



Internal market in 2019



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Preface

We would like to present the next edition of the annual study "Internal market" from the publishing series "Statistical analysis".

The study shows a comprehensive analysis of the activities of trade entities prepared on the basis of the results of research concerning these enterprises, as well as basic data on phenomena and trends observed on the market, i.e. sales volume, development of the trade network, international conditions. The information on market processes is complemented by the presentation of data on supplies and stocks of selected products as well as their consumption.

The publication uses information from statistical reports, enriched with selected administrative sources concerning all types of economic entities conducting service activity. The results of the surveys are presented in territorial division and according to the organizational structure and ownership form of the entities. Data by type of activity are presented in the Polish Classification of Activities 2007.

In accordance with the demand communicated by data recipients, the study was enriched with detailed information on the size of trade and catering networks as well as their infrastructure in regional division.

Presenting you with the "Internal Market in 2019" publication, we would like to thank all persons and institutions for providing information and comments, which will contribute to shaping and enriching the content of subsequent editions of this publication.

Director
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Warsaw, October 2020

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Symbols

Symbol	Description	Symbol	Description
(-)	magnitude zero	(.)	data not available, classified data (statistical confidentiality) or providing data impossible or purposeless
(0)	magnitude not zero, but less than 0.5 of a unit	"Of which"	indicates that not all elements of the sum are given
(0.0)	magnitude not zero, but less than 0.05 of a unit		

Abbreviations

Abbreviation	Meaning	Abbreviation	Meaning
PLN	zloty	art.	article
No.	number	tabl.	table
vol.	volume	GDP	Gross Domestic Product
g	gramme	SAD	Single Administrative Document
kg	kilogramme	mln	million

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, Czechia, 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 2019, in Poland, according to preliminary data, the gross added value generated by entities conducting service activities constituted 65.5% of the gross added value of the entire national economy. At the same time, 59.0% of the total employed population found work in these units. The dominant activity among service providers in terms of added value was commercial activity, which accounted for 17.7% of gross added value generated in the entire national economy.

Retail sales in current prices conducted in 2019 by trade and non-trade enterprises amounted to PLN 917.7 billion and were by 6.5% higher than a year before, while wholesale in trading companies (in current prices) amounted to PLN 1,481.0 billion and was by 4.5% higher than a year before.

At the end of 2019, the estimated number of stores in Poland amounted to slightly over 333 thousand and was by 1.9% (approx. 6.5 thousand) lower than a year before. Meanwhile, the sales area of the stores increased (by 0.7%) and amounted to approx. 37,557 thousand m². The above-mentioned 333 thousand stores were run by slightly more than 265 thousand enterprises. The estimated number of petrol stations was 8,666 and was by 7.2% lower than a year before. The highest density of petrol stations was recorded in Śląskie Voivodeship – 83 facilities per 1,000 km².

In 2019, total revenues from catering activities at current prices amounted to PLN 50.9 billion and increased by 17.9% compared to the previous year (in constant prices, they were higher by 12.7%). The number of catering establishments (permanent and seasonal) in the country was estimated at approx. 72.4 thousand, of which 38.9% were catering outlets, 27.7% were restaurants, 27.1% were bars and 6.3% were canteens. The total number of catering establishments increased by 3.6% compared to 2018.

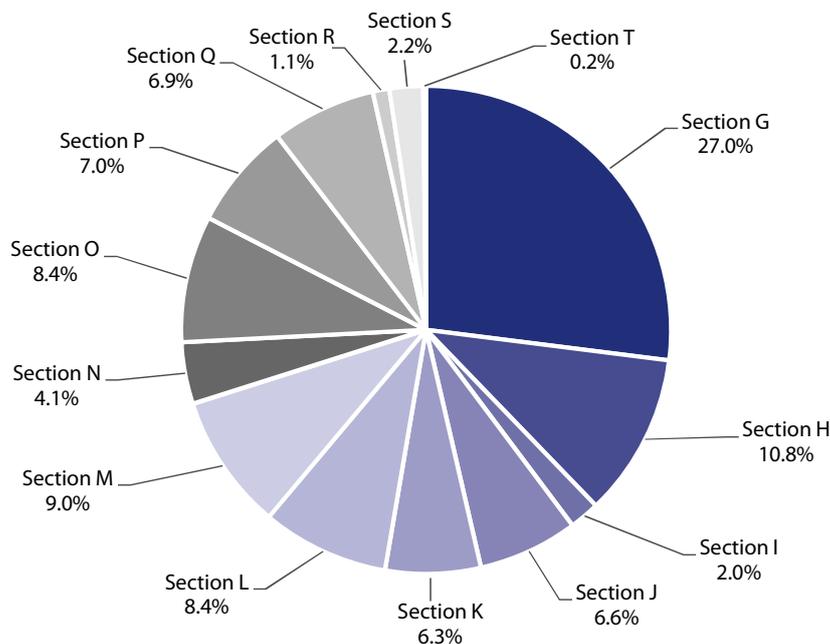
In 2019, within the framework of the internal market supply, the deliveries of most of the surveyed consumer goods was higher compared to the previous year. The increase in supplies was recorded mainly in the area of food products.

Service activities in Poland and EU countries

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.

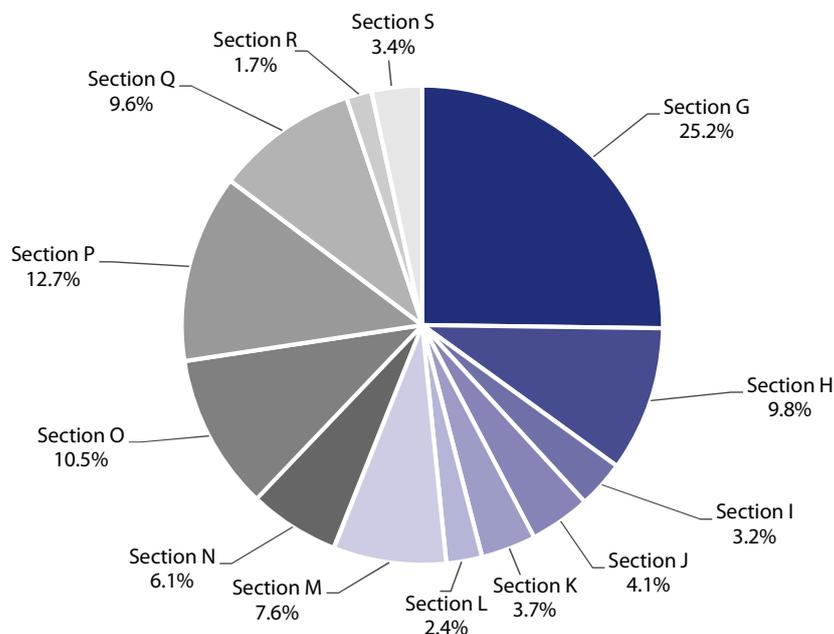
In 2019, in Poland, according to preliminary data, the gross added value generated by entities conducting service activities constituted 65.5% of the gross added value of the entire national economy. At the same time, 59.0% of the total employed population found work in these units. The dominant activity among service providers in terms of added value was trade activity, which accounted for 27.0% of the added value generated by all service providers (a decrease by 0.4 percentage point compared to the previous year). The share of the activity with the second largest rate of value-added generation – transportation and storage (section H, according to the NACE) was at the level of 10.8% (a decrease by 0.1 percentage point respectively), while the share of professional, scientific and technical activities (section M, according to the NACE) amounted to 9.0% (a decrease also by 0.1 percentage point). Compared to the previous year, among service activities, the share of activities related to the real estate market (section L, according to the NACE) changed most significantly, as it increased by 0.8 percentage point.

Chart 1. Structure of gross value added in services by NACE sections in 2019



At the end of 2019, the largest number of people (25.2% of the total population working in the services sector) were employed in enterprises included in the section "Trade and repair of motor vehicles" (section G, according to the NACE). The second place in terms of the number of employees was taken by educational activities (section P, according to the NACE) – 12.7%, and the next one by the section "Public administration and national defense; compulsory social security" (section O, according to the NACE) – 10.5%.

Chart 2. Structure of persons employed in the services by NACE sections in 2019



In 2019, the dominant activity among service providers in terms of average employment was also the trade activity, with 1,753.0 thousand persons (an increase by 1.5% compared to 2018). The second position was occupied by educational activity (section P according to the NACE), with an average employment of 1,115.3 thousand persons (an increase by 2.3% compared to the previous year). The highest percentage increase in average employment among service activities was recorded in section J: "Information and Communication" – by 5.3%, while the highest decrease was recorded in administrative and support service activities (section N, according to the NACE) – by 2.2%. The lowest average employment of 129.3 thousand persons was recorded in section R "Art, entertainment and recreation", even though there was an increase by 2.1% compared to 2018.

The highest average gross salary in 2019 was recorded in the sections: "Information and communication" (section J, according to the NACE) – PLN 8,439 and "Financial and insurance activities" (section K, according to the NACE) – PLN 7,885. Meanwhile, the lowest average gross salary of PLN 3,196 was recorded in the entities included in section I: "Accommodation and food service activities". In section G: "Trade and repair of motor vehicles", the average gross salary was PLN 4,306 and it increased by 6.8% compared to 2018. The highest increase in the average monthly salary by 9.8% was observed in section Q: "Human health and social work activities", and a significant increase was also observed in section P: "Education" (by 8.6%).

In 2019, the added value resulting from the activities of service companies represented the majority of the added value generated in EU countries. Among EU member states, the highest share of value added generated by services was recorded in Luxembourg – 87.3%, Malta – 85.2%, and Cyprus – 83.4%. Services accounted for a large share of the added value of the whole economy in countries such as Great Britain (79.8%), France (78.9%), the Netherlands (78.3%), as well as Belgium and Greece (78.2% each). In the countries of Central and Eastern Europe, the share ranged from 63.0% in the Czechia to 74.4% in Latvia, in Poland it accounted for 65.5%.

