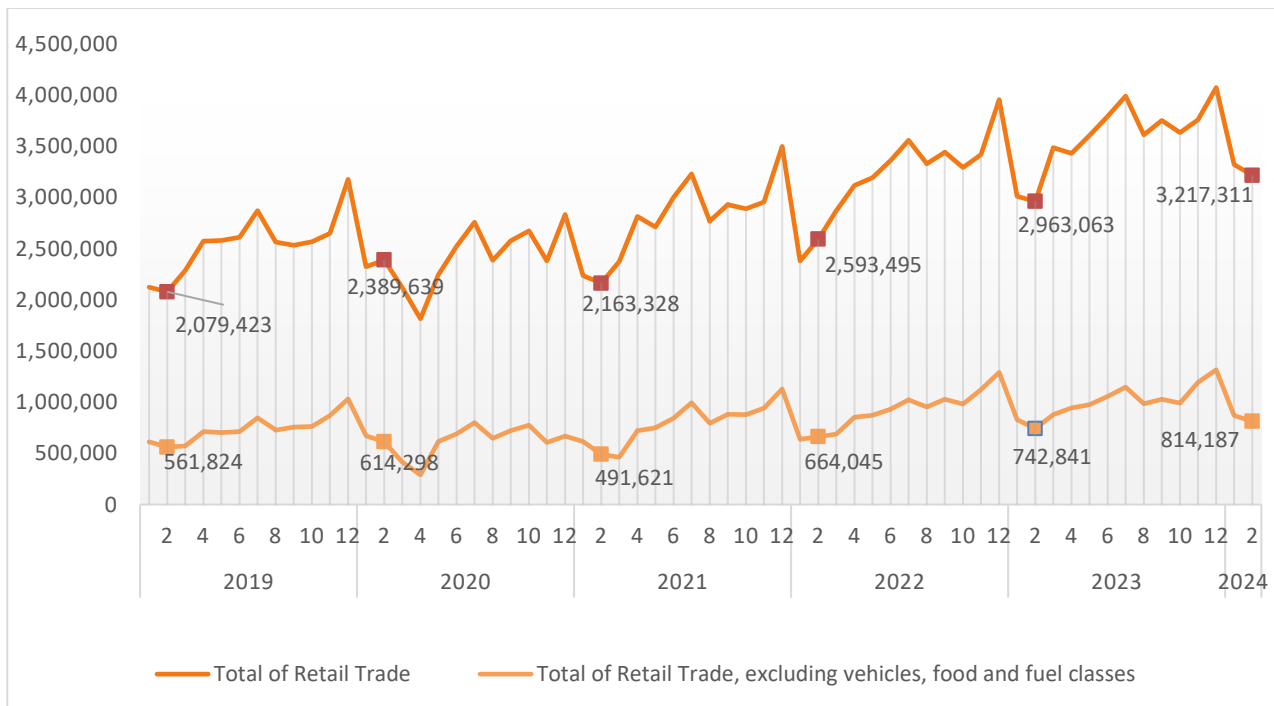
EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE FEBRUARY 2024

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 February 2024.

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 **February 2024** amounted to 3.22 billion euro, recording an increase of 8.6% in comparison with February 2023, when the respective turnover was 2.96 billion euro and a decrease of 3.2% in comparison with January 2024, when the respective turnover was 3.32 billion euro (Graph 1, Table 1).

For the **enterprises in retail trade divisions, excluding vehicles, food and fuel classes¹, obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the turnover in **February 2024** amounted to 0.81 billion euro, recording an increase of 9.6% in comparison with February 2023, when the respective turnover was 0.74 billion euro and a decrease of 6.2% in comparison with January 2024, when the respective turnover was 0.87 billion euro (Graph 1, Table 1).

Graph 1: Evolution of Monthly Turnover (in thousand €) of the enterprises in Retail Trade and of the enterprises in Retail Trade, excluding vehicles, food and fuel classes, obliged to double-entry accounting bookkeeping



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

1 Enterprises in retail trade divisions (Tables 1, 2)

For the **enterprises in retail trade divisions obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the activities that recorded the biggest increase in turnover in **February 2024** compared with February 2023 are:

- Retail sale of music and video recordings in specialized stores, increase 32.6%.
- Sale of other motor vehicles, increase 29.7%.

The activities that recorded decrease in turnover in **February 2024** compared with February 2023 are:

- Retail sale of audio and video equipment in specialized stores, decrease 14.6%.
- Retail sale of newspapers and stationery in specialized stores, decrease 3.2%.

