



**HELLENIC REPUBLIC  
HELLENIC STATISTICAL AUTHORITY**

Piraeus, 23 June 2023

## **EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE APRIL 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 **April 2023**.

**Information on methodological issues:**

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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 April 2023 amounted to 3.39 billion euro, recording an increase of 9.8% in comparison with April 2022, when the respective turnover was 3.09 billion euro and a decrease of 1.2% in comparison with March 2023, when the respective turnover was 3.43 billion euro.

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

- Retail sale of second-hand goods in stores, increase 195.5%.
- Retail sale of music and video recordings in specialized stores, increase 38.8%.

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

- Retail sale of carpets, rugs, wall and floor coverings in specialized stores, decrease 35.7%.
- Retail sale via mail order houses or via Internet, decrease 10.2%.

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

- Region of Dytiki Makedonia, increase 19.8%.
- Region of Kriti, increase 12.9%.

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

- Region of Voreio Aigaio, decrease 12.4%.

For the **small and medium sized enterprises in retail trade divisions obliged to double-entry accounting bookkeeping**, for which data are available on monthly basis, the turnover in April 2023 amounted to 1.13 billion euro, recording an increase of 8.5% in comparison with April 2022, when the respective turnover was 1.05 billion euro.

## 2. Enterprises in retail trade divisions, excluding vehicles, food and fuel classes<sup>1</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 April 2023 amounted to 0.93 billion euro, recording an increase of 10.8% in comparison with April 2022, when the respective turnover was 0.84 billion euro and an increase of 7.4% in comparison with March 2023, when the respective turnover was 0.87 billion euro.

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

- Region of Dytiki Makedonia, increase 25.0%.
- Region of Notio Aigaio, increase 13.9%.

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

- Region of Voreio Aigaio, decrease 4.6%.

For the **small and medium sized enterprises in retail trade divisions, excluding vehicles, food and fuel classes, obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the turnover in April 2023 amounted to 0.46 billion euro, recording an increase of 8.4% in comparison with April 2022, when the respective turnover was 0.42 billion euro.

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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.

**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 (%) April / March	
Code NACE Rev.2	Description	March 2022	April 2022	March 2023	April 2023	March	April	2022	2023
4511	Sale of cars and light motor vehicles	444,071	485,304	715,089	579,685	61.0	19.4	9.3	-18.9
4519	Sale of other motor vehicles	28,551	25,307	35,863	31,433	25.6	24.2	-11.4	-12.4
4520	Maintenance and repair of motor vehicles	22,647	22,146	30,889	24,159	36.4	9.1	-2.2	-21.8
4531	Wholesale trade of motor vehicle parts and accessories	108,434	104,810	134,456	110,038	24.0	5.0	-3.3	-18.2
4532	Retail trade of motor vehicle parts and accessories	*	*	*	*	*	*	*	*
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	34,185	40,248	49,035	44,988	43.4	11.8	17.7	-8.3
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,167,463	1,213,590	1,250,862	1,308,607	7.1	7.8	4.0	4.6
4719	Other retail sale in non-specialized stores	43,020	51,009	49,398	52,561	14.8	3.0	18.6	6.4
4721	Retail sale of fruit and vegetables in specialized stores	**	**	**	**	**	**	**	**
4722	Retail sale of meat and meat products in specialized stores	20,510	30,926	<u>23,806</u>	<u>33,566</u>	<u>16.1</u>	<u>8.5</u>	50.8	41.0
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	5,112	3,993	<u>4,450</u>	<u>4,422</u>	<u>-12.9</u>	<u>10.7</u>	-21.9	-0.6
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	9,985	11,806	<u>12,091</u>	<u>13,505</u>	<u>21.1</u>	<u>14.4</u>	18.2	11.7
4725	Retail sale of beverages in specialized stores	4,029	5,248	<u>4,391</u>	<u>5,189</u>	<u>9.0</u>	<u>-1.1</u>	30.3	18.2
4726	Retail sale of tobacco products in specialized stores	2,320	2,555	<u>2,694</u>	<u>3,422</u>	<u>16.1</u>	<u>33.9</u>	10.1	27.0
4729	Other retail sale of food in specialized stores	15,251	15,576	17,154	16,581	12.5	6.5	2.1	-3.3
4730	Retail sale of automotive fuel in specialized stores	281,175	269,772	265,842	266,441	-5.5	-1.2	-4.1	0.2
4741	Retail sale of computers, peripheral units and software in specialized stores	65,985	67,101	91,357	79,613	38.5	18.6	1.7	-12.9
4742	Retail sale of telecommunications equipment in specialized stores	**	**	**	**	**	**	**	**
4743	Retail sale of audio and video equipment in specialized stores	2,801	2,652	4,795	3,581	71.2	35.0	-5.3	-25.3
4751	Retail sale of textiles in specialized stores	2,715	**	2,838	2,975	4.5	**	**	4.8
4752	Retail sale of hardware, paints and glass in specialized stores	50,899	54,419	<u>66,986</u>	56,855	<u>31.6</u>	4.5	6.9	<u>-15.1</u>
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	1,006	1,592	1,294	1,024	28.6	-35.7	58.3	-20.9
4754	Retail sale of electrical household appliances in specialized stores	57,809	65,305	91,013	75,958	57.4	16.3	13.0	-16.5
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	36,748	41,963	52,888	46,950	43.9	11.9	14.2	-11.2