In comparison to 2010, the most significant increase in the share of service activities in value added was reported by Romania (by 12.3 percentage points), Malta (by 6.6 percentage points), Estonia (by 3.0 percentage points), and Croatia (by 2.5 percentage points). The largest drop in the share of services in comparison to 2010 was recorded in Ireland (by 11.9 percentage points), in Greece (by 2.9 percentage points), and in Slovenia (by 2.7 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	67.5
	2019	70.2		2019	68.3
Belgium	2010	75.7	Luxembourg	2010	87.0
	2019	78.2		2019	87.3
Bulgaria	2010	68.6	Latvia	2010	72.4
	2019	70.4		2019	74.4
Croatia	2010	69.5	Malta	2010	78.6
	2019	72.0		2019	85.2
Cyprus	2010	81.2	Germany	2010	69.2
	2019	83.4		2019	69.5
Czechia	2010	61.6	Poland	2010	64.0
	2019	63.0		2019	65.5
Denmark	2010	75.8	Portugal	2010	75.1
	2019	74.3		2019	75.8
Estonia	2010	68.8	Romania	2010	52.0
	2019	71.8		2019	64.3
Finland	2010	67.3	Slovakia	2010	64.3
	2019	69.4		2019	65.1
France	2010	78.4	Slovenia	2010	67.4
	2019	78.9		2019	64.7
Greece	2010	81.1	Sweden	2010	71.2
	2019	78.2		2019	73.4
Spain	2010	72.1	Hungary	2010	66.6
	2019	74.5		2019	66.7
Netherlands	2010	76.1	United Kingdom	2010	78.4
	2019	78.3		2019	79.8
Ireland	2010	73.3	Italy	2010	73.7
	2019	61.4		2019	74.0

Source: Eurostat 12.10.2020; 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.

In 2019, according to preliminary data, the share of trade in gross domestic product generation was 15.5% and in gross value added – 17.7%.

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

Specification	2016	2017	2018	2019
Share of trade in creation GDP (%)	15.5	15.5	15.6	15.5
Share of trade in gross value added (%)	17.6	17.7	17.8	17.7

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.

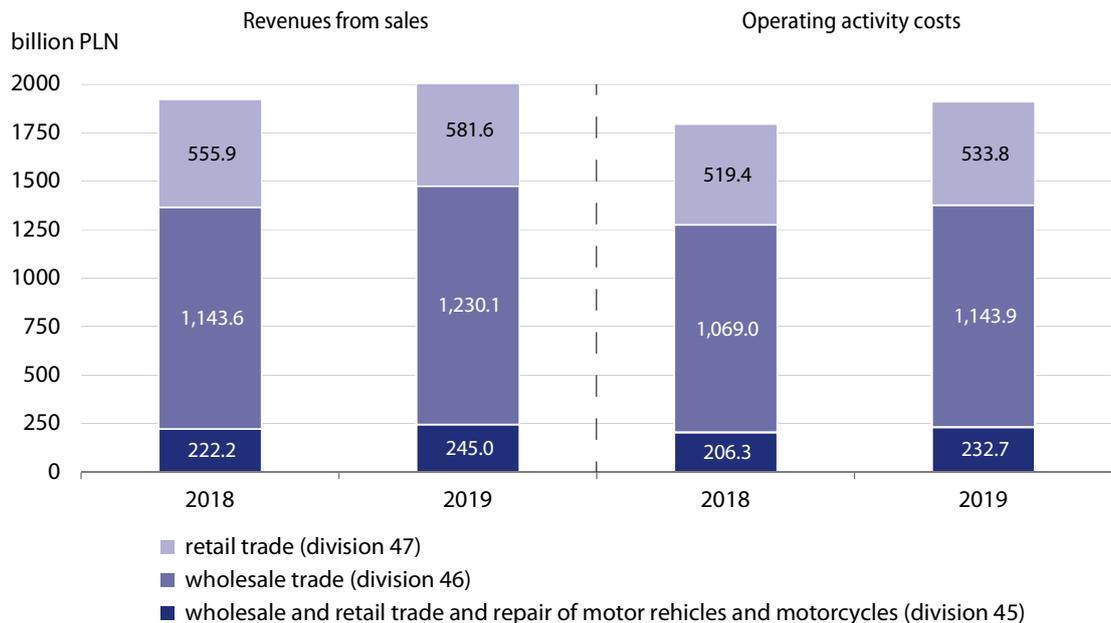
In 2019, according to preliminary data, the value of revenue from sales at current prices achieved by enterprises classified in section G: "Wholesale and retail trade; repair of motor vehicles, including motorcycles", was at the level of PLN 2,056.7 billion (i.e. 7.0% higher than in the previous year). The largest part of these revenues was attributed to companies conducting wholesale operations – 59.8%. The share of retail trade was 28.3%, while of wholesale and retail trade in motor vehicles and their repair was 11.9%. Enterprises employing 10 or more persons achieved revenues of PLN 1,523.9 billion, that is 74.1% of total revenues, and the revenues of enterprises employing 9 or less persons amounted to PLN 532.8 billion, that is 25.9% of total revenues.

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).

In 2019, according to preliminary data, operating costs (excluding depreciation) incurred by trade entities amounted to PLN 1,910.4 billion and were by 6.4% higher than in the previous year. Operating costs incurred by entities with 10 or more employees amounted to PLN 1,427.8 billion and accounted for 74.7% of the total operating costs reported by commercial entities. Entities employing 9 or fewer persons incurred costs of PLN 482.6 billion. Employment costs constituted a significant share of the costs. The share of employment costs in operating costs for entities employing 10 or more persons was 6.6%.

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



Flow of trade goods

An important element enabling the assessment of channels of distribution and circulation of goods is the analysis of the structure of revenues according to the types of customers and the division of purchases made in wholesale companies according to the types of suppliers (Tables 18 and 19). Both the behaviour of wholesale and retail companies in terms of the selection of their suppliers and the structure of their customers have remained stable. In trade companies^a – both wholesale and retail, the share of purchases directly from domestic producers and manufacturers, compared to the previous year, remained at a similar level (nearly 51%), while the share of imported purchases increased to almost 29%, and the share of purchases from wholesalers decreased and accounted for less than 20%. Depending on the type of commercial activity (wholesale or retail), the structure of purchases was more varied.

In terms of wholesale trade, as in the previous year, slightly more than 50% of the companies were supplied by domestic producers and manufacturers, while 31% of them relied on import. The share of wholesaler-to-wholesaler purchases also remained at the same level as in the previous period and amounted to 18%.

In retail trade, purchases of goods were mainly made directly from domestic producers and manufacturers (almost 53%), less frequently from wholesalers (slightly more than 23%), and an increase in the share of direct import purchases from 18% to almost 23% was recorded.

Foreign-owned enterprises most often relied on direct import purchases (less than 45%), or made their purchases directly from domestic producers and manufacturers (such purchases accounted for just over 43%), and less frequently from wholesalers (11%).

In the structure of revenues of wholesale companies, 44% of revenues, similarly to the previous year, came from wholesale, almost 27% came from retail traders (compared to 29% in the previous period), and 17% from domestic manufacturers. Nearly 8% were direct revenues from individual consumers.

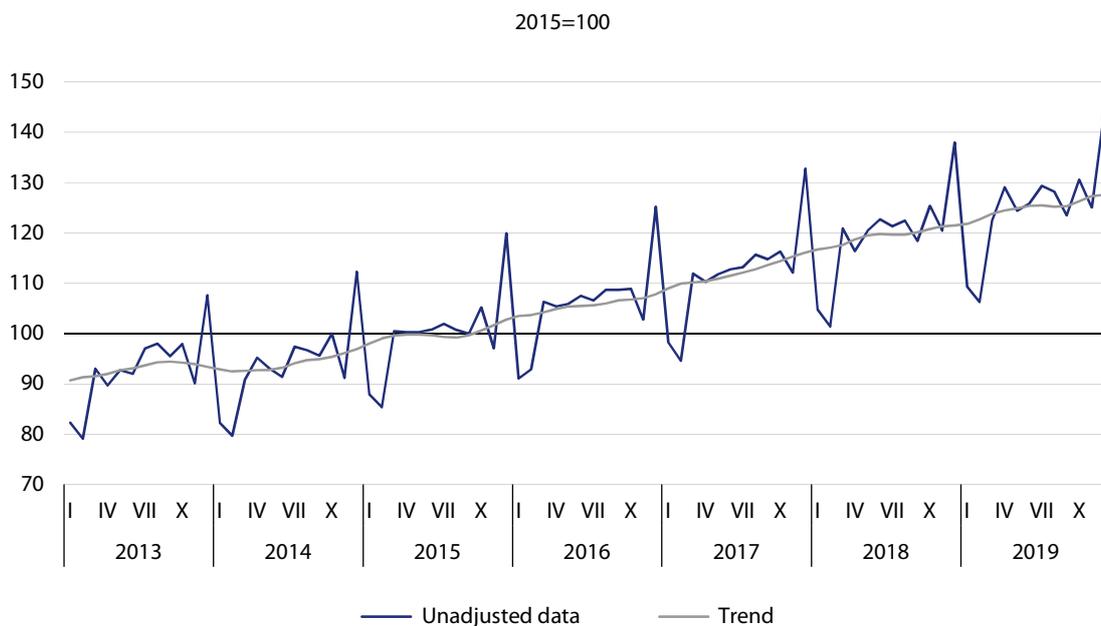
^a The data concerns enterprises with more than 9 employees.

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).

