



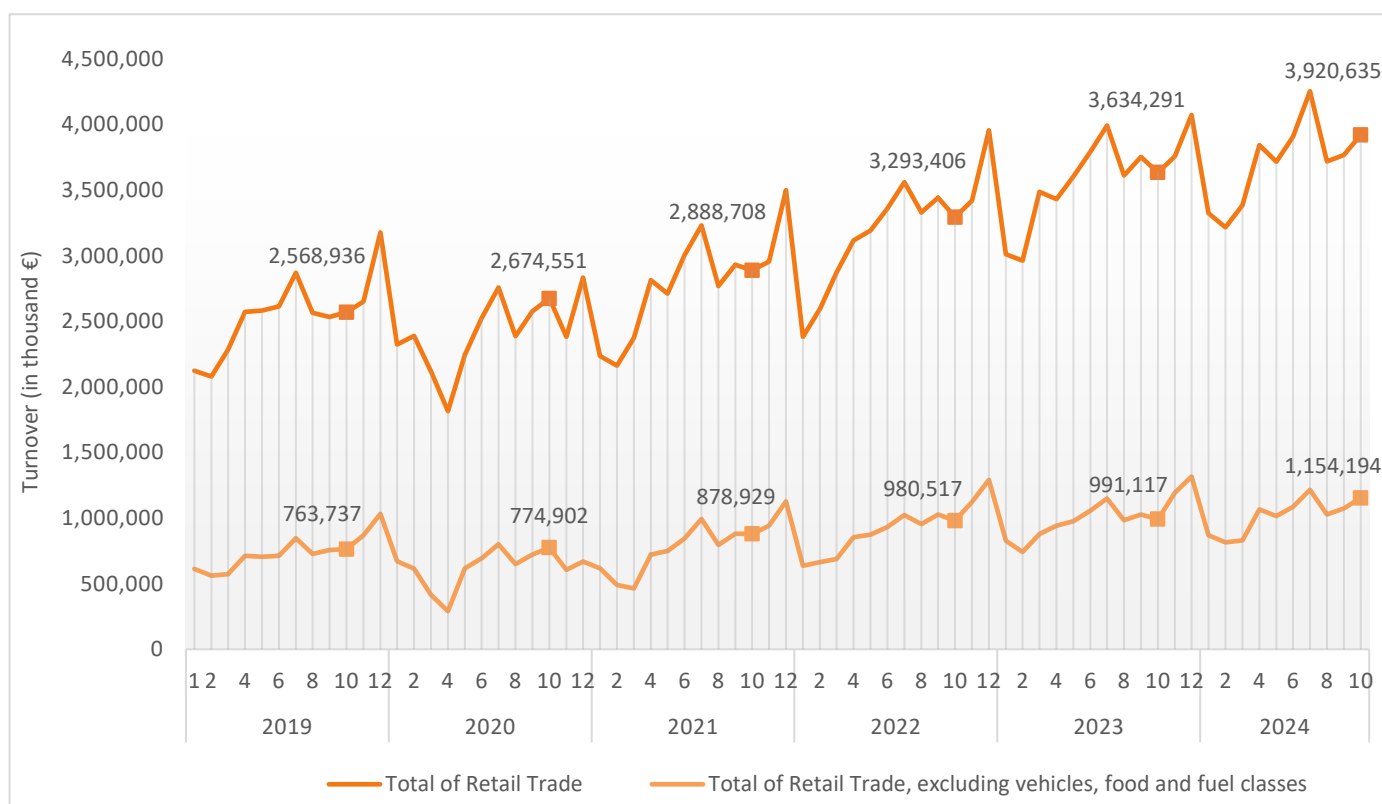
EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE OCTOBER 2024

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 **October 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 **October 2024** amounted to 3.92 billion euro, recording an increase of 7.9% in comparison with October 2023, when the respective turnover was 3.63 billion euro and an increase of 4.1% in comparison with September 2024, when the respective turnover was 3.77 billion euro.

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 **October 2024** amounted to 1.15 billion euro, recording an increase of 16.5% in comparison with October 2023, when the respective turnover was 0.99 billion euro and an increase of 7.6% in comparison with September 2024, when the respective turnover was 1.07 billion euro.

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



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1. Total of enterprises in retail trade

1.1 Monthly Data - Enterprises obliged to double-entry accounting bookkeeping (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 **October 2024** compared with October 2023 are:

- Sale of other motor vehicles, increase 34.3%.
- Retail sale of sporting equipment in specialized stores, increase 22.1%.

