



# Rynek wewnętrzny w 2017 r.

Internal market in 2017



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Internal market in 2017

**Content-related works**

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## Preface

This year we celebrate 100th anniversary of Statistics Poland and would like to present next edition of the "Internal Market" publication published every year. The current edition of the publication has been prepared in a modern graphic form and in the new publishing series called "Statistical analyses".

The presented data concerns phenomena taking place on the internal market, and allow for a complex analysis of activity of trade entities. The study shows the results of survey in connection with these enterprises as well as basic data on phenomena and trends observed on the market, i.e. the volume of sales, the development of the trade network, and international conditions. The information on market processes is supplied with data on the deliveries and stocks of selected products and their consumption.

Data presented in the publication are obtained from the reports expanded administrative data in relation to all types of economic entities conducting service activity. The results of the statistical surveys are shown in regional breakdowns and by organizational structure and ownership form of entities. Data by type of activity are presented according to the Polish Classification of Activities PKD 2007.

According to our costumers' requests, edition is expanded for more detailed information about the volume of trade and food service network and their infrastructure in regional division.

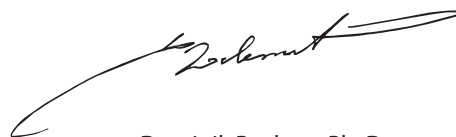
Presenting you with The Internal Market in 2017, I would like to express our gratitude to all persons and institutions for information and suggestions, which provide a valuable contribution to the enrichment of its next editions.

Director  
of the Trade and Services Department



Ewa Adach-Stankiewicz

President  
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Dominik Rozkrut, Ph. D.

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## Symbols

Symbol	Description	Symbol	Description
(–)	zmagnitude zero	(x)	not applicable
(0)	magnitude not zero, but less than 0,5 of a unit	(*)	data revised
(0,0)	magnitude not zero, but less than 0,05 of a unit	(Δ)	categories of applied classification are presented in abbreviated form; their full names are given in the methodological notes
(.)	data not available or not reliable	“In which”	indicates that not all elements of the sum are given

## Major abbreviations

Abbreviation	Meaning	Abbreviation	Meaning
thous.	thousand	t	tonne
mln	million	l	litre
bn	billion	hl	hectolitre
PLN	zloty	art.	article
No.	number	tabl.	table
vol.	volume	GDP	Gross Domestic Product
g	gram	SAD	Single Administrative Document
kg	kilogram	pp	percentage point

## Classifications

Abbreviation	Meaning	Abbreviation	Meaning
PKD	Polish Classification of Activities	PKWiU	Polish Classification of Goods and Services
NACE	Nomenclature des Activités de Communauté Européenne	CN	Combined Nomenclature of Foreign Trade

## Accepted groupings:

- **EU 28** (28 countries-members of EU: Austria, Belgium, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, France, Greece, Spain, Ireland, Lithuania, Luxembourg, Latvia, Malta, Netherlands, Germany, Poland, Portugal, Czech Republic, Romania, Slovakia, Slovenia, Sweden, Hungary, United Kingdom, Italy).
- **Euro-zone** – (19 countries-members of Economic and Monetary Union: Austria, Belgium, Cyprus, Estonia, Finland, France, Greece, Spain, Ireland, Lithuania, Luxembourg, Latvia, Malta, Netherlands, Germany, Portugal, Slovakia, Slovenia, Italy).

## Executive summary

In 2017, according to preliminary data, in Poland gross value added generated by entities carrying out service activities constituted 63.9% of the gross value added of the entire national economy. At the same time 58.6% of all employees found employment in these units. The prevailing activity among service entities in terms of value added was trading activity whose share accounted for 17.4% of gross value added generated in the entire national economy.

Retail sales in current prices realized in 2017 by trade, and non-trade enterprises amounted to PLN 810.2 billion, and were by 7.3% higher than a year before while wholesale in trade enterprises (in current prices) amounted to PLN 1286.6 billion, and was by 13.2% higher than last year.

At the end of 2017 the estimated number of stores in Poland amounted to slightly above 355 thousand, and was by 3.3% lower than last year. Whereas the sales area of shops increased (by 0.4%) and amounted to approx. 37 257 thousand m<sup>2</sup>. In comparison to the previous year the number of stores in most of the specializations decreased. The biggest decrease took place in stores specializing in: radio, TV and household appliances (by 11.5%), stationery and bookstores (by 10.6%) and textile products (by 7.7%). Estimated number of petrol stations was 9326, and was by 2.5% higher than in the previous year. The largest concentration of fuel stations was recorded in the śląskie voivodship - 95 facilities per 1000 km<sup>2</sup>.

The total revenues from catering activity in current prices in 2017 amounted to over PLN 39.1 billion and in comparison to the previous year have increased by 9.7% (in constant prices they were higher by 7.3%). The number of catering establishments (fixed and seasonal) in the country was estimated at over 70.1 thousand of which 37.6% were catering outlets, 28.7% restaurants, 27.7% bars and 6.0% canteens. The total number of catering establishments increased by 1.0% as compared to 2016.

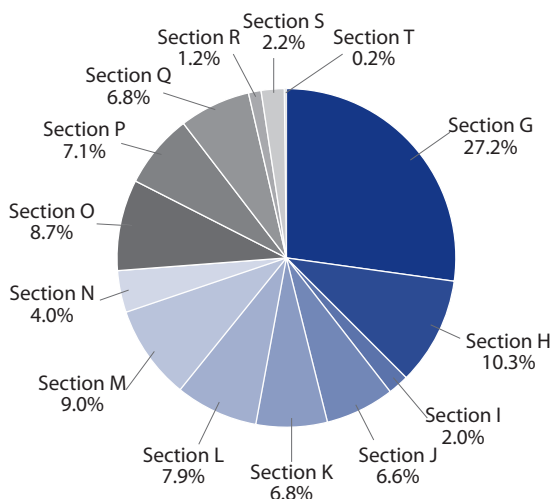
In 2017 as part of supplying the internal market, deliveries of the majority of surveyed food and non-food items were higher than in the previous year. The increase in deliveries was related to the increase in production, and imports as a result of a better economic situation.

## Service activities in Poland and countries in European Union

SERVICE ACTIVITY, in accordance with the adopted convention, is the activity of entities whose main activity is classified by NACE in sections: G – Wholesale and retail trade; repair of motor vehicles and motorcycles; H – Transportation and storage; I – Accommodation and food service activities; J – Information and communication; K – Financial and insurance activities; L – Real estate activities; M – Professional, scientific and technical activities; N – Administrative and support service activities; O – Public administration and defence; compulsory social security; P – Education; Q – Human health and social work activities; R – Arts, entertainment and recreation; S – Other service activities; T – Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use; U – Activities of extraterritorial organizations and bodies

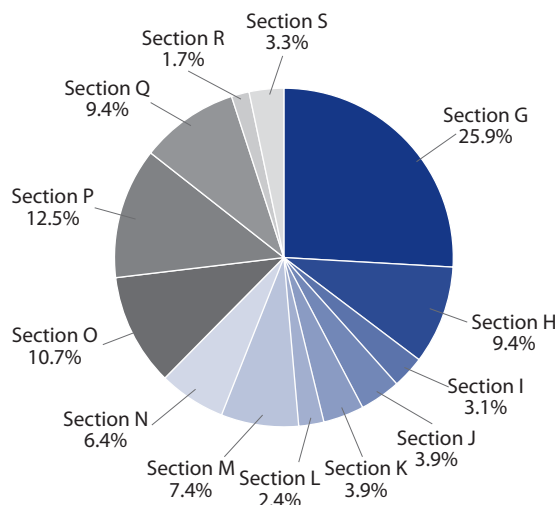
In 2017 in Poland, according to preliminary data, the gross value added generated by entities dealing with service activities constituted 63.9% of the gross value added of the whole national economy. At the same time, these units employed 58.6% of all employees. The dominant activity among service units in terms of value added constituted trading activities, the share of which was 17.4%, of the value added of whole national economy, and 27.2% of the value added generated by all entities dealing with service activities (decrease by 0.2 percentage points in comparison with 2016). The share of the second activity, in terms of value added carried out in transport and storage section (section H according to NACE) ran at the level of 10.3% (increase of 0.2 percentage points), while the share of professional, scientific and technical activities (section M according to NACE) amounted to 9.0% (increase by 0.3 percentage points). In comparison with the previous year the share of education-related activities decreased to the greatest extent (by 0.3 percentage points) (section P according to NACE).

**Chart 1. Structure of gross value added in services by NACE sections in 2017**



At the end of 2017, the most people (25.9% of all working persons in service entities) were employed in enterprises classified as "Trade; repair of motor vehicles" (section G according to NACE). Second place, owing to the number of working persons, accounted for educational activities (section P according to NACE) – 12.5%, and subsequent of the section "Public administration and defence; compulsory social security" (section O according to NACE) – 10.7%.



**Chart 2. Structure of employed persons in services by NACE sections in 2017**

In 2017, the dominant activity among service units, in terms of average employment, was also trading activity which employed 1 675.9 thous. persons (growth of 2.4%, in comparison with 2016). The second position was occupied by educational activities (section P according to NACE) with average employment of 1 062.5 thous. persons (growth of 0.4% in comparison with 2016). The highest percentage growth of average employment among service activities was recorded in section N "Administration and support service activities" – by 8.8%, while drop was recorded only in financial and insurance activities (section K according to NACE) – of 3.4%, and in human health and social work activities (section Q according to NACE) by 1.6%. The lowest average employment at the level of 124.6 thous. persons was recorded in section R "Arts, entertainment and recreation", in spite of a growth of 0.8%, in comparison with 2016.

In 2017, the highest average gross wages were recorded in the section "Information and communication" (section J according to NACE) – PLN 7 410, "Financial and insurance activities" (section K according to NACE) – PLN 7 075 and "Professional, scientific and technical activities" (section M according to NACE) – PLN 5 323. The lowest average gross wages at the level of PLN 2 800 were recorded in entities classified as section I "Accommodation and food service activities". In section G "Trade and repair of motor vehicles", the average gross wages amounted to PLN 3 717 and has increased by 7.1%, in comparison with 2016 which was the largest percentage increase in the average monthly wages among service entities. Also significant increase was recorded in section I "Accommodation and food service activities" by 6.9%.

In 2017, value added being the result of service enterprise activities was the predominant part of value added generated in EU member countries. Among EU member countries, the highest share of value added generated by services was recorded in Luxembourg – 86.9%, Malta – 85.1% and Cyprus – 84.7%. A significant share of services in value added of the whole economy was recorded in UK (79.2%), Greece (79.0%), France (78.8%) and Netherlands (78.5%). In Central and Eastern European countries this share was shaped at the level of 60.7% in the Czech Republic, up to 73.8% in Latvia, in Poland it constituted 63.9%.

With regard to 2010, the most significant increase of share of service activities in creation of value added was demonstrated by Romania (of 10.2 percentage points), Malta (of 6.9 percentage points), Sweden (of 4.2 percentage points), and Cyprus (of 3.8 percentage points). Poland recorded the same level as in 2010. The highest decrease in the share of services was recorded in Ireland (of 13.1 percentage points) and Slovenia (of 2.2 percentage points) and in Greece (of 2.1 percentage points).

**Table 1. The share of gross value added generated by services in the gross value added generated by the national economy (current prices) – NACE Rev. 2**

Countries	Years	Share in %	Countries	Years	Share in %
Austria	2010	69.9	Lithuania	2010	67.6
	2017	70.3		2017	67.6
Belgium	2010	76.0	Luxembourg	2010	87.0
	2017	77.2		2017	86.9
Bulgaria	2010	67.8	Latvia	2010	72.2
	2017	66.9		2017	73.8
Croatia	2010	68.6	Malta	2010	78.2
	2017	70.1		2017	85.1
Cyprus	2010	80.9	Germany	2010	69.1
	2017	84.7		2017	68.1
Czech Republic	2010	61.5	Poland	2010	63.9
	2017	60.7		2017	63.9
Denmark	2010	75.8	Portugal	2010	75.2
	2017	75.8		2017	75.3
Estonia	2010	68.8	Romania	2010	51.8
	2017	69.1		2017	62.0
Finland	2010	67.3	Slovakia	2010	62.0
	2017	69.1		2017	61.7
France	2010	78.4	Slovenia	2010	67.4
	2017	78.8		2017	65.2
Greece	2010	81.1	Sweden	2010	69.5
	2017	79.0		2017	73.7
Spain	2010	71.4	Hungary	2010	66.6
	2017	72.9		2017	65.3
Netherlands	2010	76.1	United Kingdom	2010	79.4
	2017	78.5		2017	79.2
Ireland	2010	73.3	Italy	2010	73.7
	2017	60.2		2017	73.8

Source: Eurostat 04.10.2018; according to ESA 2010.

## Trading activities

GROSS DOMESTIC PRODUCT (GDP) presents the final result of the activity of all entities of the national economy. Gross domestic product is equal to the sum of gross value added generated by all national institutional units increased by taxes on products and decreased by subsidies on products. Gross domestic product is calculated at market prices.

GROSS VALUE ADDED (GVA) measures the newly generated value as a result of the production activity of national institutional units. Gross value added is the difference between gross output and intermediate consumption, and is presented at basic prices.

THE BASIC PRICE is defined as the amount of money received by the producer (including the trading unit) from the buyer per unit of product (product or service) less taxes on the product and any discounts and rebates plus subsidies on product.

According to preliminary data, in 2017 the share of trade in creation of gross domestic product amounted to 15.3% and in gross value added it constituted 17.4%.

