



Internal market in 2023



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Preface

We would like to present you with the next edition of the annual "Internal market" study from the "Statistical analyses" series.

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

The study also contains detailed information on the size of commercial and catering network and their infrastructure by region.

Presenting you with the "Internal Market in 2023" publication, we would like to thank all the persons and institutions for providing information and comments which will contribute to shaping and enriching the content of the next editions of this publication.

Director
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Dominik Rozkrut, Ph. D.

Warsaw, October 2024

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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	bn	billion
EU	European Union		

Accepted groupings:

- **EU 27** (27 countries-members of EU: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden).
- **Euro-zone** (20 countries-members of Economic and Monetary Union: Austria, Belgium, Croatia, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Portugal, Slovakia, Slovenia, Spain).

Synthesis

In 2023 in Poland, according to preliminary data, gross value added generated by entities conducting service activities accounted for 63.6% of the gross value added of the entire national economy. Number of people employed in these entities amounted to 63.9% of all employees. The dominant activity among service entities in terms of value added was trade, the share of which constituted 14.3% of the gross value added generated in the entire national economy.

Retail sales at current prices performed in 2023 by trade and non-trade enterprises amounted to PLN 1,255.7 billion and were by 5.9% higher than a year ago, while wholesale in trade enterprises (at current prices) amounted to PLN 1,998.9 billion and was by 15.4% lower than in the previous year.

At the end of 2023, the estimated number of stores in Poland amounted to nearly 327 thousand and was by 0.2% (0.8 thousand) higher than a year ago, the sales area of the stores also increased by 1.4% and amounted to 39,102.6 m². The number of 327 thousand stores was run by nearly 259 thousand enterprises. The estimated number of petrol stations was 8,539 and increased by 4.6% compared to the previous year. The highest density of petrol stations is still recorded in the Śląskie Voivodship – in 2023 it was 64 facilities per 1,000 km².

Total revenues from catering activity in current prices in 2023 amounted to PLN 76.7 billion and increased by 18.6% compared to the previous year (in constant prices they were higher by 4.2%). The number of catering establishments (permanent and seasonal) in the country was estimated at 93.3 thousand, of which 40.4% were catering outlets, 28.0% – restaurants, 26.2% – bars and 5.4% – canteens. In comparison to 2022, the total number of catering establishments increased by 11.2%.

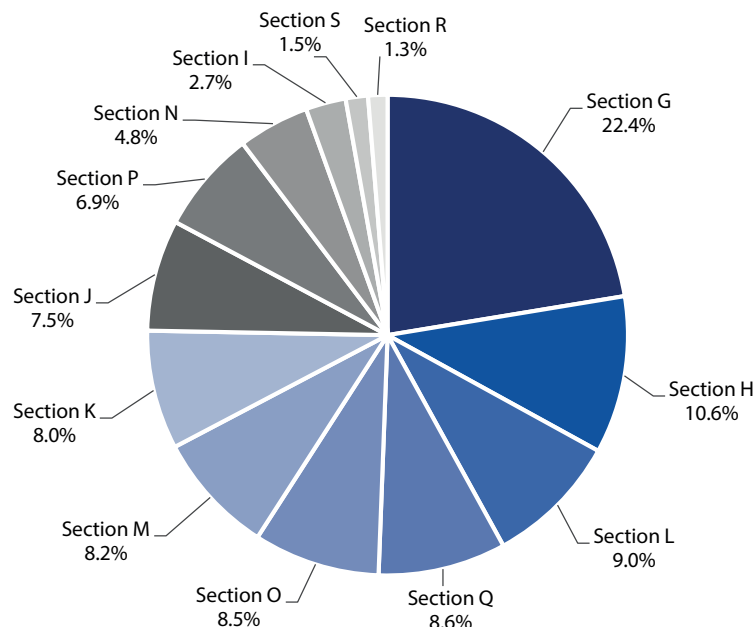
In 2023, as part of the internal market supply, the deliveries of most of the surveyed consumer goods, both food and non-food commodities, were lower compared with the previous year.

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

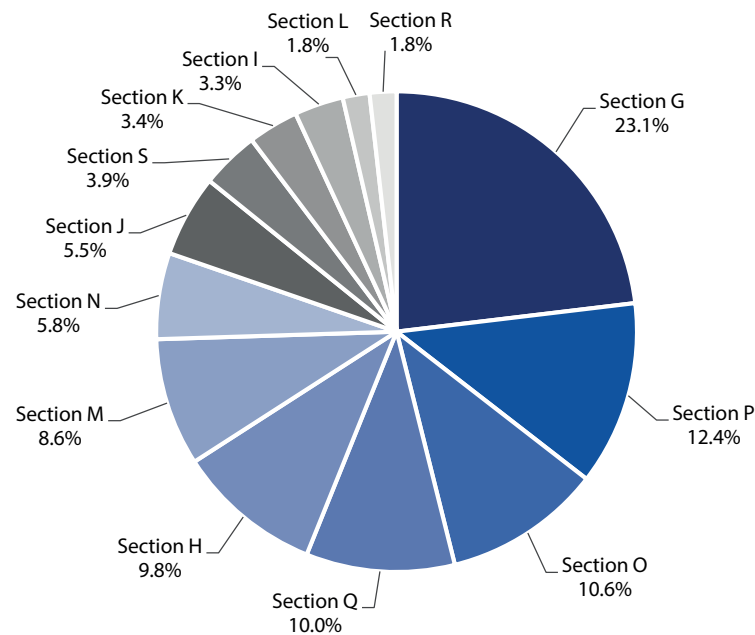
In 2023 in Poland, according to preliminary data, the gross value added generated by entities conducting service activities accounted for 63.6% of the gross value added of the entire national economy. At the same time, 63.9% of the total workforce found employment in these entities. The dominant activity among service entities in terms of value added was trade, whose share accounted for 22.4% of the value added generated by all entities conducting service activities (a decrease of 1.7 percentage points compared to the previous year). The share of the second activity in terms of added value – transportation and storage (according to NACE section H) was 10.6% (an increase of 0.4 percentage points), while the share of the next activity – real estate activities (according to NACE section L) was 9.0% (a decrease of 0.3 percentage points). Compared to the previous year, among service activities, the highest increase in the share of gross value added (by 0.8 percentage points) was recorded for the activity – human health and social work activities (according to NACE section Q).

Chart 1. Structure of gross value added in services by NACE section in 2023



At the end of 2023, the largest number of people (23.1% of the total number of employed persons in service entities) worked in enterprises classified in the section 'Trade and repair of motor vehicles' (according to NACE section G). The second place, in terms of the number of employed persons, went to the education (according to NACE section P) – 12.4% , followed by the section 'Public administration and defence; compulsory social security' (according to NACE section O) – 10.6%.

Chart 2. Structure of employed persons in services by NACE sections in 2023



In 2023, the dominant activity among service units in terms of average employment was also trade, which employed 1,727.8 thousand people (a decrease of 0.8% compared to 2022). The second position was occupied by education (according to NACE section P) with an average employment of 1,144.8 thousand people (an increase of 1.1% compared to the previous year). The highest percentage increase in average employment among service activities (by 3.1%) was recorded in two sections: section J "Information and communication" and section M "Professional, scientific and technical activities". The lowest average employment at 134.7 thousand was recorded in section R "Arts, entertainment and recreation activities".

The highest average, monthly gross wages and salaries in 2023, according to preliminary data, were recorded in the sections: "Information and communication" (according to NACE section J) - PLN 12,396 and "Financial and insurance activities" (according to NACE section K) - PLN 11,318, while the lowest at PLN 4,703 in entities included in section I "Accommodation and food service activities". In section G "Trade and repair of motor vehicles", the value of the average, monthly gross wages and salaries amounted to PLN 6 311 and increased the least among service activities - by 12.0% - compared to 2022. The highest percentage increase in the average, monthly wages and salaries of 15.5% was observed in section H "Transportation and storage".

In 2023, value added resulting from the activities of service enterprises accounted for the bulk of value added generated in EU countries. Among EU member states, the highest share of value added generated by services was recorded in Luxembourg with 88.3%, Malta with 86.7% and Cyprus with 84.3%. Services accounted for a large share of the value added of the whole economy in countries such as Belgium (78.6%), Greece (77.7%), France (77.5%), the Netherlands (77.3%), Portugal (76.7%) and Spain (75.2%). In Central and Eastern European countries, the share ranged from 62.0% in Slovakia to 73.8% in Croatia, while in Poland it accounted for 63.7%.

In relation to 2015, the most significant increase in the share of service activities in value added was shown by Ireland (by 6.1 percentage points), Romania (by 5.6 percentage points) and the Czech Republic (by 4.7 percentage points). The largest decrease in the share of services compared to 2015 were recorded in Denmark (by 3.7 percentage points), Latvia (by 3.1 percentage points) and Italy (by 2.6 percentage points).

Table 1. The share of gross value generated by services in the gross value added generated by the national economy (current prices) – NACE Rev.2.0

Countries	Years	Share in %	Countries	Years	Share in %
Austria	2015	70.0	Lithuania	2015	66.1
	2023	70.4		2023	70.1
Belgium	2015	77.3	Luxembourg	2015	87.1
	2023	78.6		2023	88.3
Bulgaria	2015	67.5	Latvia	2015	73.3
	2023	67.6		2023	70.2
Croatia	2015	71.6	Malta	2015	85.4
	2023	73.8		2023	86.7
Cyprus	2015	86.2	Germany	2015	70.1
	2023	84.3		2023	69.7
Czechia	2015	60.3	Poland	2015	62.3
	2023	65.0		2023	63.7
Denmark	2015	76.4	Portugal	2015	75.2
	2023	72.7		2023	76.7
Estonia	2015	70.1	Romania	2015	59.9
	2023	73.2		2023	65.5
Finland	2015	70.6	Slovakia	2015	63.6
	2023	70.1		2023	62.0
France	2015	79.0	Slovenia	2015	65.5
	2023	77.5		2023	64.9
Greece	2015	79.2	Sweden	2015	73.4
	2023	77.7		2023	72.9
Spain	2015	75.1	Hungary	2015	64.2
	2023	75.2		2023	67.5
Netherlands	2015	78.6	Italy	2015	75.0
	2023	77.3		2023	72.4
Ireland	2015	58.0			
	2023	64.1			

Source: Eurostat 15.10.2024; 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.

