



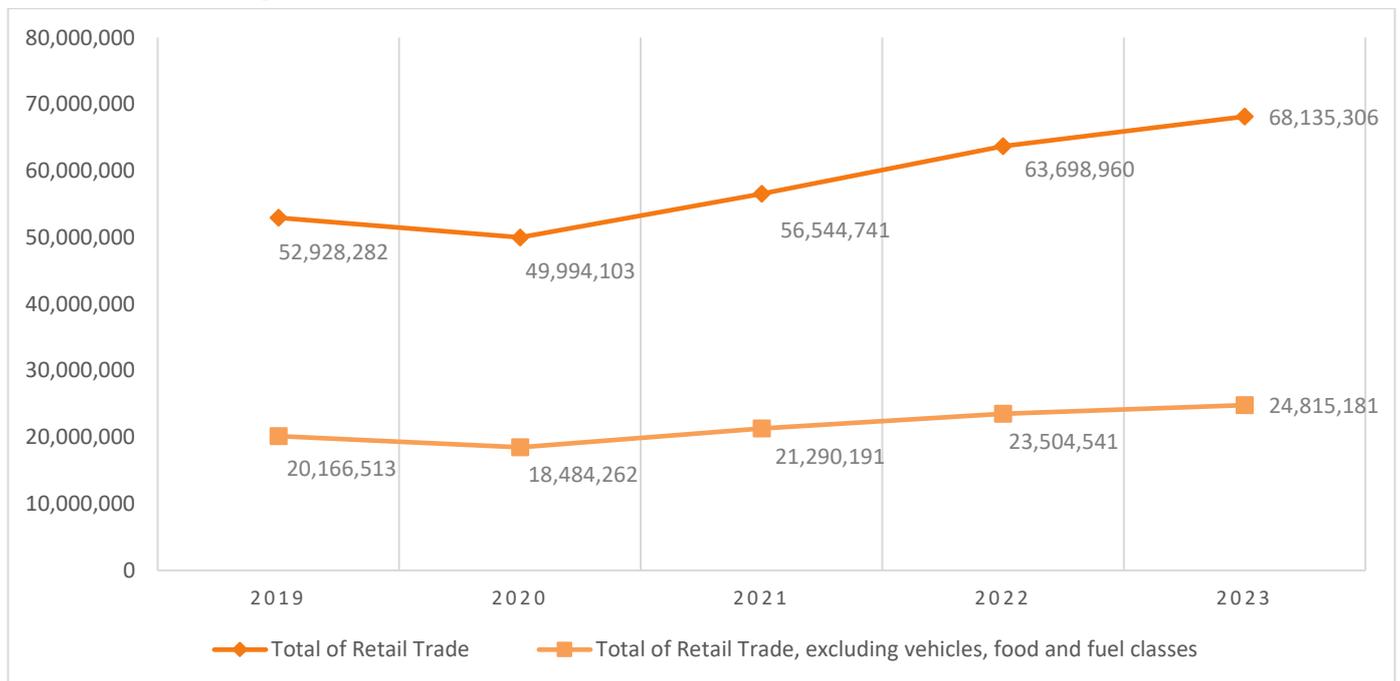
**EVOLUTION OF TURNOVER OF ENTERPRISES IN
RETAIL TRADE
DECEMBER - 4th QUARTER 2023
ANNUAL DATA 2023**

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 December and 4th Quarter 2023.

For the total of enterprises in retail trade, the turnover in 2023 amounted to 68.14 billion euro, recording an increase of 7.0% in comparison with 2022, when the respective turnover was 63.70 billion euro.

For the enterprises in retail trade divisions, excluding vehicles, food and fuel classes, the turnover in 2023¹ amounted to 24.82 billion euro, recording an increase of 5.6% in comparison with 2022, when the respective turnover was 23.50 billion euro.

Graph 1: Evolution of Annual Turnover (in thousand €) for the total of enterprises in retail trade and for the total of enterprises in retail trade, excluding vehicles, food and fuel classes



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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. Total of enterprises in retail trade

1.1. Annual Data (Tables 1, 4)

The five classes with the biggest participation in the annual turnover of **2023** are:

- Retail sale in non-specialized stores with food, beverages or tobacco predominating (27.1%)
- Retail sale of automotive fuel in specialized stores (11.6%)
- Sale of cars and light motor vehicles (11.6%)
- Dispensing chemist in specialized stores (6.5%)
- Retail sale of clothing in specialized stores (5.1%)

and the five classes with the biggest participation in the annual turnover of **2022** are:

- Retail sale in non-specialized stores with food, beverages or tobacco predominating (26.6%)
- Retail sale of automotive fuel in specialized stores (14.0%)
- Sale of cars and light motor vehicles (9.7%)
- Dispensing chemist in specialized stores (7.0%)
- Retail sale of clothing in specialized stores (4.9%)

The activities that recorded the biggest increase in turnover in **2023** compared with 2022 are:

- Sale of cars and light motor vehicles, increase 28.0%.
- Sale of other motor vehicles, increase 26.8%.
- Retail sale of games and toys in specialized stores increase 26.8%.

The activities that recorded the biggest decrease in turnover in **2023** compared with 2022 are:

- Retail sale of automotive fuel in specialized stores, decrease 11.4%.
- Other retail sale of new goods in specialized stores, decrease 5.7%.

The Regions that recorded the biggest increase in turnover in **2023** compared with 2022 are:

- Region of Attiki, increase 9.6%.
- Region of Kriti, increase 7.2%.

The Regions that recorded decrease in turnover in **2023** compared with 2022 are:

- Region of Anatoliki Makedonia, Thraki, decrease 1.3%.
- Region of Dytiki Makedonia, decrease 0.2%.

1.2 Quarterly Data (Tables 2, 5)

For the total of enterprises in retail trade, the turnover in the fourth quarter of 2023 amounted to 18.16 billion euro, recording an increase of 3.7% in comparison with the fourth quarter of 2022, when the respective turnover was 17.52 billion euro and a decrease of 0.1% in comparison with the third quarter of 2023, when the respective turnover was 18.18 billion euro.

The activities that recorded the biggest increase in turnover in the **fourth quarter of 2023** compared with the corresponding quarter of 2022 are:

- Sale of other motor vehicles, increase 27.6%.
- Sale, maintenance and repair of motorcycles and related parts and accessories, increase 26.4%.

The activities that recorded the biggest decrease in turnover in the **fourth quarter of 2023** compared with the corresponding quarter of 2022 are:

- Retail sale of second-hand goods in stores, decrease 17.1%.
- Retail sale of automotive fuel in specialized stores, decrease 12.5%.

The Regions that recorded the biggest increase in turnover in the **fourth quarter of 2023** compared with fourth quarter of 2022 are:

- Region of Attiki, increase 5.2%.
- Region of Notio Aigaio, increase 4.0%.

The Regions that recorded the biggest decrease in turnover in the **fourth quarter of 2023** compared with fourth quarter of 2022 are:

- Region of Anatoliki Makedonia, Thraki, decrease 4.3%.
- Region of Dytiki Makedonia, decrease 1.7%.

1.3 Monthly Data-Enterprises in retail trade divisions obliged to double-entry accounting bookkeeping (Tables 3, 7)

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 2023 amounted to 4.02 billion euro, recording an increase of 3.2% in comparison with December 2022, when the respective turnover was 3.90 billion euro and an increase of 8.5% in comparison with November 2023, when the respective turnover was 3.71 billion euro.

The activities that recorded the biggest increase in turnover in **December 2023** compared with December 2022 are:

- Retail sale of music and video recordings in specialized stores, increase 18.6%.
- Sale, maintenance and repair of motorcycles and related parts and accessories, increase 14.5%.

The activities that recorded the biggest decrease in turnover in **December 2023** compared with December 2022 are:

- Retail sale of carpets, rugs, wall and floor coverings in specialized stores, decrease 17.6%.
- Retail sale of electrical household appliances in specialized store, decrease 5.6%.

The Regions that recorded the biggest increase in turnover in **December 2023** compared with December 2022 are:

- Region of Notio Aigaio, increase 11.7%.
- Region of Dytiki Makedonia, increase 8.9%.

The Region that recorded decrease in turnover in **December 2023** compared with December 2022 is:

- Region of Anatoliki Makedonia, Thraki, decrease 1.0%.

2. Enterprises in retail trade divisions, excluding vehicles, food and fuel classes²

2.1 Annual Data (Table 4)

The Regions that recorded the biggest increase in turnover in **2023** compared with 2022 are:

- Region of Kriti, increase 11.0%.
- Region of Ionia Nissia, increase 8.6%.

2.2 Quarterly Data (Tables 2, 5)

For the enterprises in retail trade divisions, excluding vehicles, food and fuel classes, the turnover in the fourth quarter of 2023 amounted to 6.96 billion euro, recording an increase of 1.5% in comparison with the fourth quarter of 2022, when the respective turnover was 6.85 billion euro and an increase of 6.7% in comparison with the third quarter of 2023, when the respective turnover was 6.52 billion euro.