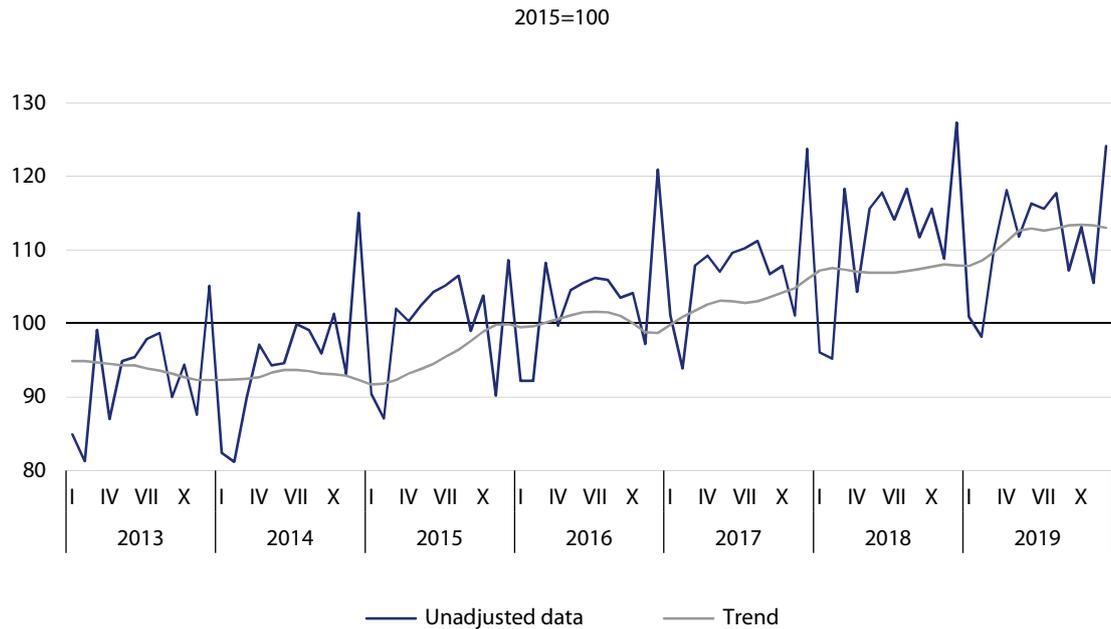
In 2019, retail trade turnover (in constant prices) was by 4.7% higher than in the previous year. An increase in turnover was recorded in entities selling non-food goods (by 7.4%), while a slight decrease in turnover (by 0.3%) was reported by companies trading in food, beverages and tobacco products. The turnover of fuel retail companies increased by 2.8%.

Chart 4. Turnover dynamics in fixed prices in retail companies (constant prices)^a



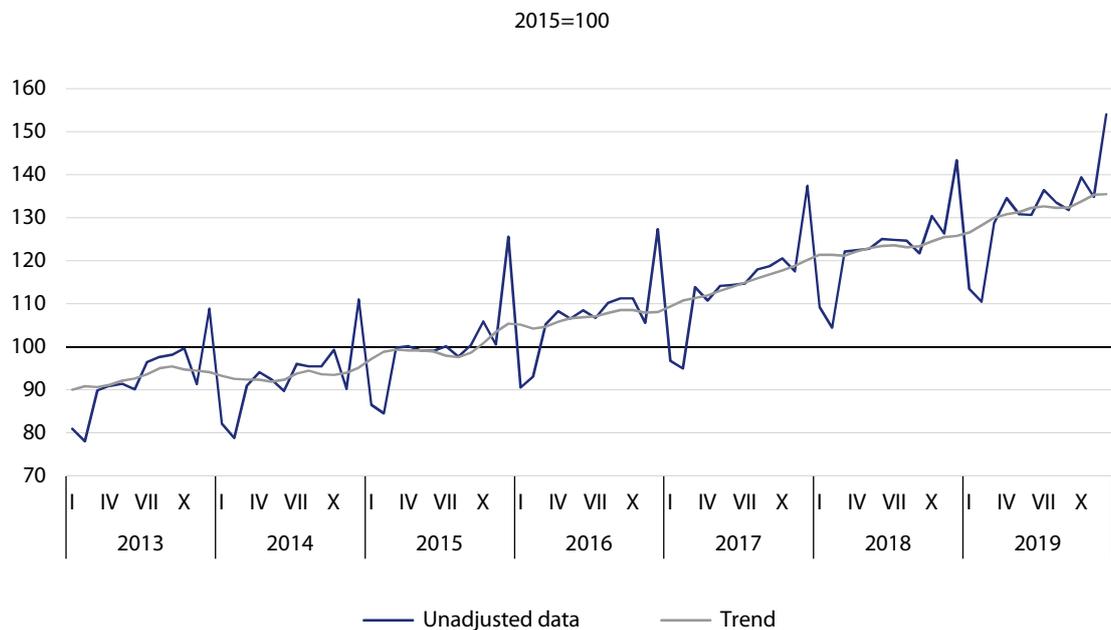
a Enterprises classified according to NACE Rev. 2 in the division 47.

Chart 5. Turnover dynamics in fixed prices in companies selling food, beverages, tobacco products (constant prices)^a



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

Chart 6. Turnover dynamics in fixed prices in companies selling non-food goods (constant prices)^a

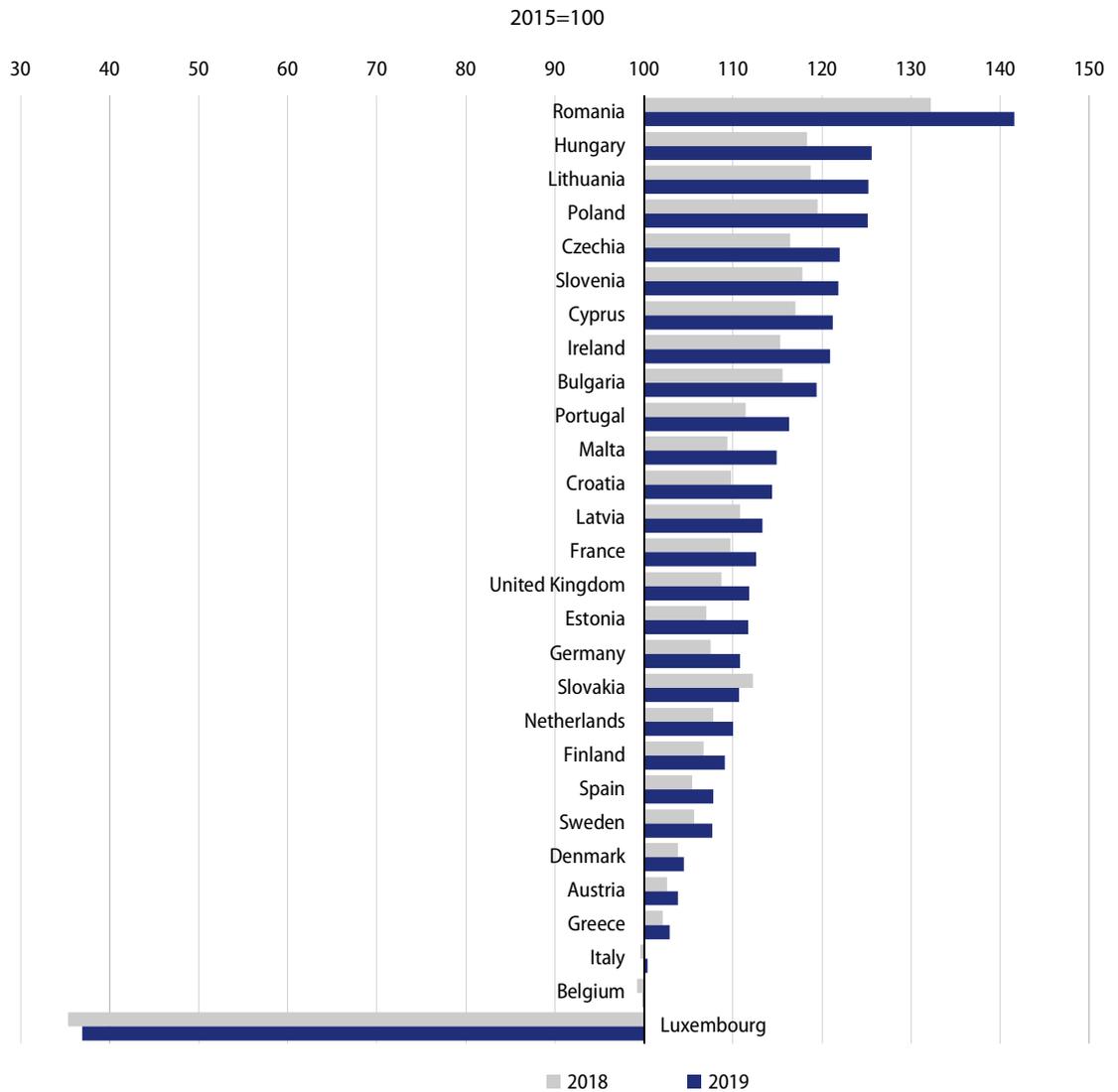


a Enterprises classified according to NACE Rev. 2 in the class 47.19 and group 47.3–47.9.

In 2019, EU countries retail trade turnover was 10.4% higher compared to the base year (2015=100). The highest increase was recorded in Romania (by 41.6%), Hungary (by 25.6%), Lithuania (by 25.2%) and Poland (by 25.1%). Among the countries of greatest importance for the European economy, an increase in turnover was recorded in France (by 12.6%), in the UK (by 11.8%), and in Germany (by 10.8%). In 2019, significantly lower turnover compared to 2015 was observed in Luxembourg (63.1% decrease as a result of the reclassification of business activities into non-trade activities of significant entities). A minimal decrease in turnover occurred in Belgium (by 0.1%).

Compared to the previous year, in 2019, the turnover was higher in almost all countries, with the exception of Slovakia, which recorded a decrease of 1.3%.