**Table 2. Share of trade in creation GDP and in gross value added**

Specification	2014	2015	2016	2017
Share of trade in creation GDP (%)	15.8	15.6	15.4	15.3
Share of trade in gross value added (%)	17.8	17.6	17.5	17.4

NET REVENUES FROM SALES AND EQUAL THEREWITH (excluding VAT) include revenues from the sale of products (i.e. amounts obtained or receivable from the sale of: finished products in generating entities, works and services in entities providing service activities), goods and materials. Revenues from sales are determined in the value expressed in real sales prices including reduction in prices, discounts and rebates – excluding value added tax.

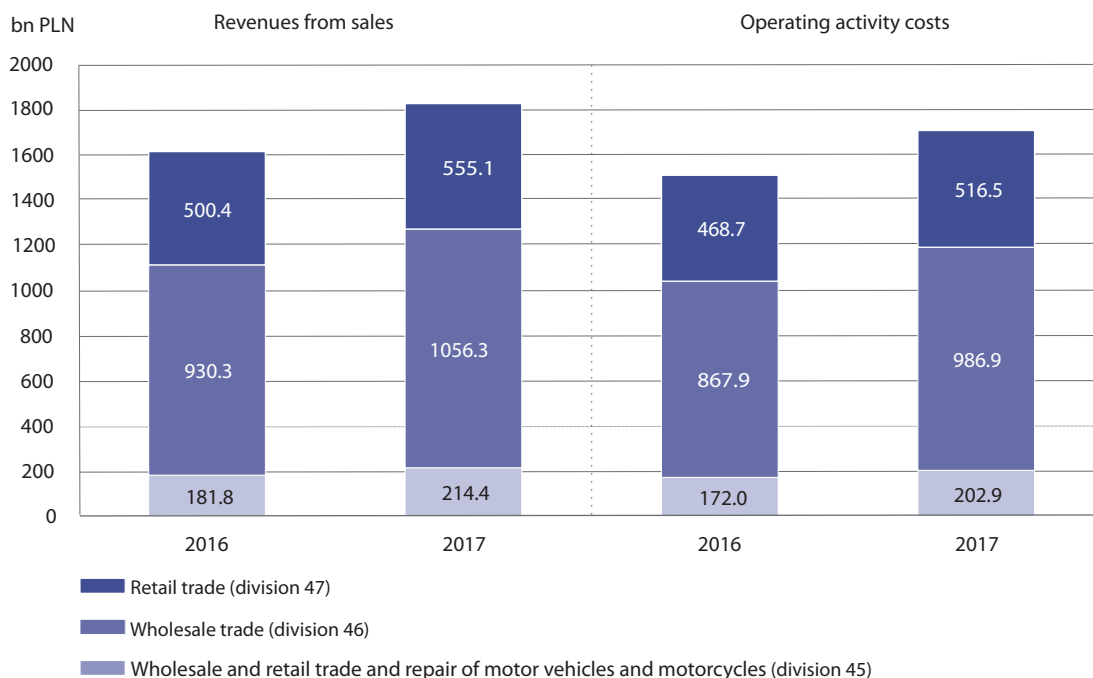
In 2017, value of sales revenues at current prices achieved by trade enterprises was shaped at the level of PLN 1826.0 bn (i.e. by 13.2% higher in comparison with 2016). The largest part of these revenues was completed by enterprises dealing with wholesale activities – 57.9%. The share of retail trade amounted to 30.4%, whereas wholesale and retail trade and repair of motor vehicles and motorcycles amounted to 11.7%. Enterprises employing more than 49 persons reached revenues at the level of PLN 867.7 bn, namely 47.5% of total revenues, enterprises employing from 10 to 49 persons reached revenues in the amount of PLN 479.5 bn (accordingly 26.3% of total revenues), and revenues of enterprises employing 9 and less persons amounted to PLN 478.7 bn, constituting 26.2% of total revenues. Revenues from sale of goods and materials constituted 91.6% of total net revenues from sale of trade enterprises.

OPERATING ACTIVITY COSTS include intermediate consumption, costs related to employment, value of goods and materials sold. Depreciation costs have not been taken into account.

INTERMEDIATE CONSUMPTION is the net value of used materials (including fuels), raw materials (including packaging), energy, technical gases, and external services (external processing, transport services, rental of equipment, telecommunications and computing services, commissions paid for banking services, business travel costs (without allowance) and other costs (e.g. costs of advertising, representation, lease and rental costs, business tickets costs, lump sum costs for using one's own vehicles for business purposes, exchange fees).

The operating activity costs activities incurred by entities employing more than 49 persons amounted to PLN 811.3 bn and constituted 47.5% of total operating costs reported by trade units, whereas enterprises employing from 10 to 49 persons incurred costs in the amount of PLN 454.3 bn, and entities employing 9 and less persons incurred PLN 440.7 bn. Significant share in costs constituted employment costs (5.6%). The largest share of employment costs in the costs of operating activities was recorded in enterprises employing more than 49 persons (6.3%).

**Chart 3. Net revenues from sales and equal therewith and costs of operating activities of trade enterprises**



TRADE MARGIN is the price of the trade services. This is the difference between the purchase and sale price of the commodities, destined for the covering of the expenses and own profits. There is the gross trade margin i.e. difference between purchase value and value of sale, as well as the net trade margin – which is difference between sale value and own costs of sale.

GROSS TRADE MARGIN is:

- the percentage reductions of retail and wholesale prices;
- the percentage surcharges added to sale prices;
- amount rate added to the sale or wholesale prices.

Average gross margin realized in 2017 by trade units (classified to section G "Trade, repair of motor vehicles") amounted to 16.5% and was lower by 0.2% compared to 2016. The highest margins expressed in percentage were recorded by enterprises dealing with retail trade.

## Flow of trade goods

An important element allowing the evaluation of distribution channels and circulation of goods is the analysis of revenue structure according to the types of customers as well as division of purchases executed in wholesale enterprises according to the type of suppliers (table in excel no. 18 and 19). Both behaviour of wholesale and retail enterprises in the selection of its suppliers and structure of their customers remain at the stable level. In trade - wholesale and retail enterprises, the share of purchases directly from manufacturers and domestic producers and directly from imports remain at the similar level, in comparison with the previous period. Trading enterprises<sup>a</sup> performed ca. 51% of purchases directly from domestic producers and manufacturers, direct imports constituted slightly more than 25% and wholesale purchases were shaped at the level of 23%. Depending on the type of conducted trade activities (wholesale or retail trade) the structure of purchases was more diverse.

Regarding wholesale trade, approx. 50% of enterprises purchased from domestic producers and manufacturers, while almost 29% directly from imports. The share of purchases wholesaler – wholesaler recorded a slight decrease and amounted approx. 21%.

In retail trade, purchases of goods were made mainly directly from domestic producers and manufacturers (slightly more than 57%), less frequently from wholesalers (approx. 25%) and the share of purchases directly from imports has increased slightly to 17%.

Foreign ownership enterprises most often purchased directly from domestic producers and manufacturers (approx. 45% in total value), directly from imports (42%) and less frequently from wholesalers (12%).

Within the structure of revenues from sales of wholesale enterprises approx. 43% of revenues came from the sales for wholesale, 30% of revenues was obtained from retail enterprises and approx. 18% from domestic producers. Slightly more than 5% were direct inflows from individual consumers

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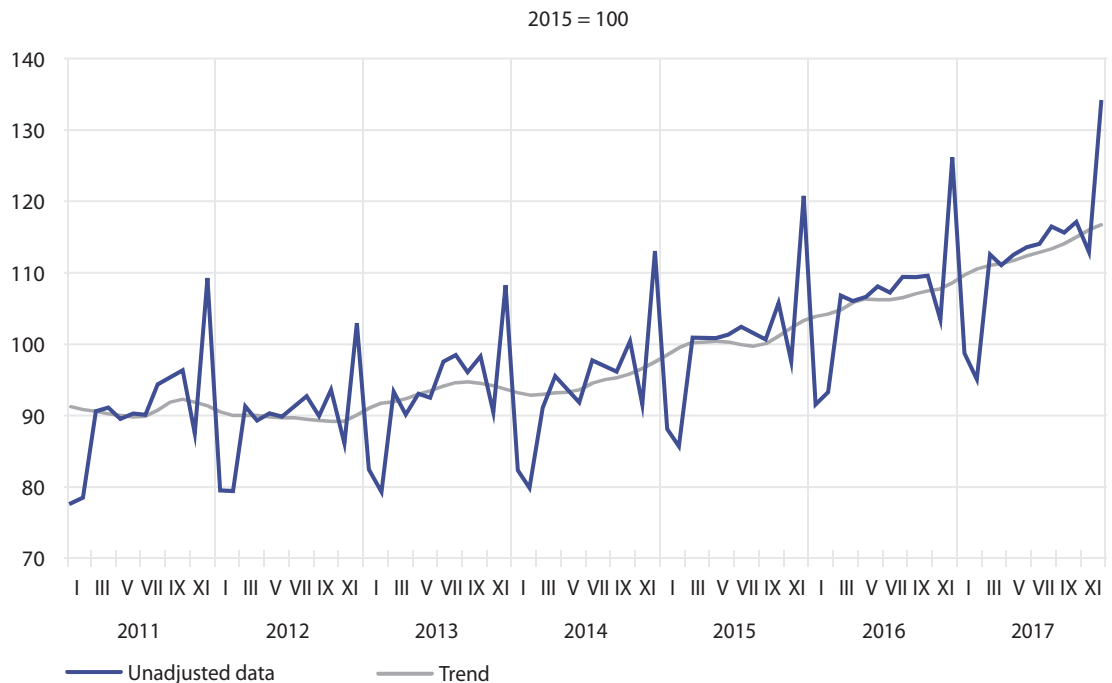
<sup>a</sup> Data concerns enterprises employing more than 9 persons.

## Turnover in retail trade

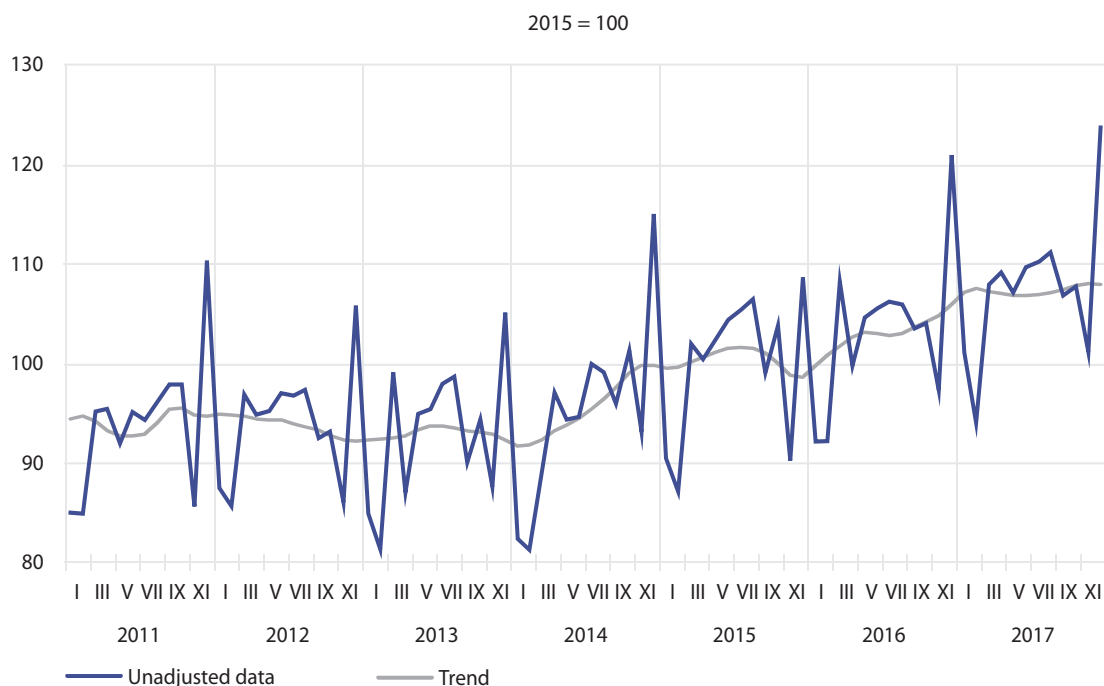
TURNOVER, otherwise net sales revenues include the value of products sold outside the enterprise (finished goods and services), goods and materials, expressed in real sales prices taking into account reduction in prices, discounts and rebates – excluding value added tax (VAT). However the sale of fixed assets components, subsidies, other operating income, and revenues from financial operations is not taken into account (dividends from these shares, gained interest).

In 2017, turnover in retail trade (at constant prices) was higher by 5.9% in comparison with 2016. Growth in turnover was recorded both, in enterprises selling non-food goods (of 6.8%) and in enterprises selling food, beverages and tobacco products (of 4.0%). Turnover of enterprises engaged in retail sales of fuels increased by 3.8%.

