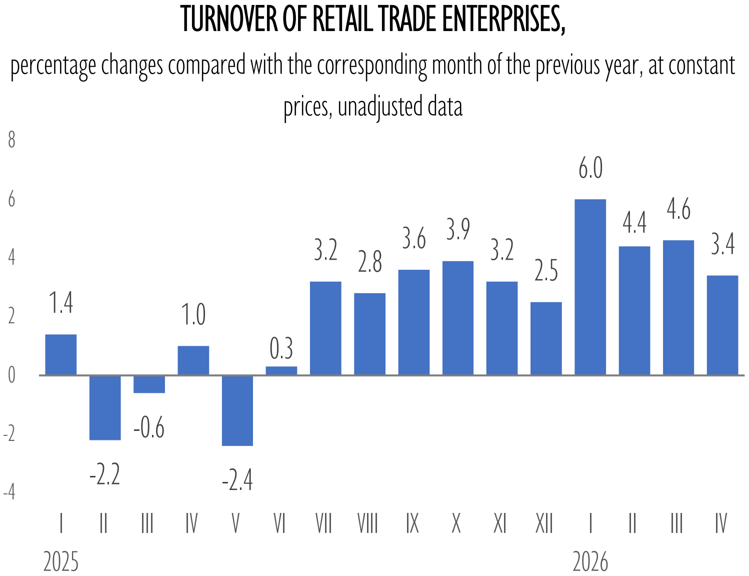
29.05.2026.

On Retail Trade Turnover in April 2026

Retail trade turnover continued to increase in April, with the performance of the food segment improving



In April 2026, retail trade turnover continued to increase compared with the previous year, although the growth rate was slightly slower than in previous months. Over the year, the total turnover of retail trade enterprises at constant prices increased by 3.4% according to unadjusted data (2.6% according to calendar-adjusted data). Growth was recorded in all three main segments – retail trade in non-food products, food products and automotive fuel. At the same time, the growth rate in April was partly limited by slower growth in fuel sales, as well as more moderate dynamics in non-food products, where the comparison base was higher than in food and fuel retail trade. Over the month, retail trade volume decreased by 0.4% in April compared with March, according to seasonally adjusted data. The decline was driven by lower turnover in the non-food products and fuel segments, while growth was recorded in food retail trade.

Overall, retail trade maintained stable growth in April. Non-food products remained the main driver of growth, while signs of stabilisation have also strengthened in the food segment during the first months of this year – following a prolonged period of decline, turnover increased or remained at the level of the previous year in most months. This was supported by both improving household purchasing power and measures implemented under the Memorandum on Food Trade, which help reduce price pressures and improve the availability of lower-priced goods. At the same time, the visible slowdown in the growth rate of the fuel segment, despite the low comparison base, indicates that the rise in energy prices is beginning to be reflected in consumer behaviour. In the coming months, retail trade development may continue to be affected by the high level of uncertainty related to the geopolitical situation and energy price developments, which affect household expenditure, purchasing power and consumption patterns.

In April, compared with April of the previous year, retail trade turnover in non-food products increased by 4.7%. Growth was recorded in most product groups, indicating resilient demand. Turnover increased most rapidly in the retail sale of sporting goods and games, by 10.1%, flowers, plants and gardening goods, by 8.8%, as well as hardware, construction materials and sanitary equipment, by 8.6%. A substantial increase was also recorded in the retail sale of household electrical appliances, by 5.9%, and information and communication technology equipment, by 5.3%. More moderate growth was recorded in the retail sale of pharmaceutical and medical goods, cosmetic products, as well as textiles and household goods. At the same time, turnover decreased in the segment of cultural and recreational goods, by 14.4%, in the retail sale of clothing and footwear, by 4.1%, as well as in the retail sale of watches, jewellery and other new goods not elsewhere classified, by 0.5%.

Retail trade turnover in food products increased by 2.2% in April compared with the previous year, reaching the fastest growth since the beginning of 2024. Growth was recorded both in non-specialised stores with a broader range of goods and in specialised food stores. This indicates strengthening demand in the food segment and a gradual recovery in household consumption. The positive dynamics were most likely supported by both improving purchasing power and the availability of lower-priced food products under the memorandum.

Retail trade turnover of automotive fuel at filling stations increased by 2.1% in April compared with the previous year. Growth was considerably slower than in the first months of the year and remained moderate despite the low comparison

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base following the decline in April 2025. This may indicate that the rise in fuel prices observed in March and April began to limit the growth of fuel consumption.

By type of retail outlet outside stores, dynamics were uneven in April. Turnover in retail trade via mail order or internet stores increased by 5.1%, while turnover in retail trade at stalls and markets remained almost unchanged, increasing by 0.2%. Turnover in other retail trade outside stores, stalls and markets remained at the level of the previous year. The increase in internet retail trade indicates sustained consumer interest in remote shopping channels, while stabilisation was observed in the other segments following fluctuations in previous months.

Overall, retail trade turnover increased in January–April 2026. Compared with the corresponding period of 2025, it was 4.6% higher. This was mainly driven by increases in retail trade turnover in non-food products and automotive fuel, by 5.8% and 7.6%, respectively, while retail trade turnover in food products also increased by 1.2%.

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