



HELLENIC REPUBLIC

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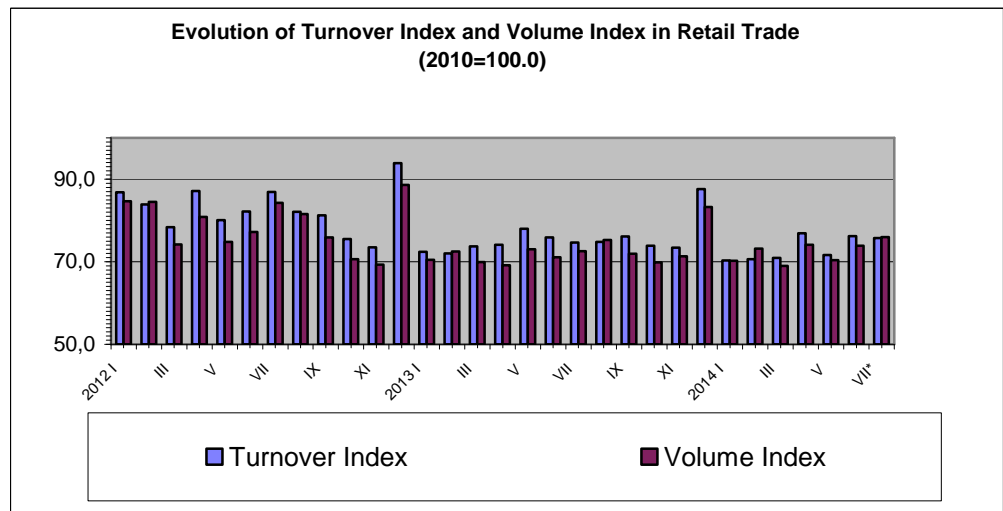
PRESS RELEASE

TURNOVER INDEX IN RETAIL TRADE: July 2014

Hellenic Statistical Authority announces the turnover and volume indices in retail trade with base year (2010=100.0) for July 2014 according to provisional and working adjusted data as follows:

The turnover index in retail trade, in July 2014 recorded an increase of 1.5% compared to July 2013, while compared to June 2014, recorded a decrease of 0.7%.

The volume of retail trade (i.e. turnover in retail trade at constant prices), in July 2014, recorded an increase of 4.8% compared to July 2013, while compared to June 2014, recorded an increase of 2.8%.



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Time series of the index is available on the ELSTAT website :

http://www.statistics.gr/portal/page/portal/ESYE/PAGE-themes?p_param=A0508&r_param=DKT39&y_param=TS&mytabs=0

1. Annual comparison of the turnover index

The 1.5% change in the turnover index in July 2014 compared to July 2013 is due to the following changes in the main categories of retail business.

| Specialized store categories | Annual rate % |
|---|----------------------|
| Books, stationery, other goods | 11.5 |
| Clothing and footwear | 8.2 |
| Pharmaceutical products, cosmetics Books, stationery, other goods | 7.4 |
| Automotive fuel | 3.2 |
| Supermarkets | 0.4 |
| Furniture, electrical equipment. household equipment | -3.5 |

2. Annual comparison of the volume index

The 4.8 change in the volume index in July 2014 compared to July 2013 is due to the following changes in the main categories of retail business.

| Specialized store categories | Annual rate % |
|--|----------------------|
| Books, stationery, other goods | 18.3 |
| Clothing and footwear | 10.3 |
| Automotive fuel | 3.9 |
| Supermarkets | 3.3 |
| Furniture, electrical equipment. household equipment | 2.3 |
| Furniture, electrical equipment. household equipment | -5.0 |

**Table 1. Annual rates of change of turnover index and volume index in retail trade
(Reduced data on the basis of a typical month)**

