



## EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE FEBRUARY 2023

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.

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 announcements published by ELSTAT ([link](#)) since April 2020, incorporating the most recent data on turnover from Administrative Sources for **February 2023**.

In particular, ELSTAT announces:

- monthly data on turnover for **the enterprises obliged to double-entry accounting bookkeeping** classified in the activity classes of the retail trade divisions, for the total of Greece and per Region of Greece,
- monthly data on turnover for **the enterprises obliged to double-entry accounting bookkeeping** classified in the activity classes of the retail trade divisions, **excluding vehicles, food and fuel classes**, for the total of Greece and per Region of Greece,
- monthly data on turnover for **the small and medium sized enterprises obliged to double-entry accounting bookkeeping** classified in the activity classes of the retail trade divisions, for the total of Greece and
- monthly data on turnover for **the small and medium sized enterprises obliged to double-entry accounting bookkeeping** classified in the activity classes of the retail trade divisions, **excluding vehicles, food and fuel classes**, for the total of Greece.

Starting from the announcement published in March (reference month January 2023), an updated framework for the determination of the enterprises is used, which occurs from the linking at micro-data level of administrative transactions files, of the reference years 2019, 2020, 2021, 2022 and 2023, administrative registers of enterprises, of the reference years 2021 and 2022, and of the final Statistical Business Register, of the reference year 2020, that provides a standardized set of data, harmonized with European classifications.

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## 1. Enterprises in retail trade divisions obliged to double-entry accounting bookkeeping (Tables 1, 2, 3)

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 February 2023 amounted to 2.91 billion euro, recording an increase of 13.5% in comparison with February 2022, when the respective turnover was 2.57 billion euro and a decrease of 5.9% in comparison with January 2023, when the respective turnover was 3.1 billion euro.

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

- Retail sale of sporting equipment in specialized stores, increase 34.9%.
- Retail sale of audio and video equipment in specialized stores, increase 34.4%.

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

- Retail sale of music and video recordings in specialized stores, decrease 29.9%.
- Retail sale of books in specialized stores, decrease 12.5%.

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

- Region of Notio Aigaio, increase 22.4%.
- Region of Attiki, increase 14.8%.

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

- Region of Voreio Aigaio, decrease 2.0%

For the **small and medium sized enterprises<sup>1</sup> in retail trade divisions obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the turnover in February 2023 amounted to 0.98 billion euro, recording an increase of 9.7% in comparison with February 2022, when the respective turnover was 0.89 billion euro.

## 2. Enterprises in retail trade divisions, excluding vehicles, food and fuel classes<sup>2</sup> (Tables 1, 2, 3)

**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 February 2023 amounted to 0.73 billion euro, recording an increase of 12.2% in comparison with February 2022, when the respective turnover was 0.65 billion euro and a decrease of 22.5% in comparison with January 2023, when the respective turnover was 0.95 billion euro.

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

- Region of Dytiki Makedonia, increase 48.6%.
- Region of Anatoliki Makedonia, Thraki, increase 22.8%.

For the **small and medium sized enterprises<sup>1</sup> 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 February 2023 amounted to 0.38 billion euro, recording an increase of 8.5% in comparison with February 2022, when the respective turnover was 0.35 billion euro.

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<sup>1</sup> The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 8.