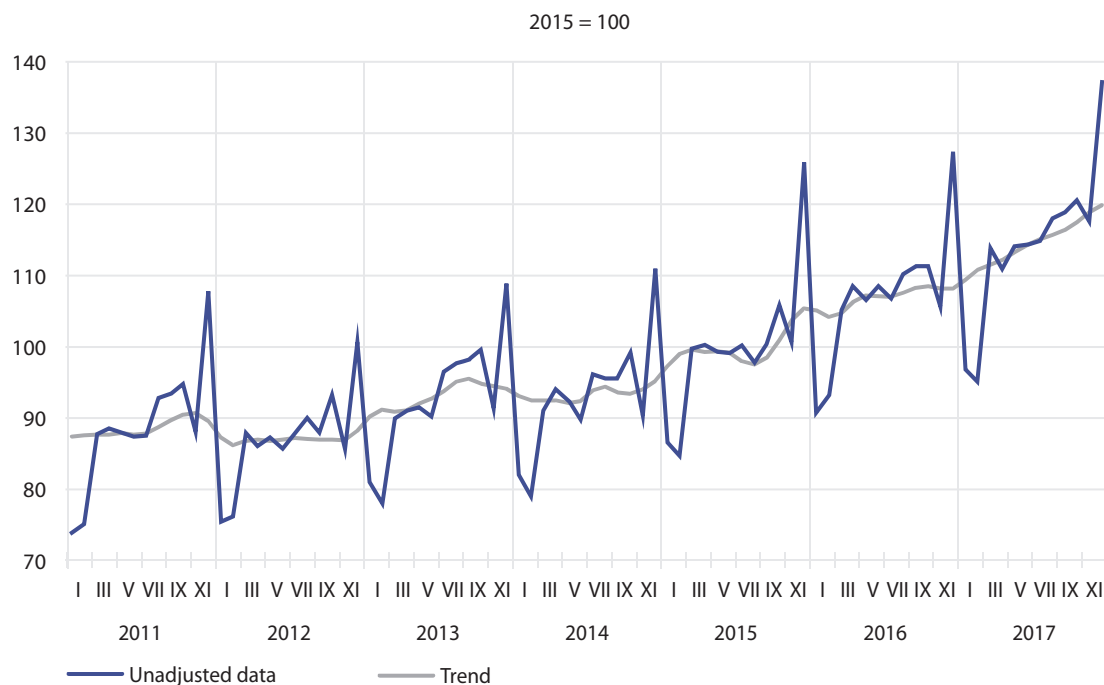
**Chart 4. Indices of turnover in retail sale enterprises (constant prices)<sup>a</sup>**



<sup>a</sup> Enterprises classified according to NACE Rev. 2 in the division 47.

**Chart 5. Indices of turnover in enterprises selling food, beverages, and tobacco (constant prices) <sup>a</sup>**

<sup>a</sup> Enterprises classified according to NACE Rev. 2 in the class 47.11 and group 47.2.

**Chart 6. Indices of turnover in enterprises selling non-food goods (constant prices) <sup>a</sup>**

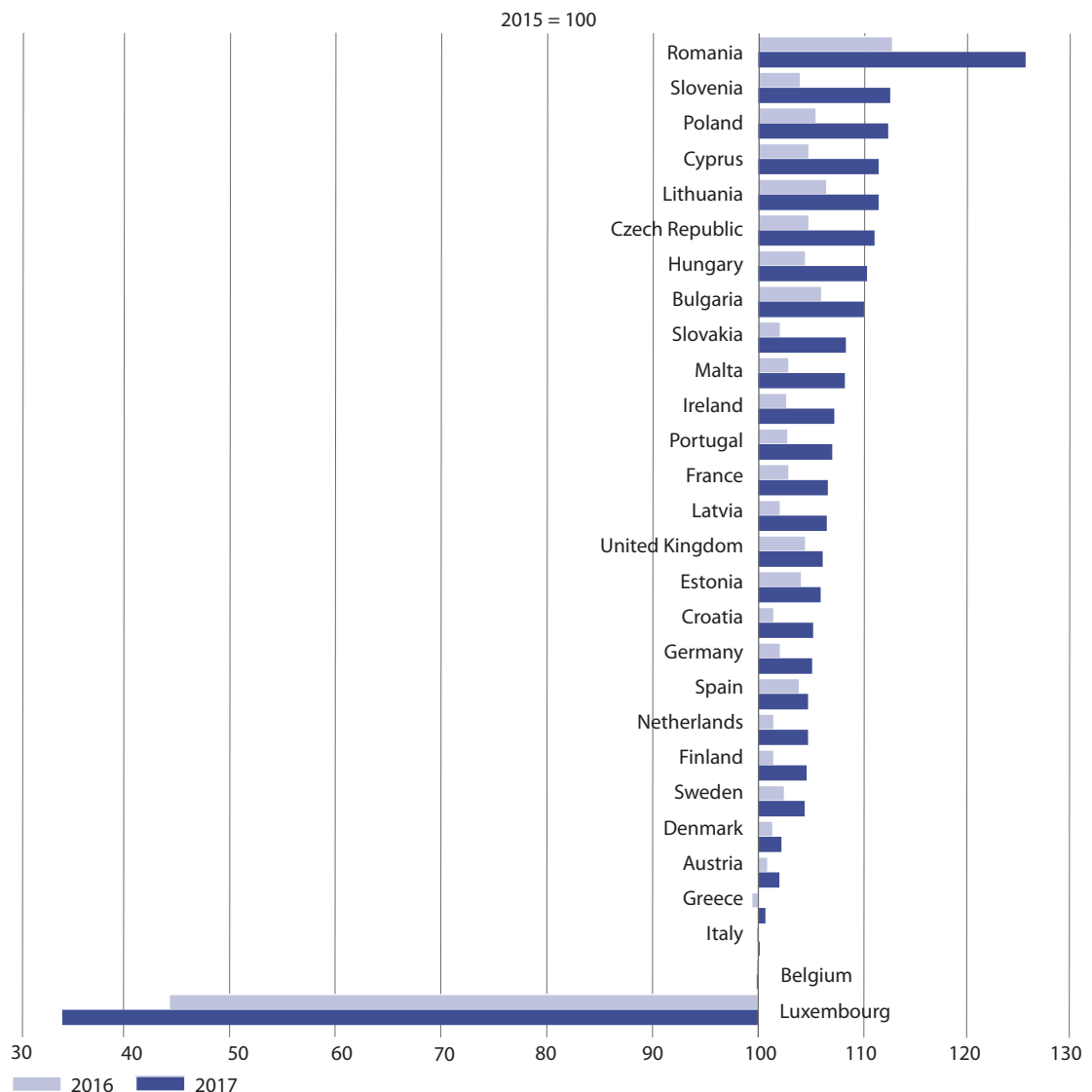
<sup>a</sup> Enterprises classified according to NACE Rev. 2 in the class 47.19 and groups 47.3—47.9.



In 2017 the deflated turnover in the retail trade of EU countries was higher compared to the base year (2015 = 100) by 5.1%. The largest increase was recorded in Romania (by 25.3%), Slovenia (by 12.5%), and in Poland (by 12.3%). Among the countries most important for the European economy an increase in turnover was recorded in France (of 6.6%), United Kingdom (by 6.1%), and Germany (by 5.1%). In 2017 a much lower turnover compared to 2015 was observed in Luxembourg (a decrease by 65.8%) which was connected with a change in the classification of economic activity into non-trade of significant units. A slight decrease in turnover also occurred in Belgium (by 0.2%).

In comparison with the previous year the turnover in 2017 in most countries was higher with the exception of Luxembourg and Belgium.

**Chart 7. Indices of turnover in retail trade for countries of EU (constant prices)<sup>a</sup>**



<sup>a</sup> Data adjusted for working days.

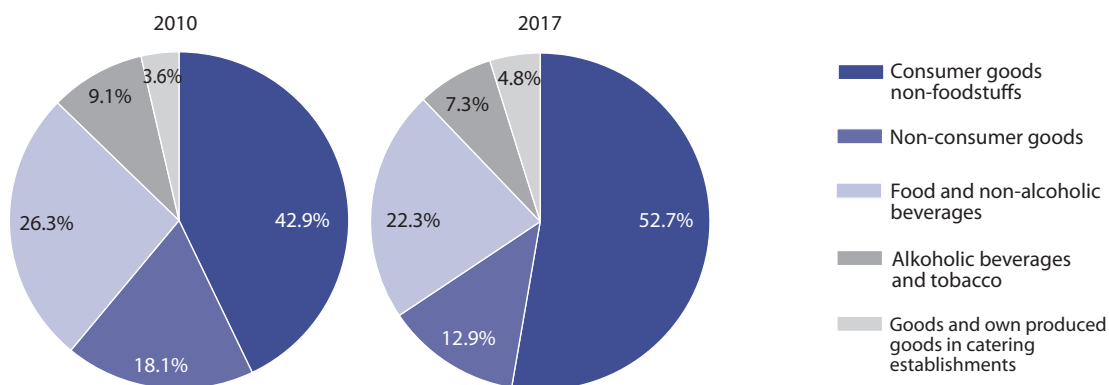
Source: Eurostat, short-term statistics (September 2018)

## Retail sales

RETAIL SALES OF GOODS (including VAT) are sales of own goods and consignment (new and second-hand) in retail sales outlets, catering establishments and other sales outlets (e.g. stores, warehouses) in amounts satisfying individual needs of consumers.

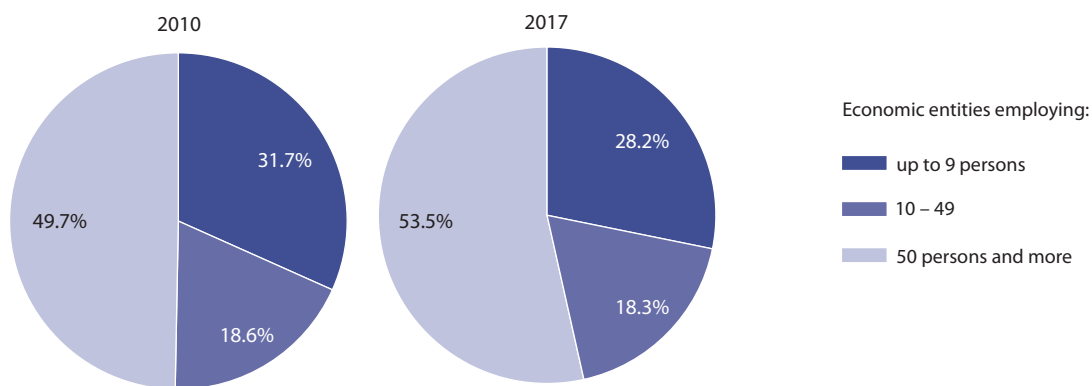
In 2017, retail sales at current prices completed, by trade and non-trade enterprises, amounted to PLN 810.2 bn and were by 7.3% higher than in 2016. In retail sales outlets, the value of the sold goods amounted to PLN 771.7 bn (growth of 7.2%) of which value of food and non-alcoholic beverages – PLN 180.4 bn (growth of 4.7%), alcoholic beverages and tobacco products - PLN 58.9 bn (growth of 2.5%), and non-foodstuff goods – PLN 532.4 bn (growth of 8.6%). Retail sales in catering establishments amounted to PLN 38.6 bn (growth of 9.8%).

**Chart 8. Structure of retail sales (current prices)**



The share of retail sales completed in 2017 by economic entities employing 50 and more persons was 53.5%, while by entities employing up to 9 persons - 28.2%, and by enterprises employing from 10 to 49 persons – 18.3%.

**Chart 9. Structure of retail sales by size of economic entities (current prices)**



Sales in trade enterprises (at current prices) amounted 87.1% of total value of retail sales and their share was by 0.3 percentage point lower than in 2016. The remaining sales were performed by enterprises, whose basic activity was not trade, but e.g. production or catering.

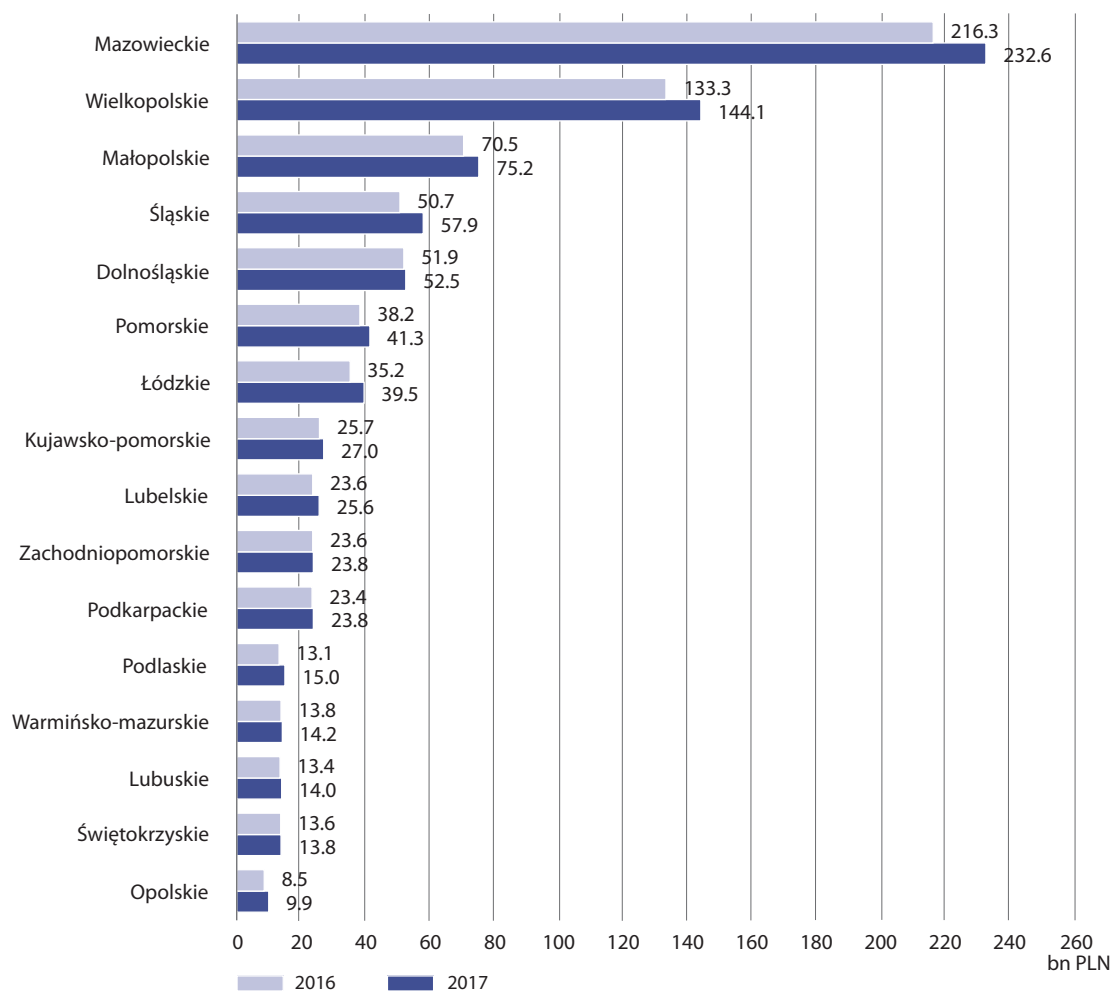
**Table 3. Retail sales in 2015–2017 (current prices)**