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

- Region of Kentriki Makedonia, increase 12.5%.
- Region of Dytiki Ellada, increase 9.1%.

2 Enterprises in retail trade divisions, excluding vehicles, food and fuel classes² (Table 2)

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

- Region of Attiki, increase 8.3%.
- Region of Sterea Ellada, increase 5.7%.

3 Small and medium sized enterprises³ (Table 3)

3.1 Small and medium sized enterprises in retail trade divisions

For the **small and medium sized enterprises in retail trade divisions obliged to double-entry accounting bookkeeping**, for which data are available on monthly basis, the turnover in **February 2024** amounted to 1.11 billion euro, recording an increase of 12.0% in comparison with February 2023, when the respective turnover was 0.99 billion euro.

3.2 Small and medium sized enterprises in retail trade divisions, excluding vehicles, food and fuel classes

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 **February 2024** amounted to 0.43 billion euro, recording an increase of 11.6% in comparison with February 2023, when the respective turnover was 0.38 billion euro.

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

³ The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 7.

Table 1: Turnover (in thousand €) of the 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 (%) February / January	
Code NACE Rev.2	Description	January 2023	February 2023	January 2024	February 2024	January	February	2023	2024
4511	Sale of cars and light motor vehicles	535,505	560,419	645,188	629,796	20.5	12.4	4.7	-2.4
4519	Sale of other motor vehicles	35,528	34,142	45,047	44,270	26.8	29.7	-3.9	-1.7
4520	Maintenance and repair of motor vehicles	25,044	24,336	<u>29,471</u>	<u>34,373</u>	<u>17.7</u>	<u>41.2</u>	-2.8	16.6
4531	Wholesale trade of motor vehicle parts and accessories	122,265	119,499	138,721	136,105	13.5	13.9	-2.3	-1.9
4532	Retail trade of motor vehicle parts and accessories	*	*	*	*	*	*	*	*
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	28,496	32,470	<u>33,508</u>	<u>39,833</u>	<u>17.6</u>	<u>22.7</u>	13.9	18.9
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,105,679	1,115,998	1,207,778	1,173,199	9.2	5.1	0.9	-2.9
4719	Other retail sale in non-specialized stores	47,395	44,457	<u>46,763</u>	**	<u>-1.3</u>	**	-6.2	**
4721	Retail sale of fruit and vegetables in specialized stores	**	**	<u>7,224</u>	<u>7,099</u>	**	**	**	-1.7
4722	Retail sale of meat and meat products in specialized stores	25,876	27,485	<u>27,763</u>	<u>29,967</u>	<u>7.3</u>	<u>9.0</u>	6.2	7.9
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	3,244	4,590	<u>4,430</u>	<u>4,242</u>	<u>36.6</u>	<u>-7.6</u>	41.5	-4.2
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	11,355	10,815	11,783	11,391	3.8	5.3	-4.8	-3.3
4725	Retail sale of beverages in specialized stores	3,553	3,346	<u>4,299</u>	<u>3,895</u>	<u>21.0</u>	<u>16.4</u>	-5.8	-9.4
4726	Retail sale of tobacco products in specialized stores	3,117	2,829	3,288	**	5.5	**	-9.2	**
4729	Other retail sale of food in specialized stores	14,932	14,424	<u>17,226</u>	<u>17,348</u>	<u>15.4</u>	<u>20.3</u>	-3.4	0.7
4730	Retail sale of automotive fuel in specialized stores	253,317	253,692	<u>265,367</u>	<u>257,694</u>	<u>4.8</u>	<u>1.6</u>	0.1	-2.9
4741	Retail sale of computers, peripheral units and software in specialized stores	87,206	79,133	86,719	79,416	-0.6	0.4	-9.3	-8.4
4742	Retail sale of telecommunications equipment in specialized stores	17,053	16,588	<u>14,878</u>	<u>12,936</u>	<u>-12.8</u>	<u>-22.0</u>	-2.7	-13.1
4743	Retail sale of audio and video equipment in specialized stores	3,807	3,535	3,318	3,020	-12.8	-14.6	-7.1	-9.0
4751	Retail sale of textiles in specialized stores	2,140	2,382	2,119	2,584	-1.0	8.5	11.3	21.9
4752	Retail sale of hardware, paints and glass in specialized stores	43,421	46,540	<u>48,714</u>	<u>60,311</u>	<u>12.2</u>	<u>29.6</u>	7.2	23.8
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	972	893	1,076	1,093	10.7	22.4	-8.1	1.6
4754	Retail sale of electrical household appliances in specialized stores	92,083	69,988	75,361	73,177	-18.2	4.6	-24.0	-2.9
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	37,861	35,448	42,629	44,349	12.6	25.1	-6.4	4.0

