

Retail sales index – December 2024

23.01.2025

 **1.9%**

An increase compared with the corresponding month of the previous year

In December 2024 retail sales¹ at constant prices were by 1.9% higher than the year before (against a decrease of 2.3% in December 2023). Compared with November 2024, an increase by 9.9% in retail sales was recorded. In the period of January-December² 2024 sales increased y/y by 2.7% (against a decrease by 2.7% in corresponding period of 2023).

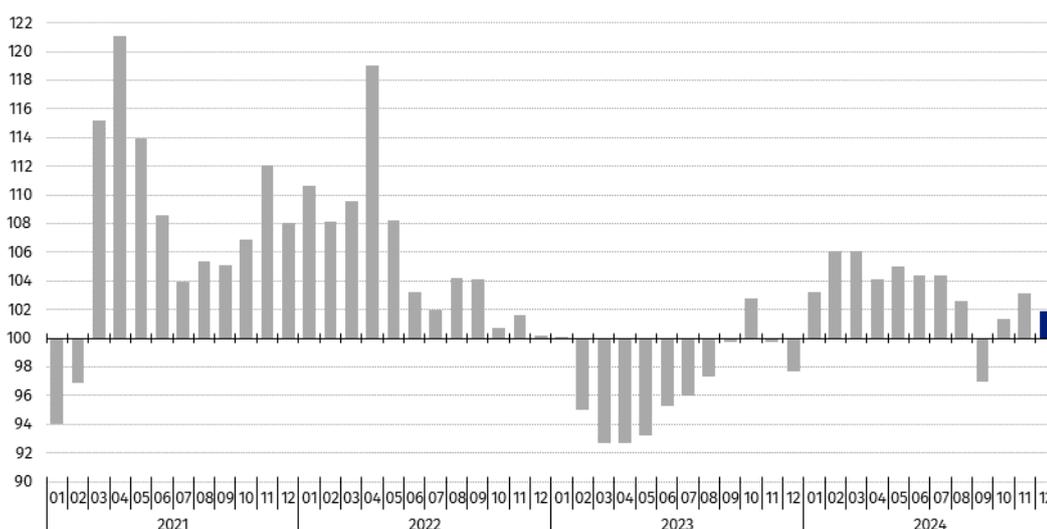
Retail sales of goods by type of enterprise activity

In December 2024, a significant increase in retail sales (at constant prices) compared with the corresponding period of 2023 among the presented categories of goods was recorded by entities from the following groups: “motor vehicles, motorcycles, parts” (by 25.1%) and “others” (by 14.9%). The higher sales than in December 2023 were also observed in units from the group “newspapers, books, other sale in specialized stores” (by 4.2%), as well as in entities trading in solid, liquid and gaseous fuels (by 3.2%) and in entities selling pharmaceuticals, cosmetics, orthopaedic equipment (by 1.7%). Enterprises classified in the group with the largest share in “total” retail sales – “food, beverages and tobacco products” noted a drop by 4.3%.

In December 2024 compared with December 2023, an increase in retail sales value via Internet at current prices was recorded (by 10.9%). The share of sales via Internet in “total” sales increased in December 2024 compared with corresponding period of previous year from 9.4% to 10.2%. Among the presented groups with a significant share of sales via Internet an increase in share was reported by enterprises from the groups: “textiles, clothing, footwear” (from 17.3% a year ago to 23.7%) and “furniture, radio, TV and household appliances” (from 17.8% to 21.7% respectively), however a drop in share was shown by units from the group “newspapers, books, other sale in specialized stores” (from 26.2% to 25.3%).

In December 2024, an increase in retail sales y/y (at constant prices) was recorded in most groups

Chart 1. Retail sales of goods (constant prices) – corresponding period of previous year=100



¹ Data concerns trade and non-trade enterprises employing more than 9 persons. Groups of enterprises were created on the basis of the Polish Classification of Activities (PKD 2007) and a given enterprise is included to a specific category by predominating kind of activity and according to its present organizational status in mentioned period. The recorded changes of rise or fall of the dynamics of retail sales in particular groups of enterprises activity may result from a change in the predominating kind of activity and organisational changes (e.g. a merger of enterprises). This does not have impact on the dynamics of the total retail sales.

² Corrections made by reporting entities were included in cumulative data.

Table 1. Index numbers of retail sales (constant prices)

Specification	12 2024		01-12 2024
	11 2024=100	12 2023=100	01-12 2023=100
TOTAL	109.9	101.9	102.7
of which:			
Motor vehicles, motorcycles, parts	103.7	125.1	119.6
Solid, liquid and gaseous fuels	98.3	103.2	107.2
Food, beverages and tobacco products	114.0	95.7	99.3
Other retail sale in non-specialized stores	.	.	.
Pharmaceuticals, cosmetics, orthopaedic equipment	110.5	101.7	106.4
Textiles, clothing, footwear	108.2	87.8	87.6
Furniture, radio, TV and household appliances	107.7	96.0	94.9
Newspapers, books, other sale in specialized stores	139.3	104.2	102.6
Others	104.4	114.9	112.8

