



# Internal market in 2024



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## Preface

We are pleased to present to you the next edition of our annual publication 'Internal Market', which summarises the most important phenomena and changes occurring in this market.

The study presents a comprehensive analysis of the activity of trade entities based on the research results concerning these enterprises. It also includes basic information about the phenomena and trends observed in the domestic market, including sales, the development of the retail network, and international conditions. The study is complemented by data on the delivery and stock of selected products as well as their consumption.

The publication used data from statistical reports, supplemented with information from administrative sources concerning all types of entities providing services. The results are presented in territorial breakdown and by organisational structure and form of ownership. Additionally, the study provides detailed information on the number and infrastructure of trade and gastronomic networks in voivodships. The data by type of activity are presented in accordance with the Polish Classification of Activities 2007.

We hope that this publication proves an interesting and valuable source of knowledge and an inspiration for further analyses. We would also like to encourage you to explore other Statistics Poland studies dedicated to this topic and the resources available in our databases, particularly [the Knowledge Databases](#) and [the Local Data Bank](#).

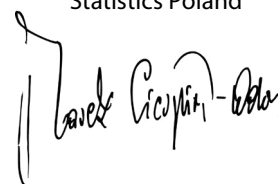
At the same time, we would like to sincerely thank all those individuals and institutions that provided the information necessary for the preparation of this study. We would appreciate any suggestions and comments that will help us improve the future editions of the publication.

Director  
Trade and Services Department



Ewa Adach-Stankiewicz

President  
Statistics Poland



Marek Cierpień-Wolan, Assoc. Prof.

Warsaw, November 2025

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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		

## Main 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 2024, according to preliminary data, the gross value added generated in Poland by entities engaged in service activities accounted for 66.5% of the total gross value added of the national economy. At the same time, these entities employed 64.2% of all workers. The dominant activity among service entities in terms of value added was trade, which accounted for 14.1% of the gross value added generated in the entire national economy.

Retail sales at current prices carried out in 2024 by trade and non-trade enterprises amounted to 1,296.7 billion PLN and were 3.3% higher than a year earlier, while wholesale in trading enterprises (at current prices) amounted to 2,010.3 billion PLN, an increase of 0.6% compared with the previous year.

At the end of 2024, the estimated number of shops in Poland was over 318 thousand, and decreased by 2.5% (8.3 thousand) compared with the previous year. However, the total sales area of shops increased by 1.4% to 39,650.7 thousand m<sup>2</sup>. The 318 thousand shops were operated by nearly 250 thousand enterprises. The estimated number of petrol stations amounted to 8,499, and decreased by 0.5% compared with the previous year. The highest density of petrol stations continued to be recorded in the Śląskie Voivodship – in 2024 there were 64 stations per 1,000 km<sup>2</sup> of area.

Total revenues from catering activities at current prices in 2024 amounted to 85.2 billion PLN, an increase of 11.1% compared with the previous year (in constant prices, they were 2.8% higher). The number of catering establishments (both permanent and seasonal) in the country was estimated at 101.5 thousand, of which 39.4% were catering outlets, 29.1% restaurants, 25.8% bars, and 5.7% canteens. The total number of catering establishments increased by 8.8% compared with 2023.