Specification		2015	2016	2017
a – absolute numbers b – corresponding period of the previous year =100		PLN mln		
<b>Total</b>	<b>a</b>	<b>721998.5</b>	<b>754964.4</b>	<b>810233.6</b>
	<b>b</b>	<b>102.4</b>	<b>104.6</b>	<b>107.3</b>
Of which trade enterprises	a	628419.2	659915.1	705407.6
	b	103.2	105.0	106.9

**Table 4. Retail sales by groups of goods (current prices)**

Specification	2015	2016	2017	
	PLN mln			2016=100
<b>Total</b>	<b>721998.5</b>	<b>754964.4</b>	<b>810233.6</b>	<b>107.3</b>
Food and non-alcoholic beverages	191697.7	202530.8	214021.3	105.7
Alcoholic beverages and tobacco	58939.1	62072.1	63499.5	102.3
Non-foodstuffs (excluding tobacco)	471361.6	490361.5	532712.8	108.6

In 2017, retail sales at current prices were higher in all voivodships in comparison with 2016. In mazowieckie voivodship whose share in sales in total remained dominant and amounted to 28.7%, sales increased by 7.5%. The second voivodship with significant share in sales in total (17.8%) was wielkopolskie voivodship and enterprises having registered office within its area, recorded growth in sales by 8.1%. Third place was taken by małopolskie voivodship with annual growth in sales at the level of 6.7%.

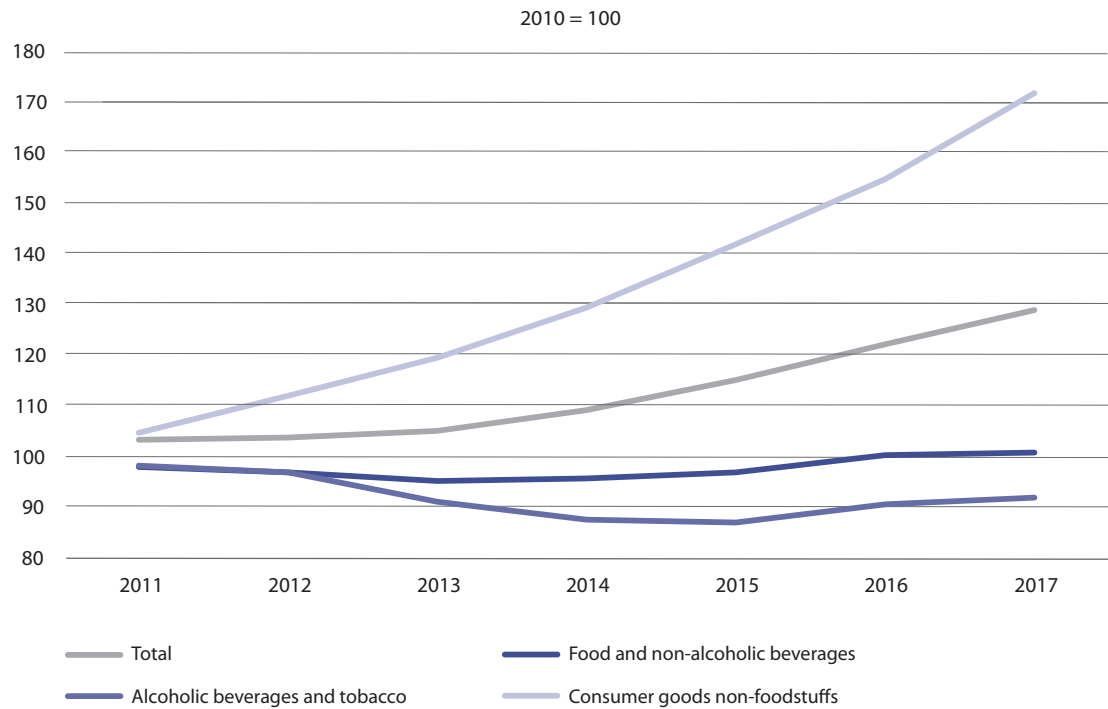
**Chart 10. Retail sales by voivodships (current prices)<sup>a</sup>**

a According to the official residence of the enterprise.

In 2017, retail sales at constant prices completed by trade and non-trade enterprises were by 5.5% higher than in the previous year (against a growth of 6.2% in 2016). The highest growth was recorded in the sale of consumer goods non-foodstuffs (of 10.9%). Sales of alcoholic beverages and tobacco products also recorded a growth (of 1.4%), as well as food and non-alcoholic beverages (by 0.5%).

Retail sales of goods and own products in catering establishments were higher by 7.3% than in 2016.

Chart 11. Indices of retail sales (constant prices)<sup>a</sup>



a With the exception of „total“ — excluding sales in catering establishments.

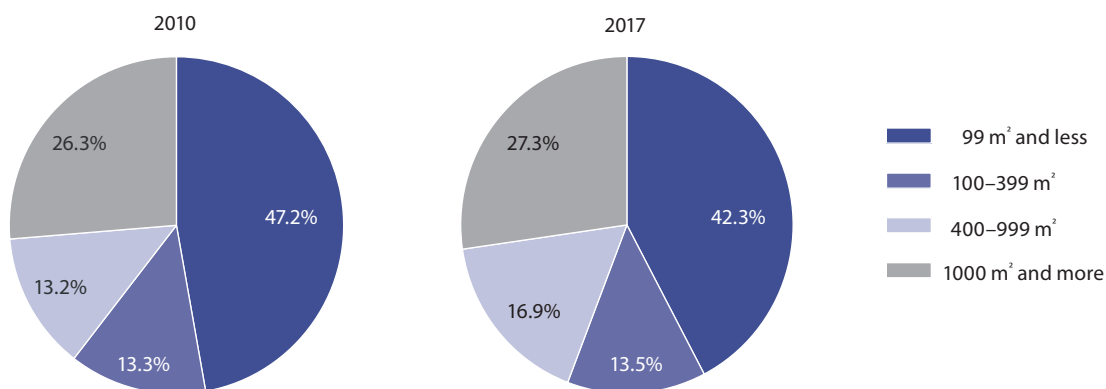
## Stores

STORE is a permanent retail outlet having a special room (i.e. a store space) with a store window and an interior accessible to customers. If in large stores (e.g. in department stores, trade stores, mail order outlets) part of the sales area has been leased by another legal or natural person who on this part of the area conducts retail sales on its own account – this part is a separate store.

SALES AREA OF SHOPS is the part of shop used for goods display and sales (i.e. the part used for display of goods and service of customers) measured in square metres.

At the end of 2017, estimated number of shops in Poland amounted to slightly above 355 thous. and was 3.3% lower than in 2016. The sales area of shops increased (by 0.4%) and constituted approx. 37 257 thous m<sup>2</sup>. The highest growth was recorded in shops ranging from 400-999 m<sup>2</sup> (of 6.5%), slightly smaller in shops of total area of 100–399 m<sup>2</sup> (of 2.1%) and in shops of above 1000 m<sup>2</sup> (of 1.8%). Decrease in shop area by 3.1 % was recorded for shops from space segment of 99 m<sup>2</sup>.

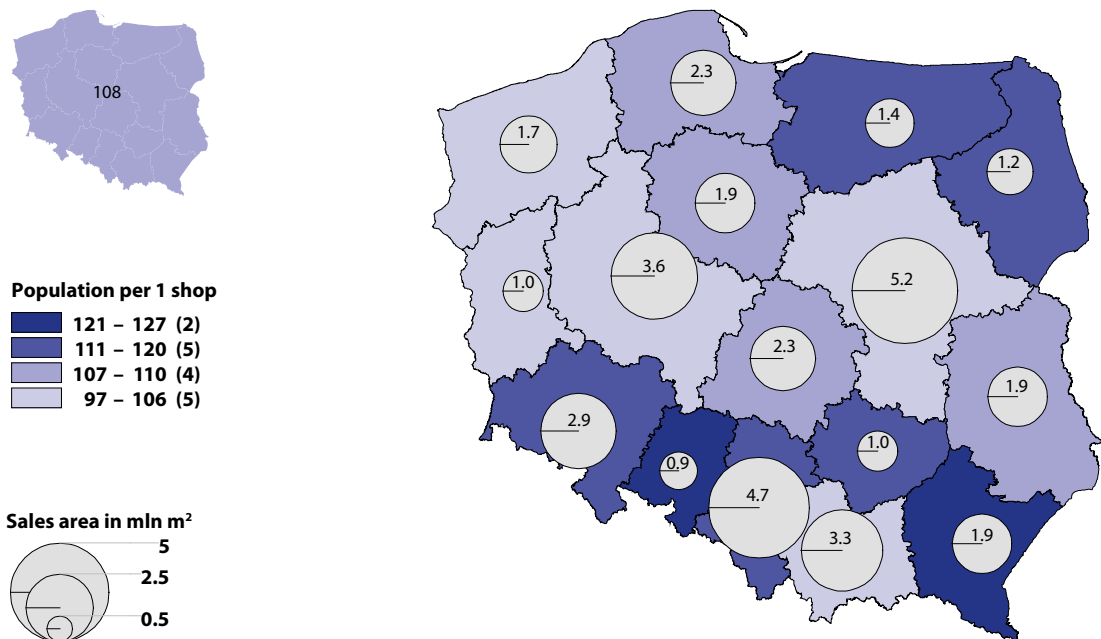
**Chart 12. Structure of sales area of shops**



In the regional system, the highest percentage increase of sales area in the range of 400–999 m<sup>2</sup> occurred in shops located in: mazowieckie (of 9.7%) and wielkopolskie (of 8.3%) voivodships.

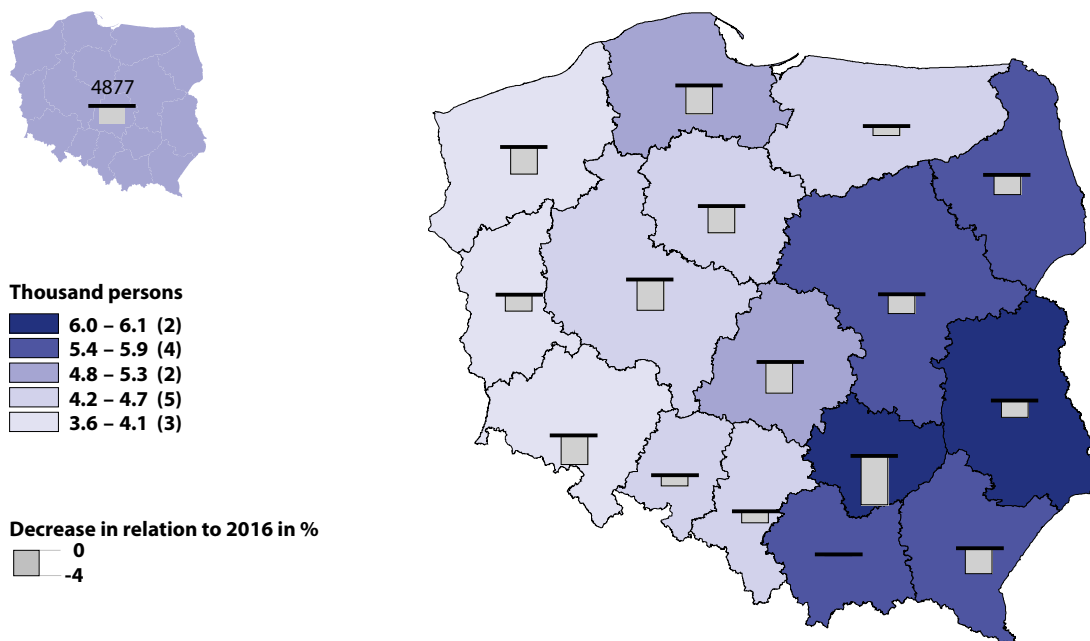
In 2017, there were 108 persons per one shop on average, whereas in 2016 there were 105 respectively.

**Mapa 1. Shops by voivodships in 2017 (as of 31 December)**



In 2017, a slight increase was recorded in the number of supermarkets and hypermarkets in comparison with 2016 (of 3.3%); per one shop of these category fell on average 4877 persons, whereas in 2016 there were 5038 persons respectively. In the regional system, the most population falling per 1 supermarket and hypermarket was recorded in świętokrzyskie (6146 persons, against 6629 persons in 2016) voivodship, while the least persons – accordingly 3606 – in lubuskie voivodship, whereas in 2016 there were 3700 persons.

In 2017, estimated share of sales value performed together by supermarkets and hypermarkets in retail sales in shops and petrol stations was 24.9% and was by 0.1 percentage point lower than in 2016.