The Regions that recorded the biggest increase in turnover in the **fourth quarter of 2023** compared with the corresponding quarter of 2022 are:

- Region of Kriti, increase 6.3%.
- Region of Ionia Nissia, increase 5.4%.

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

The Regions that recorded decrease in turnover in the **fourth quarter of 2023** compared with the corresponding quarter of 2022 are:

- Region of Anatoliki Makedonia, Thraki, decrease 0.4%.
- Region of Dytiki Makedonia, decrease 0.4%.

2.3 Monthly Data (Tables 3, 7)

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 December 2023 amounted to 1.30 billion euro, recording an increase of 2.3% in comparison with December 2022, when the respective turnover was 1.27 billion euro and an increase of 9.9% in comparison with November 2023, when the respective turnover was 1.18 billion euro.

The Regions that recorded the biggest increase in turnover in **December 2023** compared with December 2022 are:

- Region of Notio Aigaiο, increase 14.2%.
- Region of Voreio Aigaiο, increase 9.4%.

3. Average Annual Individual Consumption (Table 4)

The Average Annual Individual Consumption³, calculated on the basis of the turnover of the total of retail trade, amounted, in 2023, to 6,543 euro, recording an increase of 7.5% in comparison with 2022, when the respective figure was 6,089 euro.

The Regions that recorded the biggest increase in the average annual individual consumption in **2023** compared with 2022 are:

- Region of Attiki, increase 10.1%.
- Region of Ionia Nissia, increase 7.4%.

The Region that recorded decrease in the average annual individual consumption in **2023** compared with 2022 is:

- Region of Anatoliki Makedonia, Thraki, decrease 1.1%.

The Average Annual Individual Consumption, compiled on the basis of the turnover of the total of retail trade, excluding vehicles, food and fuel classes, in 2023, amounted to 2,383 euro, recording an increase of 6.1% in comparison with 2022, when the respective figure was 2,247 euro.

The Regions that recorded the biggest increase in the average annual individual consumption in **2023** compared with 2022 are:

- Region of Kriti, increase 11.1%.
- Region of Ionia Nissia, increase 9.6%.

4. Small and medium sized enterprises (Tables 6, 8)

4.1 Small and medium sized enterprises in retail trade divisions

For the total of small and medium sized enterprises⁴ in retail trade divisions, the turnover in the fourth quarter 2023 amounted to 10.66 billion euro, recording an increase of 1.7% in comparison with the fourth quarter of 2022, when the respective turnover was 10.48 billion euro.

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 December 2023 amounted to 1.33 billion euro, recording an increase of 5.1% in comparison with December 2022, when the respective turnover was 1.27 billion euro.

³ The description of the calculation method of the Average Annual Individual Consumption is available under section "[Methodological notes](#)" page 19.

⁴ The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 19.

4.2 Small and medium sized enterprises in retail trade divisions, excluding vehicles, food and fuel classes, obliged to double-entry accounting bookkeeping

For the total of small and medium sized enterprises in retail trade divisions, excluding vehicles, food and fuel classes, the turnover in the fourth quarter of 2023 amounted to 5.12 billion euro, recording an increase of 1.3% in comparison with the fourth quarter of 2022, when the respective turnover was 5.06 billion euro.

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 December 2023 amounted to 0.62 billion euro, recording an increase of 2.4% in comparison with December 2022, when the respective turnover was 0.60 billion euro.

Table 1: Annual 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 €)					Share (%) in the annual turnover		Annual Rate of Change (%) 2023/2022
Code NACE Rev.2	Description	2019	2020	2021	2022	2023	2022	2023	
4511	Sale of cars and light motor vehicles	4,732,647	4,060,199	5,210,875	6,177,926	7,910,064	9.7	11.6	28.0
4519	Sale of other motor vehicles	329,185	332,511	437,859	440,548	558,580	0.7	0.8	26.8
4520	Maintenance and repair of motor vehicles	950,562	905,320	1,085,224	1,212,778	1,354,296	1.9	2.0	11.7
4531	Wholesale trade of motor vehicle parts and accessories	1,505,496	1,430,989	1,690,626	1,889,354	2,095,277	3.0	3.1	10.9
4532	Retail trade of motor vehicle parts and accessories	417,531	390,074	455,321	504,486	563,184	0.8	0.8	11.6
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	471,103	446,454	551,422	667,097	785,029	1.0	1.2	17.7
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	14,293,980	15,265,995	15,739,857	16,956,700	18,451,109	26.6	27.1	8.8
4719	Other retail sale in non-specialized stores	2,444,743	2,535,331	**	2,486,585	2,538,512	3.9	3.7	2.1
4721	Retail sale of fruit and vegetables in specialized stores	362,828	403,612	426,973	**	433,387	**	0.6	**
4722	Retail sale of meat and meat products in specialized stores	1,038,543	1,095,310	1,141,238	1,241,640	1,351,752	1.9	2.0	8.9
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	194,788	193,076	224,798	230,965	250,855	0.4	0.4	8.6
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	599,685	533,603	598,695	691,797	752,717	1.1	1.1	8.8
4725	Retail sale of beverages in specialized stores	156,875	132,030	168,005	198,452	208,203	0.3	0.3	4.9
4726	Retail sale of tobacco products in specialized stores	206,967	199,134	211,889	225,544	243,839	0.4	0.4	8.1
4729	Other retail sale of food in specialized stores	451,319	461,578	506,840	538,654	578,980	0.8	0.8	7.5
4730	Retail sale of automotive fuel in specialized stores	7,145,948	5,756,241	6,911,334	8,911,385	7,891,525	14.0	11.6	-11.4
4741	Retail sale of computers, peripheral units and software in specialized stores	681,426	787,548	1,015,266	1,118,512	1,210,382	1.8	1.8	8.2
4742	Retail sale of telecommunications equipment in specialized stores	526,165	539,772	603,848	**	**	**	**	**
4743	Retail sale of audio and video equipment in specialized stores	56,298	54,385	67,190	71,979	83,439	0.1	0.1	15.9
4751	Retail sale of textiles in specialized stores	373,301	340,574	374,768	390,011	395,006	0.6	0.6	1.3
4752	Retail sale of hardware, paints and glass in specialized stores	1,233,139	1,167,207	1,426,403	1,693,355	1,827,334	2.7	2.7	7.9
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	48,412	36,876	53,011	53,236	52,000	0.1	0.1	-2.3
4754	Retail sale of electrical household appliances in specialized stores	1,277,107	1,157,589	1,277,559	1,336,792	1,471,158	2.1	2.2	10.1
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	774,205	655,147	826,254	935,675	1,027,046	1.5	1.5	9.8

Table 1: Annual 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 €)					Share (%) in the annual turnover		Annual Rate of Change (%) 2023/2022
Code NACE Rev.2	Description	2019	2020	2021	2022	2023	2022	2023	
4761	Retail sale of books in specialized stores	187,736	174,498	189,788	205,533	211,324	0.3	0.3	2.8
4762	Retail sale of newspapers and stationery in specialized stores	137,733	127,754	141,989	152,831	158,544	0.2	0.2	3.7
4763	Retail sale of music and video recordings in specialized stores	7,899	5,897	8,047	**	12,849	**	0.0	**
4764	Retail sale of sporting equipment in specialized stores	526,987	513,286	643,954	706,300	788,675	1.1	1.2	11.7
4765	Retail sale of games and toys in specialized stores	897,095	704,606	868,382	1,003,712	1,272,460	1.6	1.9	26.8
4771	Retail sale of clothing in specialized stores	2,813,018	1,847,806	2,642,645	3,132,795	3,472,295	4.9	5.1	10.8
4772	Retail sale of footwear and leather goods in specialized stores	495,407	333,596	425,866	504,315	568,303	0.8	0.8	12.7
4773	Dispensing chemist in specialized stores	3,724,190	4,077,934	4,223,335	4,448,016	4,432,727	7.0	6.5	-0.3
4774	Retail sale of medical and orthopaedic goods in specialized stores	95,867	106,000	128,988	129,414	140,232	0.2	0.2	8.4
4775	Retail sale of cosmetic and toilet articles in specialized stores	1,036,432	630,347	779,230	1,015,771	1,189,438	1.6	1.7	17.1
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	491,075	514,763	599,550	670,043	716,504	1.1	1.1	6.9
4777	Retail sale of watches and jewellery in specialised stores	394,106	244,167	380,258	489,435	528,601	0.8	0.8	8.0
4778	Other retail sale of new goods in specialized stores	931,063	730,376	903,723	1,231,883	1,161,336	1.9	1.7	-5.7
4779	Retail sale of second-hand goods in stores	11,096	9,253	15,173	26,527	30,259	0.0	0.0	14.1
4781	Retail sale via stalls and markets of food, beverages and tobacco products	111,273	102,849	105,483	120,475	135,167	0.2	0.2	12.2
4782	Retail sale via stalls and markets of textiles, clothing and footwear	8,997	5,042	8,048	9,620	10,602	0.0	0.0	10.2
4789	Retail sale via stalls and markets of other goods	41,631	34,944	37,096	43,042	46,052	0.1	0.1	7.0
4791	Retail sale via mail order houses or via Internet	600,449	824,424	**	**	**	**	**	**
4799	Other retail sale not in stores, stalls or markets	143,972	126,006	135,143	162,577	155,997	0.3	0.2	-4.0
Total without vehicles, food and fuel classes⁽¹⁾		20,166,513	18,484,262	21,290,191	23,504,541	24,815,181	36.9	36.4	5.6
Total		52,928,282	49,994,103	56,544,741	63,698,960	68,135,306	100.0	100.0	7.0

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".