**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) (continue)

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%) 2023/2022		Monthly Rate of Change (%) April / March	
Code NACE Rev.2	Description	March 2022	April 2022	March 2023	April 2023	March	April	2022	2023
4761	Retail sale of books in specialized stores	4,688	4,942	5,135	5,170	9.5	4.6	5.4	0.7
4762	Retail sale of newspapers and stationery in specialized stores	1,460	1,737	1,667	1,688	14.2	-2.8	19.0	1.3
4763	Retail sale of music and video recordings in specialized stores	39	49	56	68	43.6	38.8	25.6	21.4
4764	Retail sale of sporting equipment in specialized stores	31,211	46,189	41,857	50,733	34.1	9.8	48.0	21.2
4765	Retail sale of games and toys in specialized stores	52,466	75,496	68,302	83,638	30.2	10.8	43.9	22.5
4771	Retail sale of clothing in specialized stores	109,683	184,810	148,975	205,859	35.8	11.4	68.5	38.2
4772	Retail sale of footwear and leather goods in specialized stores	15,257	22,341	17,364	22,517	13.8	0.8	46.4	29.7
4773	Dispensing chemist in specialized stores	43,331	42,666	<u>49,683</u>	<u>49,599</u>	<u>14.7</u>	<u>16.2</u>	-1.5	-0.2
4774	Retail sale of medical and orthopaedic goods in specialized stores	4,225	4,150	<u>5,165</u>	<u>4,518</u>	<u>22.2</u>	<u>8.9</u>	-1.8	-12.5
4775	Retail sale of cosmetic and toilet articles in specialized stores	45,009	61,101	56,189	77,246	24.8	26.4	35.8	37.5
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	14,469	16,397	<u>18,690</u>	<u>17,611</u>	<u>29.2</u>	<u>7.4</u>	13.3	-5.8
4777	Retail sale of watches and jewellery in specialised stores	13,922	16,024	<u>18,054</u>	21,314	<u>29.7</u>	33.0	15.1	<u>18.1</u>
4778	Other retail sale of new goods in specialized stores	19,397	21,387	21,390	**	10.3	**	10.3	**
4779	Retail sale of second-hand goods in stores	593	468	1,307	1,383	120.4	195.5	-21.1	5.8
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	**	29,951	29,830	26,884	**	-10.2	**	-9.9
4799	Other retail sale not in stores, stalls or markets	3,455	1,728	<u>3,054</u>	**	<u>-11.6</u>	**	-50.0	**
<b>Total without vehicles, food and fuel classes<sup>(1)</sup></b>		<b>673.531</b>	<b>839,006</b>	<b>865,650</b>	<b>929,573</b>	<b>28,5</b>	<b>10.8</b>	<b>24.6</b>	<b>7.4</b>
<b>Total</b>		<b>2.833.626</b>	<b>3,086,498</b>	<b>3,430,357</b>	<b>3,388,482</b>	<b>21.1</b>	<b>9.8</b>	<b>8.9</b>	<b>-1.2</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.

