



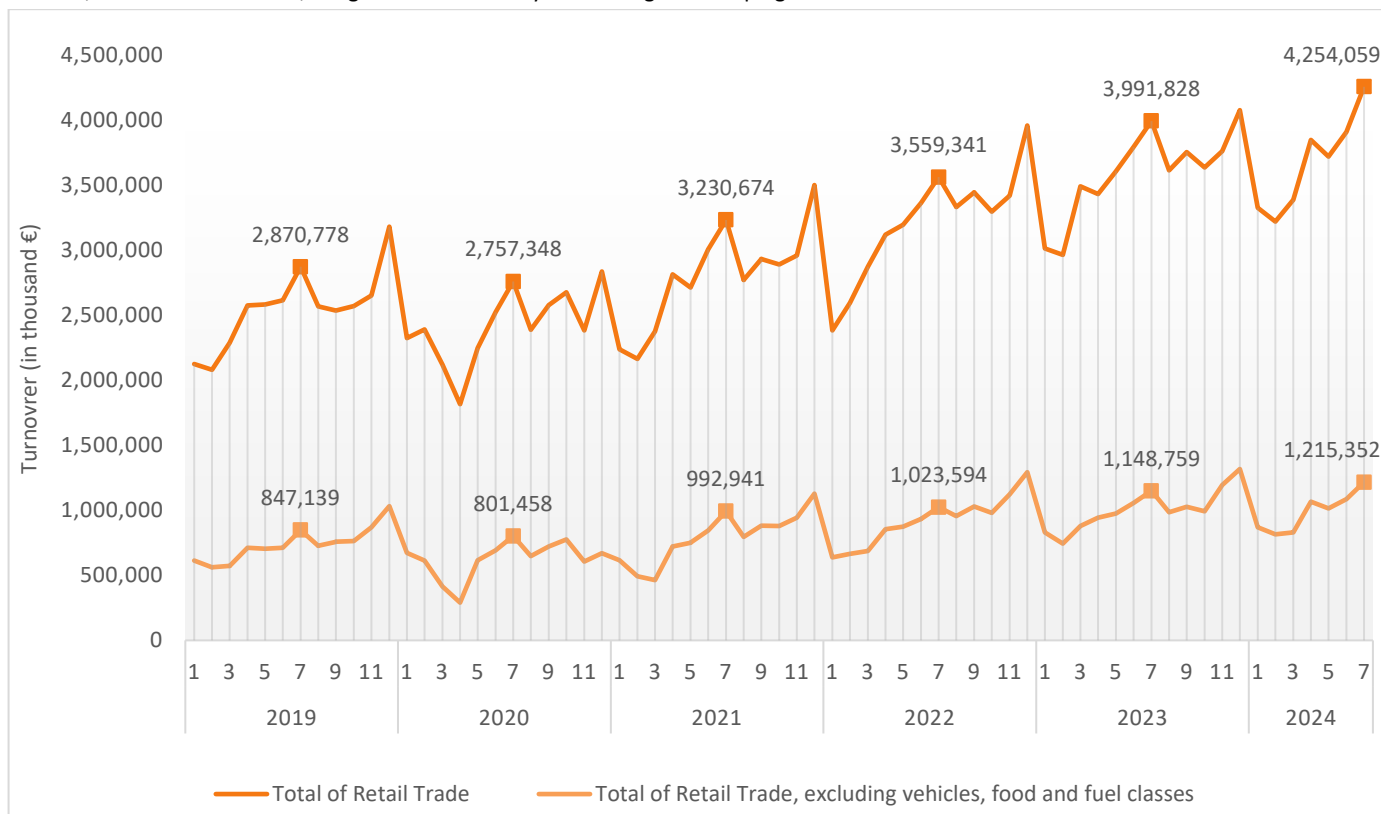
## EVOLUTION OF TURNOVER OF ENTERPRISES IN RETAIL TRADE JULY 2024

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 **July 2024**.

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 **July 2024** amounted to 4.25 billion euro, recording an increase of 6.6% in comparison with July 2023, when the respective turnover was 3.99 billion euro and an increase of 8.9% in comparison with June 2024, when the respective turnover was 3.91 billion euro (Graph 1, Table 1).