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

(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 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 (%) 2023/2022		Quarterly Rate of Change (%) 4th Quarter / 3rd Quarter	
Code NACE Rev.2	Description	3rd Quarter 2022	4th Quarter 2022	3rd Quarter 2023	4th Quarter 2023	3rd Quarter	4th Quarter	2022	2023
4511	Sale of cars and light motor vehicles	1,609,725	1,571,103	1,958,718	1,959,387	21.7	24.7	-2.4	0.0
4519	Sale of other motor vehicles	106,836	131,196	137,499	167,342	28.7	27.6	22.8	21.7
4520	Maintenance and repair of motor vehicles	312,443	356,788	342,988	389,063	9.8	9.0	14.2	13.4
4531	Wholesale trade of motor vehicle parts and accessories	484,486	526,468	524,229	571,690	8.2	8.6	8.7	9.1
4532	Retail trade of motor vehicle parts and accessories	130,881	147,417	142,074	163,223	8.6	10.7	12.6	14.9
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	191,300	147,162	208,597	185,950	9.0	26.4	-23.1	-10.9
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	4,708,304	4,486,055	5,208,982	4,719,841	10.6	5.2	-4.7	-9.4
4719	Other retail sale in non-specialized stores	683,963	681,333	697,812	**	2.0	**	-0.4	**
4721	Retail sale of fruit and vegetables in specialized stores	**	**	140,507	97,798	**	**	**	-30.4
4722	Retail sale of meat and meat products in specialized stores	333,137	361,793	361,329	376,380	8.5	4.0	8.6	4.2
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	70,113	50,591	75,614	55,501	7.8	9.7	-27.8	-26.6
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	196,762	190,497	209,589	198,881	6.5	4.4	-3.2	-5.1
4725	Retail sale of beverages in specialized stores	63,605	52,603	64,342	54,676	1.2	3.9	-17.3	-15.0
4726	Retail sale of tobacco products in specialized stores	62,887	61,594	67,778	64,391	7.8	4.5	-2.1	-5.0
4729	Other retail sale of food in specialized stores	135,903	148,340	145,111	157,114	6.8	5.9	9.2	8.3
4730	Retail sale of automotive fuel in specialized stores	2,340,696	2,366,486	2,110,669	2,069,847	-9.8	-12.5	1.1	-1.9
4741	Retail sale of computers, peripheral units and software in specialized stores	291,190	372,669	290,737	**	-0.2	**	28.0	**
4742	Retail sale of telecommunications equipment in specialized stores	**	**	**	**	**	**	**	**
4743	Retail sale of audio and video equipment in specialized stores	19,582	23,188	20,827	25,236	6.4	8.8	18.4	21.2
4751	Retail sale of textiles in specialized stores	102,267	111,855	102,744	**	0.5	**	9.4	**
4752	Retail sale of hardware, paints and glass in specialized stores	438,388	497,989	455,299	536,212	3.9	7.7	13.6	17.8
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	11,918	22,170	11,243	21,582	-5.7	-2.7	86.0	92.0
4754	Retail sale of electrical household appliances in specialized stores	383,055	427,390	382,138	427,139	-0.2	-0.1	11.6	11.8
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	251,179	285,821	259,100	303,616	3.2	6.2	13.8	17.2

Table 2: 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 (%) 2023/2022		Quarterly Rate of Change (%) 4th Quarter / 3rd Quarter	
Code NACE Rev.2	Description	3rd Quarter 2022	4th Quarter 2022	3rd Quarter 2023	4th Quarter 2023	3rd Quarter	4th Quarter	2022	2023
4761	Retail sale of books in specialized stores	67,169	60,899	67,146	60,987	0.0	0.1	-9.3	-9.2
4762	Retail sale of newspapers and stationery in specialized stores	48,525	41,562	**	41,875	**	0.8	-14.3	**
4763	Retail sale of music and video recordings in specialized stores	**	**	3,890	3,710	**	**	**	-4.6
4764	Retail sale of sporting equipment in specialized stores	196,872	197,479	213,005	211,200	8.2	6.9	0.3	-0.8
4765	Retail sale of games and toys in specialized stores	257,744	362,255	287,514	388,916	11.6	7.4	40.5	35.3
4771	Retail sale of clothing in specialized stores	866,965	957,939	921,742	1,025,627	6.3	7.1	10.5	11.3
4772	Retail sale of footwear and leather goods in specialized stores	146,345	141,595	164,537	162,350	12.4	14.7	-3.2	-1.3
4773	Dispensing chemist in specialized stores	1,099,990	1,185,817	**	1,191,088	**	0.4	7.8	**
4774	Retail sale of medical and orthopaedic goods in specialized stores	30,970	36,051	28,973	42,326	-6.4	17.4	16.4	46.1
4775	Retail sale of cosmetic and toilet articles in specialized stores	338,482	278,456	398,696	305,990	17.8	9.9	-17.7	-23.3
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	153,595	179,438	158,249	182,692	3.0	1.8	16.8	15.4
4777	Retail sale of watches and jewellery in specialised stores	187,294	121,062	184,845	130,016	-1.3	7.4	-35.4	-29.7
4778	Other retail sale of new goods in specialized stores	**	**	356,409	293,318	**	**	**	-17.7
4779	Retail sale of third-hand goods in stores	7,155	9,241	7,726	7,658	8.0	-17.1	29.2	-0.9
4781	Retail sale via stalls and markets of food, beverages and tobacco products	27,772	36,740	31,174	40,948	12.2	11.5	32.3	31.4
4782	Retail sale via stalls and markets of textiles, clothing and footwear	2,861	3,254	2,872	3,659	0.4	12.4	13.7	27.4
4789	Retail sale via stalls and markets of other goods	11,644	13,138	12,228	14,205	5.0	8.1	12.8	16.2
4791	Retail sale via mail order houses or via Internet	191,121	**	**	**	**	**	**	**
4799	Other retail sale not in stores, stalls or markets	36,039	48,767	36,950	44,976	2.5	-7.8	35.3	21.7
Total without vehicles, food and fuel classes⁽¹⁾		6,393,393	6,850,782	6,518,696	6,956,787	2.0	1.5	7.2	6.7
Total		17,229,912	17,519,532	18,180,118	18,164,428	5.5	3.7	1.7	-0.1

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".

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

(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 3: Turnover (in thousand €) 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 (%) 2023/2022		Monthly Rate of Change (%) December / November	
Code NACE Rev.2	Description	November 2022	December 2022	November 2023	December 2023	November	December	2022	2023
4511	Sale of cars and light motor vehicles	484,769	518,330	634,751	564,582	30.9	8.9	6.9	-11.1
4519	Sale of other motor vehicles	31,524	46,104	47,978	48,426	52.2	5.0	46.3	0.9
4520	Maintenance and repair of motor vehicles	26,397	**	33,005	28,914	25.0	**	**	-12.4
4531	Wholesale trade of motor vehicle parts and accessories	132,252	119,739	147,012	123,028	11.2	2.7	-9.5	-16.3
4532	Retail trade of motor vehicle parts and accessories	*	*	*	*	*	*	*	*
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	35,364	28,111	43,005	32,183	21.6	14.5	-20.5	-25.2
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,173,180	1,481,831	1,263,732	1,532,571	7.7	3.4	26.3	21.3
4719	Other retail sale in non-specialized stores	56,123	58,278	**	**	**	**	3.8	**
4721	Retail sale of fruit and vegetables in specialized stores	**	**	5,944	6,993	**	**	**	17.6
4722	Retail sale of meat and meat products in specialized stores	24,526	37,707	<u>27,068</u>	<u>41,027</u>	<u>10.4</u>	<u>8.8</u>	53.7	51.6
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	2,795	2,950	<u>3,598</u>	<u>3,950</u>	<u>28.7</u>	<u>33.9</u>	5.5	9.8
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	11,160	15,156	<u>12,293</u>	<u>15,097</u>	<u>10.2</u>	<u>-0.4</u>	35.8	22.8
4725	Retail sale of beverages in specialized stores	4,347	**	<u>4,760</u>	10,427	<u>9.5</u>	**	**	<u>119.1</u>
4726	Retail sale of tobacco products in specialized stores	2,964	3,597	<u>3,801</u>	<u>4,894</u>	<u>28.2</u>	<u>36.1</u>	21.4	28.8
4729	Other retail sale of food in specialized stores	16,282	18,673	17,394	<u>21,987</u>	6.8	<u>17.7</u>	14.7	<u>26.4</u>
4730	Retail sale of automotive fuel in specialized stores	306,117	295,296	269,976	282,236	-11.8	-4.4	-3.5	4.5
4741	Retail sale of computers, peripheral units and software in specialized stores	127,717	137,657	131,745	**	3.2	**	7.8	**
4742	Retail sale of telecommunications equipment in specialized stores	**	**	<u>15,920</u>	<u>17,221</u>	**	**	**	8.2
4743	Retail sale of audio and video equipment in specialized stores	5,116	5,586	**	5,407	**	-3.2	9.2	**
4751	Retail sale of textiles in specialized stores	3,172	4,003	3,000	**	-5.4	**	26.2	**
4752	Retail sale of hardware, paints and glass in specialized stores	61,684	68,146	71,245	72,821	15.5	6.9	10.5	2.2
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	3,691	3,625	3,565	2,987	-3.4	-17.6	-1.8	-16.2
4754	Retail sale of electrical household appliances in specialized stores	126,974	113,274	125,319	106,944	-1.3	-5.6	-10.8	-14.7
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	**	**	62,704	66,585	**	**	**	6.2

