



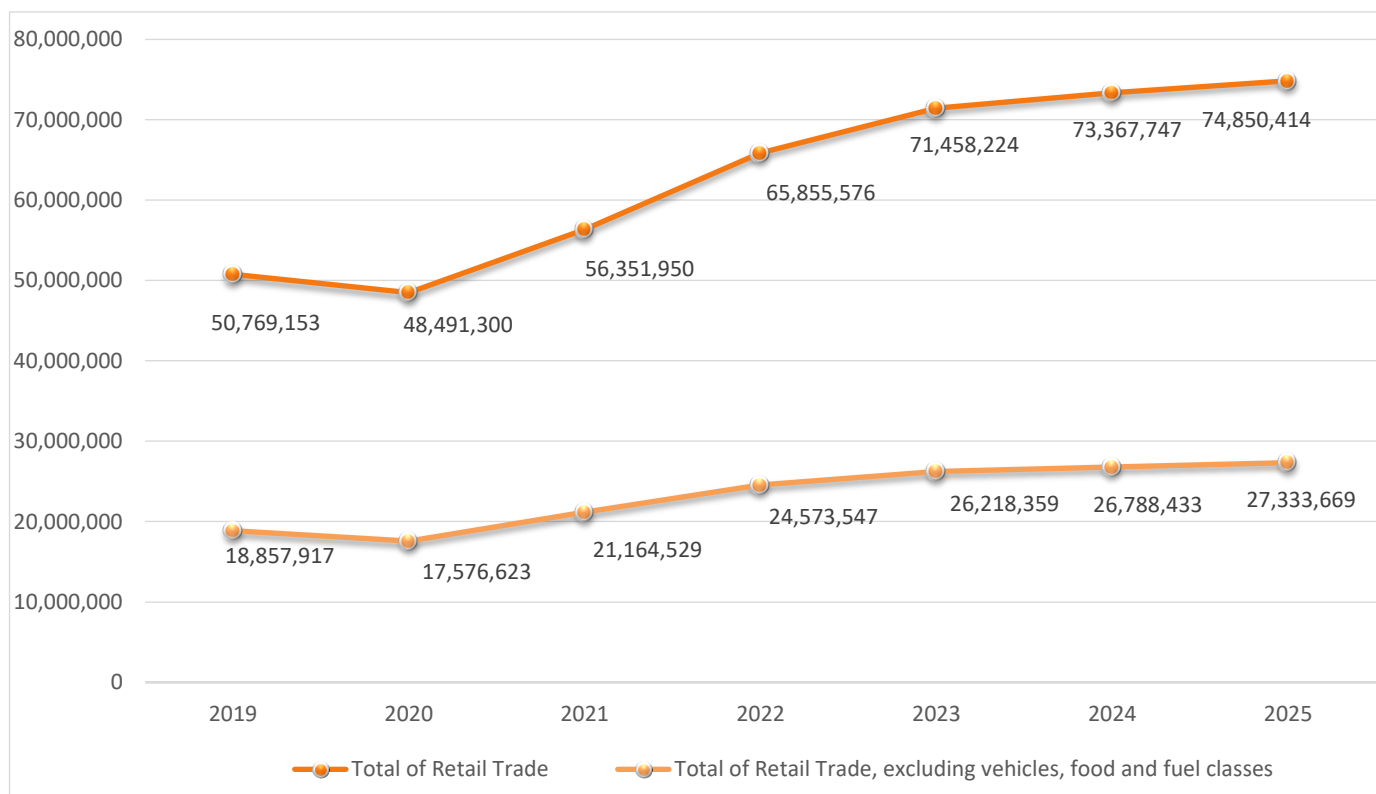
## EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE 4<sup>th</sup> QUARTER 2025, ANNUAL DATA 2025

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 **4<sup>th</sup> Quarter 2025**.

**For the total of enterprises in retail trade**, the turnover in **2025** amounted to 74,850,414 thousand euro, recording an increase of 2.0% in comparison with 2024, when the respective turnover was 73,367,747 thousand euros.

**For the enterprises in retail trade divisions, excluding vehicles, food and fuel classes<sup>1</sup>**, the turnover in **2025** amounted to 27,333,669 thousand euros, recording an increase of 2.0% in comparison with 2024, when the respective turnover was 26,788,433 thousand euros.

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

## 1. Annual data

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

The five classes with the biggest participation in the annual turnover of **2025** are:

- Retail sale in non-specialized stores with food, beverages or tobacco predominating (27.3%)
- Sale of cars and light motor vehicles (11.4%)
- Retail sale of automotive fuel in specialized stores (10.5%)
- Dispensing chemist in specialized stores (6.7%)
- Retail sale of clothing in specialized stores (5.0%)

and the five classes with the biggest participation in the annual turnover of **2024** are:

- Retail sale in non-specialized stores with food, beverages or tobacco predominating (26.7%)
- Sale of cars and light motor vehicles (11.5%)
- Retail sale of automotive fuel in specialized stores (11.3%)
- Dispensing chemist in specialized stores (6.7%)
- Retail sale of clothing in specialized stores (5.1%)

The activities that recorded the biggest increase in turnover value in absolute terms in **2025** compared with 2024 are:

- Retail sale in non-specialized stores with food, beverages or tobacco predominating, increase 856,743 thousand euros.
- Dispensing chemist in specialized stores, increase 157,474 thousand euros.

The activities that recorded the biggest decrease in turnover value in absolute terms in **2025** compared with 2024 are:

- Retail sale of automotive fuel in specialized stores, decrease 365,914 thousand euros.
- Other retail sale in non-specialized stores, decrease 108,576 thousand euros.

The Regions that recorded the biggest increase in turnover in **2025** compared with 2024 are:

- Region of Attiki, increase 3.4%.
- Region of Kentriki Makedonia, increase 1.9%.

The Regions that recorded the biggest decrease in turnover in **2025** compared with 2024 are:

- Region of Dytiki Makedonia, decrease 2.8%.
- Region of Notio Aigaio, decrease 2.4%.

### 1.2. Enterprises in retail trade divisions, excluding vehicles, food and fuel classes<sup>2</sup> (Table 2)

The Regions that recorded the biggest increase in turnover in **2025** compared with 2024 are:

- Region of Attiki, increase 3.6%.
- Region of Ionia Nissia, increase 3.0%.

The Regions that recorded the biggest decrease in turnover in **2025** compared with 2024 are:

- Region of Notio Aigaio, decrease 2.4%.
- Region of Dytiki Makedonia, decrease 2.1%.

