



HELLENIC REPUBLIC
HELLENIC STATISTICAL AUTHORITY

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PRESS RELEASE
EVOLUTION OF TURNOVER OF ENTERPRISES IN
RETAIL TRADE
SEPTEMBER AND 3rd QUARTER 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 **September and 3rd quarter 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 a) data on a quarterly basis, on turnover for all enterprises classified in the activity classes of the retail trade divisions (45 and 47 of the NACE Rev.2 classification), b) 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

a. Total of enterprises classified in the activity classes of the retail trade divisions (Table 1)

For the total of enterprises in retail trade, the turnover in the third quarter 2021 amounted to 14.6 billion euro, recording an increase of 11.0% in comparison with the third quarter of 2020, when the respective turnover was 13.2 billion euro and an increase of 8.2% in comparison with the second quarter of 2021, when the respective turnover was 13.5 billion euro.

The activities that recorded the biggest increase in turnover in the **third quarter of 2021** compared with the corresponding quarter of 2020 are:

- Retail sale of watches and jewellery in specialised stores, increase 57.1%.
- Retail sale of music and video recordings in specialized stores, increase 49.5%.

The activity that recorded a decrease in turnover in the **third quarter of 2021** compared with the corresponding quarter of 2020 is:

- Retail sale via stalls and markets of textiles, clothing and footwear, decrease 3.9%.

Presentation of activities with biggest rates of change

The class of economic activity **“Retail sale of watches and jewellery in specialised stores”** which recorded the biggest increase in turnover in the third quarter of 2021 compared with the corresponding quarter of 2020, includes the retail sale of watches and jewellery in specialised stores.

The class of economic activity **“Retail sale via stalls and markets of textiles, clothing and footwear”** which recorded a decrease in turnover in the third quarter of 2021 compared with the corresponding quarter of 2020, includes the retail sale via stalls and markets of textiles, clothing and footwear.

The main characteristics of the enterprises of these economic classes, according to the final Statistical Business Register, with reference year 2018, are the following:

ECONOMIC ACTIVITY	Number of			
	Enterprises	Branches	Enterprises able to conduct electronic transactions ^(*)	Persons employed
Retail sale of watches and jewellery in specialised stores	3,815	5,056	117	8,031
Retail sale via stalls and markets of textiles, clothing and footwear	1,862	1,962	-	1,890

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

b. All enterprises classified in the activity classes of the retail trade divisions obliged to double-entry accounting bookkeeping (Table 2)

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 September 2021 amounted to 2.9 billion euro, recording an increase of 11.8% in comparison with September 2020, when the respective turnover was 2.6 billion euro and an increase of 5.0% in comparison with August 2021, when the respective turnover was 2.7 billion euro.

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

- Retail sale of cosmetic and toilet articles in specialized stores, increase 59.1%.
- Retail sale of watches and jewelry in specialized stores, increase 55.9%.

The activities that recorded a decrease in turnover in **September 2021** compared with September 2020 are:

- Retail sale of textiles in specialized stores, decrease 14.6%.
- Retail sale of books in specialized stores, decrease 4.4%.

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 September 2021 compared with September 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 the biggest decrease in turnover in September 2021 compared with September 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 September 2021 according to the final Statistical Business Register, with reference year 2018, are the following:

ECONOMIC ACTIVITY	Number of			
	Enterprises with turnover data in September 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 (%) 3 rd Quarter / 2 nd Quarter	
Code NACE Rev.2	Description	2 nd Quarter 2020	3 rd Quarter 2020	2 nd Quarter 2021	3 rd Quarter 2021	2 nd Quarter	3 rd Quarter	2020	2021
4511	Sale of cars and light motor vehicles	802,571	1,131,976	1,465,271	1,239,264	82.6	9.5	41.0	-15.4
4519	Sale of other motor vehicles	59,221	89,686	122,973	102,838	107.7	14.7	51.4	-16.4
4520	Maintenance and repair of motor vehicles	222,384	288,321	322,247	317,285	44.9	10.0	29.7	-1.5
4531	Wholesale trade of motor vehicle parts and accessories	291,949	380,366	402,326	431,372	37.8	13.4	30.3	7.2
4532	Retail trade of motor vehicle parts and accessories	78,840	102,921	103,587	113,875	31.4	10.6	30.5	9.9
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	114,323	134,762	164,798	154,526	44.2	14.7	17.9	-6.2
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	3,720,218	3,786,166	3,800,117	4,136,533	2.1	9.3	1.8	8.9
4719	Other retail sale in non-specialized stores	470,208	914,476	519,413	***	10.5	***	94.5	***
4721	Retail sale of fruit and vegetables in specialized stores	101,441	97,272	100,179	113,263	-1.2	16.4	-4.1	13.1
4722	Retail sale of meat and meat products in specialized stores	250,093	255,670	267,554	***	7.0	***	2.2	***
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	42,051	48,493	48,532	58,798	15.4	21.3	15.3	21.2
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	105,081	142,011	124,480	153,034	18.5	7.8	35.1	22.9
4725	Retail sale of beverages in specialized stores	26,615	39,373	36,777	50,330	38.2	27.8	47.9	36.9
4726	Retail sale of tobacco products in specialized stores	43,343	52,137	48,073	53,030	10.9	1.7	20.3	10.3
4729	Other retail sale of food in specialized stores	101,845	104,035	114,327	114,732	12.3	10.3	2.2	0.4
4730	Retail sale of automotive fuel in specialized stores	1,214,686	1,440,825	1,491,171	1,823,050	22.8	26.5	18.6	22.3
4741	Retail sale of computers, peripheral units and software in specialized stores	150,316	205,838	212,972	***	41.7	***	36.9	***
4742	Retail sale of telecommunications equipment in specialized stores	107,669	130,398	125,545	***	16.6	***	21.1	***
4743	Retail sale of audio and video equipment in specialized stores	10,808	13,717	15,272	17,316	41.3	26.2	26.9	13.4
4751	Retail sale of textiles in specialized stores	70,811	86,771	88,604	94,098	25.1	8.4	22.5	6.2
4752	Retail sale of hardware, paints and glass in specialized stores	263,451	336,602	368,971	364,072	40.1	8.2	27.8	-1.3
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	6,046	8,517	8,857	***	46.5	***	40.9	***
4754	Retail sale of electrical household appliances in specialized stores	264,281	312,190	307,399	***	16.3	***	18.1	***
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	135,382	192,318	199,631	217,421	47.5	13.1	42.1	8.9

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 (%) 3 rd Quarter / 2 nd Quarter	
Code NACE Rev.2	Description	2 nd Quarter 2020	3 rd Quarter 2020	2 nd Quarter 2021	3 rd Quarter 2021	2 nd Quarter	3 rd Quarter	2020	2021
4761	Retail sale of books in specialized stores	29,483	58,228	37,855	61,575	28.4	5.7	97.5	62.7
4762	Retail sale of newspapers and stationery in specialized stores	23,992	38,418	29,929	41,413	24.7	7.8	60.1	38.4
4763	Retail sale of music and video recordings in specialized stores	997	1,549	1,726	2,315	73.1	49.5	55.4	34.1
4764	Retail sale of sporting equipment in specialized stores	118,100	149,639	165,605	170,822	40.2	14.2	26.7	3.2
4765	Retail sale of games and toys in specialized stores	157,776	225,997	209,968	230,197	33.1	1.9	43.2	9.6
4771	Retail sale of clothing in specialized stores	355,859	587,489	634,732	798,798	78.4	36.0	65.1	25.8
4772	Retail sale of footwear and leather goods in specialized stores	74,661	104,788	112,468	119,565	50.6	14.1	40.4	6.3
4773	Dispensing chemist in specialized stores	929,627	941,444	980,612	990,468	5.5	5.2	1.3	1.0
4774	Retail sale of medical and orthopaedic goods in specialized stores	22,292	24,213	30,165	27,064	35.3	11.8	8.6	-10.3
4775	Retail sale of cosmetic and toilet articles in specialized stores	111,197	186,586	165,636	265,961	49.0	42.5	67.8	60.6
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	141,842	111,840	164,471	124,546	16.0	11.4	-21.2	-24.3
4777	Retail sale of watches and jewellery in specialised stores	35,229	85,493	73,439	134,284	108.5	57.1	142.7	82.9
4778	Other retail sale of new goods in specialized stores	145,842	181,393	171,957	244,242	17.9	34.6	24.4	42.0
4779	Retail sale of second-hand goods in stores	1,513	2,264	2,755	2,996	82.1	32.3	49.6	8.7
4781	Retail sale via stalls and markets of food, beverages and tobacco products	25,650	23,190	26,043	24,186	1.5	4.3	-9.6	-7.1
4782	Retail sale via stalls and markets of textiles, clothing and footwear	1,396	2,043	1,832	1,963	31.2	-3.9	46.3	7.2
4789	Retail sale via stalls and markets of other goods	8,045	9,191	9,074	9,917	12.8	7.9	14.2	9.3
4791	Retail sale via mail order houses or via Internet	121,681	118,256	200,716	***	65.0	***	-2.8	***
4799	Other retail sale not in stores, stalls or markets	30,464	24,649	28,732	29,279	-5.7	18.8	-19.1	1.9
Total		10,989,279	13,171,511	13,506,791	14,615,360	22.9	11.0	19.9	8.2