Base year : 2010=100.0

| Retail Trade Business | Turnover Index | | | Volume Index | | |
|---|------------------------|-----------------------|-------------------------|------------------------|-----------------------|-------------------------|
| | Index July 2014* | Index July 2013 | Annual change (%) | Index July 2014* | Index July 2013 | Annual change (%) |
| Overall Index | 75.7 | 74.6 | 1.5 | 76.0 | 72.5 | 4.8 |
| Overall Index (except automotive fuel) | 75.0 | 74.2 | 1.1 | 76.0 | 74.4 | 2.2 |
| I. Main sectors | | | | | | |
| Food sector | 81.5 | 82.2 | -0.9 | 79.4 | 77.1 | 3.0 |
| Automotive fuel sector | 80.1 | 77.6 | 3.2 | 67.3 | 64.8 | 3.9 |
| Non-food sector (except automotive fuel) | 68.2 | 66.0 | 3.3 | 72.4 | 70.6 | 2.5 |
| II. Specialized store categories | | | | | | |
| Supermarkets | 83.8 | 83.5 | 0.4 | 82.6 | 80.0 | 3.3 |
| Department stores | 86.8 | 88.0 | -1.4 | 91.6 | 91.8 | -0.2 |
| Automotive fuel | 80.1 | 77.6 | 3.2 | 67.3 | 64.8 | 3.9 |
| Food-beverages-tobacco | 68.5 | 75.3 | -9.0 | 65.9 | 70.6 | -6.7 |
| Pharmaceutical products. cosmetics | 69.7 | 64.9 | 7.4 | 71.8 | 70.2 | 2.3 |
| Clothing and footwear | 67.4 | 62.3 | 8.2 | 72.9 | 66.1 | 10.3 |
| Furniture. electrical equipment. household equipment | 61.4 | 63.6 | -3.5 | 66.8 | 70.3 | -5.0 |
| Books. stationery. other goods | 80.5 | 72.2 | 11.5 | 87.4 | 73.9 | 18.3 |
| Retail sale not in stores | 57.7 | 52.3 | 10.3 | : | : | : |

* Provisional data

: No data available

**Table 2. Monthly rates of change of turnover index and volume index in retail trade
(Reduced data on the basis of a typical month)**

Base year : 2010=100.0

| Retail Trade Business | Turnover Index | | | Volume Index | | |
|---|------------------------|-----------------------|--------------------------|------------------------|-----------------------|--------------------------|
| | Index July 2014* | Index June 2014 | Monthly change (%) | Index July 2014* | Index June 2014 | Monthly change (%) |
| Overall Index | 75.7 | 76.2 | -0.7 | 76.0 | 73.9 | 2.8 |
| Overall Index (except automotive fuel) | 75.0 | 75.4 | -0.5 | 76.0 | 73.7 | 3.1 |
| I. Main sectors | | | | | | |
| Food sector | 81.5 | 83.9 | -2.9 | 79.4 | 81.0 | -2.0 |
| Automotive fuel sector | 80.1 | 80.8 | -0.9 | 67.3 | 68.4 | -1.6 |
| Non-food sector (except automotive fuel) | 68.2 | 66.7 | 2.2 | 72.4 | 66.0 | 9.7 |
| II. Specialized store categories | | | | | | |
| Supermarkets | 83.8 | 85.6 | -2.1 | 82.6 | 83.5 | -1.1 |
| Department stores | 86.8 | 81.9 | 6.0 | 91.6 | 80.4 | 13.9 |
| Automotive fuel | 80.1 | 80.8 | -0.9 | 67.3 | 68.4 | -1.6 |
| Food-beverages-tobacco | 68.5 | 73.6 | -6.9 | 65.9 | 70.3 | -6.3 |
| Pharmaceutical products. cosmetics | 69.7 | 71.0 | -1.8 | 71.8 | 72.7 | -1.2 |
| Clothing and footwear | 67.4 | 62.5 | 7.8 | 72.9 | 58.1 | 25.5 |
| Furniture. electrical equipment. household equipment | 61.4 | 57.5 | 6.8 | 66.8 | 59.4 | 12.5 |
| Books. stationery. other goods | 80.5 | 80.3 | 0.2 | 87.4 | 85.4 | 2.3 |
| Retail sale not in stores | 57.7 | 62.1 | -7.1 | : | : | : |