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

## 2. Average Annual Individual Consumption (Table 2)

### 2.1. Total of enterprises in retail trade

**The Average Annual Individual Consumption**<sup>3</sup>, calculated on the basis of the turnover of the total of retail trade, amounted, in **2025**, to 7,216 euros, recording an increase of 2.1% in comparison with 2024, when the respective figure was 7,071 euros.

The Regions that recorded the biggest increase in the average annual individual consumption in **2025** compared with 2024 are:

- Region of Attiki, increase 3.6%.
- Region of Kentriki Makedonia, increase 2.1%

The Regions that recorded the biggest decrease in the average annual individual consumption in **2025** compared with 2024 are:

- Region of Voreio Aigaio, decrease 4.1%.
- Region of Notio Aigaio, decrease 2.6%.

### 2.2. Enterprises in retail trade divisions, excluding vehicles, food and fuel classes<sup>4</sup>

**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 **2025**, amounted to 2,635 euros, recording an increase of 2.1% in comparison with 2024, when the respective figure was 2,582 euros.

The Regions that recorded the biggest increase in the average annual individual consumption in **2025** compared with 2024 are:

- Region of Attiki, increase 3.8%.
- Region of Ionia Nissia, increase 3.8%.
- Region of Kriti, increase 2.1%.

The Regions that recorded the biggest decrease in the average annual individual consumption in **2025** compared with 2024 are:

- Region of Voreio Aigaio, decrease 3.2%.
- Region of Notio Aigaio, decrease 2.7%.

## 3. Quarterly Data (Tables 3, 4)

### 3.1. Total of enterprises in retail trade

For the **total of enterprises in retail trade**, the turnover in the **fourth quarter of 2025** amounted to 19,753,841 thousand euros, recording an increase of 1.9% in comparison with the fourth quarter of 2024, when the respective turnover was 19,394,633 thousand euros and a decrease of 0.8% in comparison with the third quarter of 2025, when the respective turnover was 19,909,855 thousand euros.

The activities that recorded the biggest increase in turnover in the **fourth quarter of 2025** compared with the corresponding quarter of 2024 are:

- Retail sale of second-hand goods in stores, increase 19.2%.
- Retail sale of electrical household appliances in specialized stores, increase 9.4%.

The activities that recorded the biggest decrease in turnover in the **fourth quarter of 2025** compared with the corresponding quarter of 2024 are:

- Retail sale of music and video recordings in specialized stores, decrease 9.4%.
- Retail sale of carpets, rugs, wall and floor coverings in specialized stores, decrease 9.1%.

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<sup>3</sup> The description of the calculation method of the Average Annual Individual Consumption is available under section "[Methodological notes](#)" page 13.

<sup>4</sup> 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 the biggest increase in turnover in the **fourth quarter of 2025** compared with fourth quarter of 2024 are:

- Region of Attiki, increase 3.3%.
- Region of Kentriki Makedonia, increase 1.9%.

The Regions that recorded the biggest decrease in turnover in the **fourth quarter of 2025** compared with fourth quarter of 2024 are:

- Region of Dytiki Makedonia, decrease 4.1%.
- Region of Notio Aigaio, decrease 3.0%

### **3.2. Enterprises in retail trade divisions, excluding vehicles, food and fuel classes<sup>5</sup>**

For **the enterprises in retail trade divisions, excluding vehicles, food and fuel classes**, the turnover in the **fourth quarter of 2025** amounted to 7,624,636 thousand euros, recording an increase of 2.3% in comparison with the fourth quarter of 2024, when the respective turnover was 7,449,770 thousand euros and an increase of 5.3% in comparison with the third quarter of 2025, when the respective turnover was 7,243,535 thousand euros.

The Regions that recorded the biggest increase in turnover in the **fourth quarter of 2025** compared with the corresponding quarter of 2024 are:

- Region of Attiki, increase 4.4%.
- Region of Ionia Nissia, increase 1.7%.

The Regions that recorded the biggest decrease in turnover in the **fourth quarter of 2025** compared with the corresponding quarter of 2024 are:

- Region of Dytiki Makedonia, decrease 3.7%.
- Region of Notio Aigaio, decrease 2.3%

### **3.3. Small and medium sized enterprises (Table 5)**

For **the total of small and medium sized enterprises<sup>6</sup> in retail trade divisions**, the turnover in the **fourth quarter 2025** amounted to 11,151,892 thousand euros, recording a decrease of 0.6% in comparison with the fourth quarter of 2024, when the respective turnover was 11,218,784 thousand euros.

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 2025** amounted to 5,463,170 thousand euros, recording an increase of 0.4% in comparison with the fourth quarter of 2024, when the respective turnover was 5,440,805 thousand euros.

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<sup>5</sup> Activity classes 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

<sup>6</sup> The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)", page 13.

**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 (%) 2025/2024
Code NACE Rev.2	Description	2021	2022	2023	2024	2025	2024	2025	
4511	Sale of cars and light motor vehicles	5,222,594	6,294,729	8,147,711	8,421,140	8,565,574	11.5	11.4	1.7
4519	Sale of other motor vehicles	466,897	481,094	614,852	746,507	832,285	1.0	1.1	11.5
4520	Maintenance and repair of motor vehicles	1,075,444	1,271,220	1,445,618	1,581,765	1,620,322	2.2	2.2	2.4
4531	Wholesale trade of motor vehicle parts and accessories	1,767,850	2,007,759	2,251,805	2,375,687	2,455,340	3.2	3.3	3.4
4532	Retail trade of motor vehicle parts and accessories	443,093	502,038	573,839	608,133	624,114	0.8	0.8	2.6
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	551,049	678,783	805,527	913,854	966,883	1.2	1.3	5.8
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	15,587,464	17,188,229	18,920,107	19,555,821	20,412,564	26.7	27.3	4.4
4719	Other retail sale in non-specialized stores	**	2,634,386	2,800,039	2,779,459	2,670,883	3.8	3.6	-3.9
4721	Retail sale of fruit and vegetables in specialized stores	424,479	**	483,035	483,395	457,927	0.7	0.6	-5.3
4722	Retail sale of meat and meat products in specialized stores	1,151,000	1,311,046	1,464,410	1,482,878	1,540,559	2.0	2.1	3.9
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	224,138	241,590	269,747	278,437	285,373	0.4	0.4	2.5
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	602,320	743,166	834,649	860,406	849,274	1.2	1.1	-1.3
4725	Retail sale of beverages in specialized stores	156,928	188,871	206,181	215,925	206,346	0.3	0.3	-4.4
4726	Retail sale of tobacco products in specialized stores	212,800	239,744	268,251	265,819	262,403	0.4	0.4	-1.3
4729	Other retail sale of food in specialized stores	509,646	566,818	623,272	649,258	660,582	0.9	0.9	1.7
4730	Retail sale of automotive fuel in specialized stores	6,900,644	9,237,066	8,458,626	8,261,192	7,895,278	11.3	10.5	-4.4
4741	Retail sale of computers, peripheral units and software in specialized stores	998,099	1,122,054	1,214,400	1,201,118	1,294,753	1.6	1.7	7.8
4742	Retail sale of telecommunications equipment in specialized stores	597,645	**	**	425,346	391,378	0.6	0.5	-8.0
4743	Retail sale of audio and video equipment in specialized stores	64,322	70,079	81,622	75,893	77,306	0.1	0.1	1.9
4751	Retail sale of textiles in specialized stores	375,157	408,129	432,731	446,370	446,695	0.6	0.6	0.1
4752	Retail sale of hardware, paints and glass in specialized stores	1,422,525	1,722,305	1,876,717	1,969,979	2,029,270	2.7	2.7	3.0
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	52,106	53,785	52,142	55,270	51,689	0.1	0.1	-6.5
4754	Retail sale of electrical household appliances in specialized stores	1,298,830	1,370,078	1,512,904	1,410,069	1,491,097	1.9	2.0	5.7
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	832,140	977,968	1,085,692	1,118,077	1,187,942	1.5	1.6	6.2