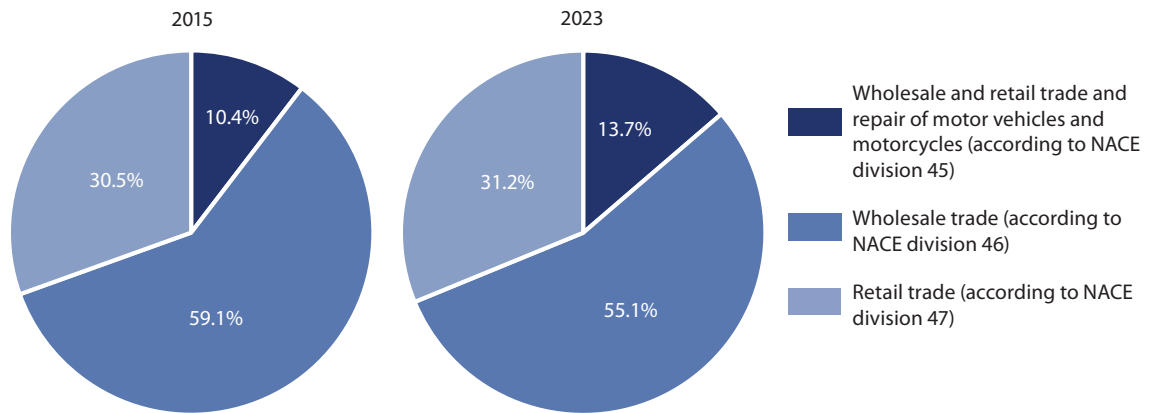
In 2023, according to preliminary data, the share of trade in gross domestic product creation was 12.9% and in gross value added 14.3%.

Table 2. The share of trade in the creation of GDP and value added

Specification	2020	2021	2022	2023
Share of trade in creation GDP (%)	13.8	13.9	13.8	12.9
Share of trade in gross value added (%)	15.6	15.9	15.5	14.3

NET REVENUE FROM THE SALES OF PRODUCTS, GOODS AND MATERIALS is net revenue from sales in the country and for export of products manufactured by the entity (finished products, semi-finished products and services), as well as packaging, equipment and external services, if they are invoiced to recipients, including products; and net revenues from the sale of goods and materials, i.e. acquired for resale in an unprocessed state, tangible current assets and manufactured products by the entity, if they are sold in the chain of its own stores next to foreign-produced goods, as well as amounts due for goods and materials sold, whether or not they have been paid.

In 2023, according to preliminary data, net revenues from the sale of products, goods and materials at current prices generated by enterprises classified in section G "Wholesale and retail trade; repair of motor vehicles, including motorcycles" were lower by 1.2% than in the previous year. The largest share of these revenues was realised by enterprises engaged in wholesale activities 55.1%. The share of retail trade was 31.2% while that of wholesale and retail trade and repair motor vehicles and motorcycles was 13.7%. Revenues of enterprises with 10 or more employed persons accounted for 72.6% of total revenues, and revenues of enterprises with 9 or fewer persons 27.4%.

Chart 3. Structure of revenues from sales of products, goods and materials (current prices)

COSTS OF PRODUCTS, GOODS AND MATERIALS SOLD include cost of goods sold products (i.e. costs of basic operating activities less the costs of producing services for the entity's own needs and adjusted for changes in the stock of products) and the value of products sold goods and materials at purchase or acquisition prices.

In 2023, according to preliminary data, the basic operating costs at current prices incurred by trade enterprises were 1.4% lower than in the previous year. The costs incurred by entities with 10 or more employed persons accounted for 73.4% of the total operating costs reported by trade enterprises, and those of entities with nine or fewer employed persons accounted for 26.6%.

The flow of trade goods¹

An analysis of the revenue structure by type of customer and the breakdown of purchases made by retail enterprises by type of supplier is an important element for assessing the distribution and circulation channels of goods (Tables 18 and 19). Both the behaviour of wholesale and retail enterprises in choosing their suppliers and the structure of their customers remained stable. In trading enterprises – wholesale as well as retail – the share of purchases directly from domestic producers and manufacturers compared to the previous year – remained at a similar level (50%). The shares of purchases from imports and purchases from wholesalers also did not change significantly compared to the previous year and amounted to 29% and 20% respectively.

Depending on the type of trading activity (wholesale or retail), the structure of purchases made varied more. In terms of wholesale trade, most companies (just over 48%) sourced from domestic producers and manufacturers, while over 31% sourced directly from imports. The share of wholesaler-to-wholesaler purchases increased slightly and amounted to over 19%. In the retail trade, goods were mainly purchased directly from domestic producers and manufacturers (just over 57%), less frequently from wholesalers and directly from imports - in both cases the share of purchases remained at a similar level of around 21%.

Foreign-owned companies most often purchased directly from imports (over 44%), or directly from domestic producers and manufacturers (they accounted for over 43%), and less often from wholesalers (11%).

Within the revenue structure of the wholesale companies, approximately 44% of revenue came from sales to wholesalers, 25% from retailers and almost 20% from domestic producers. Direct receipts from individual consumers accounted for less than 7%.

¹ The data concerns enterprises employing more than 9 persons.

Volume of sales - short-term statistics

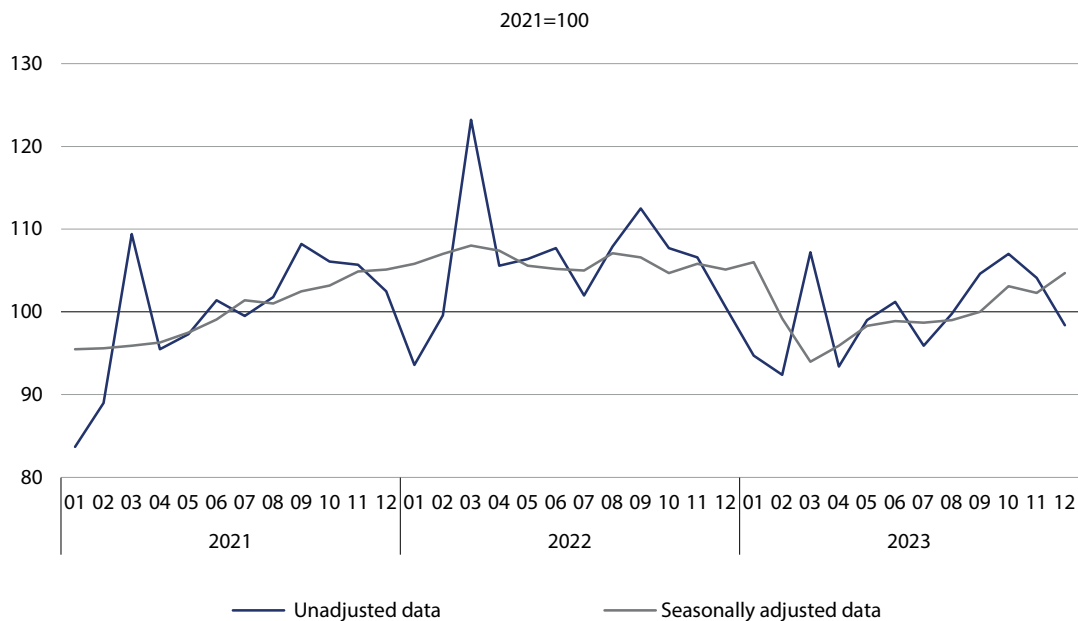
VOLUME OF SALES corresponds to data of net revenues from the sale of products, goods and materials in constant prices.

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).

KIND-ACTIVITY-UNIT (KAU) is unit equal to an enterprise or constituting part of it, the activity results of which should be observed for statistical purposes due to its importance for an enterprise or for a particular activity at the national level. The activity of an enterprise (consisting of one or more legal units) is defined at the 4-digit (class) level of the Polish Classification of Activities (PKD 2007). The kind of activity with the highest share of sales revenues in the enterprise is defined as the main activity. Among the remaining secondary kinds of activities identified in an enterprise, the activities with the share in terms of sales revenues or employment exceeding the threshold of 20% at the enterprise level or 3% at the national level, are considered to be significant for statistics.

In 2023, volume of sales for wholesale trade by kind-of-activity unit (KAU) was down 5.9% and for retail trade down 1.2% compared with the previous year.

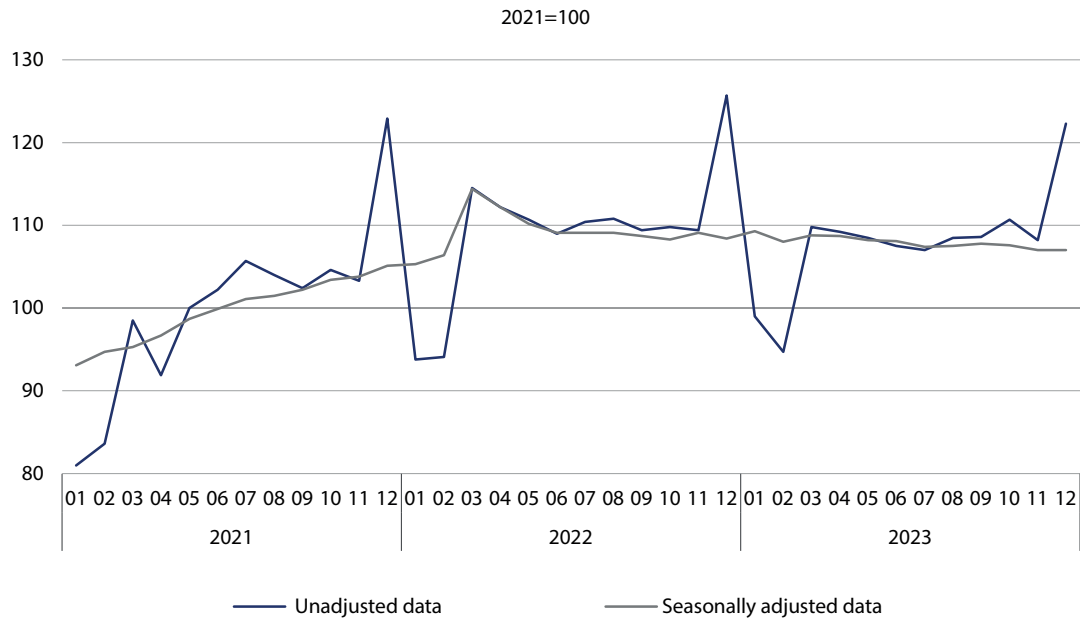
Chart 4. Sales volume indices – wholesale trade, except of motor vehicles and motorcycles^a
(constant prices)