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

**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 €)				Annual Rate of Change (%) 2023/2022		Monthly Rate of Change (%) February / January	
Code NACE Rev.2	Description	January 2022	February 2022	January 2023	February 2023	January	February	2022	2023
4511	Sale of cars and light motor vehicles	323,771	431,276	526,498	546,034	62.6	26.6	33.2	3.7
4519	Sale of other motor vehicles	18,359	23,896	32,337	29,881	76.1	25.0	30.2	-7.6
4520	Maintenance and repair of motor vehicles	16,290	22,409	<u>25,007</u>	<u>24,289</u>	<u>53.5</u>	<u>8.4</u>	37.6	-2.9
4531	Wholesale trade of motor vehicle parts and accessories	89,487	99,690	<u>115,303</u>	111,498	<u>28.8</u>	11.8	11.4	-3.3
4532	Retail trade of motor vehicle parts and accessories	*	*	*	*	*	*	*	*
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	19,613	28,096	<u>28,480</u>	32,462	<u>45.2</u>	15.5	43.3	<u>14.0</u>
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	964,829	997,896	1,097,353	1,108,100	13.7	11.0	3.4	1.0
4719	Other retail sale in non-specialized stores	37,031	41,048	47,092	44,174	27.2	7.6	10.8	-6.2
4721	Retail sale of fruit and vegetables in specialized stores	6,261	**	**	**	**	**	**	**
4722	Retail sale of meat and meat products in specialized stores	20,275	23,078	<u>24,267</u>	<u>25,791</u>	<u>19.7</u>	<u>11.8</u>	13.8	6.3
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	3,094	3,152	<u>3,200</u>	<u>4,541</u>	<u>3.4</u>	<u>44.1</u>	1.9	41.9
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	9,237	8,947	<u>10,887</u>	<u>10,369</u>	<u>17.9</u>	<u>15.9</u>	-3.1	-4.8
4725	Retail sale of beverages in specialized stores	2,481	3,519	<u>3,846</u>	<u>3,537</u>	<u>55.0</u>	<u>0.5</u>	41.8	-8.0
4726	Retail sale of tobacco products in specialized stores	2,263	2,354	<u>2,934</u>	<u>2,654</u>	<u>29.7</u>	<u>12.7</u>	4.0	-9.5
4729	Other retail sale of food in specialized stores	12,811	13,462	14,893	14,406	16.3	7.0	5.1	-3.3
4730	Retail sale of automotive fuel in specialized stores	231,463	241,218	250,538	251,157	8.2	4.1	4.2	0.2
4741	Retail sale of computers, peripheral units and software in specialized stores	69,076	71,678	87,898	79,786	27.2	11.3	3.8	-9.2
4742	Retail sale of telecommunications equipment in specialized stores	**	**	15,424	12,956	**	**	**	-16.0
4743	Retail sale of audio and video equipment in specialized stores	2,682	2,718	3,945	3,654	47.1	34.4	1.3	-7.4
4751	Retail sale of textiles in specialized stores	**	**	<u>2,017</u>	2,269	**	**	**	12.5
4752	Retail sale of hardware, paints and glass in specialized stores	31,697	41,911	44,280	47,232	39.7	12.7	32.2	6.7
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	1,085	**	996	910	-8.2	**	**	-8.6
4754	Retail sale of electrical household appliances in specialized stores	58,829	61,334	91,647	69,530	55.8	13.4	4.3	-24.1
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	29,722	32,747	37,000	34,601	24.5	5.7	10.2	-6.5