For the **enterprises in retail trade divisions, excluding vehicles, food and fuel classes<sup>1</sup>, obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the turnover in **July 2024** amounted to 1.22 billion euro, recording an increase of 5.8% in comparison with July 2023, when the respective turnover was 1.15 billion euro and an increase of 11.9% in comparison with June 2024, when the respective turnover was 1.09 billion euro (Graph 1, Table 1).

**Graph 1:** Evolution of Monthly Turnover (in thousand €) of the enterprises in Retail Trade and of the enterprises in Retail Trade, excluding vehicles, food and fuel classes, obliged to double-entry accounting bookkeeping



**Information on methodological issues:**

Business Statistics Division

Registers and Big Enterprises Section

Head of Section: Adamantia Georgostathi

Tel.: +30 213 135 2043

e-mail: [a.georgostathi@statistics.gr](mailto:a.georgostathi@statistics.gr)

**Information on data provision:**

Tel.: +30 213 135 2022, 2308, 2310

E-mail: [data.dissem@statistics.gr](mailto:data.dissem@statistics.gr)

<sup>1</sup> Activity classes 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

## 1. Enterprises in retail trade divisions

### 1.1 Monthly Data - Enterprises obliged to double-entry accounting bookkeeping (Tables 1, 2)

For the **enterprises in retail trade divisions obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the activities that recorded the biggest increase in turnover in **July 2024** compared with July 2023 are:

- Retail sale of watches and jewellery in specialised stores, increase 15.6%.
- Wholesale trade of motor vehicle parts and accessories, increase 14.5%.

The activities that recorded a decrease in turnover in **July 2024** compared with July 2023 are:

- Retail sale of footwear and leather goods in specialized stores, decrease 26.1%.
- Retail sale of electrical household appliances in specialized stores, decrease 8.6%.

The Regions that recorded the biggest increase in turnover in **July 2024** compared with July 2023 are:

- Region of Dytiki Ellada, increase 10.1%.
- Region of Kentriki Makedonia, increase 9.0%.

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

### 2.1 Monthly Data - Enterprises obliged to double-entry accounting bookkeeping (Table 2)

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 Regions that recorded an increase in turnover in **July 2024** compared with July 2023 are:

- Region of Attiki, increase 4.4%.
- Region of Sterea Ellada, increase 4.3%.

The Region that recorded a decrease in turnover in **July 2024** compared with July 2023 is:

- Region of Dytiki Ellada, decrease 1.9%.

## 3. Small and medium sized enterprises<sup>3</sup> (Table 3)

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

For the **small and medium sized enterprises in retail trade divisions obliged to double-entry accounting bookkeeping**, for which data are available on a monthly basis, the turnover in **July 2024** amounted to 1.52 billion euro, recording an increase of 10.8% in comparison with July 2023, when the respective turnover was 1.38 billion euro.

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

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 **July 2024** amounted to 0.61 billion euro, recording an increase of 6.9% in comparison with July 2023, when the respective turnover was 0.57 billion euro.

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<sup>2</sup> Activity classes 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

<sup>3</sup> The definition of the small and medium sized enterprises is available under section "[Methodological notes](#)" page 7.

