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PRESS RELEASE

The Turnover Index in Retail Trade, except automotive fuel, recorded a rise of 5,3% in January 2010 as compared to January 2009.

The Volume Index in Retail Trade, except automotive fuel, recorded a rise of 5,4% in January 2010 as compared to January 2009.

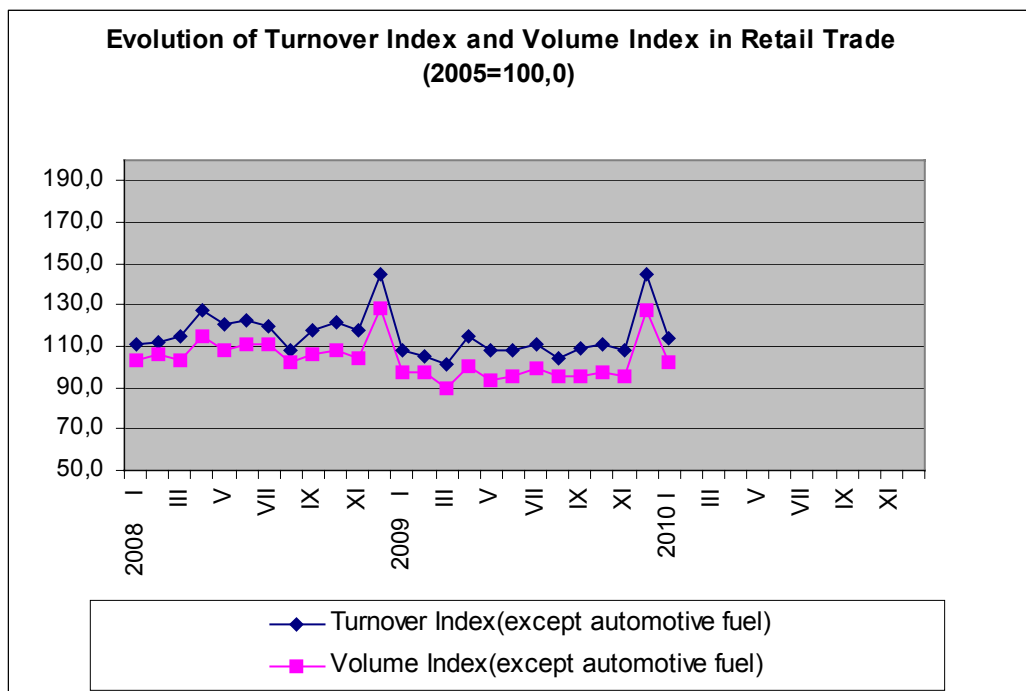
TURNOVER INDEX IN RETAIL TRADE: January 2010

According to the provisional results, the turnover index in retail trade as it was published until December 2008, except automotive fuel, in January 2010 as compared to January 2009, recorded a rise of 5,3% at current prices (in nominal terms) (Table 1).

Accordingly the turnover index in retail trade, including automotive fuel, in January 2010 as compared to January 2009, recorded a rise of 8,1% (Table 1).

The volume of retail trade (i.e. turnover in retail trade at constant prices) as it was published until December 2008, except automotive fuel, increased by 5,4% in January 2010, as compared to January 2009 (Table 1).

Accordingly, the retail trade volume index, including automotive fuel, in January 2010 as compared to January 2009, increased by 5,8% (Table 1).



Information:

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Table 1. Annual rates of change of turnover index and volume index in retail trade

Base year : 2005=100,0

Retail Trade Business	Turnover Index			Volume Index		
	Index January 2010*	Index January 2009	Annual rate (%)	Index January 2010*	Index January 2009	Annual rate (%)
Overall Index	118,0	109,2	8,1	105,5	99,7	5,8
Overall Index (except automotive fuel)**	113,8	108,2	5,3	102,7	97,4	5,4
I. Main sectors						
Food sector	120,4	115,3	4,4	103,7	98,6	5,1
Automotive fuel sector	123,3	96,6	27,7	101,9	102,4	-0,5
Non-food sector (except automotive fuel)	109,2	102,9	6,1	103,0	97,3	5,8
II. Specialized store categories						
Supermarkets	122,7	117,6	4,3	107,4	102,5	4,8
Department stores	111,9	122,9	-8,9	105,0	115,0	-8,7
Automotive fuel	123,3	96,6	27,7	101,9	102,4	-0,5
Food-beverages-tobacco	109,8	104,6	5,0	94,5	89,4	5,7
Pharmaceutical products, cosmetics	133,1	117,9	12,8	124,8	112,2	11,2
Clothing and footwear	125,8	122,5	2,7	119,0	115,6	3,0
Furniture, electrical equipment, household equipment	96,0	93,3	2,9	94,5	91,5	3,4
Books, stationery, other goods	96,0	84,4	13,8	87,1	77,2	12,8
Retail sale not in stores	109,9	114,6	-4,1	:	:	:

* Provisional data

** Corresponds to the overall index in retail trade which was published by the ELSTAT until December 2008

: Not available data

Table 2. Monthly evolution of the turnover in retail trade at current prices

Base year: 2005=100

Year-month	Overall index		Overall index (except automotive fuel) **		Food sector		Automotive fuel sector		Non-food sector (except automotive fuel)	
	Index	Annual rate (%)	Index	Annual rate (%)	Index	Annual rate (%)	Index	Annual rate (%)	Index	Annual rate (%)
2009 I	109,2	-10,1	108,2	-2,8	115,3	-0,1	96,6	-50,6	102,9	-4,9
II	107,1	-12,4	105,6	-5,6	115,8	-1,1	97,8	-51,0	97,9	-9,3
III*	103,3	-17,9	101,7	-11,2	113,5	-8,2	95,2	-54,8	92,6	-13,7
IV*	114,8	-14,2	115,1	-9,8	126,5	-5,0	93,5	-42,1	106,5	-13,8
V*	107,1	-13,9	107,8	-10,4	120,7	-3,5	84,4	-37,6	98,0	-16,2
VI*	109,0	-13,4	108,4	-11,7	118,4	-5,4	94,0	-27,1	100,9	-16,8
VII*	111,5	-9,1	110,9	-7,0	117,4	0,2	95,6	-25,4	106,4	-12,3
VIII*	106,5	-3,1	103,9	-3,5	120,9	-0,9	103,9	-5,0	90,5	-6,3
IX*	109,5	-7,7	108,7	-7,7	116,5	-4,7	95,4	-11,0	102,9	-10,2
X*	112,3	-14,2	110,9	-8,5	119,3	-3,6	101,1	-43,7	104,7	-12,6
XI*	110,8	-9,2	108,3	-7,8	113,5	-7,8	107,2	-21,2	104,7	-7,6
XII*	146,7	2,6	145,3	0,6	147,4	-0,1	129,5	17,0	144,6	1,4
2010 I*	118,0	8,1	113,8	5,3	120,4	4,4	123,3	27,7	109,2	6,1

