



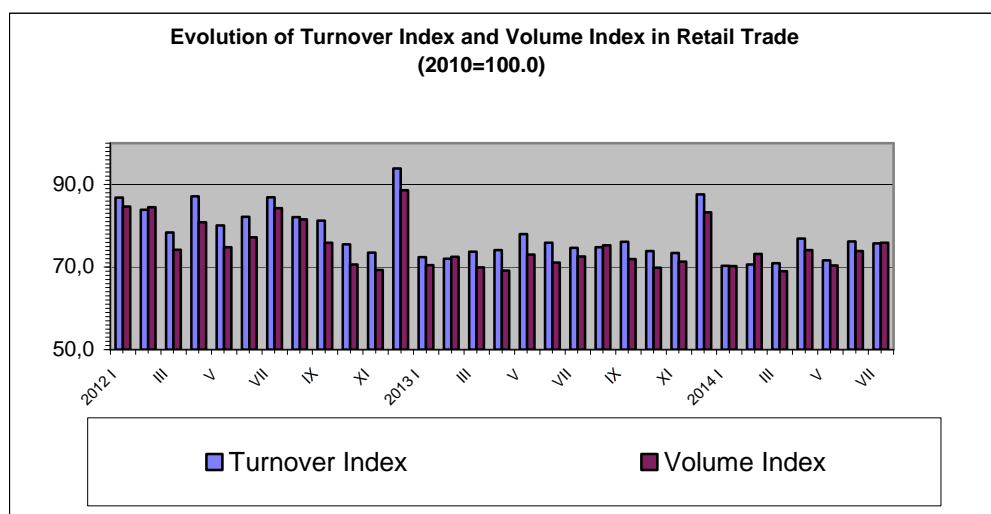
## PRESS RELEASE

### TURNOVER INDEX IN RETAIL TRADE: August 2014

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

The turnover index in retail trade, in August 2014 recorded an increase of 4.5% compared to August 2013, while compared to July 2014, recorded an increase of 3.3%.

The volume of retail trade (i.e. turnover in retail trade at constant prices), in August 2014, recorded an increase of 7.4% compared to August 2013, while compared to July 2014, recorded an increase of 6.6%.



Information:

Economic and Short-Term  
Indicators Division

Retail Sales Value Index  
Section

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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](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 4.5% change in the turnover index in August 2014 compared to August 2013 is due to the following changes in the main categories of retail business.

Specialized store categories	Annual rate %
Pharmaceutical products, cosmetics	14.6
Food-beverages-tobacco	7.7
Books, stationery, other goods	7.1
Supermarkets	5.4
Automotive fuel	2.8

## 2. Annual comparison of the volume index

The 7.4% change in the volume index in August 2014 compared to August 2013 is due to the following changes in the main categories of retail business.

Specialized store categories	Annual rate %
Books, stationery, other goods	15.3
Food-beverages-tobacco	10.2
Supermarkets	8.0
Pharmaceutical products, cosmetics	7.5
Automotive fuel	5.5

**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 August 2014*	Index August 2013	Annual change (%)	Index August 2014*	Index August 2013	Annual change (%)
<b>Overall Index</b>	78.2	74.8	4.5	80.9	75.3	7.4
<b>Overall Index ( except automotive fuel)</b>	76.6	73.3	4.5	80.3	76.7	4.7
<b>I. Main sectors</b>						
Food sector	91.2	86.1	5.9	89.2	81.2	9.9
Automotive fuel sector	85.8	83.5	2.8	73.1	69.3	5.5
Non-food sector (except automotive fuel)	61.4	59.9	2.5	69.8	69.7	0.1
<b>II. Specialized store categories</b>						
Supermarkets	92.9	88.1	5.4	91.9	85.1	8.0
Department stores	77.7	85.0	-8.6	88.3	90.9	-2.9
Automotive fuel	85.8	83.5	2.8	73.1	69.3	5.5
Food-beverages-tobacco	81.0	75.2	7.7	78.1	70.9	10.2
Pharmaceutical products, cosmetics	64.3	56.1	14.6	64.8	60.3	7.5
Clothing and footwear	55.3	51.5	7.4	71.4	65.1	9.7
Furniture, electrical equipment, household equipment	57.3	59.1	-3.0	65.6	67.1	-2.2
Books. Stationery, other goods	72.3	67.5	7.1	79.9	69.3	15.3
Retail sale not in stores	55.9	55.8	0.2	:	:	:

\* 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 August 2014*	Index July 2014	Monthly change (%)	Index August 2014*	Index July 2014	Monthly change (%)
<b>Overall Index</b>	78.2	75.7	3.3	80.9	75.9	6.6
<b>Overall Index ( except automotive fuel)</b>	76.6	74.9	2.3	80.3	76.0	5.7
<b>I. Main sectors</b>						
Food sector	91.2	81.5	11.9	89.2	79.4	12.3
Automotive fuel sector	85.8	79.8	7.5	73.1	67.0	9.1
Non-food sector (except automotive fuel)	61.4	68.1	-9.8	69.8	72.3	-3.5
<b>II. Specialized store categories</b>						
Supermarkets	92.9	83.7	11.0	91.9	82.5	11.4
Department stores	77.7	86.8	-10.5	88.3	91.6	-3.6
Automotive fuel	85.8	79.8	7.5	73.1	67.0	9.1
Food-beverages-tobacco	81.0	68.7	17.9	78.1	66.1	18.2
Pharmaceutical products, cosmetics	64.3	69.8	-7.9	64.8	71.9	-9.9
Clothing and footwear	55.3	67.7	-18.3	71.4	73.2	-2.5
Furniture, electrical equipment, household equipment	57.3	60.7	-5.6	65.6	66.1	-0.8
Books, stationery, other goods	72.3	80.4	-10.1	79.9	87.3	-8.5
Retail sale not in stores	55.9	57.7	-3.1	:	:	:

\* Provisional data

: No data available

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

Base year: 2010=100.0						
Overall Index	Turnover Index January-August			Volume Index January-August		
	2014*	2013	Change (%)	2014*	2013	Change (%)
<b>Overall Index</b>	73.8	74.4	-0.8	73.4	71.7	2.4
<b>Overall Index ( except automotive fuel)</b>	72.8	73.6	-1.1	73.1	73.1	0.0
<b>I. Main sectors</b>						
Food sector	81.5	82.7	-1.5	78.7	77.3	1.8
Automotive fuel sector	79.4	79.1	0.4	67.9	66.0	2.9
Non-food sector (except automotive fuel)	63.8	64.2	-0.6	67.1	67.7	-0.9
<b>Specialized store categories</b>						
<b>II. Supermarkets</b>	83.2	84.1	-1.1	81.2	80.2	1.2
Department stores	73.8	82.7	-10.8	77.2	85.4	-9.6
Automotive fuel	79.4	79.1	0.4	67.9	66.0	2.9
Food-beverages-tobacco	71.7	75.1	-4.5	68.4	70.2	-2.6
Pharmaceutical products, Cosmetics	66.3	64.5	2.8	68.0	69.5	-2.2
Clothing and footwear	61.9	59.7	3.7	66.5	62.3	6.7
Furniture, electrical equipment, household equipment	54.5	57.9	-5.9	58.6	63.1	-7.1
Books. Stationery, other goods	79.3	75.4	5.2	85.3	76.9	10.9
Retail sale not in stores	57.0	56.9	0.2	:	:	:

\* Provisional data

: Volume index is not calculated for the category "retail 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	74.9	0.9	81.5	-0.9	79.8	2.8	68.1	3.2
*VIII	78.2	4.5	76.6	4.5	91.2	5.9	85.8	2.8	61.4	2.5