**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) (continue)

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2023/2022		Monthly Rate of Change (%) February / January	
Code NACE Rev.2	Description	January 2022	February 2022	January 2023	February 2023	January	February	2022	2023
4761	Retail sale of books in specialized stores	4,451	5,022	5,340	4,394	20.0	-12.5	12.8	-17.7
4762	Retail sale of newspapers and stationery in specialized stores	**	1,310	1,368	1,282	**	-2.1	**	-6.3
4763	Retail sale of music and video recordings in specialized stores	37	67	62	47	67.6	-29.9	81.1	-24.2
4764	Retail sale of sporting equipment in specialized stores	31,280	29,152	42,580	39,330	36.1	34.9	-6.8	-7.6
4765	Retail sale of games and toys in specialized stores	39,897	49,804	**	64,111	**	28.7	24.8	**
4771	Retail sale of clothing in specialized stores	126,695	109,881	174,587	129,872	37.8	18.2	-13.3	-25.6
4772	Retail sale of footwear and leather goods in specialized stores	15,013	15,908	17,418	17,510	16.0	10.1	6.0	0.5
4773	Dispensing chemist in specialized stores	39,440	39,650	<u>46,293</u>	<u>44,562</u>	<u>17.4</u>	<u>12.4</u>	0.5	-3.7
4774	Retail sale of medical and orthopaedic goods in specialized stores	3,494	3,769	<u>3,728</u>	<u>4,471</u>	<u>6.7</u>	<u>18.6</u>	7.9	19.9
4775	Retail sale of cosmetic and toilet articles in specialized stores	39,482	42,222	55,344	47,239	40.2	11.9	6.9	-14.6
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	**	12,351	<u>13,464</u>	<u>13,669</u>	**	<u>10.7</u>	**	1.5
4777	Retail sale of watches and jewellery in specialised stores	10,995	13,251	<u>14,749</u>	16,086	<u>34.1</u>	21.4	20.5	9.1
4778	Other retail sale of new goods in specialized stores	17,134	18,766	16,427	18,747	-4.1	-0.1	9.5	14.1
4779	Retail sale of second-hand goods in stores	473	469	**	528	**	12.6	-0.8	**
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	**	**	<u>29,881</u>	29,735	**	**	**	-0.5
4799	Other retail sale not in stores, stalls or markets	3,260	2,953	<u>2,863</u>	<u>3,691</u>	<u>-12.2</u>	<u>25.0</u>	-9.4	28.9
<b>Total without vehicles, food and fuel classes<sup>(1)</sup></b>		<b>624,999</b>	<b>653,308</b>	<b>945,977</b>	<b>733,040</b>	<b>51.4</b>	<b>12.2</b>	<b>4.5</b>	<b>-22.5</b>
<b>Total</b>		<b>2,353,850</b>	<b>2,566,590</b>	<b>3,097,543</b>	<b>2,914,197</b>	<b>31.6</b>	<b>13.5</b>	<b>9.0</b>	<b>-5.9</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".

(\*) 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 in the aggregated data of more than 3.0% in absolute figures.

(Double underline) It includes the turnover of enterprises that changed the submission of data to tax authorities from a monthly basis to a quarterly basis and have an impact in 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 2:** Turnover (in thousand €) for the **Total or Retail Trade** and for the **Total of Retail Trade excluding vehicle, 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 vehicle, food and fuel classes <sup>(1)</sup> (in thousand €)		
	February 2022	February 2023	February 2023/2022 (%)	February 2022	February 2023	February 2023/2022 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	30,752	34,243	11.4	8,449	10,373	22.8
REGION OF KENTRIKI MAKEDONIA	333,953	365,283	9.4	44,472	<u>51,220</u>	<u>15.2</u>
Regional Unit of Thessaloniki	304,377	332,027	9.1	33,823	<u>38,713</u>	<u>14.5</u>
REGION OF DYTIKI MAKEDONIA	12,715	14,434	13.5	2,664	3,958	48.6
REGION OF IPEIROS	21,357	<u>22,723</u>	<u>6.4</u>	4,861	<u>6,236</u>	<u>28.3</u>
REGION OF THESSALIA	33,028	<u>33,717</u>	<u>2.1</u>	10,164	<u>11,006</u>	<u>8.3</u>
REGION OF STEREA ELLADA	21,695	<u>25,347</u>	<u>16.8</u>	11,114	<u>13,072</u>	<u>17.6</u>
REGION OF IONIA NISSIA	16,143	<u>16,975</u>	<u>5.2</u>	4,315	<u>5,169</u>	<u>19.8</u>
REGION OF DYTIKI ELLADA	33,903	36,995	9.1	8,294	9,815	18.3
REGION OF PELOPONNISOS	27,261	<u>29,766</u>	<u>9.2</u>	4,666	<u>5,813</u>	<u>24.6</u>
REGION OF ATTIKI	1,924,175	2,208,123	14.8	522,839	578,319	10.6
REGION OF VOREIO AIGAIO	10,898	10,686	-2.0	4,223	4,364	3.3
REGION OF NOTIO AIGAIO	28,841	35,301	22.4	7,057	8,175	15.8
REGION OF KRITI	71,869	80,604	12.2	20,190	<u>25,520</u>	<u>26.4</u>
<b>Total</b>	<b>2,566,590</b>	<b>2,914,197</b>	<b>13.5</b>	<b>653,308</b>	<b>733,040</b>	<b>12.2</b>

**Notes:**

In the table the Regional Unit of Thessaloniki is presented separately.