^a Data refers to enterprises employing more than 9 persons

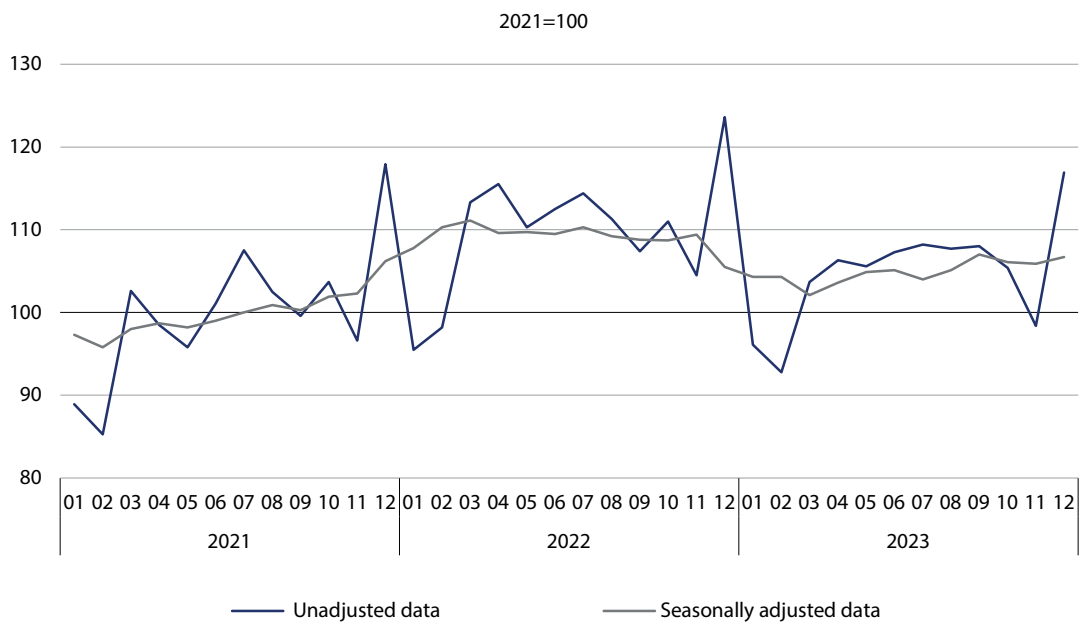
In retail trade, a decrease in volume of sales was recorded in the groupings fuels (by 10.3%) and food, beverages, tobacco (by 4.6%), while an increase was recorded in the grouping non-food goods excluding fuels (by 3.4%).

Chart 5. Sales volume indices – retail trade except of motor vehicles and motorcycles^a (constant prices)

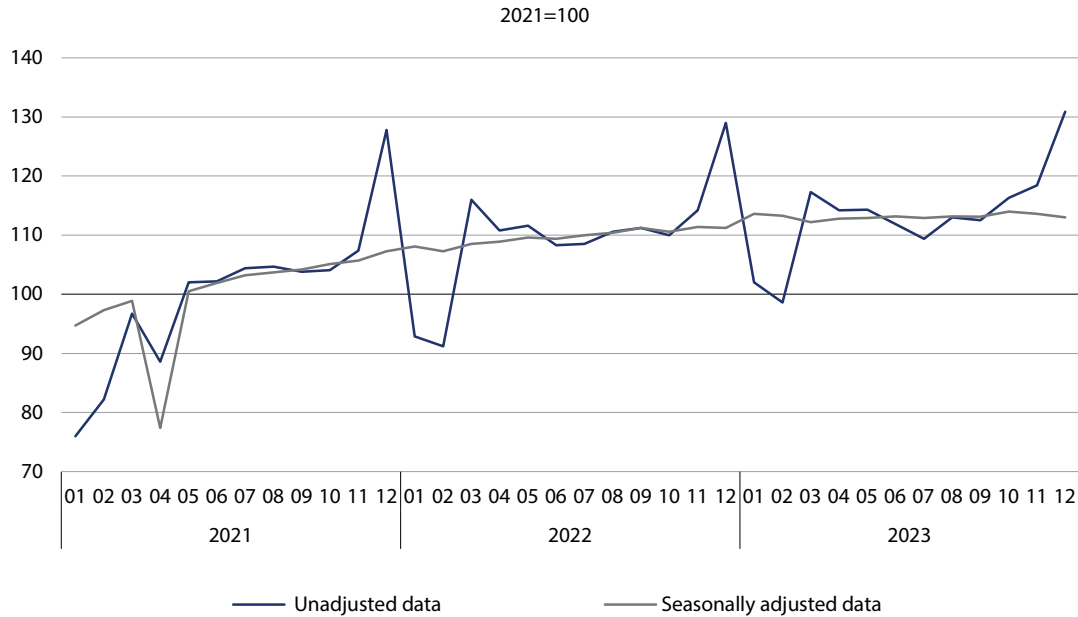


a Data cover complete statistical population.

Chart 6. Sales volume indices – retail trade of food, beverages and tobacco^{ab} (constant prices)



a Data cover complete statistical population. b Activity classified in the class 47.11 and group 47.2 according to NACE Rev. 2.0.

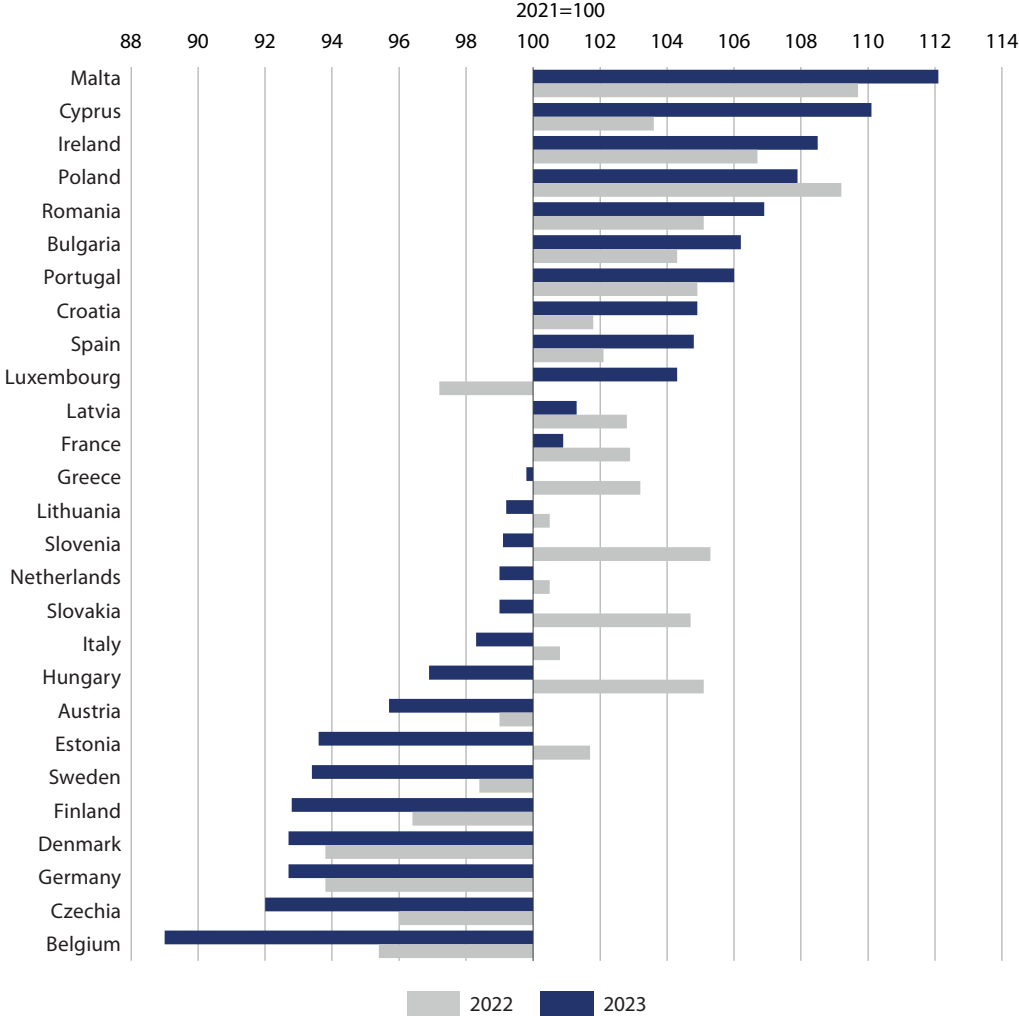
Chart 7. Sales volume indices – retail trade of non-food goods^{ab} (constant prices)

a Data cover complete statistical population. b Activity classified to the class 47.19 and groups from 47.4 to 47.9 according to NACE Rev. 2.0.

In 2023, volume of sales in the 27 EU countries for retail trade was 0.7% lower than in the base year (2021=100). More than half of the countries showed lower sales volume indices than in 2021. The largest decrease was recorded in Belgium (by 11,0%), while significant increase was recorded in Malta (by 12,1%), Cyprus (by 10,1%), Ireland (by 8,5%) and Poland (by 7,9%). Among the countries of greatest importance to the European economy, decrease in sales volume indices compared to 2021 was recorded in Germany (by 7,3%) and Italy (by 1,7%), and increase in Spain (by 4,8%) and France (by 0,9%).

In 2023, sales volume indices for retail trade in most EU countries were lower compared to the previous year. Significant decrease compared to 2022 in volume of sales was observed in Estonia (by 8,0%), Hungary (by 7,8%) and Belgium (by 6,7%), while the highest increase were observed in Luxembourg (by 7,3%) and Cyprus (by 6,3%).

Chart 8. Volume of sales in the EU countries – retail trade



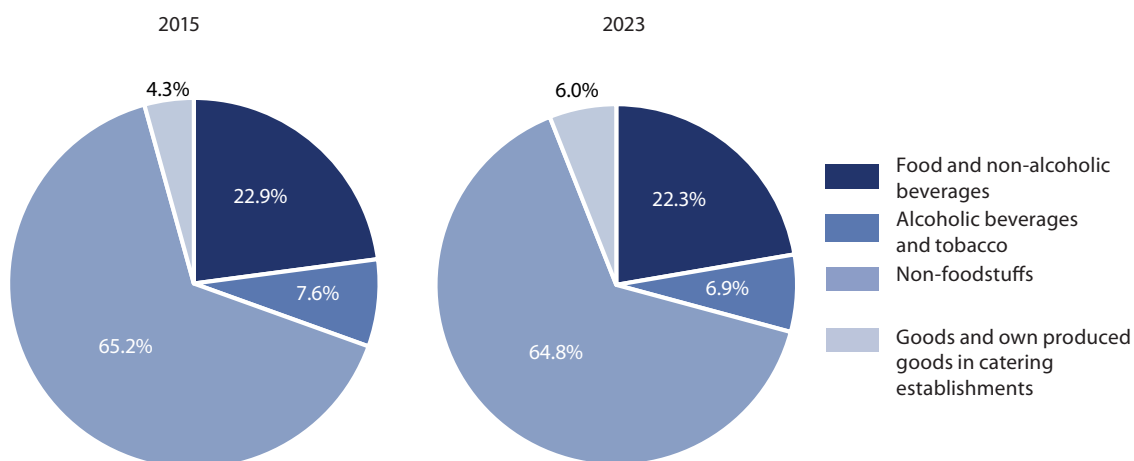
a Data adjusted for working days.
 Source: Eurostat, short-term statistics (October 2024).