(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 vehicles, food and fuel classes**, for all enterprises obliged to double-entry accounting bookkeeping, per Region of Greece

REGION / REGIONAL UNIT	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes <sup>(1)</sup> (in thousand €)		
	April 2022	April 2023	April 2023/2022 (%)	April 2022	April 2023	April 2023/2022 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	37,031	38,720	4.6	11,619	12,317	6.0
REGION OF KENTRIKI MAKEDONIA	391,939	419,032	6.9	56,550	<u>66,136</u>	<u>17.0</u>
Regional Unit of Thessaloniki	356,468	379,619	6.5	41,931	<u>48,942</u>	<u>16.7</u>
REGION OF DYTIKI MAKEDONIA	15,078	18,065	19.8	4,018	5,021	25.0
REGION OF IPEIROS	23,715	<u>25,945</u>	<u>9.4</u>	5,146	<u>7,508</u>	<u>45.9</u>
REGION OF THESSALIA	40,103	<u>42,958</u>	<u>7.1</u>	14,746	<u>15,135</u>	<u>2.6</u>
REGION OF STEREA ELLADA	25,475	<u>26,985</u>	<u>5.9</u>	13,772	<u>13,461</u>	<u>-2.3</u>
REGION OF IONIA NISSIA	24,741	<u>24,897</u>	<u>0.6</u>	7,659	<u>8,565</u>	<u>11.8</u>
REGION OF DYTIKI ELLADA	39,768	41,407	4.1	10,139	11,391	12.4
REGION OF PELOPONNISOS	32,157	<u>35,231</u>	<u>9.6</u>	5,442	<u>7,241</u>	<u>33.1</u>
REGION OF ATTIKI	2,299,878	2,544,261	10.6	662,210	726,605	9.7
REGION OF VOREIO AIGAIO	13,033	11,423	-12.4	5,605	5,349	-4.6
REGION OF NOTIO AIGAIO	49,741	<u>53,628</u>	<u>7.8</u>	12,601	14,356	13.9
REGION OF KRITI	93,839	105,930	12.9	29,498	<u>36,488</u>	<u>23.7</u>
<b>Total</b>	<b>3,086,498</b>	<b>3,388,482</b>	<b>9.8</b>	<b>839,006</b>	<b>929,573</b>	<b>10.8</b>

**Notes:**

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

(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.

(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 vehicles, food and fuel classes**, for the small and medium sized enterprises<sup>1</sup> obliged to double-entry accounting bookkeeping, per enterprise size