**Mapa 2. Population per supermarket and hypermarket by voivodships in 2017 (as of 31 December)**

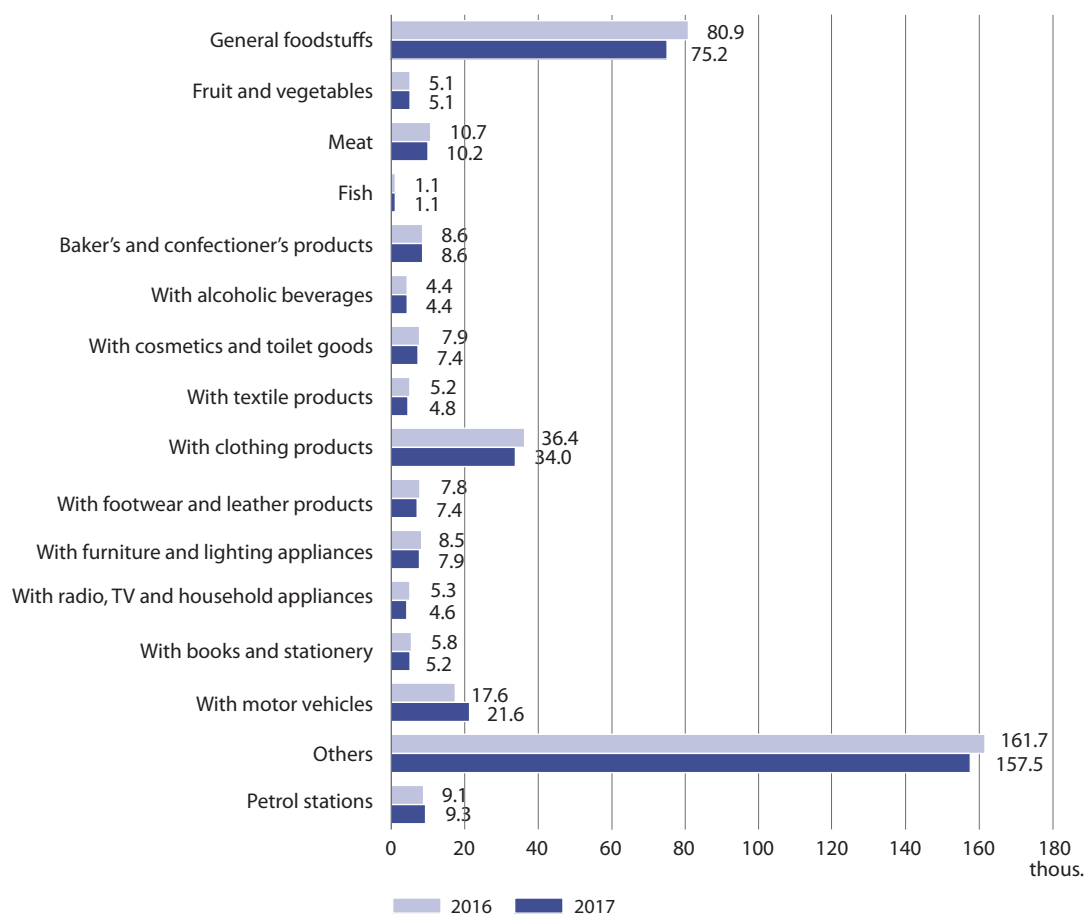
Estimated at 355 thous. number of shops in 2017 was run by nearly 284 thous. enterprises. With reference to the ranges of enterprises by the number of shops owned the number of enterprises running up to two stores decreased the most – a decrease by 4.3% compared to an increase by 1.6% in the previous year. The share of these enterprises in 2017 amounted to 97.8% and in comparison to the previous year it decreased by 0.1 percentage points. While greatest increase was recorded in the range of 101–200 shops (by 2.0% against a growth of 4.3% in 2016) and in range 21–50 shops (by 1.3% against decrease by 4.0% in 2016).

From among the total number of 355 thous. the greatest share was constituted by other specialised shops (44.4%), general food shops (21.2%) and clothing stores (9.6%). The least numerous were shops with fishing specialization which constituted 0.3% of shops in total.



In comparison to the previous year the number of stores in most of the specializations decreased. The biggest decrease took place in stores specializing in radio and television and household appliances (by 11.5%), with stationery and bookstores (by 10.6%) and with textile products (by 7.7%).

**Chart 13. Shops by specialization and petrol stations (as of 31 December)**



In the group of enterprises employing more than 9 persons, number of stores being part of foreign capital establishments was by 4.4% higher in 2017 in comparison with 2016, and sales area of these stores increased by 3.8%. Average sales area of foreign enterprises amounted to 641 m<sup>2</sup> (accordingly in stores of private national property enterprises – 186.7 m<sup>2</sup>). The share of sales area of shops with foreign capital in total area increased by 0.9 percentage points in comparison with 2016.

**Table 5. Number of shops owned by enterprises with foreign capital<sup>a</sup>**

Specification	2016	2017
Number of shops	16114	16820
share in total shops (%)	4.4	4.7
sales area (thous. m <sup>2</sup> )	10385.6	10782.2
share in total sales area (%)	28.0	28.9

a Data concerns entities employing more than 9 persons.

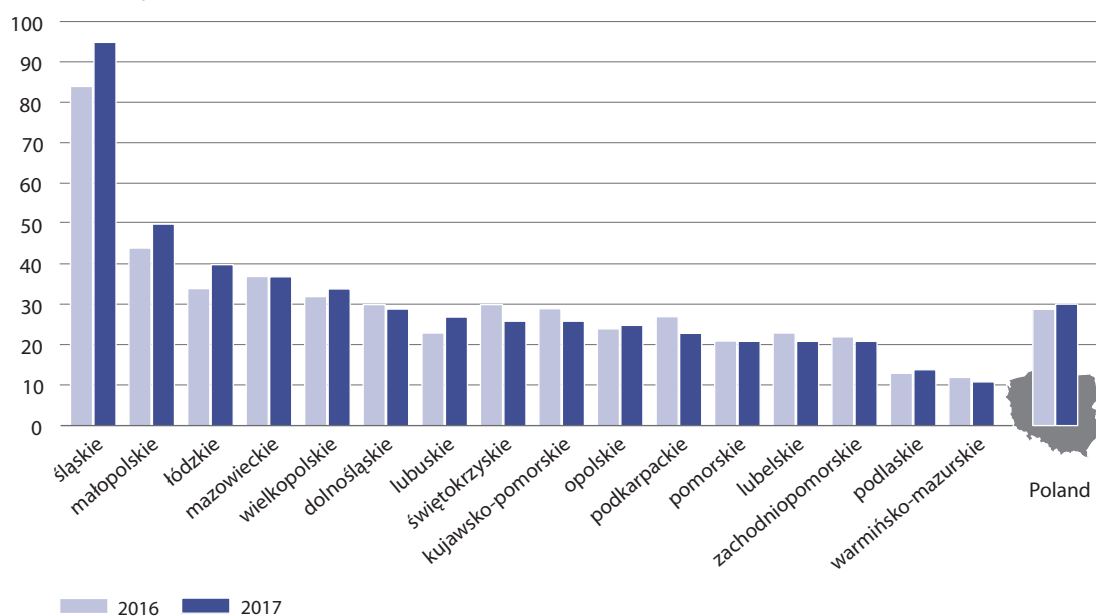
## Petrol stations

PETROL STATIONS are outlets conducting retail sale of gasoline, diesel, oil LPG gas, other fuels, cooling liquids, cleaning agents, etc.

At the end of 2017, the estimated number of petrol stations amounted to 9326 and was by 2.5% higher than in 2016. In the regional system, the largest density of petrol stations was recorded in śląskie voivodship – in 2017 it was 95 facilities per 1000 km<sup>2</sup> of the area. The lowest ratio was recorded in warmińsko-mazurskie voivodship, where it was 11 facilities, whereas average for Poland amounted to 30 petrol stations per 1000 km<sup>2</sup> of area.

**Chart 14. Distributions of petrol stations in voivodships (as of 31 December)**

Petrol stations per 1000 km<sup>2</sup>



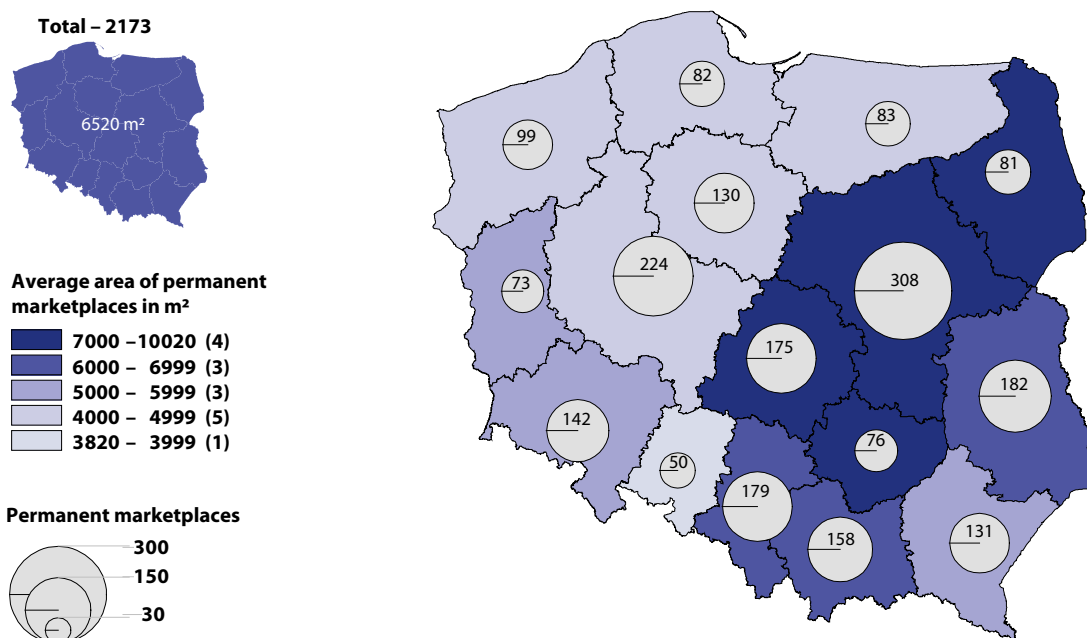
## Marketplaces

**MARKETPLACES** are separated area or building (place, street, covered market) where permanent or seasonal outlets are conducting retail sales activity every day or several days per week.

In 2017, national register kept by communal local government units, registered 2173 permanent marketplaces (including 2087 with predominance of small-retail sales outlets). Number of permanent marketplaces dropped by 1.2% in comparison with 2016. The increase in number of marketplaces was not observed in any voivodeship. In comparison with the previous year the total area of permanent marketplaces decreased by just over 1%. The largest area of permanent marketplaces was observed in mazowieckie, łódzkie, śląskie and wielkopolskie voivodship.

In the area of permanent marketplaces transactions were executed in approx. 92.9 thous. permanent points of small-retail sales, among which 53.3 thous. operated every day. A supplement to permanent marketplace network were seasonal markets which in 2017 amounting to 7194 and recording increase by 3.7% in comparison with 2016. Annual trade fee income was 9.3% lower in comparison with 2016.

**Map 3. Permanent marketplaces by voivodships in 2017 (as of 31 December)**



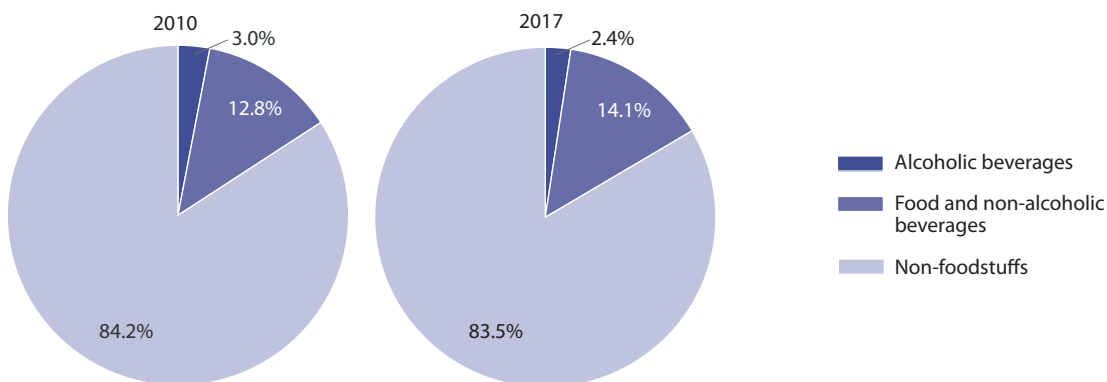
## Wholesale

WHOLESALE (including VAT) is an activity consisting in the resale of purchased goods on its own behalf usually to non-final recipients (other wholesalers, retailers, producers). It includes the sale of goods from commercial, one's own or leased warehouses in which stored goods are the property of a commercial enterprise. The wholesale value also includes the value of sales realized on the basis of a direct payment or contract (agents, auctioneers), as well as the value of sales performed by cleared transit consisting in the transfer of goods directly from the supplier to the consignee omitting the warehouses that carry out the delivery.

It is estimated that the value of wholesale in 2017 in trade enterprises (at current prices) amounted to PLN 1286.6 bn and was by 13.2% higher than in 2016. Increase in the value of wholesale was recorded in all of its groups. In the structure of sales, the share of non-food goods increased by 0.5 percentage points, while decrease in sales was observed in terms of share of alcoholic beverages by 0.3 percentage points as well as food and nonalcoholic beverages by 0.2 percentage points.

Wholesale executed by enterprises employing 50 and more persons constituted 46.5% and remained at the same level in comparison with 2016.