* Provisional data
: No data available

Table 3. Mean indices of period January-July of the turnover and the volume in Retail Trade
(Reduced data on the basis of a typical month)

| Overall Index | Turnover Index January-July | | | Volume Index January-July | | |
|--|--------------------------------|------|-----------------|------------------------------|------|-----------------|
| | 2014* | 2013 | Μεταβολή (%) | 2014* | 2013 | Μεταβολή (%) |
| Overall Index | 73.2 | 74.4 | -1.6 | 72.4 | 71.2 | 1.7 |
| Overall Index (except automotive fuel) | 72.2 | 73.7 | -2.0 | 72.1 | 72.6 | -0.7 |
| I. Main sectors | | | | | | |
| Food sector | 80.1 | 82.2 | -2.6 | 77.2 | 76.8 | 0.5 |
| Automotive fuel sector | 78.6 | 78.5 | 0.1 | 67.2 | 65.5 | 2.6 |
| Non-food sector (except automotive fuel) | 64.2 | 64.8 | -0.9 | 66.7 | 67.4 | -1.0 |
| Specialized store categories | | | | | | |
| II. Supermarkets | | | | | | |
| Supermarkets | 81.8 | 83.6 | -2.2 | 79.6 | 79.5 | 0.1 |
| Department stores | 73.3 | 82.3 | -10.9 | 75.6 | 84.7 | -10.7 |
| Automotive fuel | 78.6 | 78.5 | 0.1 | 67.2 | 65.5 | 2.6 |
| Food-beverages-tobacco | 70.4 | 75.1 | -6.3 | 67.0 | 70.1 | -4.4 |
| Pharmaceutical products. Cosmetics | 66.6 | 65.7 | 1.4 | 68.4 | 70.9 | -3.5 |
| Clothing and footwear | 62.8 | 60.9 | 3.1 | 65.8 | 61.9 | 6.3 |
| Furniture. electrical equipment. household equipment | 54.2 | 57.7 | -6.1 | 57.7 | 62.5 | -7.7 |
| Books. stationery. other goods | 80.3 | 76.5 | 5.0 | 86.1 | 78.0 | 10.4 |
| Retail sale not in stores | 57.1 | 57.1 | 0.0 | : | : | : |

* Provisional data

: Volume index is not calculated for the category "etail sale not in stores"

