



HELLENIC REPUBLIC  
HELLENIC STATISTICAL AUTHORITY

Piraeus, 22 December 2023

## EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE OCTOBER 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 **October 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 October 2023 amounted to 3.59 billion euro, recording an increase of 10.9% in comparison with October 2022, when the respective turnover was 3.24 billion euro and a decrease of 2.9% in comparison with September 2023, when the respective turnover was 3.69 billion euro.

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

- Sale of cars and light motor vehicles, increase 40.0%.
- Sale of other motor vehicles, increase 37.4%.

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

- Retail sale via mail order houses or via Internet, decrease 39.7%.
- Retail sale of carpets, rugs, wall and floor coverings in specialized stores, decrease 8.6%.

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

- Region of Kriti, increase 17.2%.
- Region of Notio Aigaio, increase 13.4%.

The Regions that recorded decrease in turnover in **October 2023** compared with October 2022 are:

- Region of Anatoliki Makedonia, Thraki, decrease 1.9%.
- Region of Voreio Aigaio, decrease 1.9%.

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 monthly basis, the turnover in October 2023 amounted to 1.23 billion euro, recording an increase of 11.8% in comparison with October 2022, when the respective turnover was 1.10 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 October 2023 amounted to 0.98 billion euro, recording an increase of 2.7% in comparison with October 2022, when the respective turnover was 0.95 billion euro and a decrease of 3.4% in comparison with September 2023, when the respective turnover was 1.01 billion euro.

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

- Region of Dytiki Ellada, increase 4.1%.
- Region of Notio Aigaio, increase 3.9%.

The Regions that recorded decrease in turnover in **October 2023** compared with October 2022 are:

- Region of Anatoliki Makedonia, Thraki, decrease 10.7%.
- Region of Voreio Aigaio, decrease 0.1%

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 October 2023 amounted to 0.46 billion euro, recording a decrease of 1.2% in comparison with October 2022, when the respective turnover was 0.47 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 (%) October / September	
Code NACE Rev.2	Description	September 2022	October 2022	September 2023	October 2023	September	October	2022	2023
4511	Sale of cars and light motor vehicles	494,215	465,536	636,088	651,829	28.7	40.0	-5.8	2.5
4519	Sale of other motor vehicles	29,428	32,070	47,632	44,063	61.9	37.4	9.0	-7.5
4520	Maintenance and repair of motor vehicles	27,950	25,582	29,556	<u>29,892</u>	5.7	<u>16.8</u>	-8.5	<u>1.1</u>
4531	Wholesale trade of motor vehicle parts and accessories	136,470	125,314	138,662	141,843	1.6	13.2	-8.2	2.3
4532	Retail trade of motor vehicle parts and accessories	*	*	*	*	*	*	*	*
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	**	31,013	48,500	<u>51,037</u>	**	<u>64.6</u>	**	<u>5.2</u>
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,262,430	1,224,806	1,404,600	1,308,630	11.3	6.8	-3.0	-6.8
4719	Other retail sale in non-specialized stores	53,934	57,392	**	**	**	**	6.4	**
4721	Retail sale of fruit and vegetables in specialized stores	**	**	<u>9,740</u>	<u>7,926</u>	**	**	**	-18.6
4722	Retail sale of meat and meat products in specialized stores	27,820	27,009	<u>31,545</u>	<u>28,763</u>	<u>13.4</u>	<u>6.5</u>	-2.9	-8.8
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	3,606	3,583	<u>4,202</u>	<u>3,562</u>	<u>16.5</u>	<u>-0.6</u>	-0.6	-15.2
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	11,928	11,930	<u>13,211</u>	<u>13,213</u>	<u>10.8</u>	<u>10.8</u>	0.0	0.0
4725	Retail sale of beverages in specialized stores	5,626	4,798	<u>5,341</u>	<u>5,066</u>	<u>-5.1</u>	<u>5.6</u>	-14.7	-5.1
4726	Retail sale of tobacco products in specialized stores	2,748	2,880	<u>3,773</u>	<u>3,623</u>	<u>37.3</u>	<u>25.8</u>	4.8	-4.0
4729	Other retail sale of food in specialized stores	14,152	15,130	<u>16,036</u>	<u>16,567</u>	<u>13.3</u>	<u>9.5</u>	6.9	3.3
4730	Retail sale of automotive fuel in specialized stores	297,966	298,230	282,550	291,657	-5.2	-2.2	0.1	3.2
4741	Retail sale of computers, peripheral units and software in specialized stores	108,292	84,535	101,722	90,551	-6.1	7.1	-21.9	-11.0
4742	Retail sale of telecommunications equipment in specialized stores	**	**	14,039	14,528	**	**	**	3.5
4743	Retail sale of audio and video equipment in specialized stores	4,662	3,843	3,978	4,006	-14.7	4.2	-17.6	0.7
4751	Retail sale of textiles in specialized stores	2,631	2,401	2,502	2,527	-4.9	5.2	-8.7	1.0
4752	Retail sale of hardware, paints and glass in specialized stores	57,780	57,618	59,509	62,553	3.0	8.6	-0.3	5.1
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	2,399	2,980	2,304	2,723	-4.0	-8.6	24.2	18.2
4754	Retail sale of electrical household appliances in specialized stores	112,803	88,353	84,531	88,412	-25.1	0.1	-21.7	4.6
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	50,091	49,472	53,544	52,182	6.9	5.5	-1.2	-2.5