(1) In the "Total of Retail Trade, excluding vehicle, 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 in the aggregated data of more than 3.0% in absolute figures.

**Table 3:** Turnover (in thousand €) for the **Total of Retail Trade** and for the **Total of Retail Trade excluding vehicle, food and fuel classes**, for the small and medium sized enterprises<sup>1</sup> obliged to double-entry accounting bookkeeping, per enterprise size

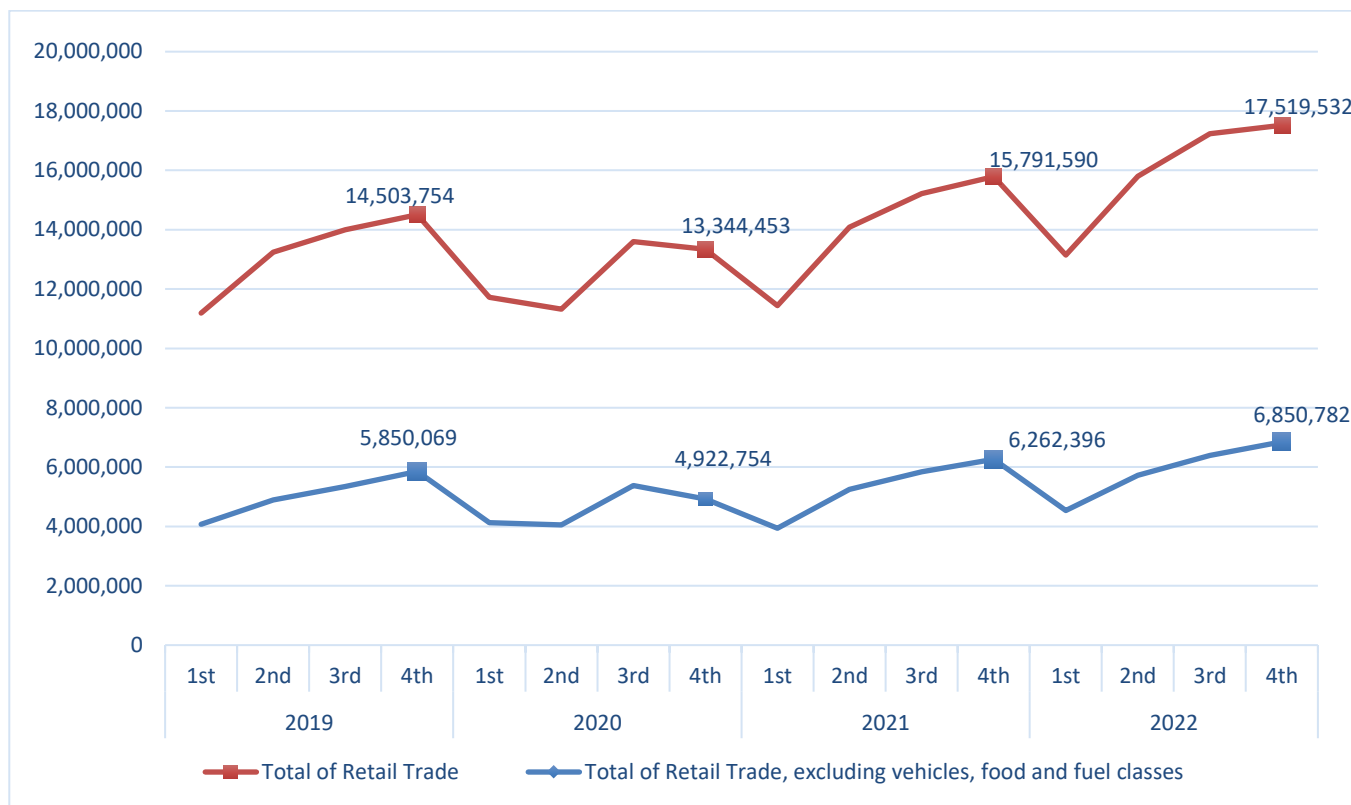
Enterprise Size	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicle, food and fuel classes <sup>(2)</sup> (in thousand €)		
	February 2022	February 2023	February 2023/2022 (%)	February 2022	February 2023	February 2023/2022 (%)
Medium Enterprises	315,302	338,291	7.3	119,880	120,428	0.5
Small Enterprises	402,870	445,758	10.7	149,276	165,737	11.0
Micro Enterprises	175,315	196,236	11.9	78,741	91,383	16.1
<b>Small and Medium Sized Enterprises</b>	<b>893,487</b>	<b>980,285</b>	<b>9.7</b>	<b>347,897</b>	<b>377,548</b>	<b>8.5</b>
<b>Small and Medium Sized Enterprises / Total of Enterprises (%)</b>	<b>34.8</b>	<b>33.6</b>		<b>53.3</b>	<b>51.5</b>	