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

- Retail sale of audio and video equipment in specialized stores, decrease 11.2%.
- Retail sale of newspapers and stationery in specialized stores, decrease 8.6%.

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

- Region of Attiki, increase 8.2%.
- Region of Kentriki Makedonia, increase 7.7%.

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

- Region of Dytiki Makedonia, decrease 5.9%.

2. Enterprises in retail trade divisions, excluding vehicles, food and fuel classes¹

2.2 Monthly Data (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 **October 2024** compared with October 2023 are:

- Region of Attiki, increase 18.1%.
- Region of Sterea Ellada, increase 14.6%.

3. Small and medium sized enterprises (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 a monthly basis, the turnover in **October 2024** amounted to 1.30 billion euro, recording an increase of 5.9% in comparison with October 2023, when the respective turnover was 1.23 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 **October 2024** amounted to 0.52 billion euro, recording an increase of 10.2% in comparison with October 2023, when the respective turnover was 0.47 billion euro.

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

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 (%) October / September	
Code NACE Rev.2	Description	September 2023	October 2023	September 2024	October 2024	September	October	2023	2024
4511	Sale of cars and light motor vehicles	653,032	662,748	606,815	635,268	-7.1	-4.1	1.5	4.7
4519	Sale of other motor vehicles	51,414	48,789	57,549	65,502	11.9	34.3	-5.1	13.8
4520	Maintenance and repair of motor vehicles	29,617	29,897	<u>34,919</u>	<u>34,731</u>	<u>17.9</u>	<u>16.2</u>	0.9	-0.5
4531	Wholesale trade of motor vehicle parts and accessories	148,179	150,756	165,966	170,280	12.0	13.0	1.7	2.6
4532	Retail trade of motor vehicle parts and accessories	*	*	*	*	*	*	*	*
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	48,537	51,051	<u>63,861</u>	<u>56,637</u>	<u>31.6</u>	<u>10.9</u>	5.2	-11.3
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,412,101	1,317,214	1,388,997	1,422,625	-1.6	8.0	-6.7	2.4
4719	Other retail sale in non-specialized stores	**	**	**	53,355	**	**	**	**
4721	Retail sale of fruit and vegetables in specialized stores	11,064	9,069	<u>12,559</u>	<u>10,052</u>	<u>13.5</u>	<u>10.8</u>	-18.0	-20.0
4722	Retail sale of meat and meat products in specialized stores	32,941	30,033	<u>35,118</u>	<u>35,189</u>	<u>6.6</u>	<u>17.2</u>	-8.8	0.2
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	4,237	3,600	<u>5,360</u>	<u>4,729</u>	<u>26.5</u>	<u>31.4</u>	-15.0	-11.8
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	13,733	13,734	14,548	14,582	5.9	6.2	0.0	0.2
4725	Retail sale of beverages in specialized stores	5,021	4,695	<u>5,924</u>	<u>5,124</u>	<u>18.0</u>	<u>9.1</u>	-6.5	-13.5
4726	Retail sale of tobacco products in specialized stores	4,046	3,898	3,668	3,630	-9.3	-6.9	-3.7	-1.0
4729	Other retail sale of food in specialized stores	16,165	16,664	18,325	19,271	13.4	15.6	3.1	5.2
4730	Retail sale of automotive fuel in specialized stores	284,821	289,930	268,720	275,921	-5.7	-4.8	1.8	2.7
4741	Retail sale of computers, peripheral units and software in specialized stores	100,853	89,714	95,328	91,438	-5.5	1.9	-11.0	-4.1
4742	Retail sale of telecommunications equipment in specialized stores	19,210	15,953	<u>14,225</u>	<u>14,084</u>	<u>-26.0</u>	<u>-11.7</u>	-17.0	-1.0
4743	Retail sale of audio and video equipment in specialized stores	3,826	3,846	3,531	3,414	-7.7	-11.2	0.5	-3.3
4751	Retail sale of textiles in specialized stores	2,619	2,656	2,669	2,732	1.9	2.9	1.4	2.4
4752	Retail sale of hardware, paints and glass in specialized stores	58,879	61,979	<u>65,629</u>	<u>73,040</u>	<u>11.5</u>	<u>17.8</u>	5.3	11.3
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	2,016	2,555	2,000	<u>2,185</u>	-0.8	<u>-14.5</u>	26.7	<u>9.3</u>
4754	Retail sale of electrical household appliances in specialized stores	84,981	89,050	83,732	87,938	-1.5	-1.2	4.8	5.0
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	54,992	53,589	60,331	**	9.7	**	-2.6	**