**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 (%) 2025/2024
Code NACE Rev.2	Description	2021	2022	2023	2024	2025	2024	2025	
4761	Retail sale of books in specialized stores	191,289	212,617	222,228	224,382	217,854	0.3	0.3	-2.9
4762	Retail sale of newspapers and stationery in specialized stores	138,774	154,139	163,558	161,187	152,722	0.2	0.2	-5.3
4763	Retail sale of music and video recordings in specialized stores	7,391	**	11,823	12,615	12,000	0.0	0.0	-4.9
4764	Retail sale of sporting equipment in specialized stores	643,238	719,082	811,694	864,241	935,868	1.2	1.3	8.3
4765	Retail sale of games and toys in specialized stores	869,931	1,008,409	1,151,589	1,227,347	1,316,861	1.7	1.8	7.3
4771	Retail sale of clothing in specialized stores	2,606,888	3,279,712	3,647,727	3,752,771	3,777,068	5.1	5.0	0.6
4772	Retail sale of footwear and leather goods in specialized stores	464,974	566,719	**	627,389	607,030	0.9	0.8	-3.2
4773	Dispensing chemist in specialized stores	4,267,249	4,693,379	4,771,178	4,887,623	5,045,097	6.7	6.7	3.2
4774	Retail sale of medical and orthopaedic goods in specialized stores	129,270	135,364	149,175	160,554	165,532	0.2	0.2	3.1
4775	Retail sale of cosmetic and toilet articles in specialized stores	810,136	1,138,630	1,255,646	1,407,586	1,500,018	1.9	2.0	6.6
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	544,003	638,989	687,752	697,400	691,770	1.0	0.9	-0.8
4777	Retail sale of watches and jewellery in specialised stores	388,284	513,380	567,278	594,590	599,951	0.8	0.8	0.9
4778	Other retail sale of new goods in specialized stores	915,322	1,288,014	1,250,706	1,267,199	1,244,714	1.7	1.7	-1.8
4779	Retail sale of second-hand goods in stores	15,103	32,087	40,996	43,379	57,148	0.1	0.1	31.7
4781	Retail sale via stalls and markets of food, beverages and tobacco products	103,875	122,232	140,486	144,916	144,324	0.2	0.2	-0.4
4782	Retail sale via stalls and markets of textiles, clothing and footwear	7,570	9,840	10,864	14,586	15,358	0.0	0.0	5.3
4789	Retail sale via stalls and markets of other goods	36,796	43,988	47,891	52,031	54,636	0.1	0.1	5.0
4791	Retail sale via mail order houses or via Internet	**	**	**	853,801	882,220	1.2	1.2	3.3
4799	Other retail sale not in stores, stalls or markets	129,165	160,541	156,342	192,352	154,406	0.3	0.2	-19.7
<b>Total without vehicles, food and fuel classes<sup>(1)</sup></b>		<b>21,164,529</b>	<b>24,573,547</b>	<b>26,218,359</b>	<b>26,788,433</b>	<b>27,333,669</b>	<b>36.5</b>	<b>36.5</b>	<b>2.0</b>
<b>Total</b>		<b>56,351,950</b>	<b>65,855,576</b>	<b>71,458,224</b>	<b>73,367,747</b>	<b>74,850,414</b>	<b>100.0</b>	<b>100.0</b>	<b>2.0</b>