Table 3: Turnover (in thousand €) 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 (in thousand €)				Annual Rate of Change (%) 2023/2022		Monthly Rate of Change (%) December / November	
Code NACE Rev.2	Description	November 2022	December 2022	November 2023	December 2023	November	December	2022	2023
4761	Retail sale of books in specialized stores	5,795	9,691	5,868	9,724	1.3	0.3	67.2	65.7
4762	Retail sale of newspapers and stationery in specialized stores	1,864	1,607	1,772	1,544	-4.9	-3.9	-13.8	-12.9
4763	Retail sale of music and video recordings in specialized stores	59	102	84	121	42.4	18.6	72.9	44.0
4764	Retail sale of sporting equipment in specialized stores	45,185	53,392	52,473	55,287	16.1	3.5	18.2	5.4
4765	Retail sale of games and toys in specialized stores	111,694	152,036	121,977	158,447	9.2	4.2	36.1	29.9
4771	Retail sale of clothing in specialized stores	204,238	264,218	236,567	291,481	15.8	10.3	29.4	23.2
4772	Retail sale of footwear and leather goods in specialized stores	23,833	30,488	37,730	30,855	58.3	1.2	27.9	-18.2
4773	Dispensing chemist in specialized stores	46,055	49,247	<u>52,179</u>	<u>56,534</u>	<u>13.3</u>	<u>14.8</u>	6.9	8.3
4774	Retail sale of medical and orthopaedic goods in specialized stores	5,439	4,429	<u>6,624</u>	<u>5,677</u>	<u>21.8</u>	<u>28.2</u>	-18.6	-14.3
4775	Retail sale of cosmetic and toilet articles in specialized stores	69,819	92,232	80,552	93,734	15.4	1.6	32.1	16.4
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	14,167	16,956	<u>16,052</u>	<u>19,403</u>	<u>13.3</u>	<u>14.4</u>	19.7	20.9
4777	Retail sale of watches and jewellery in specialised stores	18,502	29,145	20,210	32,579	9.2	11.8	57.5	61.2
4778	Other retail sale of new goods in specialized stores	23,646	26,068	20,302	**	-14.1	**	10.2	**
4779	Retail sale of third-hand goods in stores	**	**	1,245	893	**	**	**	-28.3
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	49,330	**	38,066	38,132	-22.8	**	**	0.2
4799	Other retail sale not in stores, stalls or markets	3,442	3,726	**	<u>3,287</u>	**	<u>-11.8</u>	8.3	**
Total without vehicles, food and fuel classes⁽¹⁾		1,096,955	1,266,987	1,179,156	1,295,611	7.5	2.3	15.5	9.9
Total		3,366,491	3,898,134	3,706,833	4,023,336	10.1	3.2	15.8	8.5

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.

(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 4: Annual turnover (in thousand €) for the **Total of Retail Trade**, for the **Total of Retail Trade, excluding vehicles, food and fuel classes** and for the **Average Annual Individual Consumption** 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 €)			Estimated Population ⁽²⁾		Average Annual Individual Consumption ⁽³⁾					
									TURNOVER for the Total of Retail Trade (in €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes ⁽¹⁾ (in €)		
	2022	2023	2023/2022 (%)	2022	2023	2023/2022 (%)	01.01.2022	01.01.2023	2022	2023	2023/2022 (%)	2022	2023	2023/2022 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	1,884,085	1,859,236	-1.3	730,156	743,261	1.8	560,787	559,730	3,360	3,322	-1.1	1,302	1,328	2.0
REGION OF KENTRIKI MAKEDONIA	9,075,593	9,521,669	4.9	2,656,446	2,768,740	4.2	1,791,320	1,782,630	5,066	5,341	5.4	1,483	1,553	4.7
Regional Unit of Thessaloniki	6,668,632	7,087,092	6.3	1,687,741	1,757,468	4.1	1,090,902	1,089,819	6,113	6,503	6.4	1,547	1,613	4.3
REGION OF DYTIKI MAKEDONIA	803,092	801,552	-0.2	320,381	325,047	1.5	253,875	250,453	3,163	3,200	1.2	1,262	1,298	2.9
REGION OF IPEIROS	1,143,852	1,148,323	0.4	464,110	481,197	3.7	319,214	318,890	3,583	3,601	0.5	1,454	1,509	3.8
REGION OF THESSALIA	2,093,539	2,121,920	1.4	900,114	923,783	2.6	686,450	682,189	3,050	3,110	2.0	1,311	1,354	3.3
REGION OF STEREA ELLADA	1,560,630	1,577,596	1.1	706,241	730,650	3.5	506,991	504,167	3,078	3,129	1.7	1,393	1,449	4.0
REGION OF IONIA NISSIA	1,087,782	1,156,614	6.3	426,261	462,764	8.6	204,166	202,185	5,328	5,721	7.4	2,088	2,289	9.6
REGION OF DYTIKI ELLADA	2,019,014	2,063,673	2.2	844,101	874,139	3.6	646,764	643,188	3,122	3,209	2.8	1,305	1,359	4.1
REGION OF PELOPONNISOS	1,934,782	1,956,633	1.1	753,465	785,997	4.3	538,218	534,345	3,595	3,662	1.9	1,400	1,471	5.1
REGION OF ATTIKI	36,369,166	39,864,665	9.6	13,301,375	14,119,194	6.2	3,807,698	3,790,842	9,551	10,516	10.1	3,493	3,725	6.6
REGION OF VOREIO AIGAIO	643,261	662,368	3.0	302,401	321,632	6.4	194,597	195,509	3,306	3,388	2.5	1,554	1,645	5.9
REGION OF NOTIO AIGAIO	2,026,540	2,124,465	4.8	867,234	911,633	5.1	327,647	326,945	6,185	6,498	5.1	2,647	2,788	5.3
REGION OF KRITI	3,057,623	3,276,593	7.2	1,232,258	1,367,144	11.0	623,900	622,909	4,901	5,260	7.3	1,975	2,195	11.1
Total	63,698,960	68,135,306	7.0	23,504,541	24,815,181	5.6	10,461,627	10,413,982	6,089	6,543	7.5	2,247	2,383	6.1

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.

(2) Analytical information on the calculation methodology of the Estimated Population is available in the [Methodological note on the estimated migration flows of 2022 and the estimated population on 1.1.2023 \(2023\)](#).

(3) The description of the calculation method of the Average Annual Individual Consumption is available under section "[Methodological notes](#)" page 19.

Table 5: 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 €)		
	4th Quarter 2022	4th Quarter 2023	4th Quarter 2023/2022 (%)	4th Quarter 2022	4th Quarter 2023	4th Quarter 2023/2022 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	528,404	505,959	-4.3	206,081	205,262	-0.4
REGION OF KENTRIKI MAKEDONIA	2,470,120	2,553,060	3.4	747,655	773,813	3.5
Regional Unit of Thessaloniki	1,811,358	1,902,329	5.0	480,951	496,841	3.3
REGION OF DYTIKI MAKEDONIA	234,645	230,764	-1.7	96,129	95,792	-0.4
REGION OF IPEIROS	313,447	309,275	-1.3	132,566	135,547	2.3
REGION OF THESSALIA	589,363	603,891	2.5	263,191	270,952	3.0
REGION OF STEREA ELLADA	441,930	441,967	0.0	205,068	208,397	1.6
REGION OF IONIA NISSIA	230,490	228,372	-0.9	93,599	98,627	5.4
REGION OF DYTIKI ELLADA	558,471	566,214	1.4	238,859	244,959	2.6
REGION OF PELOPONNISOS	516,093	511,755	-0.8	203,538	211,200	3.8
REGION OF ATTIKI	10,262,718	10,791,096	5.2	4,056,093	4,072,084	0.4
REGION OF VOREIO AIGAIO	170,376	171,691	0.8	84,046	87,127	3.7
REGION OF NOTIO AIGAIO	406,015	422,370	4.0	182,170	189,576	4.1
REGION OF KRITI	**	828,014	**	341,787	363,451	6.3
Total	17,519,532	18,164,428	3.7	6,850,782	6,956,787	1.5

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.