Notes:

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

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

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 (%) September / August	
Code NACE Rev.2	Description	August 2020	September 2020	August 2021	September 2021	August	September	2020	2021
4511	Sale of cars and light motor vehicles	296,980	363,250	332,458	369,796	11.9	1.8	22.3	11.2
4519	Sale of other motor vehicles	19,461	27,173	21,189	27,165	8.9	0.0	39.6	28.2
4520	Maintenance and repair of motor vehicles	27,680	38,063	31,111	40,342	12.4	6.0	37.5	29.7
4531	Wholesale trade of motor vehicle parts and accessories	76,242	105,114	85,926	119,932	12.7	14.1	37.9	39.6
4532	Retail trade of motor vehicle parts and accessories	9,502	10,320	9,620	10,862	1.2	5.3	8.6	12.9
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	20,718	29,530	25,780	36,475	24.4	23.5	42.5	41.5
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,054,221	1,050,030	1,147,506	1,123,966	8.8	7.0	-0.4	-2.1
4719	Other retail sale in non-specialized stores	44,141	48,494	49,709	51,469	12.6	6.1	9.9	3.5
4721	Retail sale of fruit and vegetables in specialized stores	6,888	6,564	9,004	7,560	30.7	15.2	-4.7	-16.0
4722	Retail sale of meat and meat products in specialized stores	19,223	20,445	***	***	***	***	6.4	***
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	2,713	2,266	3,306	3,075	21.9	35.7	-16.5	-7.0
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	7,783	7,895	9,287	9,327	19.3	18.1	1.4	0.4
4725	Retail sale of beverages in specialized stores	3,250	3,230	4,408	4,451	35.6	37.8	-0.6	1.0
4726	Retail sale of tobacco products in specialized stores	1,571	1,417	1,908 [◇]	1,687 [◇]	21.5 [◇]	19.1 [◇]	-9.8	-11.6
4729	Other retail sale of food in specialized stores	8,185	9,818	10,238	12,195	25.1	24.2	20.0	19.1
4730	Retail sale of automotive fuel in specialized stores	188,595	177,546	248,339	230,526	31.7	29.8	-5.9	-7.2
4741	Retail sale of computers, peripheral units and software in specialized stores	58,675	76,107	69,788	86,054	18.9	13.1	29.7	23.3
4742	Retail sale of telecommunications equipment in specialized stores	23,822	25,052	***	***	***	***	5.2	***
4743	Retail sale of audio and video equipment in specialized stores	2,181	2,457	3,130	3,234	43.5	31.6	12.7	3.3
4751	Retail sale of textiles in specialized stores	2,567	2,980	2,303	2,544	-10.3	-14.6	16.1	10.5
4752	Retail sale of hardware, paints and glass in specialized stores	33,971	39,921	35,991	45,091	5.9	13.0	17.5	25.3
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	651	1,656	955	***	46.7	***	154.4	***
4754	Retail sale of electrical household appliances in specialized stores	69,169	73,775	77,659	76,548	12.3	3.8	6.7	-1.4
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	31,562	39,983	35,203	45,692	11.5	14.3	26.7	29.8