Retail sales

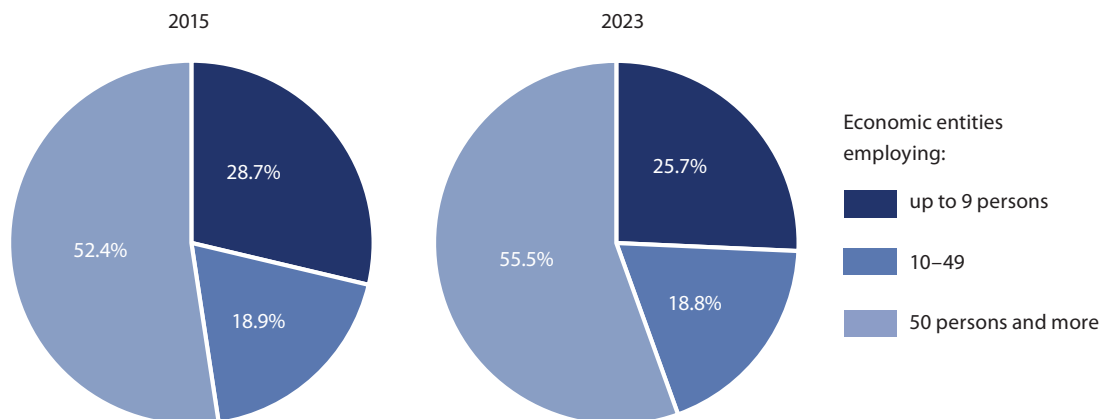
RETAIL SALES OF GOODS (including VAT) are sales of own goods and consignment (new and second-hand) in retail sales outlets, catering establishments and other sales outlets (e.g. stores, warehouses) in amounts satisfying individual needs of consumers.

In 2023, retail sales at current prices realised by trade and non-trade enterprises amounted to PLN 1,255.7 billion and were 5.9% higher than a year ago. In retail sales outlets, the value of goods sold amounted to PLN 1,179.9 billion (up 5.2%), of which the value of food and non-alcoholic beverages was PLN 280.5 billion (up 11.0%), alcoholic beverages and tobacco products PLN 86.2 billion (up 6.4%) and non-foodstuffs PLN 813.2 billion (up 3.2%). In catering establishments, retail sales amounted to PLN 75.9 billion (an increase of 18.6%).

Chart 9. Structure of retail sales (current prices)



The share of retail sales made in 2023 by economic units with 50 or more employees was 55.5%, by entities with up to 9 employees was 25.7% and by enterprises with 10 to 49 employees was 18.8%.

Chart 10. Structure of retail sales by size of economic entities (current prices)

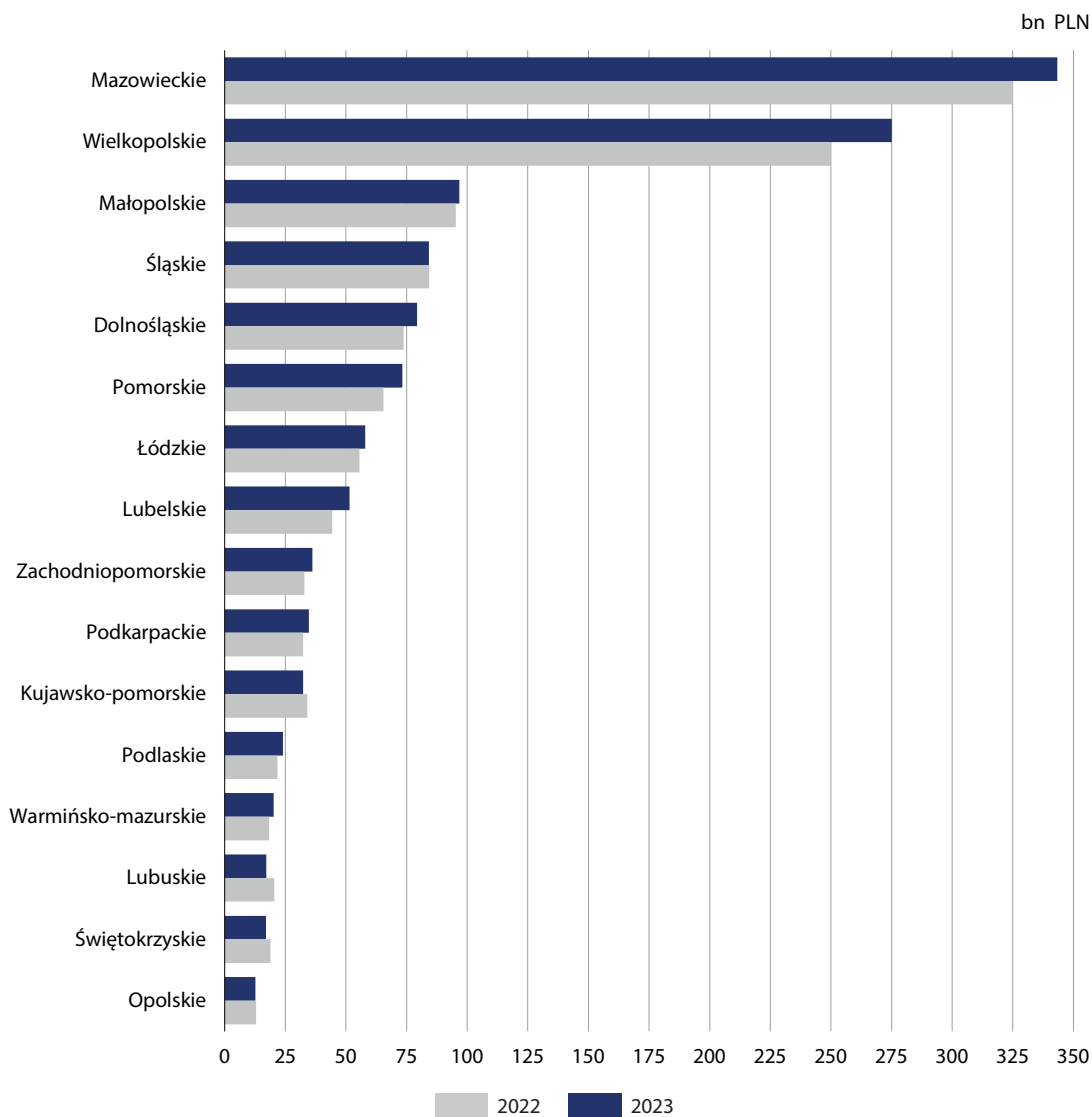
Sales in trade enterprises (at current prices) amounted to 84.5% of the value of total retail sales and their share was 0.7 percentage points lower than a year ago. The remaining sales were carried out by enterprises whose primary activity was not trade, but, for example, production or catering.

Table 3. Retail sales of goods by groups (current prices)

Specification		2021	2022	2023
a – absolute numbers		in million PLN		
b – corresponding period of the previous year=100				
Total	a	1,000,028.2	1,185,525.3	1,255,735.9
	b	112.3	118.5	105.9
of which trade enterprises	a	864,326.3	1,009,886.3	1,060,606.3
	b	111.9	116.8	105.0
Food and non-alcoholic beverages	a	261,344.5	310,558.4	350,117.5
	b	106.7	118.8	112.7
Alcoholic beverages and tobacco	a	79,608.0	86,448.8	92,411.7
	b	104.8	108.6	106.9
Non-foodstuffs (excluding tobacco)	a	659,075.7	788,518.1	813,206.6
	b	115.7	119.6	103.1

In 2023, most voivodships recorded an increase in sales in current prices. In the Mazowieckie Voivodship, whose share in total sales was dominant at 27.3%, sales increased by 5.7%. The second voivodship with a significant share in total sales (21.9%) was the Wielkopolskie Voivodship, and enterprises with their headquarters there reported an increase in sales of 10.2%. These were followed by the Małopolskie Voivodship with a 7.7% share (up 1.5%) and the Śląskie Voivodship with a 6.7% share (down 0.2%).

Chart 11. Retail sales by voivodships^a (current prices)

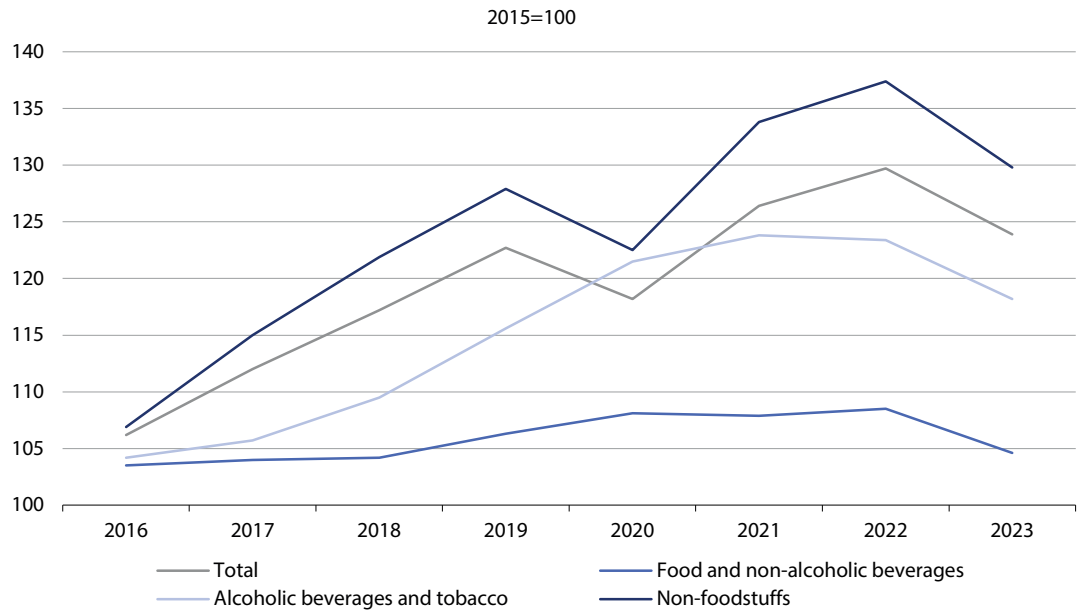


a According to the official residence of the enterprise.

In 2023, retail sales at constant prices realised by trade and non-trade enterprises were 4.5% lower than the previous year (against an increase of 2.6% in 2022). The decrease in sales was recorded in the groups: "non-foodstuffs" (by 5.5%), "alcoholic beverages and tobacco products" (by 4.2%) and in the group with the highest share of sales, "food and non-alcoholic beverages" (by 3.6%).

However, retail sales of goods and own produced goods in catering establishments increased (by 4.2%).

Chart 12. Indices of retail sales^a (constant prices)



^a Mainly in retail sales outlets, sales in catering establishments were included only in the "total".