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

Table 6: 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 ⁽²⁾ (in thousand €)		
	4th Quarter 2022	4th Quarter 2023	4th Quarter 2023/2022 (%)	4th Quarter 2022	4th Quarter 2023	4th Quarter 2023/2022 (%)
Medium Enterprises	1,269,771	1,383,125	8.9	575,357	590,784	2.7
Small Enterprises	2,620,100	2,577,385	-1.6	936,224	901,059	-3.8
Micro Enterprises	6,586,043	6,695,700	1.7	3,544,436	3,627,138	2.3
Small and Medium Sized Enterprises	10,475,914	10,656,210	1.7	5,056,017	5,118,981	1.3
Small and Medium Sized Enterprises / Total of Enterprises (%)	59.8	58.7		73.8	73.6	

Notes:

(1) The definition of the small and medium sized enterprises is available under section "Methodological notes" page 19.

(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.

Table 7: Turnover (in thousand) for the **Total or Retail Trade** and for the **Total of Retail Trade excluding vehicles, food and fuel classes**, for all 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 €)		
	December 2022	December 2023	December 2023/2022 (%)	December 2022	December 2023	December 2023/2022 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	46,184	45,713	-1.0	15,997	16,550	3.5
REGION OF KENTRIKI MAKEDONIA	471,614	501,261	6.3	76,877	<u>86,783</u>	<u>12.9</u>
Regional Unit of Thessaloniki	428,611	454,215	6.0	58,663	<u>65,265</u>	<u>11.3</u>
REGION OF DYTIKI MAKEDONIA	19,467	21,190	8.9	6,679	6,810	2.0
REGION OF IPEIROS	**	<u>32,453</u>	**	8,555	<u>10,219</u>	<u>19.5</u>
REGION OF THESSALIA	46,367	<u>51,167</u>	<u>10.4</u>	19,136	20,031	4.7
REGION OF STEREA ELLADA	32,109	<u>36,598</u>	<u>14.0</u>	18,998	<u>19,332</u>	<u>1.8</u>
REGION OF IONIA NISSIA	23,705	<u>23,095</u>	<u>-2.6</u>	7,043	<u>8,495</u>	<u>20.6</u>
REGION OF DYTIKI ELLADA	48,899	49,656	1.6	13,840	14,327	3.5
REGION OF PELOPONNISOS	38,154	<u>41,881</u>	<u>9.8</u>	7,196	<u>8,966</u>	<u>24.6</u>
REGION OF ATTIKI	2,972,452	3,038,832	2.2	1,032,229	1,033,492	0.1
REGION OF VOREIO AIGAIO	14,151	15,128	6.9	7,129	7,801	9.4
REGION OF NOTIO AIGAIO	42,431	47,382	11.7	13,471	15,385	14.2
REGION OF KRITI	**	118,980	**	39,837	<u>47,420</u>	<u>19.0</u>
Total	3,898,134	4,023,336	3.2	1,266,987	1,295,611	2.3

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.

** 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.

Table 8: 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 €)		
	December 2022	December 2023	December 2023/2022 (%)	December 2022	December 2023	December 2023/2022 (%)
Medium Enterprises	424,351	447,432	5.4	199,325	207,776	4.2
Small Enterprises	582,149	590,306	1.4	267,056	259,780	-2.7
Micro Enterprises	261,023	<u>294,177</u>	<u>12.7</u>	135,736	<u>148,743</u>	<u>9.6</u>
Small and Medium Sized Enterprises	1,267,523	1,331,915	5.1	602,117	616,299	2.4
Small and Medium Sized Enterprises / Total of Enterprises (%)	32.5	33.1		47.5	47.6	

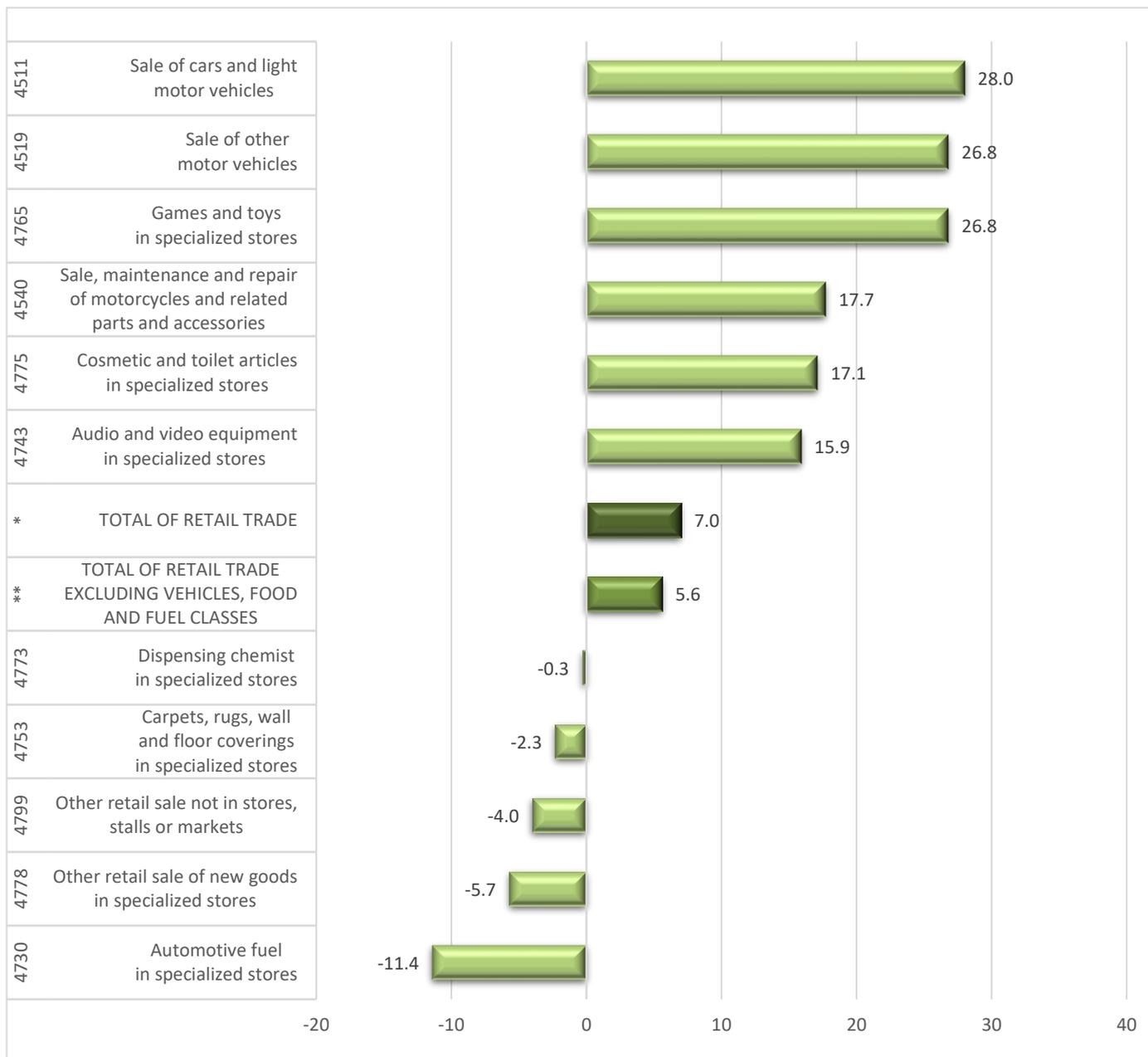
Notes:

(1) The definition of the small and medium sized enterprises is available under section "Methodological notes" page 19.