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		Rate of Change (%) September / August	
Code NACE Rev.2	Description	August 2020	September 2020	August 2021	September 2021	August	September	2020	2021
4761	Retail sale of books in specialized stores	4,974	8,581	5,346	8,205	7.5	-4.4	72.5	53.5
4762	Retail sale of newspapers and stationery in specialized stores	1,670	2,119	2,242	2,716	34.3	28.2	26.9	21.1
4763	Retail sale of music and video recordings in specialized stores	39	49	54	74	38.5	51.0	25.6	37.0
4764	Retail sale of sporting equipment in specialized stores	29,205	32,884	36,731	39,742	25.8	20.9	12.6	8.2
4765	Retail sale of games and toys in specialized stores	66,673	72,130	67,074	75,713	0.6	5.0	8.2	12.9
4771	Retail sale of clothing in specialized stores	112,204	115,917	147,178	161,364	31.2	39.2	3.3	9.6
4772	Retail sale of footwear and leather goods in specialized stores	15,999	14,196	18,902	15,556	18.1	9.6	-11.3	-17.7
4773	Dispensing chemist in specialized stores	24,873	28,311	29,277	32,032	17.7	13.1	13.8	9.4
4774	Retail sale of medical and orthopaedic goods in specialized stores	2,193	2,860	2,386	2,932	8.8	2.5	30.4	22.9
4775	Retail sale of cosmetic and toilet articles in specialized stores	48,361	46,413	77,015	73,862	59.3	59.1	-4.0	-4.1
4776	Retail sale of flowers, plants, seeds, fertilizers, pet animals and pet food in specialized stores	8,905	9,399	10,381	11,388	16.6	21.2	5.5	9.7
4777	Retail sale of watches and jewelry in specialized stores	14,071	13,092	22,202	20,407	57.8	55.9	-7.0	-8.1
4778	Other retail sale of new goods in specialized stores	10,675	10,578	13,136	12,072	23.1	14.1	-0.9	-8.1
4779	Retail sale of second-hand goods in stores	117	153	145	210	23.9	37.3	30.8	44.8
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	26,124	32,995	***	***	***	***	26.3	***
4799	Other retail sale not in stores, stalls or markets	784	1,175	906	1,263	15.6	7.5	49.9	39.4
Total		2,376,624	2,553,945	2,719,470	2,854,443	14.4	11.8	7.5	5.0

Notes:

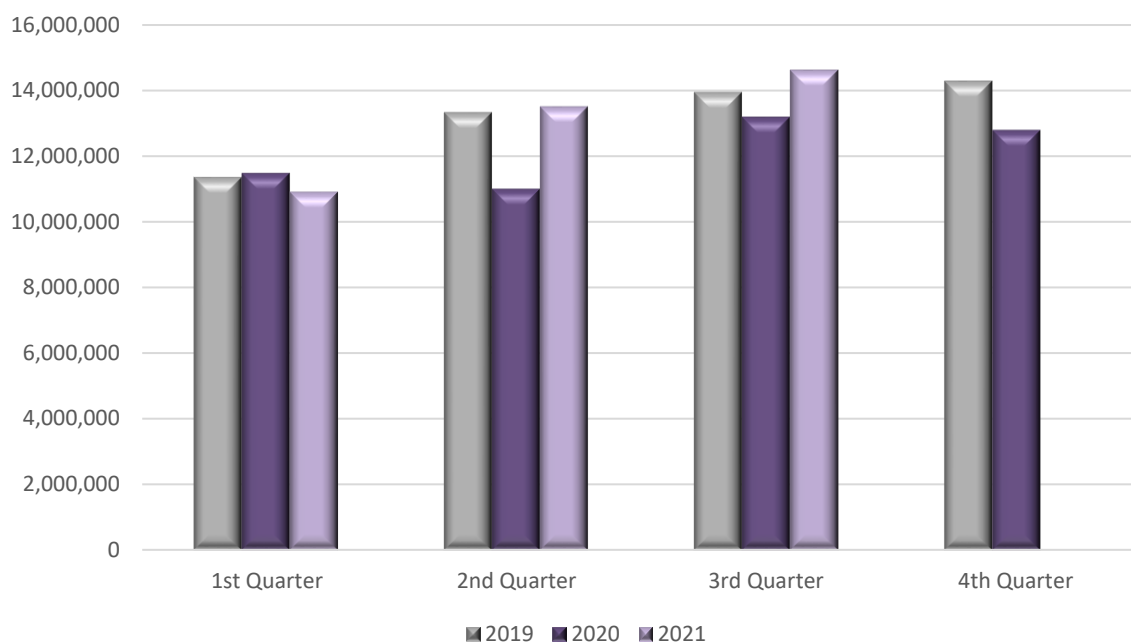
The table and the total include the turnover of the economic class "4531: Wholesale trade of motor vehicle parts and accessories", given that several enterprises classified in this class have as secondary activity retail trade and in order to present all classes of division "45: Wholesale and retail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

