



## EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE 1<sup>st</sup> QUARTER 2025

The Hellenic Statistical Authority (ELSTAT), presents the evolution of the sales/turnover of all classes of activity of the retail trade section, incorporating the most recent data on turnover from Administrative Sources for the **1<sup>st</sup> quarter 2025**.

**Starting from the current announcement**, an updated framework for the determination of the total of enterprises in the Greek Economy is used, which occurs from the linking at micro-data level of administrative transactions files, of the reference years 2019 to 2025, and of the final Statistical Business Register, of the reference year 2022, that provides a standardized set of data, harmonized with European classifications.

For the **total of enterprises in retail trade**, the turnover in the **first quarter of 2025** amounted to 16,166,013 thousand euro, recording an increase of 0.6% in comparison with the first quarter of 2024, when the respective turnover was 16,075,731 thousand euro and a decrease of 16.6% in comparison with the fourth quarter of 2024, when the respective turnover was 19,394,633 thousand euro.

For the **enterprises in retail trade divisions, excluding vehicles, food and fuel classes**, the turnover in the **first quarter of 2025** amounted to 5,589,055 thousand euro, recording an increase of 1.2% in comparison with the first quarter of 2024, when the respective turnover was 5,521,300 thousand euro and a decrease of 25.0% in comparison with the fourth quarter of 2024, when the respective turnover was 7,449,770 thousand euro (Graph 1, Table 1).

**Graph 1:** Evolution of Quarterly Turnover (in thousand €) of the enterprises in Retail Trade and of the enterprises in Retail Trade, excluding vehicles, food and fuel classes



**Information on methodological issues:**

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## 1. Total of enterprises in retail trade (Tables 1,2)

For the **total of enterprises in retail trade**, the activities that recorded the biggest increase in turnover in the **first quarter of 2025** compared with the corresponding quarter of 2024 are:

- Retail sale via stalls and markets of textiles, clothing and footwear, increase 33.4%.
- Retail sale of second-hand goods in stores, increase 30.7%.

The activities that recorded the biggest decrease in turnover in the **first quarter of 2025** compared with the corresponding quarter of 2024 are:

- Retail sale of telecommunications equipment in specialized stores, decrease 14.6%.
- Retail sale of newspapers and stationery in specialized stores, decrease 8.5%.

The Regions that recorded the biggest increase in turnover in the **first quarter of 2025** compared with the corresponding quarter of 2024 are:

- Region of Attiki, increase 1.4%.
- Region of Kriti, increase 1.3%.

The Regions that recorded the biggest decrease in turnover in the **first quarter of 2025** compared with the corresponding quarter of 2024 are:

- Region of Thessalia, decrease 3.7%.
- Region of Anatoliki Makedonia, Thraki, decrease 2.3%.

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

For the **enterprises in retail trade divisions, excluding vehicles, food and fuel classes**, the Regions that recorded the biggest increase in turnover in the **first quarter of 2025** compared with the corresponding quarter of 2024 are:

- Region of Kriti, increase 3.4%
- Region of Attiki, increase 2.9%.

The Regions that recorded the biggest decrease in turnover in the **first quarter of 2025** compared with the corresponding quarter of 2024 are:

- Region of Notio Aigaio, decrease 4.4%.
- Region of Thessalia, decrease 4.0%.

## 3. Small and medium sized enterprises (Table 3)

### 3.1. Small and medium sized enterprises in retail trade divisions

For the total of small and medium sized enterprises<sup>2</sup> in retail trade divisions, the turnover in the **first quarter 2025** amounted to 9,226,900 thousand euro, recording a decrease of 2.1% in comparison with the first quarter of 2024, when the respective turnover was 9,426,419 thousand euro.

### 3.2 Small and medium sized enterprises in retail trade divisions, excluding vehicles, food and fuel classes

For the total of small and medium sized enterprises in retail trade divisions, excluding vehicles, food and fuel classes, the turnover in the **first quarter of 2025** amounted to 4,232,508 thousand euro, recording a decrease of 1.1% in comparison with the first quarter of 2024, when the respective turnover was 4,277,589 thousand 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.