**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 (%) October / September	
Code NACE Rev.2	Description	September 2022	October 2022	September 2023	October 2023	September	October	2022	2023
4761	Retail sale of books in specialized stores	9,320	5,852	9,162	5,938	-1.7	1.5	-37.2	-35.2
4762	Retail sale of newspapers and stationery in specialized stores	3,098	2,516	2,752	2,472	-11.2	-1.7	-18.8	-10.2
4763	Retail sale of music and video recordings in specialized stores	75	71	83	**	10.7	**	-5.3	**
4764	Retail sale of sporting equipment in specialized stores	46,098	43,697	52,048	46,289	12.9	5.9	-5.2	-11.1
4765	Retail sale of games and toys in specialized stores	81,466	73,822	90,247	84,317	10.8	14.2	-9.4	-6.6
4771	Retail sale of clothing in specialized stores	175,299	**	188,120	194,892	7.3	**	**	3.6
4772	Retail sale of footwear and leather goods in specialized stores	20,339	22,379	27,102	28,431	33.3	27.0	10.0	4.9
4773	Dispensing chemist in specialized stores	40,668	43,549	<u>46,907</u>	<u>50,579</u>	<u>15.3</u>	<u>16.1</u>	7.1	7.8
4774	Retail sale of medical and orthopaedic goods in specialized stores	**	**	<u>4,591</u>	<u>5,618</u>	**	**	**	22.4
4775	Retail sale of cosmetic and toilet articles in specialized stores	90,116	77,845	110,024	90,728	22.1	16.5	-13.6	-17.5
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	14,181	14,871	<u>16,001</u>	<u>15,383</u>	<u>12.8</u>	<u>3.4</u>	4.9	-3.9
4777	Retail sale of watches and jewellery in specialised stores	29,711	23,128	29,931	25,383	0.7	9.8	-22.2	-15.2
4778	Other retail sale of new goods in specialized stores	19,961	20,616	18,509	20,315	-7.3	-1.5	3.3	9.8
4779	Retail sale of second-hand goods in stores	**	**	1,279	1,206	**	**	**	-5.7
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	47,536	46,341	**	27,960	**	-39.7	-2.5	**
4799	Other retail sale not in stores, stalls or markets	1,743	2,459	<u>2,025</u>	<u>2,379</u>	<u>16.2</u>	<u>-3.3</u>	41.1	17.5
<b>Total without vehicles, food and fuel classes<sup>(1)</sup></b>		<b>1,004,399</b>	<b>951,116</b>	<b>1,011,321</b>	<b>977,235</b>	<b>0.7</b>	<b>2.7</b>	<b>-5.3</b>	<b>-3.4</b>
<b>Total</b>		<b>3,385,755</b>	<b>3,235,750</b>	<b>3,694,354</b>	<b>3,587,051</b>	<b>9.1</b>	<b>10.9</b>	<b>-4.4</b>	<b>-2.9</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 on 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 €)		
	October 2022	October 2023	October 2023/2022 (%)	October 2022	October 2023	October 2023/2022 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	39,477	38,715	-1.9	13,360	11,929	-10.7
REGION OF KENTRIKI MAKEDONIA	398,082	436,069	9.5	57,000	<u>64,038</u>	<u>12.4</u>
Regional Unit of Thessaloniki	362,845	395,904	9.1	43,880	47,066	7.3
REGION OF DYTIKI MAKEDONIA	17,507	18,556	6.0	5,126	5,167	0.8
REGION OF IPEIROS	24,727	<u>26,931</u>	<u>8.9</u>	7,461	<u>7,513</u>	<u>0.7</u>
REGION OF THESSALIA	36,705	<u>45,794</u>	<u>24.8</u>	14,935	<u>15,657</u>	<u>4.8</u>
REGION OF STEREA ELLADA	25,029	<u>29,903</u>	<u>19.5</u>	13,484	<u>12,918</u>	<u>-4.2</u>
REGION OF IONIA NISSIA	22,715	<u>22,283</u>	<u>-1.9</u>	5,968	<u>6,419</u>	<u>7.6</u>
REGION OF DYTIKI ELLADA	40,274	43,335	7.6	10,307	10,726	4.1
REGION OF PELOPONNISOS	32,253	<u>35,607</u>	<u>10.4</u>	5,608	<u>7,498</u>	<u>33.7</u>
REGION OF ATTIKI	2,439,183	2,706,984	11.0	766,841	778,706	1.6
REGION OF VOREIO AIGAIO	12,700	12,458	-1.9	5,899	5,893	-0.1
REGION OF NOTIO AIGAIO	50,354	57,074	13.4	14,277	14,828	3.9
REGION OF KRITI	96,744	113,342	17.2	30,850	<u>35,943</u>	<u>16.5</u>
<b>Total</b>	<b>3,235,750</b>	<b>3,587,051</b>	<b>10.9</b>	<b>951,116</b>	<b>977,235</b>	<b>2.7</b>