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

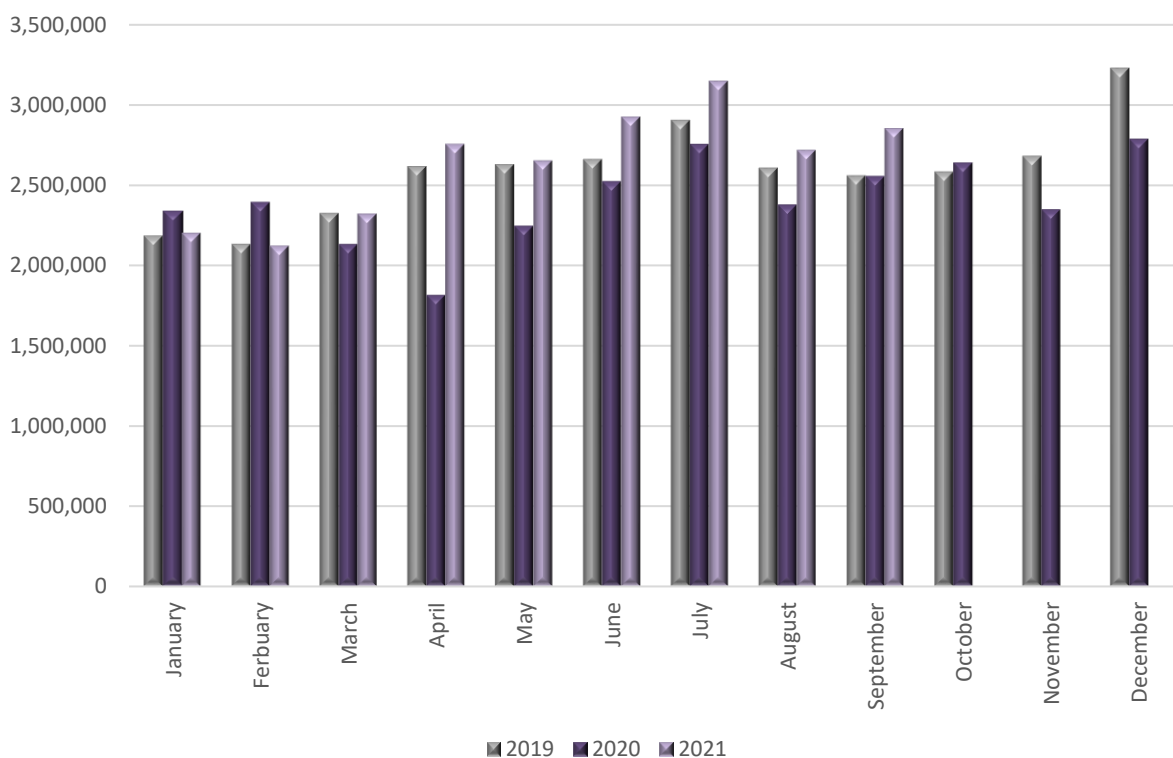
(***) Extraordinary transactions were recorded in the data. Therefore, they are not published as they are not comparable.

◊ 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.