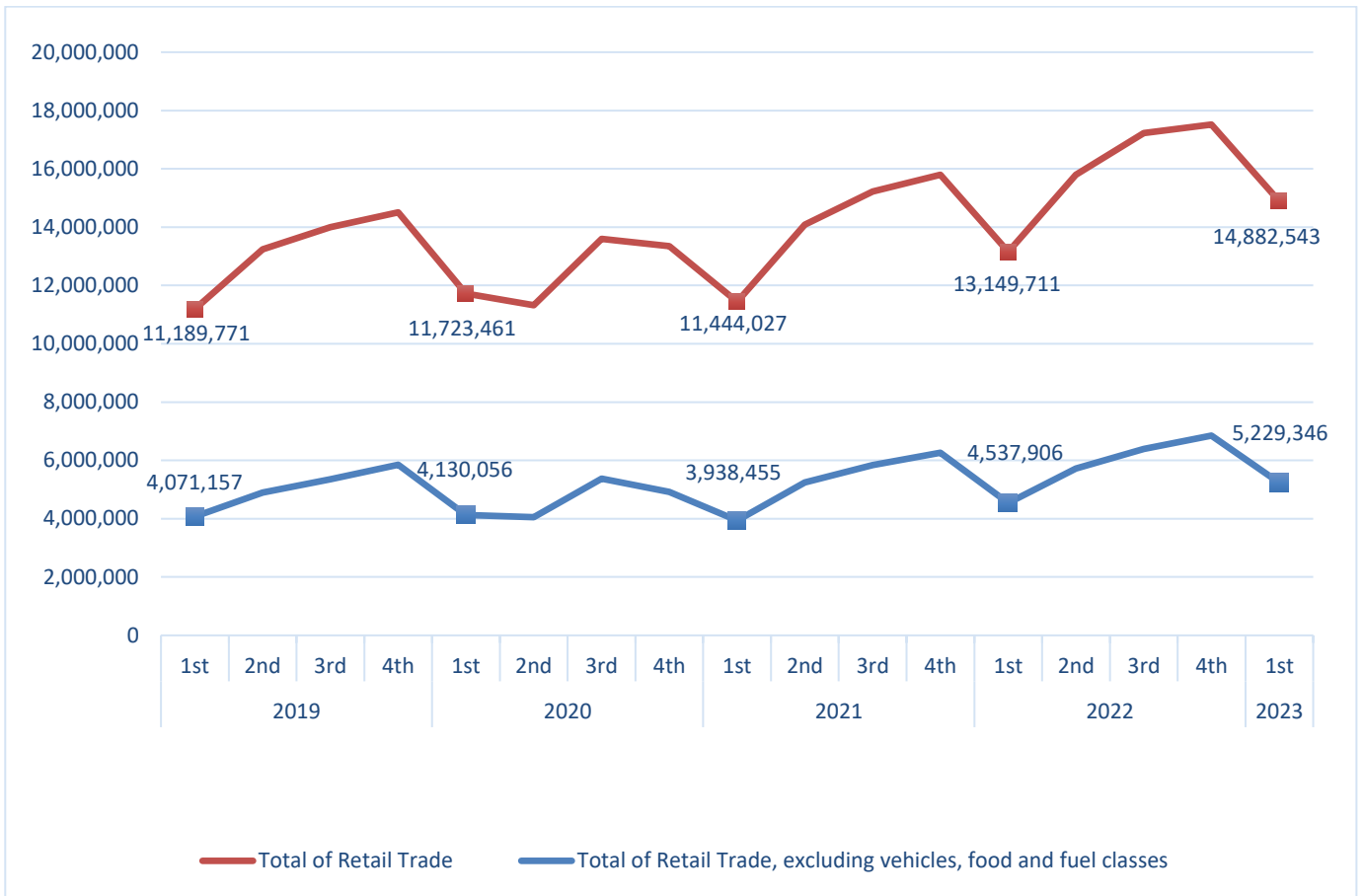
Enterprise Size	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes <sup>(2)</sup> (in thousand €)		
	April 2022	April 2023	April 2023/2022 (%)	April 2022	April 2023	April 2023/2022 (%)
Medium Enterprises	382,979	404,106	5.5	148,663	155,901	4.9
Small Enterprises	461,259	500,289	8.5	177,934	188,688	6.0
Micro Enterprises	201,773	230,146	14.1	95,910	113,221	18.1
<b>Small and Medium Sized Enterprises</b>	<b>1,046,011</b>	<b>1,134,541</b>	<b>8.5</b>	<b>422,507</b>	<b>457,810</b>	<b>8.4</b>
<b>Small and Medium Sized Enterprises / Total of Enterprises (%)</b>	<b>33.9</b>	<b>33.5</b>		<b>50.4</b>	<b>49.2</b>	