**Table 1: Turnover (in thousand €) of the 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 (%) 2024/2023		Monthly Rate of Change (%) July / June	
Code NACE Rev.2	Description	June 2023	July 2023	June 2024	July 2024	June	July	2023	2024
4511	Sale of cars and light motor vehicles	735,232	681,636	743,593	723,635	1.1	6.2	-7.3	-2.7
4519	Sale of other motor vehicles	43,105	44,751	49,313	50,851	14.4	13.6	3.8	3.1
4520	Maintenance and repair of motor vehicles	31,074	31,021	<u>32,849</u>	<u>39,469</u>	<u>5.7</u>	<u>27.2</u>	-0.2	20.2
4531	Wholesale trade of motor vehicle parts and accessories	143,889	143,695	144,037	164,505	0.1	14.5	-0.1	14.2
4532	Retail trade of motor vehicle parts and accessories	*	*	*	*	*	*	*	*
4540	Sale, maintenance and repair of motorcycles and related parts and accessories	59,276	56,620	<u>70,620</u>	<u>73,042</u>	<u>19.1</u>	<u>29.0</u>	-4.5	3.4
4711	Retail sale in non-specialized stores with food, beverages or tobacco predominating	1,353,442	1,476,426	1,379,707	1,549,193	1.9	4.9	9.1	12.3
4719	Other retail sale in non-specialized stores	58,095	69,296	**	**	**	**	19.3	**
4721	Retail sale of fruit and vegetables in specialized stores	11,281	13,085	<u>13,243</u>	<u>14,436</u>	<u>17.4</u>	<u>10.3</u>	16.0	9.0
4722	Retail sale of meat and meat products in specialized stores	31,277	31,850	<u>33,747</u>	<u>36,572</u>	<u>7.9</u>	<u>14.8</u>	1.8	8.4
4723	Retail sale of fish, crustaceans and molluscs in specialized stores	4,445	4,649	<u>5,102</u>	<u>5,815</u>	<u>14.8</u>	<u>25.1</u>	4.6	14.0
4724	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialized stores	13,414	14,464	14,165	<u>15,303</u>	5.6	<u>5.8</u>	7.8	<u>8.0</u>
4725	Retail sale of beverages in specialized stores	5,923	6,574	<u>7,053</u>	<u>7,238</u>	<u>19.1</u>	<u>10.1</u>	11.0	2.6
4726	Retail sale of tobacco products in specialized stores	4,374	4,642	4,430	4,672	1.3	0.6	6.1	5.5
4729	Other retail sale of food in specialized stores	16,508	15,766	<u>17,189</u>	<u>18,264</u>	<u>4.1</u>	<u>15.8</u>	-4.5	6.3
4730	Retail sale of automotive fuel in specialized stores	273,858	306,296	293,649	321,785	7.2	5.1	11.8	9.6
4741	Retail sale of computers, peripheral units and software in specialized stores	84,971	87,498	82,887	92,396	-2.5	5.6	3.0	11.5
4742	Retail sale of telecommunications equipment in specialized stores	**	**	<u>15,750</u>	<u>18,482</u>	**	**	**	17.3
4743	Retail sale of audio and video equipment in specialized stores	3,933	4,746	<u>4,141</u>	<u>4,180</u>	<u>5.3</u>	<u>-11.9</u>	20.7	0.9
4751	Retail sale of textiles in specialized stores	3,722	**	3,326	3,589	-10.6	**	**	7.9
4752	Retail sale of hardware, paints and glass in specialized stores	69,194	70,553	<u>72,521</u>	<u>81,059</u>	<u>4.8</u>	<u>14.9</u>	2.0	11.8
4753	Retail sale of carpets, rugs, wall and floor coverings in specialized stores	1,276	**	<u>1,302</u>	<u>1,316</u>	<u>2.0</u>	**	**	1.1
4754	Retail sale of electrical household appliances in specialized stores	86,854	108,474	91,390	99,124	5.2	-8.6	24.9	8.5
4759	Retail sale of furniture, lighting equipment and other household articles in specialized stores	56,195	53,272	58,009	58,744	3.2	10.3	-5.2	1.3