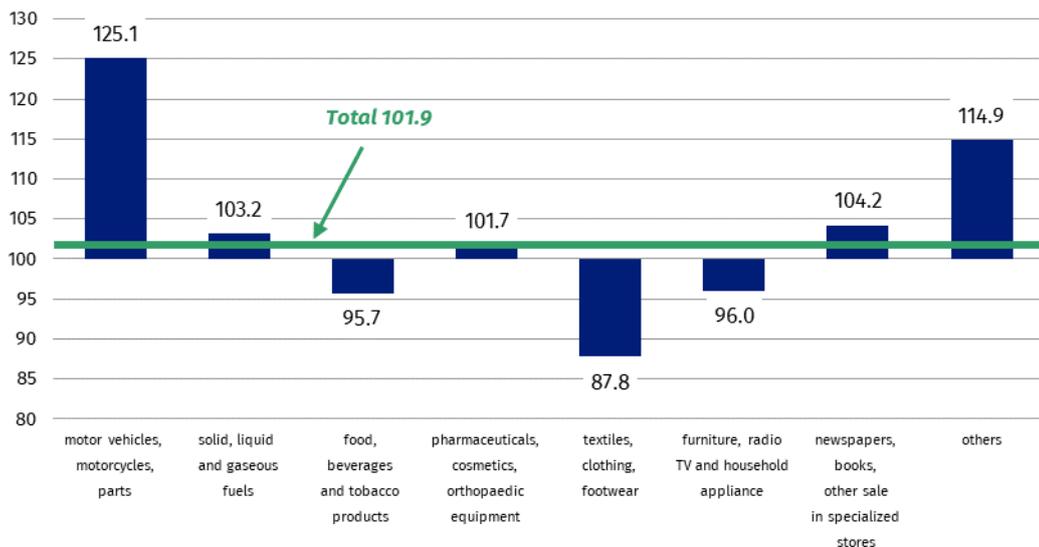
(.) Data not available, classified data (statistical confidentiality) or providing data impossible or purposeless

Table 2. Index numbers and structure of retail sales (current prices)

Specification	12 2024		01-12 2024	
	11 2024=100	12 2023=100	01-12 2023=100	Structure in %
TOTAL	109.8	102.7	103.3	100.0
of which:				
Motor vehicles, motorcycles, parts	103.4	119.3	115.1	7.9
Solid, liquid and gaseous fuels	98.5	98.9	101.7	13.7
Food, beverages and tobacco products	114.1	100.0	102.9	25.7
Other retail sale in non-specialized stores
Pharmaceuticals, cosmetics, orthopaedic equipment	111.0	104.8	108.9	7.5
Textiles, clothing, footwear	106.8	86.3	87.2	5.8
Furniture, radio, TV and household appliances	107.4	95.6	96.0	7.2
Newspapers, books, other sale in specialized stores	138.9	105.4	104.0	4.1
Others	104.2	117.1	115.1	9.8

(.) Data not available, classified data (statistical confidentiality) or providing data impossible or purposeless

Chart 2. Retail sales of goods in December 2024 by type of enterprise activity (constant prices) – corresponding period of previous year=100

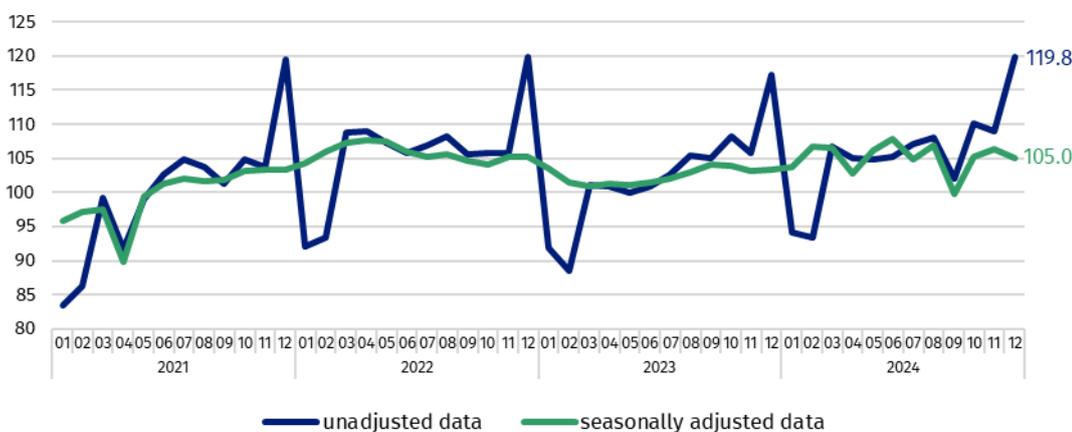


Retail sales seasonally adjusted

After eliminating the seasonal factors, retail sales at constant prices in December 2024 were by 1.3% lower compared with November 2024.

In December 2024, a decrease of 1.3% in retail sales seasonally adjusted was recorded in comparison with November 2024

Chart 3. Retail sales – seasonally adjusted and unadjusted data (constant prices) – monthly average 2021=100



In Knowledge Databases (DBW) simultaneously with the data on retail sales, the data for the volume of sales³ by KAU (Kind-of-activity unit), which is prepared for the needs of European statistics, is presented additionally. The volume of sales (constant prices 2021=100) includes divisions and groups of Section G - "Wholesale and retail trade; repair of motor vehicles and motorcycles". The data is disseminated on the website of the Statistics Poland in the resources Knowledge Databases/Database/Economy/Short-Term Statistics - data by Kind-of-activity unit.

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³ The volume of sales is defined as turnover in trade deflated by price index i.e. turnover at constant prices on the basis of the base year; from 2024 the valid base year is 2021

Prepared by:
Trade and Services Department
Director Ewa Adach-Stankiewicz
Phone: (+48 22) 608 31 24

Issued by:
Press Office
Mobile: (+48) 695 255 032
Phone: (+48 22) 608 38 04, (+48 22) 449 41 45,
(+48 22) 608 30 09
e-mail: obslugaprasowa@stat.gov.pl

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Data available in databases

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Terms used in official statistics

[Retail sales of goods](#)