**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.** Annual turnover (in thousand €) for the **Total of Retail Trade**, for the **Total of Retail Trade, excluding vehicles, food and fuel classes** and **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 <sup>(1)</sup> (in thousand €)			Estimated Population <sup>(2)</sup>		Average Annual Individual Consumption <sup>(3)</sup>					
									Based on Turnover for the Total of Retail Trade (in €)			Based on Turnover for the Total of Retail Trade excluding vehicles, food and fuel classes <sup>(1)</sup> (in €)		
	2024	2025	2025/2024 (%)	2024	2025	2025/2024 (%)	01.01.2024	01.01.2025	2024	2025	2025/2024 (%)	2024	2025	2025/2024 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	1,978,182	1,946,147	-1.6	802,242	804,226	0.3	561,325	565,195	3,524	3,443	-2.3	1,429	1,423	-0.4
REGION OF KENTRIKI MAKEDONIA	10,296,089	10,493,529	1.9	3,042,910	3,019,283	-0.8	1,774,437	1,772,400	5,802	5,921	2.1	1,715	1,703	-0.7
Regional Unit of Thessaloniki	7,672,812	7,877,151	2.7	1,955,907	1,928,598	-1.4	1,084,183	1,081,843	7,077	7,281	2.9	1,804	1,783	-1.2
REGION OF DYTIKI MAKEDONIA	851,483	827,538	-2.8	348,179	340,719	-2.1	246,524	243,575	3,454	3,397	-1.7	1,412	1,399	-0.9
REGION OF IPEIROS	1,247,872	1,257,643	0.8	511,445	516,865	1.1	320,698	324,061	3,891	3,881	-0.3	1,595	1,595	0.0
REGION OF THESSALIA	2,311,736	2,270,534	-1.8	1,013,753	995,123	-1.8	677,721	676,040	3,411	3,359	-1.5	1,496	1,472	-1.6
REGION OF STEREA ELLADA	1,681,221	1,685,143	0.2	779,172	788,617	1.2	504,963	507,168	3,329	3,323	-0.2	1,543	1,555	0.8
REGION OF IONIA NISSIA	1,252,985	1,244,217	-0.7	511,788	527,240	3.0	200,014	198,421	6,264	6,271	0.1	2,559	2,657	3.8
REGION OF DYTIKI ELLADA	2,267,724	2,246,352	-0.9	914,478	914,123	0.0	638,468	635,954	3,552	3,532	-0.6	1,432	1,437	0.4
REGION OF PELOPONNISOS	2,142,154	2,125,904	-0.8	882,987	890,017	0.8	531,073	529,165	4,034	4,017	-0.4	1,663	1,682	1.1
REGION OF ATTIKI	42,701,051	44,138,794	3.4	15,153,839	15,702,069	3.6	3,772,675	3,764,272	11,319	11,726	3.6	4,017	4,171	3.8
REGION OF VOREIO AIGAIO	738,187	736,037	-0.3	349,436	351,554	0.6	200,051	207,927	3,690	3,540	-4.1	1,747	1,691	-3.2
REGION OF NOTIO AIGAIO	2,328,434	2,271,936	-2.4	1,011,064	986,437	-2.4	326,373	327,036	7,134	6,947	-2.6	3,098	3,016	-2.7
REGION OF KRITI	3,570,632	3,606,644	1.0	1,467,140	1,497,401	2.1	621,442	621,121	5,746	5,807	1.1	2,361	2,411	2.1
<b>Total</b>	<b>73,367,747</b>	<b>74,850,414</b>	<b>2.0</b>	<b>26,788,433</b>	<b>27,333,669</b>	<b>2.0</b>	<b>10,375,764</b>	<b>10,372,335</b>	<b>7,071</b>	<b>7,216</b>	<b>2.1</b>	<b>2,582</b>	<b>2,635</b>	<b>2.1</b>

**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.

(2) Analytical information on the calculation methodology of the Estimated Population is available in the [Methodological note for the estimation of migration flows for the years 2022, 2023 and 2024 and population on 1st January of 2023, 2024 and 2025 \(2025\)](#).

(3) The description of the calculation method of the Average Annual Individual Consumption is available under section "[Methodological notes](#)" page 13.

**Table 3.** 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 (%) 2025/2024		Quarterly Rate of Change (%) 4th Quarter / 3rd Quarter	
Code NACE Rev.2	Description	3rd Quarter 2024	4th Quarter 2024	3rd Quarter 2025	4th Quarter 2025	3rd Quarter	4th Quarter	2024	2025
4511	Sale of cars and light motor vehicles	1,990,987	2,078,079	2,085,061	2,112,167	4.7	1.6	4.4	1.3
4519	Sale of other motor vehicles	167,165	216,410	219,433	230,395	31.3	6.5	29.5	5.0
4520	Maintenance and repair of motor vehicles	400,632	435,931	409,742	450,281	2.3	3.3	8.8	9.9
4531	Wholesale trade of motor vehicle parts and accessories	599,251	656,913	630,454	662,477	5.2	0.8	9.6	5.1
4532	Retail trade of motor vehicle parts and accessories	153,054	173,422	158,447	176,941	3.5	2.0	13.3	11.7
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	255,604	199,855	261,851	199,961	2.4	0.1	-21.8	-23.6
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	5,465,362	5,033,859	5,716,564	5,210,467	4.6	3.5	-7.9	-8.9
4719	Other retail sale in non-specialized stores	**	734,593	724,636	690,333	**	-6.0	**	-4.7
4721	Retail sale of fruit and vegetables in specialized stores	153,815	107,612	144,894	99,757	-5.8	-7.3	-30.0	-31.2
4722	Retail sale of meat and meat products in specialized stores	382,226	411,103	405,022	431,494	6.0	5.0	7.6	6.5
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	85,419	57,894	88,274	58,438	3.3	0.9	-32.2	-33.8
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	235,593	221,316	235,232	214,817	-0.2	-2.9	-6.1	-8.7
4725	Retail sale of beverages in specialized stores	67,832	52,634	63,776	50,012	-6.0	-5.0	-22.4	-21.6
4726	Retail sale of tobacco products in specialized stores	73,242	67,329	72,263	65,647	-1.3	-2.5	-8.1	-9.2
4729	Other retail sale of food in specialized stores	161,633	174,474	165,539	176,443	2.4	1.1	7.9	6.6
4730	Retail sale of automotive fuel in specialized stores	2,142,300	2,083,598	2,048,990	2,013,365	-4.4	-3.4	-2.7	-1.7
4741	Retail sale of computers, peripheral units and software in specialized stores	290,520	389,393	306,031	424,761	5.3	9.1	34.0	38.8
4742	Retail sale of telecommunications equipment in specialized stores	108,985	114,630	99,497	118,449	-8.7	3.3	5.2	19.0
4743	Retail sale of audio and video equipment in specialized stores	18,658	23,168	19,347	23,828	3.7	2.8	24.2	23.2
4751	Retail sale of textiles in specialized stores	113,557	126,246	113,838	129,966	0.2	2.9	11.2	14.2
4752	Retail sale of hardware, paints and glass in specialized stores	486,476	550,315	519,792	568,973	6.8	3.4	13.1	9.5
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	11,527	22,273	11,735	20,247	1.8	-9.1	93.2	72.5
4754	Retail sale of electrical household appliances in specialized stores	361,013	428,242	387,199	468,288	7.3	9.4	18.6	20.9
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	290,835	318,323	303,965	333,609	4.5	4.8	9.5	9.8



