



EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE 1st QUARTER 2026

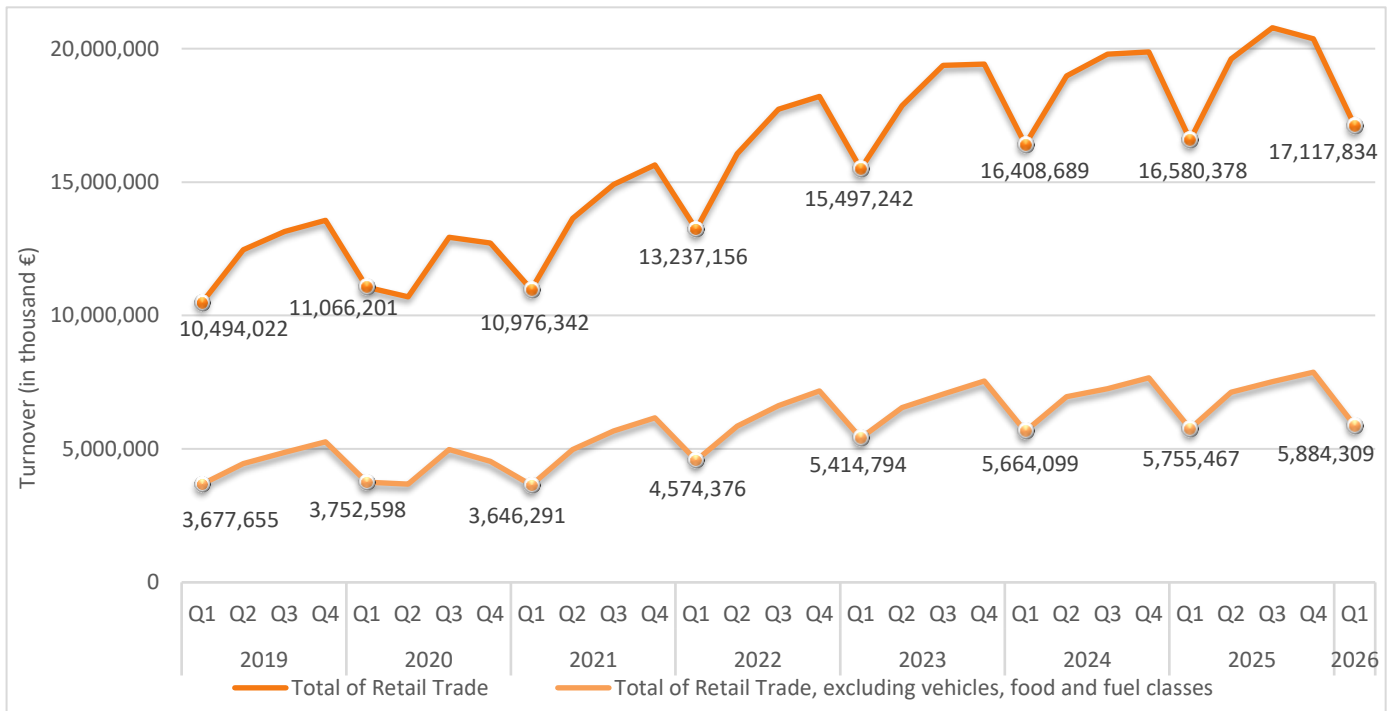
The Hellenic Statistical Authority (ELSTAT) presents the evolution of the turnover of all classes of activity of the retail trade section, incorporating the most recent data on turnover from Administrative Sources for the **1st quarter 2026**.

Starting from the current announcement, an updated framework for the determination of the total of enterprises in the Greek Economy is used, which occurs from the linking at micro-data level of administrative transactions files, of the reference years 2019 to 2026, administrative registers of enterprises, of the reference years 2024 and 2025 and of the final Statistical Business Register, of the reference year 2023, that provides a standardized set of data, harmonized with European classifications. Moreover, within the framework, enterprises in the section Wholesale and Retail Trade, Repair of Motor Vehicles and Motorcycles, that were established in 2024 or 2025 and recorded an annual turnover of at least 5,000 thousand euro in 2025 were included, in order to reflect the performance of newly established big enterprises in the produced statistics.