\* Provisional data

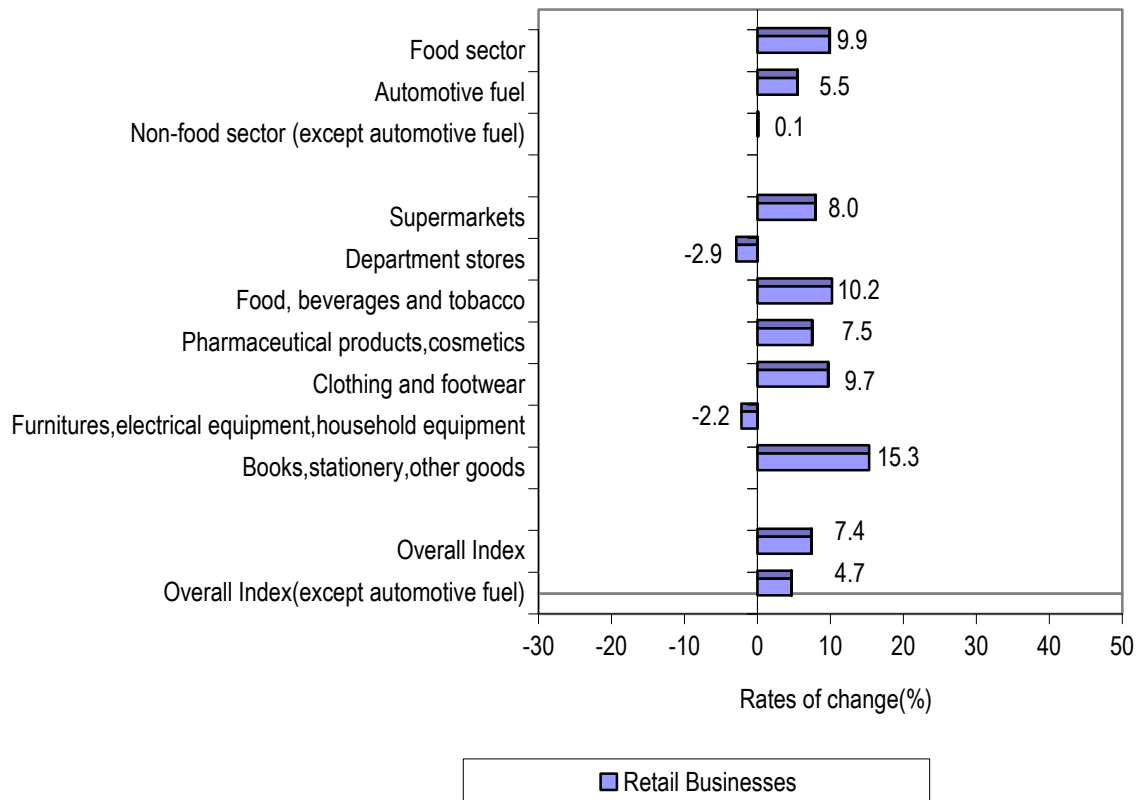
**Table 5. Evolution of the turnover in volume in real terms  
(Reduced data. on the basis of a typical month)**