<sup>2</sup> The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)", page 7.

**Table 1:** Quarterly Turnover (in thousand €) **for the total of enterprises** 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 (%)		Quarterly Rate of Change (%)	
Code NACE Rev.2	Description	4 <sup>th</sup> Quarter 2023	1 <sup>st</sup> Quarter 2024	4 <sup>th</sup> Quarter 2024	1 <sup>st</sup> Quarter 2025	4 <sup>th</sup> Quarter 2024/2023	1 <sup>st</sup> Quarter 2025/2024	1 <sup>st</sup> Quarter 2024 / 4 <sup>th</sup> Quarter 2023	1 <sup>st</sup> Quarter 2025 / 4 <sup>th</sup> Quarter 2024
4511	Sale of cars and light motor vehicles	2,018,185	2,070,853	2,078,079	1,995,606	3.0	-3.6	2.6	-4.0
4519	Sale of other motor vehicles	183,474	173,813	216,410	163,140	18.0	-6.1	-5.3	-24.6
4520	Maintenance and repair of motor vehicles	419,592	356,402	435,931	356,977	3.9	0.2	-15.1	-18.1
4531	Wholesale trade of motor vehicle parts and accessories	614,172	543,279	656,913	555,203	7.0	2.2	-11.5	-15.5
4532	Retail trade of motor vehicle parts and accessories	169,054	136,658	173,422	135,555	2.6	-0.8	-19.2	-21.8
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	191,712	176,506	199,855	193,972	4.2	9.9	-7.9	-2.9
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	4,836,400	4,206,389	5,033,859	4,369,647	4.1	3.9	-13.0	-13.2
4719	Other retail sale in non-specialized stores	**	605,701	734,593	583,004	**	-3.7	**	-20.6
4721	Retail sale of fruit and vegetables in specialized stores	109,470	93,821	107,612	88,288	-1.7	-5.9	-14.3	-18.0
4722	Retail sale of meat and meat products in specialized stores	409,586	318,453	411,103	307,354	0.4	-3.5	-22.3	-25.2
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	59,158	65,001	57,894	65,228	-2.1	0.3	9.9	12.7
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	221,357	189,067	221,316	183,999	0.0	-2.7	-14.6	-16.9
4725	Retail sale of beverages in specialized stores	52,521	38,651	52,634	37,462	0.2	-3.1	-26.4	-28.8
4726	Retail sale of tobacco products in specialized stores	69,592	58,698	67,329	57,205	-3.3	-2.5	-15.7	-15.0
4729	Other retail sale of food in specialized stores	169,156	150,708	174,474	149,852	3.1	-0.6	-10.9	-14.1
4730	Retail sale of automotive fuel in specialized stores	2,220,629	1,999,971	2,083,598	1,942,679	-6.2	-2.9	-9.9	-6.8
4741	Retail sale of computers, peripheral units and software in specialized stores	**	261,463	389,393	264,392	**	1.1	**	-32.1
4742	Retail sale of telecommunications equipment in specialized stores	**	96,579	114,630	82,469	**	-14.6	**	-28.1
4743	Retail sale of audio and video equipment in specialized stores	24,742	15,621	23,168	15,472	-6.4	-1.0	-36.9	-33.2
4751	Retail sale of textiles in specialized stores	**	93,621	126,246	90,146	**	-3.7	**	-28.6
4752	Retail sale of hardware, paints and glass in specialized stores	553,829	408,842	550,315	408,437	-0.6	-0.1	-26.2	-25.8
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	21,891	9,724	22,273	9,256	1.7	-4.8	-55.6	-58.4
4754	Retail sale of electrical household appliances in specialized stores	441,208	284,628	428,242	286,175	-2.9	0.5	-35.5	-33.2
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	322,122	220,591	318,323	248,974	-1.2	12.9	-31.5	-21.8