**Chart 15. Structure of wholesale (current prices)**



**Table 6. Wholesale in 2015–2017 (current prices)**

Specification		2015	2016	2017
a – absolute numbers b – corresponding period of previous year=100		PLN mln		
<b>Total</b>	<b>a</b>	<b>1068831.0</b>	<b>1136354.5</b>	<b>1286638.0</b>
	<b>b</b>	<b>105.0</b>	<b>106.3</b>	<b>113.2</b>
Of which enterprises employing 50 persons and more	a	496679.4	528176.1	598038.8
	b	103.5	106.3	113.2

**Table 7. Wholesale by group of goods (current prices)**

Specification	2015	2016	2017	
	PLN mln			2016=100
<b>Total</b>	<b>1068831.0</b>	<b>1136354.5</b>	<b>1286638.0</b>	<b>113.2</b>
Food and non-alcoholic beverages	146636.7	162697.5	181667.4	111.7
Alcoholic beverages	29439.8	30927.7	31119.0	100.6
Non-foodstuff goods	892754.5	942729.3	1073851.6	113.9

## Catering establishments

CATERING ESTABLISHMENTS include permanent and seasonal catering establishments and outlets, the scope of activity of which is the preparation and sale of meals and beverages for on-site and takeout consumption. Seasonal catering establishments are open for a certain period of time and operate not longer than six months in a calendar year. Mobile retail sales points and vending machines are not treated as catering establishments.

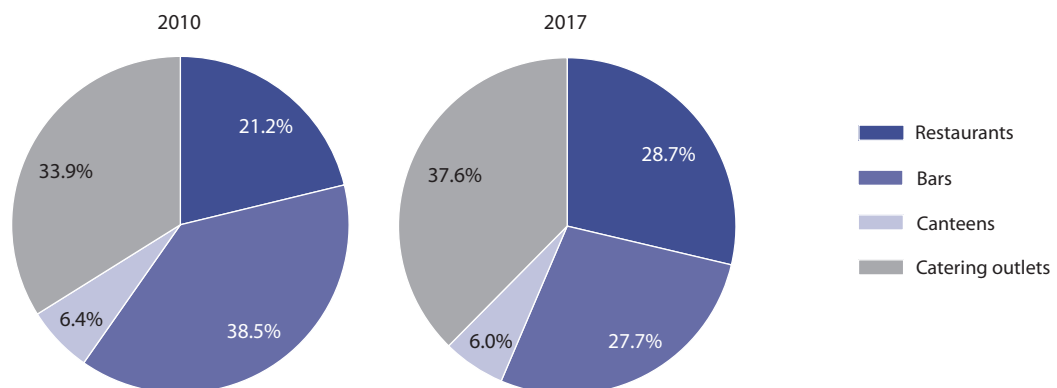
In 2017 the number of catering establishments (permanent and seasonal) in the country was estimated over the level of 70.1 thous, of which 37.6% were catering outlets, 28.7% – restaurants, 27.7% – bars, and canteens – 6.0%. Total number of catering establishments increased by 1.0% in comparison with 2016, growth was recorded for catering outlets (by 7.6%) and restaurants (by 2.4%) while the number of bars decreased by 7.2% and canteens by 3.1%.

**Table 8. Catering establishments**

Specification	2015	2016	2017	
	number			2016=100
<b>Total</b>	<b>68342</b>	<b>69414</b>	<b>70108</b>	<b>101.0</b>
Restaurants	18789	19648	20127	102.4
Bars	22290	20926	19410	92.8
Canteens	4183	4356	4221	96.9
Catering outlets	23080	24484	26350	107.6

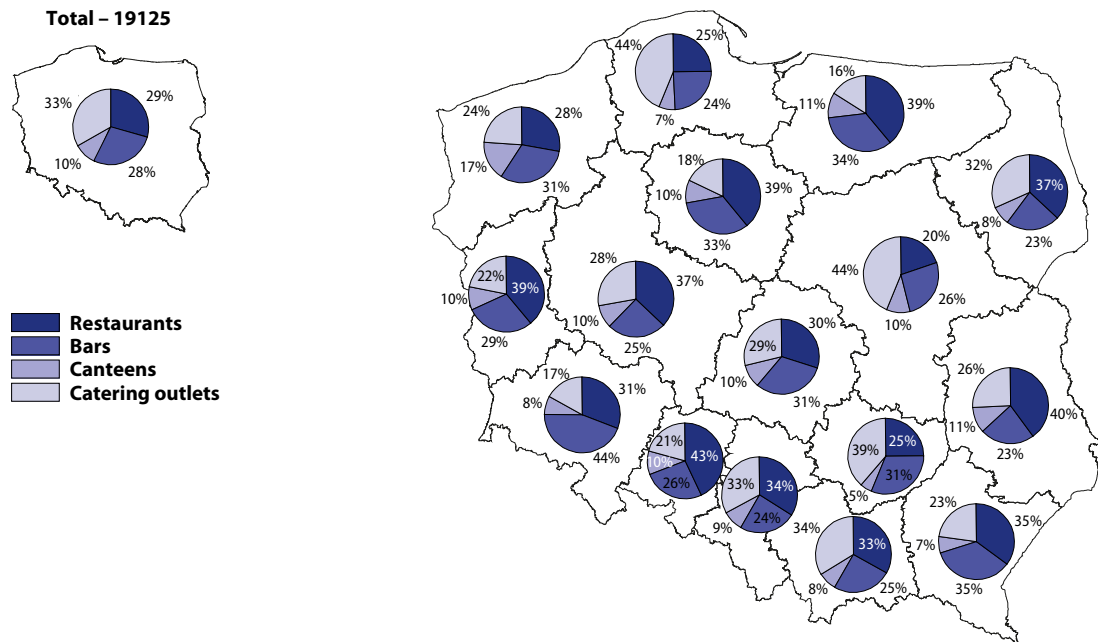
Private sector in gastronomy included 98.7% of all catering units, (as in previous year), including: 99.4% of restaurants, 99.1% of bars and the same percent of catering outlets, and 90.4% of canteens.

**Chart 16. Structure of catering establishments**



The structure of catering establishments, by the official residence of the enterprise, in voivodship division is presented on the chart below.

**Map 4. Catering establishments by voivodships<sup>a</sup> in enterprises employing more than 9 persons**



a According to the official residence of the enterprise.

## Revenues from catering activity

REVENUES FROM CATERING ACTIVITY (including VAT) cover revenues obtained from the sale of:

- trade goods – purchased and resold in the same condition or after re-packing or bottling, including alcoholic beverages;
- catering production – culinary and confectionery products and others prepared for own needs;
- other activity – offered services e.g. charges for parking-places, cloak-rooms and left-luggage offices, as well as the revenues from the amusement activity, organization of parties or hiring restaurant rooms.

In 2017, the total revenues from catering activity (at current prices) amounted over PLN 39.1 bn and increased by 9.7% in comparison with 2016 (at constant prices increased by 7.3%). Private sector generated 98.7% of this value, while public sector – 1.3%.

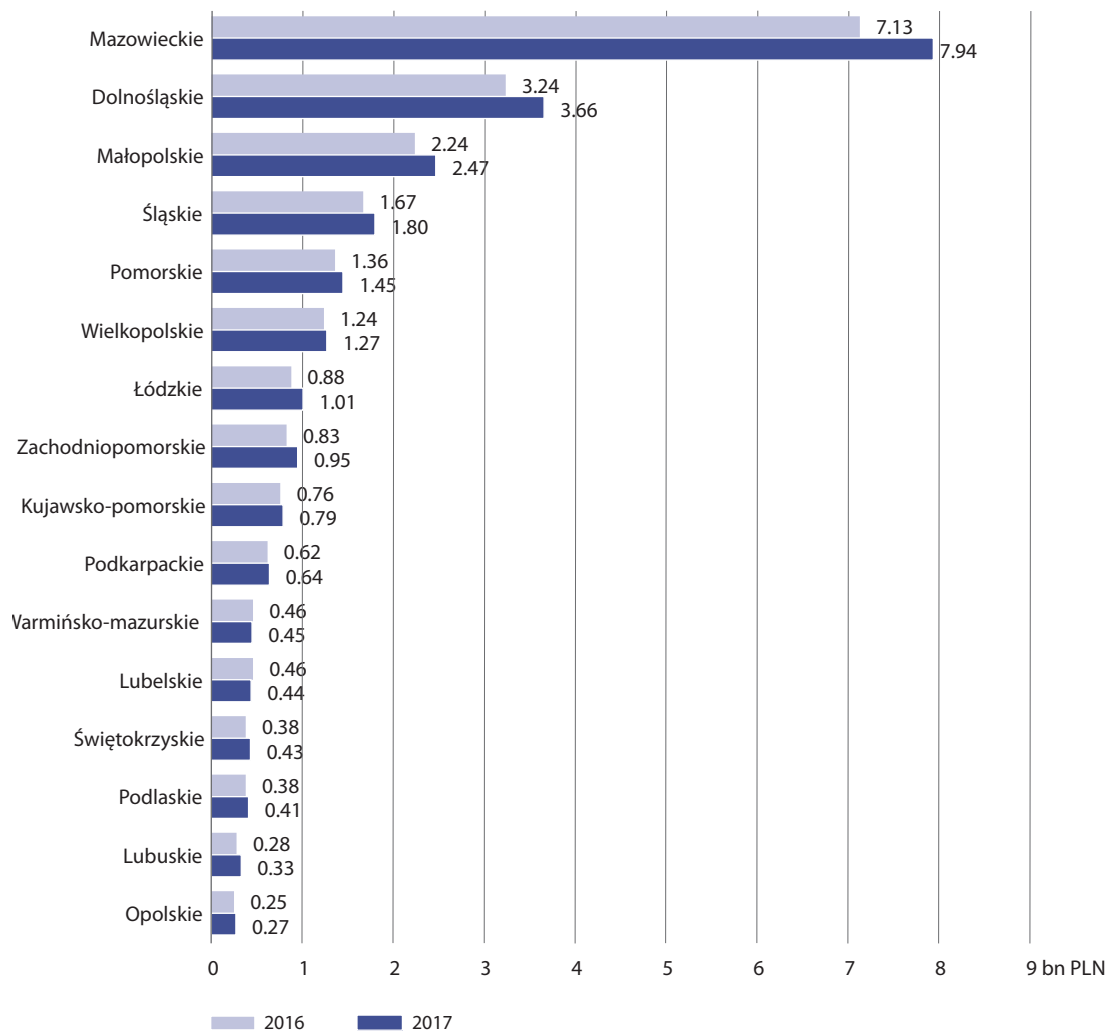
Food service production generated 82.1% of the total value of revenues, 16.5% came from sales of trade commodities (including 11.7% – sales of alcoholic beverages and tobacco) and 1.4 % came from the other activity. All types of catering activity recorded growth in revenues as compared with 2016, the largest was observed with regard to the revenues from food service production (by 11.7%) and other activity (by 7.4%).

**Table 9. Revenues from food service activity (current prices)**

Specification	2015	2016	2017	
	PLN mln			2016=100
<b>Revenues total</b>	<b>31387.1</b>	<b>35666.1</b>	<b>39140.5</b>	<b>109.7</b>
From sales of commodities	5787.6	6387.2	6452.9	101.0
of which from the sale of alcoholic beverages and tobacco	4157.2	4576.9	4589.1	100.3
From food service production	25154.0	28756.4	32126.3	111.7
From other activity	445.5	522.5	561.3	107.4

In enterprises employing more than 9 persons, revenues from catering activity (at current prices) amounted to PLN 24.3 bn (growth by 9.5% in comparison with 2016), which was 62.0% of the total revenues from catering activity in Poland. Percentage increase in revenues was recorded in almost all voivodships, and the largest was observed in lubuskie, (by 15.2%), łódzkie (by 14.2%) and zachodniopomorskie voivodship (by 14.0%). Only in two voivodships there was a decrease in revenues, i.e. lubelskie voivodship (by 5.7%) and warmińsko-mazurskie (by 2.1%).



**Chart 17. Revenues from catering activity by voivodships<sup>a</sup> in enterprises employing more than 9 persons**

<sup>a</sup> According to the official residence of the enterprise.

Revenues from food service production constituted 85.6% of revenues from catering activity of enterprises employing more than 9 people and amounted to PLN 20.8 bn. The second in terms of size, group of revenues from catering activity constituted revenues from sale of alcoholic beverages and tobacco products (8.1%) and amounted to PLN 2.0 bn.

The third group with the value of PLN 1.4 bn comprised revenues from sale of trade commodities and their share in revenues from catering activity of surveyed enterprises amounted to 5.6%. Revenues from the other catering activity constituted only 0.7% of total revenues and amounted below PLN 0.2 bn.

## Market supply

STOCKS OF FINISHED GOODS MANUFACTURED IN INDUSTRY UNITS are the amount of finished products in warehouses of units engaged in production activity ready-to-sale.

In 2017, in producers' warehouses<sup>b</sup> average stocks of surveyed articles were higher in comparison with 2016.

In the group of foodstuffs there were much larger stocks of fruit jams; mineral waters and soft drinks; butter and dairy spreads; canned and fish preserves; frozen sea fish; fresh unripened cheese; milk and cream in solid form and grape wine. Stocks have also increased among others for: rye and wheat flour; tea and sugar.

The decrease in stocks was recorded among others for: coffee; frozen fruit and nuts; candies (excluding chocolate); chocolate (including white); soups broths and bouillons and preparations for them; compotes and pasteurized fruits.

Among non-foodstuffs a significant increase in stocks was observed for carpets, mats and textile floor coverings; TV receivers; household vacuum cleaners; passenger cars; bicycles; household refrigerators and freezers including refrigerator-freezers. Larger supply were also observed among others for footwear; fabric underwear, as well as fabric and knitwear outerwear and clothing.

Lower than in 2016 were stocks among others for: tableware and kitchenware; automatic household washing machines including washer-dryers; grinders and food mixers, juice extractors with built in electric engine; radio receivers (including sets); gas, electric and mixed cookers.