For the **total of enterprises in retail trade**, the turnover in the **first quarter of 2026** amounted to 17,117,834 thousand euro, recording an increase of 3.2% in comparison with the first quarter of 2025, when the respective turnover was 16,580,378 thousand euro and a decrease of 16.0% in comparison with the fourth quarter of 2025, when the respective turnover was 20,366,515 thousand euro.

For the **enterprises in retail trade divisions, excluding vehicles, food and fuel classes**, the turnover in the **first quarter of 2026** amounted to 5,884,309 thousand euro, recording an increase of 2.2% in comparison with the first quarter of 2025, when the respective turnover was 5,755,468 thousand euro and a decrease of 25.3% in comparison with the fourth quarter of 2025, when the respective turnover was 7,876,587 thousand euro (Graph 1, Table 1).

Graph 1: Evolution of Quarterly Turnover (in thousand €) of the enterprises in Retail Trade and of the enterprises in Retail Trade, excluding vehicles, food and fuel classes



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

1. Total of enterprises in retail trade (Tables 1,2)

For the **total of enterprises in retail trade**, the activities that recorded the biggest increase in turnover in the **first quarter of 2026** compared with the corresponding quarter of 2025 are:

- Retail sale of watches and jewellery in specialised stores, increase 12.1%.
- Retail sale of electrical household appliances in specialized stores, increase 11.3%.

The activities that recorded the biggest decrease in turnover in the **first quarter of 2026** compared with the corresponding quarter of 2025 are:

- Retail sale of second-hand goods in stores, decrease 25.9%.
- Retail sale via stalls and markets of textiles, clothing and footwear, decrease 13.0%.

The Regions that recorded the biggest increase in turnover in the **first quarter of 2026** compared with the corresponding quarter of 2025 are:

- Region of Ipeiros, increase 5.4%.
- Region of Attiki, increase 4.4%.

The Regions that recorded the biggest decrease in turnover in the **first quarter of 2026** compared with the corresponding quarter of 2025 are:

- Region of Anatoliki Makedonia, Thraki, decrease 1.5%.
- Region of Dytiki Makedonia, decrease 1.5%.

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

For the **enterprises in retail trade divisions, excluding vehicles, food and fuel classes**, the Regions that recorded the biggest increase in turnover in the **first quarter of 2026** compared with the corresponding quarter of 2025 are:

- Region of Attiki, increase 3.3%
- Region of Voreio Aigaio, increase 3.3%

The Regions that recorded a decrease in turnover in the **first quarter of 2026** compared with the corresponding quarter of 2025 are:

- Region of Dytiki Ellada, decrease 0.7%.
- Region of Peloponnisos, decrease 0.1%.

3. Small and medium sized enterprises (Table 3)

3.1. Small and medium sized enterprises in retail trade divisions

For the total of small and medium sized enterprises² in retail trade divisions, the turnover in the **first quarter of 2026** amounted to 9,585,868 thousand euro, recording an increase of 1.1% in comparison with the first quarter of 2025, when the respective turnover was 9,478,760 thousand euro.

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

For the total of small and medium sized enterprises in retail trade divisions, excluding vehicles, food and fuel classes, the turnover in the **first quarter of 2026** amounted to 4,430,289 thousand euro, recording an increase of 1.5% in comparison with the first quarter of 2025, when the respective turnover was 4,363,386 thousand euro.

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

² The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)", page 7.

