



HELLENIC REPUBLIC
HELLENIC STATISTICAL AUTHORITY

Piraeus, 15 October 2021

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

The Hellenic Statistical Authority (ELSTAT) with this sectoral publication, presents in detail the evolution of the sales/turnover of all classes of activity of the retail trade section. Retail trade is the basic business model of the modern consumer supply chain, through the resale of material goods or services and the promotion of products for profit.

Therefore, retail trade has always been an important productive tertiary sector of the Greek economy with a significant contribution to the Gross Domestic Product.

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

In addition, monitoring the aggregates of the retail trade, leads to conclusions on the evolution of consumption (in terms of volume, characteristics, preferences and substitution of products) of the Greek society, the citizens and the enterprises of the country.

This current publication is part of the sequel of the Press Releases published by ELSTAT ([link PR](#)) since April 2020, incorporating the most recent data on turnover from Administrative Sources for **August 2021**.

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

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

Information on methodological issues:

Business Statistics Division
Registers and Big Enterprises Section
Head of Section: Adamantia Georgostathi
Tel.: +30 213 135 2043
e-mail: a.georgostathi@statistics.gr

Information on data provision:

Tel.: +30 213 135 2022, 2308, 2310
E-mail: data.dissem@statistics.gr

Specifically,

For the **enterprises in retail trade divisions obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the turnover in August 2021 amounted to 2.72 billion euro, recording an increase of 14.4% in comparison with August 2020, when the respective turnover was 2.38 billion euro and a decrease of 13.7% in comparison with July 2021, when the respective turnover was 3.15 billion euro (Table 2).

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

- Retail sale of cosmetic and toilet articles in specialized stores, increase 59.3%.
- Retail sale of watches and jewelry in specialized stores, increase 57.8%.

The activity that recorded a decrease in turnover in **August 2021** compared with August 2020 is:

- Retail sale of textiles in specialized stores, decrease 10.3%.

Presentation of activities with biggest rates of change

The class of economic activity **“Retail sale of cosmetic and toilet articles in specialized stores”** which recorded the biggest increase in turnover in August 2021 compared with August 2020 includes the retail trade of perfumery items, cosmetics and toilet articles.

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

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

ECONOMIC ACTIVITY	Number of			
	Enterprises with turnover data in August 2021	Branches	Enterprises able to conduct electronic transactions (*)	Persons employed
Retail sale of cosmetic and toilet articles in specialized stores	173	671	27	7,011
Retail sale of textiles in specialized stores	88	182	11	391

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

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

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

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

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

Notes:

- The table and the total include the turnover of the economic class "4531: Wholesale trade of motor vehicle parts and accessories", given that several enterprises classified in this class have as secondary activity retail trade and in order to present all classes of division "45: Wholesale and retail trade and repair of motor vehicles and motorcycles".
- Enterprises with single-entry accounting bookkeeping are obliged to submit data to tax authorities on a quarterly basis, while enterprises with double-entry accounting bookkeeping are obliged to submit data on a monthly basis. Therefore, for the total of enterprises, data are available only on a quarterly basis.