**Table 1: Turnover (in thousand €) of the enterprises obliged to double-entry accounting bookkeeping** 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 (%) 2024/2023		Monthly Rate of Change (%) July / June	
Code NACE Rev.2	Description	June 2023	July 2023	June 2024	July 2024	June	July	2023	2024
4761	Retail sale of books in specialized stores	5,047	5,704	4,742	5,865	-6.0	2.8	13.0	23.7
4762	Retail sale of newspapers and stationery in specialized stores	2,227	2,533	2,109	2,585	-5.3	2.1	13.7	22.6
4763	Retail sale of music and video recordings in specialized stores	74	74	<u>10</u>	<u>12</u>	<u>-86.5</u>	<u>-83.8</u>	0.0	20.0
4764	Retail sale of sporting equipment in specialized stores	44,988	48,756	47,128	53,525	4.8	9.8	8.4	13.6
4765	Retail sale of games and toys in specialized stores	83,249	91,255	92,986	96,498	11.7	5.7	9.6	3.8
4771	Retail sale of clothing in specialized stores	215,198	239,043	216,190	250,194	0.5	4.7	11.1	15.7
4772	Retail sale of footwear and leather goods in specialized stores	**	39,101	34,655	28,885	**	-26.1	**	-16.6
4773	Dispensing chemist in specialized stores	54,667	54,375	<u>58,322</u>	<u>62,438</u>	<u>6.7</u>	<u>14.8</u>	-0.5	7.1
4774	Retail sale of medical and orthopaedic goods in specialized stores	5,352	4,100	<u>5,988</u>	<u>4,724</u>	<u>11.9</u>	<u>15.2</u>	-23.4	-21.1
4775	Retail sale of cosmetic and toilet articles in specialized stores	105,249	132,693	120,321	151,821	14.3	14.4	26.1	26.2
4776	Retail sale of flowers, plants, seeds, fertilisers, pet animals and pet food in specialized stores	12,094	10,573	<u>12,381</u>	<u>12,261</u>	<u>2.4</u>	<u>16.0</u>	-12.6	-1.0
4777	Retail sale of watches and jewellery in specialised stores	31,981	35,154	33,823	40,623	5.8	15.6	9.9	20.1
4778	Other retail sale of new goods in specialized stores	25,622	26,572	<u>25,853</u>	<u>28,705</u>	<u>0.9</u>	<u>8.0</u>	3.7	11.0
4779	Retail sale of third-hand goods in stores	2,074	1,658	<u>2,210</u>	<u>2,283</u>	<u>6.6</u>	<u>37.7</u>	-20.1	3.3
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	**	**	<u>35,418</u>	<u>38,570</u>	**	**	**	8.9
4799	Other retail sale not in stores, stalls or markets	1,866	1,904	<u>2,259</u>	<u>2,479</u>	<u>21.1</u>	<u>30.2</u>	2.0	9.7
Total without vehicles, food and fuel classes <sup>(1)</sup>		1,055,963	1,148,759	1,085,756	1,215,352	2.8	5.8	8.8	11.9
Total		3,792,478	3,991,828	3,906,293	4,254,059	3.0	6.6	5.3	8.9

**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.

(Double underline) It includes the turnover of enterprises that changed the submission of data to tax authorities from a monthly basis to a quarterly 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 the 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 €)		
	July 2023	July 2024	July 2024/2023 (%)	July 2023	July 2024	July 2024/2023 (%)
REGION OF ANATOLIKI MAKEDONIA, THRAKI	48,309	<u>46,447</u>	<u>-3.9</u>	15,549	<u>17,083</u>	<u>9.9</u>
REGION OF KENTRIKI MAKEDONIA	487,400	531,404	9.0	75,680	<u>81,111</u>	<u>7.2</u>
Regional Unit of Thessaloniki	438,698	477,132	8.8	56,433	59,834	6.0
REGION OF DYTIKI MAKEDONIA	19,779	20,131	1.8	5,877	<u>6,247</u>	<u>6.3</u>
REGION OF IPEIROS	29,071	<u>34,744</u>	<u>19.5</u>	7,297	<u>9,816</u>	<u>34.5</u>
REGION OF THESSALIA	46,918	<u>54,670</u>	<u>16.5</u>	17,163	<u>17,695</u>	<u>3.1</u>
REGION OF STEREA ELLADA	33,877	34,681	2.4	17,458	18,215	4.3
REGION OF IONIA NISSIA	39,906	<u>44,514</u>	<u>11.6</u>	12,092	<u>13,334</u>	<u>10.3</u>
REGION OF DYTIKI ELLADA	49,738	54,778	10.1	13,317	13,068	-1.9
REGION OF PELOPONNISOS	46,848	<u>49,420</u>	<u>5.5</u>	9,325	<u>12,106</u>	<u>29.8</u>
REGION OF ATTIKI	2,938,235	3,103,357	5.6	905,391	945,482	4.4
REGION OF VOREIO AIGAIO	16,866	<u>19,753</u>	<u>17.1</u>	7,281	<u>9,410</u>	<u>29.2</u>
REGION OF NOTIO AIGAIO	98,286	<u>111,226</u>	<u>13.2</u>	21,660	<u>25,749</u>	<u>18.9</u>
REGION OF KRITI	136,595	<u>148,934</u>	<u>9.0</u>	40,669	<u>46,036</u>	<u>13.2</u>
<b>Total</b>	<b>3,991,828</b>	<b>4,254,059</b>	<b>6.6</b>	<b>1,148,759</b>	<b>1,215,352</b>	<b>5.8</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 €)		
	July 2023	July 2024	July 2024/2023 (%)	July 2023	July 2024	July 2024/2023 (%)
Medium Enterprises	521,343	567,342	8.8	208,027	212,888	2.3
Small Enterprises	603,602	<u>668,200</u>	<u>10.7</u>	235,758	<u>258,802</u>	<u>9.8</u>
Micro Enterprises	250,279	<u>287,476</u>	<u>14.9</u>	124,308	<u>135,383</u>	<u>8.9</u>
<b>Small and Medium Sized Enterprises</b>	<b>1,375,224</b>	<b>1,523,018</b>	<b>10.8</b>	<b>568,093</b>	<b>607,073</b>	<b>6.9</b>
<b>Small and Medium Sized Enterprises / Total of Enterprises (%)</b>	<b>34.5</b>	<b>35.8</b>		<b>49.5</b>	<b>50.0</b>	