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 (%) October / September	
Code NACE Rev.2	Description	September 2023	October 2023	September 2024	October 2024	September	October	2023	2024
4761	Retail sale of books in specialized stores	9,204	5,976	9,267	6,406	0.7	7.2	-35.1	-30.9
4762	Retail sale of newspapers and stationery in specialized stores	2,769	2,477	2,752	2,264	-0.6	-8.6	-10.5	-17.7
4763	Retail sale of music and video recordings in specialized stores	82	**	<u>10</u>	<u>11</u>	<u>-87.8</u>	**	**	10.0
4764	Retail sale of sporting equipment in specialized stores	52,137	46,114	58,008	56,312	11.3	22.1	-11.6	-2.9
4765	Retail sale of games and toys in specialized stores	90,354	84,395	96,109	**	6.4	**	-6.6	**
4771	Retail sale of clothing in specialized stores	191,106	197,914	195,107	226,799	2.1	14.6	3.6	16.2
4772	Retail sale of footwear and leather goods in specialized stores	31,397	31,927	29,996	31,348	-4.5	-1.8	1.7	4.5
4773	Dispensing chemist in specialized stores	49,807	53,406	<u>55,159</u>	<u>59,889</u>	<u>10.7</u>	<u>12.1</u>	7.2	8.6
4774	Retail sale of medical and orthopaedic goods in specialized stores	4,707	5,794	<u>5,568</u>	<u>6,800</u>	<u>18.3</u>	<u>17.4</u>	23.1	22.1
4775	Retail sale of cosmetic and toilet articles in specialized stores	114,013	94,632	129,624	109,290	13.7	15.5	-17.0	-15.7
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	9,958	10,248	<u>10,941</u>	<u>11,863</u>	<u>9.9</u>	<u>15.8</u>	2.9	8.4
4777	Retail sale of watches and jewellery in specialised stores	31,112	26,438	33,488	26,217	7.6	-0.8	-15.0	-21.7
4778	Other retail sale of new goods in specialized stores	19,271	21,205	<u>21,367</u>	<u>23,445</u>	<u>10.9</u>	<u>10.6</u>	10.0	9.7
4779	Retail sale of third-hand goods in stores	1,471	1,463	<u>1,960</u>	<u>2,322</u>	<u>33.2</u>	<u>58.7</u>	-0.5	18.5
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	**	29,268	<u>35,457</u>	<u>35,679</u>	**	<u>21.9</u>	**	0.6
4799	Other retail sale not in stores, stalls or markets	1,739	1,911	<u>1,962</u>	<u>2,404</u>	<u>12.8</u>	<u>25.8</u>	9.9	22.5
Total without vehicles, food and fuel classes⁽¹⁾		1,027,370	991,117	1,072,937	1,154,194	4.4	16.5	-3.5	7.6
Total		3,752,664	3,634,291	3,766,881	3,920,635	0.4	7.9	-3.2	4.1

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 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 €)		
	October 2023	October 2024	October 2024/2023 (%)	October 2023	October 2024	October 2024/2023 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	40,901	<u>39,044</u>	<u>-4.5</u>	12,059	<u>13,405</u>	<u>11.2</u>
REGION OF KENTRIKI MAKEDONIA	440,466	474,509	7.7	66,862	72,019	7.7
Regional Unit of Thessaloniki	399,136	431,500	8.1	49,587	53,974	8.9
REGION OF DYTIKI MAKEDONIA	18,862	17,744	-5.9	5,428	<u>5,534</u>	<u>2.0</u>
REGION OF IPEIROS	27,533	<u>28,748</u>	<u>4.4</u>	7,590	<u>7,883</u>	<u>3.9</u>
REGION OF THESSALIA	47,143	<u>48,628</u>	<u>3.2</u>	16,393	<u>15,798</u>	<u>-3.6</u>
REGION OF STEREA ELLADA	30,503	30,603	0.3	13,066	14,971	14.6
REGION OF IONIA NISSIA	22,509	<u>25,366</u>	<u>12.7</u>	7,085	<u>8,281</u>	<u>16.9</u>
REGION OF DYTIKI ELLADA	46,506	49,166	5.7	11,506	<u>11,453</u>	<u>-0.5</u>
REGION OF PELOPONNISOS	36,515	<u>40,518</u>	<u>11.0</u>	8,373	<u>10,439</u>	<u>24.7</u>
REGION OF ATTIKI	2,738,646	2,963,962	8.2	786,222	928,811	18.1
REGION OF VOREIO AIGAIO	13,505	<u>15,019</u>	<u>11.2</u>	6,086	<u>7,194</u>	<u>18.2</u>
REGION OF NOTIO AIGAIO	56,990	<u>64,283</u>	<u>12.8</u>	14,672	<u>16,978</u>	<u>15.7</u>
REGION OF KRITI	114,212	<u>123,045</u>	<u>7.7</u>	35,775	<u>41,428</u>	<u>15.8</u>
Total	3,634,291	3,920,635	7.9	991,117	1,154,194	16.5