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

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2021/2020		Monthly Rate of Change (%) August / July	
Code NACE Rev.2	Description	July 2020	August 2020	July 2021	August 2021	July	August	2020	2021
4511	Sale of cars and light motor vehicles	403,388	296,980	454,597	332,458	12.7	11.9	-26.4	-26.9
4519	Sale of other motor vehicles	26,149	19,461	36,031	21,189	37.8	8.9	-25.6	-41.2
4520	Maintenance and repair of motor vehicles	40,546	27,680	43,118	31,111	6.3	12.4	-31.7	-27.8
4531	Wholesale trade of motor vehicle parts and accessories	104,249	76,242	110,083	85,926	5.6	12.7	-26.9	-21.9
4532	Retail trade of motor vehicle parts and accessories	11,769	9,502	12,988	9,620	10.4	1.2	-19.3	-25.9
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	35,654	20,718	38,741	25,780	8.7	24.4	-41.9	-33.5
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,077,921	1,054,221	1,189,896	1,147,506	10.4	8.8	-2.2	-3.6
4719	Other retail sale in non-specialized stores	57,321	44,141	57,728	49,709	0.7	12.6	-23.0	-13.9
4721	Retail sale of fruit and vegetables in specialized stores	6,489	6,888	8,382	9,004	29.2	30.7	6.1	7.4
4722	Retail sale of meat and meat products in specialized stores	18,741	19,223	***	***	***	***	2.6	***
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	2,349	2,713	3,049	3,306	29.8	21.9	15.5	8.4
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	8,522	7,783	9,560	9,287	12.2	19.3	-8.7	-2.9
4725	Retail sale of beverages in specialized stores	4,005	3,250	5,295	4,408	32.2	35.6	-18.9	-16.8
4726	Retail sale of tobacco products in specialized stores	1,564	1,571	2,193 [◇]	1,908 [◇]	40.2 [◇]	21.5 [◇]	0.4	-13.0
4729	Other retail sale of food in specialized stores	9,818	8,185	11,758	10,238	19.8	25.1	-16.6	-12.9
4730	Retail sale of automotive fuel in specialized stores	200,459	188,595	260,852	248,339	30.1	31.7	-5.9	-4.8
4741	Retail sale of computers, peripheral units and software in specialized stores	54,886	58,675	***	69,788	***	18.9	6.9	***
4742	Retail sale of telecommunications equipment in specialized stores	35,296	23,822	***	***	***	***	-32.5	***
4743	Retail sale of audio and video equipment in specialized stores	2,914	2,181	3,867	3,130	32.7	43.5	-25.2	-19.1
4751	Retail sale of textiles in specialized stores	3,183	2,567	3,029	2,303	-4.8	-10.3	-19.4	-24.0
4752	Retail sale of hardware, paints and glass in specialized stores	49,130	33,971	53,542	35,991	9.0	5.9	-30.9	-32.8
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	1,024	651	1,624	955	58.6	46.7	-36.4	-41.2
4754	Retail sale of electrical household appliances in specialized stores	98,002	69,169	***	77.659	***	12.3	-29.4	***
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	40,131	31,562	43,449	35,203	8.3	11.5	-21.4	-19.0

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

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2021/2020		Monthly Rate of Change (%) August / July	
Code NACE Rev.2	Description	July 2020	August 2020	July 2021	August 2021	July	August	2020	2021
4761	Retail sale of books in specialized stores	5,842	4,974	6,428	5,346	10.0	7.5	-14.9	-16.8
4762	Retail sale of newspapers and stationery in specialized stores	1,652	1,670	2,031	2,242	22.9	34.3	1.1	10.4
4763	Retail sale of music and video recordings in specialized stores	55	39	73	54	32.7	38.5	-29.1	-26.0
4764	Retail sale of sporting equipment in specialized stores	35,270	29,205	40,166	36,731	13.9	25.8	-17.2	-8.6
4765	Retail sale of games and toys in specialized stores	74,523	66,673	72,378	67,074	-2.9	0.6	-10.5	-7.3
4771	Retail sale of clothing in specialized stores	152,709	112,204	***	147,178	***	31.2	-26.5	***
4772	Retail sale of footwear and leather goods in specialized stores	21,822	15,999	25,765	18,902	18.1	18.1	-26.7	-26.6
4773	Dispensing chemist in specialized stores	30,433	24,873	35,724	29,277	17.4	17.7	-18.3	-18.0
4774	Retail sale of medical and orthopaedic goods in specialized stores	2,770	2,193	3,320	2,386	19.9	8.8	-20.8	-28.1
4775	Retail sale of cosmetic and toilet articles in specialized stores	63,450	48,361	84,681	77,015	33.5	59.3	-23.8	-9.1
4776	Retail sale of flowers, plants, seeds, fertilizers, pet animals and pet food in specialized stores	10,487	8,905	12,020	10,381	14.6	16.6	-15.1	-13.6
4777	Retail sale of watches and jewelry in specialized stores	14,623	14,071	23,635	22,202	61.6	57.8	-3.8	-6.1
4778	Other retail sale of new goods in specialized stores	13,528	10,675	16,251	13,136	20.1	23.1	-21.1	-19.2
4779	Retail sale of second-hand goods in stores	139	117	199	145	43.2	23.9	-15.8	-27.1
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	30,672	26,124	***	***	***	***	-14.8	***
4799	Other retail sale not in stores, stalls or markets	1,018	784	1,205	906	18.4	15.6	-23.0	-24.8
Total		2,752,511	2,376,624	3,150,720	2,719,470	14.5	14.4	-13.7	-13.7