**Table 1: Quarterly Turnover (in thousand €) for the total of enterprises** in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) (continued)

ECONOMIC ACTIVITY		TURNOVER (in thousand €)				Annual Rate of Change (%)		Quarterly Rate of Change (%)	
Code NACE Rev.2	Description	4 <sup>th</sup> Quarter 2023	1 <sup>st</sup> Quarter 2024	4 <sup>th</sup> Quarter 2024	1 <sup>st</sup> Quarter 2025	4 <sup>th</sup> Quarter 2024/2023	1 <sup>st</sup> Quarter 2025/2024	1 <sup>st</sup> Quarter 2024 / 4 <sup>th</sup> Quarter 2023	1 <sup>st</sup> Quarter 2025 / 4 <sup>th</sup> Quarter 2024
4761	Retail sale of books in specialized stores	64,557	43,586	64,248	41,670	-0.5	-4.4	-32.5	-35.1
4762	Retail sale of newspapers and stationery in specialized stores	43,225	32,111	41,765	29,380	-3.4	-8.5	-25.7	-29.7
4763	Retail sale of music and video recordings in specialized stores	3,594	2,262	3,524	2,266	-1.9	0.2	-37.1	-35.7
4764	Retail sale of sporting equipment in specialized stores	217,409	171,438	233,721	182,618	7.5	6.5	-21.1	-21.9
4765	Retail sale of games and toys in specialized stores	392,413	215,686	409,935	248,538	4.5	15.2	-45.0	-39.4
4771	Retail sale of clothing in specialized stores	1,075,307	699,489	1,097,918	702,528	2.1	0.4	-34.9	-36.0
4772	Retail sale of footwear and leather goods in specialized stores	183,534	114,636	166,163	106,370	-9.5	-7.2	-37.5	-36.0
4773	Dispensing chemist in specialized stores	1,283,527	1,157,052	1,308,962	1,197,934	2.0	3.5	-9.9	-8.5
4774	Retail sale of medical and orthopaedic goods in specialized stores	45,260	40,808	47,306	39,942	4.5	-2.1	-9.8	-15.6
4775	Retail sale of cosmetic and toilet articles in specialized stores	324,659	227,235	358,940	244,497	10.6	7.6	-30.0	-31.9
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	175,728	168,541	174,291	163,250	-0.8	-3.1	-4.1	-6.3
4777	Retail sale of watches and jewellery in specialised stores	141,292	90,552	141,394	88,471	0.1	-2.3	-35.9	-37.4
4778	Other retail sale of new goods in specialized stores	316,757	249,006	310,302	246,458	-2.0	-1.0	-21.4	-20.6
4779	Retail sale of second-hand goods in stores	10,918	10,190	11,462	13,317	5.0	30.7	-6.7	16.2
4781	Retail sale via stalls and markets of food, beverages and tobacco products	42,707	34,859	41,763	31,996	-2.2	-8.2	-18.4	-23.4
4782	Retail sale via stalls and markets of textiles, clothing and footwear	3,768	2,136	4,711	2,849	25.0	33.4	-43.3	-39.5
4789	Retail sale via stalls and markets of other goods	15,023	10,830	14,691	10,541	-2.2	-2.7	-27.9	-28.2
4791	Retail sale via mail order houses or via Internet	**	191,530	241,829	184,930	**	-3.4	**	-23.5
4799	Other retail sale not in stores, stalls or markets	45,667	38,744	44,096	37,966	-3.4	-2.0	-15.2	-13.9
<b>Total without vehicles, food and fuel classes<sup>(1)</sup></b>		<b>7,400,804</b>	<b>5,521,300</b>	<b>7,449,770</b>	<b>5,589,055</b>	<b>0.7</b>	<b>1.2</b>	<b>-25.4</b>	<b>-25.0</b>
<b>Total</b>		<b>19,117,977</b>	<b>16,075,731</b>	<b>19,394,633</b>	<b>16,166,013</b>	<b>1.4</b>	<b>0.6</b>	<b>-15.9</b>	<b>-16.6</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”.