Table 3. Monthly evolution of the turnover in retail trade in real terms

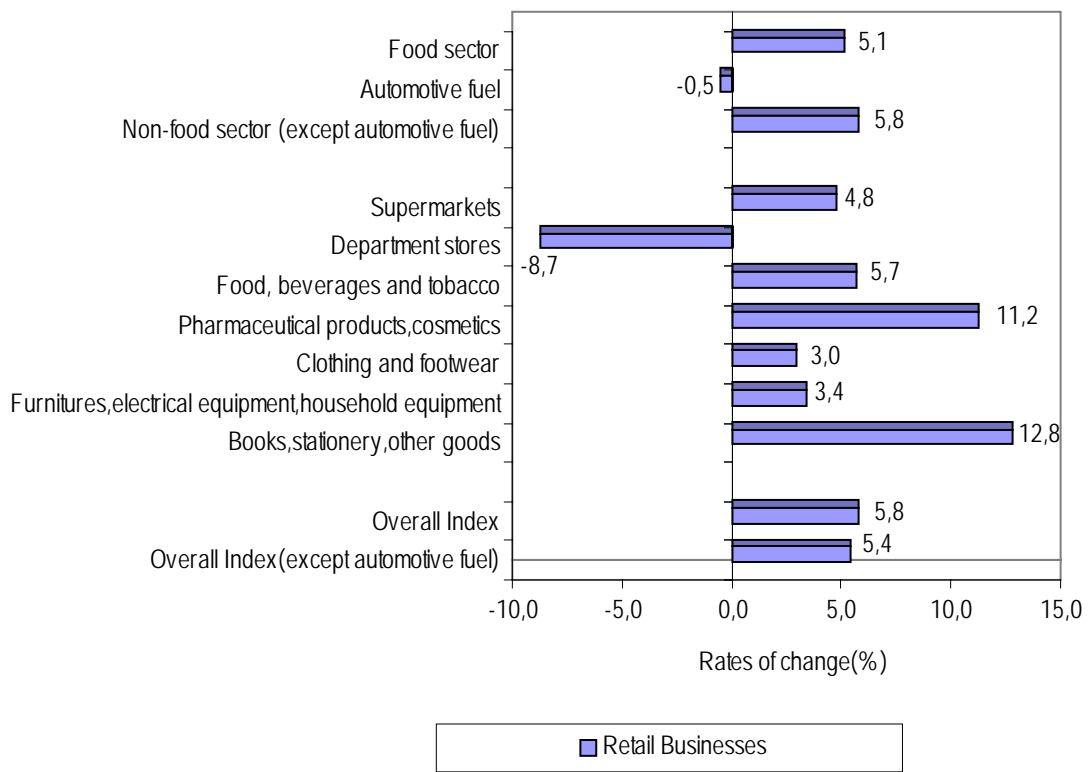
Base year: 2005=100

Year-month	Overall index		Overall index (except automotive fuel)**		Food sector		Automotive fuel sector		Non-food sector (except automotive fuel)	
	Index	Annual rate (%)	Index	Annual rate (%)	Index	Annual rate (%)	Index	Annual rate (%)	Index	Annual rate (%)
2009 I	99,7	-10,9	97,4	-5,9	98,6	-3,9	102,4	-38,2	97,3	-7,7
II	99,5	-13,3	97,1	-8,4	98,6	-4,6	99,8	-40,7	97,3	-11,9
III*	91,8	-18,7	89,3	-13,7	96,3	-11,6	96,0	-45,2	84,1	-15,8
IV*	101,4	-15,0	100,6	-12,3	106,4	-8,2	91,1	-31,1	96,6	-16,0
V*	93,9	-14,5	93,9	-13,0	101,3	-7,2	79,2	-23,9	88,4	-18,2
VI*	95,8	-14,2	95,2	-14,5	101,0	-9,4	83,5	-12,6	91,0	-18,7
VII*	99,8	-10,2	99,7	-9,9	101,1	-4,0	82,3	-13,6	99,6	-14,4
VIII*	97,2	-4,5	95,9	-5,8	105,2	-3,8	85,9	1,5	88,2	-8,7
IX*	96,4	-8,8	95,9	-10,0	100,7	-7,4	81,4	-3,3	92,7	-12,1
X	98,6	-15,5	97,6	-10,0	103,0	-4,8	87,0	-44,1	93,7	-14,4
XI*	96,9	-11,1	95,0	-8,7	97,6	-8,1	90,4	-31,0	93,6	-9,5
XII*	128,7	-0,2	127,8	-0,5	127,4	-0,4	110,6	-6,5	129,2	-0,6
2010 I*	105,5	5,8	102,7	5,4	103,7	5,1	101,9	-0,5	103,0	5,8