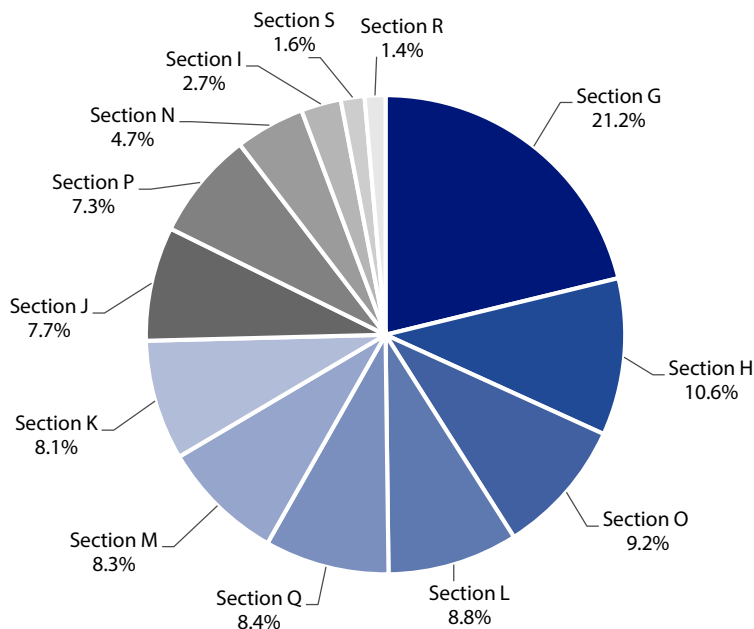
In 2024, the supply of most of the consumer goods surveyed, both food and non-food products, was higher than in the previous year.

## Service activities in Poland and countries in the European Union

SERVICE ACTIVITY, in accordance with the adopted convention, is the activity of entities whose main activity is classified by NACE Rev. 2.0 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

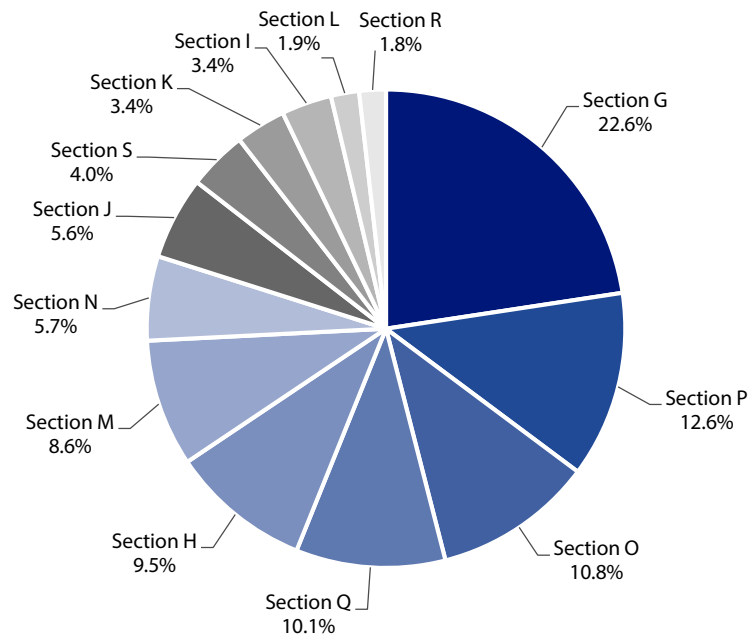
In 2024, according to preliminary data, the gross value added generated in Poland by entities engaged in service activities accounted for 66.5% of the total gross value added of the national economy. At the same time, these entities employed 64.2% of all workers. The dominant activity among service entities in terms of value added was trade, which accounted for 21.2% of the value added generated by all entities engaged in service activities (a decrease of 1.0 percentage point compared with the previous year). The second-largest share of value added was generated by transport and storage activities (according to NACE Rev. 2.0 section H), accounting for 10.6% (a decrease of 0.4 percentage point), while public administration and defence (according to NACE Rev. 2.0 section O) and real estate activities (according to NACE Rev. 2.0 section L) accounted respectively for 9,2% and 8,8%. Compared with the previous year, the highest increase in the share of gross value added (by 0.9 percentage point) among service activities was recorded for education (according to NACE Rev. 2.0 section P).

**Chart 1. Structure of gross value added in services by NACE Rev. 2.0 section in 2024**



At the end of 2024, the largest number of people (22.6% of all employed persons in service entities) worked in enterprises classified into the section "Trade and repair of motor vehicles" (according to NACE Rev. 2.0 section G). The second-largest share of employment was in educational activities (according to NACE Rev. 2.0 section P) – 12.6%, followed by section "Public administration and defense; compulsory social security" (according to NACE Rev. 2.0 section O) – 10.8%.