Notes:

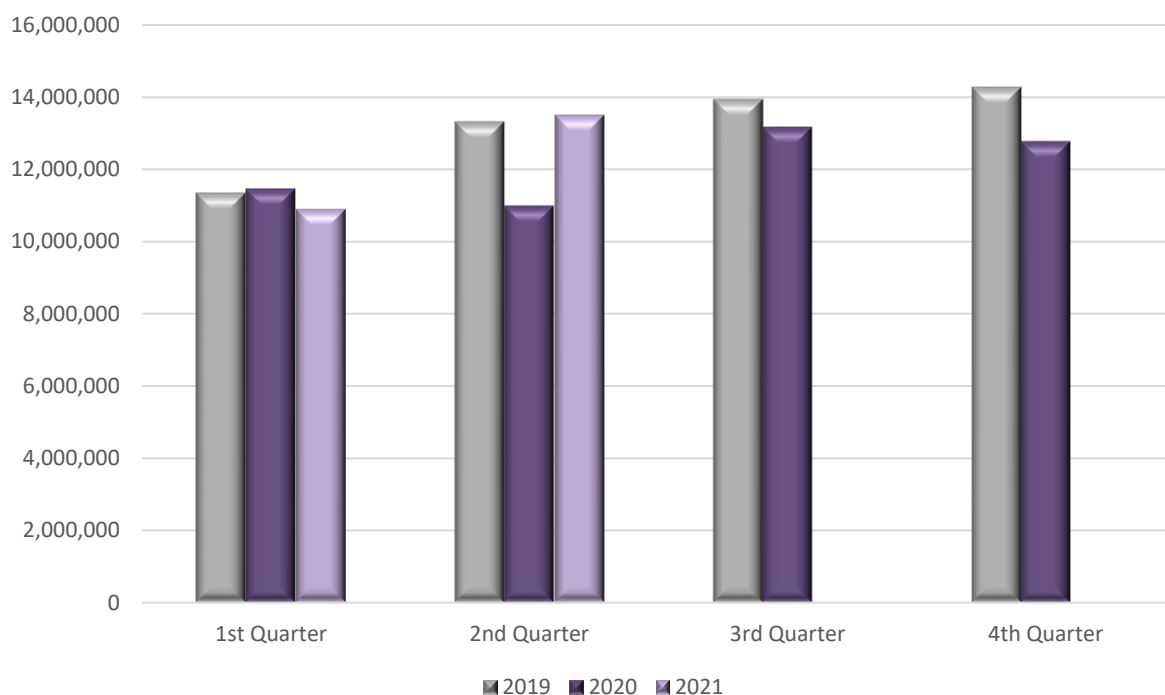
The table and the total include the turnover of the economic class "4531: Wholesale trade of motor vehicle parts and accessories", given that several enterprises classified in this class have as secondary activity retail trade and in order to present all classes of division "45: Wholesale and retail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