**Notes:**

The Regional Unit of Thessaloniki is presented separately in 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.

(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 on 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 €)		
	October 2022	October 2023	October 2023/2022 (%)	October 2022	October 2023	October 2023/2022 (%)
Medium Enterprises	385,781	429,330	11.3	164,778	151,699	-7.9
Small Enterprises	498,950	546,178	9.5	203,083	196,514	-3.2
Micro Enterprises	213,133	<u>251,488</u>	<u>18.0</u>	102,776	<u>116,665</u>	<u>13.5</u>
<b>Small and Medium Sized Enterprises</b>	<b>1,097,864</b>	<b>1,226,996</b>	<b>11.8</b>	<b>470,637</b>	<b>464,878</b>	<b>-1.2</b>
<b>Small and Medium Sized Enterprises / Total of Enterprises (%)</b>	<b>33.9</b>	<b>34.2</b>		<b>49.5</b>	<b>47.6</b>	

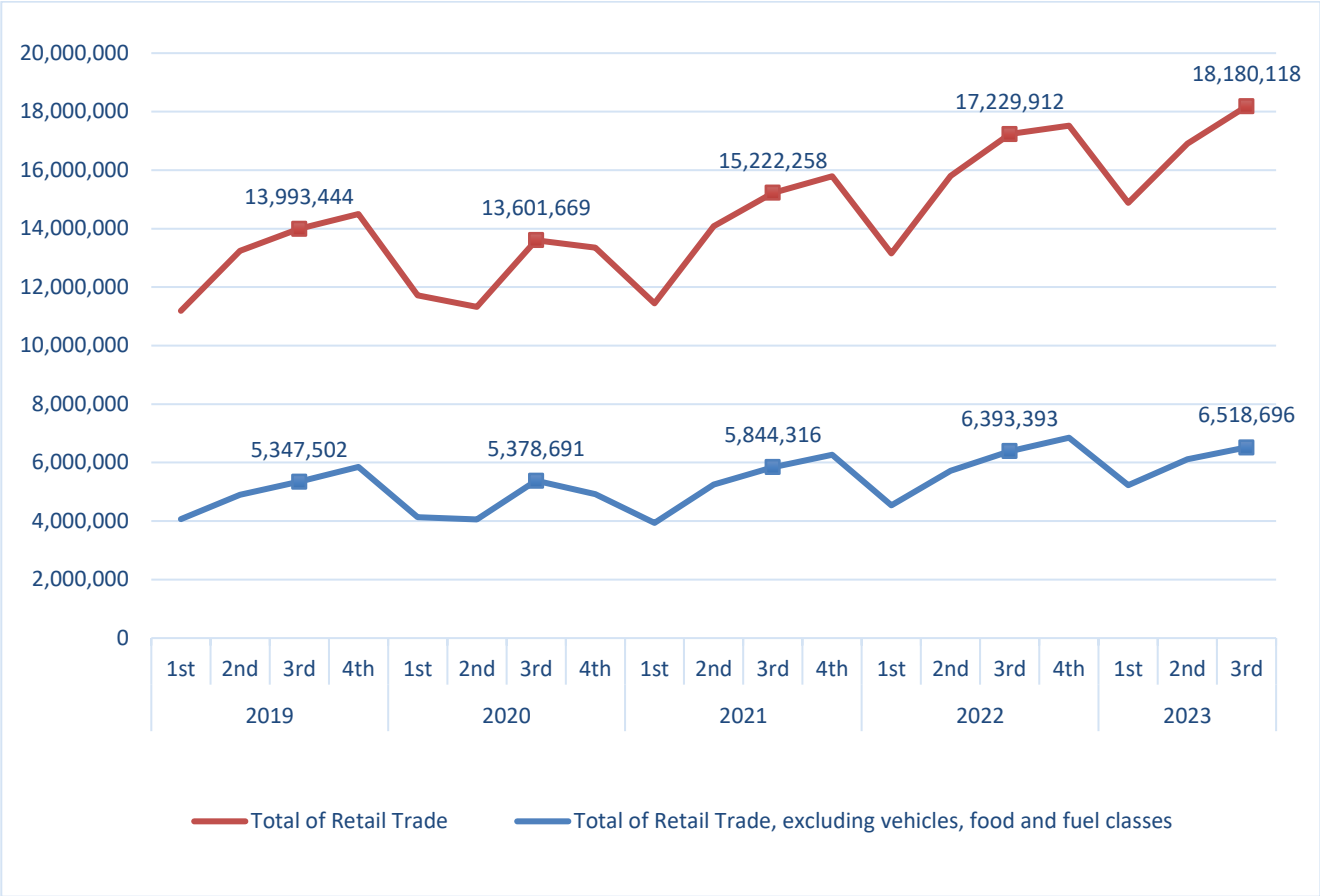
**Notes:**

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

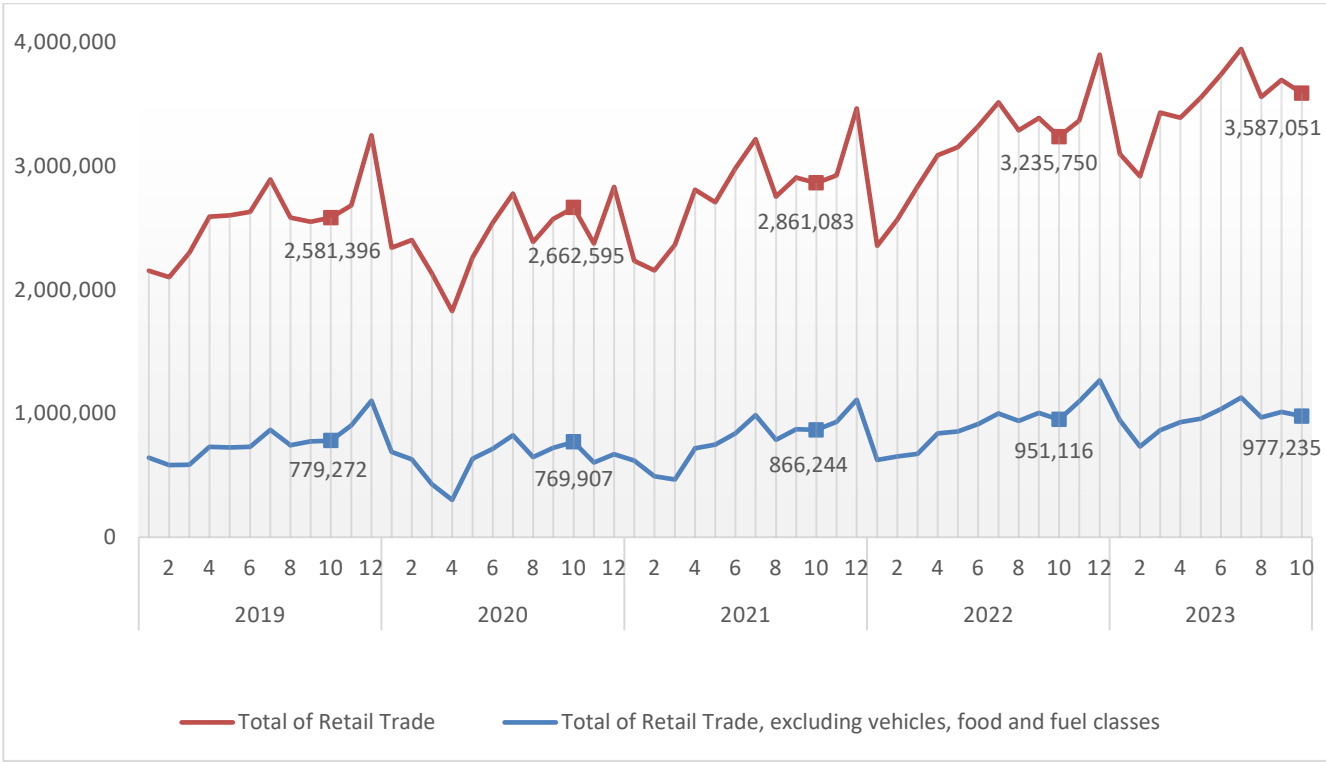
(2) In the “Total of Retail Trade, excluding vehicles, food and fuel classes” the economic activities 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