**Notes:**

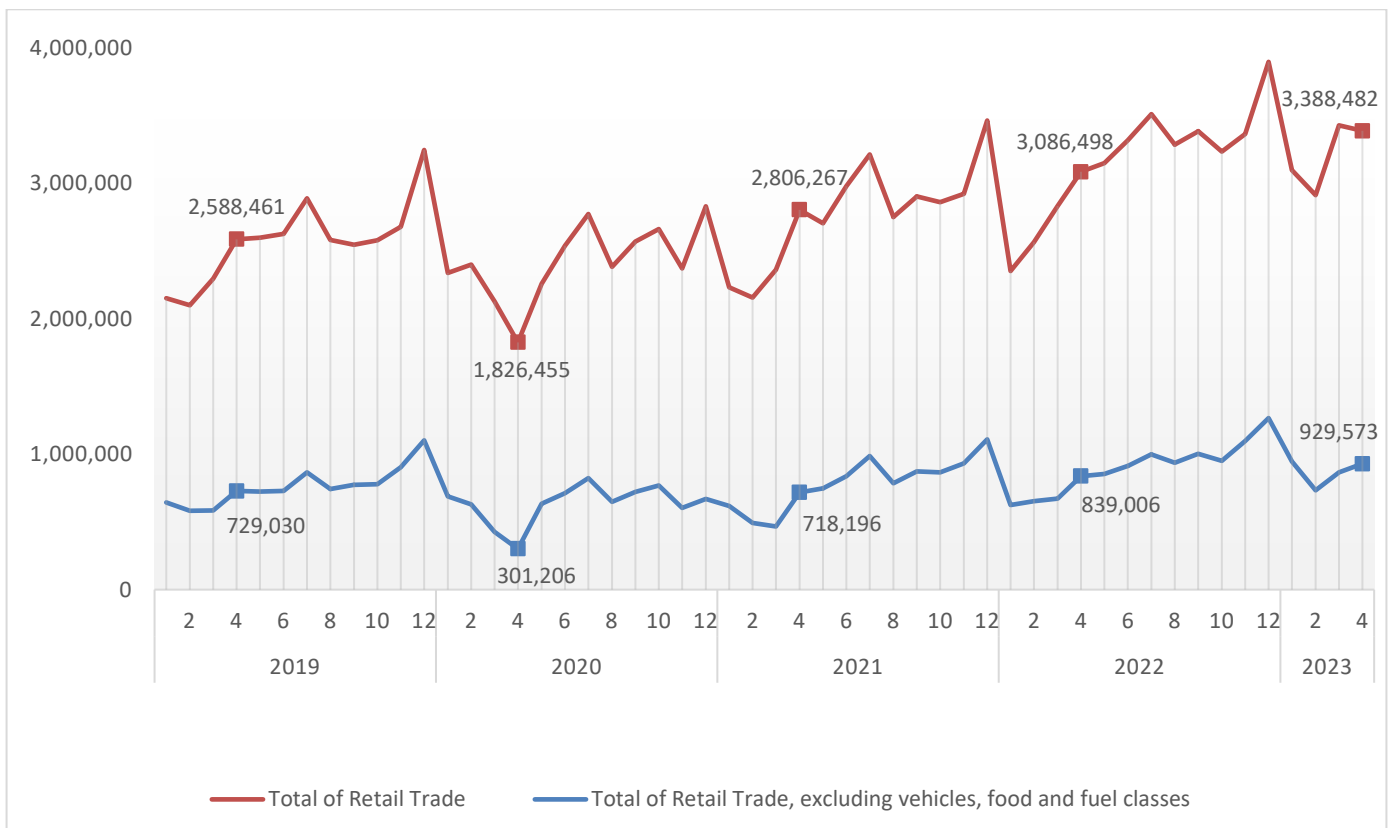
(1) The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 8.