**Table 3.** 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 (%) 2025/2024		Quarterly Rate of Change (%) 4th Quarter / 3rd Quarter	
Code NACE Rev.2	Description	3rd Quarter 2024	4th Quarter 2024	3rd Quarter 2025	4th Quarter 2025	3rd Quarter	4th Quarter	2024	2025
4761	Retail sale of books in specialized stores	69,599	64,248	69,146	61,359	-0.7	-4.5	-7.7	-11.3
4762	Retail sale of newspapers and stationery in specialized stores	48,829	41,765	47,157	39,753	-3.4	-4.8	-14.5	-15.7
4763	Retail sale of music and video recordings in specialized stores	3,716	3,524	3,497	3,193	-5.9	-9.4	-5.2	-8.7
4764	Retail sale of sporting equipment in specialized stores	234,238	233,721	261,294	251,543	11.6	7.6	-0.2	-3.7
4765	Retail sale of games and toys in specialized stores	305,222	409,935	329,100	430,061	7.8	4.9	34.3	30.7
4771	Retail sale of clothing in specialized stores	985,347	1,097,918	991,899	1,105,729	0.7	0.7	11.4	11.5
4772	Retail sale of footwear and leather goods in specialized stores	178,315	166,163	176,468	166,094	-1.0	0.0	-6.8	-5.9
4773	Dispensing chemist in specialized stores	1,202,466	1,308,962	1,244,649	1,332,858	3.5	1.8	8.9	7.1
4774	Retail sale of medical and orthopaedic goods in specialized stores	29,380	47,306	37,248	49,065	26.8	3.7	61.0	31.7
4775	Retail sale of cosmetic and toilet articles in specialized stores	465,887	358,940	495,024	375,941	6.3	4.7	-23.0	-24.1
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	154,101	174,291	152,411	175,268	-1.1	0.6	13.1	15.0
4777	Retail sale of watches and jewellery in specialised stores	205,059	141,394	205,639	153,227	0.3	8.4	-31.0	-25.5
4778	Other retail sale of new goods in specialized stores	391,893	310,302	387,568	295,699	-1.1	-4.7	-20.8	-23.7
4779	Retail sale of fourth-hand goods in stores	10,774	11,462	15,197	13,661	41.1	19.2	6.4	-10.1
4781	Retail sale via stalls and markets of food, beverages and tobacco products	31,037	41,763	33,041	42,190	6.5	1.0	34.6	27.7
4782	Retail sale via stalls and markets of textiles, clothing and footwear	**	4,711	4,117	4,513	**	-4.2	**	9.6
4789	Retail sale via stalls and markets of other goods	12,931	14,691	14,451	15,561	11.8	5.9	13.6	7.7
4791	Retail sale via mail order houses or via Internet	203,103	241,829	213,243	263,910	5.0	9.1	19.1	23.8
4799	Other retail sale not in stores, stalls or markets	36,433	44,096	37,124	43,100	1.9	-2.3	21.0	16.1
<b>Total without vehicles, food and fuel classes<sup>(1)</sup></b>		<b>7,044,227</b>	<b>7,449,770</b>	<b>7,243,535</b>	<b>7,624,636</b>	<b>2.8</b>	<b>2.3</b>	<b>5.8</b>	<b>5.3</b>
<b>Total</b>		<b>19,336,137</b>	<b>19,394,633</b>	<b>19,909,855</b>	<b>19,753,841</b>	<b>3.0</b>	<b>1.9</b>	<b>0.3</b>	<b>-0.8</b>

**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 4.** 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 <sup>(1)</sup> (in thousand €)		
	4th Quarter 2024	4th Quarter 2025	4th Quarter 2025/2024 (%)	4th Quarter 2024	4th Quarter 2025	4th Quarter 2025/2024 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	525,442	510,327	-2.9	218,309	217,122	-0.5
REGION OF KENTRIKI MAKEDONIA	2,705,711	2,757,733	1.9	831,778	826,791	-0.6
Regional Unit of Thessaloniki	2,026,857	2,080,661	2.7	540,053	535,518	-0.8
REGION OF DYTIKI MAKEDONIA	237,577	227,765	-4.1	99,783	96,135	-3.7
REGION OF IPEIROS	326,052	329,314	1.0	138,835	139,429	0.4
REGION OF THESSALIA	615,807	605,071	-1.7	280,079	277,432	-0.9
REGION OF STEREA ELLADA	457,663	459,870	0.5	220,269	220,198	0.0
REGION OF IONIA NISSIA	242,954	238,569	-1.8	106,052	107,870	1.7
REGION OF DYTIKI ELLADA	613,199	598,665	-2.4	253,109	249,415	-1.5
REGION OF PELOPONNISOS	552,742	544,549	-1.5	235,273	231,908	-1.4
REGION OF ATTIKI	11,604,582	11,988,405	3.3	4,388,694	4,580,067	4.4
REGION OF VOREIO AIGAIO	181,643	181,060	-0.3	90,240	91,320	1.2
REGION OF NOTIO AIGAIO	449,490	436,037	-3.0	202,434	197,779	-2.3
REGION OF KRITI	881,771	876,476	-0.6	384,915	389,170	1.1
<b>Total</b>	<b>19,394,633</b>	<b>19,753,841</b>	<b>1.9</b>	<b>7,449,770</b>	<b>7,624,636</b>	<b>2.3</b>

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 5.** 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 enterprises<sup>1</sup>, per enterprise size