**Chart 2. Structure of employed persons in services by NACE Rev. 2.0 sections in 2024**



In 2024, the dominant activity among service entities in terms of average employment was also trade, which employed 1,736.1 thousand people (an increase of 0.5% compared with 2023). The second position was held by educational activities (according to NACE Rev. 2.0 section P), with an average employment of 1,166.4 thousand people (up by 1.9% compared with the previous year). The highest percentage increase in average employment among service activities (by 3.2%) was recorded in accommodation and food service activities (section I), while the largest decrease (by 2.6%) occurred in administrative and support service activities (section N). The lowest average employment, amounting to 137.3 thousand people, was recorded in section R – "Arts, entertainment and recreation."

According to preliminary data, the highest average, monthly gross wages and salaries in 2024 were recorded in the following sections: "Information and communication" (according to NACE Rev. 2.0 section J) – 13,460 PLN, and "Financial and insurance activities" (according to NACE Rev. 2.0 section K) – 12,515 PLN. The lowest value of the average gross wages and salaries, 5,516 PLN, was recorded in entities classified into section I – "Accommodation and food service activities." In section G – "Wholesale and retail trade; repair of motor vehicles," the average, monthly gross wages and salaries amounted to 7,150 PLN, an increase of 13.5% compared with 2023. The highest percentage increase in average, monthly wages and salaries, by 24.2%, was observed in section P – "Education."

In 2024, the value added generated by service enterprises accounted for the predominant share of the gross value added created in the European Union countries. Among EU member states, the highest share of value added generated by services was recorded in Luxembourg – 89.2%, Malta – 88.2%, and Cyprus – 87%. Services also accounted for a large share of gross value added in countries such as Belgium (79.7%), France (79.3%), Greece and the Netherlands (both 78.5%), Portugal (76.2%), and Spain (75.6%). In Central and Eastern European countries, this share ranged from 65.4% in Slovenia to 75% in Estonia, while in Poland it stood at 66.5%.

Compared with 2015, the most significant increase in the share of service activities in gross value added was recorded in Romania (by 9.1 percentage points) and in the Czechia, Ireland, and Lithuania (by 5.6 percentage points each). A notable decline in the share of services compared with 2015 was observed in Denmark (by 4.7 percentage points), Italy (by 2.2 percentage points) and Greece (by 0.8 percentage point).

**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.2.0**

Countries	Years	Share in %	Countries	Years	Share in %
Austria	2015	70.0	Lithuania	2015	66.1
	2024	71.3		2024	71.7
Belgium	2015	77.4	Luxembourg	2015	87.1
	2024	79.7		2024	89.2
Bulgaria	2015	67.5	Latvia	2015	73.3
	2024	71.8		2024	74.1
Croatia	2015	71.8	Malta	2015	85.4
	2024	72.0		2024	88.2
Cyprus	2015	86.2	Germany	2015	70.2
	2024	87.0		2024	70.7
Czechia	2015	60.3	<b>Poland</b>	<b>2015</b>	<b>62.3</b>
	2024	65.9		<b>2024</b>	<b>66.5</b>
Denmark	2015	76.4	Portugal	2015	75.2
	2024	71.7		2024	76.2
Estonia	2015	70.1	Romania	2015	59.9
	2024	75.0		2024	69.0
Finland	2015	70.6	Slovakia	2015	64.5
	2024	71.1		2024	66.2
France	2015	79.0	Slovenia	2015	65.5
	2024	79.3		2024	65.4
Greece	2015	79.3	Sweden	2015	73.4
	2024	78.5		2024	74.2
Spain	2015	75.1	Hungary	2015	64.2
	2024	75.6		2024	69.3
Netherlands	2015	78.6	Italy	2015	75.0
	2024	78.5		2024	72.8
Ireland	2015	58.0			
	2024	63.6			

Source: Eurostat 15.10.2025; 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.