Chart 7. Dynamics in the retail trade of EU countries (constant prices)^a



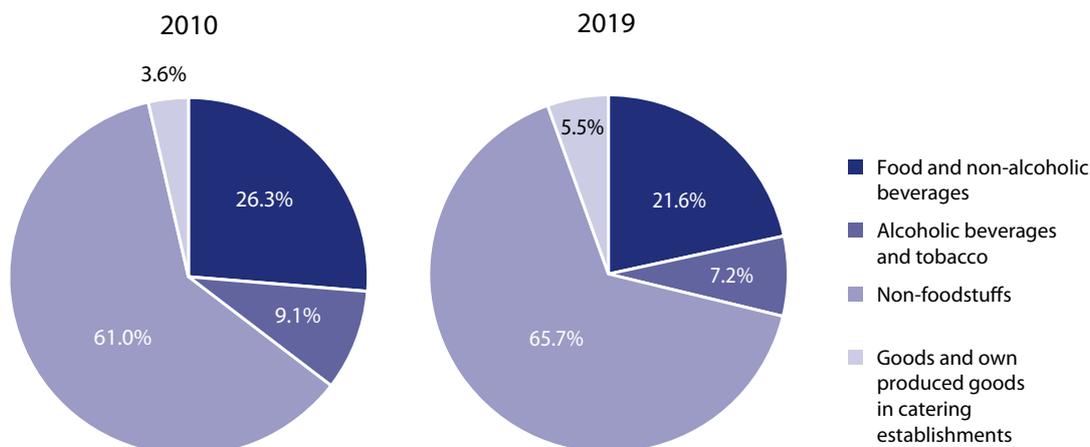
^a Data adjusted for working days.
Source: Eurostat, short-term statistics (September 2020)

Retail sales

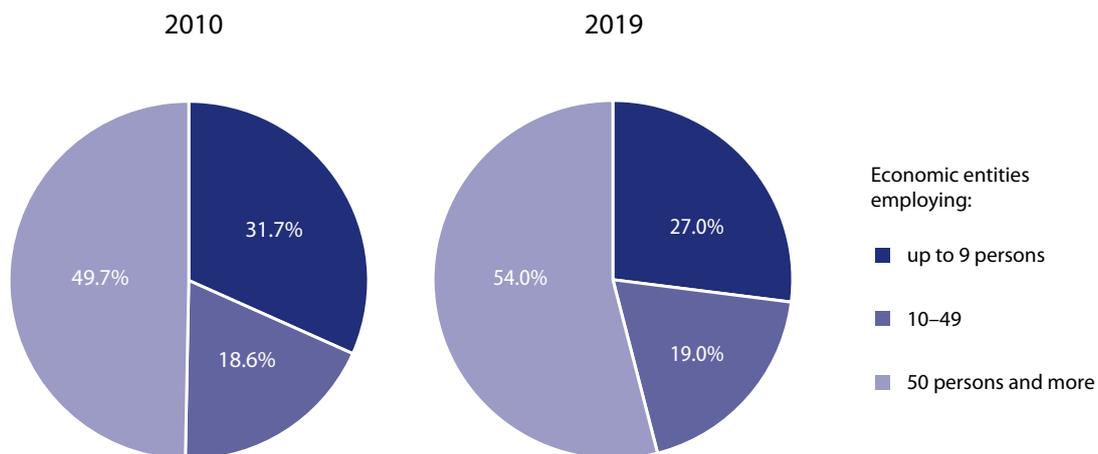
RETAIL SALES OF GOODS (including VAT) are sales of own goods and consignment (new and second-hand) in retail sales outlets, catering establishments and other sales outlets (e.g. stores, warehouses) in amounts satisfying individual needs of consumers.

In 2019, retail sales at current prices realized by trade and non-trade enterprises amounted to PLN 917.7 billion and were by 6.5% higher than in the previous year. In retail outlets, the value of the goods sold amounted to PLN 867.4 billion (an increase by 5.8%), of which value of food and non-alcoholic beverages – PLN 198.4 billion (an increase by 7.0%), alcoholic beverages and tobacco products – PLN 66.3 billion (an increase by 7.0%) and non-foodstuffs – PLN 602.7 billion (an increase by 5.3%). Retail sales in catering establishments amounted to PLN 50.3 billion (an increase by 18.2%).

Chart 8. Structure of retail sales (current prices)



The share of retail sales realized in 2019 by economic entities employing 50 and more persons was 54.0%, by entities with up to 9 employees – 27.0%, and by enterprises with 10 to 49 employees – 19.0%.

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

Sales in trade enterprises (at current prices) amounted to 81.1% of the total retail sales value. The remaining sales were carried out by enterprises whose basic activity was not trade, but e.g. production or catering.

Table 3. Retail sales in 2017 – 2019 (current prices)

Specification		2017	2018	2019
a – absolute numbers		PLN mln		
b – corresponding period of the previous year=100				
Total	a	810 233.6	862 066.3	917 671.3
	b	107.3	106.4	106.5
of which trade enterprises	a	705 407.6	745 846.6	744 115.1
	b	106.9	105.7	99.8

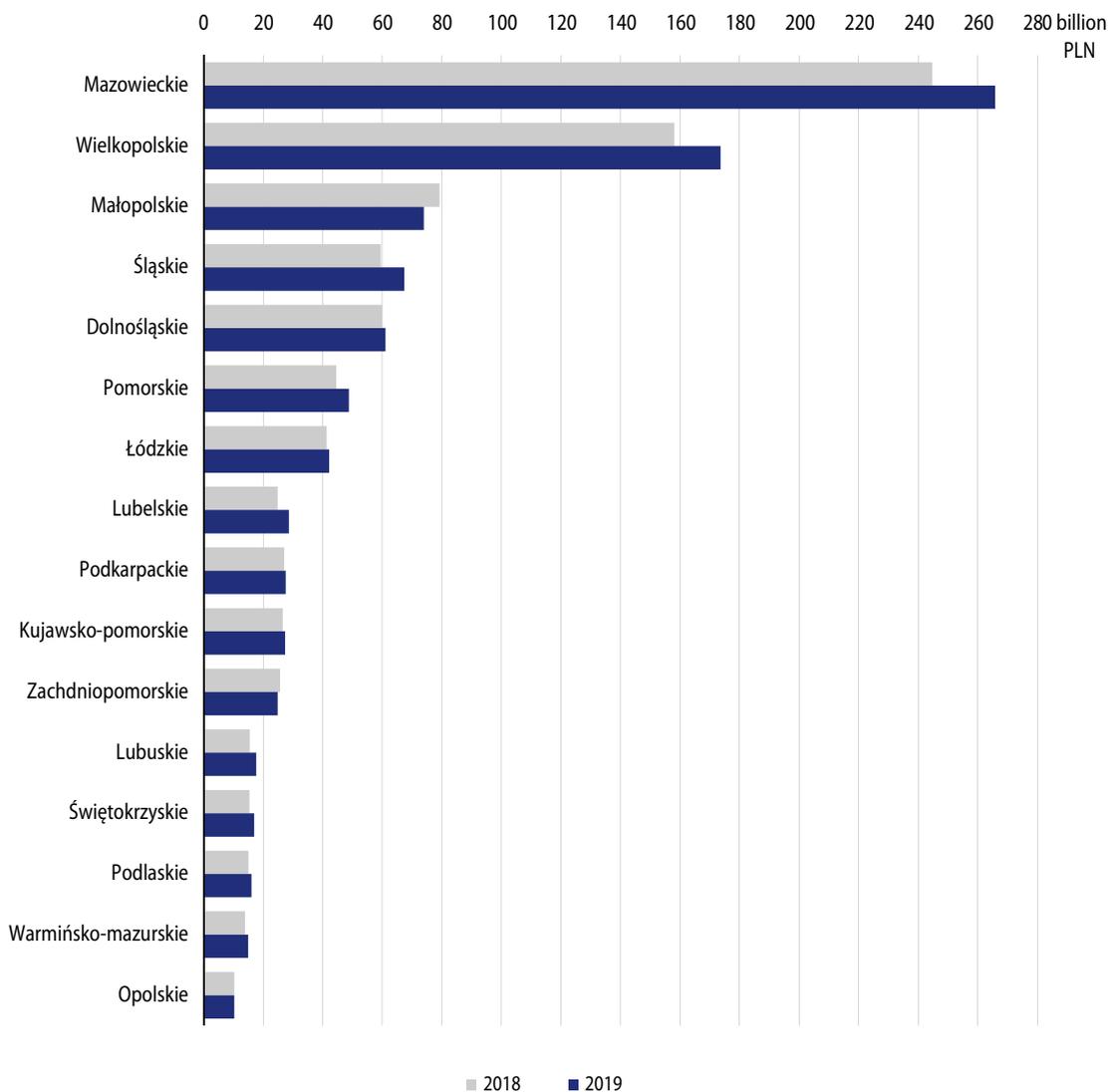
Table 4. Retail sales of goods by groups (current prices)

Specification	2017	2018	2019	
	PLN mln			2018=100
Total	810 233.6	862 066.3	917 671.3	106.5
Food and non-alcoholic beverages	214 021.3	222 943.2	243 414.2	109.2
Alcoholic beverages and tobacco	63 499.5	66 645.8	71 154.6	106.8
Non-foodstuffs (excluding tobacco)	532 712.8	572 477.3	603 102.6	105.3

In 2019, retail sales at current prices were higher than in the previous year in most voivodeships. In Mazowieckie Voivodeship, whose share in total sales was dominant and amounted to 29.0%, sales increased by 8.6%. The second voivodeship with a significant share in total sales (18.9%) was Wielkopolskie Voivodeship, and the companies with their headquarters in this voivodeship recorded an increase in sales by 9.8%.

A decrease in sales was recorded in Małopolskie Voivodeship (6.7%) and Zachodniopomorskie Voivodeship (3.4%).