**Table 4. Evolution of the turnover in retail trade at current prices
(Reduced data on the basis of a typical month)**

Base year: 2010=100.0

| Year-month | Overall index | | Overall index (except automotive fuel) | | Food sector | | Automotive fuel sector | | Non-food sector (except automotive fuel) | |
|----------------|---------------|-------------------|---|-------------------|-------------|-------------------|------------------------|-------------------|---|-------------------|
| | Index | Annual change (%) | Index | Annual change (%) | Index | Annual change (%) | Index | Annual change (%) | Index | Annual change (%) |
| 2012 I | 86.9 | -8.8 | 84.5 | -9.3 | 90.7 | -6.0 | 98.9 | -6.6 | 78.0 | -13.0 |
| II | 83.8 | -11.0 | 81.9 | -11.0 | 90.0 | -6.0 | 93.8 | -10.9 | 73.4 | -16.7 |
| III | 78.4 | -15.2 | 77.3 | -14.2 | 85.3 | -13.0 | 84.1 | -19.3 | 68.8 | -15.8 |
| IV | 87.1 | -11.4 | 85.5 | -13.0 | 94.6 | -9.4 | 95.4 | -3.0 | 76.0 | -17.5 |
| V | 80.1 | -9.0 | 80.9 | -8.6 | 91.8 | -2.4 | 75.4 | -11.5 | 69.4 | -16.1 |
| VI | 82.2 | -9.7 | 82.3 | -10.0 | 94.5 | -1.7 | 80.9 | -8.3 | 69.5 | -19.8 |
| VII | 86.9 | -8.1 | 86.5 | -8.5 | 93.5 | -5.7 | 88.2 | -6.3 | 79.2 | -11.8 |
| VIII | 82.1 | -7.3 | 81.0 | -8.1 | 91.9 | -6.2 | 87.7 | -3.2 | 69.5 | -11.0 |
| IX | 81.2 | -10.4 | 79.8 | -11.5 | 88.8 | -8.0 | 88.4 | -5.1 | 70.5 | -15.7 |
| X | 75.5 | -17.1 | 75.0 | -16.6 | 81.0 | -15.7 | 77.8 | -19.9 | 68.8 | -17.5 |
| XI | 73.5 | -16.5 | 72.5 | -16.9 | 79.3 | -12.8 | 78.6 | -14.3 | 65.5 | -21.7 |
| XII | 93.9 | -7.8 | 94.6 | -8.5 | 98.5 | -6.2 | 89.1 | -4.4 | 91.1 | -10.6 |
| <i>Average</i> | <i>82.6</i> | <i>-11.0</i> | <i>81.8</i> | <i>-11.3</i> | <i>90.0</i> | <i>-7.7</i> | <i>86.5</i> | <i>-9.5</i> | <i>73.3</i> | <i>-15.5</i> |