**Notes:**

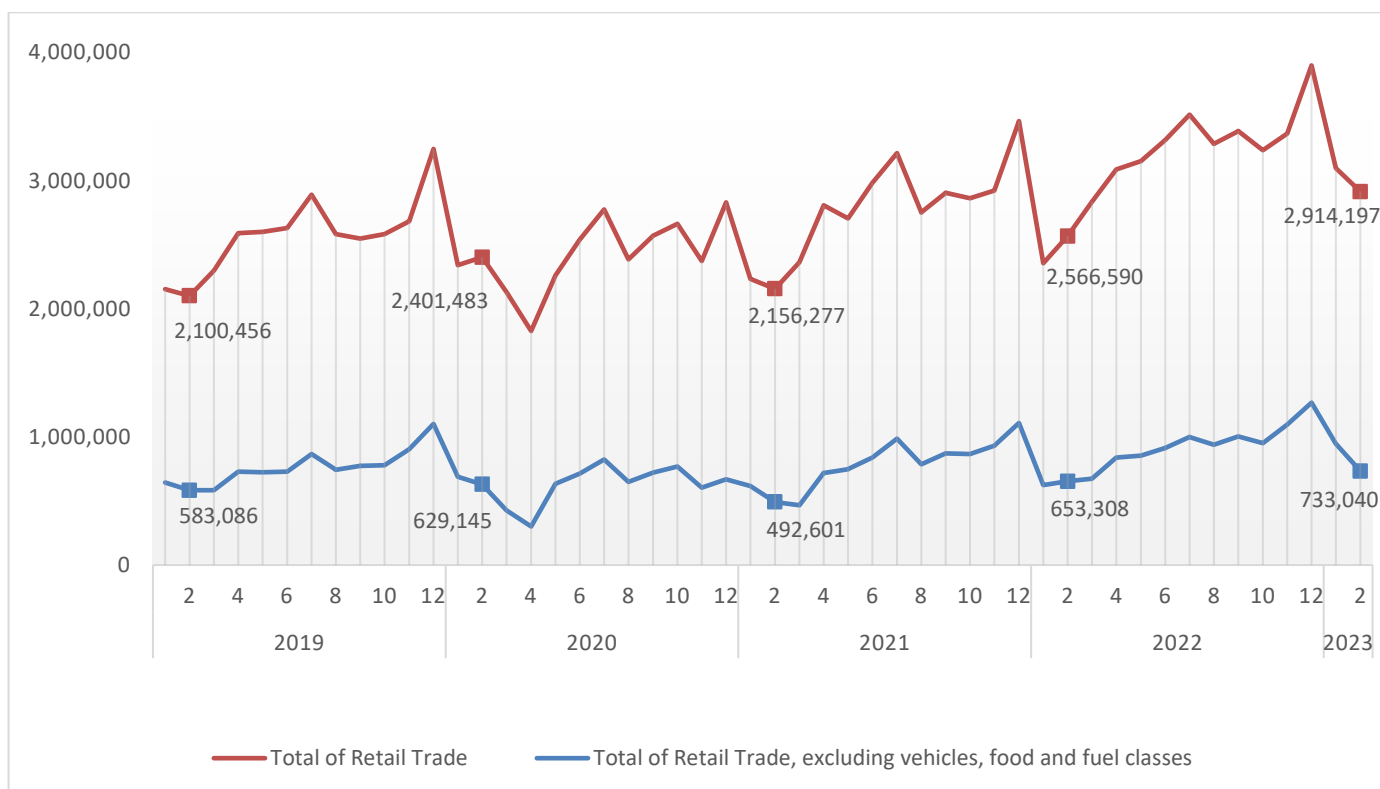
(1) The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 8.