Table 1: Turnover (in thousand €) of the 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 (%) February / January	
Code NACE Rev.2	Description	January 2023	February 2023	January 2024	February 2024	January	February	2023	2024
4761	Retail sale of books in specialized stores	5,372	4,427	5,184	5,058	-3.5	14.3	-17.6	-2.4
4762	Retail sale of newspapers and stationery in specialized stores	1,373	1,286	1,275	1,245	-7.1	-3.2	-6.3	-2.4
4763	Retail sale of music and video recordings in specialized stores	60	46	64	61	6.7	32.6	-23.3	-4.7
4764	Retail sale of sporting equipment in specialized stores	42,646	37,563	45,657	41,683	7.1	11.0	-11.9	-8.7
4765	Retail sale of games and toys in specialized stores	57,657	64,290	62,044	64,828	7.6	0.8	11.5	4.5
4771	Retail sale of clothing in specialized stores	177,841	131,880	188,977	145,161	6.3	10.1	-25.8	-23.2
4772	Retail sale of footwear and leather goods in specialized stores	22,138	**	25,055	21,406	13.2	**	**	-14.6
4773	Dispensing chemist in specialized stores	48,850	46,420	<u>53,499</u>	<u>54,438</u>	<u>9.5</u>	<u>17.3</u>	-5.0	1.8
4774	Retail sale of medical and orthopaedic goods in specialized stores	3,874	4,742	<u>5,342</u>	<u>5,924</u>	<u>37.9</u>	<u>24.9</u>	22.4	10.9
4775	Retail sale of cosmetic and toilet articles in specialized stores	58,488	50,084	67,481	62,114	15.4	24.0	-14.4	-8.0
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	8,999	9,399	<u>10,233</u>	<u>11,771</u>	<u>13.7</u>	<u>25.2</u>	4.4	15.0
4777	Retail sale of watches and jewellery in specialised stores	15,505	17,153	18,845	19,161	21.5	11.7	10.6	1.7
4778	Other retail sale of new goods in specialized stores	17,065	19,493	<u>21,063</u>	<u>19,847</u>	<u>23.4</u>	<u>1.8</u>	14.2	-5.8
4779	Retail sale of third-hand goods in stores	**	698	<u>1,666</u>	**	**	**	**	**
4781	Retail sale via stalls and markets of food, beverages and tobacco products	*	*	*	*	*	*	*	*
4782	Retail sale via stalls and markets of textiles, clothing and footwear	*	*	*	*	*	*	*	*
4789	Retail sale via stalls and markets of other goods	*	*	*	*	*	*	*	*
4791	Retail sale via mail order houses or via Internet	30,426	29,605	34,523	32,903	13.5	11.1	-2.7	-4.7
4799	Other retail sale not in stores, stalls or markets	2,029	2,485	<u>2,443</u>	<u>2,382</u>	<u>20.4</u>	<u>-4.1</u>	22.5	-2.5
Total without vehicles, food and fuel classes⁽¹⁾		828,458	742,841	868,221	814,187	4.8	9.6	-10.3	-6.2
Total		3,012,265	2,963,063	3,322,972	3,217,311	10.3	8.6	-1.6	-3.2

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 a impact on the aggregated data of more than 3.0% in absolute figures.