| 2013 I | 72.4 | -16.6 | 70.8 | -16.3 | 76.9 | -15.2 | 81.4 | -17.7 | 64.6 | -17.2 |
| II | 72.0 | -14.1 | 70.7 | -13.8 | 77.4 | -14.1 | 79.1 | -15.6 | 63.9 | -12.9 |
| III | 73.7 | -5.9 | 72.4 | -6.4 | 83.2 | -2.5 | 81.3 | -3.4 | 60.5 | -12.0 |
| IV | 74.1 | -14.9 | 74.2 | -13.3 | 80.2 | -15.2 | 74.1 | -22.3 | 68.1 | -10.3 |
| V | 78.0 | -2.6 | 78.3 | -3.2 | 89.6 | -2.4 | 76.8 | 1.9 | 66.5 | -4.2 |
| VI | 75.9 | -7.7 | 75.3 | -8.5 | 86.0 | -9.0 | 79.2 | -2.2 | 64.2 | -7.5 |
| VII | 74.6 | -14.1 | 74.2 | -14.3 | 82.2 | -12.0 | 77.6 | -12.1 | 66.0 | -16.7 |
| VIII | 74.8 | -8.9 | 73.3 | -9.5 | 86.1 | -6.3 | 83.5 | -4.7 | 59.9 | -13.9 |
| IX | 76.1 | -6.3 | 75.1 | -5.9 | 83.7 | -5.7 | 82.2 | -7.0 | 66.4 | -5.8 |
| X | 73.9 | -2.1 | 73.0 | -2.7 | 79.1 | -2.3 | 79.2 | 1.8 | 67.1 | -2.5 |
| XI | 73.4 | -0.1 | 72.3 | -0.2 | 77.1 | -2.7 | 79.8 | 1.6 | 67.9 | 3.6 |
| XII | 87.6 | -6.7 | 87.9 | -7.0 | 91.8 | -6.8 | 85.9 | -3.6 | 84.8 | -6.9 |
| <i>Average</i> | <i>75.6</i> | <i>-8.6</i> | <i>74.8</i> | <i>-8.6</i> | <i>82.8</i> | <i>-8.0</i> | <i>80.0</i> | <i>-7.5</i> | <i>66.7</i> | <i>-9.1</i> |
| 2014 I | 70.3 | -2.9 | 68.2 | -3.7 | 74.2 | -3.6 | 81.4 | 0.0 | 62.3 | -3.5 |
| II | 70.6 | -1.9 | 69.2 | -2.0 | 76.7 | -0.8 | 77.8 | -1.7 | 61.8 | -3.3 |
| III | 70.9 | -3.8 | 69.5 | -4.0 | 80.5 | -3.3 | 78.4 | -3.5 | 58.1 | -4.0 |
| IV | 76.9 | 3.8 | 76.9 | 3.6 | 85.0 | 5.9 | 78.2 | 5.5 | 68.5 | 0.6 |
| V | 71.6 | -8.3 | 71.4 | -8.8 | 79.1 | -11.7 | 73.1 | -4.8 | 63.5 | -4.6 |
| VI | 76.2 | 0.4 | 75.4 | 0.1 | 83.9 | -2.4 | 80.8 | 2.0 | 66.7 | 3.9 |
| VII* | 75.7 | 1.5 | 75.0 | 1.1 | 81.5 | -0.9 | 80.1 | 3.2 | 68.2 | 3.3 |