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

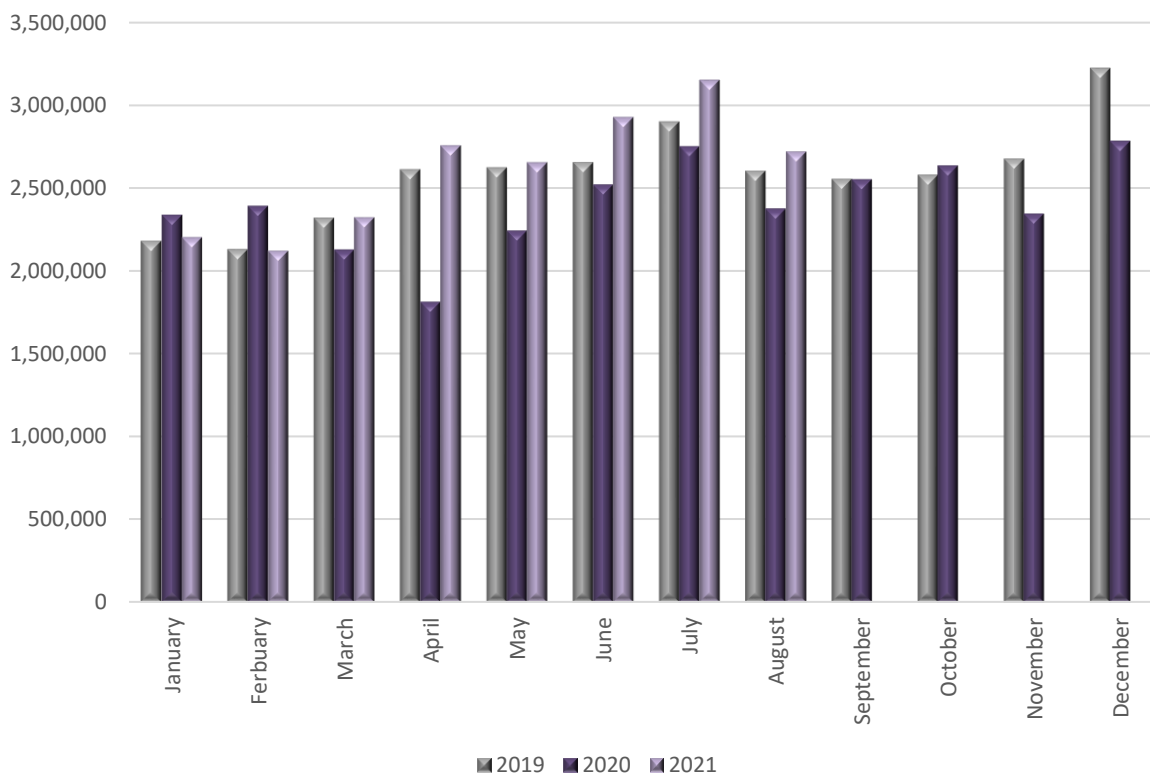
(***) Extraordinary transactions were recorded in the data. Therefore, they are not published as they are not comparable.