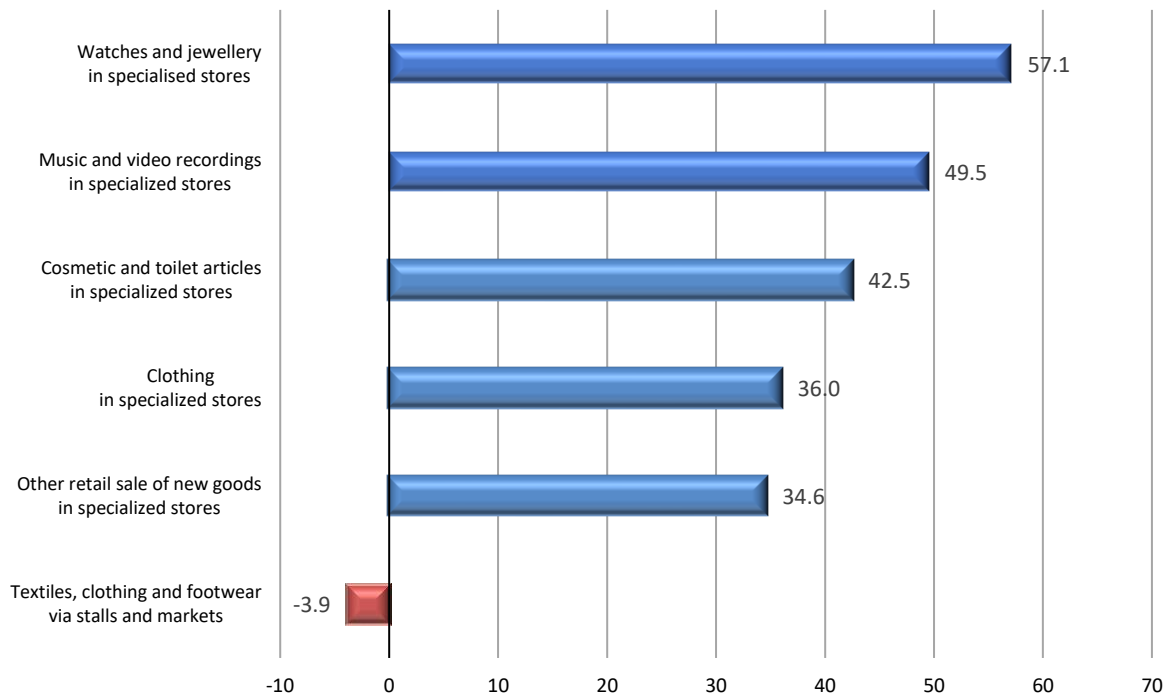
Graph 1: Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)