Stores

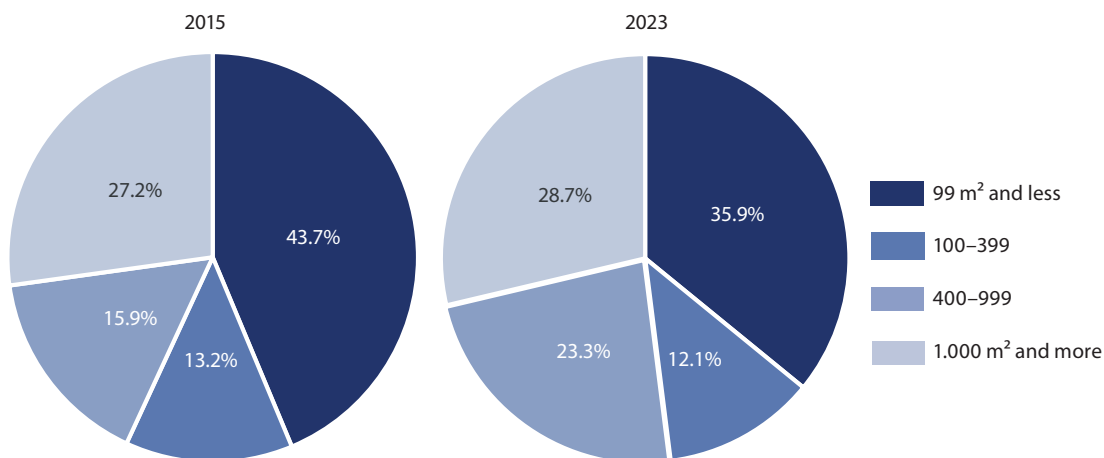
STORE is a permanent retail outlet having a special room (i.e. a store space) with a store window and an interior accessible to customers. If in large stores (e.g. in department stores, trade stores, mail order outlets) part of the sales area has been leased by another legal or natural person who on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

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

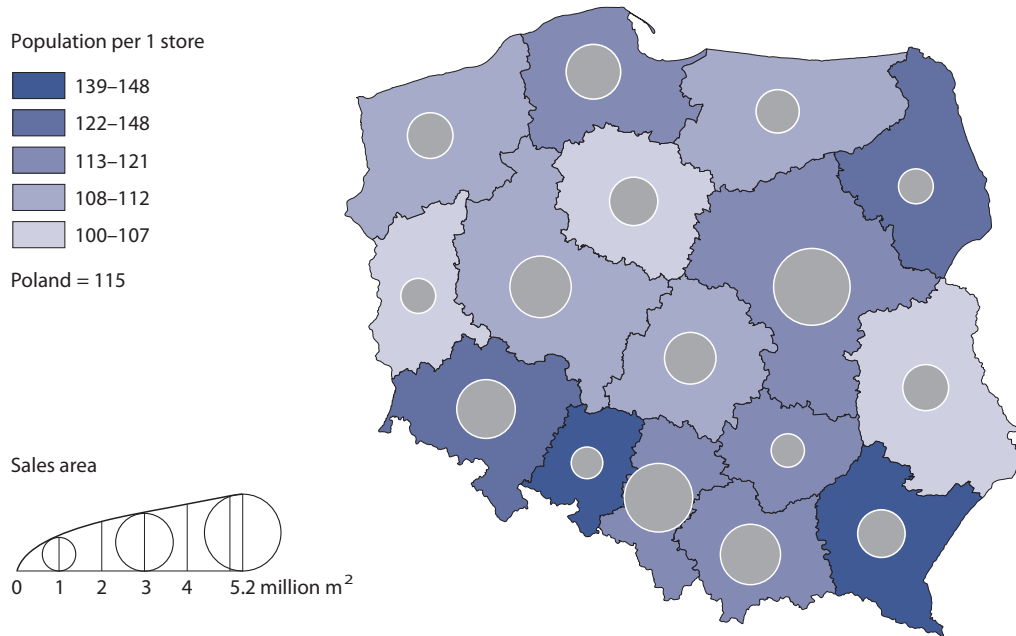
At the end of 2023, the estimated number of stores in Poland was nearly 327 thousand, and by 0.2% (by 0.8 thousand) higher than in the previous year, the sales area also increased by 1.4% and amounted to 39,102.6 thousand m².

Compared to the previous year, the increase in sales area took place in stores with an area range of more than 100 m², with the highest growth occurring in stores in the 400–999 m² range by 581.8 thousand m² (by 6.8%) and, at the same time, this range saw the largest increase in the number of stores (by 6.4%). A significant increase in sales area was also observed in stores in the 1,000 m² and more range by 275.9 thousand m² (by 2.5%). In contrast, a decrease in sales area of 410.9 thousand m² (by 2.8%) was recorded in stores of 99 m² and less.

Chart 13. Structure of sales area of stores

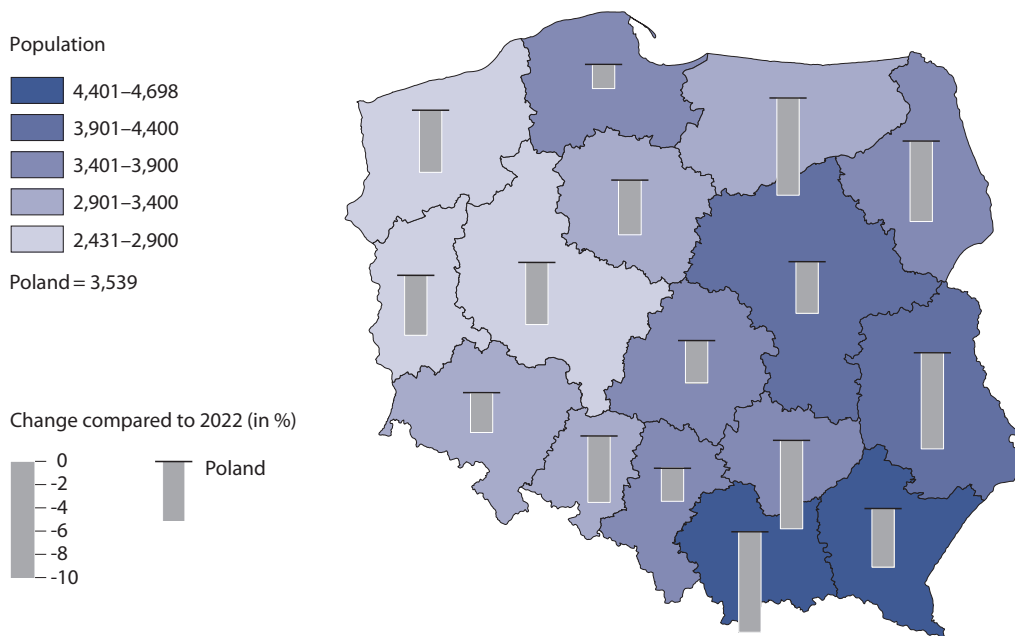


Map 1. Stores by voivodships in 2023 (as of 31 December)



In 2023, there was an average of 115 people per store, compared to 116 people respectively in 2022. The highest population per store was in the Opolskie Voivodship, with an average of 148 people, and the lowest in the Kujawsko-Pomorskie Voivodship, with an average of 100 people.

Map 2. Number of people per 1 supermarket and hypermarket by voivodships in 2023 (as of 31 December)

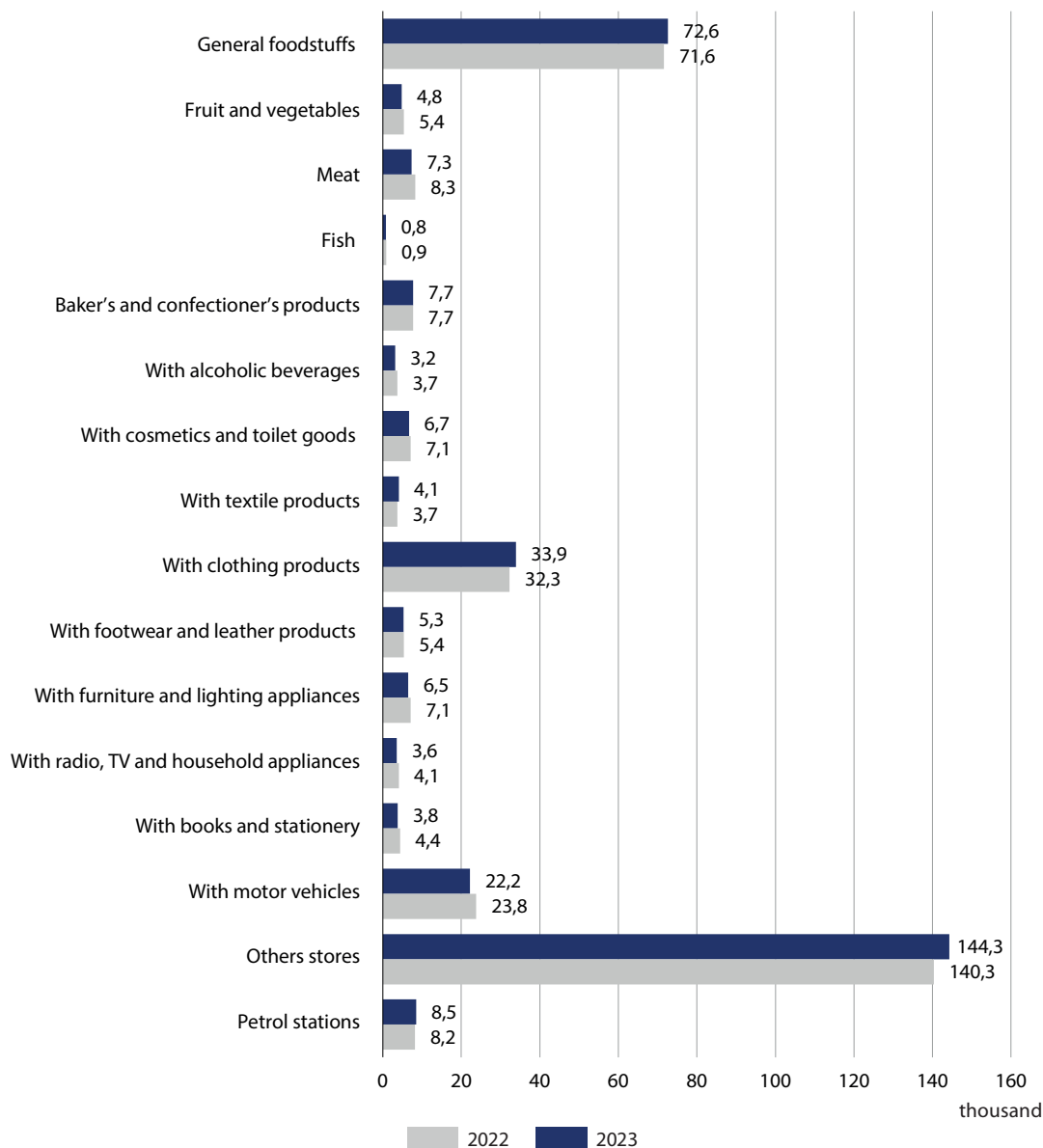


In 2023, there was an increase in the total number of supermarkets and hypermarkets compared to the previous year (by 4.9%), resulting in an average of 3,539 people per store in these categories, compared to 3,725 in 2022.

