



HELLENIC REPUBLIC
HELLENIC STATISTICAL AUTHORITY

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PRESS RELEASE

EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE JANUARY 2021

The Hellenic Statistical Authority (ELSTAT) with this sectoral publication, presents in detail the evolution of the sales/turnover of all classes of activity for 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 a sequel of the Press Releases published by ELSTAT ([link PR](#)) since April 2020, incorporating the most recent data on turnover from Administrative Sources for **January 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) turnover data for **all enterprises obliged to double-entry accounting bookkeeping** classified in the activity classes of the retail trade divisions (divisions 45 and 47 of the NACE Rev.2 classification) for January 2020 and January 2021 and b) turnover data for the **five biggest enterprises**, for each of the 10 largest classes, in terms of 2018 turnover, of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), for January 2020 and January 2021.

Starting from the current press release, an updated framework for the determination of enterprises is used, which occurs from the linking at micro-data level of administrative transactions files of the reference years 2020 and 2021 and of the provisional Statistical Business Register, of the reference year 2018, that provides a standardized set of data, harmonized with European classifications.

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a. **All enterprises classified in the activity classes of the retail trade divisions obliged to double-entry accounting bookkeeping** (Table 1)

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 January 2021 amounted to 2.2 billion euro, recording a decrease of 5.6% in comparison with January 2020, when the respective turnover was 2.3 billion euro.

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

- Retail sale via mail order houses or via Internet, increase 40.3%.
- Retail sale of computers, peripheral units and software in specialized stores, increase 32.6%.

The activities that recorded the biggest decrease in turnover in **January 2021** compared with January 2020 are:

- Retail sale of music and video recordings in specialized stores, decrease 82.5%.
- Other retail sale not in stores, stalls or markets, decrease 40.7%.

Presentation of activities with biggest rates of change

The class of economic activity “**Retail sale via mail order houses or via Internet**” which recorded the biggest increase in turnover in January 2021 compared with January 2020 includes the retail sales which are conducted by enterprises via mail or internet, with the application of specific procedures, and the products either can be downloaded directly from internet or can be sent to the customer.

The class of economic activity “**Retail sale of music and video recordings in specialized stores**” which recorded the biggest decrease in turnover in January 2021 compared with January 2020 includes the retail sale of musical records, audio tapes, compact discs and cassettes, video tapes and DVDs, as well as the retail sale of blank tapes and discs.

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

ECONOMIC ACTIVITY	Number of		
	Enterprises with turnover data in January 2021	Branches	Persons employed
Retail sale via mail order houses or via Internet	238	338	1,187
Retail sale of music and video recordings in specialized stores	15	29	80

b. 5 biggest enterprises for the 10 largest classes of the retail trade divisions (based on the 2018 turnover) (Table 2)

Based on the turnover data of the provisional Statistical Business Register 2018, the 10 largest classes of economic activity in the retail trade divisions are:

- Sale of cars and light motor vehicles
- Maintenance and repair of motor vehicles
- Wholesale trade of motor vehicle parts and accessories
- Retail sale in non-specialized stores with food, beverages or tobacco predominating
- Other retail sale in non-specialized stores
- Retail sale of automotive fuel in specialized stores
- Retail sale of hardware, paints and glass in specialized stores
- Retail sale of electrical household appliances in specialized stores
- Retail sale of clothing in specialized stores and
- Dispensing chemist in specialized stores

The activities that recorded increase in turnover in **January 2021** compared with January 2020 are:

- Dispensing chemist in specialized stores, increase 9.4%.
- Retail sale in non-specialized stores with food, beverages or tobacco predominating, increase 7.2%.

The activities that recorded the biggest decrease in turnover in **January 2021** compared with January 2020 are:

- Retail sale of clothing in specialized stores, decrease 36.7%.
- Other retail sale in non-specialized stores, decrease 36.4%.