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

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%)		Quarterly Rate of Change (%)	
Code NACE Rev.2	Description	4 th Quarter 2024	1 st Quarter 2025	4 th Quarter 2025	1 st Quarter 2026	4 th Quarter 2025/2024	1 st Quarter 2026/2025	1 st Quarter 2025 / 4 th Quarter 2024	1 st Quarter 2026 / 4 th Quarter 2025
4511	Sale of cars and light motor vehicles	2,127,887	2,043,619	2,226,209	2,126,757	4.6	4.1	-4.0	-4.5
4519	Sale of other motor vehicles	225,701	166,872	236,335	178,236	4.7	6.8	-26.1	-24.6
4520	Maintenance and repair of motor vehicles	451,614	370,740	470,333	387,200	4.1	4.4	-17.9	-17.7
4531	Wholesale trade of motor vehicle parts and accessories	669,646	568,937	679,042	589,425	1.4	3.6	-15.0	-13.2
4532	Retail trade of motor vehicle parts and accessories	178,965	140,052	182,201	149,473	1.8	6.7	-21.7	-18.0
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	202,906	197,925	204,628	200,782	0.8	1.4	-2.5	-1.9
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	5,077,255	4,409,109	5,260,150	4,684,062	3.6	6.2	-13.2	-11.0
4719	Other retail sale in non-specialized stores	761,725	606,880	718,325	579,453	-5.7	-4.5	-20.3	-19.3
4721	Retail sale of fruit and vegetables in specialized stores	112,706	92,929	105,311	94,582	-6.6	1.8	-17.5	-10.2
4722	Retail sale of meat and meat products in specialized stores	426,629	321,768	455,549	339,770	6.8	5.6	-24.6	-25.4
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	60,077	67,486	60,866	66,195	1.3	-1.9	12.3	8.8
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	234,324	195,094	226,233	186,547	-3.5	-4.4	-16.7	-17.5
4725	Retail sale of beverages in specialized stores	54,313	38,530	51,385	36,702	-5.4	-4.7	-29.1	-28.6
4726	Retail sale of tobacco products in specialized stores	72,476	61,718	71,995	61,533	-0.7	-0.3	-14.8	-14.5
4729	Other retail sale of food in specialized stores	182,682	157,730	184,629	162,088	1.1	2.8	-13.7	-12.2
4730	Retail sale of automotive fuel in specialized stores	2,168,221	2,021,596	2,104,182	1,997,243	-3.0	-1.2	-6.8	-5.1
4741	Retail sale of computers, peripheral units and software in specialized stores	390,420	265,349	426,466	285,062	9.2	7.4	-32.0	-33.2
4742	Retail sale of telecommunications equipment in specialized stores	120,260	84,473	126,391	93,169	5.1	10.3	-29.8	-26.3
4743	Retail sale of audio and video equipment in specialized stores	22,875	15,283	23,617	15,997	3.2	4.7	-33.2	-32.3
4751	Retail sale of textiles in specialized stores	128,595	91,940	132,277	94,468	2.9	2.7	-28.5	-28.6
4752	Retail sale of hardware, paints and glass in specialized stores	558,085	414,298	576,860	455,245	3.4	9.9	-25.8	-21.1
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	22,632	9,339	20,608	9,242	-8.9	-1.0	-58.7	-55.2
4754	Retail sale of electrical household appliances in specialized stores	434,807	291,714	480,581	324,603	10.5	11.3	-32.9	-32.5
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	323,211	252,437	339,313	241,645	5.0	-4.3	-21.9	-28.8

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

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%)		Quarterly Rate of Change (%)	
Code NACE Rev.2	Description	4 th Quarter 2024	1 st Quarter 2025	4 th Quarter 2025	1 st Quarter 2026	4 th Quarter 2025/2024	1 st Quarter 2026/2025	1 st Quarter 2025 / 4 th Quarter 2024	1 st Quarter 2026 / 4 th Quarter 2025
4761	Retail sale of books in specialized stores	66,457	43,494	63,543	42,206	-4.4	-3.0	-34.6	-33.6
4762	Retail sale of newspapers and stationery in specialized stores	42,488	29,810	40,504	29,489	-4.7	-1.1	-29.8	-27.2
4763	Retail sale of music and video recordings in specialized stores	3,642	2,311	3,223	2,280	-11.5	-1.3	-36.5	-29.3
4764	Retail sale of sporting equipment in specialized stores	237,583	186,071	255,937	195,422	7.7	5.0	-21.7	-23.6
4765	Retail sale of games and toys in specialized stores	411,367	249,261	431,493	275,277	4.9	10.4	-39.4	-36.2
4771	Retail sale of clothing in specialized stores	1,129,623	723,730	1,133,919	737,051	0.4	1.8	-35.9	-35.0
4772	Retail sale of footwear and leather goods in specialized stores	170,297	110,312	169,893	112,949	-0.2	2.4	-35.2	-33.5
4773	Dispensing chemist in specialized stores	1,351,105	1,243,033	1,383,832	1,245,337	2.4	0.2	-8.0	-10.0
4774	Retail sale of medical and orthopaedic goods in specialized stores	47,874	40,401	49,826	43,583	4.1	7.9	-15.6	-12.5
4775	Retail sale of cosmetic and toilet articles in specialized stores	361,164	246,850	379,579	237,409	5.1	-3.8	-31.7	-37.5
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	179,550	168,476	180,847	166,019	0.7	-1.5	-6.2	-8.2
4777	Retail sale of watches and jewellery in specialised stores	153,361	94,926	169,279	106,375	10.4	12.1	-38.1	-37.2
4778	Other retail sale of new goods in specialized stores	319,865	253,619	304,557	245,502	-4.8	-3.2	-20.7	-19.4
4779	Retail sale of second-hand goods in stores	11,776	13,228	14,066	9,805	19.4	-25.9	12.3	-30.3
4781	Retail sale via stalls and markets of food, beverages and tobacco products	42,384	32,522	42,875	34,463	1.2	6.0	-23.3	-19.6
4782	Retail sale via stalls and markets of textiles, clothing and footwear	4,748	2,858	4,576	2,486	-3.6	-13.0	-39.8	-45.7
4789	Retail sale via stalls and markets of other goods	14,802	10,613	15,751	10,543	6.4	-0.7	-28.3	-33.1
4791	Retail sale via mail order houses or via Internet	263,180	203,868	286,990	221,636	9.0	8.7	-22.5	-22.8
4799	Other retail sale not in stores, stalls or markets	63,598	39,176	72,339	40,523	13.7	3.4	-38.4	-44.0
Total without vehicles, food and fuel classes⁽¹⁾		7,667,566	5,755,468	7,876,587	5,884,309	2.7	2.2	-24.9	-25.3
Total		19,882,876	16,580,377	20,366,515	17,117,834	2.4	3.2	-16.6	-16.0

