

On Retail Trade Turnover in January 2025

Retail sales continued to rise in January 2025

The year has begun with an increase in retail turnover. In January 2025, the total turnover of retail trade enterprises at constant prices increased by 2.1% (according to unadjusted data), which was mainly influenced by the low base in January 2024. However, a decline in retail trade volume is observed on a monthly basis. In January, compared to December, retail trade turnover decreased by 0.6% (seasonally adjusted data), which was due to a decrease in turnover across all major commodity groups.

Throughout the year, retail trade turnover saw rapid growth for **non-food goods**, but turnover for food and fuel decreased.

In January, compared to the same period in the previous year, retail trade turnover for

non-food goods increased by 5.8%. It grew across all main non-food commodity groups, except for clothing, footwear, and leather goods, where turnover decreased by 3.8%. The fastest-growing sector in January was the retail trade of household electrical appliances in specialized stores, which rose by 26.3%. There was also a notable increase in retail trade of watches, jewelry, and other new goods not elsewhere classified (14.3%), cosmetics and toiletries (11.6%), textiles, carpets, rugs, wallpaper, furniture, lighting equipment, and other household goods (10.0%), and metal products, tools, building materials, and plumbing (8.6%). A more moderate increase was observed in the retail trade of pharmaceutical and medical supplies (3.9%) and information and communication technology equipment (3.8%). Meanwhile, turnover remained almost unchanged in the retail trade of sporting goods and games, the sale of books, newspapers, stationery, audio and video recordings, and in the sale of flowers, plants, seeds, fertilizers, pets, and their feed, with increases of only 0.7%, 0.2%, and 0.1%, respectively.

In terms of sales outlets, the decline in turnover in January, compared to the same period of the previous year, continued in retail trade at stalls and markets, but it was much more moderate (1.5%) than in previous months. A decline also continued in other retail trade outside shops, stalls, and markets, which dropped by 9.4%. On the other hand, turnover in retail trade by mail order or online increased by 10.6%.

The retail turnover of **food products** decreased moderately by 0.4% year-on-year, mainly because the turnover in non-specialized retail stores (supermarkets) that primarily sell food products, beverages, or tobacco remained at the same level as the previous year. However, rising food prices continue to affect the turnover of food products.

The retail turnover of **fuel** at gas stations in January decreased by 2.9% compared to January 2024, which was largely due to the high base in January of the previous year and the increase in fuel prices in recent months.

Looking ahead, as private consumption rises, buyer activity will gradually increase. The new tax changes will also have a significant impact, raising both employee remuneration and pensions after taxes. The stabilization of prices and the reduction of interest rates will ease the financial situation of households and contribute to an increase in purchasing power.