(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 on the aggregated data of more than 3.0% in absolute figures.

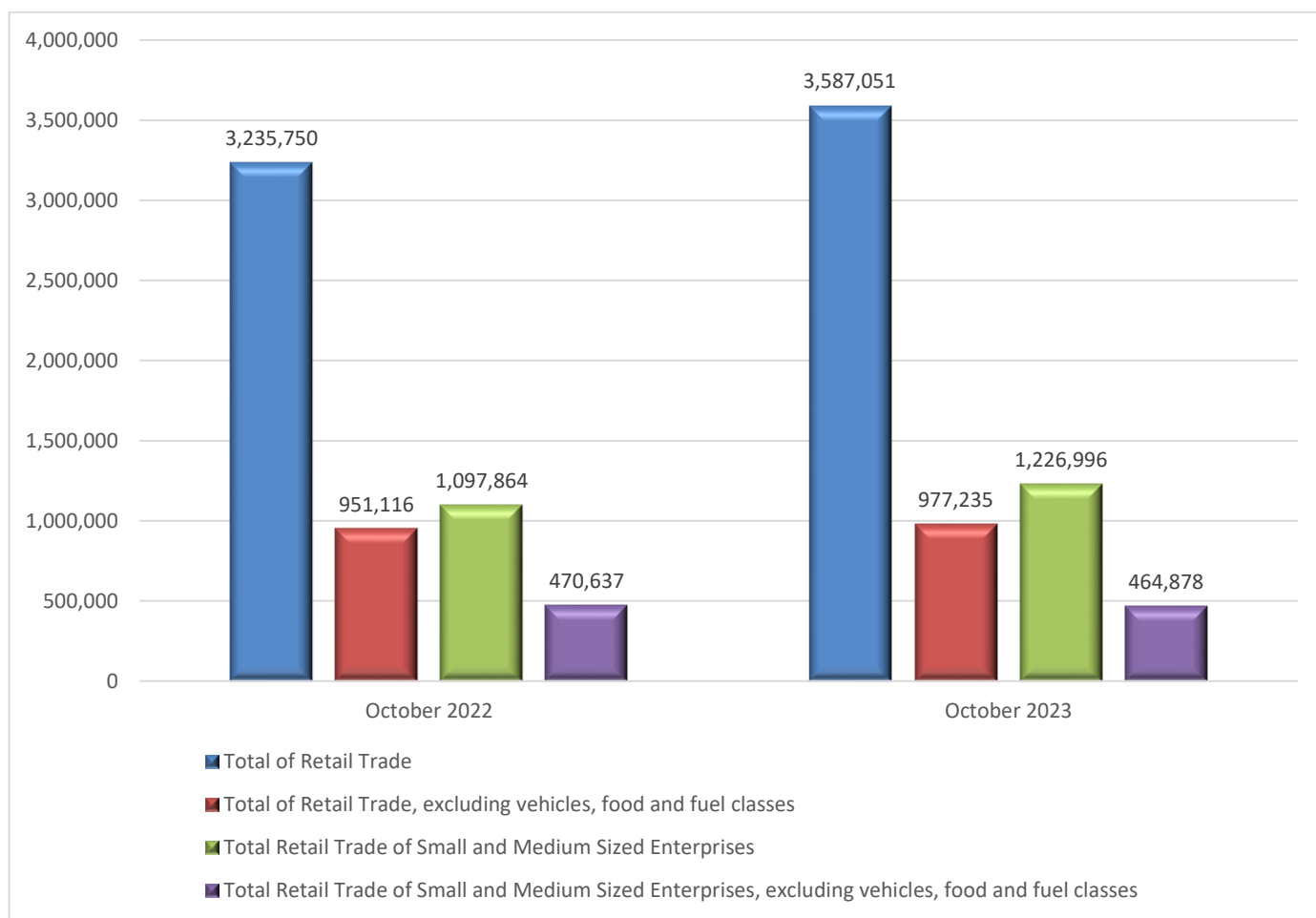
**Graph 1:** Turnover (in thousand euro) for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification), excluding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