* Provisional data

**Table 5. Evolution of the turnover in volume in real terms
(Reduced data. on the basis of a typical month)**

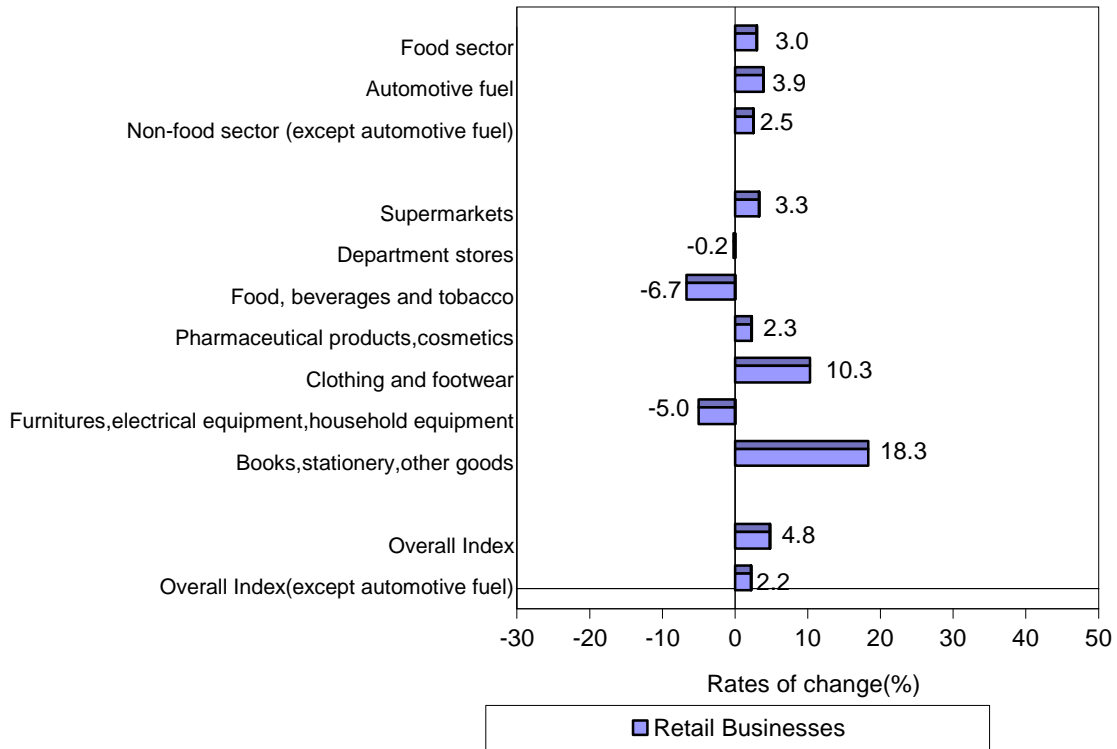
Base year: 2010=100.0

| | Overall index | | Overall index (except automotive fuel) | | Food sector | | Automotive fuel sector | | Non-food sector (except automotive fuel) | |
|----------------|---------------|-------------------------|--|-------------------------|-------------|-------------------------|---------------------------|-------------------------|--|--------------------------------------|
| | Index | Annual change (%) | Index | Annual change (%) | Index | Annual change (%) | Index | Annual change (%) | Index | Annual ¹ change (%) |
| 2012 I | 84.7 | -10.6 | 84.8 | -10.5 | 86.3 | -8.9 | 84.0 | -11.4 | 82.3 | -12.7 |
| II | 84.5 | -12.9 | 85.9 | -11.9 | 85.4 | -8.3 | 77.5 | -17.9 | 85.2 | -16.1 |
| III | 74.2 | -16.2 | 75.7 | -14.2 | 81.1 | -14.5 | 67.4 | -25.9 | 69.3 | -14.2 |
| IV | 80.8 | -13.3 | 82.1 | -13.8 | 89.7 | -10.3 | 74.8 | -11.3 | 73.6 | -18.0 |
| V | 74.8 | -10.0 | 77.5 | -9.2 | 86.6 | -3.6 | 62.0 | -15.3 | 67.3 | -16.2 |
| VI | 77.2 | -10.6 | 79.1 | -10.7 | 89.6 | -3.1 | 68.7 | -10.9 | 67.3 | -19.9 |
| VII | 84.3 | -9.2 | 86.7 | -9.2 | 89.2 | -7.2 | 73.2 | -10.0 | 83.0 | -11.8 |
| VIII | 81.6 | -9.3 | 84.3 | -8.8 | 87.6 | -8.0 | 69.2 | -12.0 | 79.2 | -10.4 |
| IX | 75.9 | -11.8 | 77.1 | -11.8 | 84.6 | -9.2 | 70.4 | -12.3 | 68.8 | -15.3 |
| X | 70.6 | -18.1 | 72.2 | -16.9 | 77.2 | -16.4 | 63.5 | -24.7 | 66.7 | -17.3 |
| XI | 69.3 | -16.7 | 69.9 | -16.7 | 75.6 | -12.7 | 66.7 | -17.4 | 63.7 | -21.2 |
| XII | 88.6 | -8.3 | 91.3 | -8.6 | 94.0 | -5.6 | 75.8 | -8.2 | 88.6 | -11.1 |