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

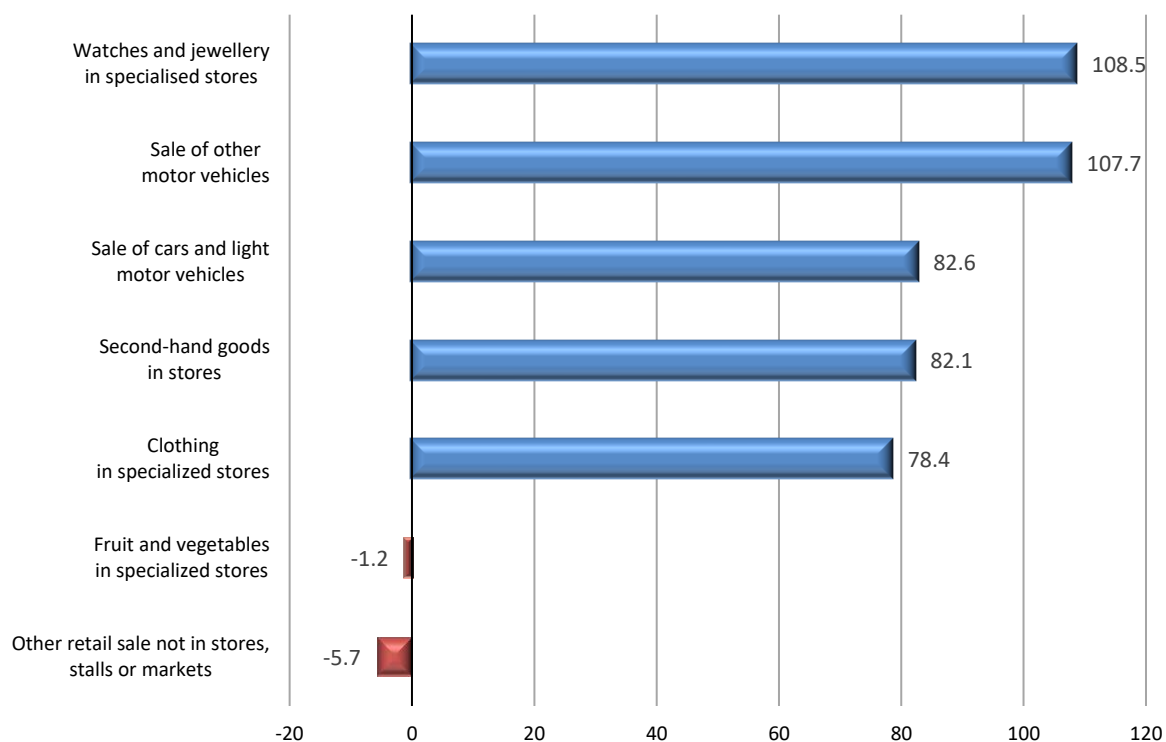
Graph 1: Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)



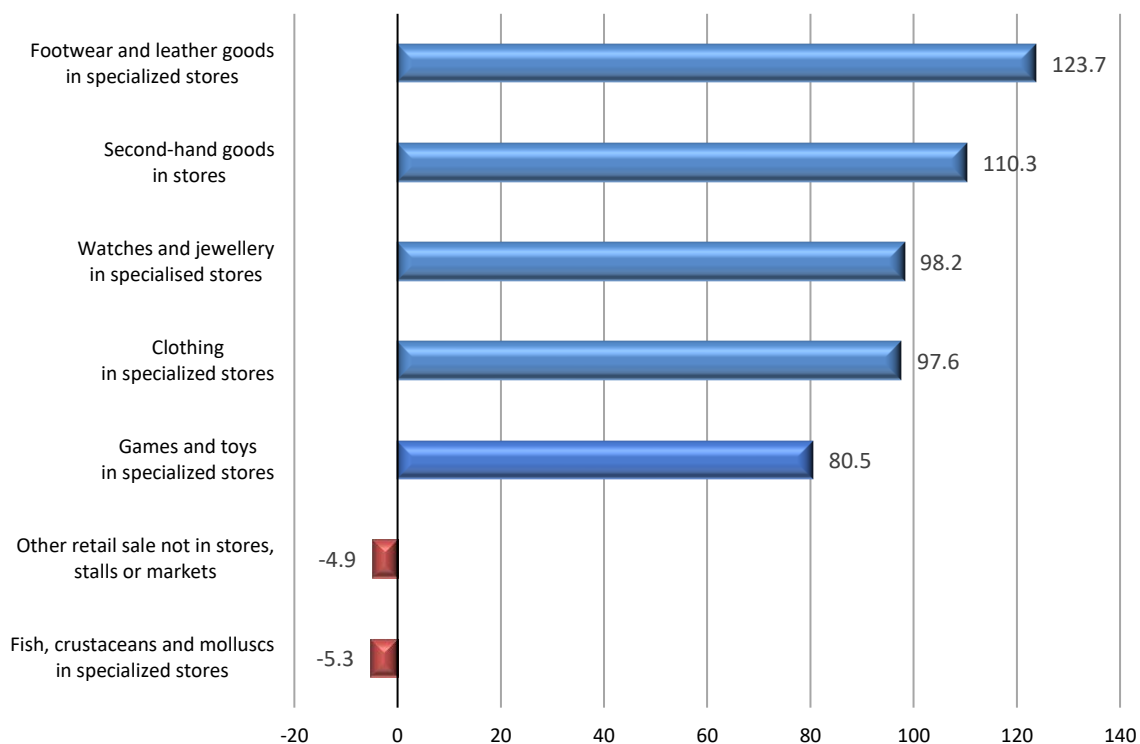
Graph 2: Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)