Table 1: 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 €)		Rate of change (%)
Code NACE Rev.2	Description	January 2020	January 2021	
4511	Sale of cars and light motor vehicles	346,665	331,348	-4.4
4519	Sale of other motor vehicles	15,836	16,492	4.1
4520	Maintenance and repair of motor vehicles	33,595	31,808	-5.3
4531	Wholesale trade of motor vehicle parts and accessories	87,512	79,621	-9.0
4532	Retail trade of motor vehicle parts and accessories	10,812	8,969	-17.0
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	18,382	16,917	-8.0
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	878,157	940,043	7.0
4719	Other retail sale in non-specialized stores	45,688	31,187	-31.7
4721	Retail sale of fruit and vegetables in specialized stores	5,292	6,001	13.4
4722	Retail sale of meat and meat products in specialized stores	18,650	17,146	-8.1
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	2,723	2,905	6.7
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	8,685	7,028	-19.1
4725	Retail sale of beverages in specialized stores	2,340	1,924	-17.8
4726	Retail sale of tobacco products in specialized stores	1,265	1,447	14.4
4729	Other retail sale of food in specialized stores	9,771	10,798	10.5
4730	Retail sale of automotive fuel in specialized stores	218,596	143,666	-34.3
4741	Retail sale of computers, peripheral units and software in specialized stores	52,367	69,457	32.6
4742	Retail sale of telecommunications equipment in specialized stores	17,916	20,151	12.5
4743	Retail sale of audio and video equipment in specialized stores	2,214	2,321	4.8
4751	Retail sale of textiles in specialized stores	2,522	1,808	-28.3
4752	Retail sale of hardware, paints and glass in specialized stores	26,769	23,926	-10.6
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	875	659	-24.7
4754	Retail sale of electrical household appliances in specialized stores	79,371	71,928	-9.4
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	31,255	26,517	-15.2
4761	Retail sale of books in specialized stores	5,163	4,572	-11.4
4762	Retail sale of newspapers and stationery in specialized stores	1,101	1,115	1.3
4763	Retail sale of music and video recordings in specialized stores	103	18	-82.5
4764	Retail sale of sporting equipment in specialized stores	29,643	30,037	1.3
4765	Retail sale of games and toys in specialized stores	51,571	48,870	-5.2

Table 1: 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) (continued)

ECONOMIC ACTIVITY		TURNOVER (in thousand €)		Rate of Change (%)
Code NACE Rev.2	Description	January 2020	January 2021	
4771	Retail sale of clothing in specialized stores	159,752	107,826	-32.5
4772	Retail sale of footwear and leather goods in specialized stores	16,400	10,733	-34.6
4773	Dispensing chemist in specialized stores	27,903	28,701	2.9
4774	Retail sale of medical and orthopaedic goods in specialized stores	2,443	2,304	-5.7
4775	Retail sale of cosmetic and toilet articles in specialized stores	56,585	37,773	-33.2
4776	Retail sale of flowers, plants, seeds, fertilizers, pet animals and pet food in specialized stores	8,466	**	**
4777	Retail sale of watches and jewelry in specialized stores	11,805	8,947	-24.2
4778	Other retail sale of new goods in specialized stores	15,832	10,452	-34.0
4779	Retail sale of second-hand goods in stores	191	132	-30.9
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	27,331	38,355	40.3
4799	Other retail sale not in stores, stalls or markets	2,446	1,451	-40.7
Total		2,334,000	2,202,130	-5.6