Chart 10. Retail sales by voivodeships (current prices)^a

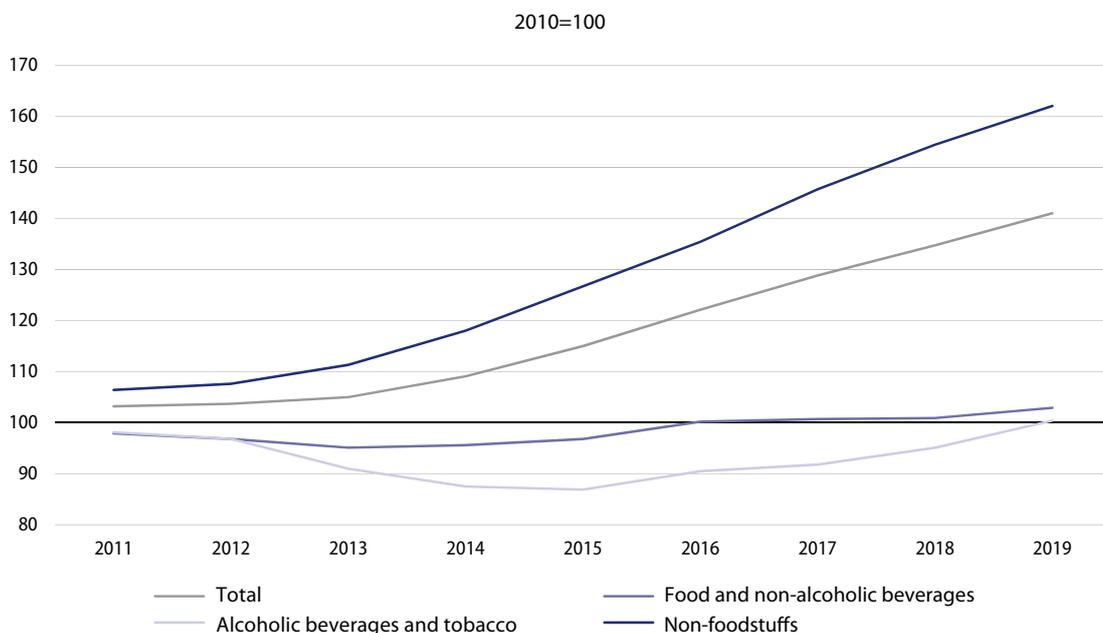


^a According to the official residence of the enterprise.

In 2019, retail sales at constant prices realized by trade and non-trade enterprises were by 4.7% higher than a year ago (against growth of 4.6% in 2018). An increase was recorded in all groups: "alcoholic beverages and tobacco products" (by 5.6%), "non-foodstuffs" (by 4.9%), "food and non-alcoholic beverages" (by 2.0%).

Retail sales of goods and own produced goods in catering establishments at constant prices were by 13.0% higher than in 2018.

Chart 11. Indices of retail sales (constant prices)^a



^a With the exception of "total" – excluding sales in catering establishments.

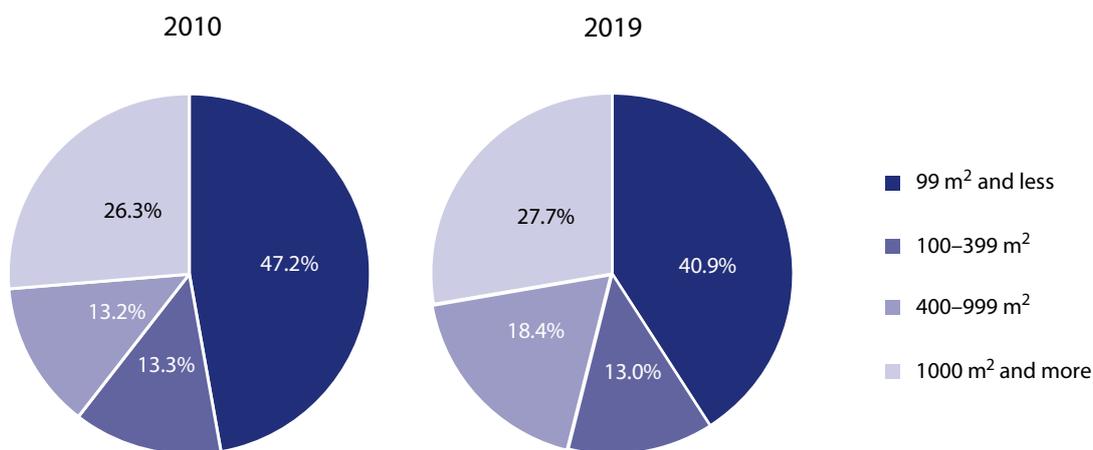
Stores

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.

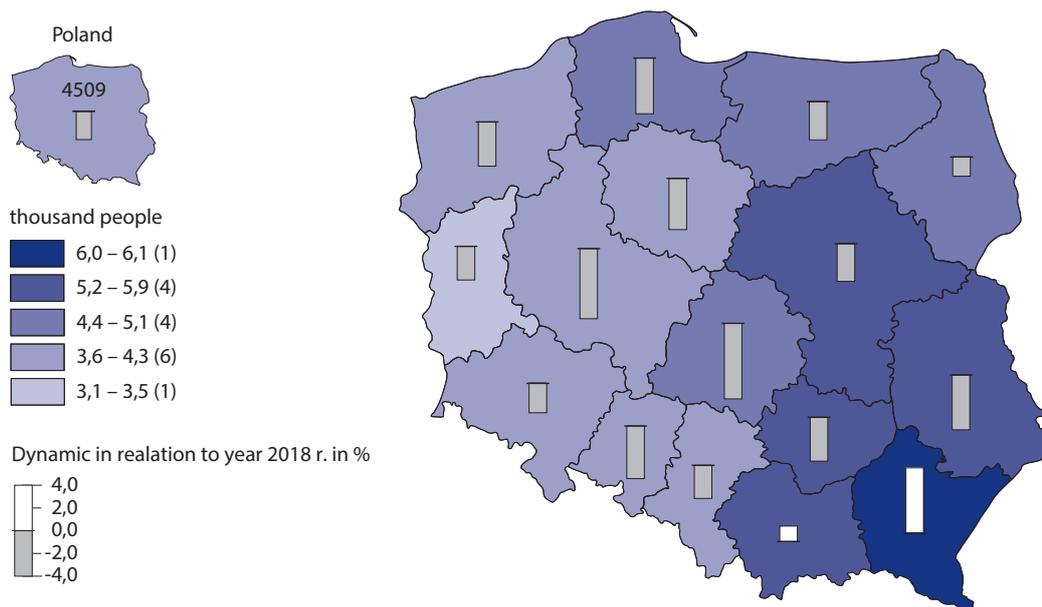
At the end of 2019, the estimated number of stores in Poland amounted to slightly over 333 thousand and was by 1.9% (approx. 6.5 thousand) lower than a year before. Meanwhile, the sales area of the stores increased (by 0.7%) and amounted to approx. 37,557 thousand m². The highest percentage increase in sales area was observed in stores from the space range of 400–999 m² (by 4.3%); there was also an increase in space in stores from the space range of 1000–2499 m² (by 2.4%) and a slight increase (by 0.2%) in stores with sales area of up to 99 m². On the other hand, the largest decrease in space was recorded in stores from the size range of 100–399 m² (by 2.8%), a slight decrease in space compared to the previous year was also recorded in stores from the size range above 2500 m² (by 0.6%).

Chart 12. Structure of sales area of stores



In the regional division, the highest increase in sales area was observed in stores located in Kujawsko-Pomorskie Voivodeship (by 11.4%) and Podkarpackie Voivodeship (by 10.8%). The highest decrease in sales area was observed in stores operating in Dolnośląskie Voivodeship (by 5.9%) and Wielkopolskie Voivodeship (by 4.8%) – by approx. 185 thousand m².

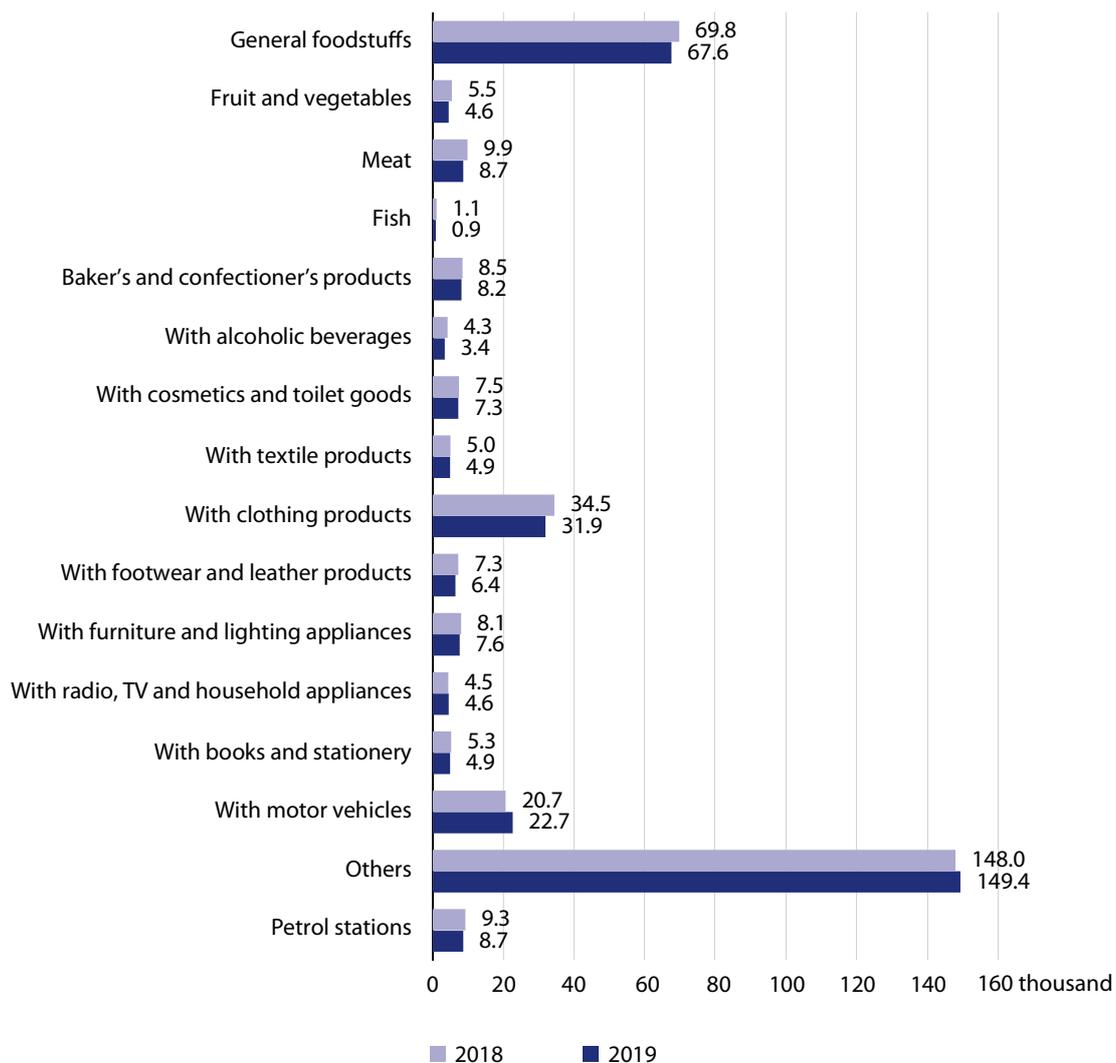
In 2019, the average number of people per store was 115, while in 2018 it was 113 people per store.