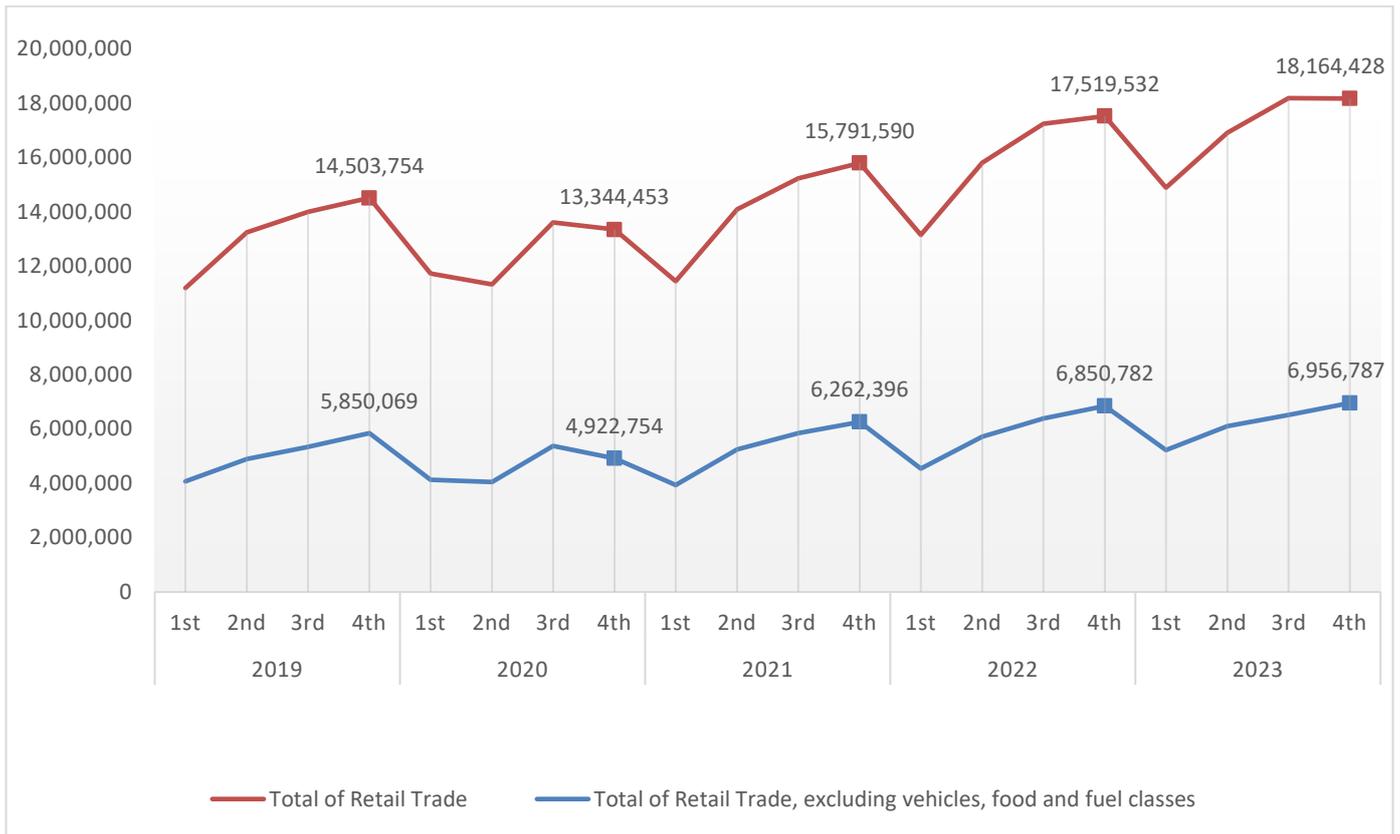
(2) In the "Total of Retail Trade, excluding vehicles, food and fuel classes" the economic activities 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

(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.

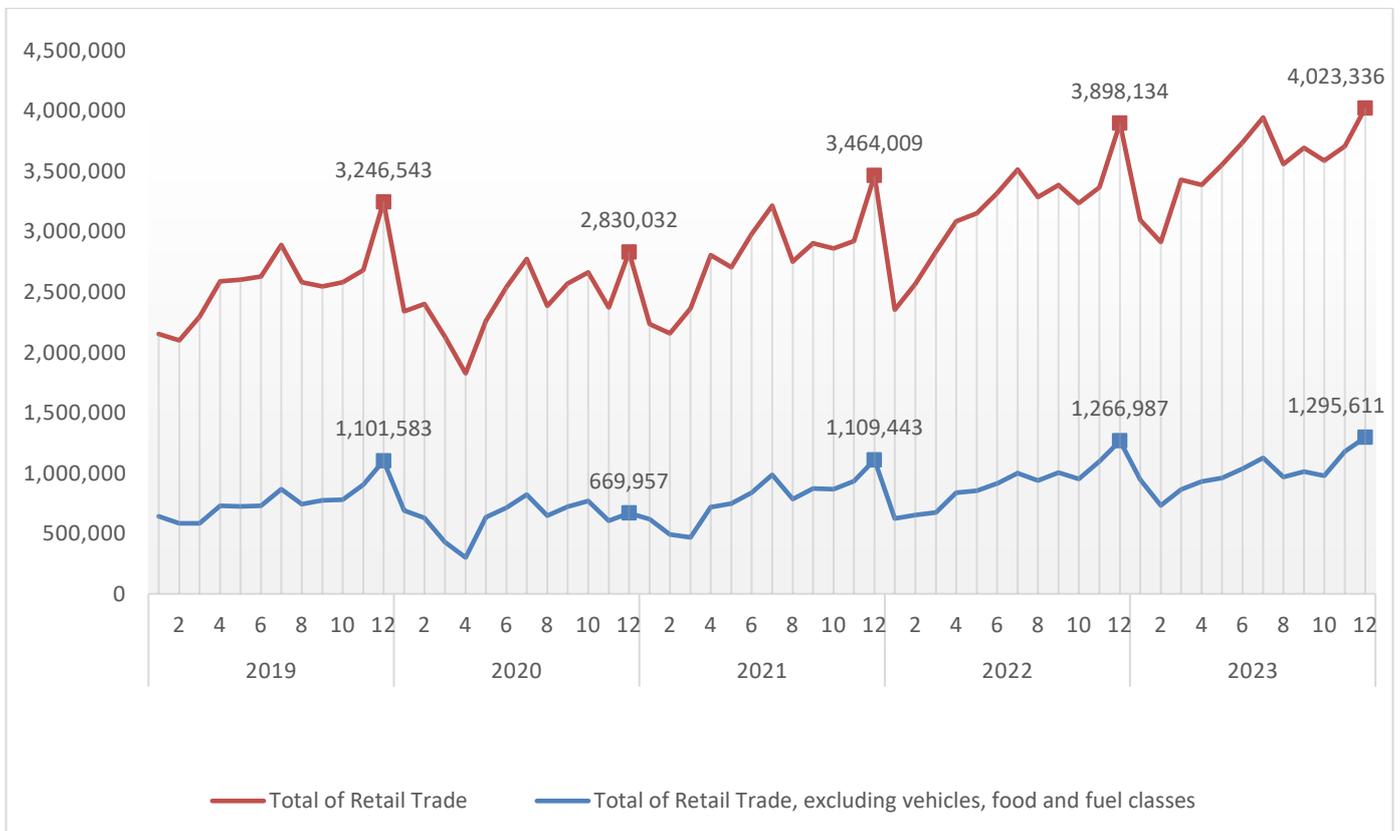
Graph 2. Biggest changes (%) of the annual turnover for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification), **2023 / 2022.**



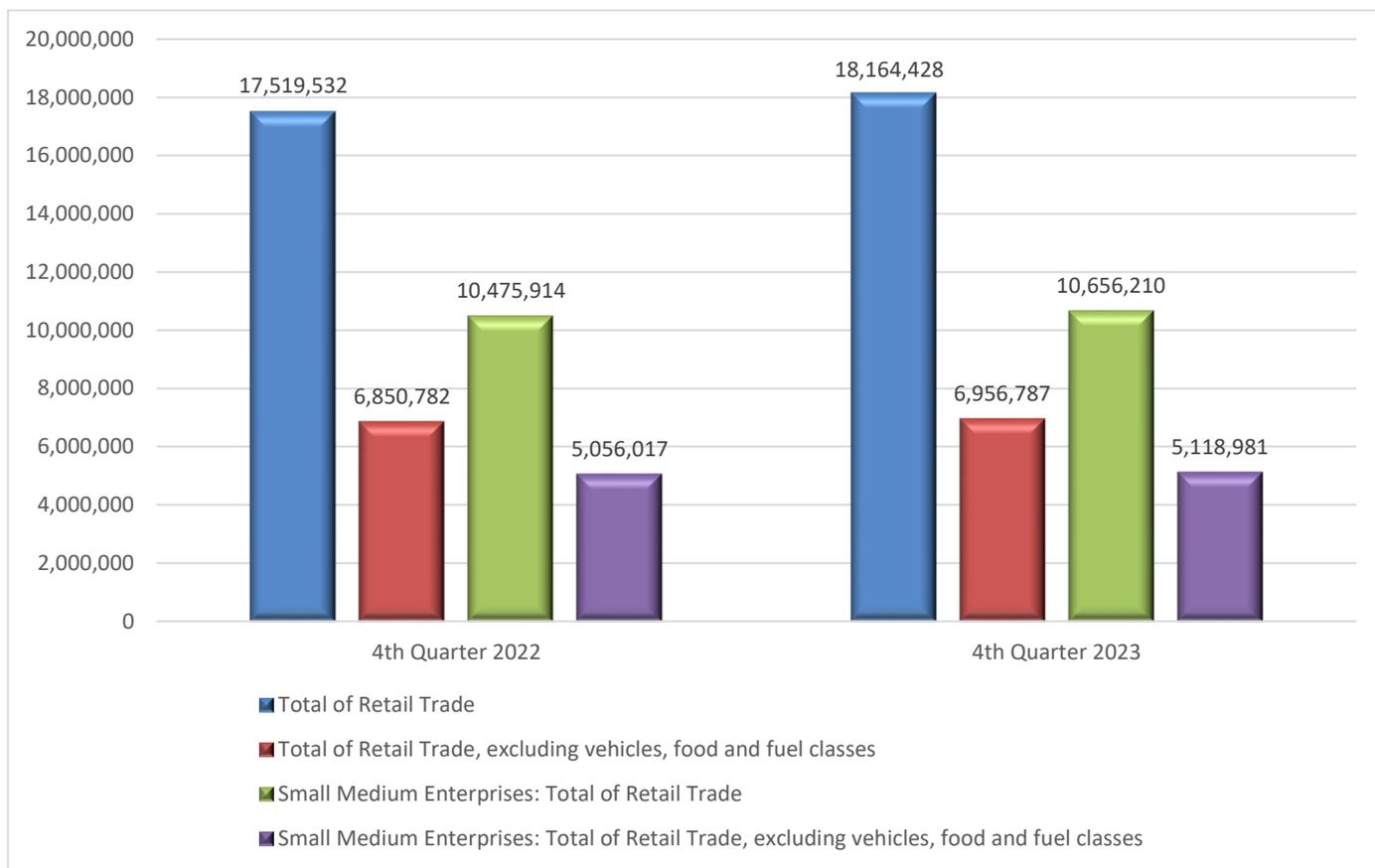
Graph 3: Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes



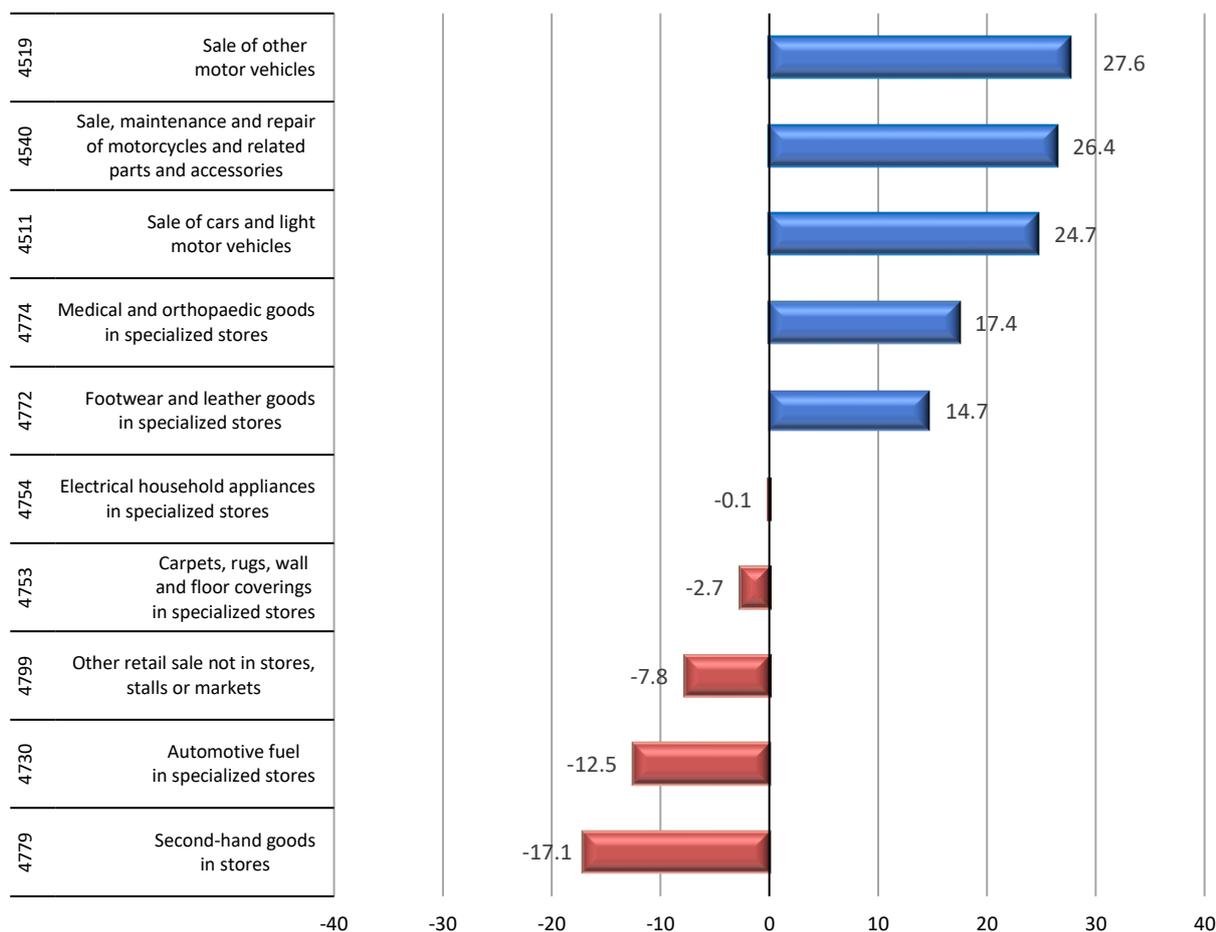
Graph 4: Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes.



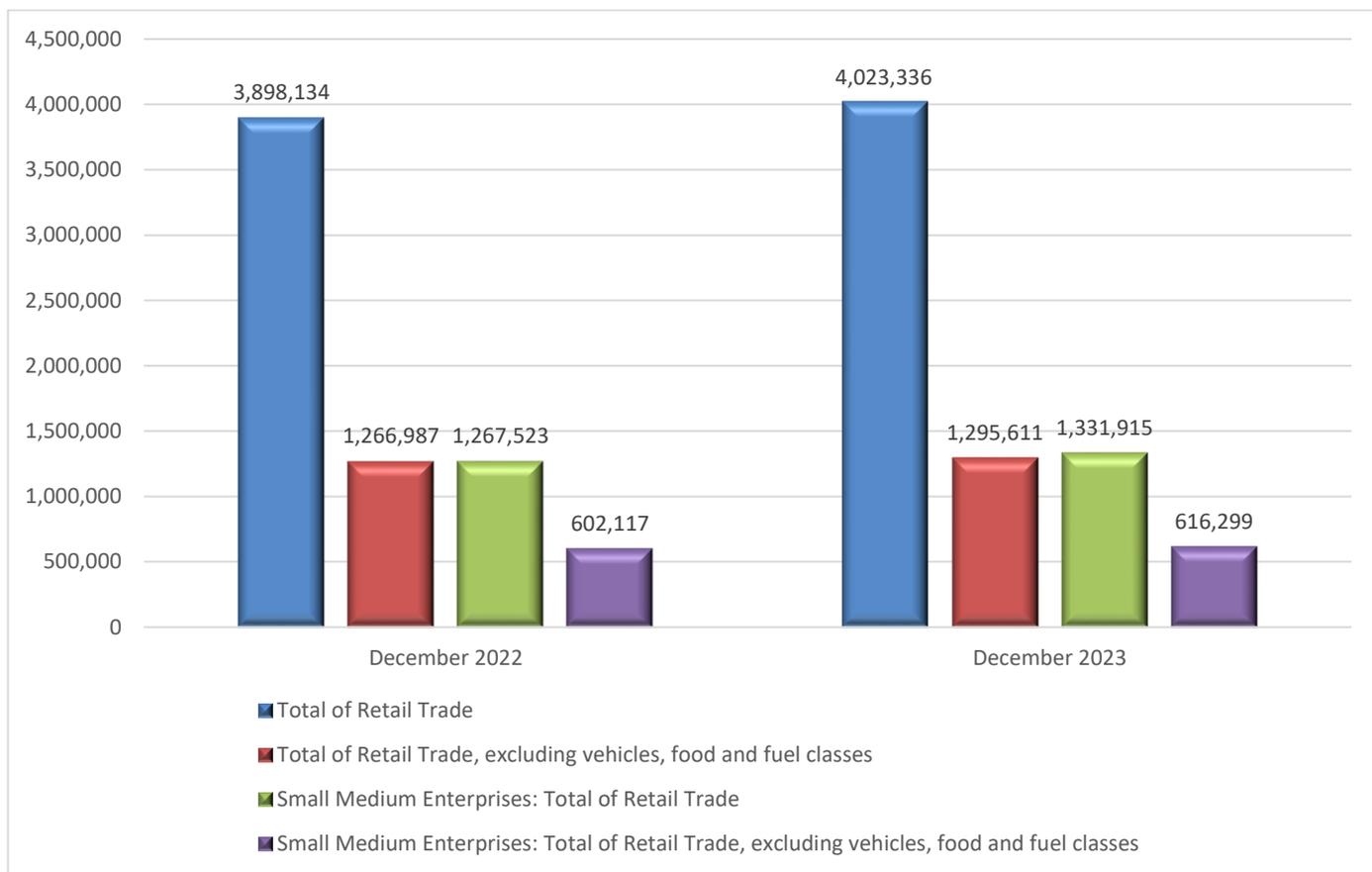
Graph 5: Turnover (in thousand euro) for the total of enterprises and of the small and medium sized enterprises in all classes of the retail trade (divisions 45 and 47 of NACE Rev.2 classification) and in all classes of the retail trade (divisions 45 and 47 of NACE Rev.2 classification), excluding vehicles, food and fuel classes.