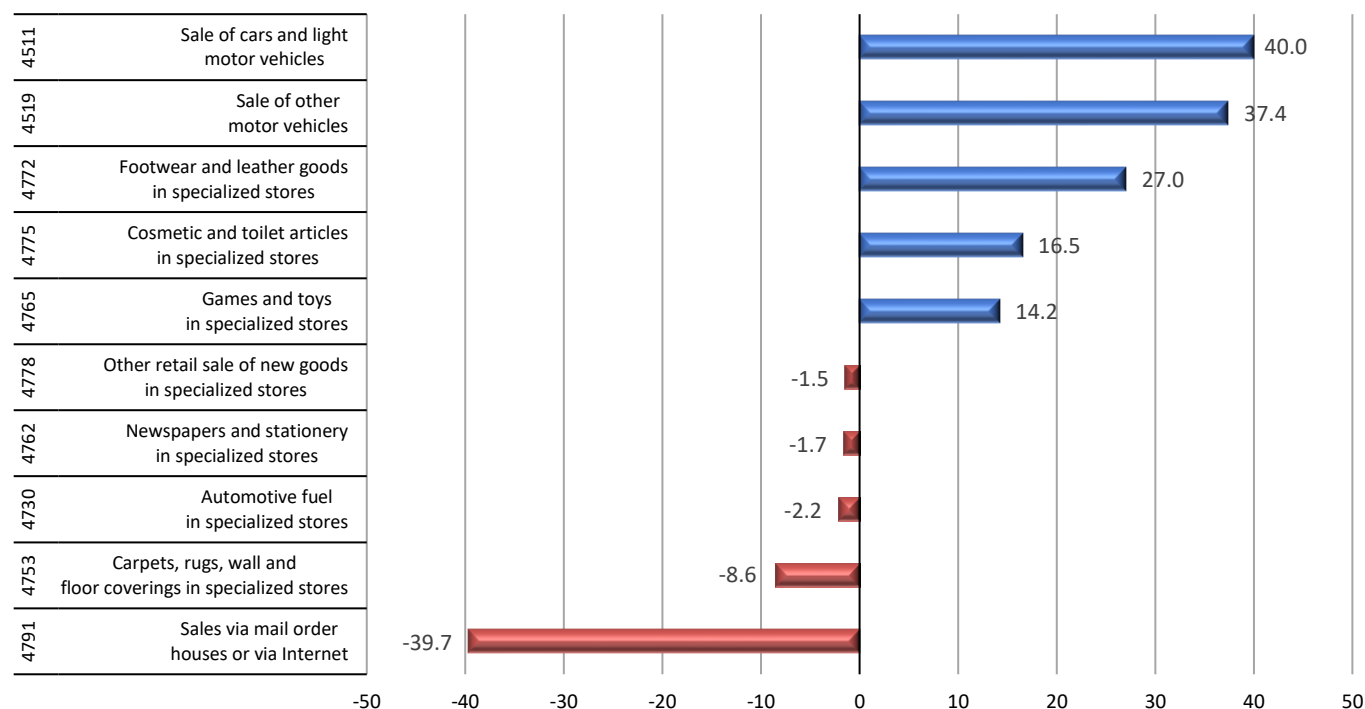
**Graph 2:** Turnover (in thousand euro) for the total of enterprises obliged to double-entry accounting bookkeeping in all classes of the retail trade divisions (divisions 45 and 47 of NACE Rev.2 classification) and for the total of enterprises obliged to double-entry accounting bookkeeping in all classes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