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

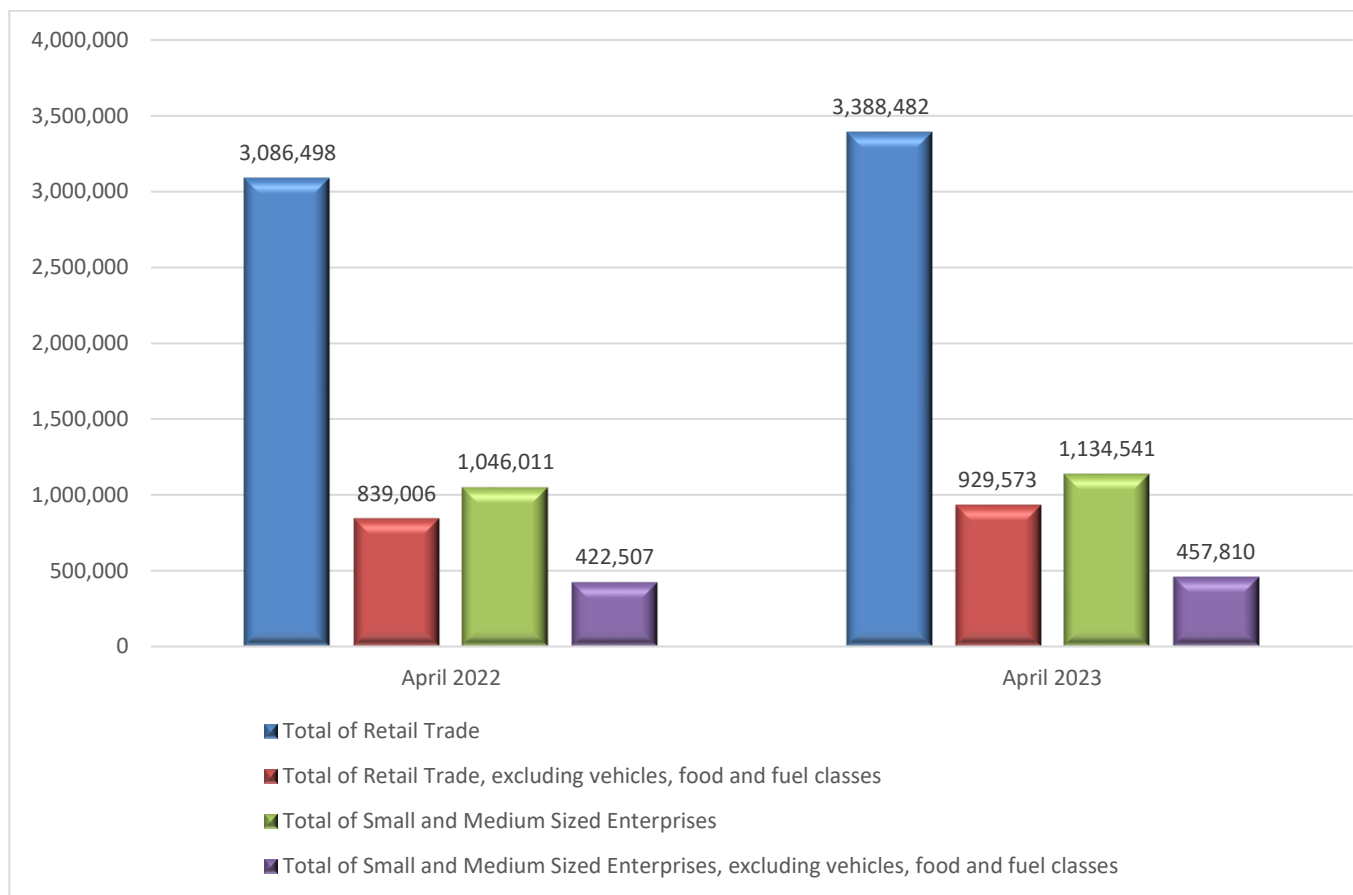
**Graph 1:** Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding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



