

# Retail sales index – August 2024

23.09.2024

 **2.6%**

An increase compared with the corresponding month of the previous year

In August 2024 retail sales<sup>1</sup> at constant prices were by 2.6% higher than the year before (against a decrease of 2.7% in August 2023). Compared with July 2024, an increase by 1.1% in retail sales was recorded. In the period of January-August<sup>2</sup> 2024 sales increased y/y by 3.7% (against a decrease by 4.2% in corresponding period of 2023).

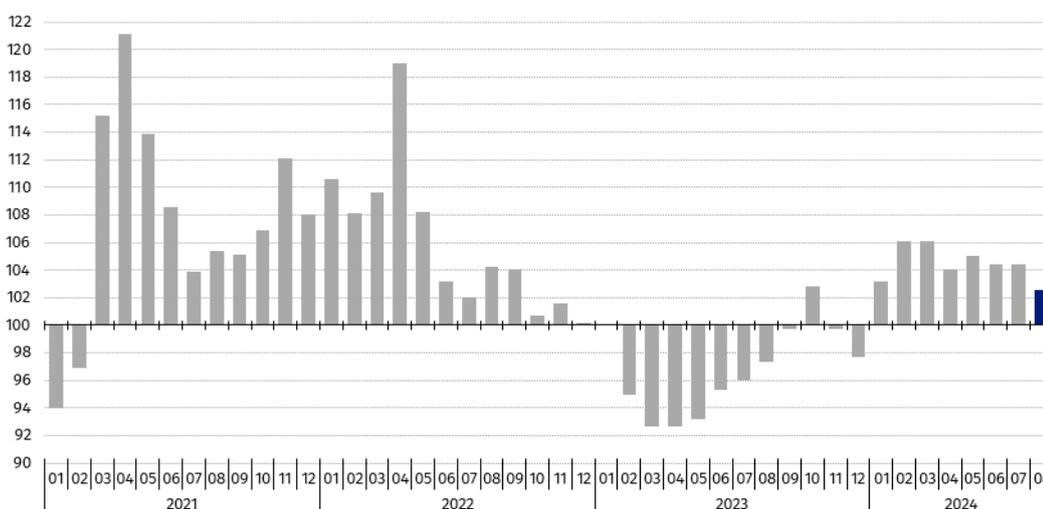
## Retail sales of goods by type of enterprise activity

In August 2024, an 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 15.7%), “others” (by 13.9%), “pharmaceuticals, cosmetics, orthopaedic equipment” (by 11.2%) and “solid, liquid and gaseous fuels” (by 5.7%). Enterprises classified in the group with the largest share in retail sales “total” - “food, beverages and tobacco products” noted a drop by 0.4%.

In August 2024 compared with August 2023, a rise in retail sales value via Internet at current prices was recorded (by 0.7%). The share of sales via Internet in “total” sales decreased in August 2024 compared with corresponding period of previous year from 8.2% to 8.0%. Among the presented groups with a significant share of sales via Internet a decrease in share was reported by enterprises from the group “newspapers, books, other sale in specialized stores” (from 23.1% a year ago to 22.3%). An increase in share was noted in groups: “textiles, clothing, footwear” (from 17.7% to 21.0% respectively) and “furniture, radio, TV and household appliances” (from 15.7% to 17.2%).

In August 2024, similarly to the previous four months, the largest increase in retail sales (at constant prices) was observed in entities trading in motor vehicles, motorcycles and parts

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



<sup>1</sup> 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.

<sup>2</sup> Corrections made by reporting entities were included in cumulative data.

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

Specification	08 2024		01-08 2024
	07 2024=100	08 2023=100	01-08 2023=100
<b>TOTAL</b>	<b>101.1</b>	<b>102.6</b>	<b>103.7</b>
of which:			
Motor vehicles, motorcycles, parts	88.5	115.7	124.4
Solid, liquid and gaseous fuels	99.7	105.7	112.1
Food, beverages and tobacco products	103.8	99.6	99.6
Other retail sale in non-specialized stores	.	.	.
Pharmaceuticals, cosmetics, orthopaedic equipment	100.0	111.2	108.0
Textiles, clothing, footwear	100.1	86.4	86.5
Furniture, radio, TV and household appliances	100.7	94.7	92.9
Newspapers, books, other sale in specialized stores	102.2	98.1	100.5
Others	96.9	113.9	117.7