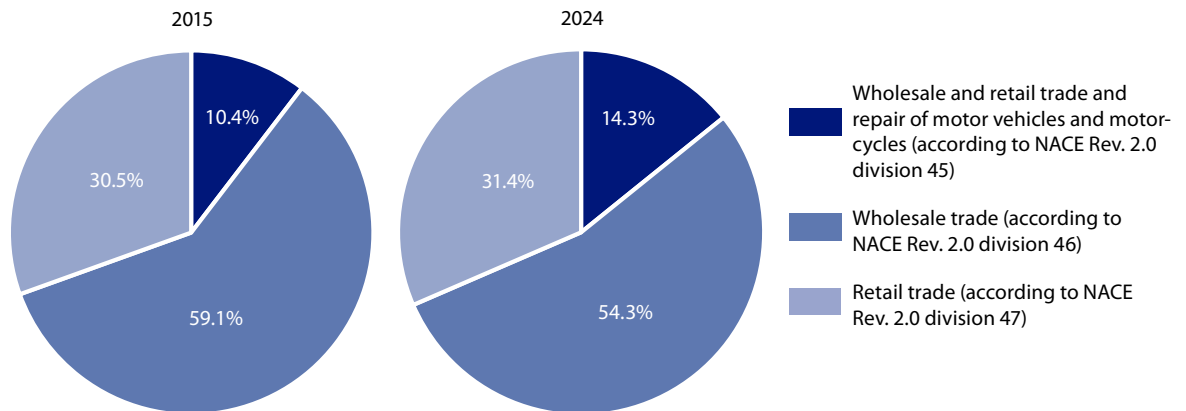
In 2024, according to preliminary data, the share of trade in the creation of gross domestic product amounted 12.5%, and in gross value added 14.1%.

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

Specification	2021	2022	2023	2024
Share of trade in creation GDP (%)	13.9	13.8	12.9	12.5
Share of trade in gross value added (%)	15.9	15.5	14.3	14.1

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 2024, according to preliminary data, net revenues from the sale of products, goods, and materials at current prices achieved by enterprises classified under section G – “Wholesale and retail trade; repair of motor vehicles and motorcycles” – were 1.8% higher than in the previous year. The largest part of these revenues was generated by enterprises engaged in wholesale trade – 54.3%. Retail trade accounted for 31.4%, while wholesale and retail trade and repair of motor vehicles accounted for 14.3%. Revenues of enterprises employing 10 or more persons accounted for 72.1% of total revenues, while those employing 9 or fewer persons accounted for 27.9%.

**Chart 3. Structure of revenues from the sale 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 2024, according to preliminary data, the costs of basic operating activities at current prices incurred by trading entities were 2.7% higher than in the previous year. The costs incurred by entities employing 10 or more persons accounted for 73.2% of total operating costs reported by trading entities, while the costs of entities employing 9 or fewer persons accounted for 26.8%.