DELIVERIES TO THE NATIONAL MARKET are the quantity of products manufactured in the country (data refer to economic entities in which the number of employees exceeds 9 people) less their export and increased by import adjusted by the balance of changes in stocks of producers employing more than 49 employees.

In 2017 deliveries of the majority of surveyed food and non-foodstuffs were higher than in the previous year. The increase in deliveries was related to the increase in production and imports as a result of a better economic situation.

The high level of deliveries of foodstuffs was mainly related to among other chocolate products; fruit jams; coffee; beef and veal meat; frozen fruit and nuts cooked or not cooked; compotes and pasteurized fruit; poultry meat; sugar and grape wine. The drop in the level of deliveries of foodstuffs compared to 2016 was in the groupings: candies (excluding chocolate); milk and cream in solid form; margarine and spreads (excluding liquid margarine); rye flour; butter and dairy spreads, as well as meat and variety meat products from animals for slaughter.

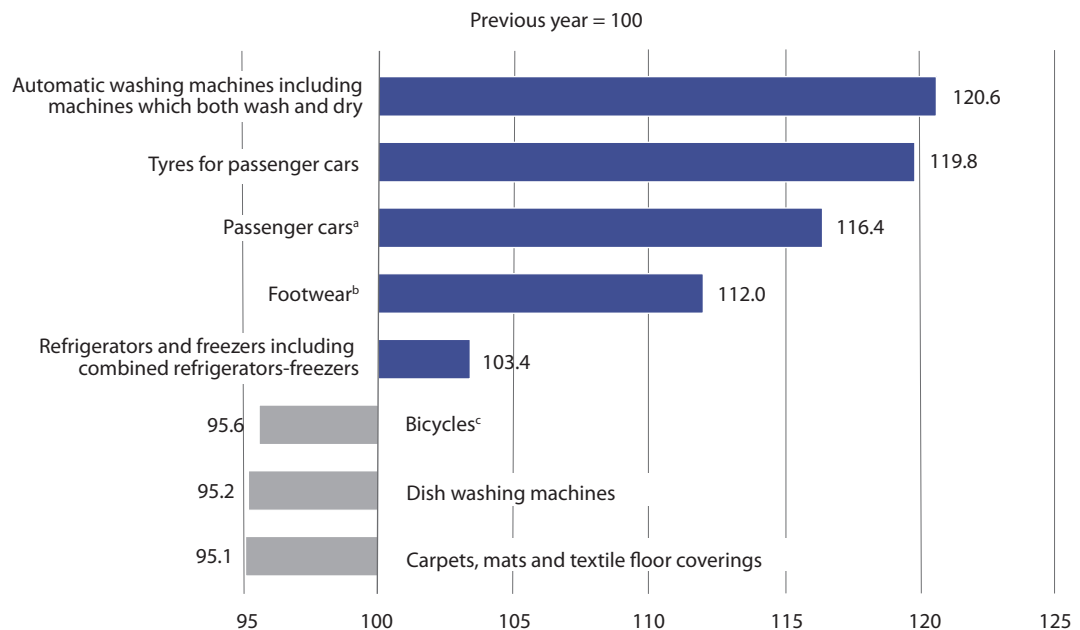
Among non-foodstuffs a significant increase in deliveries was observed for household appliances, i.e. gas, electric and mixed cookers, vacuum cleaners; automatic washing machines including washer-dryers. The considerably higher than last year were also deliveries of passenger cars; tyres for motor vehicles; fabric and knitted outerwear and clothing; footwear.

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<sup>b</sup> In enterprises employing more than 49 employees.

In the group of examined non-foodstuffs the supply of knitted underwear, TV receivers; grinders and food mixers, juice extractors with built in electric engine; tableware and kitchenware; carpets, mats and textile floor coverings; household dish washing machines and bicycles were lower than in the previous year.

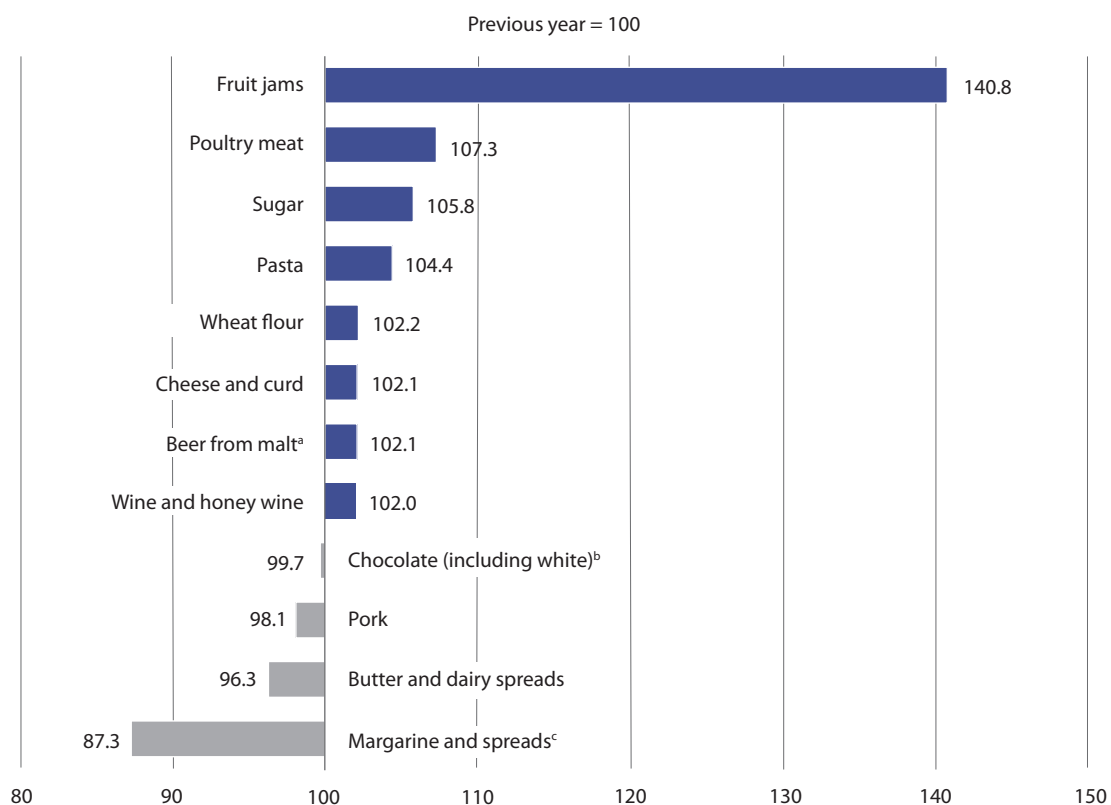
**Chart 18. Delivery index of selected non-foodstuffs in 2017**



a Excluding motor caravans, snowmobiles, golf car similar vehicles.

b Including rubber footwear.

c Including children's.

**Chart 19. Delivery index of selected foodstuffs in 2017**

a Of an alcoholic strength of 0.5% and more.

b With sweet and chocolate goods.

c Reduced and low fat, excluding liquid margarine.

# Methodological notes

## Sources and scope of data

The information presented in this publication was compiled on the basis of the results of statistical surveys, conducted using the following reports:

a) As regards entities employing 9 persons or less:

SP-3	Report on economic activity of enterprises
H-01/k	Quarterly survey on revenues of trade enterprises

b) As regards entities employing 10 persons or more:

BS	Report on turnover of business services
H-01a	Report on the activity of retail sales outlets and petrol stations
H-01g	Report on catering establishments
H-01s	Report on retail sales and wholesales
H-01w	Report on trade network
DG-1	Report on economic activity
F01/I01	Report on revenues, costs and financial result and on outlays on fixed assets
F-02	Statistical financial report
SP	Annual enterprise survey
P-01	Production report

c) As regards entities employing more than 49 persons:

P-02	Report on product manufacturing and stocks
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The use was also made of the SG-01 report – Gmina statistics: dwelling and municipal economy, and administrative systems information of the Ministry of Finance (SAD, INTRASTAT).

The service sector constitutes the units which conducting the main economic activity classified into the following sections of NACE rev. 2:

- G – Wholesale and retail trade; repair of motor vehicles and motorcycles;
- H – Transportation and storage;
- I – Accommodation and food service activities;
- J – Information and communication;
- K – Financial and insurance activities;
- L – Real estate activities;
- M – Professional, scientific and technical activities;
- N – Administrative and support service activities;
- O – Public administration and defence; compulsory social security;
- P – Education;
- Q – Human health and social work activities;
- R – Arts, entertainment and recreation;
- S – Other service activities;
- T – Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use;
- U – Activities of extraterritorial organizations and bodies

According to **Polish Classification of Goods and Services** the concept of services includes:

- every activities provided for economic units, which carrying out manufacturing activities but not creating directly new material goods – services for manufacturing,
- every activities provided for the national economic units and for the population, designed for the individual, collective and national society consumption

According to NACE Rev. 2 economic units classified to the section "WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES , MOTORCYCLES" are defined as trade units. These units are classified as follows:

<b>SECTION „G“</b>	<b>WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES</b>
<b>DIVISION 45</b>	<b>WHOLESALE AND RETAIL TRADE AND REPAIR OF MOTOR VEHICLES AND MOTORCYCLES</b>
GROUP	
45.1	Sale of motor vehicles
45.2	Maintenance and repair of motor vehicles
45.3	Sale of motor vehicle parts and accessories
45.4	Sale, maintenance and repair of motorcycles and related parts and accessories
<b>DIVISION 46</b>	<b>WHOLESALE TRADE EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES</b>
GROUP	
46.1	Wholesale on a fee or contract basis
46.2	Wholesale of agricultural raw materials and live animals
46.3	Wholesale of food, beverages and tobacco
46.4	Wholesale of household goods
46.5	Wholesale of information and communication equipment
46.6	Wholesale of other machinery, equipment and supplies
46.7	Other specialised wholesale
46.9	Non-specialised wholesale trade
<b>DIVISION 47</b>	<b>RETAIL TRADE, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES</b>
GROUP	
47.1	Retail sale in non-specialised stores
47.2	Retail sale of food, beverages and tobacco in specialised stores
47.3	Retail sale of automotive fuel in specialised stores
47.4	Retail sale of information and communication equipment in specialised stores
47.5	Retail sale of other household equipment in specialised stores
47.6	Retail sale of cultural and recreation goods in specialised stores
47.7	Retail sale of other goods in specialised stores
47.8	Retail sale via stalls and markets
47.9	Retail trade not in stores, stalls or markets

The names of some classification levels used in the publication have been abbreviated; the list of used abbreviations and their full names are given below:

abbreviation	full name
SECTIONS	
Trade; repair of motor vehicles	Wholesale and retail trade; repair of motor vehicles and motorcycles
Accommodation and catering	Accommodation and food service activities
DIVISIONS	
Wholesale trade	Wholesale trade, except of motor vehicles and motorcycles
Retail trade	Retail trade, except of motor vehicles and motorcycles

According to the Council Regulation No 1165/98 amended by 1158/2005 concerning short term statistics the following grouping of activity kinds is applied:

NACE Rev. 2	Activity kinds
47	Turnover in retail trade
47.11, 47.2	Retail sale of food, beverages, and tobacco
47.19, 47.3, 47.4, 47.5, 47.6, 47.7, 47.8, 47.9	Retail sale of non-foodstuffs
47.11	Retail sale in non-specialised stores with food, beverages or tobacco predominating
47.19	Other retail sale in non-specialised stores
47.21, 47.22, 47.23, 47.24, 47.25, 47.26, 47.29	Retail sale of food, beverages and tobacco in specialised stores
47.30	Retail sale of automotive fuel in specialised stores
47.73, 47.74, 47.75	Retail sale of pharmaceutical and medical goods, cosmetic, and toilet articles
47.51, 47.71, 47.72	Retail sale of textiles, clothing, footwear
47.43, 47.52, 47.54, 47.59, 47.63	Retail sale of household equipment
47.41, 47.42, 47.53, 47.61, 47.62, 47.64, 47.65, 47.76, 47.77, 47.78	Retail sale of books, newspapers, and other sale in specialised stores
47.91	Retail sale via mail order houses or via Internet



**Groups of retail sales by type of enterprise activity** were created using undermentioned key of transition from classification units. An enterprise is included to specific type of activity according to predominating kind of sale, realized by trade and non-trade units in sales outlets.

Specification	Producing (non-trade) units	G Section		I Section
		Trade units		Catering units
		wholesale	retail sales	
Motor vehicles, motorcycles, accessories	29.1, 29.2, 29.3, 3091		4511, 4519, 4531, 4532, 4540	-
Solid, liquid and gaseous fuels	19.1, 19.2	4671	4730	-
Food, beverages and tobacco	10.1, 10.2, 10.3, 10.4, 10.5, 10.6, 10.7, 10.8, division 11 and 12	4617, 4631-4639	4711 4721- 4726, 4729	-
Other retail sale in non-specialised stores			4719	-
Pharmaceutical, orthopaedic goods, cosmetic articles	20.4, 21.1, 21.2, 26.6, 32.5	4645, 4646	4773-4775	-
Textile products, clothing and footwear	13.1, 13.2, 13.3, 13.9, 14.1, 14.2, 14.3, 15.1, 15.2	4616, 4624, 4641, 4642	4751, 4771, 4772	-
Furniture, radio, TV and household appliances	26.3, 26.4, 27.4, 27.5, division 31	4615, 4643, 4647, 4649	4743, 4752, 4754, 4759, 4763	-
Press, book-shops, other sale in specialised stores	1712, 17.2, 18.1, 26.2, 2652, 2823, 32.1 except for 3211, 32.3, 32.4, 58.1, 59.2	4651, 4648	4741, 4742, 4753, 4761, 4762, 4764, 4765, 4776, 4777, 4778	-
Retail sale via mail order houses or via Internet			4791	-
Others	All not mentioned in this table types of activity according to NACE Rev.2.			

a Retail sales are researched by type of enterprise activity, i.e. these cover sales conducted by the trade and non-trade units.