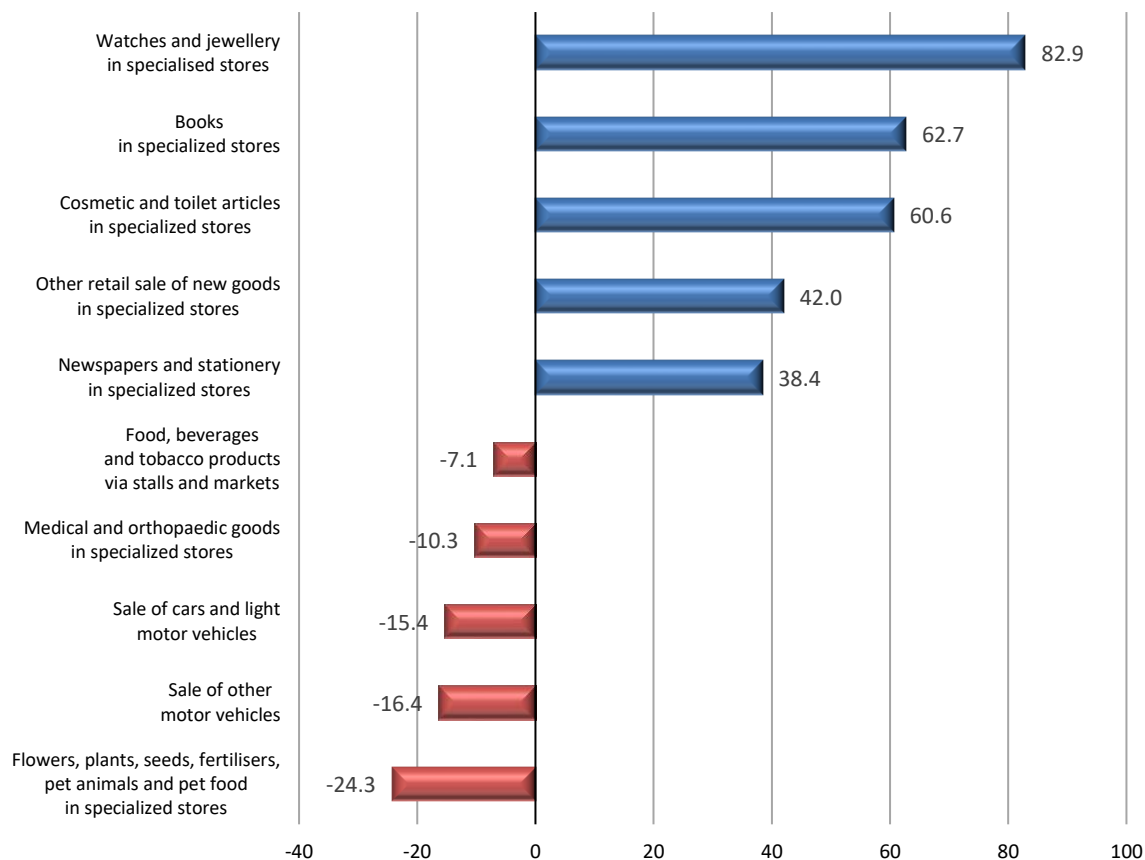
Graph 2: Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)



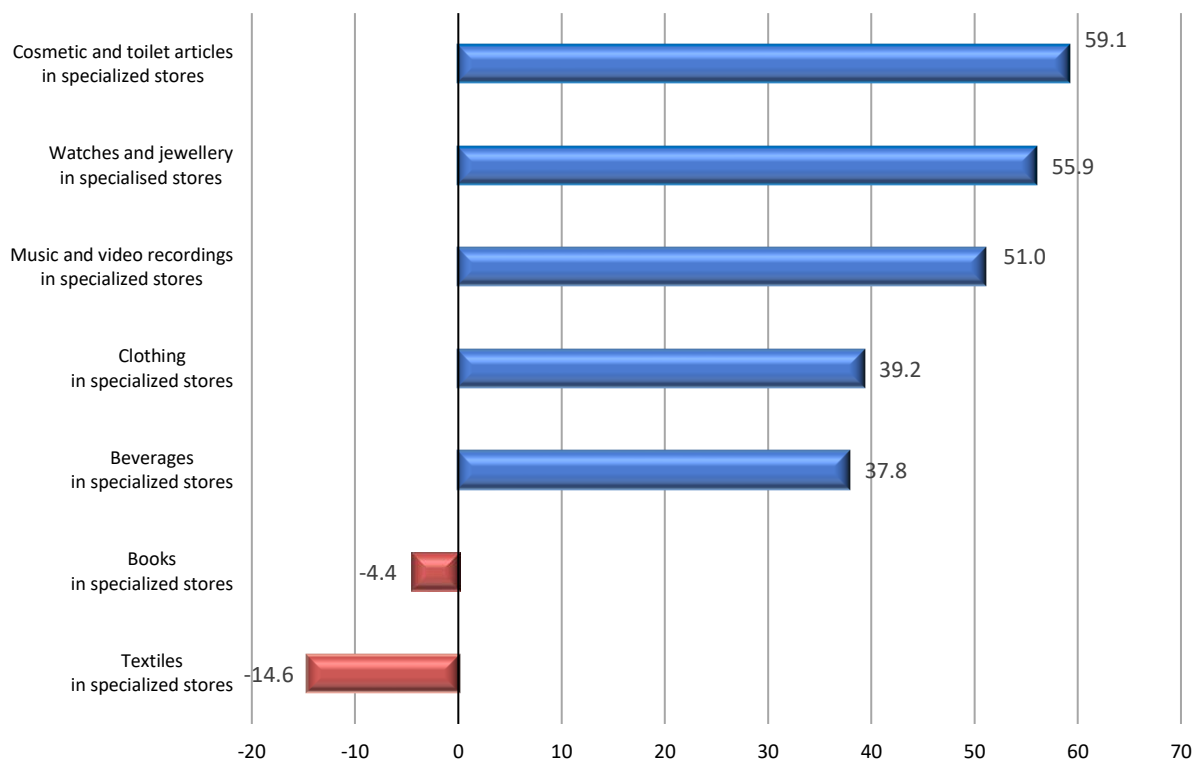
Graph 3: Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification) 3rd Quarter 2021 / 3rd Quarter 2020