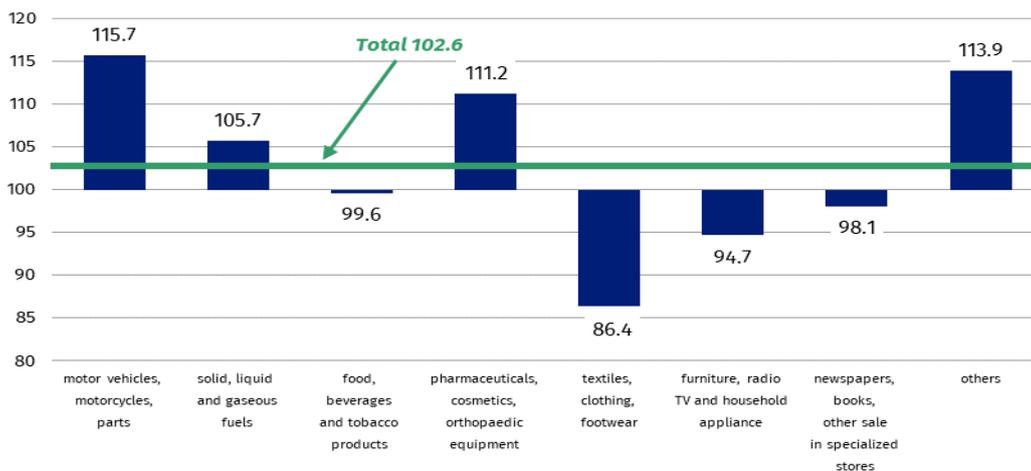
(.) Data not available, classified data (statistical confidentiality) or providing data impossible or purposeless

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

Specification	08 2024		01-08 2024
	07 2024=100	08 2023=100	01-08 2023=100
<b>TOTAL</b>	<b>100.9</b>	<b>103.2</b>	<b>104.2</b>
of which:			
Motor vehicles, motorcycles, parts	88.2	111.1	120.4
Solid, liquid and gaseous fuels	99.4	101.9	105.8
Food, beverages and tobacco products	103.8	103.6	102.7
Other retail sale in non-specialized stores	.	.	.
Pharmaceuticals, cosmetics, orthopaedic equipment	100.0	111.7	110.2
Textiles, clothing, footwear	98.9	85.1	86.8
Furniture, radio, TV and household appliances	100.8	95.4	94.6
Newspapers, books, other sale in specialized stores	101.9	99.8	101.8
Others	96.7	115.8	120.1

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

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

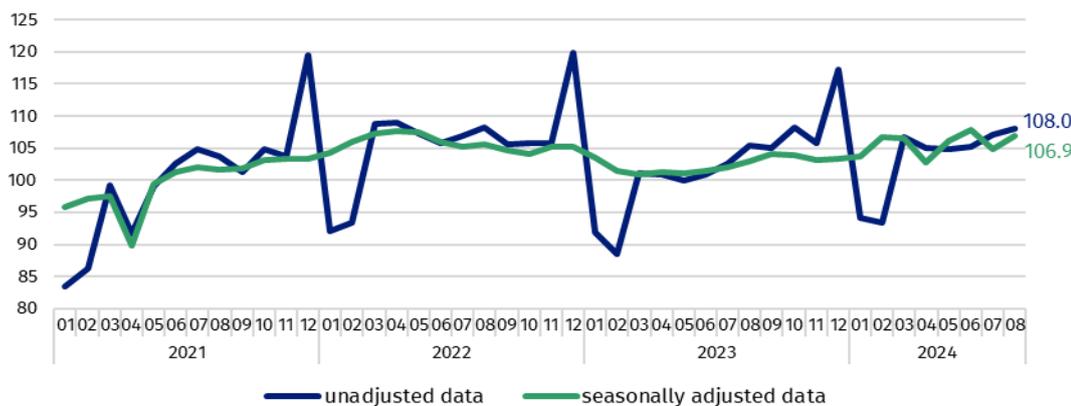


### Retail sales seasonally adjusted

After eliminating the seasonal factors, retail sales at constant prices in August 2024 were by 1.9% higher compared with July 2024.

In August 2024, an increase of 1.9% in retail sales seasonally adjusted was recorded in comparison with July 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 sales<sup>3</sup> 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.

When quoting Statistics Poland data, please provide the information: "Source of data: Statistics Poland", and when publishing calculations made on data published by Statistics Poland, please include the following disclaimer: "Own study based on figures from Statistics Poland".

<sup>3</sup> 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](mailto:obslugaprasowa@stat.gov.pl)**

-  [www.stat.gov.pl/en/](http://www.stat.gov.pl/en/)
-  [@StatPoland](https://twitter.com/StatPoland)
-  [@GlownyUrzadStatystyczny](https://www.facebook.com/GlownyUrzadStatystyczny)
-  [gus\\_stat](https://www.instagram.com/gus_stat)
-  [glownyurządstatystycznygus](https://www.youtube.com/glownyurządstatystycznygus)
-  [glownyurządstatystyczny](https://www.linkedin.com/company/glownyurządstatystyczny)

#### **Related information**

[Internal market in 2022](#)

#### **Data available in databases**

[Knowledge Database - Internal market](#)

[Macroeconomic Data Bank](#)

[Local Data Bank](#)

#### **Terms used in official statistics**

[Retail sales of goods](#)