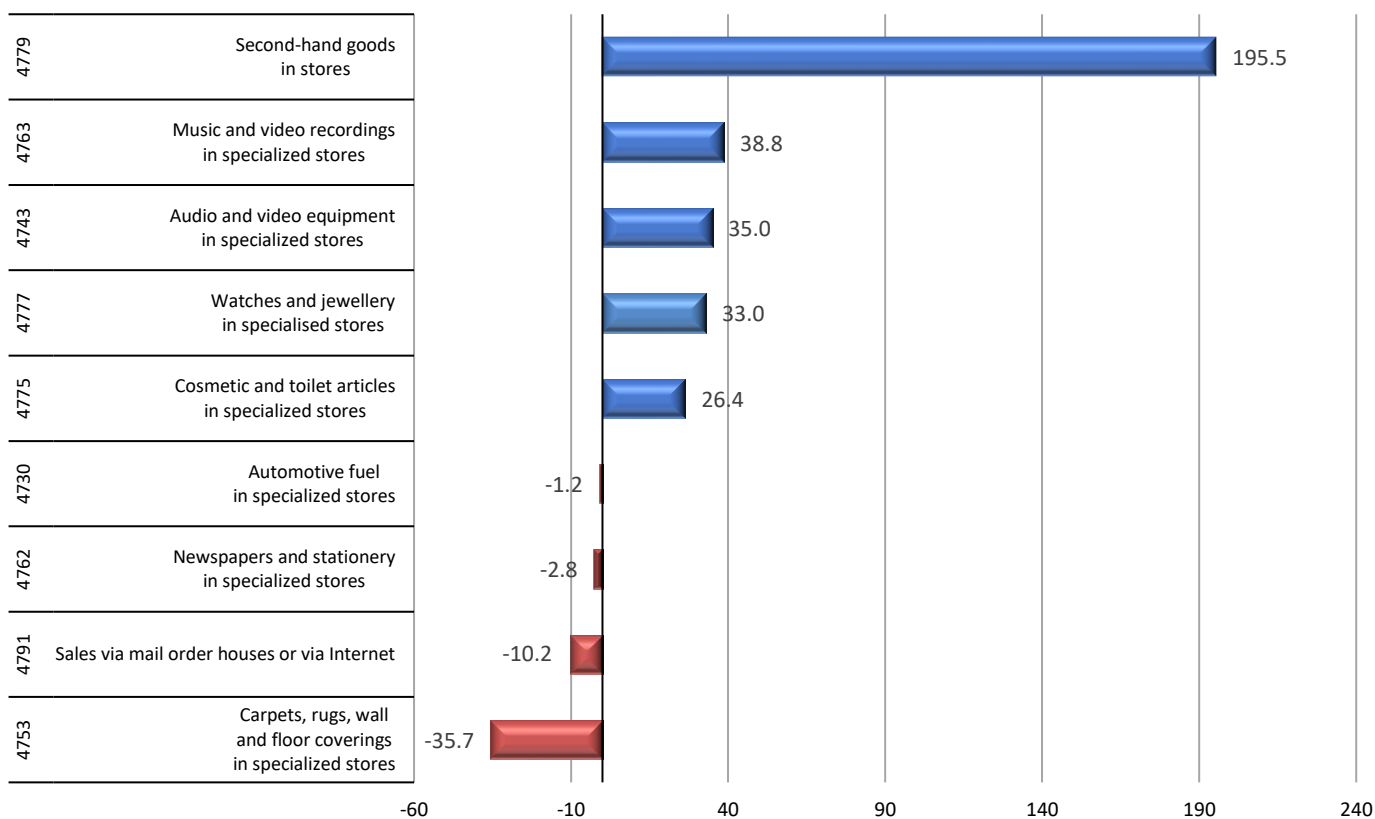
**Graph 2:** Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises obliged to double-entry accounting bookkeeping in all classes 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 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 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) **April 2023 / April 2022**



## METHODOLOGICAL NOTES

**Generally** The statistical data presented in this announcement have been compiled on the basis of the linking and processing of primary data from the following sources:

- The final Statistical Business Register of ELSTAT, of the reference year 2020.
- Administrative registers of enterprises, of the reference years 2021 and 2022.
- Administrative transactions files (tax, etc) of the reference years 2019, 2020, 2021, 2022 and 2023.