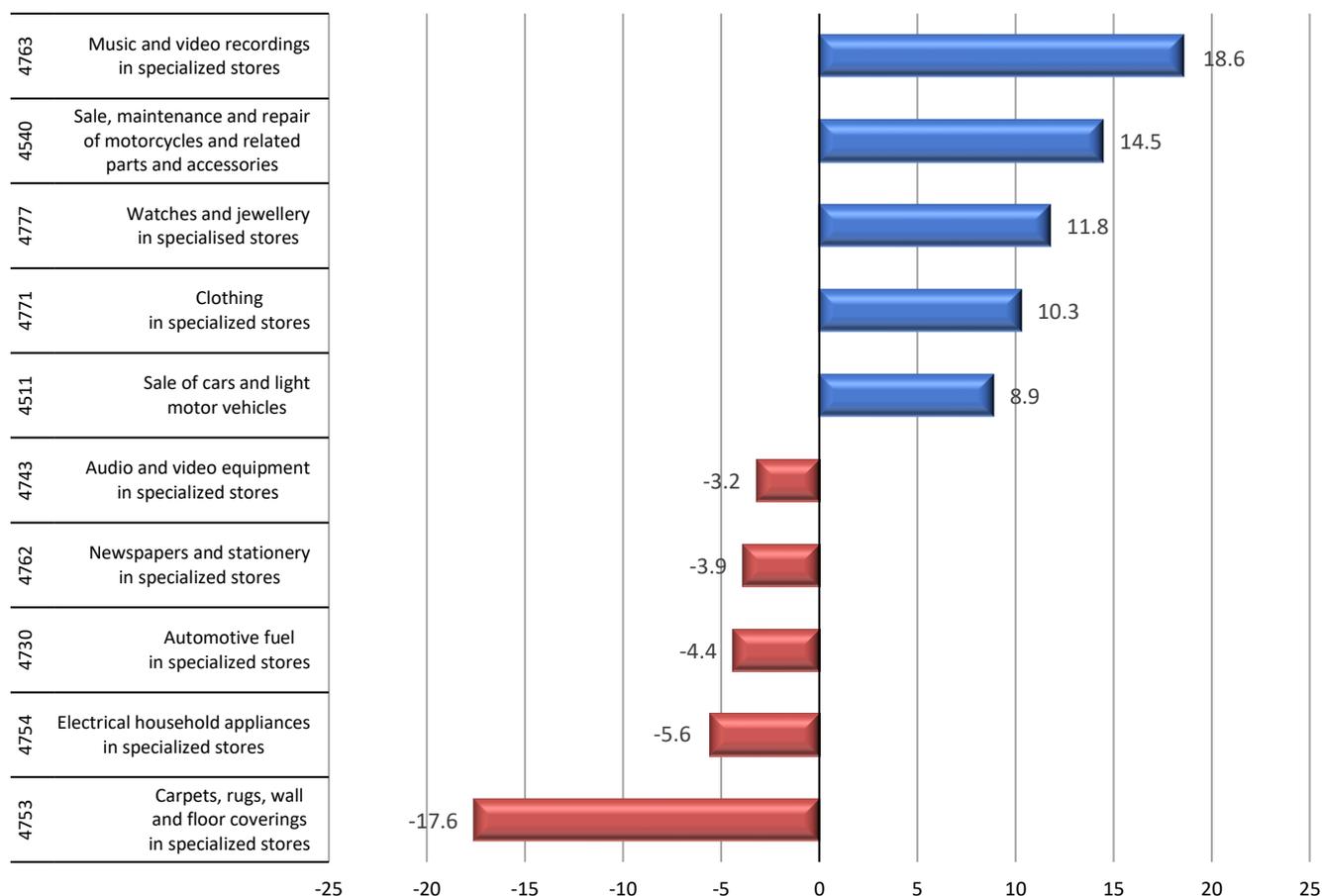
Graph 6: Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification) **4th Quarter 2023 / 4th Quarter 2022**



Graph 7: Turnover (in thousand euro) for 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 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 2023 / December 2022**



METHODOLOGICAL NOTES

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 2020.
- Administrative registers of enterprises, of the reference years 2021 and 2022.
- Administrative transactions files (tax, etc) of the reference years 2019, 2020, 2021, 2022 and 2023.

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

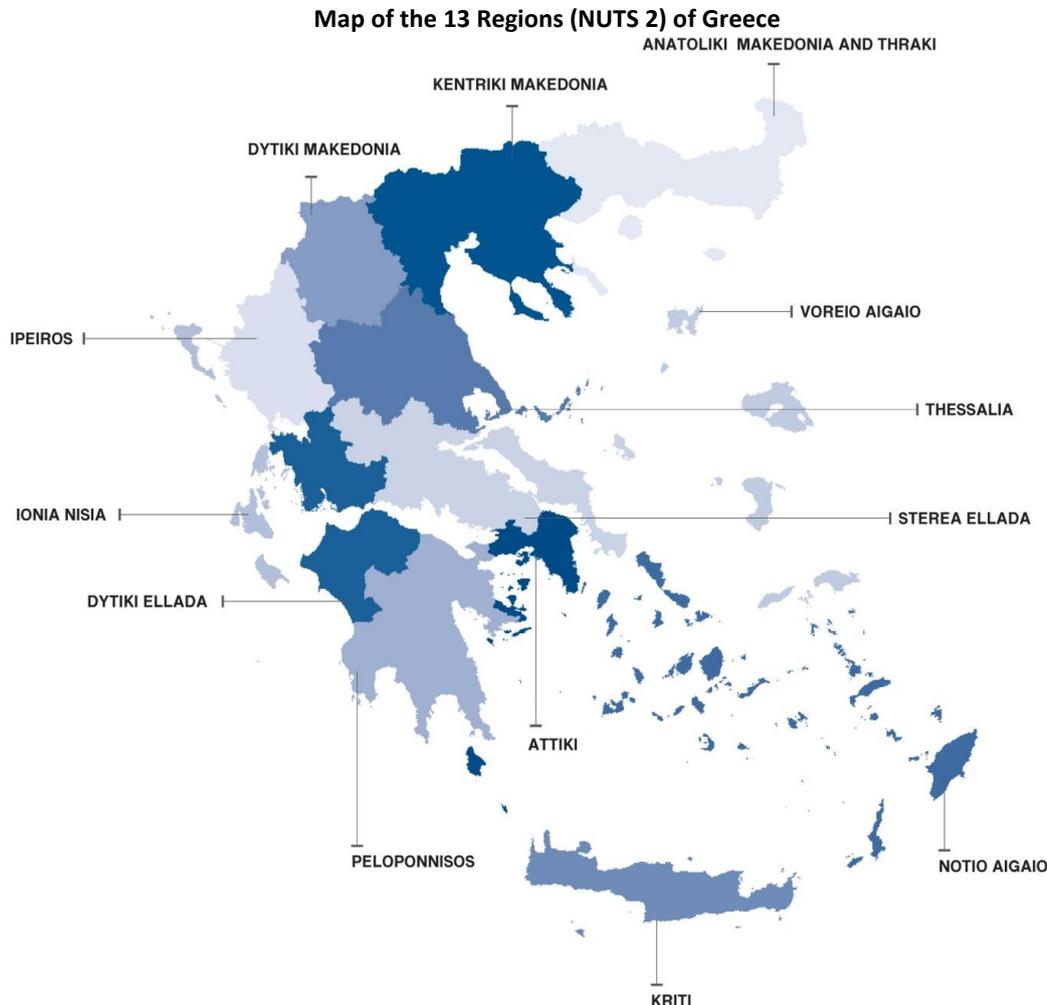
- Active enterprises and the economic activity class from the final Statistical Business Register of the reference year 2020.
- The economic activity class for the enterprises that started their activity after the reference year 2020 and have a significant turnover, from administrative registers of enterprises of the reference years 2021 and 2022.
- Income data from administrative transactions files of the reference years 2019, 2020, 2021, 2022 and 2023.

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”. The Average Annual Individual Consumption is computed as the ratio of the Total of Retail Trade or of the Total of Retail Trade, excluding vehicles, food and fuel classes divided by the Estimated Population of the respective reference year. Detail information on the methodology for the computation of the Estimated Population are given in the [Methodological note on the estimated migration flows of 2022 and the estimated population on 1.1.2023 \(2023\)](#)

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



Reference Period December and 4th Quarter 2023, Year 2023

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 2020 (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/>