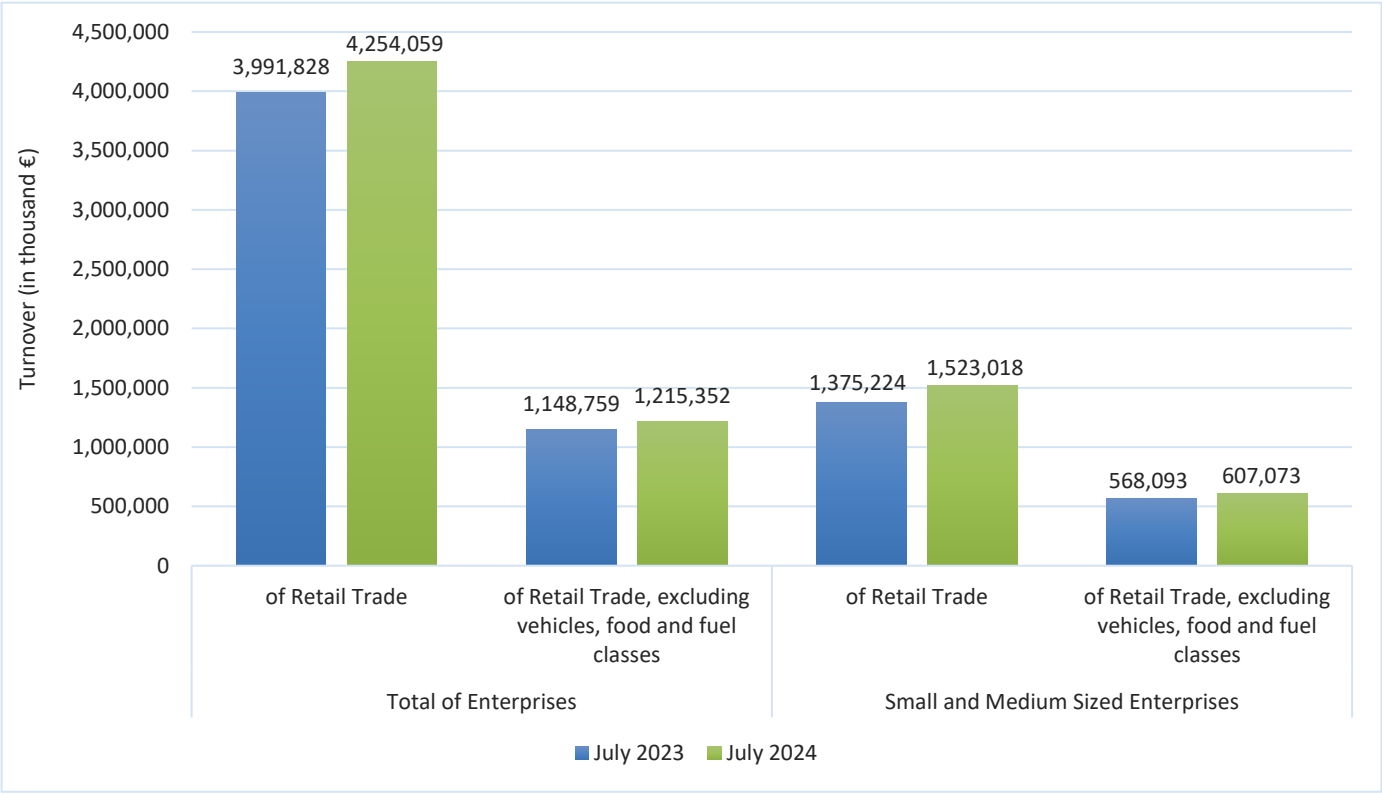
**Notes:**

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

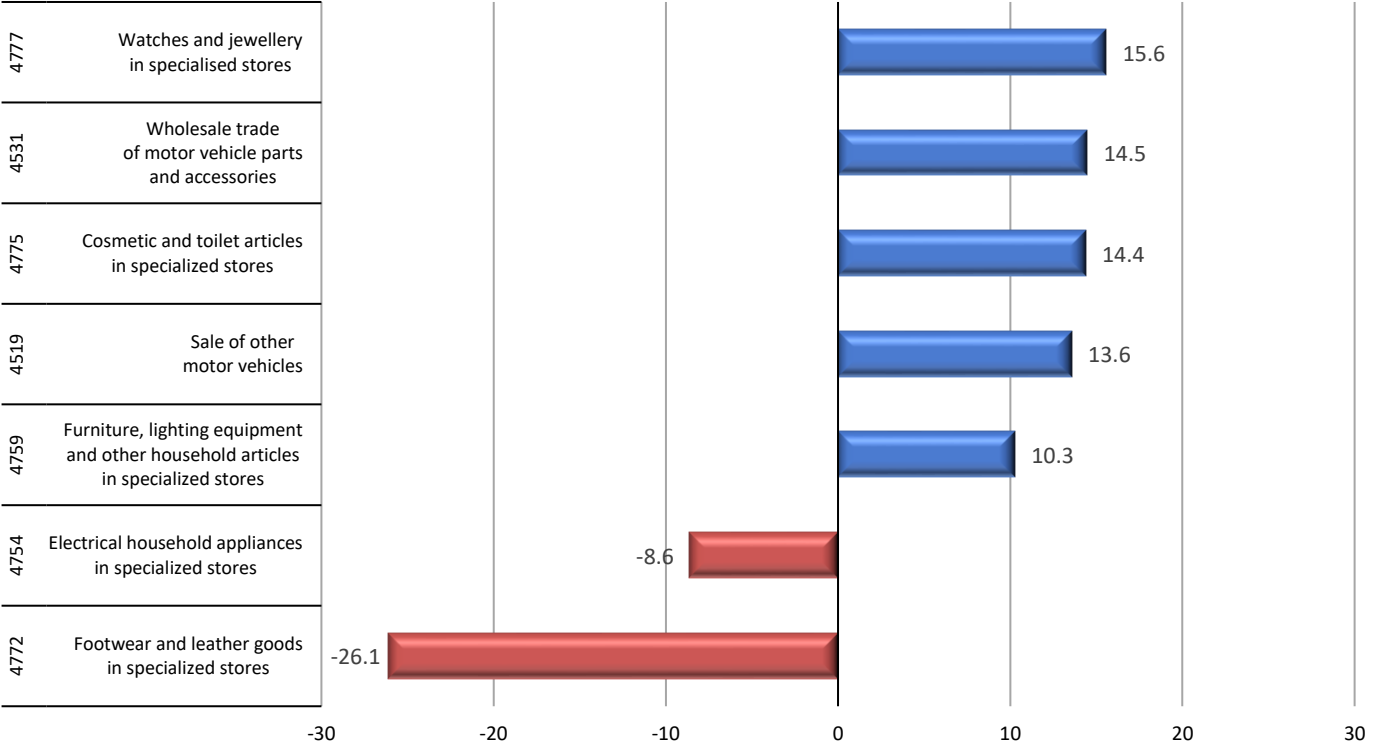
(2) In the “Total of Retail Trade, excluding vehicles, food and fuel classes” the economic activities 4511, 4519, 4520, 4531, 4532, 4540, 4711, 4721, 4722, 4723, 4724, 4725, 4729, 4730 and 4781 are not included.