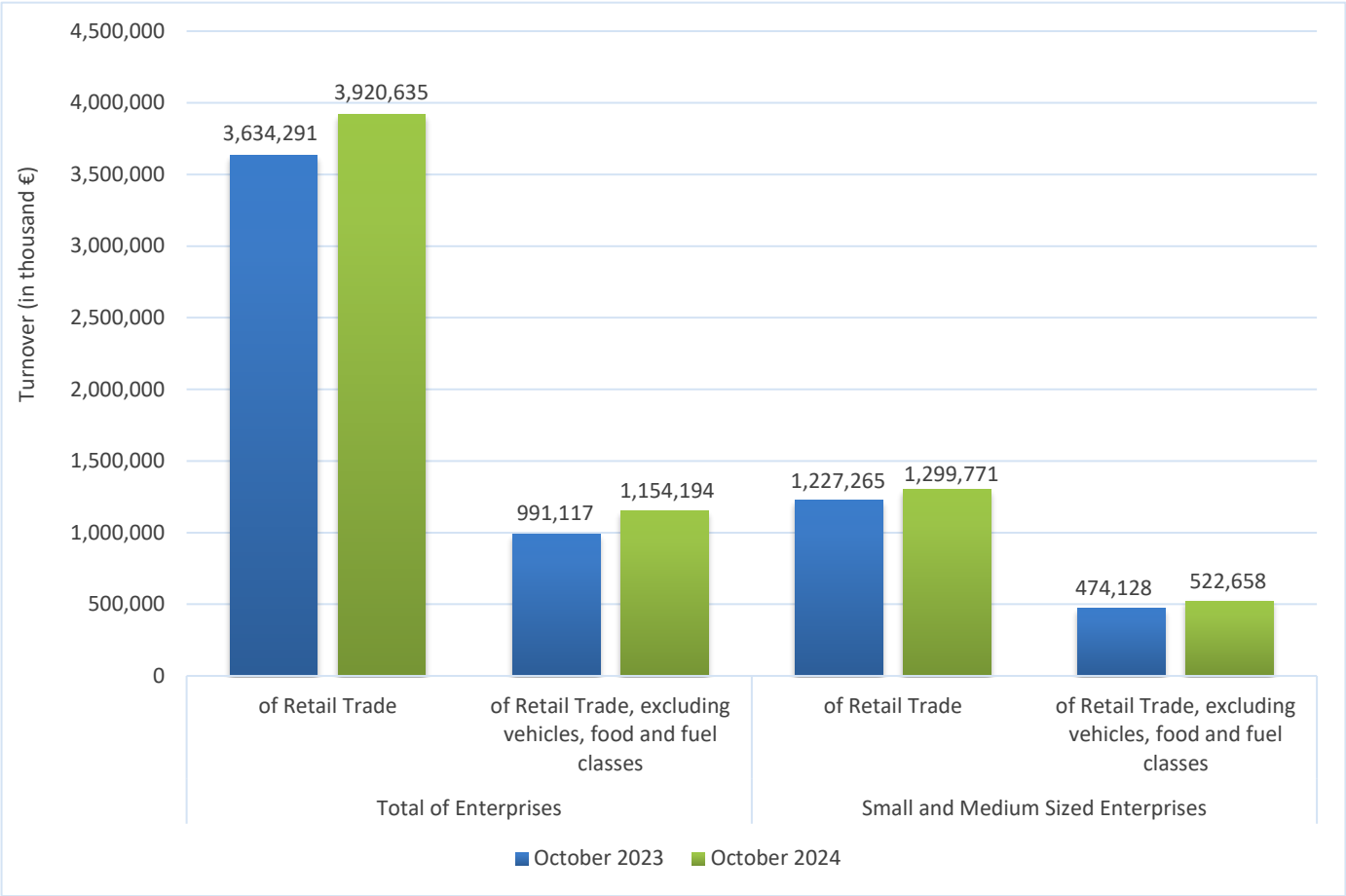
Notes:
The Regional Unit of Thessaloniki is presented separately in the table.
(1) In the “Total of Retail Trade, excluding vehicles, food and fuel classes” the economic activities 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.
(Single underline) 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