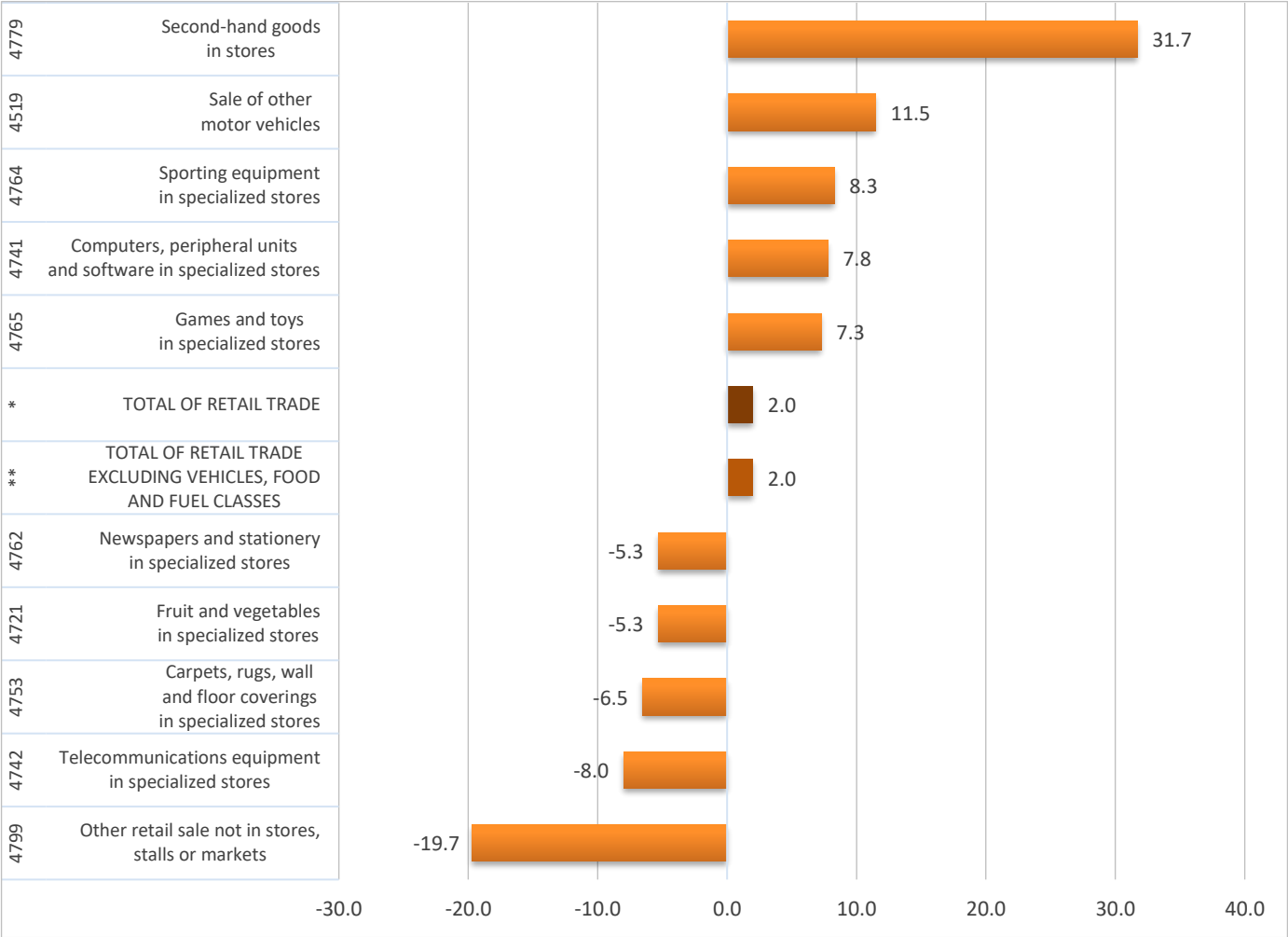
Enterprise Size	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes <sup>(2)</sup> (in thousand €)		
	4th Quarter 2024	4th Quarter 2025	4th Quarter 2025/2024 (%)	4th Quarter 2024	4th Quarter 2025	4th Quarter 2025/2024 (%)
Medium Enterprises	1,726,717	1,823,875	5.6	744,591	803,415	7.9
Small Enterprises	2,976,230	2,913,465	-2.1	1,054,757	1,060,483	0.5
Micro Enterprises	6,515,837	6,414,552	-1.6	3,641,457	3,599,272	-1.2
<b>Small and Medium Sized Enterprises</b>	<b>11,218,784</b>	<b>11,151,892</b>	<b>-0.6</b>	<b>5,440,805</b>	<b>5,463,170</b>	<b>0.4</b>
<b>Small and Medium Sized Enterprises / Total of Enterprises (%)</b>	<b>57.8</b>	<b>56.5</b>		<b>73.0</b>	<b>71.7</b>	

Notes:

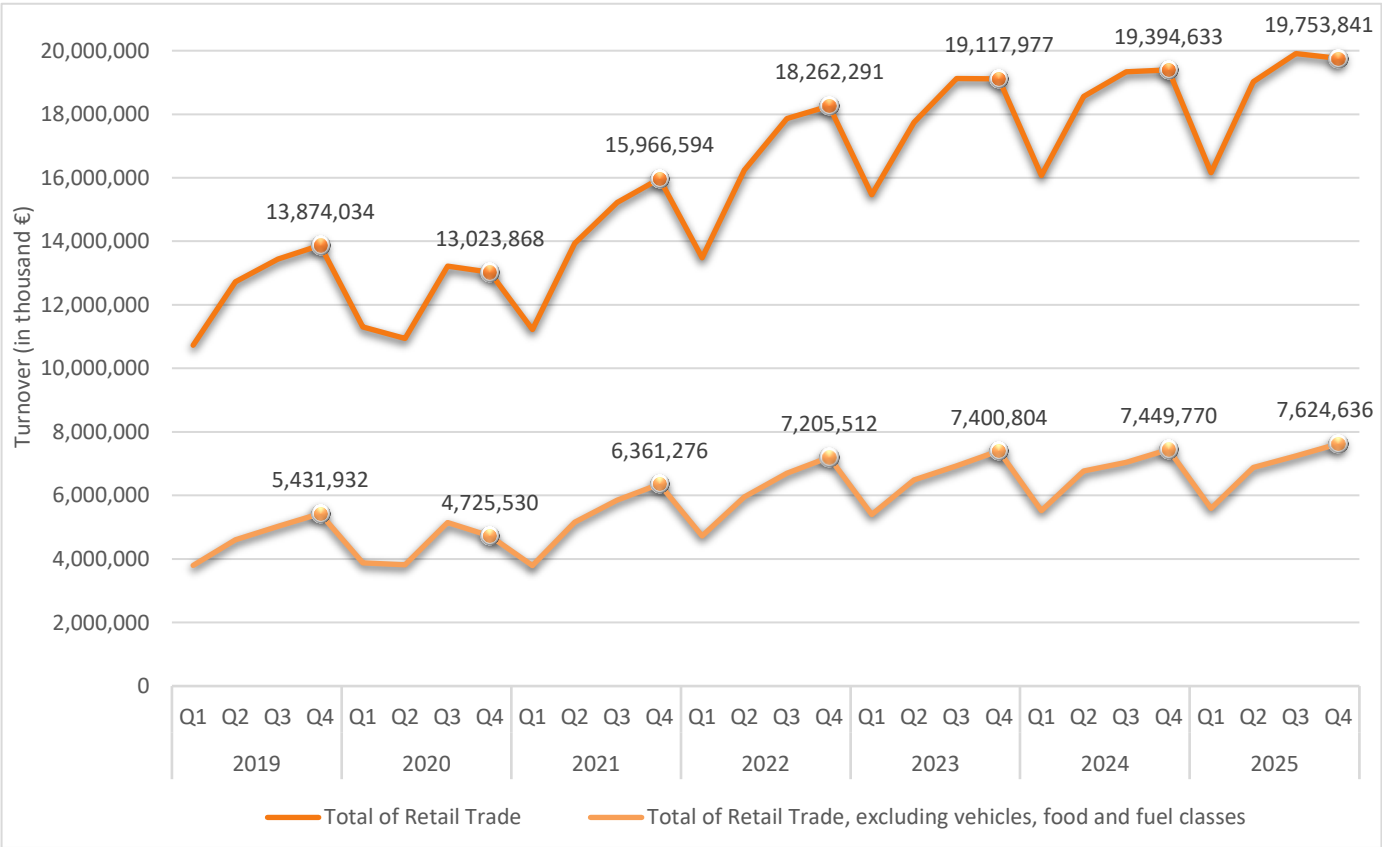
(1) The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 13.