(2) In the "Total of Retail Trade, excluding vehicle, 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.

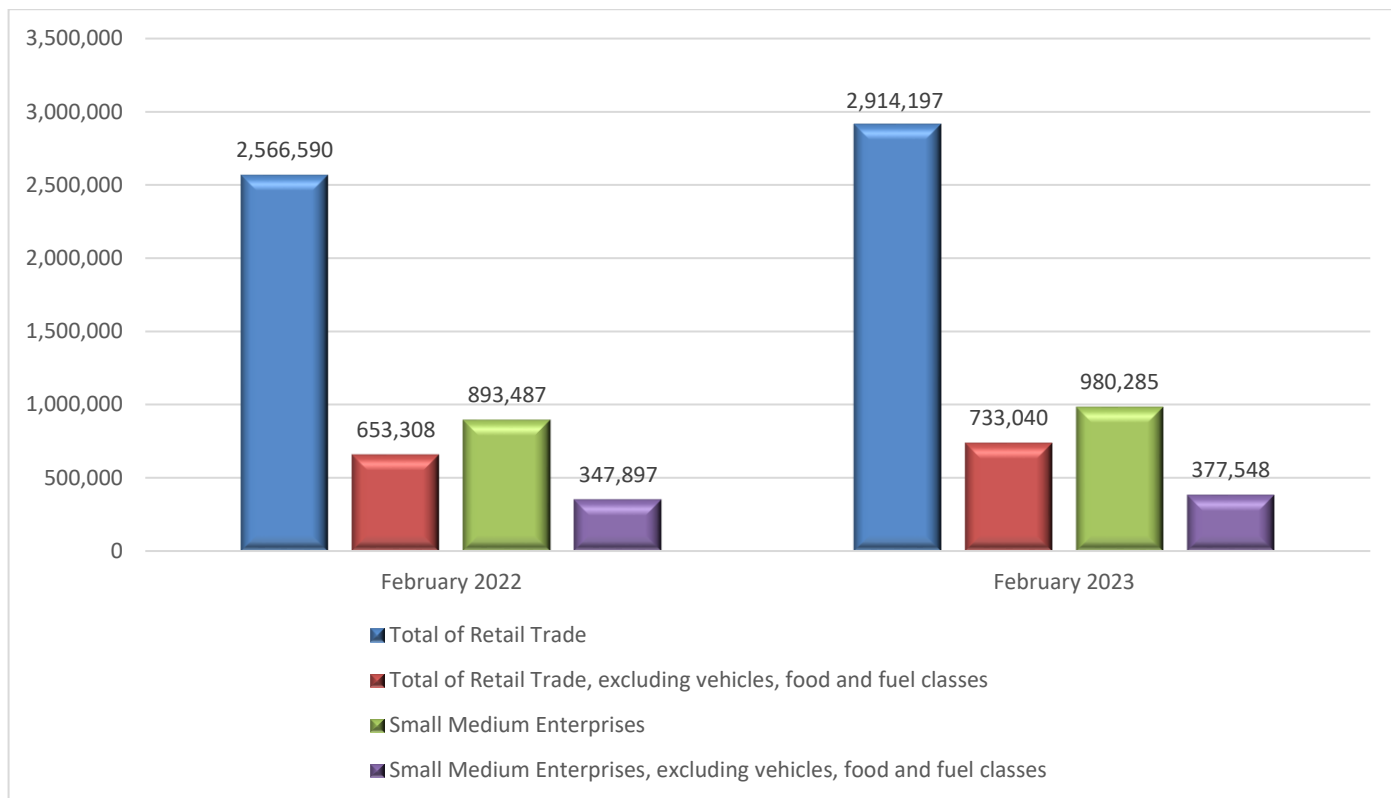
**Graph 1:** Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding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