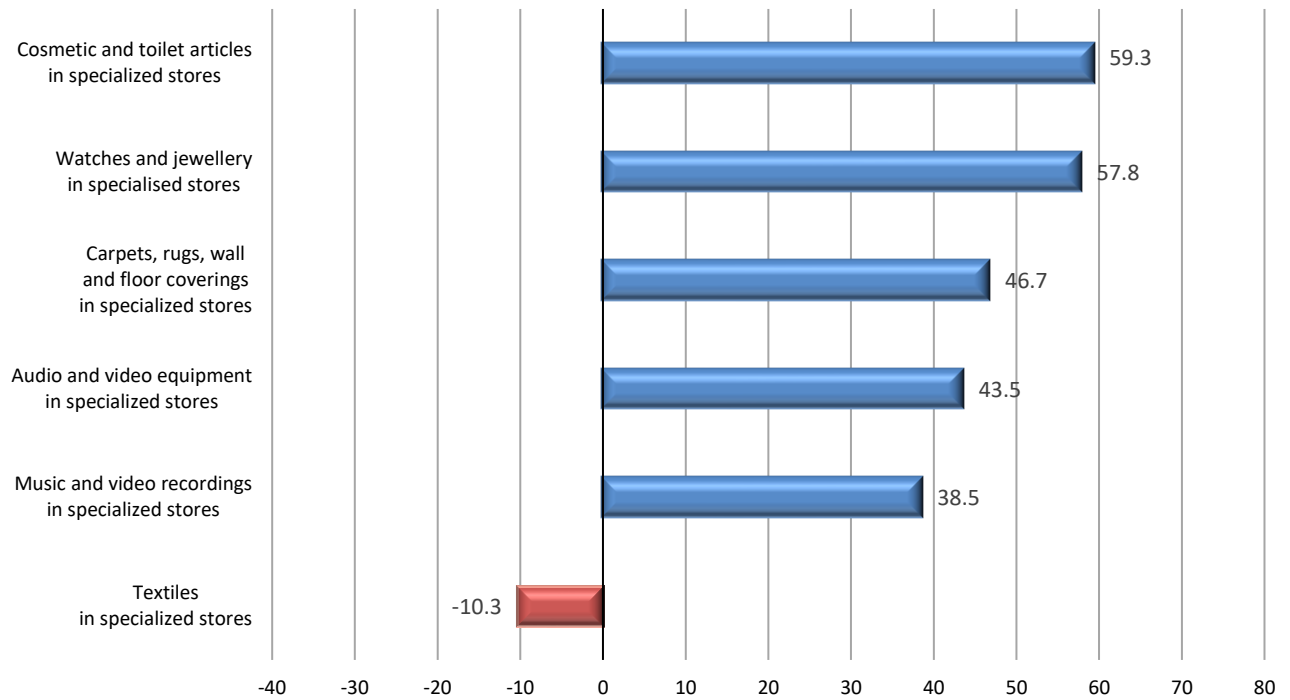
Graph 3: Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification) 2nd Quarter 2021 / 2nd Quarter 2020