(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.

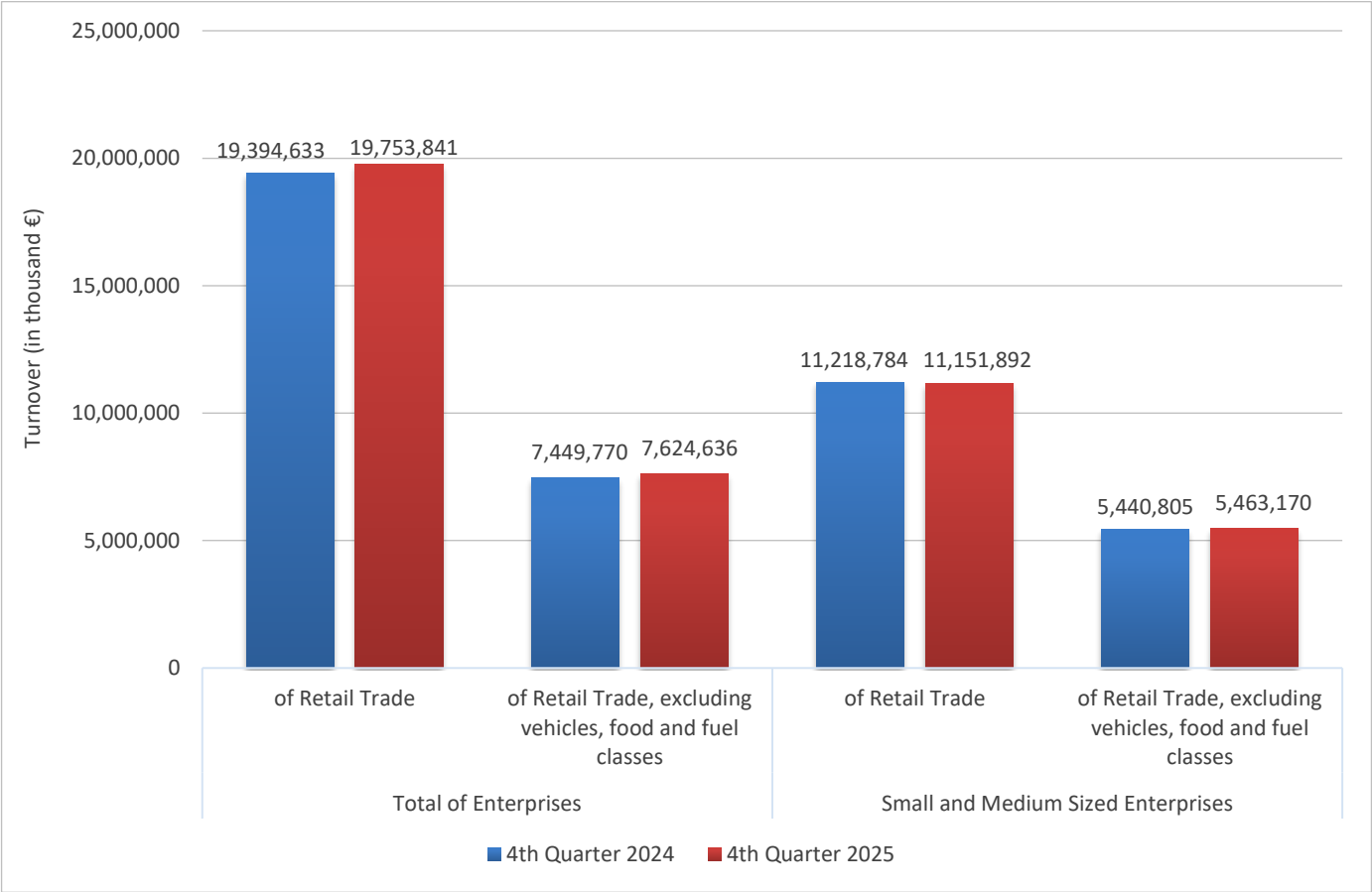
**Graph 2.** Biggest changes (%) of the annual turnover for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification), **2025 / 2024**