**Base year: 2010=100.0**

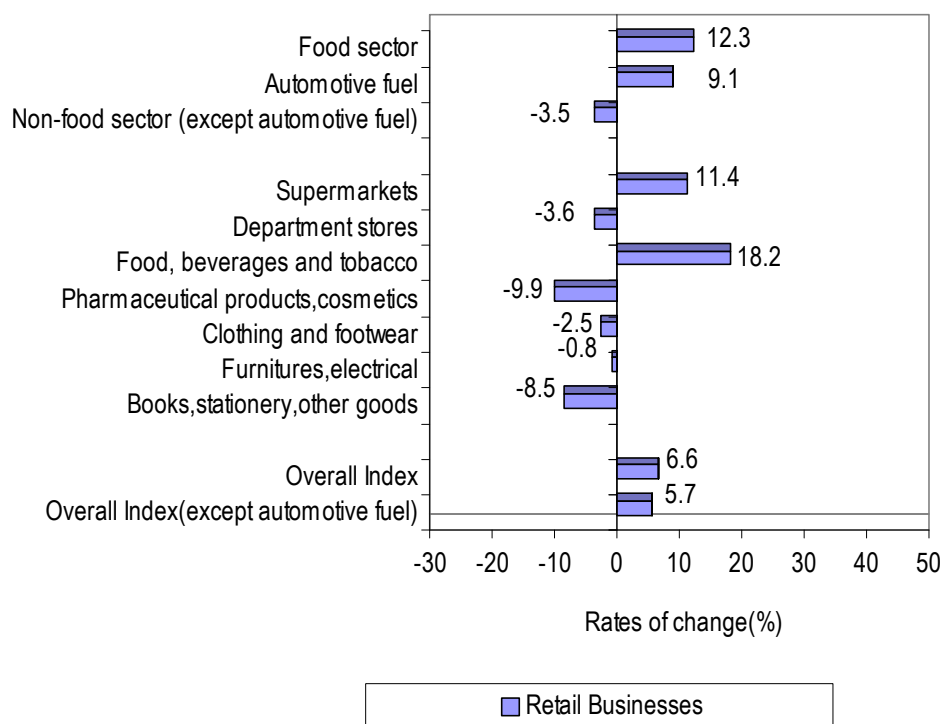
	<b>Overall index</b>		<b>Overall index (except automotive fuel)</b>		<b>Food sector</b>		<b>Automotive fuel sector</b>		<b>Non-food sector (except automotive fuel)</b>	
	Index	Annual change (% )	Index	Annual change (%)	Index	Annual change (% )	Index	Annual change (% )	Index	Annual <sup>1</sup> change (% )
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	75.9	4.7	76.0	2.2	79.4	3.0	67.0	3.4	72.3	2.4
*VIII	80.9	7.4	80.3	4.7	89.2	9.9	73.1	5.5	69.8	0.1

\*Provisional data

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



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





## METHODOLOGICAL NOTES

<b>Generally</b>	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.
<b>Purpose of the index – definitions</b>	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.
<b>Legal basis</b>	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
<b>Reference period</b>	Month
<b>Base year</b>	2010=100.0.
<b>Revision</b>	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.
<b>Statistical classification</b>	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.
<b>Geographical coverage</b>	The Index covers the whole of the country with data from 50 Prefectures.
<b>Coverage of economic activities</b>	The index covers division 47 of NACE Rev 2 statistical classification of economic activities.
<b>Statistical survey</b>	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.
<b>Volume Index</b>	Since 2005 onwards the Retail Trade Volume Index is also being compiled to measure changes in the volume of retail trade.
<b>Calculating the indices</b>	<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>
<b>Compiled index series</b>	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.
<b>Publication of data</b>	The time series of Retail Trade Turnover and Volume Indices (2010=100.0) which include fuel have being published since 2000 by categories of aggregated economic activity classes*.
<b>References</b>	More information on the methodology concerning the compilation and calculation of the index and for the time series is available on the ELSTAT website ( <a href="http://www.statistics.gr">www.statistics.gr</a> )

\*Categories of aggregated economic activity classes in the Turnover Index:

**Super-markets**

Non-specialised stores with food, beverages or tobacco predominating

**Department stores**

Other retail sale in non-specialised stores

**Food-beverages-tobacco**

Food, beverages and tobacco, fruit and vegetables, meat products, fish, crustaceans and molluscs, bread, cakes, flour confectionery and sugar confectionery, beverages, tobacco products, other retail sale of food in specialised stores

**Automotive fuel**

Automotive fuel in specialised stores

**Pharmaceutical products, Cosmetics**

Dispensing chemist, medical and orthopaedic goods, cosmetic and toilet articles in specialised stores

**Clothing and footwear**

Textiles, clothing, footwear and leather goods in specialised stores

**Furniture, electrical equipment, household equipment**

Furniture, lighting equipment, audio and video equipment, hardware, paints and glass, electrical household appliances, and other household articles, music and video recordings in specialised stores

**Books, stationery, other goods**

Books, newspapers and stationery, computers, peripheral units and software, telecommunications equipment, carpets, rugs, wall and floor coverings, sporting equipment, games and toys, flowers, plants, seeds, fertilisers, pet animals and pet food, watches and jewellery, other retail sale of new goods in specialised stores

**Retail sale not in stores**

Retail sale via mail order houses, via Internet, via stalls and markets of other goods and other retail sale not in stores, stalls or markets