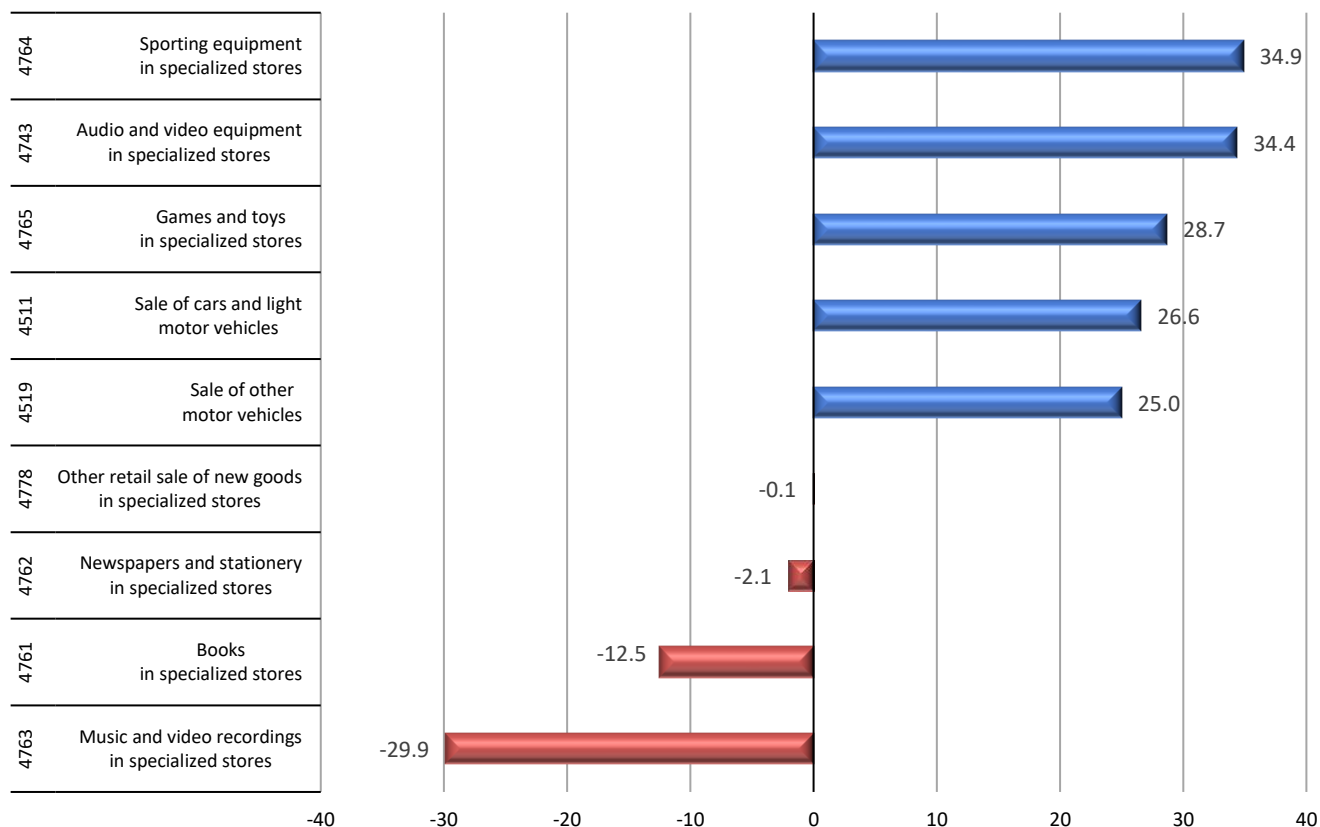
**Graph 2:** Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises obliged to double-entry accounting bookkeeping in all classes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