| <i>Average</i> | <i>78.9</i> | <i>-12.2</i> | <i>80.6</i> | <i>-11.8</i> | <i>85.6</i> | <i>-9.0</i> | <i>71.1</i> | <i>-14.9</i> | <i>74.6</i> | <i>-15.2</i> |
| 2013 I | 70.4 | -16.8 | 71.0 | -16.3 | 72.6 | -15.9 | 68.2 | -18.8 | 68.7 | -16.5 |
| II | 72.5 | -14.1 | 74.3 | -13.4 | 72.9 | -14.6 | 64.3 | -17.1 | 75.4 | -11.5 |
| III | 69.9 | -5.8 | 70.7 | -6.7 | 77.8 | -4.1 | 66.6 | -1.2 | 61.6 | -11.0 |
| IV | 69.1 | -14.5 | 70.7 | -13.8 | 74.4 | -17.1 | 62.5 | -16.4 | 66.5 | -9.7 |
| V | 73.1 | -2.3 | 74.9 | -3.4 | 82.9 | -4.3 | 65.3 | 5.3 | 65.5 | -2.7 |
| VI | 71.1 | -8.0 | 72.1 | -8.8 | 79.7 | -11.1 | 67.0 | -2.5 | 63.3 | -5.9 |
| VII | 72.5 | -13.9 | 74.4 | -14.2 | 77.1 | -13.6 | 64.8 | -11.5 | 70.6 | -15.0 |
| VIII | 75.3 | -7.7 | 76.7 | -9.1 | 81.2 | -7.3 | 69.3 | 0.2 | 69.7 | -11.9 |
| IX | 71.9 | -5.2 | 72.7 | -5.6 | 79.1 | -6.4 | 69.0 | -1.9 | 65.7 | -4.4 |
| X | 69.8 | -1.1 | 70.4 | -2.4 | 74.8 | -3.1 | 67.9 | 6.9 | 65.8 | -1.4 |
| XI | 71.3 | 2.9 | 71.9 | 2.9 | 73.5 | -2.9 | 69.2 | 3.8 | 70.3 | 10.4 |
| XII | 83.3 | -6.1 | 85.4 | -6.5 | 87.3 | -7.1 | 74.1 | -2.2 | 83.8 | -5.4 |
| <i>Average</i> | <i>72.5</i> | <i>-8.1</i> | <i>73.8</i> | <i>-8.4</i> | <i>77.8</i> | <i>-9.1</i> | <i>67.3</i> | <i>-5.3</i> | <i>68.9</i> | <i>-7.6</i> |
| 2014 I | 70.2 | -0.3 | 68.6 | -3.4 | 71.2 | -1.9 | 70.8 | 3.8 | 66.1 | -3.8 |
| II | 73.2 | 1.0 | 72.5 | -2.4 | 74.1 | 1.6 | 67.4 | 4.8 | 71.2 | -5.6 |
| III | 69.0 | -1.3 | 68.2 | -3.5 | 77.1 | -0.9 | 67.5 | 1.4 | 58.5 | -5.0 |
| IV | 74.1 | 7.2 | 74.6 | 5.5 | 81.3 | 9.3 | 66.8 | 6.9 | 67.5 | 1.5 |
| V | 70.4 | -3.7 | 70.9 | -5.3 | 76.2 | -8.1 | 62.3 | -4.6 | 65.1 | -0.6 |
| VI | 73.9 | 3.9 | 73.7 | 2.2 | 81.0 | 1.6 | 68.4 | 2.1 | 66.0 | 4.3 |
| *VII | 76.0 | 4.8 | 76.0 | 2.2 | 79.4 | 3.0 | 67.3 | 3.9 | 72.4 | 2.5 |