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".

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

Table 2: Quarterly Turnover (in thousand €) for the Total or Retail Trade and for the Total of Retail Trade excluding vehicles, food and fuel classes, per Region of Greece

REGION / REGIONAL UNIT	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes ⁽¹⁾ (in thousand €)		
	1 st Quarter 2025	1 st Quarter 2026	1 st Quarter 2026/2025 (%)	1 st Quarter 2025	1 st Quarter 2026	1 st Quarter 2026/2025 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	448,112	441,325	-1.5	174,249	175,324	0.6
REGION OF KENTRIKI MAKEDONIA	2,397,285	2,474,121	3.2	695,139	695,372	0.0
Regional Unit of Thessaloniki	1,811,765	1,870,425	3.2	462,468	457,310	-1.1
REGION OF DYTIKI MAKEDONIA	197,379	194,340	-1.5	77,964	78,212	0.3
REGION OF IPEIROS	279,693	294,770	5.4	113,986	117,475	3.1
REGION OF THESSALIA	516,467	525,445	1.7	221,171	224,842	1.7
REGION OF STEREA ELLADA	394,648	403,058	2.1	177,189	180,086	1.6
REGION OF IONIA NISSIA	194,476	195,570	0.6	84,810	85,635	1.0
REGION OF DYTIKI ELLADA	525,344	523,615	-0.3	207,212	205,737	-0.7
REGION OF PELOPONNISOS	476,496	470,797	-1.2	190,034	189,878	-0.1
REGION OF ATTIKI	9,957,001	10,394,049	4.4	3,325,227	3,434,635	3.3
REGION OF VOREIO AIGAIO	147,077	150,911	2.6	66,855	69,062	3.3
REGION OF NOTIO AIGAIO	320,528	317,151	-1.1	127,059	127,761	0.6
REGION OF KRITI	725,871	732,682	0.9	294,573	300,290	1.9
Total	16,580,377	17,117,834	3.2	5,755,468	5,884,309	2.2

Notes:

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

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

Table 3: Quarterly Turnover (in thousand €) for the Total of Retail Trade and for the Total of Retail Trade excluding vehicles, food and fuel classes, for the small and medium sized enterprises¹, per enterprise size