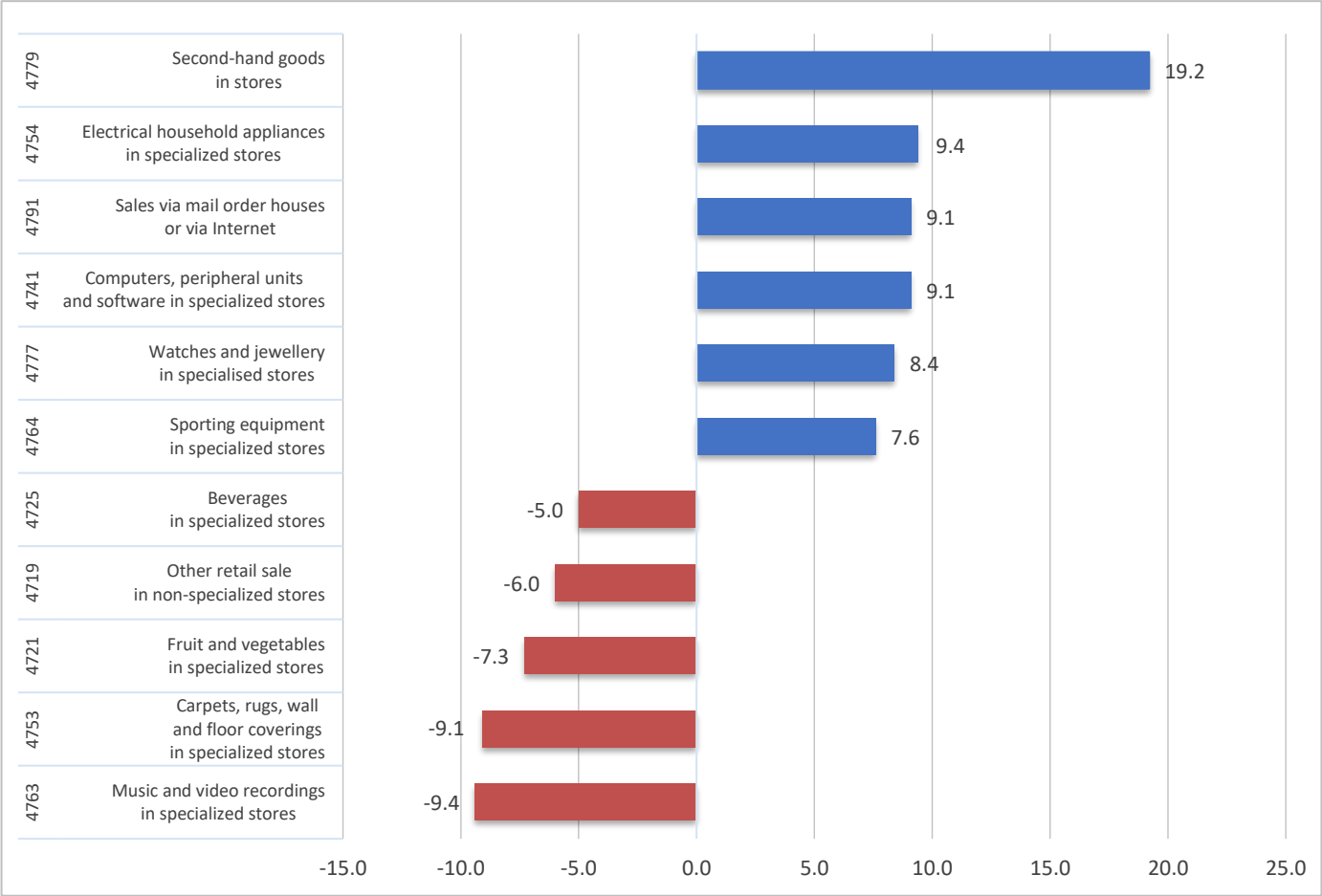
**Graph 3.** Turnover (in thousand euros) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding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



**Graph 4.** Turnover (in thousand €) 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 5.** 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 2025 / 4th Quarter 2024**



## 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 2022.
- Administrative transactions files (tax, etc) of the reference years 2019 - 2025.

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 2022.
- Income data from administrative transactions files of the reference years 2019 - 2025.

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

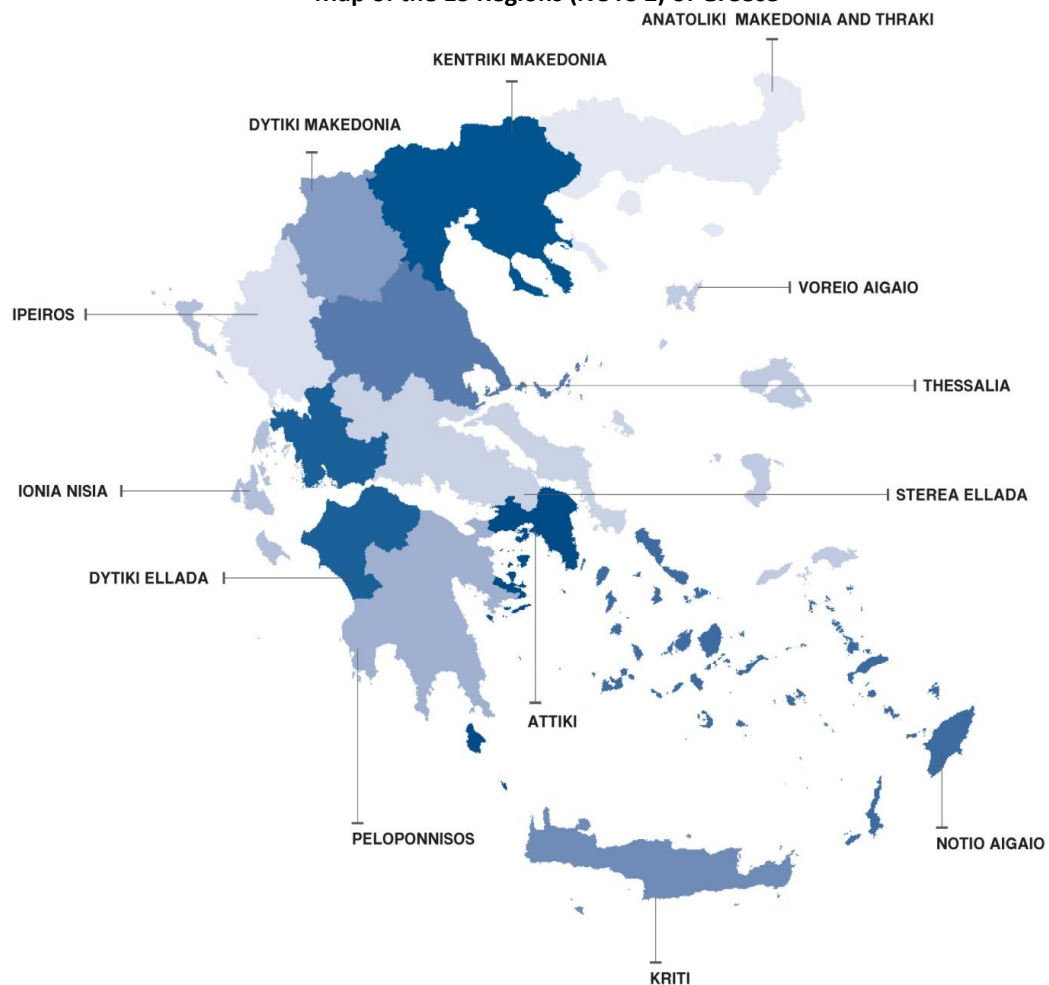
1. The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.
2. Within the SME category, a small enterprise 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 for the estimation of migration flows for the years 2022, 2023 and 2024 and population on 1st January of 2023, 2024 and 2025 \(2025\)](#).

### Statistical classifications

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

### Map of the 13 Regions (NUTS 2) of Greece



**Reference Period** 4<sup>th</sup> Quarter 2025, Year 2025

**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 2022 (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](http://www.statistics.gr)) at the following link:  
<https://www.statistics.gr/en/statistics/-/publication/SBR04/->