Map 2. Number of people per 1 supermarket and hypermarket by voivodeships (as of 31 December)

The 333 thousand stores, as estimated in 2019, were run by approx. 265 thousand enterprises. With regard to the division of business entities according to the number of stores owned, the greatest decrease was recorded in the number of enterprises operating up to 2 stores – a decrease by 4,544 (1.7%), as compared to a decrease in the number of these enterprises by 14,165 (5.1%) in the previous year and in entities owning from 3 to 10 stores by 239 (4.8%). The share of companies operating up to 2 stores in 2019 was 97.8% and increased by 0.1 percentage point compared to the previous year.

Within the total number of 333 thousand stores, as in the previous year, the largest share of stores according to specialization represented by other shops (44.8%), general foodstuffs (20.3%) and clothing stores (9.6%). The least numerous were fish stores, which accounted for merely 0.3% of the total number of stores.

Compared to the previous year, there has been a decrease in the number of stores in most specializations. The greatest drop was observed in the following stores: clothing stores – by 2.6 thousand stores (7.5%), general foodstuffs – by 2.2 thousand stores (3.1%), and meat stores – by 1.2 thousand stores (11.9%). On the other hand, the largest increase in the number of stores was observed in the motor vehicle industry – by 2.1 thousand stores (10.0%), and in the other stores – by almost 1.5 thousand stores (1.0%). The number of stores with radio and television products and household appliances also increased slightly – by 144 facilities (3.2%).

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

In 2019, in the group of companies with more than 9 employees, the number of stores belonging to entities with foreign capital increased by 7.8% compared to the previous year, and the sales area of these stores increased by 4.8%. The average area of foreign enterprise stores was 636.8 m² (respectively in the domestic private enterprise stores – 197.0 m²). The share of the area of stores with foreign capital in total area increased by 1.2 percentage point compared to the previous year.

Table 5. Number of stores owned by enterprises with foreign capital^a

Specification	2018	2019
Number of stores	17 297	18 653
share in total stores (%)	5.1	5.6
sales area (thousand m ²)	11 337.3	11 878.0
share in total sales area (%)	30.4	31.6

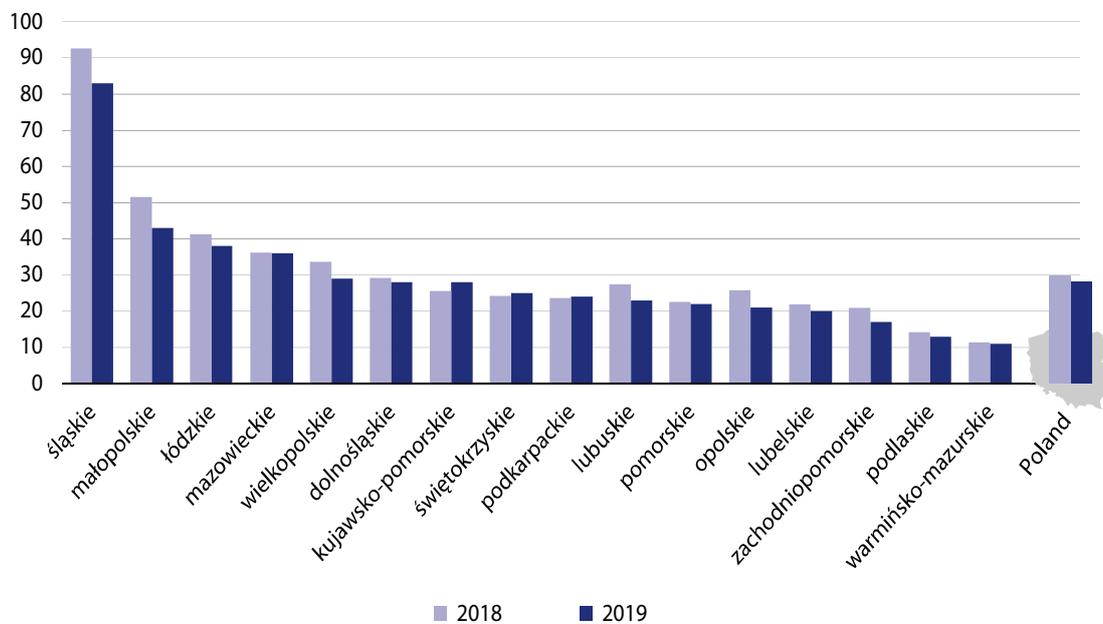
^a Data concerns entities employing more than 9 persons.

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 2019, the estimated number of petrol stations was 8,666 and was 7.2% lower than in the previous year. In the regional division, the highest density of petrol stations was recorded in Śląskie Voivodeship – 83 facilities per 1,000 km² in 2019. The lowest rate was observed in Warmińsko-Mazurskie Voivodeship, with 11 facilities, while the average for Poland was 28 petrol stations per 1000 km², compared to 30 facilities in the previous year.

Chart 14. Distributions of petrol stations per 1000 km² of the area by voivodeships (as of 31 December)



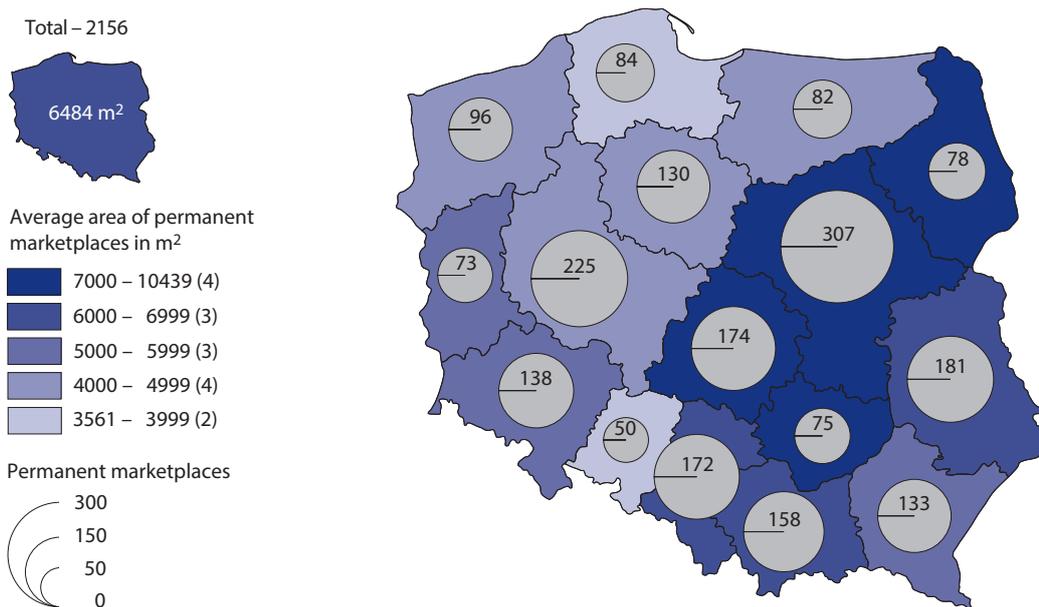
Marketplaces

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 2019, in the national register kept by local government units, 2,156 permanent marketplaces were registered (including 2080 marketplaces with a predominance of small-retail sales). The total number of permanent marketplaces did not change compared to the previous year and only slight changes in the number of permanent marketplaces were recorded in most of the voivodeships (the largest decrease in the number of marketplaces – by 4 facilities, was recorded in Śląskie Voivodeship). Compared to the previous year, the total area of permanent marketplaces decreased by 1.2%. The largest decrease in the marketplace area took place in Mazowieckie Voivodeship (by 82 thousand m²) and Pomorskie Voivodeship (by 64.7 thousand m²).

At permanent marketplaces, transactions were carried out in approx. 89.3 thousand permanent small-retail sales points, of which 49.1 thousand worked every day. The permanent marketplace network was complemented by seasonal marketplaces, the number of which decreased to 7,088 in 2019. Slightly higher annual proceeds from the marketplace fee (by 1.0%) were recorded compared to 2018.

Map 3. Permanent marketplaces by voivodeships in 2019 (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 2019 in trade companies (in current prices) amounted to PLN 1,481.0 billion and was by 4.5% higher than a year before. In all the presented groups of goods, an increase in the value of wholesale was observed, with the highest increase in the "food and non-alcoholic beverages" group – by 11.2%. The share of non-food goods in the sales structure decreased by 0.9 percentage point, while the share of food and non-alcoholic beverages (by 0.8 percentage point) and alcoholic beverages increased (by 0.1 percentage point).

Wholesale carried out by enterprises with 50 employees and more constituted 48.1% and was by 1.2 percentage point higher compared to the previous year.