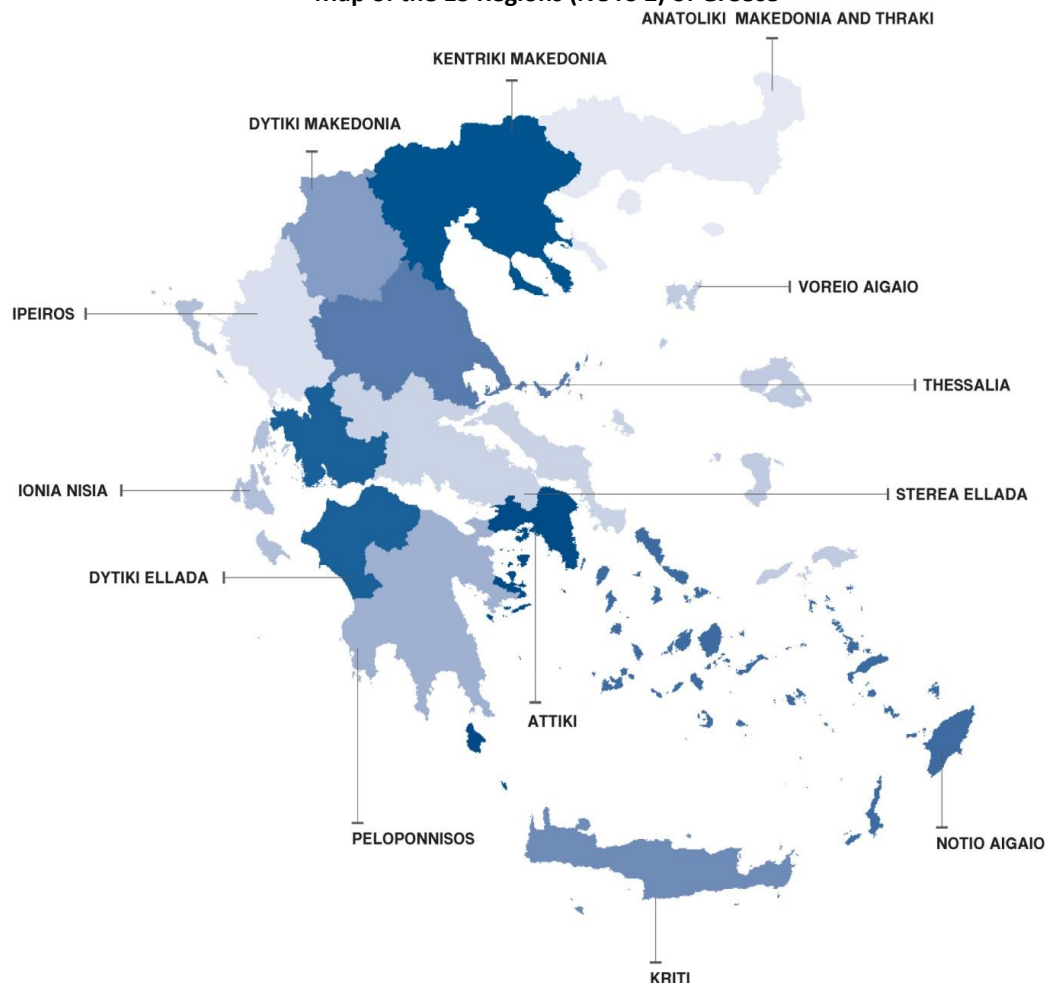
1. The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.
2. Within the SME category, a small enterprise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

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





**Reference Period**    October 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/->