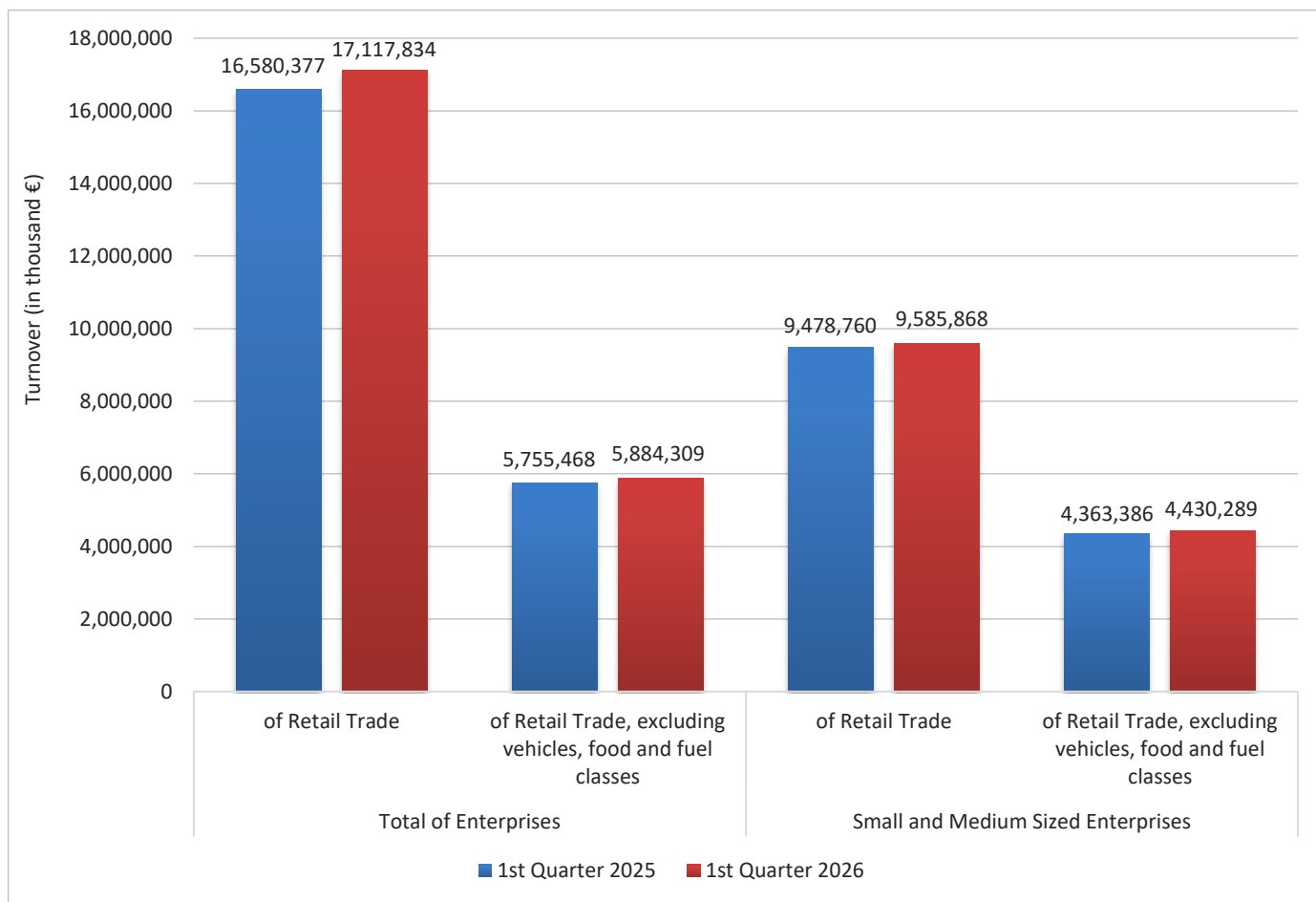
Enterprise Size	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes ⁽¹⁾ (in thousand €)		
	1 st Quarter 2025	1 st Quarter 2026	1 st Quarter 2026/2025 (%)	1 st Quarter 2025	1 st Quarter 2026	1 st Quarter 2026/2025 (%)
Medium Enterprises	1,403,602	1,506,999	7.4	559,000	605,586	8.3
Small Enterprises	2,706,347	2,717,678	0.4	891,166	916,479	2.8
Micro Enterprises	5,368,811	5,361,191	-0.1	2,913,220	2,908,224	-0.2
Small and Medium Sized Enterprises	9,478,760	9,585,868	1.1	4,363,386	4,430,289	1.5
Small and Medium Sized Enterprises / Total of Enterprises (%)	57.2	56.0		75.8	75.3	