Chart 15. Structure of wholesale (current prices)

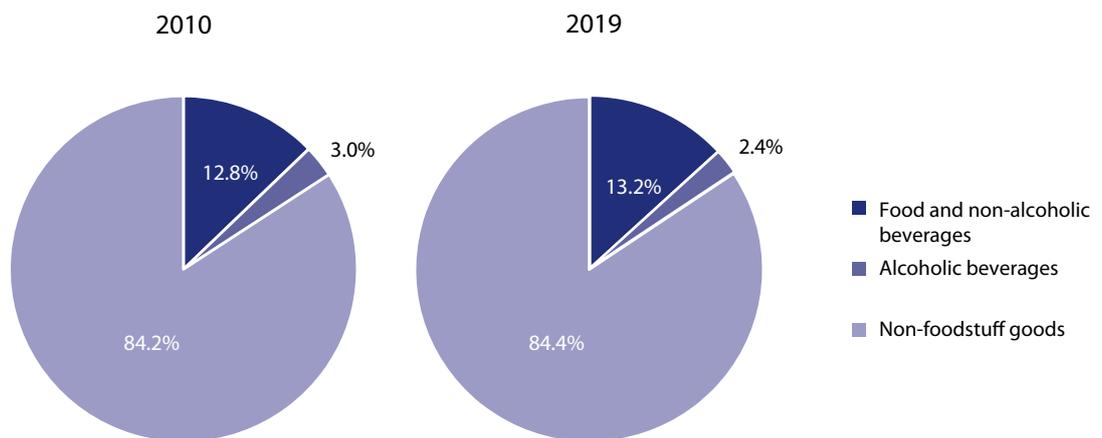


Table 6. Wholesale in the years 2017–2019 (current prices)

Specification a – absolute numbers b – corresponding period of the previous year=100	2017	2018	2019	
	PLN mln			
Total	a	1 286 638.0	1 417 614.9	1 480 972.7
	b	113.2	110.2	104.5
of which enterprises employing 50 persons and more	a	598 038.8	664 476.3	712 182.3
	b	113.2	111.1	107.2

Table 7. Wholesale by groups of goods (current prices)

Specification	2017	2018	2019	
	PLN mln			2018=100
Total	1 286 638.0	1 417 614.9	1 480 972.7	104.5
Food and non-alcoholic beverages	181 667.4	175 604.1	195 292.8	111.2
Alcoholic beverages	31 119.0	32 334.3	35 367.6	109.4
Non-foodstuff goods	1 073 851.6	1 209 676.5	1 250 312.3	103.4

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.

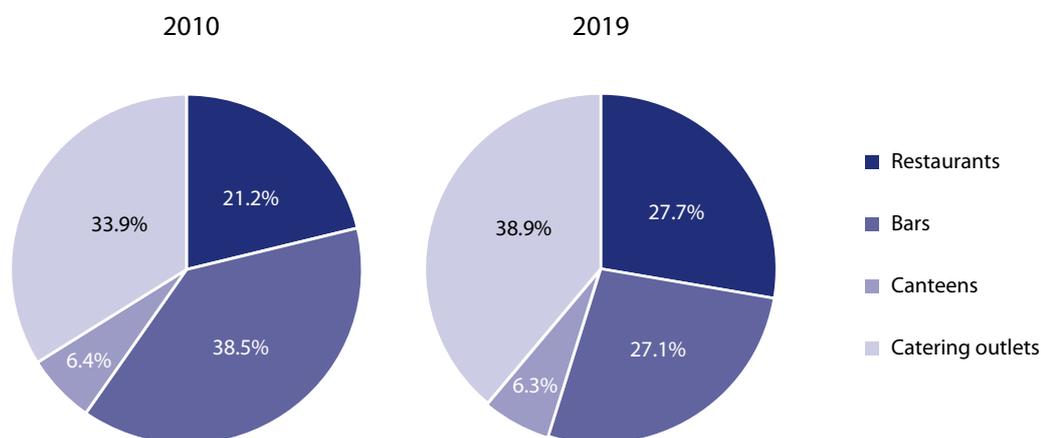
In 2019, The number of catering establishments (permanent and seasonal) in the country was estimated at approx. 72.4 thousand, of which 38.9% were catering outlets, 27.7% – restaurants, 27.1% – bars and 6.3% – canteens. The total number of catering establishments increased by 3.6% compared to 2018. An increase was recorded in all types of establishments; canteens – an increase by 9.8%, catering facilities – by 5.6%, restaurants – by 1.7% and bars – by 1.4%.

Table 8. Catering establishments

Specification	2017	2018	2019	
	number			2018=100
Total	70 108	69 829	72 355	103.6
Restaurants	20 127	19 675	20 015	101.7
Bars	19 410	19 317	19 588	101.4
Canteens	4 221	4 174	4 585	109.8
Catering outlets	26 350	26 663	28 167	105.6

The private sector in the catering activities included 98.6% of all catering establishments, of which: 99.4% were restaurants, 99.1% – bars, 98.9% – catering outlets and 90.9% – canteens.

Chart 16. Structure of catering establishments



Revenues from catering activities

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.

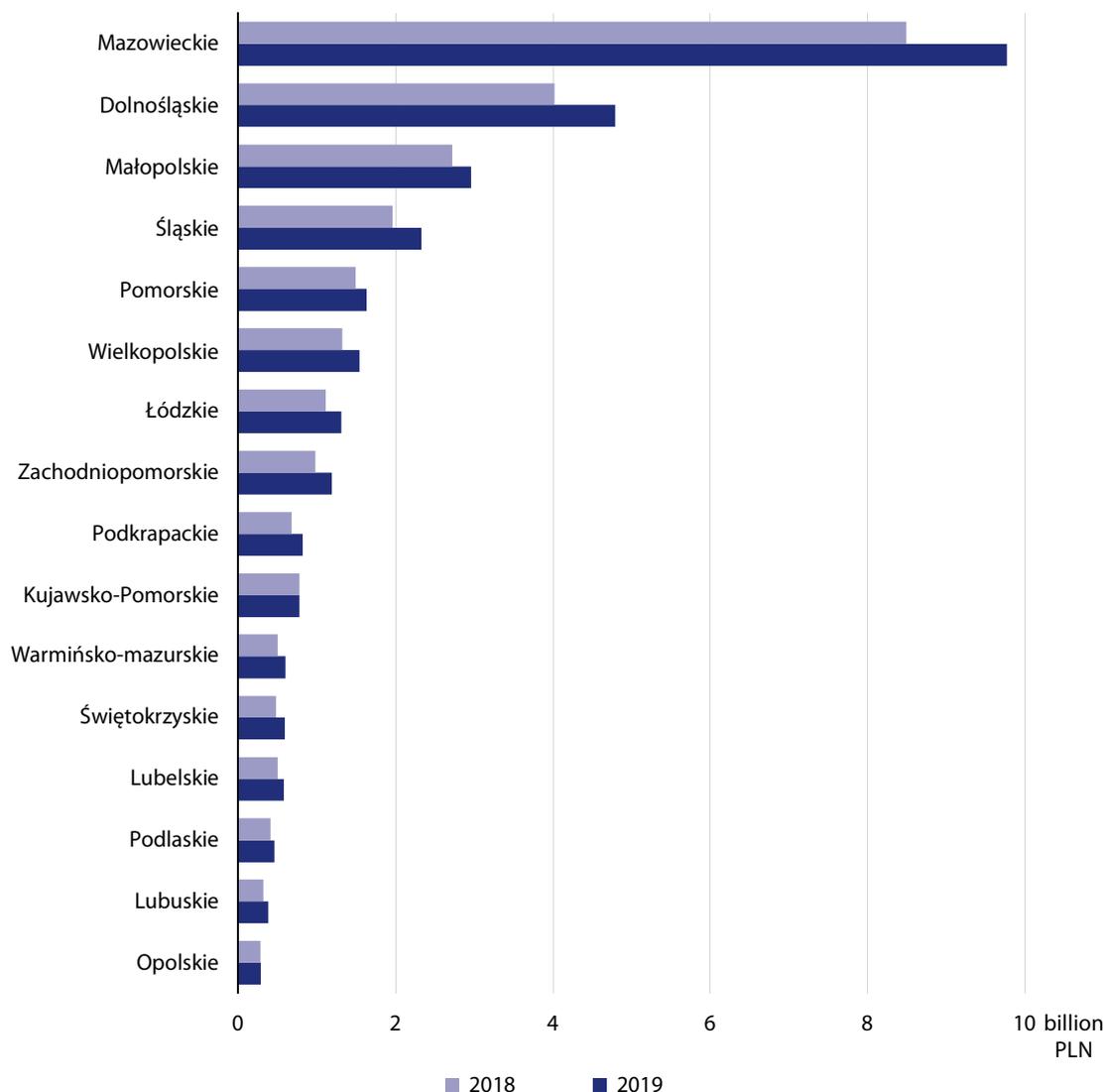
In 2019, total revenues from catering activities in current prices amounted to PLN 50.9 billion and increased by 17.9% compared to the previous year (in constant prices they were higher by 12.7%). The private sector accounted for 98.8% of this value and the public sector for 1.2%.

Catering production accounted for 85.1% of the total value of revenue in current prices, 13.7% – from sales of commodities (of which 9.5% – from sales of alcoholic beverages and tobacco) and 1.2% – from other activity. All types of catering activities recorded an increase in revenue compared to the previous year; the highest increase referred to catering production (by 20.3%).

Table 9. Revenues from catering activities in 2017–2019 (current prices)

Specification	2017	2018	2019	
	PLN mln			2018=100
Revenues total	39 140.5	43 166.7	50 904.0	117.9
from sales of commodities	6 452.9	6 566.2	6 985.8	106.4
of which from the sale of alcoholic beverages and tobacco	4 589.1	4 672.2	4 842.7	103.7
from catering production	32 126.3	36 001.8	43 310.7	120.3
from other activity	561.3	598.7	607.5	101.5

In enterprises employing more than 9 persons, revenues from catering activities at current prices amounted to over PLN 30.0 billion (an increase of 15.3% compared to the previous year), which accounted for 59.0% of total revenues from catering activities in Poland. A percentage increase in revenue was recorded in all voivodeships, with the highest increase in Świętokrzyskie Voivodeship (by 24.8%), Zachodniopomorskie Voivodeship (by 21.7%), Podkarpackie Voivodeship (by 21.0%), Dolnośląskie Voivodeship (by 19.2%) and Śląskie Voivodeship (by 18.8%). The lowest revenue growth was observed in Opolskie Voivodeship (by 4.9%) and Kujawsko-Pomorskie Voivodeship (by 0.4%).