**Graph 3:** 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 (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 4:** 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) **February 2023 / February 2022**



**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.

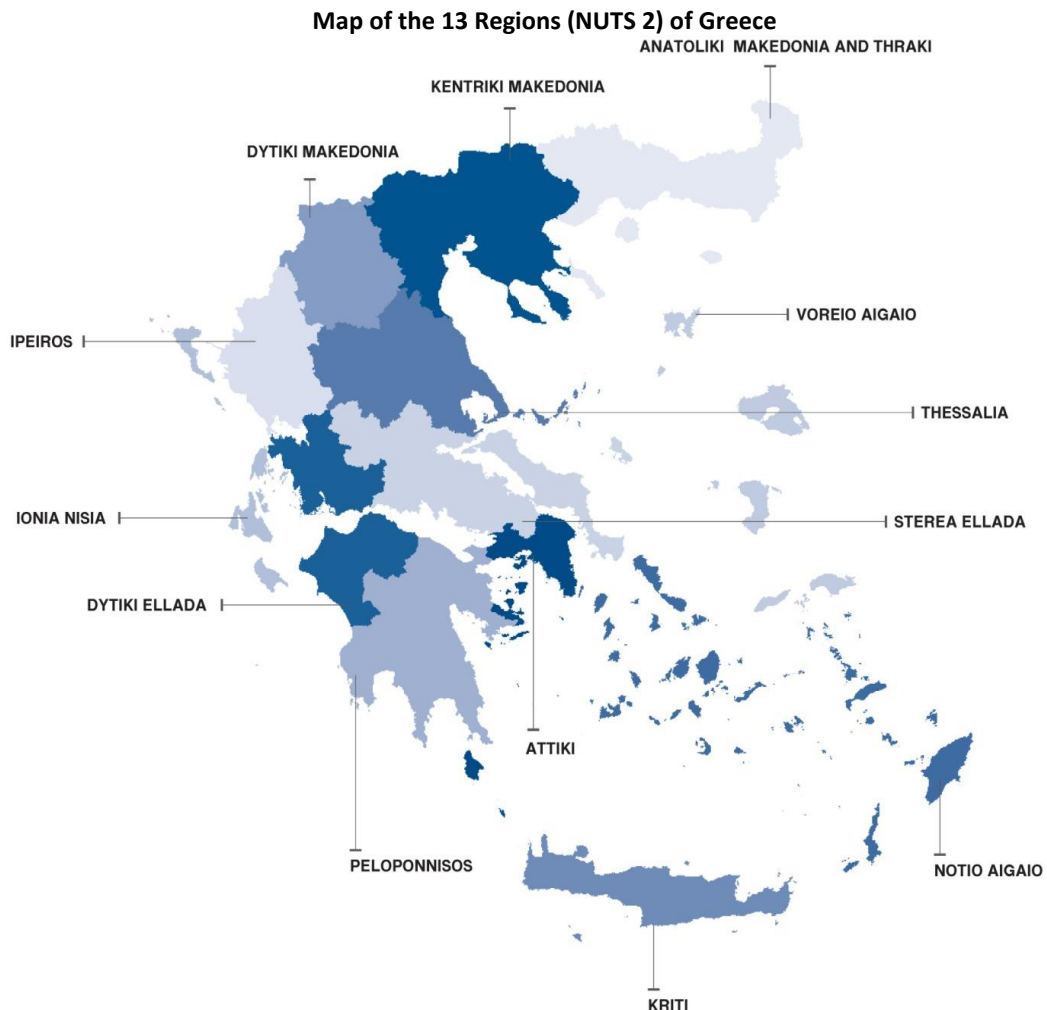
**Definitions** Small and Medium sized enterprises (SMEs) (from the European business statistics methodological manual for statistical business registers – 2021 edition)

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”.

**Statistical classifications**

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





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