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

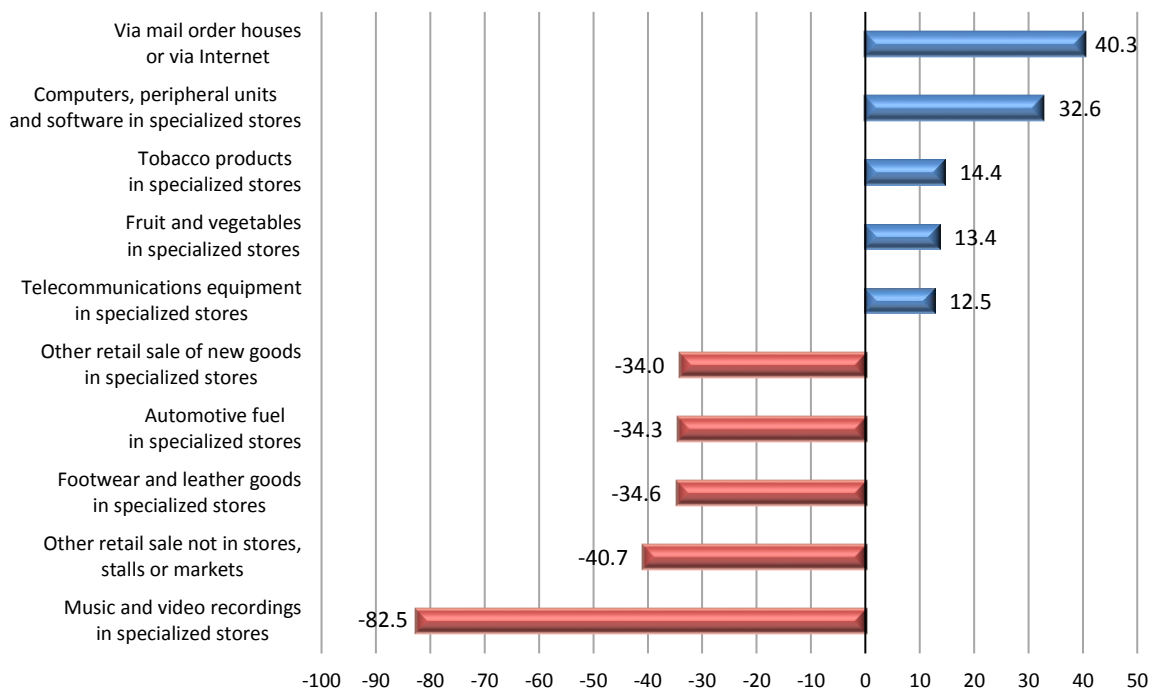
(**) Extraordinary transactions were recorded in the data. Therefore, they are not published as they are not comparable.

Table 2: Turnover for the 5 biggest enterprises in the 10 largest classes of retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification)