Chart 17. Revenues from catering activities by voivodeships^a in enterprises employing more than 9 persons

^a According to the official residence of the enterprise.

Revenues from catering production constituted 86.6% of revenues from catering activities of enterprises employing more than 9 persons and amounted to over PLN 26.0 billion.

The second largest group in terms of revenues from catering activities (7.5%) were revenues from the sale of alcoholic beverages and tobacco products, which amounted to approx. PLN 2.3 billion.

The third group, with a value of approx. PLN 1.6 billion, were revenues from the sale of commodities (excluding alcoholic beverages) and their share in the revenues from the catering activities of the surveyed companies amounted to 5.3%.

Revenues from other activities accounted for merely 0.6% of total revenues and were below PLN 0.2 billion.

Market supply

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

In 2019, the average stock of most of the surveyed articles in producers' warehouses was higher compared to the previous year.

In the group of foodstuffs, the stocks of poultry meat; compotes and pasteurised fruit; coffee; vodka, liqueurs, other spirit beverages in terms of 100% alcohol, as well as (non-chocolate) candies were much larger. Stocks of butter and dairy spreads; tinned food and variety meat products from poultry; canned and preserved fish; soups and broths and preparations thereof; beer; pork and fresh cheese (unripened and uncured), including whey cheese and cottage cheese have also increased significantly. The stocks of milk and cream in solid form, frozen sea fish, tea, pasta, wine and honey wine have significantly decreased.

Among non-food products, there has been a substantial increase in stocks of passenger cars; soap, detergents and washing preparations; bicycles, as well as cigarettes.

The stocks of radio and television sets; carpets, mats and textile floor coverings, knitted outerwear and clothing as well as shoes were also significantly larger.

The stocks of food grinders and mixers, juice extractors with built in electric engine; household vacuum cleaners; household refrigerators and freezers, including combined refrigerators-freezers, as well as fabric outerwear and clothing were significantly smaller than in 2018.

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 2019, the deliveries of most of the surveyed consumer goods were larger compared to the previous year. The increase in deliveries was recorded mainly in the area of food products.

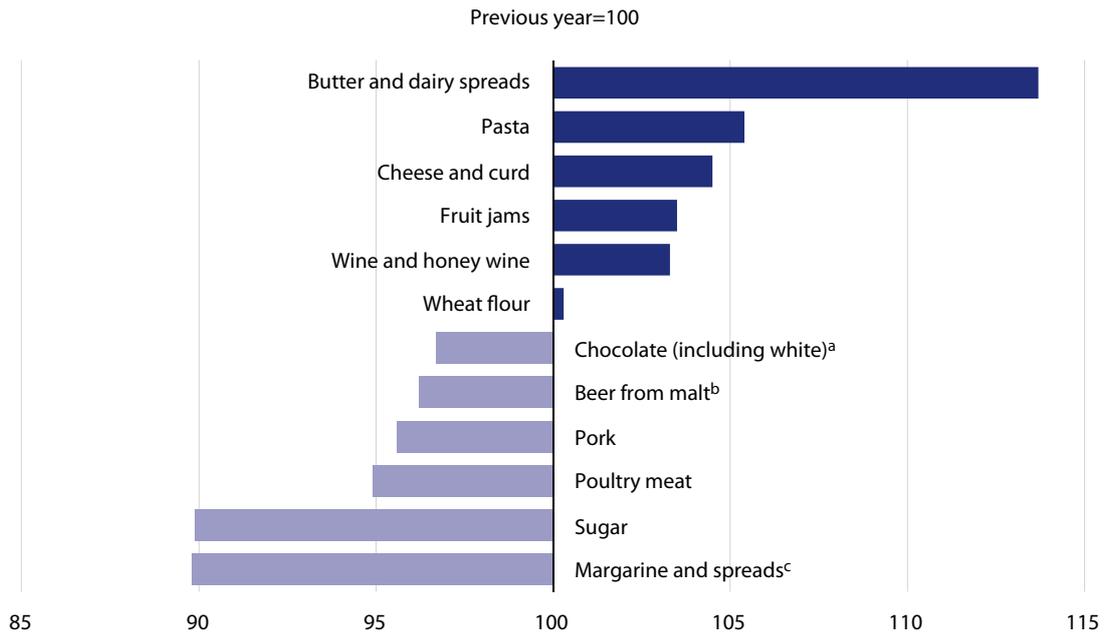
Among food products, there were significantly larger deliveries than in 2018 of chocolate products; canned and preserved fish; butter and dairy spreads; vodka, liqueurs, other spirit beverages in terms of 100% alcohol and ripening rennet cheese.

The deliveries of (non-chocolate) candies; coffee; margarine and spreads (excluding liquid margarine) and sugar were much lower.

Among non-food products, a significant increase in deliveries was observed for the following groups: radio and TV sets; electric, gas and mixed cookers; bicycles; household vacuum cleaners as well as carpets, mats and textile floor coverings. There were also larger deliveries of cigarettes containing tobacco or mixtures of tobacco and tobacco substitutes; knitted outerwear and clothing as well as food grinders and mixers, juice extractors with built in electric engine.

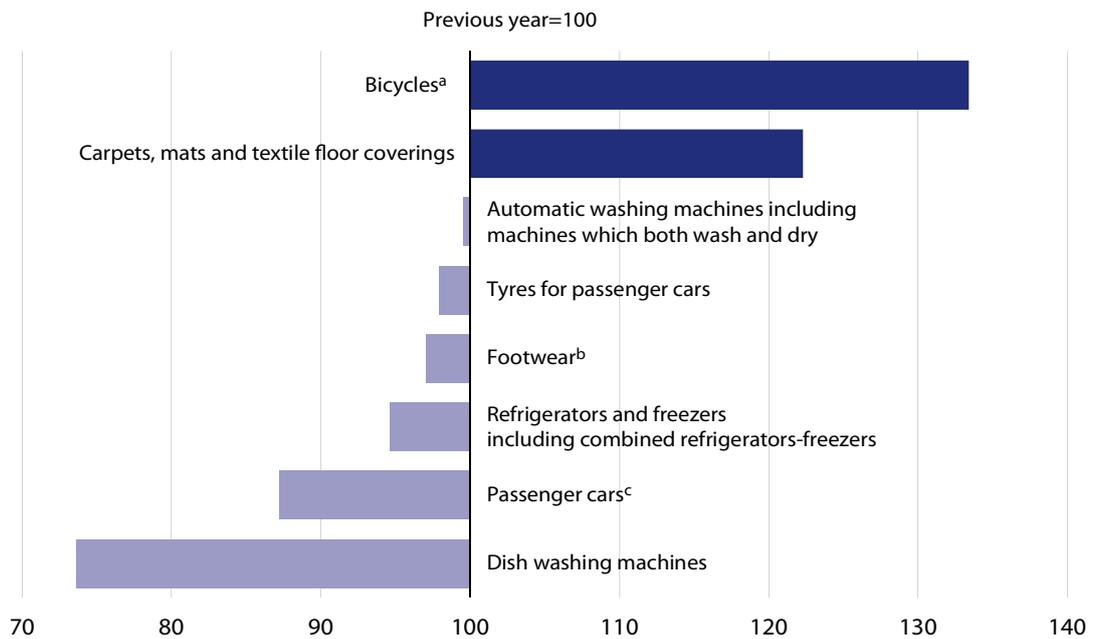
The deliveries were lower than in 2018 among others for: household dishwashing machinery; passenger cars; underwear made of fabric; household refrigerators and freezers as well as tableware, kitchenware of porcelain or china.

Chart 18. Delivery index of selected foodstuffs in 2019



a With sweet and chocolate goods.
 b Of an alcoholic strength of 0.5% and more.
 c Reduced and low fat, excluding liquid margarine.

Chart 19. Delivery index of selected non-foodstuffs in 2019



a Including children's.
 b Including rubber footwear.
 c Excluding motor caravans, snowmobiles, golf carts and similar vehicles.

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

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:

SECTION "G" WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES

DIVISION 45 WHOLESALE AND RETAIL TRADE AND REPAIR OF MOTOR VEHICLES AND MOTORCYCLES

GROUP

- 45.1 Sale of motor vehicles, excluding motorcycles
- 45.2 Maintenance and repair of motor vehicles, excluding motorcycles
- 45.3 Sale of motor vehicle parts and accessories, excluding motorcycles
- 45.4 Sale, maintenance and repair of motorcycles and related parts and accessories

DIVISION 46 WHOLESALE TRADE EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES

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

DIVISION 47 RETAIL TRADE, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES

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 and retail trade; repair of motor vehicles	Wholesale and retail trade; repair of motor vehicles
Wholesale trade	Wholesale trade, except of motor vehicles and motorcycles
Retail trade	Retail trade, except of motor vehicles and motorcycles

As regards short-term statistics for turnover of retail enterprises, the following groupings of activity kinds are 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^a:

Specification	Producing (non-trade) units	G Section		I Section
		Trade units		Catering units
		wholesale	retail	
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 presented information on retail sales, shops and petrol stations, catering activities relate to all units of the national economy conducting trade or catering activities, regardless of whether it is a predominant or subsequent activity, while data on wholesale refer to trade units, i.e. entities classified to section G according to predominant type of activity.
4. The term "foreign property" applied in the publication describes the enterprises with foreign capital or the ones in which foreign capital constitutes a majority.

5. 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.
6. 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, fastfood 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. 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.

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 export and increased by import 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 m² 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 m² 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.

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 commodities – 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 m², 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 m².

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 m²) 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 m³): tanks intended for storage of liquid, semi-liquid and gas products; silos (elevators) for storing loose, powdered, fine-grained goods, etc.

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).

UNIVERSAL STORES are stores with a sales floor area ranging from 120 m² to 399 m² selling mainly foodstuff products for everyday use and additionally often purchased non-foodstuff 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.