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

(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: Quarterly Turnover (in thousand €) for the Total or Retail Trade and for the Total of Retail Trade excluding vehicles, food and fuel classes, 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 €)		
	1 <sup>st</sup> Quarter 2024	1 <sup>st</sup> Quarter 2025	1 <sup>st</sup> Quarter 2025/2024 (%)	1 <sup>st</sup> Quarter 2024	1 <sup>st</sup> Quarter 2025	1 <sup>st</sup> Quarter 2025/2024 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	443,890	433,625	-2.3	169,916	168,898	-0.6
REGION OF KENTRIKI MAKEDONIA	2,313,634	2,321,391	0.3	675,874	663,179	-1.9
Regional Unit of Thessaloniki	1,752,124	1,770,639	1.1	450,430	441,506	-2.0
REGION OF DYTIKI MAKEDONIA	195,830	192,791	-1.6	76,361	75,851	-0.7
REGION OF IPEIROS	277,864	272,569	-1.9	112,813	110,630	-1.9
REGION OF THESSALIA	516,999	497,963	-3.7	221,937	213,107	-4.0
REGION OF STEREA ELLADA	376,753	373,665	-0.8	169,888	169,607	-0.2
REGION OF IONIA NISSIA	188,176	187,948	-0.1	79,337	81,489	2.7
REGION OF DYTIKI ELLADA	510,707	507,578	-0.6	202,832	200,905	-1.0
REGION OF PELOPONNISOS	468,184	461,122	-1.5	185,618	185,094	-0.3
REGION OF ATTIKI	9,622,647	9,756,350	1.4	3,154,193	3,245,623	2.9
REGION OF VOREIO AIGAIO	146,769	144,401	-1.6	67,089	65,435	-2.5
REGION OF NOTIO AIGAIO	317,111	310,347	-2.1	128,505	122,860	-4.4
REGION OF KRITI	697,167	706,263	1.3	276,937	286,377	3.4
<b>Total</b>	<b>16,075,731</b>	<b>16,166,013</b>	<b>0.6</b>	<b>5,521,300</b>	<b>5,589,055</b>	<b>1.2</b>

Notes:

The Regional Unit of Thessaloniki is presented separately on the table.

(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.