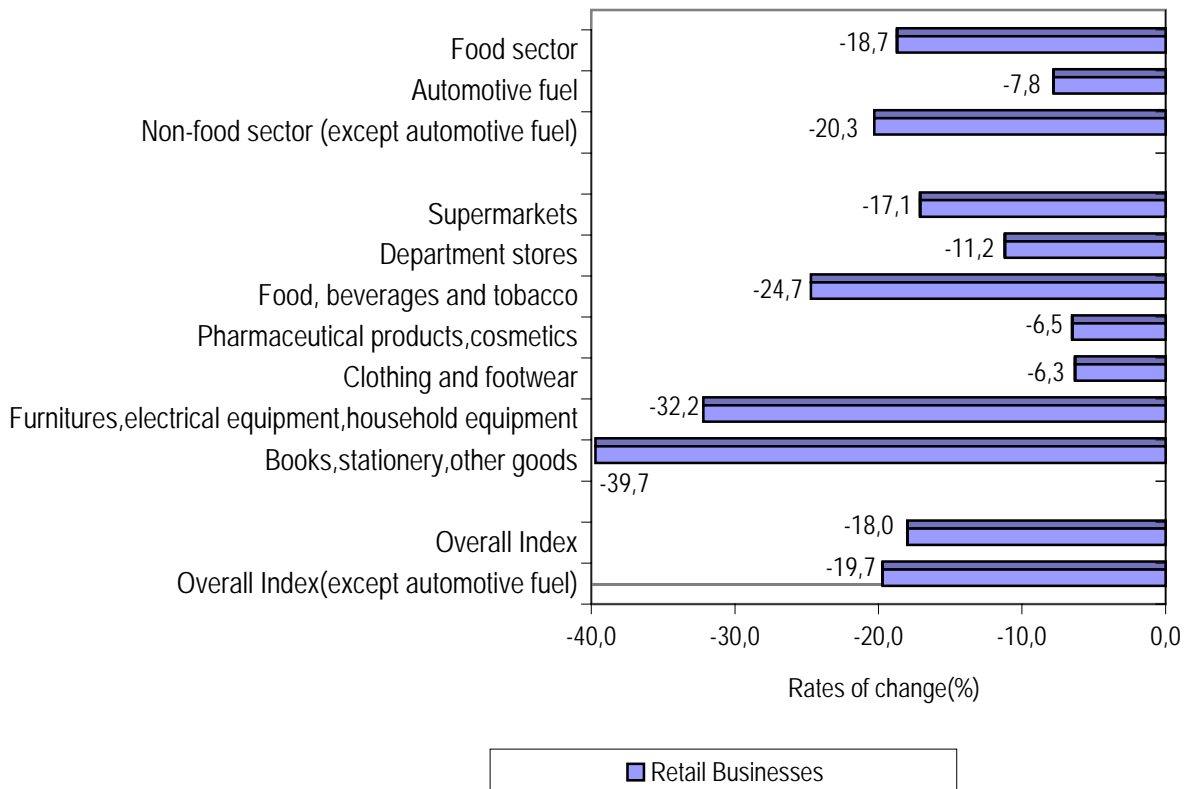
* Provisional data

** Corresponds to the overall index in retail trade which was published by the ELSTAT until December 2008

Graph 1. Annual rates of change (%) of the volume index in retail trade , between January 2010 and January 2009.



Graph 2. Monthly rates of change (%) of the volume index in retail trade , between December 2009 and November 2009.



METHODOLOGICAL NOTES

Generally	The Retail Trade Turnover Index with the current form is released from January 2005. The Retail Trade Turnover Index is a continuation of the Retail Sales Value Index compiled by the Hellenic Statistical Authority (ELSTAT) during the period of 1963-2004
Purpose of the index – definitions	<p>The purpose of the Retail Trade Turnover Index is to show the performance of the goods and services market.</p> <p>Turnover comprises the total amounts invoiced by the enterprise during the reference period, which correspond to the resale of goods without any further transformation. The data collected each month refer to sales effected (both retail and wholesale), excluding VAT but including other duties and taxes on the goods.</p>
Legal basis	The compilation of the Retail Trade Turnover Index is governed by Council Regulation (EEC) No.1165/98 “concerning short-term statistics” and by the Regulation No.1893/2006 of the European Parliament and of the Council for the implementation of the new statistical classification NACE Rev.2.
Reference period	Month
Base year	2005=100.0.
Revision	Pursuant to the provisions of Council Regulation No 1165/98 concerning short-term statistics, the index in question is updated every five (5) years in years ending in 0 or 5. The purpose of updating the Retail Trade Turnover Index is to adapt the index to changes in the breakdown of retail trade.
Statistical classification	The new EU (Eurostat) NACE Rev.2 statistical classification of economic activities was used, in conformity with Regulation (EC) 1893/2006 of the Council and the European Parliament. The most important change in the Retail Trade section of the new NACE Rev. 2 classification, compared to NACE Rev. 1, is that the <u>retail sale of automotive fuel and lubricants</u> is classified under <u>retail trade</u> and not under the “trade, maintenance and repair of motor vehicles and motorcycles” division of NACE Rev. 1.
Geographical coverage	The Index covers the whole country, with data from 49 prefectures
Coverage of economic activities	The index covers division 47 of NACE Rev 2 statistical classification of economic activities.
Statistical survey	In the survey for the compilation of the revised Retail Trade Turnover Index(2005=100.0) it was decided to include 38.347 retail trade enterprises listed in the Business Register, having an annual turnover (in 2005) equal to or higher than 200,000 euros from which a random sample of 1,609 enterprises was therefore selected.
Volume Index	Starting from 2005, the Retail Trade Volume Index was also compiled to measure changes in the volume of retail trade.
Calculating the indices	<p>The revised Retail Trade Turnover Index is calculated by the chaining method. The index is reduced to a typical month by multiplying the turnover estimates for the current month by the appropriate correction factor.</p> <p>The Retail Trade Volume Index is obtained from the Retail Trade Turnover Index if the latter is deflated using the Consumer Price Index (CPI),as a deflator</p>
Compiled index series	For the last revision of the Retail Trade Turnover and Volume Indices(2005=100.0), it was deemed necessary to calculate parallel series for those indices including and not including fuel. This was due to the inclusion of fuel in retail trade in order to maintain comparability with the previous series of the Retail Trade Turnover and Volume indices (2000=100,0).
Publication of data	The time series of Retail Trade Turnover and Volume Indices (2005=100,0), which include fuel are published since 2005, whereas the time series of the same indices, which do not include fuel are published since 1995.
References	More information about the methodology for the compilation and calculation of the index and for the time series is available in the ELSTAT website (www.statistics.gr) .