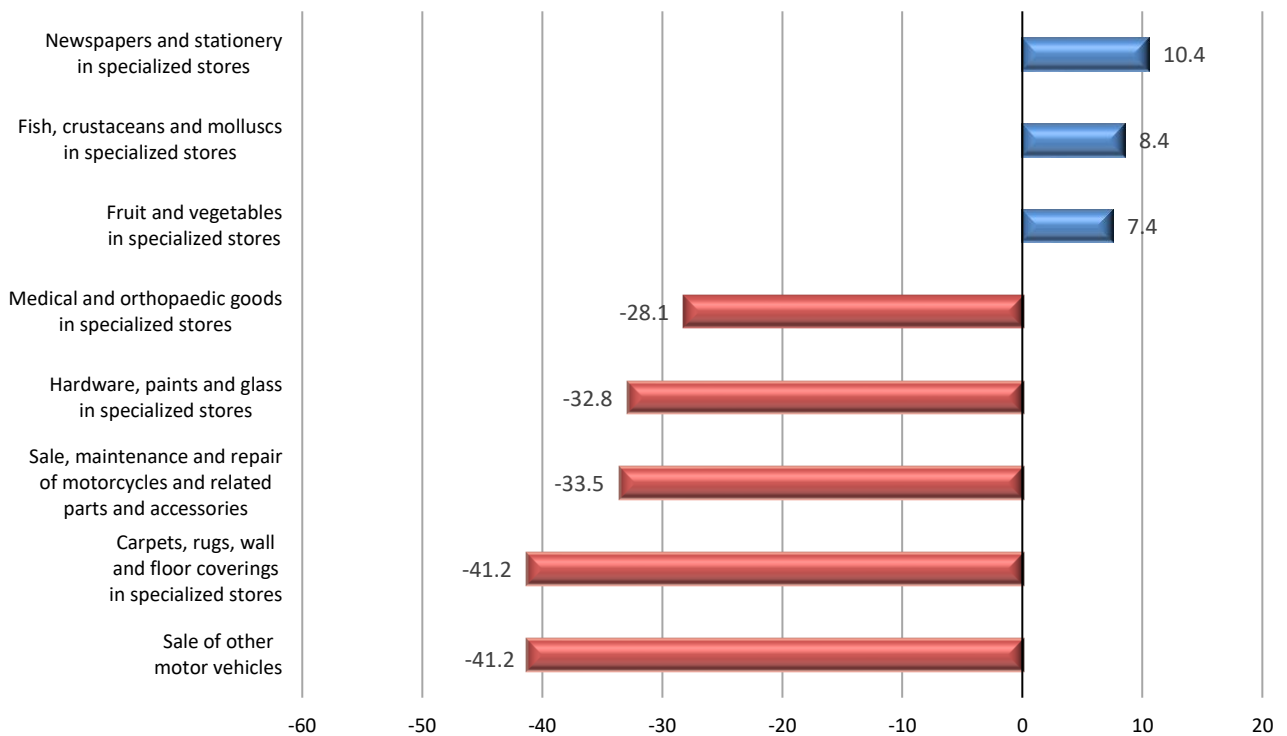
Graph 4: Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification) 2nd Quarter 2021 / 1st Quarter 2021



Graph 5: Biggest changes (%) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) August 2021 / August 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) August 2021 / July 2021



Generally The statistical data presented in this Press Release have been compiled on the basis of the linking and processing of primary data from the following sources:

- The final Statistical Business Register of ELSTAT, of the reference year 2018.
- Administrative transactions files (tax, etc) of the reference years 2020 and 2021.

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

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

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

Reference Period August 2021.

Statistical unit The statistical unit is the legal unit (distinct TIN – Tax Identification Numbers).

Comparability The announced statistical data are comparable with the data of the final Statistical Business Register of ELSTAT, of the reference year 2018 (relevant link from the webpage of ELSTAT, where tables and information on the methodology applied are provided [Statistical Business Register](#)).

References Analytical tables are available under ELSTAT's website (www.statistics.gr) at the following link: <https://www.statistics.gr/en/statistics/-/publication/SBR04/>