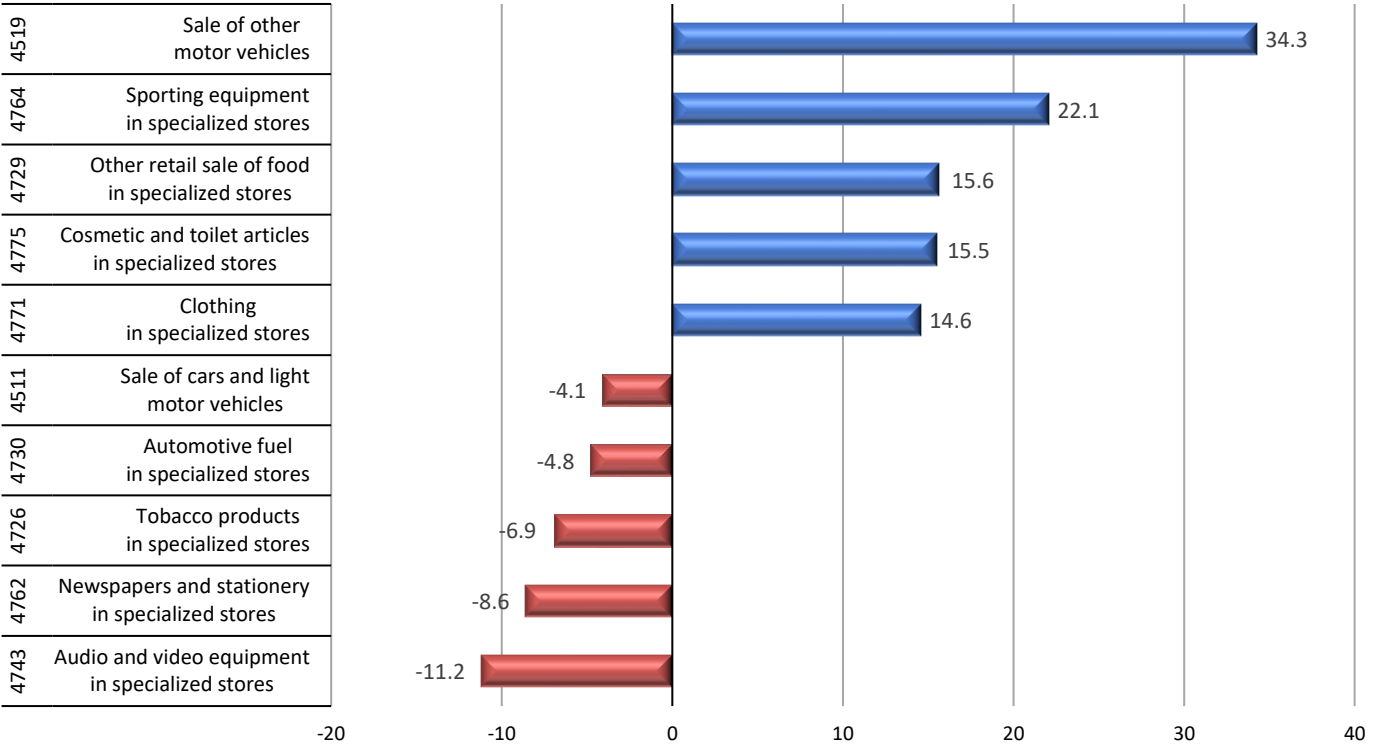
Enterprise Size	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes ⁽²⁾ (in thousand €)		
	October 2023	October 2024	October 2024/2023 (%)	October 2023	October 2024	October 2024/2023 (%)
Medium Enterprises	476,414	486,323	2.1	169,254	189,456	11.9
Small Enterprises	538,498	<u>577,170</u>	<u>7.2</u>	202,812	<u>220,704</u>	<u>8.8</u>
Micro Enterprises	212,353	<u>236,278</u>	<u>11.3</u>	102,062	<u>112,498</u>	<u>10.2</u>
Small and Medium Sized Enterprises	1,227,265	1,299,771	5.9	474,128	522,658	10.2
Small and Medium Sized Enterprises / Total of Enterprises (%)	33.8	33.2		47.8	45.3	