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

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

REGION / REGIONAL UNIT	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes ⁽¹⁾ (in thousand €)		
	February 2023	February 2024	February 2024/2023 (%)	February 2023	February 2024	February 2024/2023 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	36,254	<u>36,109</u>	-0.4	10,511	<u>11,256</u>	7.1
REGION OF KENTRIKI MAKEDONIA	368,852	414,769	12.5	53,615	<u>61,475</u>	14.7
Regional Unit of Thessaloniki	334,614	375,447	12.2	40,813	46,663	14.3
REGION OF DYTIKI MAKEDONIA	14,636	15,752	7.6	4,106	<u>3,681</u>	-10.4
REGION OF IPEIROS	25,113	<u>25,028</u>	-0.3	6,504	<u>6,590</u>	1.3
REGION OF THESSALIA	34,549	<u>39,752</u>	15.1	11,630	<u>13,228</u>	13.7
REGION OF STEREA ELLADA	27,301	28,597	4.8	13,748	14,525	5.7
REGION OF IONIA NISSIA	17,089	<u>19,310</u>	13.0	5,624	<u>6,925</u>	23.1
REGION OF DYTIKI ELLADA	39,343	42,911	9.1	10,092	10,325	2.3
REGION OF PELOPONNISOS	31,560	<u>36,486</u>	15.6	6,735	<u>8,998</u>	33.6
REGION OF ATTIKI	2,240,894	2,411,292	7.6	582,686	631,025	8.3
REGION OF VOREIO AIGAIO	11,747	<u>12,426</u>	5.8	4,456	<u>5,218</u>	17.1
REGION OF NOTIO AIGAIO	34,684	<u>40,633</u>	17.2	7,791	<u>10,646</u>	36.6
REGION OF KRITI	81,041	<u>94,246</u>	16.3	25,343	<u>30,295</u>	19.5
Total	2,963,063	3,217,311	8.6	742,841	814,187	9.6

Notes:

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

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

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

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

Enterprise Size	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes ⁽²⁾ (in thousand €)		
	February 2023	February 2024	February 2024/2023 (%)	February 2023	February 2024	February 2024/2023 (%)
Medium Enterprises	380,074	406,899	7.1	133,224	147,672	10.8
Small Enterprises	439,367	<u>502,257</u>	14.3	170,057	<u>187,448</u>	10.2
Micro Enterprises	168,935	<u>198,198</u>	17.3	80,948	<u>93,532</u>	15.6
Small and Medium Sized Enterprises	988,376	1,107,354	12.0	384,229	428,652	11.6
Small and Medium Sized Enterprises / Total of Enterprises (%)	33.4	34.4		51.7	52.6	

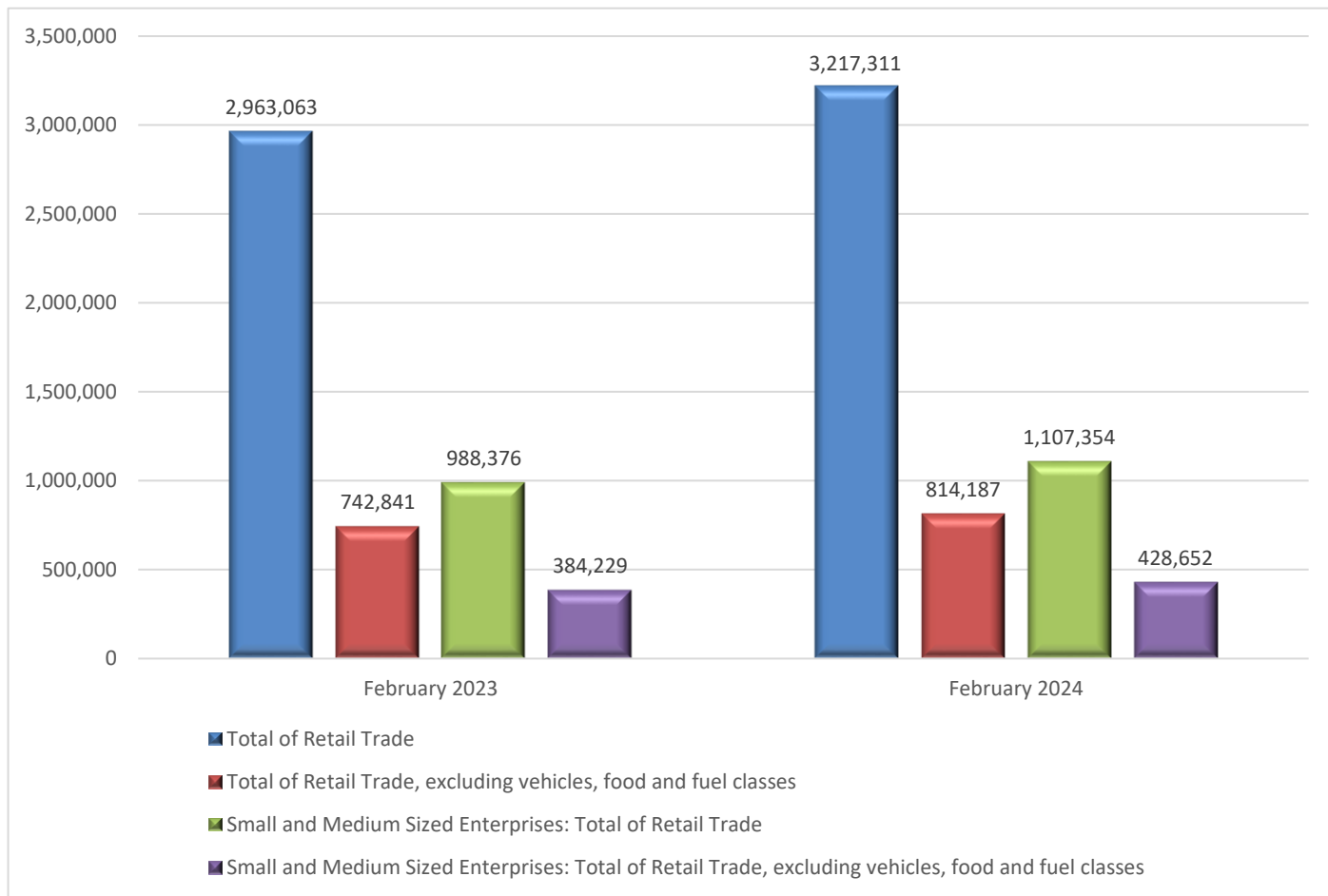
Notes:

(1) The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 7.

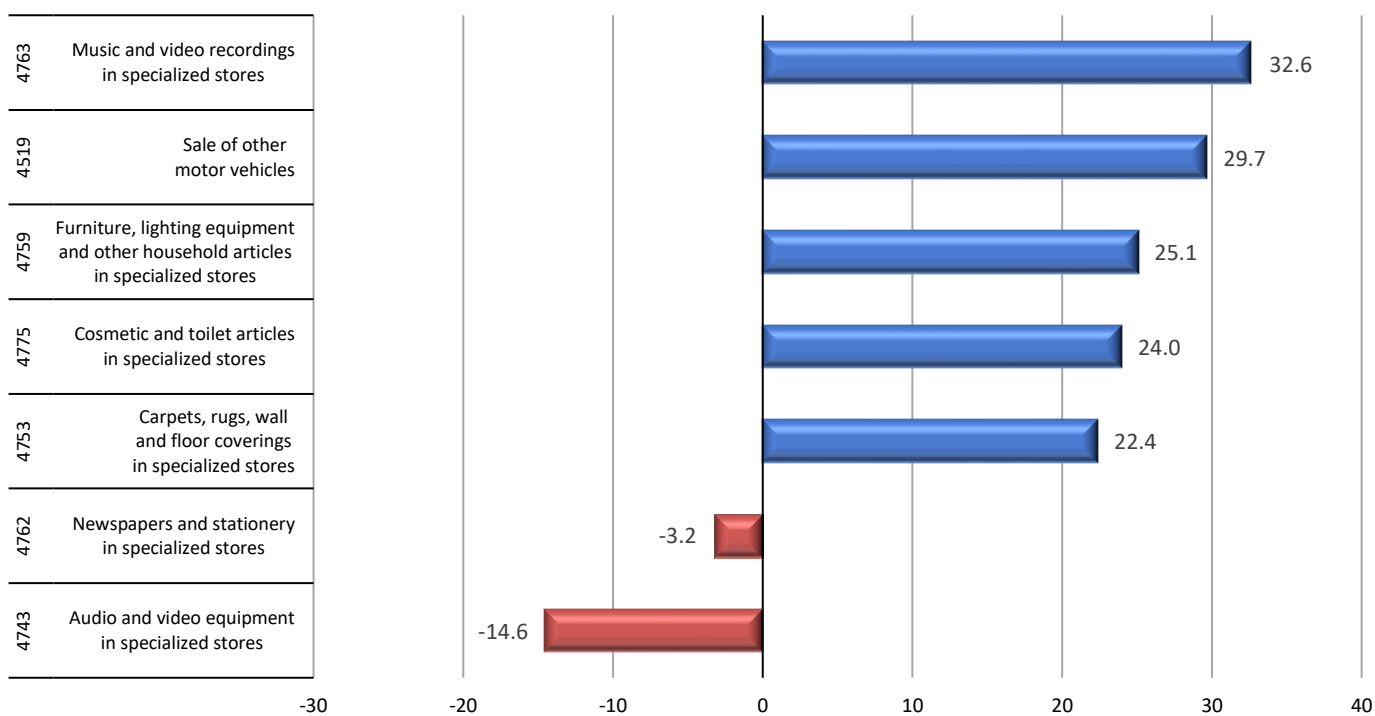
(2) In the "Total of Retail Trade, excluding vehicles, food and fuel classes" the economic activities 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

(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: Turnover (in thousand €) of 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 3: 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) **February 2024 / February 2023**



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 the reference years 2022 and 2023.
- Administrative transactions files (tax, etc) of the reference years 2019 to 2024.