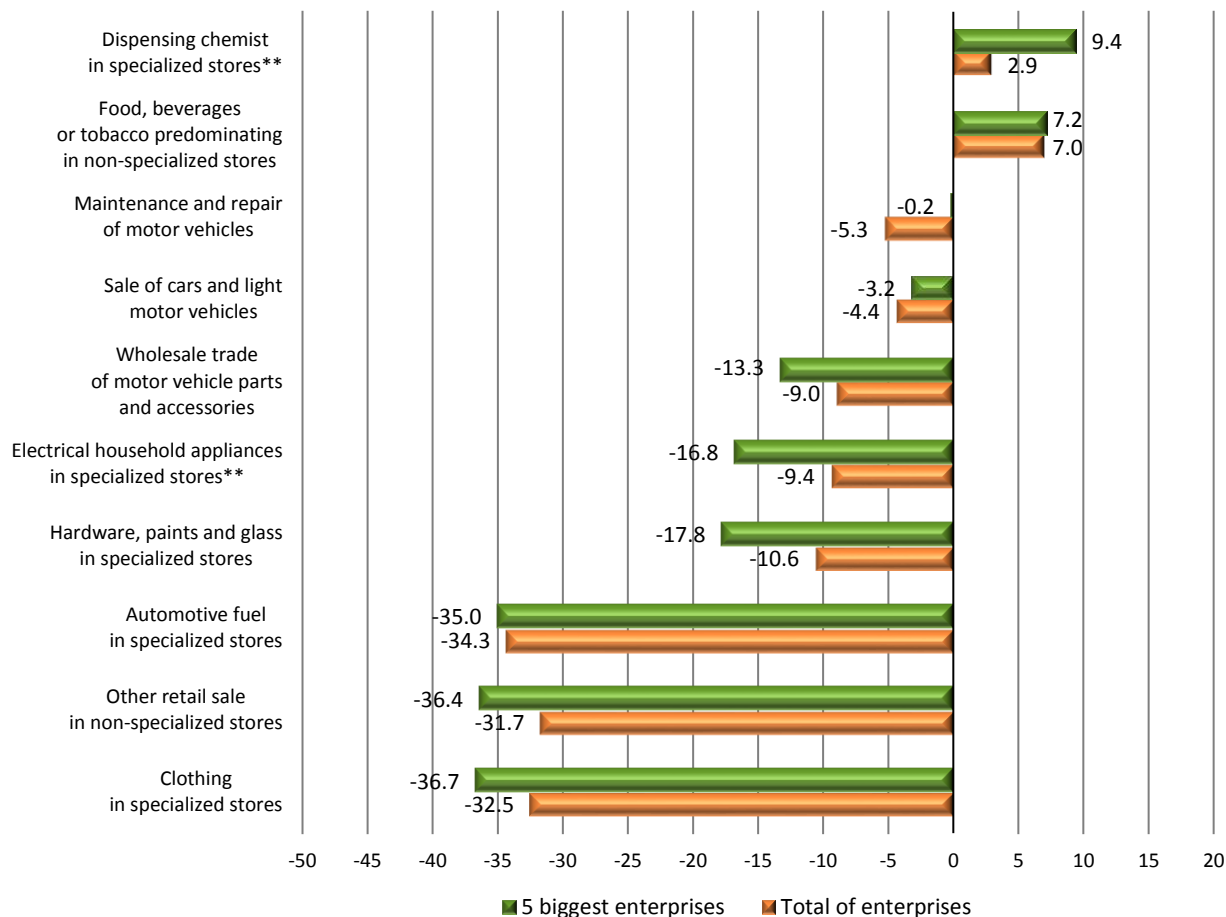
ECONOMIC ACTIVITY		TURNOVER (in thousand €)		Rate of Change (%)
Code NACE Rev.2	Description	January 2020	January 2021	
4511	Sale of cars and light motor vehicles	123,080	119,194	-3.2
4520	Maintenance and repair of motor vehicles	19,467	19,422	-0.2
4531	Wholesale trade of motor vehicle parts and accessories	19,635	17,023	-13.3
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	651,692	698,707	7.2
4719	Other retail sale in non-specialized stores	35,482	22,572	-36.4
4730	Retail sale of automotive fuel in specialized stores	149,363	97,043	-35.0
4752	Retail sale of hardware, paints and glass in specialized stores	12,736	10,463	-17.8
4754	Retail sale of electrical household appliances in specialized stores	62,833	52,250**	-16.8
4771	Retail sale of clothing in specialized stores	64,619	40,875	-36.7
4773	Dispensing chemist in specialized stores	3,418**	3,741**	9.4

(**) Monthly data are available for less than the 5 biggest enterprises

Graph 1: 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) January 2021 / January 2020



Graph 2: Changes (%) for the 5 biggest enterprises in the 10 largest classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and corresponding changes for the total of enterprises of the same classes January 2021 / January 2020



(**) For the activity "Dispensing chemist in specialized stores" monthly data are available for less than the five (5) biggest enterprises. For the activity "Retail sale of electrical household appliances in specialized stores" monthly data for January 2021 are available for less than the five (5) biggest enterprises.

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 provisional 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, the economic activity class and the 5 largest enterprises in the 10 largest classes of retail trade divisions on the basis of turnover, according to the provisional 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 January 2021.

Statistical unit The statistical unit is the legal unit (distinct VAT numbers).

Comparability The announced statistical data are comparable with the data of the provisional Statistical Business Register of ELSTAT, of the reference year 2018 and of the most recent published Statistical Business Register of ELSTAT, of the reference year 2017 (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/>