Notes:

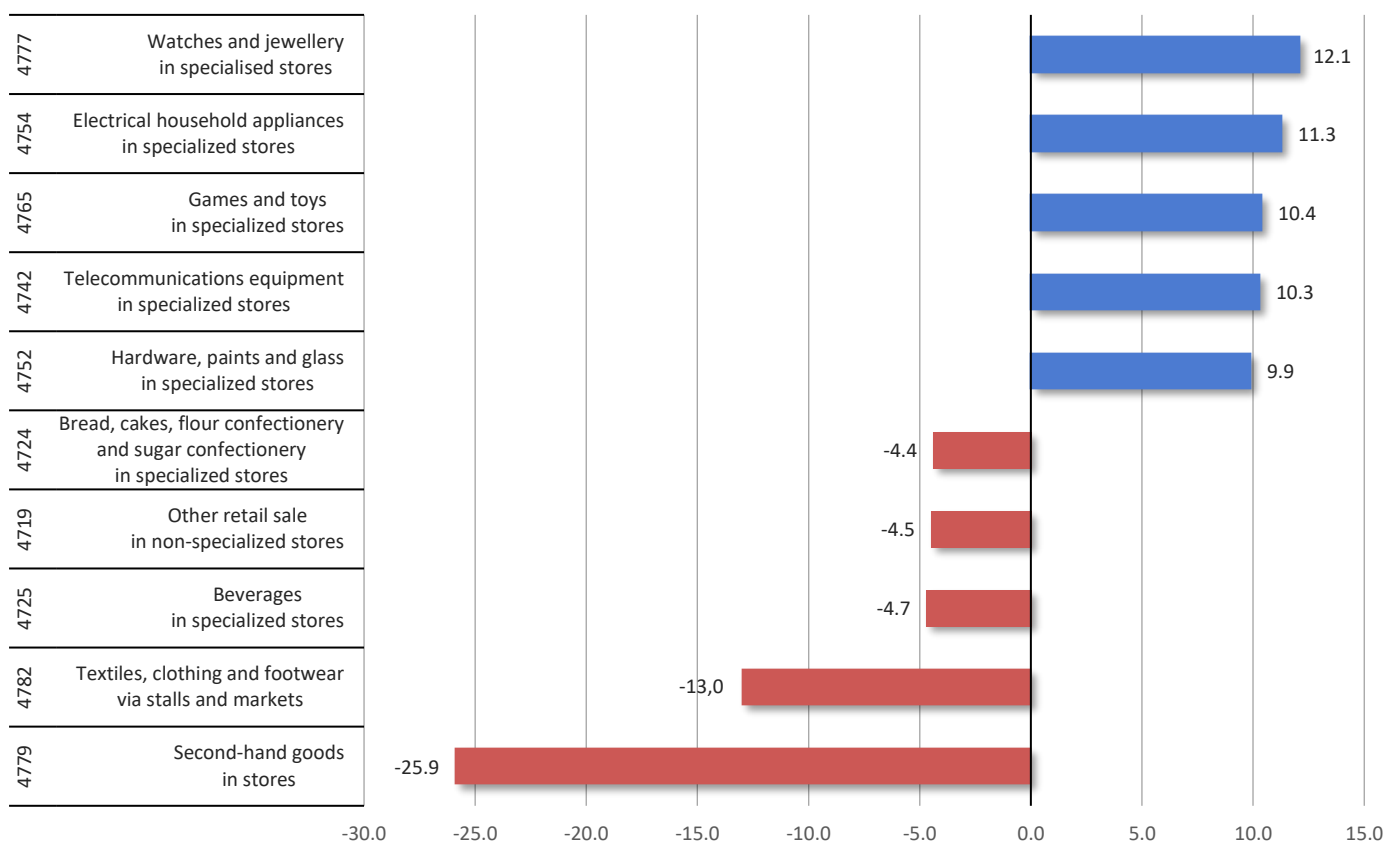
(1) The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 7.

(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.

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



Graph 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) 1st Quarter 2026 / 1st Quarter 2025



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 2023.
- Administrative registers of enterprises, of the reference years 2024 and 2025.
- Administrative transactions files (tax, etc) of the reference years 2019 to 2026.