**Table 3: Quarterly 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>, per enterprise size**

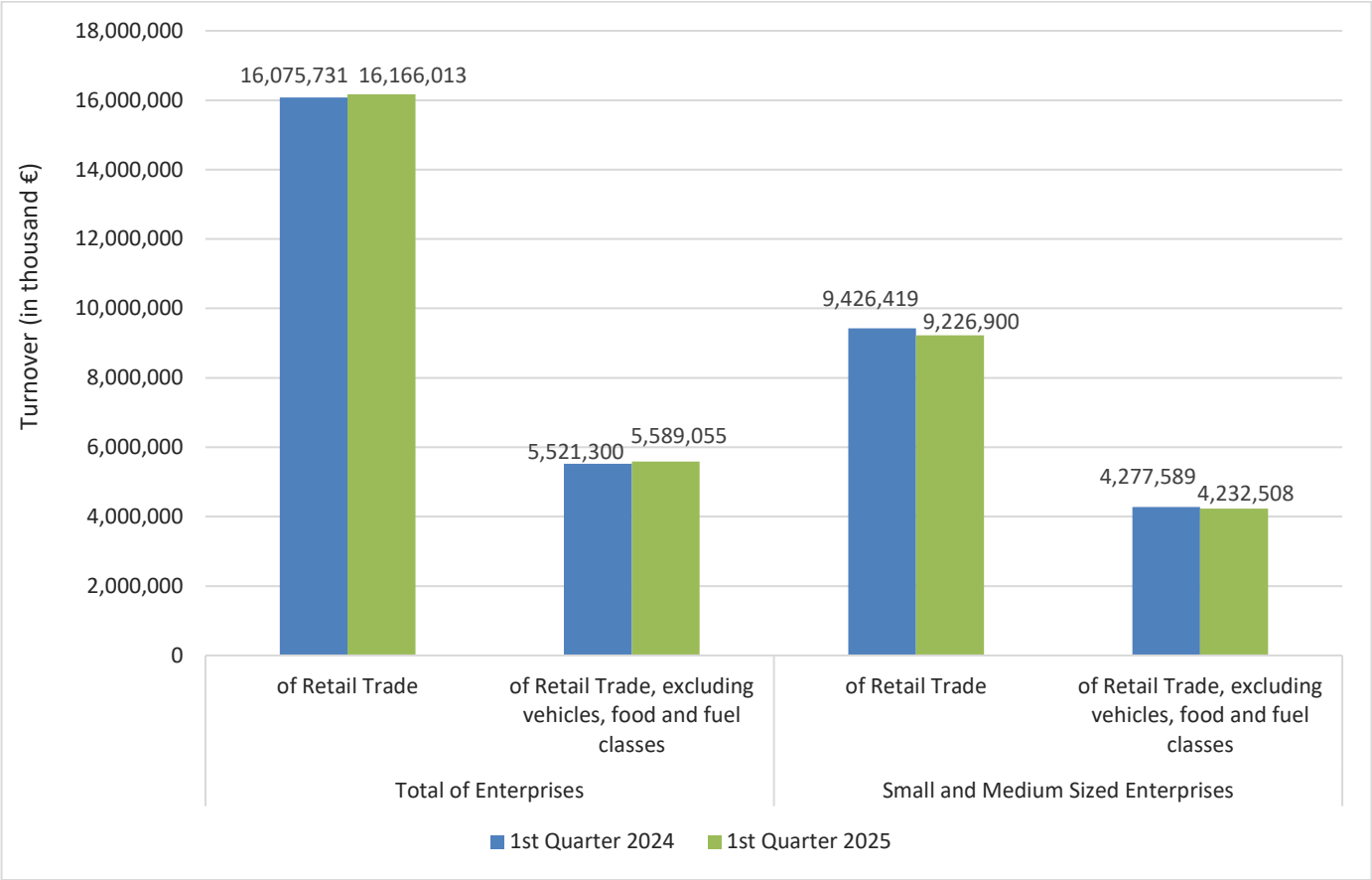
Enterprise Size	TURNOVER for the Total of Retail Trade (in thousand €)			TURNOVER for the Total of Retail Trade excluding vehicles, food and fuel classes <sup>(2)</sup> (in thousand €)		
	1 <sup>st</sup> Quarter 2024	1 <sup>st</sup> Quarter 2025	1 <sup>st</sup> Quarter 2025/2024 (%)	1 <sup>st</sup> Quarter 2024	1 <sup>st</sup> Quarter 2025	1 <sup>st</sup> Quarter 2025/2024 (%)
Medium Enterprises	1,451,990	1,448,507	-0.2	535,255	548,474	2.5
Small Enterprises	2,632,517	2,541,873	-3.4	831,066	814,597	-2.0
Micro Enterprises	5,341,912	5,236,520	-2.0	2,911,268	2,869,437	-1.4
<b>Small and Medium Sized Enterprises</b>	<b>9,426,419</b>	<b>9,226,900</b>	<b>-2.1</b>	<b>4,277,589</b>	<b>4,232,508</b>	<b>-1.1</b>
<b>Small and Medium Sized Enterprises / Total of Enterprises (%)</b>	<b>58.6</b>	<b>57.1</b>		<b>77.5</b>	<b>75.7</b>	

Notes:

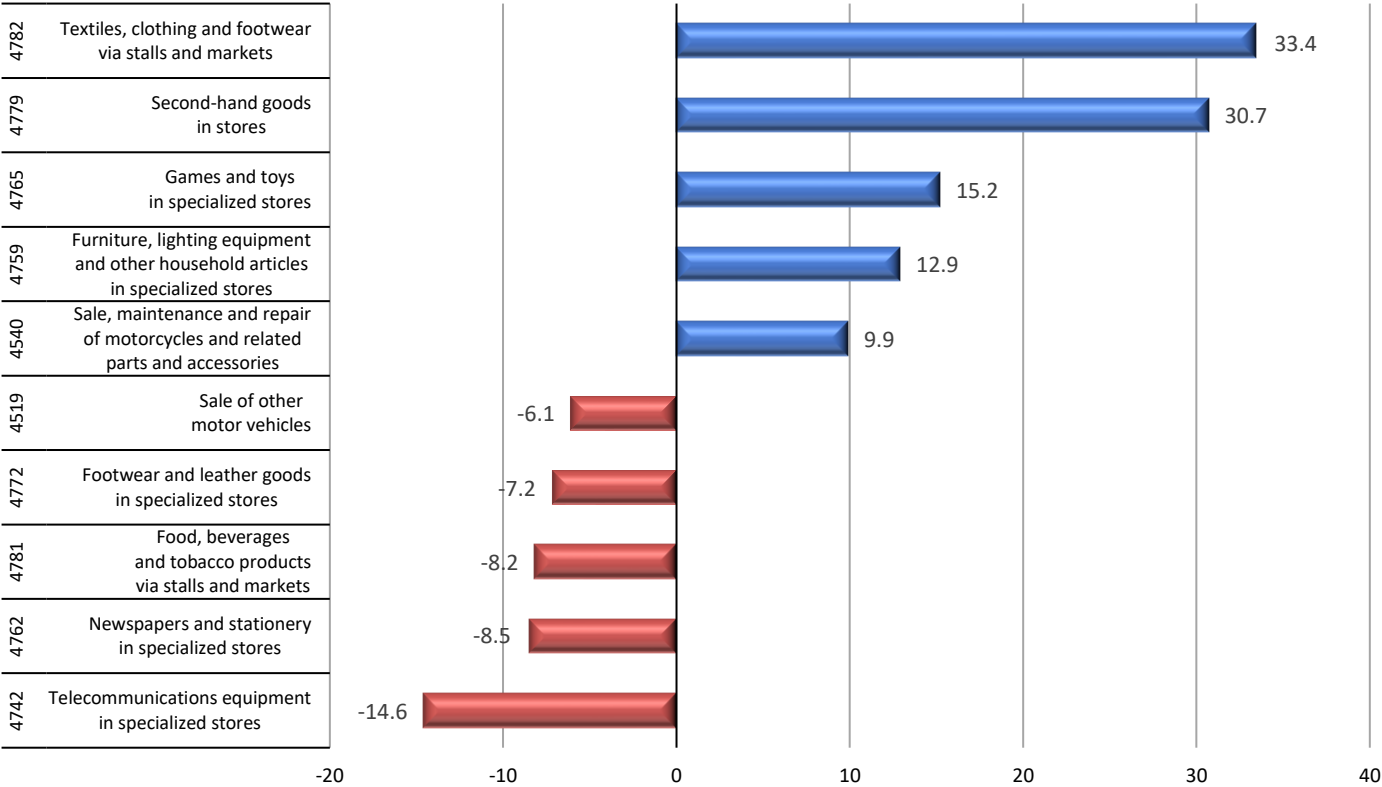
(1) The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 7.

(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 2:** Turnover (in thousand euro) for the total of enterprises and of the small and medium sized enterprises 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 3:** Biggest changes (%) for the total of enterprises classified in the activity classes of the retail trade divisions (divisions 45 and 47 of NACE Rev. 2 classification) **1st Quarter 2025 / 1st Quarter 2024**



## 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 2022.
- Administrative transactions files (tax, etc) of the reference years 2019 - 2025.