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

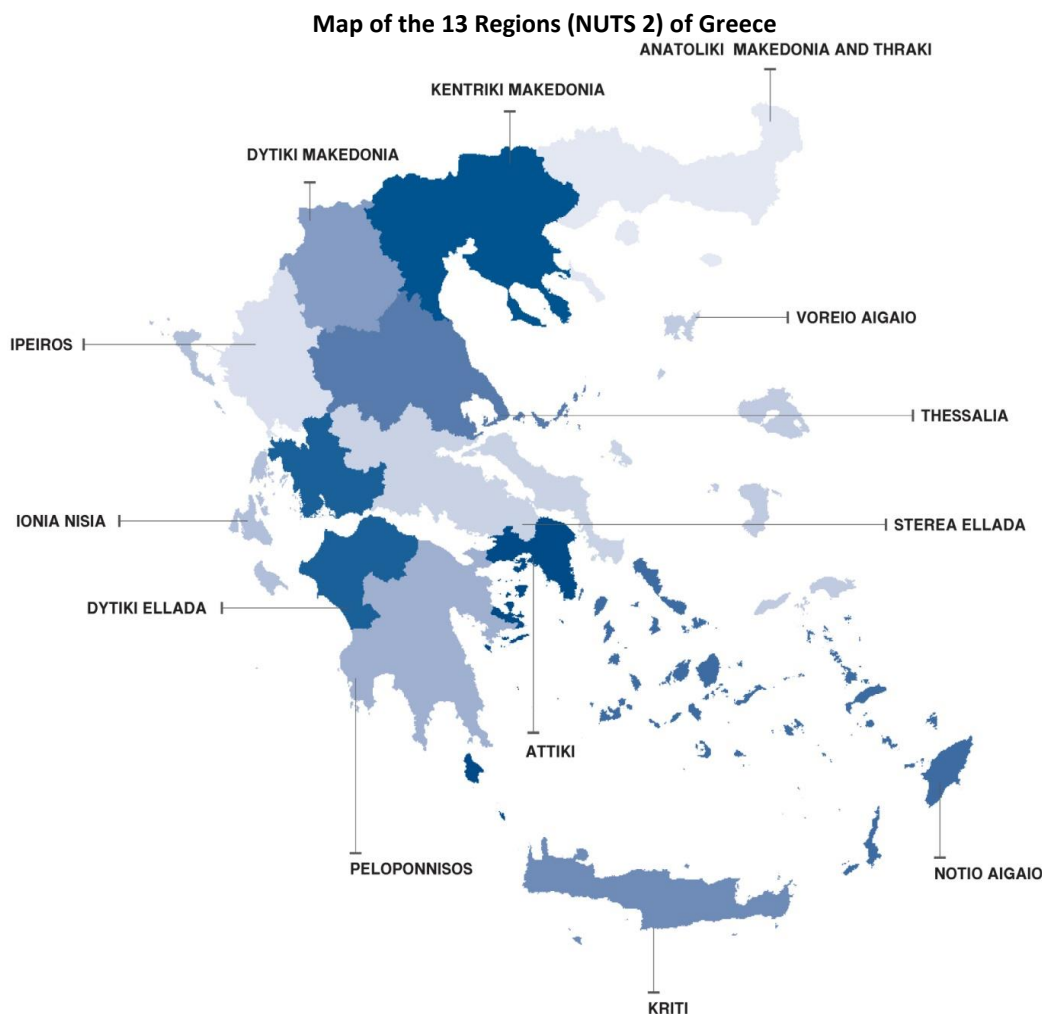
- Active enterprises and the economic activity class from the final Statistical Business Register of the reference year 2021.
- The economic activity class for the enterprises that started their activity after the reference year 2021 and have a significant turnover, from administrative registers of enterprises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

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



Reference Period February 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) at the following link: <https://www.statistics.gr/en/statistics/-/publication/SBR04/->.