By region, the highest number of people per 1 supermarket and hypermarket was recorded in the Podkarpackie Voivodship – 4,698 people, (against 4,950 the previous year), while the lowest number of people was recorded in the Lubuskie Voivodship – 2,431, with 2,559 in 2022.

In 2023, the estimated share of the value of sales realised by supermarkets and hypermarkets combined in retail sales in stores and petrol stations was 29.5%, 1.5 percentage points higher than the previous year.

Chart 14. Stores by specialisation and petrol stations (as of 31 December)



The estimated number of 327 thousand stores in 2023 was operated by nearly 259 thousand enterprises and, compared to the previous year, these entities had declined by approximately 1.7 thousand. In relation to the ranges of economic entities by number of stores owned, the highest decrease was recorded in the number of enterprises with up to 2 stores – by 1.7 thousand (by 0.7%), compared to a decrease in the number of these enterprises by 4.7 thousand in the previous year. In the other groups of enterprises, there were no significant changes in the number of enterprises compared to the previous year. The share of enterprises with up to 2 stores in 2023 was 98.0% and remained unchanged compared to the previous year.

In the total number of 327 thousand stores, as in previous years, the largest share was accounted for stores belonging to specialisation: other stores (44.2%), general foodstuffs (22.2%) and stores with clothing products (10.4%). The least numerous were fish stores, which accounted for only 0.2% of total stores.

Compared to the previous year, there was a decrease in the number of stores in most specialisations. The largest number of stores declined in specialisation with the motor vehicles by 1.7 thousand stores (7.0%) and in the meat specialisation by slightly over 1.0 thousand stores (12.6%).

However, a significant increase in the number of stores was observed in the following specialisations: other stores by 4.0 thousand stores (2.8%), with clothing products by 1.6 thousand stores (4.9%), and in general foodstuffs by approximately 1.0 thousand stores (1.4%).

In the group of enterprises with more than 9 employed persons, the number of stores owned to entities with foreign capital was 2.6% lower in 2023 compared to the previous year, while the sales area of these stores decreased slightly.

The average sales area of foreign-owned enterprises was 704.2 m² (correspondingly in the stores of domestic privately-owned enterprises – 230.7 m²).

The share of foreign-owned sales area in total sales area decreased by 0.5 percentage points compared to 2022.

Table 4. Number of stores owned by enterprises with foreign capital^a

Specification	2022	2023
Number of stores	19,015	18,512
Share in total stores (%)	5.8	5.7
Sales area (thousand m ²)	13,040.1	13,036.8
Share in total sales area (%)	33.8	33.3

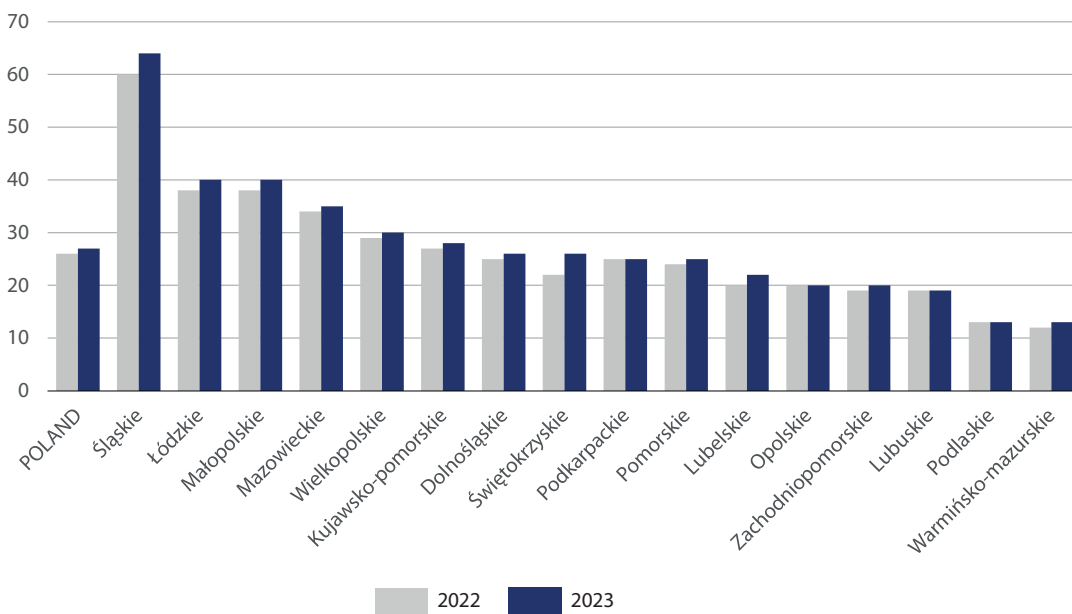
a Data concerns entities employing more than 9 persons.

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 2023, the estimated number of petrol stations was 8,539 and increased by 4.6% compared to the previous year. By voivodships, the highest density of petrol stations occurred in the Śląskie Voivodship and amounted to 64 facilities per 1,000 km² of area (against 60 facilities the previous year). The lowest rate was observed in the Warmińsko-Mazurskie Voivodship, where it was 13 facilities per 1,000 km², while the average for Poland was 27 petrol stations per 1,000 km² of area.

Chart 15. Number of the petrol stations per 1,000 km² of the area in voivodships (as of 31 December)



Marketplaces

MARKETPLACE is a 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 2023, there were 2,560 permanent marketplaces (including 2,328 marketplaces with a predominance of small-retail sales) registered in the national register maintained by municipalities.

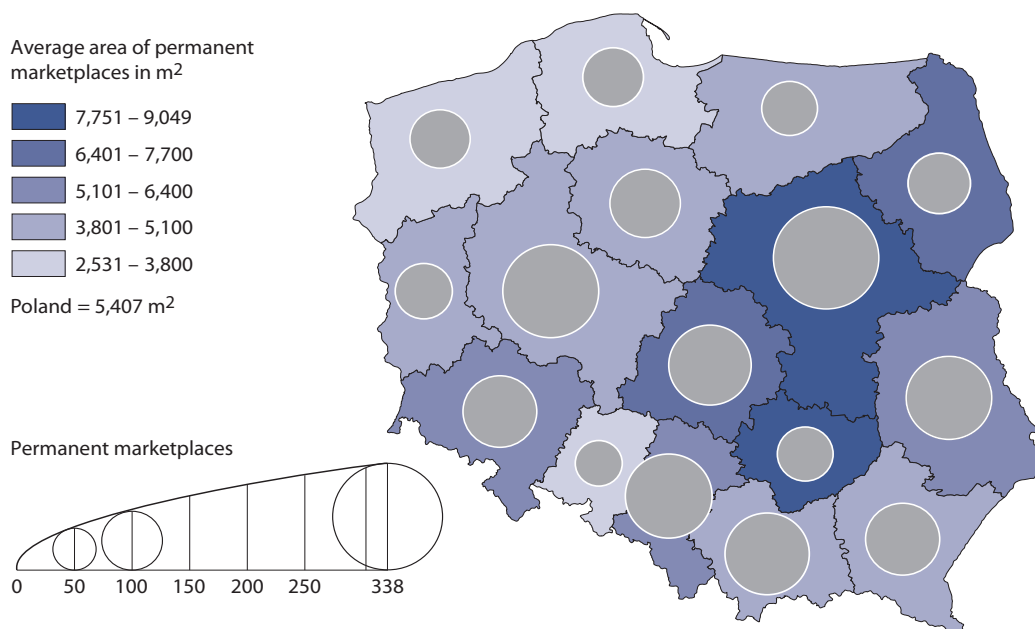
The total number of permanent marketplaces compared to the previous year was higher by 414 designated trade places. The largest number of marketplaces increased in the Małopolskie Voivodship – 70 and in the Wielkopolskie Voivodship – 46 facilities.

Compared to the previous year, the total area of permanent marketplaces increased by 2.9%. The largest increase in marketplaces area took place in the following voivodships: Małopolskie (by 85 thousand m²), Kujawsko-pomorskie (by 81 thousand m²), Podkarpackie (by 57 thousand m²) and Wielkopolskie (by 47 thousand m²).

In the area of permanent marketplaces, transactions were carried out at around 85 thousand permanent small-retail outlets, among which 43 thousand operated daily. The permanent marketplaces network was supplemented by seasonal marketplaces, the number of which increased by 914 facilities in 2023.

Slightly higher annual revenue from the marketplaces fee was registered (by 5.1%) compared to 2022.

Map 3. Permanent marketplaces by voivodship in 2023 (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.

The estimated value of wholesale in 2023 in trade enterprises (at current prices) amounted to PLN 1,998.9 billion and was 15.4% lower than the previous year. Among the presented groups of goods, a decrease in wholesale was observed in all groups. Non-foodstuff goods decreased by 16.6%, alcoholic beverages by 11.7% and food and non-alcoholic beverages by 7.4%.

Within the sales structure, the share of food and non-alcoholic beverages increased by 1.1 percentage points, alcoholic beverages by 0.1 percentage points, while the share of non-foodstuff goods decreased by 1.2 percentage points.

Wholesale realized by enterprises with 50 and more employed persons amounted to 51.8% and was 8.0 percentage points higher compared to the previous year.

Chart 16. Structure of wholesale (current prices)

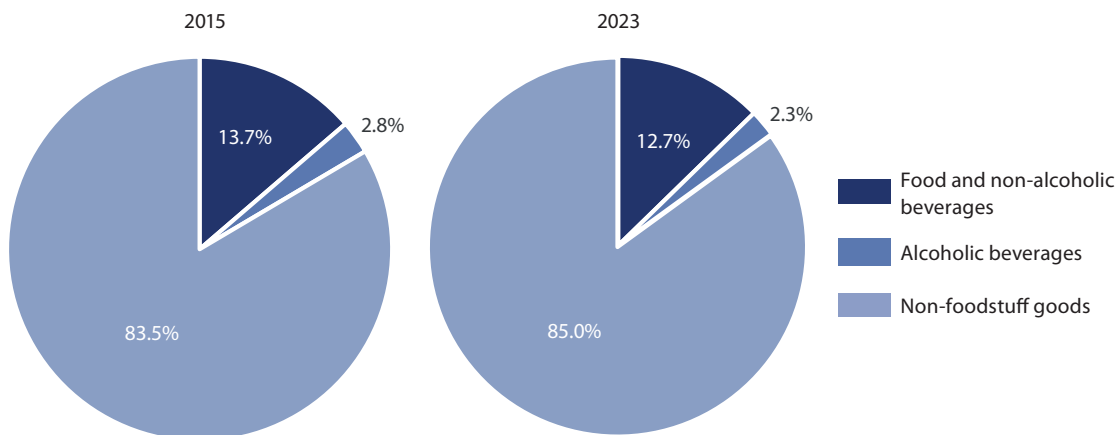


Table 5. Wholesale by groups of goods (current prices)

Specification		2021	2022	2023
a – absolute numbers		in million PLN		
b – corresponding period of the previous year=100				
Total	a	1,770,307.7	2,362,304.7	1,998,854.8
	b	120.0	133.4	84.6
of which enterprises employing 50 persons and more	a	859,434.7	1,034,630.3	1,034,547.0
	b	122.4	120.4	100.0
Food and non-alcoholic beverages	a	209,973.0	273,672.2	253,425.9
	b	108.6	130.3	92.6
Alcoholic beverages	a	45,175.5	51,730.0	45,673.5
	b	123.1	114.5	88.3
Non-foodstuffs goods	a	1,515,159.2	2,036,902.5	1,699,755.5
	b	121.7	134.4	83.4

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 take-out 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.