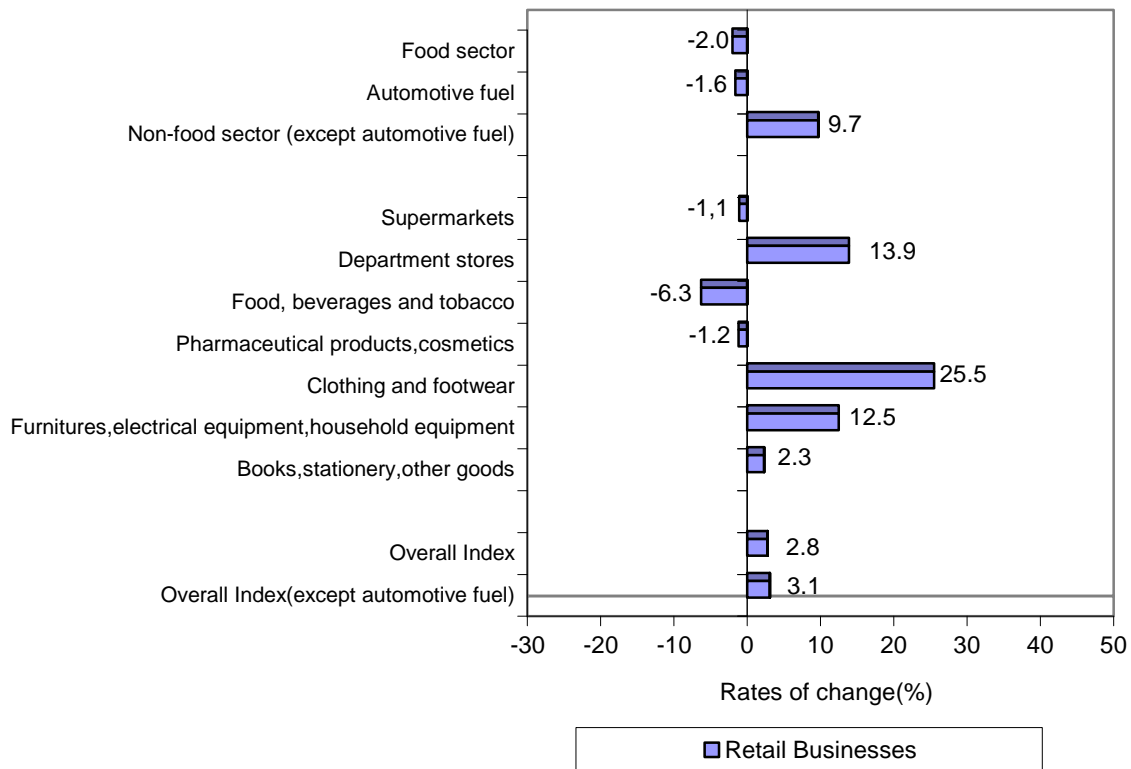
* Provisional data

¹ The Indices of the year 2014 were revised by deflating the corresponding Turnover Indices with the use of new deflators.

Graph 1. Annual rates of change (%) of the volume index in retail trade ,
between July 2014 and July 2013



Graph 2. Monthly rates of change (%) of the volume index in retail trade ,
between July 2014 and June 2014.



METHODOLOGICAL NOTES

| | |
|---|---|
| Generally | The Retail Trade Turnover Index with the current form is being released since January 2005. The Retail Trade Turnover Index is a continuation of the Retail Sales Value Index which had been compiled during the period 1963 to 2004. |
| Purpose of the index – definitions | The purpose of the Retail Trade Turnover Index is to illustrate the performance of the goods and services market. 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 refers to the sales effected (both retail and wholesale) excluding VAT but including other duties and taxes on the goods. |
| 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 | 2010=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 the changes in the structure of retail trade. |
| Statistical classification | The EU (Eurostat) NACE Rev.2 statistical classification of economic activities is used in conformity with Regulation (EC) 1893/2006 of the Council and the European Parliament. |
| Geographical coverage | The Index covers the whole of the country with data from 50 Prefectures. |
| Coverage of economic activities | The index covers division 47 of NACE Rev 2 statistical classification of economic activities. |
| Statistical survey | In the framework of the survey carried out for the compilation of the Retail Trade Turnover Index (2010=100.0) it was decided to include 41.801 retail trade enterprises listed in the Business Register having an annual turnover (in 2010) equal to or higher than 200.000 euro. Out of these enterprises a random sample of 1.607 enterprises was selected. |
| Volume Index | Since 2005 onwards the Retail Trade Volume Index is also being compiled to measure changes in the volume of retail trade. |
| Calculating the indices | <p>The turnover index is calculated by the chaining method. First the moving based index is calculated by comparing the estimated turnover value for the current month with the corresponding value of the previous month. Afterwards the fixed-based index for the current month is calculated by multiplying the moving-based index by the fix-based index of the previous month.</p> <p>The indices are reduced to a typical month of equal duration. To this end the turnover estimates are multiplied by a suitable correction factor that is calculated by deviding the mean monthly number of working days in the given year by the number of the regular working days in the month under consideration.</p> <p>The Retail Trade Volume Index is calculated by deflating the Retail Trade Turnover Index using the Consumer Price Index (CPI) as deflator.</p> |
| Compiled index series | Since the revision of the Retail Trade Turnover and Volume Indices due to the implementation of the new classification NACE Rev 2. parallel time series for the indices including and not including fuels are provided. |
| Publication of data | The time series of Retail Trade Turnover and Volume Indices (2010=100.0) which include fuel have being published since 2000. |
| References | More information on the methodology concerning the compilation and calculation of the index and for the time series is available on the ELSTAT website (www.statistics.gr) |