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

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

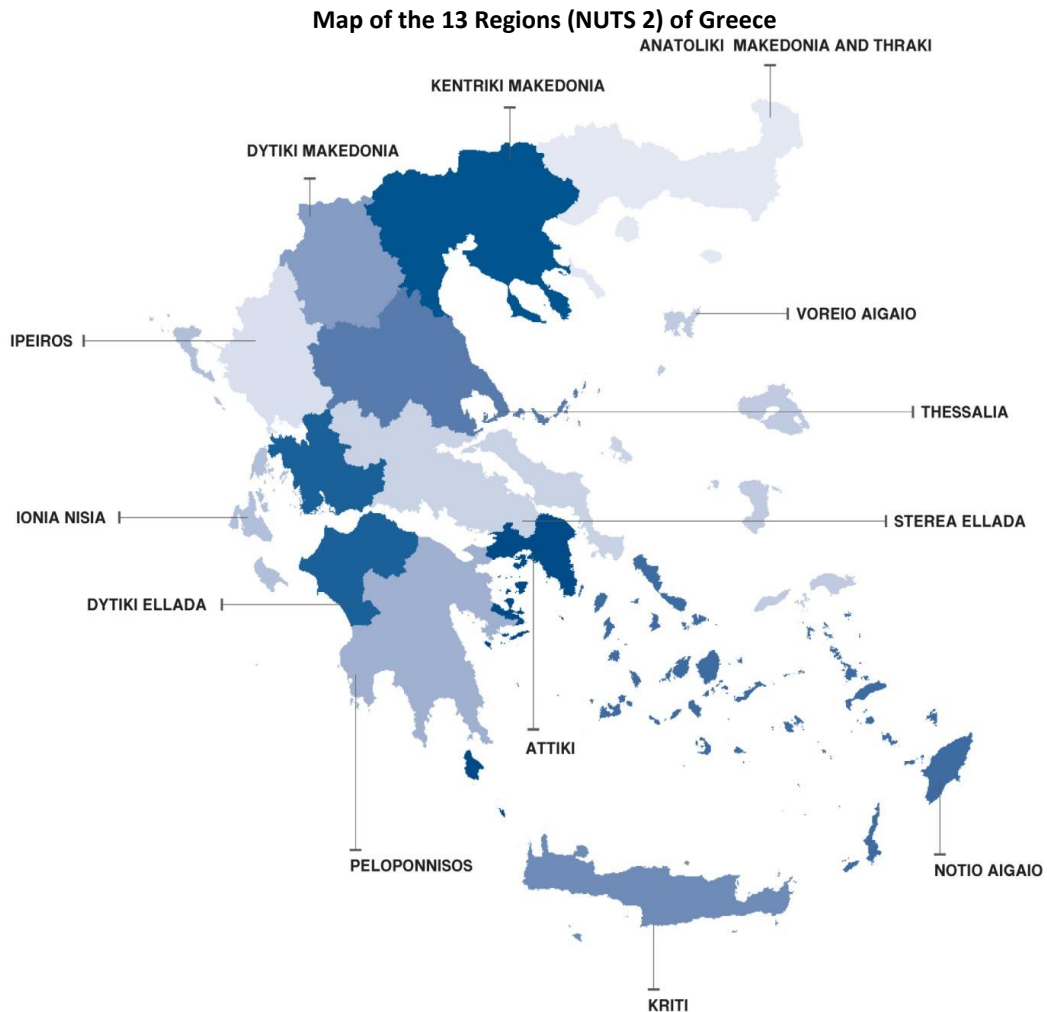
**Definitions** Small and Medium sized enterprises (SMEs) (from the European business statistics methodological manual for statistical business registers – 2021 edition)

1. The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.
2. Within the SME category, a small enterprise is defined as an enterprise which employs fewer than 50 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 10 million.
3. Within the SME category, a micro enterprise is defined as an enterprise which employs fewer than 10 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 2 million.

It is noted that as “Medium enterprises” are defined the enterprises of the “Small and Medium sized enterprises” category, which are not classified in the categories of “Small enterprises” and “Micro enterprises”.

**Statistical classifications**

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





**Reference Period** April 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/>