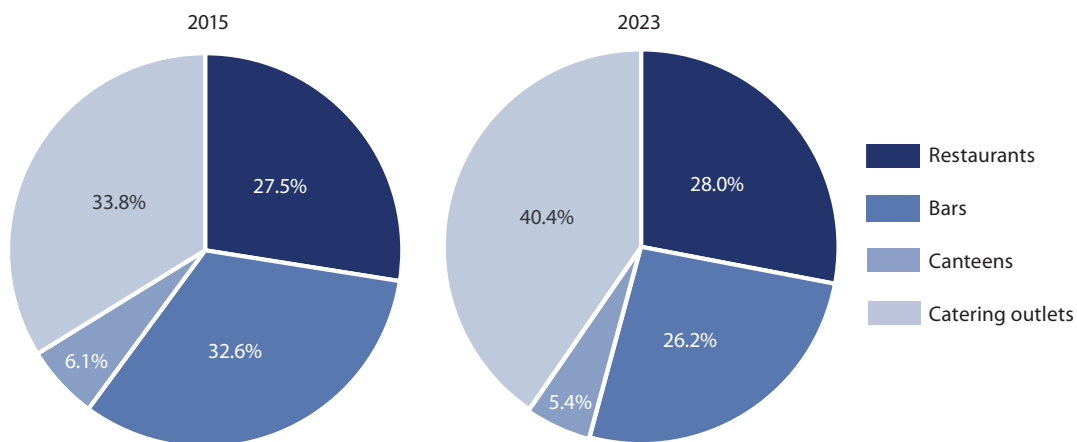
In 2023, the number of catering establishments (permanent and seasonal) in the country was estimated at 93,3 thousand, of which 40.4% were catering outlets, 28.0% were restaurants, 26.2% were bars and 5.4% were canteens. The total number of catering establishments increased by 11.2% compared to 2022. Number of all types of entities increased; catering outlets by 13.0%, restaurants by 10.3%, bars by 10.1% and canteens by 7.4%.

Table 6. Catering establishments

Specification	2021	2022	2023	
	absolute numbers			2022=100
Total	74,189	83,937	93,306	111.2
Restaurants	21,161	23,670	26,102	110.3
Bars	19,373	22,166	24,401	110.1
Canteens	19,373	4,699	5,046	107.4
Catering outlets	29,519	33,402	37,757	113.0

The private sector in catering comprised 99.0% of all catering establishments, including: 99.6% of restaurants, 99.3% of bars, 99.1% of catering outlets and 93.0% of canteens.

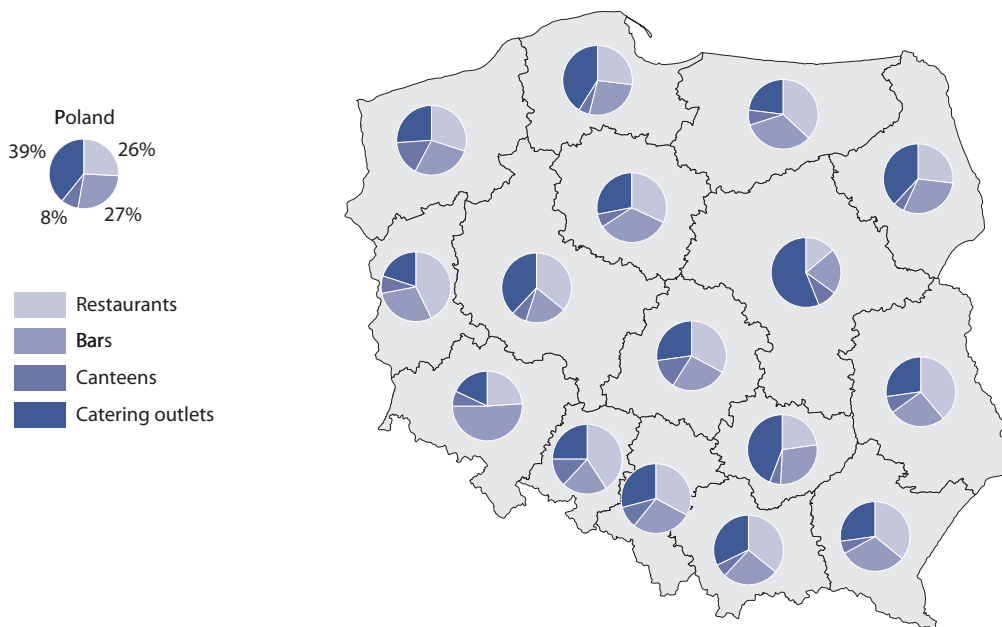
Chart 17. Structure of catering establishments



The number of catering establishments in enterprises with more than 9 employees increased by 9.8% compared to the previous year and amounted to 22,187, which accounted for 23.8% of total catering establishments in Poland. An increase was recorded in all types of establishments: in the number of catering outlets - by 16.3%, bars - by 8.1%, restaurants - by 5.0% and canteens - by 2.1%.

The structure of catering establishments by voivodship, according to the registered office of the enterprise, is presented in the chart below.

Map 4. Catering establishments by voivodships^a in enterprises employing more than 9 persons



a According to the official residence of the enterprise.

Revenues from catering activities

- REVENUES FROM CATERING ACTIVITY (including VAT) cover revenues 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 produced and sold in own establishments;
 - other activity – offered services e.g. charges for parking-places, cloak-rooms and left-luggage offices, as well as the revenue from the amusement activity, organization of parties or hiring restaurant rooms.

In 2023, total revenues from catering activities at current prices amounted to approximately PLN 76.7 billion and increased by 18.6% compared to the previous year, (at constant prices they were 4.2% higher). The private sector accounted for 98.9% of the revenue generated, while the public sector accounted for 1.1%.

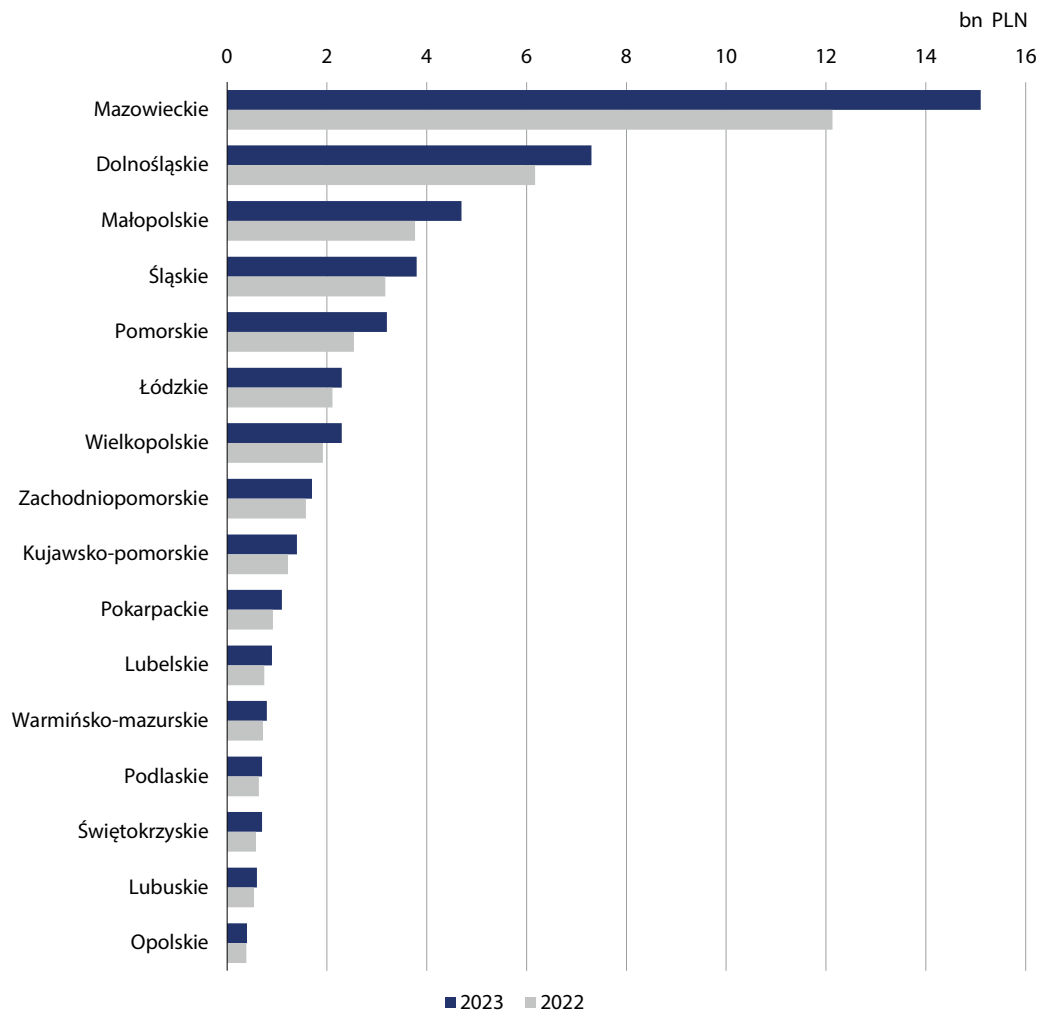
Catering production accounted for 86.9% of the value of total revenues at current prices, 12.1% from the sale of trade commodities (including 8.1% from the sale of alcohol and tobacco products) and 1.0% from other activity. All types of catering activities recorded an increase in revenues compared to the previous year, the largest ; by 17.9%, in the sale of trade commodities.

Table 7. Revenues from catering activities (current prices)

Specification	2021	2022	2023	
	in million PLN			2022=100
Revenues total	48,680.6	64,643.4	76,668.0	118.6
From sales of commodities	5,569.2	7,848.2	9,252.9	117.9
of which from the sale of alcoholic beverages and tobacco	3,954.2	5,423.5	6,200.8	114.3
From catering production	42,564.8	56,107.2	66,615.0	118.7
From other activity	546.6	688.0	800.0	116.3

In enterprises with more than 9 employees, revenues from catering in current prices amounted to approximately PLN 47.3 billion (an increase of 20.8% compared to the previous year), which accounted for 61.7% of total revenues from catering in Poland. Revenue growth was recorded in all voivodships.

