

On Retail Trade Turnover in December 2024

Last year, retail sales were positively affected by the increase in real income of the population

In 2024, the situation in the retail sector was largely influenced by the increase in the real income of the population. As the mood of the population and the activity of buyers improved, retail turnover grew moderately in all months of the year, except in January, June, and August. This was also determined by the low base in 2023, when the decline in purchasing power, the high price level, and the caution of the population in making larger purchases significantly reduced retail turnover volumes. Overall, retail turnover in 2024 was 0.9% higher than in 2023, which was largely determined by the increase in retail turnover of non-food goods by 2.2%.

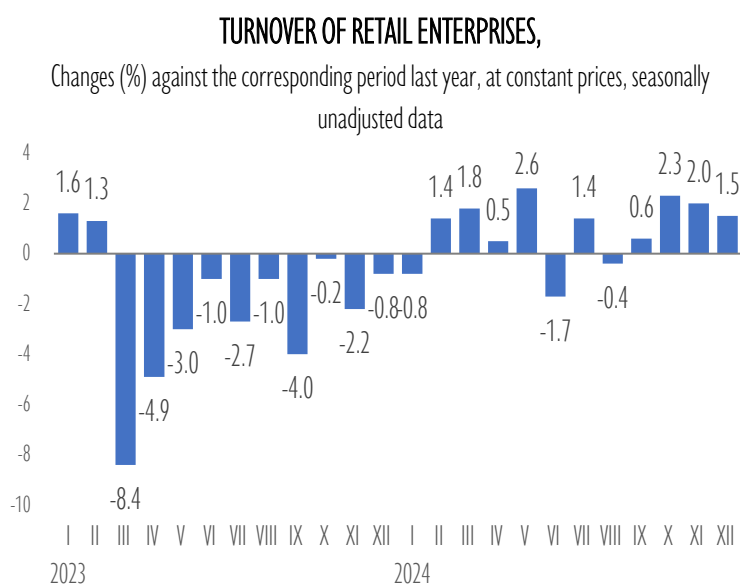
Fuel sales increased by 2.5%. In turn, food retail turnover decreased by 1.6%, which

continued to be affected by the increase in prices for food products. In December, the total turnover of retail enterprises at comparable prices increased by 1.5% over the year (according to unadjusted data). The increase in retail trade volume is also observed on a monthly basis. In December, compared to November, retail trade turnover increased by 0.5% (seasonally adjusted data), which was determined by the increase in retail trade turnover of non-food goods. In December, retail trade turnover grew rapidly for non-food goods over the year, but retail trade turnover decreased for food and fuel.

In December, compared to December of the previous year, retail trade turnover of non-food goods increased by 5.7%. It increased in all main groups of non-food goods, except for the sale of books, newspapers, stationery, audio and video recordings, where turnover decreased by 6.7%, retail trade of metal products, tools, construction materials, and plumbing (decrease by 0.8%), and retail trade of pharmaceutical and medical supplies (decrease by 0.3%). Retail turnover in December, compared to the corresponding period of the previous year, grew the fastest in the sale of information and communication technology equipment (by 16.4%), in the sale of flowers, plants, seeds, fertilizers, pets and their feed (by 13.3%), in the sale of textiles, carpets, rugs, wallpaper, furniture, lighting equipment, and other household goods (by 12.4%) and in the retail sale of household electrical appliances in specialized stores (by 12.2%). A more moderate increase was observed in the sale of clothing, footwear, and leather goods (by 9.8%), in the sale of cosmetics and toiletries (by 6.7%), in the retail sale of sports goods and games (by 5.5%), and in the retail sale of watches, jewelry, and other new goods not elsewhere classified (by 2.1%).

In terms of sales outlets, the decline in turnover in December, compared to the corresponding period of the previous year, continued in retail trade at stalls and markets (by 13.0%), and continued to decrease in other retail trade outside shops, stalls, and markets – by 6.7%. In turn, turnover increased in retail trade by mail order or online (by 6.9%).

After an increase in November, the annual turnover of retail trade in food products decreased again sharply in December – by 3.4%, which was determined by a decline in turnover in retail trade in non-specialized stores that mainly sell food products, beverages, or tobacco, i.e. supermarkets. Food prices continue to increase, which also affects the turnover of food products.



The turnover of retail trade in fuel at gas stations decreased in December after a continuous increase since December 2023. In December, it decreased by 1.6% compared to December 2023, which was largely due to the increase in fuel prices in the last months of the year.

The Ministry of Economics predicts that in 2025, buyer activity will continue to gradually increase. The new tax changes will have a significant impact, increasing both employee remuneration and the amount of pensions after tax. The stabilization of prices and the reduction of interest rates will also ease the financial situation of households and contribute to an increase in purchasing power.