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) **October 2024 / October 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:

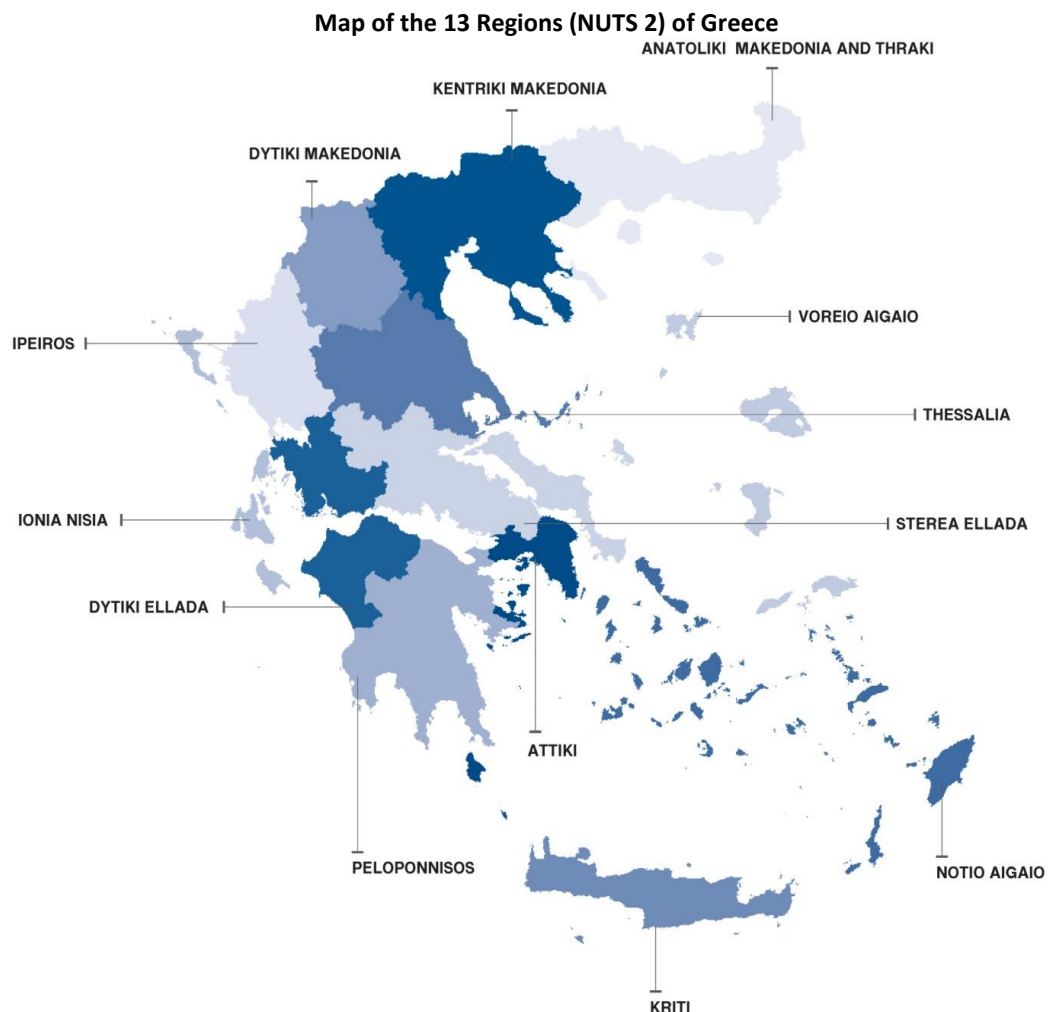
- Active enterprises and the economic activity class from the final Statistical Business Register of the reference year 2021.
- The economic activity class for the enterprises that started their activity after the reference year 2021 and have a significant turnover, from administrative registers of enterprises 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 October 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/->.