(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 2:** Turnover (in thousand €) of 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 3:** 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) **July 2024 / July 2023**



## 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 2021.
- Administrative registers of enterprises, of the reference years 2022 and 2023.
- Administrative transactions files (tax, etc) of the reference years 2019 to 2024.

In particular, the following primary data have been used per source:

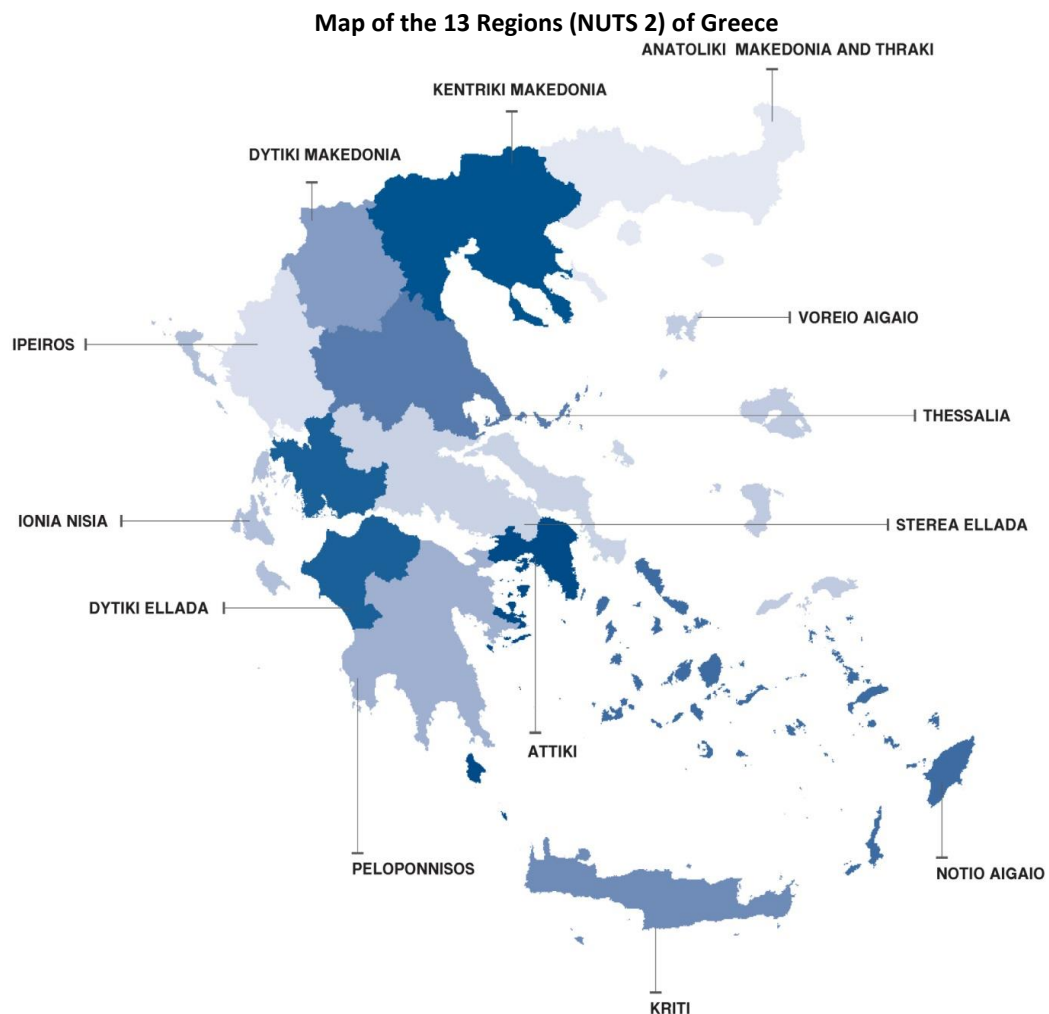
- Active enterprises and the economic activity class from the final Statistical Business Register of the reference year 2021.
- The economic activity class for the enterprises that started their activity after the reference year 2021 and have a significant turnover, from administrative registers of enterprises of the reference years 2022 and 2023.
- Income data from administrative transactions files of the reference years 2019 to 2024.

**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.



**Reference Period** July 2024

**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 2021 (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/->.