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 2023.
- The economic activity class for the enterprises that started their activity after the reference year 2023 and have a significant turnover, from administrative registers of enterprises of the reference years 2024 and 2025.

Moreover, within the framework, enterprises in the section Wholesale and Retail Trade, Repair of Motor Vehicles and Motorcycles, that were established in 2024 or 2025 and recorded an annual turnover of at least 5,000 thousand euro in 2025 were included, in order to reflect the performance of newly established big enterprises in the produced statistics.

- Income data from administrative transactions files of the reference years 2019 to 2026.

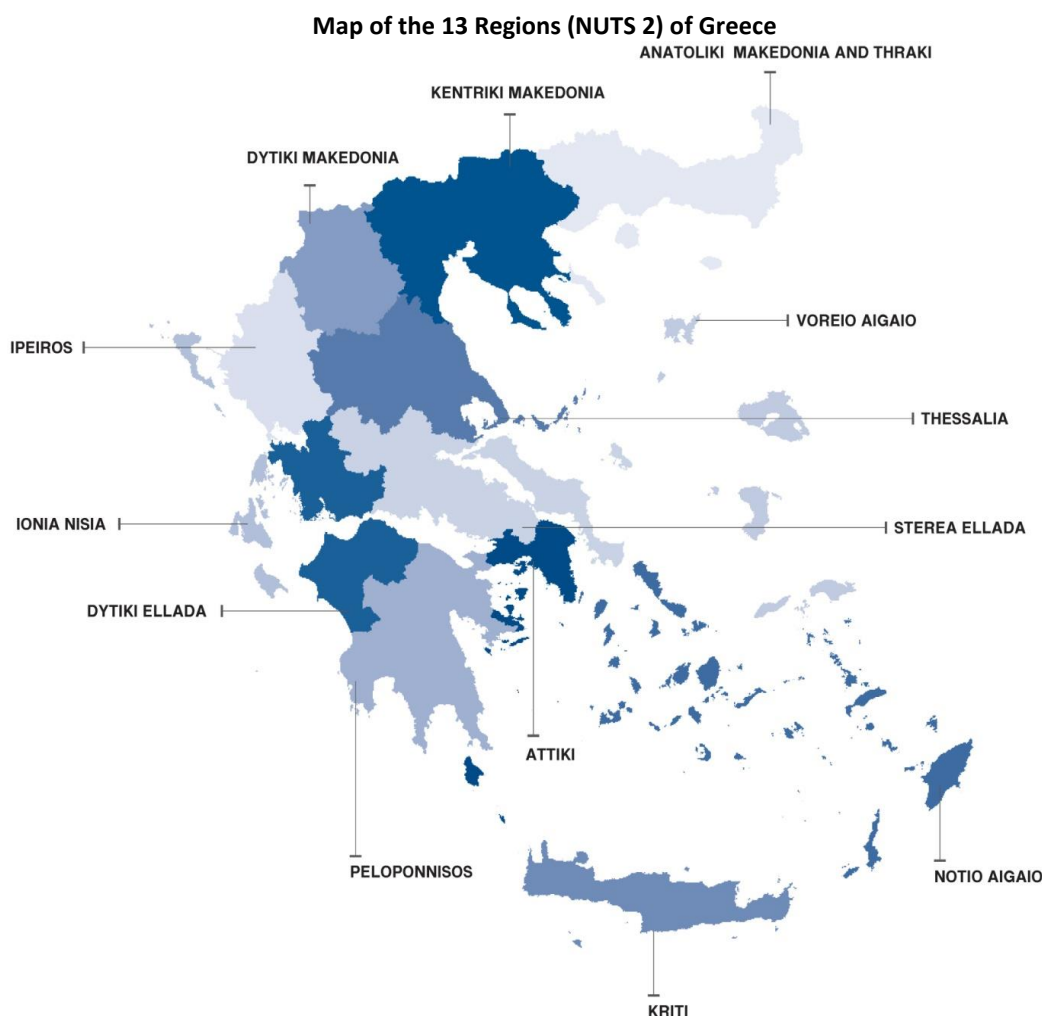
Definitions Small and Medium sized enterprises (SMEs) (from the European business statistics methodological manual for statistical business registers – 2021 edition)

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 1st Quarter 2026.

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 2023 (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/>