The Mazowieckie Voivodship, which had the largest share of total revenue at 31.9%, recorded a 24.3% increase in revenue. The second voivodship with a significant share (15.5%) was the Dolnośląskie Voivodship, with companies located in this area showing an increase in revenue of 18.6%. This was followed by the Małopolskie Voivodship with a 10.0% share and the Śląskie Voivodship with an 8.1% share (an increase of 25.6% and 21.2% respectively).

Chart 18. Revenues from catering activity by voivodships^a in enterprises employing more than 9 persons

a According to the official residence of the enterprise.

Revenues from catering production accounted for 88.4% of revenues from catering activities of enterprises with more than nine employees and amounted to approximately PLN 41.8 billion.

The second group with a value of approximately PLN 3 billion was revenue from the sale of alcoholic beverages and tobacco products, and their share in the revenue from catering activities of the surveyed enterprises was 6.3%. The third largest group constituted 4.9% was revenue from the sale of trade commodities (excluding alcoholic beverages and tobacco products), which amounted to over PLN 2.3 billion. Revenues from other activities accounted for only 0.9% of surveyed revenues and amounted to over 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 2023, producers' warehouses had higher average stocks of most of the surveyed items compared to the previous year.

Within the group of food products, stocks of juices and concentrated juice mixes (fruit and vegetable); variety meat products from poultry; vegetable pickles; sweets; coffee; butter and dairy spreads; sugar; canned poultry; vodka, liqueurs, other spirit beverages in terms of 100% alcohol; and fruit jams were significantly higher.

Stocks of, among others, fruit drinks; wheat flour; soups and broths and preparations for them; rennet ripening cheese; poultry meat; and grated and processed cheeses also increased to a large extent.

Stocks of compotes and pasteurized fruit; frozen sea fish; cured meats and poultry sausages; nectars; non-poultry cured meats and sausages; canned hams and shoulders; fruit and vegetable juices; meat and variety meat products from animals for slaughter have decreased significantly.

Among non-food items, there was a marked increase in stocks of electric, gas and mixed cookers; fabric and knitted outerwear and clothing; and bicycles.

Stocks of pantyhose; knitted and fabric underwear; tv receivers and automatic washing machines were significantly lower than in 2022.

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

In 2023, deliveries of most of the consumer items surveyed, both food and non-food commodities, were lower compared to the previous year.

Deliveries were significantly lower in the following product groups: variety meat products from poultry; edible, animal fats melted; beef and veal; tea; groats and meals; meat and variety meat products from animals for slaughter; compotes and pasteurized fruit.

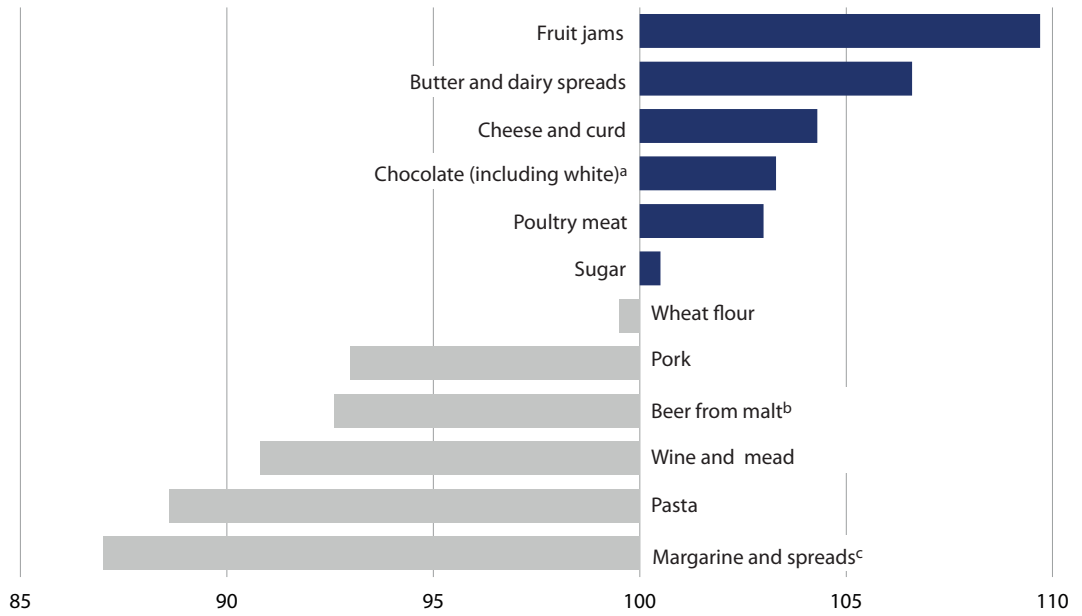
Food items such as chocolate products; rice; frozen sea fish; natural mineral waters and fruit jams were significantly higher than in 2022.

Deliveries of butter and dairy spreads; fresh cheese including whey cheese and curd; soups and broths and preparations for them; frozen, cooked or uncooked fruit and nuts also increased significantly.

Among non-food items, deliveries of electric, gas and mixed cookers; tableware and kitchenware made of porcelain, including Chinese; fabric outerwear and clothing; grinders, mixers, juicers with their own electric engine, were much lower in 2023 than the previous year.

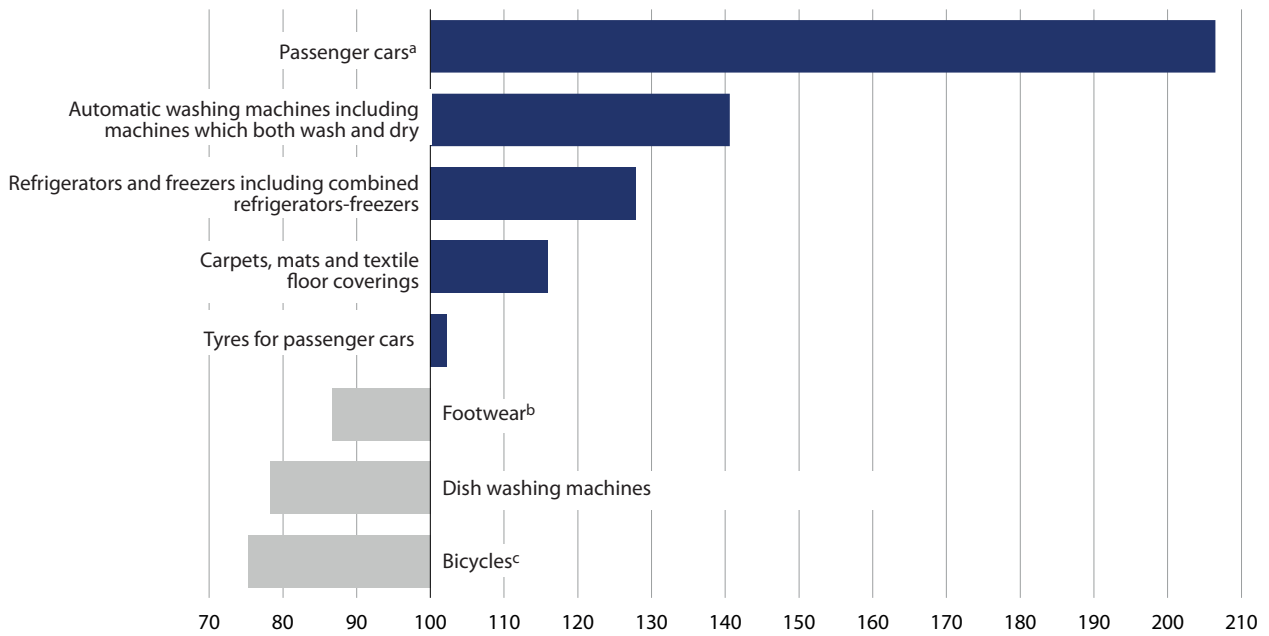
However, there was a high increase in deliveries of passenger cars; automatic washing machines; pantyhose; household refrigerators and freezers including combined refrigerators-freezers; carpets, mats and textile floor; radio receivers. Tv receivers and tyres for passenger cars were also higher than in the previous year.

Chart 19. Delivery index of selected foodstuffs in 2023



a With chocolates and chocolate products. b Of an alcoholic strength of 0,5% and more. c Reduced and low fat, excluding liquid margarine.

Chart 20. Delivery index of selected non-foodstuffs in 2023



a Excluding motors caravans, snowmobiles, golf car similar vehicles. b Including rubber footwear. c Including children's.

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	Business activity report of enterprises
H-01/k	Quarterly survey on revenues of trade enterprises

b) As regards entities employing 10 persons or more:

H-01a	Report on the activities of shops, pharmacies and petrol stations
H-01g	Report on the network of catering establishments
H-01s	Report on retail sales and wholesales
H-01w	Commercial network report
DG-1	Business activity report
F01/I01	Report on revenues, costs and financial result as well as on expenditure on fixed assets
SP	Annual enterprise survey
P-01	Production report

c) As regards entities employing more than 49 persons:

P-02	Report on the production of goods and inventories
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The use was also made of the SG-01 report – Commune statistics: housing and communal 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

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	Production (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 was introduced on 01.01.2008 by the Regulation of the Council of Ministers of 24 December 2007 (Journal of Laws, item 1885), and was compiled 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 was introduced on 01.01.2009 by the Regulation of the Council of Ministers of 29 October 2008 (Journal of Laws, item 1293), and was compiled 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 – XLSX format tables), population as of June 30 was adopted. In the calculation of data concerning population per shop (Table 12 – XLSX format tables), population as of 31 December was applied.
6. Number of stores and petrol stations as of 31 December 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 6 % 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.

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 employed persons exceeds 9 people) less their export and increased by import adjusted by the balance of changes in stocks of producers employing more than 49 employed persons.

DEPARTMENT STORES are stores divided into separate departments, each selling a broad and universal assortment, particularly non-foodstuff goods, with a sales area of 2,000 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 2,500 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.

KIND-OF-ACTIVITY UNIT (KAU) is unit equal to an enterprise or constituting part of it, the activity results of which should be observed for statistical purposes due to its importance for an enterprise or for a particular activity at the national level. The activity of an enterprise (consisting of one or more legal units) is defined at the 4-digit (class) level of the NACE Rev. 2.0. The kind of activity with the highest share of sales revenues in the enterprise is defined as the main activity. Among the remaining secondary kinds of activities identified in an enterprise, the activities with the share in terms of sales revenues or employment exceeding the threshold of 20% at the enterprise level or 3% at the national level, are considered to be significant for statistics.

MARKETPLACE is a 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 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 produced and sold in own establishments;
- 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 STORES is the part of store 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 2,499 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 1,999 m².

TRADE WAREHOUSES are warehouses of units dealing with 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.

VOLUME OF SALES corresponds to data of net revenues from the sale of products, goods and materials in constant prices.

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.