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 2022.
- Income data from administrative transactions files of the reference years 2019 - 2025.

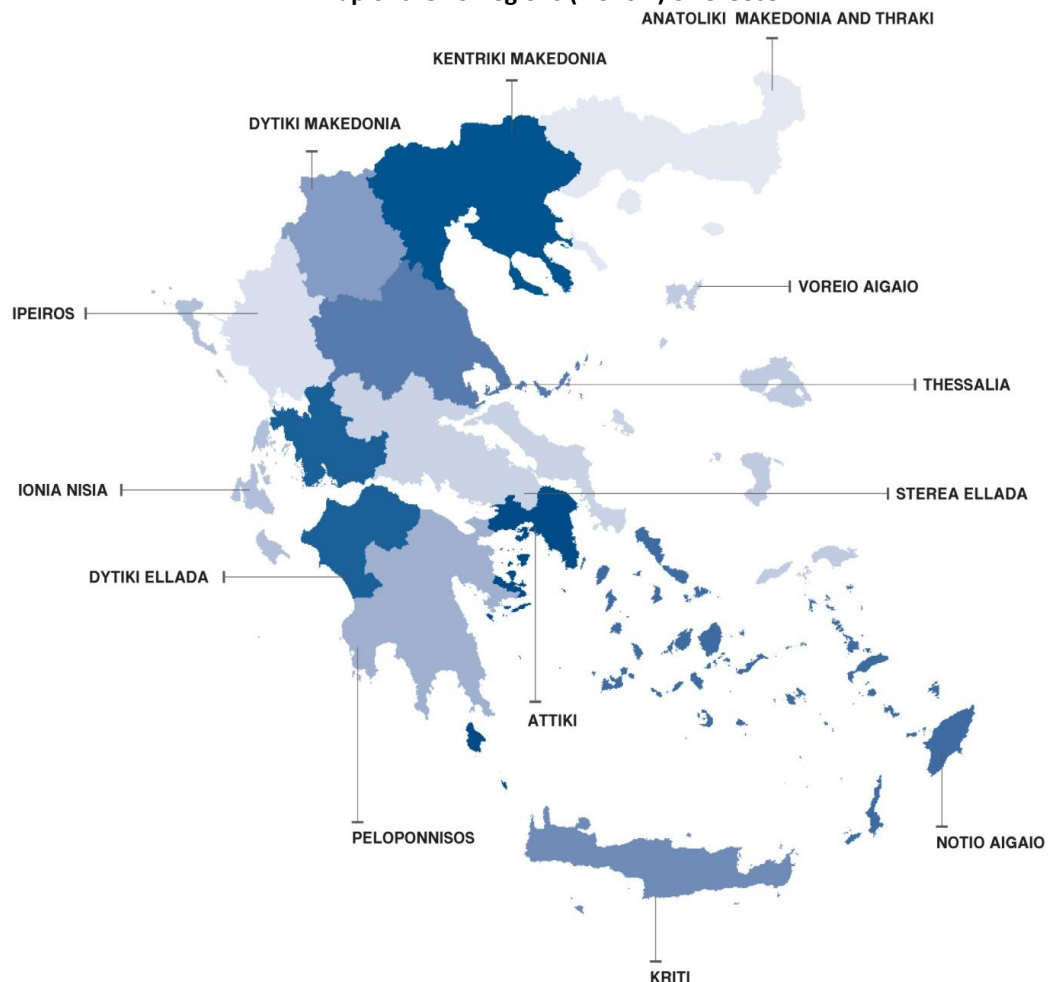
**Definitions** Small and Medium sized enterprises (SMEs) (from the European business statistics methodological manual for statistical business registers – 2021 edition)

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.

**Map of the 13 Regions (NUTS 2) of Greece**



**Reference Period** 1<sup>st</sup> Quarter 2025.

**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 2022 (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/->