### Notes:

1. Directed numbers (indices, percentages) were mainly calculated on the basis of absolute data expressed with greater accuracy than those provided in the tables.
2. The data included in the publication were collected according to:
  - a) The Polish Classification of Activities PKD 2007 introduced on 01.01.2008 by way of the decree of the Council of Ministers of 24 December 2007 (Journal of Laws No. 251, item 1885), which was prepared on the basis of the Statistical Classification of Economic Activities in the European Community – NACE Rev. 2.
  - b) The Polish Classification of Goods and Services (PKWiU) 2008 introduced on 01.01.2009 by way of the decree of the Council of Ministers of 29 October 2008 (Journal of Laws No. 207, item 1293), which was prepared on the basis of international classifications and nomenclatures.
3. The term “foreign property” applied in the publication describes the enterprises with foreign capital or the ones in which foreign capital constitutes a majority.
4. When computing data per capita within the field of the consumption of selected consumer goods (Table 23), population as of 30 VI was adopted. In the calculation of data concerning population per shop (Table 12), population as of 31 XII was applied.

5. Number of shops and petrol stations as December 31 by the branch specialisations and organisational forms have been established on the basis of outlets list prepared by units employing 10 and more persons, which realize retail sales (H-01w report) and for units employing up to 9 persons have been estimated on the basis of the results of a representative survey conducted on a 4% sample of these entities (SP-3).

## Main definitions

AVERAGE MONTHLY GROSS WAGES AND SALARIES per paid employee were calculated assuming:

- personal wages and salaries, excluding wages and salaries of persons engaged in outwork as well as apprentices and persons employed abroad;
- payments from profit and balance surplus in co-operatives;
- annual extra wages and salaries for employees of budgetary sphere entities;
- fees paid to selected groups of employees for performing work in accordance with a labour contract, e.g. to journalists, film producers, radio and television program producers.

AVERAGE PAID EMPLOYMENT concerns full-time paid employees as well as part-time paid employees in terms of full-time paid employees (excluding persons employed abroad).

BARS are catering establishment that has similar activity as restaurant but its assortment is limited to popular meals and commodities. Usually, it is self-service outlet, such as: eating place, bar: universal, fast-food outlet, snack bar, milk bar and bistro. In this group, we include also cafes and pubs.

BASIC PRICE is defined as the amount of money received by the producer (including the trading unit) from the buyer per unit of product (product or service) less taxes on the product and any discounts and rebates plus subsidies on product.

CANTEENS are collective nourishment establishments offering meals for a particular groups of the consumers (especially dinners, but also suppers and breakfasts).

CATERING OUTLETS are catering establishments conducting limited catering activity i.e. fry houses, drink bars, ice-cream parlours, snack-bars.

CATERING ESTABLISHMENTS include permanent and seasonal catering establishments or outlets, the scope of activity of which is the preparation and sale of meals and beverages for on-site and takeout consumption. Catering establishments can be operated, among others, within: hotels, motels, inns, hostels, camp sites, boarding houses, recreation centres and other places of temporary stay as well as rail-coaches within a train and on passenger ships. Mobile retail sales points and vending machines are not treated as catering establishments.. Seasonal catering establishments are open for a certain period of time and operate not longer than six months in a calendar year.

CONSUMPTION OF SELECTED COMMODITIES PER CAPITA the source of the information are data about the domestic output, imports, exports, stocks at producers and in the trade enterprises. The production of the selected agricultural products (i.e. 4 cereal grains in terms of processed products, potatoes, vegetables and fruit) were decreased by the consumption of those goods necessary for the production (sowing, pasturing, and the raw materials for the alcohol distillery or starch works). The terms of the four cereal grains – wheat, rye, barley, and oats, are made according to the percentage share of the grind.

Data about consumption level were compiled using balance method and are designated for assessment of global changes of food consumption in country and cannot be directly compared with data of food products consumption in households compiled on the basis of results of households surveys.

DELIVERIES TO THE DOMESTIC MARKET are the quantity of products manufactured in the country (data refer to economic entities in which the number of employees exceeds 9 people) less their exports and increased by imports adjusted by the balance of changes in stocks of producers employing more than 49 employees.

DEPARTMENT STORES are stores divided into separate departments, each selling a broad and universal assortment, particularly non-foodstuff goods, with a sales area of 2000 m<sup>2</sup> or more. This kind of outlets usually conduct also subsidiary catering or service activity;

GLOBAL PRODUCTION in the enterprise sector includes:

- revenues from the sale of products (non-financial products and services) of one's own production;
- margin realized on the sale of goods purchased for resale;
- value of products in the form of settlements in kind;
- products intended to increase the value of one's own fixed assets;
- increase in inventories of finished goods and work in progress.

GROSS DOMESTIC PRODUCT (GDP) presents the final result of the activity of all entities of the national economy. Gross domestic product is equal to the sum of gross value added generated by all national institutional units increased by taxes on products and decreased by subsidies on products. Gross domestic product is calculated at market prices

GROSS VALUE ADDED (GVA) measures the newly generated value as a result of the production activity of national institutional units. Gross value added is the difference between gross output and intermediate consumption, and is presented at basic prices.

HYPERMARKETS are stores with a sales area of 2500 m<sup>2</sup> or more, selling goods in a self-service system while offering a wide assortment of foodstuff goods and frequently bought non-foodstuff goods, usually with a parking place;

INTERMEDIATE CONSUMPTION is the net value of used materials (including fuels), raw materials (including packaging), energy, technical gases, and external services (external processing, transport services, rental of equipment, telecommunications and computing services, commissions paid for banking services, business travel costs (without allowance) and other costs (e.g. costs of advertising, representation, lease and rental costs, business tickets costs, lump sum costs for using one's own vehicles for business purposes, exchange fees).

INVESTMENT OUTLAYS are financial or tangible outlays, the purpose of which is the creation of new fixed assets or the improvement (rebuilding, enlargement, reconstruction, adaptation or modernization) of existing capital asset items, as well as outlays on so-called initial investments.

MARKETPLACES are separated area or building (place, street, covered market) where permanent or seasonal outlets are conducting retail sales activity every day or several days per week.

NET REVENUES FROM SALES AND EQUAL THEREWITH (excluding VAT) include revenues from the sale of products (i.e. amounts obtained or receivable from the sale of: finished products in generating entities, works and services in entities providing service activities), goods and materials. Revenues from sales are determined in the value expressed in real sales prices including reduction in prices, discounts and rebates – excluding value added tax.

OPERATING ACTIVITY COSTS include intermediate consumption, costs related to employment, value of goods and materials sold. Depreciation costs have not been taken into account.

OTHER SMALL RETAIL SALES OUTLETS (the mobile outlet type: mobile sale outlets, hawking sale outlets) are various outlets of the retail sales without permanent localisation, which are selling directly to the customer. They are placed usually in non-urbanized areas i.e. rural area, tourist area. Offered selection of products is primarily comprised of articles that do not require a special purchase and selection decision.

PERMANENT SMALL RETAIL SALE OUTLETS include:

- kiosk – stationery trading post with a shopping window in which the interior is not accessible to customers;
- stall – small mobile outlet with an open front, especially outdoors;
- warehouse – producer's or trade warehouses conducting the retail sales.

PETROL STATIONS are outlets conducting retail sale of gasoline, diesel, oil LPG gas, other fuels, cooling liquids, cleaning agents, etc.

RESTAURANTS are catering establishments with a wait' staff accessible to consumers, and offering a wide assortment of foodstuffs and dishes according to the menu.

RETAIL SALES OF GOODS (including VAT) are sales of own goods and consignment (new and second-hand) in retail sales outlets, catering establishments and other sales outlets (e.g. stores, warehouses) in amounts satisfying individual needs of consumers. In addition retail sales include sales made by mail order houses or via Internet. The value of retail sales is the sum of retail sales realized by trade and non-trade entities.

RETAIL SALE OUTLETS include:

- large format stores;
- shops including pharmacies;
- permanent small – retail sales outlets (kiosks, market stalls);
- other mobile small – retail sales outlets;
- petrol stations.

REVENUES FROM CATERING ACTIVITY (including VAT) cover revenues obtained from the sale of:

- trade goods – purchased and resold in the same condition or after re-packing or bottling, including alcoholic beverages;
- catering production – culinary and confectionery products and others prepared for own needs;
- other activity – offered services e.g. charges for parking-places, cloak-rooms and left-luggage offices, as well as the revenues from the amusement activity, organization of parties or hiring restaurant rooms.

**SALES AREA OF SHOPS** is the part of shop used for goods display and sales (i.e. the part used for display of goods and service of customers) measured in square metres.

**SALE OF ALCOHOLIC BEVERAGES** covers:

- pure or high-quality spirit products, i.e. alcoholic beverages with more than 18% of alcohol;
- wine (grape, fruit and sparkling) aperitif or cocktail beverages and meads;
- beer with or without alcohol and extracts.

**SALE OF FOOD** is sale of products of plant and animal origin, which in the natural state or after the technological processing became the food. Excluding alcoholic beverages, tobacco products, and medicines.

**SALE OF NON-FOODSTUFF GOODS** is sale of goods covering the necessities of the people, connected with clothing, accommodation and household maintenance, personal hygiene and health care; with culture, education, tourism and transport. As well as it includes the goods using by the households for agricultural production and construction purposes.

**SEASONAL MARKETPLACES** are open for a certain period of time, with the biggest turnover, but not longer than six months in a calendar year (e.g. holiday at the seaside) and every year in the same period.

**SPECIALIZED STORES** are stores that sell a wide range of articles to comprehensively meet specific needs, such as clothing, home furnishings, automotive, furniture, sports, herbal stores, etc.

**STOCKS OF FINISHED GOODS MANUFACTURED IN INDUSTRY UNITS** are the amount of finished products in warehouses of units engaged in production activity ready-to-sale.

**STORAGE AREA OF WAREHOUSES** is part of the surface of warehouse buildings (so-called closed warehouses), roofed rooms (so-called sheds), storage yards and other rooms adapted for storage purposes (e.g. leased or rented premises from production companies, public utilities, natural persons, etc.) which serves to store goods for longer or shorter periods of time.

**STORE** is a permanent retail outlet having a special room (i.e. a store space) with a store window and an interior accessible to customers. If in large stores (e.g. in department stores, trade stores, mail order outlets) part of the sales area has been leased by another legal or natural person who on this part of the area conducts retail sales on its own account – this part is a separate store.

**SUPERMARKETS** are stores with a sales area between 400 and 2499 m<sup>2</sup>, selling goods in a self-service system and offering a wide assortment of foodstuff goods and frequently bought non-foodstuff goods.

**TRADE MARGIN** is the price of the trade services. This is the difference between the purchase and sale price of the commodities, destined for the covering of the expenses and own profits. There is the gross trade margin i.e. difference between purchase value and value of sale, as well as the net trade margin – which is difference between sale value and own costs of sale.

The gross margin is:

- the percentage reductions of retail and wholesale prices;
- the percentage surcharges added to sale prices;
- amount rate added to the sale or wholesale prices.

The value of the margin and the principles of its calculating are established by the trade enterprise. The total trade margin is obtained as the sum of the retail, wholesale, and catering establishment margins and is the main source of information about revenues in a trade enterprise destined for the covering of the expenses, taxes and own profits.

TRADE STORES are stores divided into separate departments (no less than two departments), each selling a broad and universal assortment similar to department stores, with a sales area between 600 and 1999 m<sup>2</sup>.

TRADE WAREHOUSES are warehouses of units dealing in trade in goods, organizational and functional units occupying separate storage space equipped with equipment and technical devices enabling storing goods in accordance with the requirements of storage and having personnel for its proper handling.

Trade warehouses occupy:

- storage area (in m<sup>2</sup>) in closed warehouse buildings, roofed storage buildings (sheds), independent basements, storage yards, non-warehouse rooms, i.e. intended for purposes other than storage of goods, e.g. industrial, office, residential, social;
- usable capacity (in m<sup>3</sup>): tanks intended for storage of liquid, semi-liquid and gas products; silos (elevators) for storing loose, powdered, fine-grained goods, etc.

TURNOVER otherwise revenues from sales include the value of products sold outside the enterprise (finished products and services), goods and materials expressed in real sales prices taking into account price reductions, discounts, and rebates - excluding value added tax (VAT). However the sale of fixed assets, subsidies, other operating income, and revenues from financial operations (dividends from these shares, obtained from interest) is not taken into account).

UNIVERSAL STORES are stores with a sales floor area ranging from 120 m<sup>2</sup> to 399 m<sup>2</sup> selling mainly foodstuff products for everyday use and additionally often purchased non-foodstuffs goods.

WHOLESALE (including VAT) is an activity consisting in the resale of purchased goods on its own behalf usually to non-final recipients (other wholesalers, retailers, producers). It includes the sale of goods from commercial, one's own or leased warehouses in which stored goods are the property of a commercial enterprise. The wholesale value also includes the value of sales realized on the basis of a direct payment or contract (agents, auctioneers), as well as the value of sales performed by cleared transit consisting in the transfer of goods directly from the supplier to the consignee omitting the warehouses that carry out the delivery.

WHOLESALE WAREHOUSES are the main units of the wholesale trade; they can be organized as separated buildings (secured warehouses), roofed magazines (sheds), silos, reservoirs, and storage sites.

WORKING DAY ADJUSTMENT consists in elimination of the calendar variability effect and variability of working days (changes of working time in succeeding months).

WORKING PEOPLE include full-time and part-time employees in the main workplace.