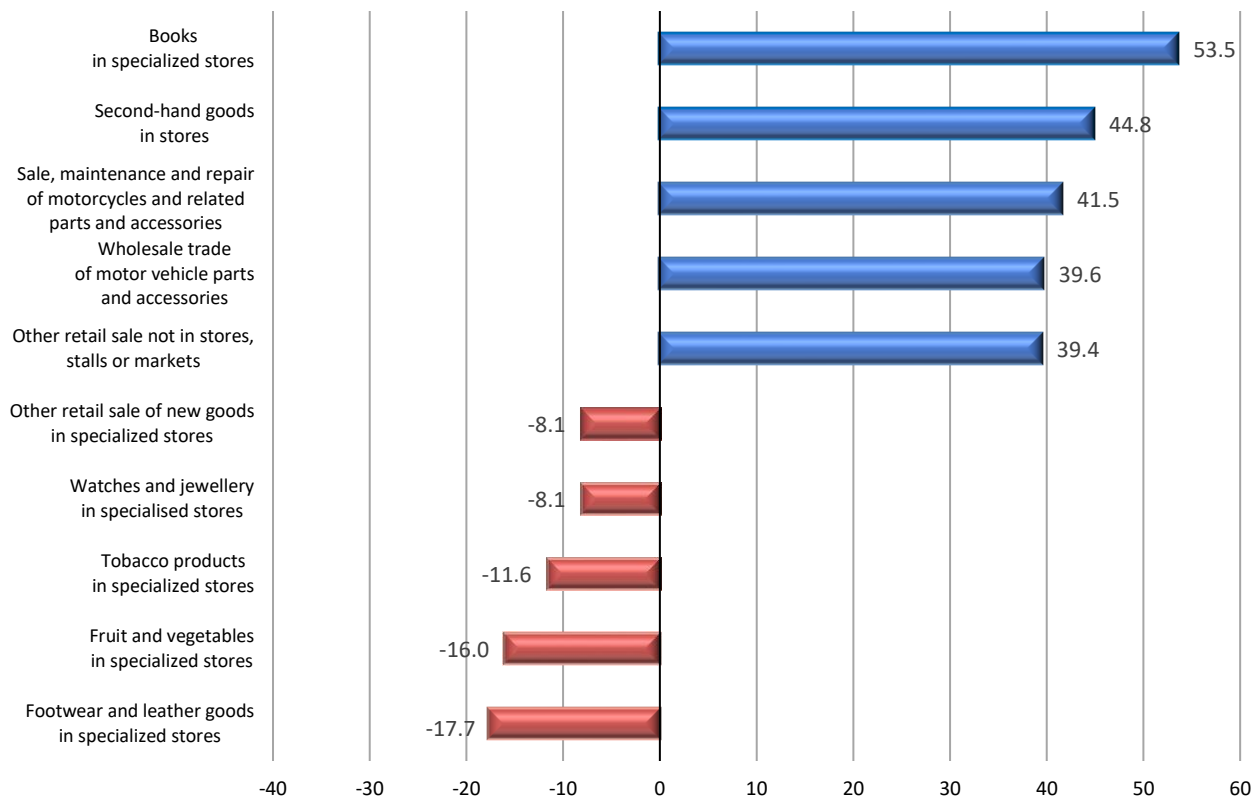
Graph 4: Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification) 3rd Quarter 2021 / 2nd Quarter 2021



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) **September 2021 / September 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) **September 2021 / August 2021**



METHODOLOGICAL NOTES

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 September and 3rd Quarter 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/>