## Volume of sales – short-term statistics

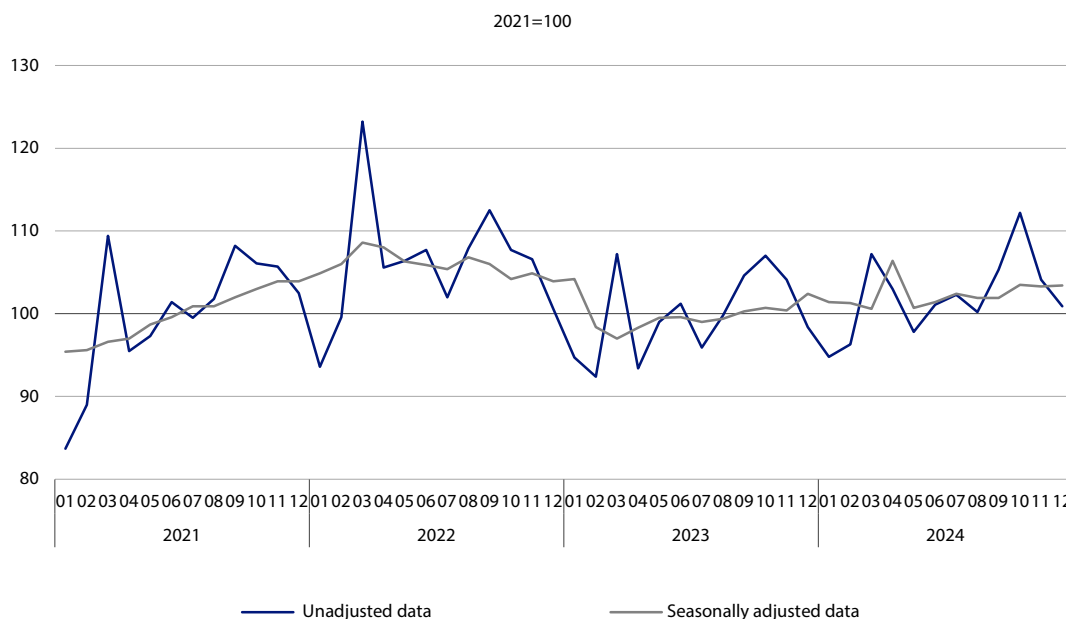
VOLUME OF SALES corresponds to data of net revenues from the sale of products, goods and materials in constant prices.

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 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.

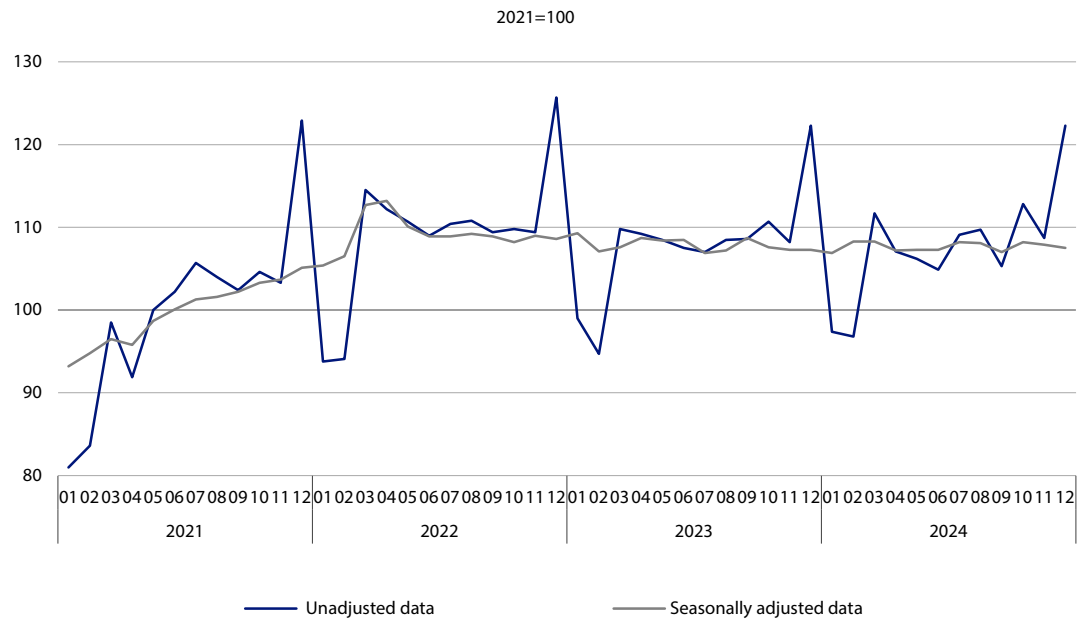
In 2024, the sales volume in wholesale trade by kind-of-activity unit (KAU) was 2.3% higher than in the previous year, while in retail trade a slight decrease of 0.1% was recorded.

**Chart 4. Sales volume indices – wholesale trade, except of motor vehicles and motorcycles<sup>a</sup>**  
(constant prices)

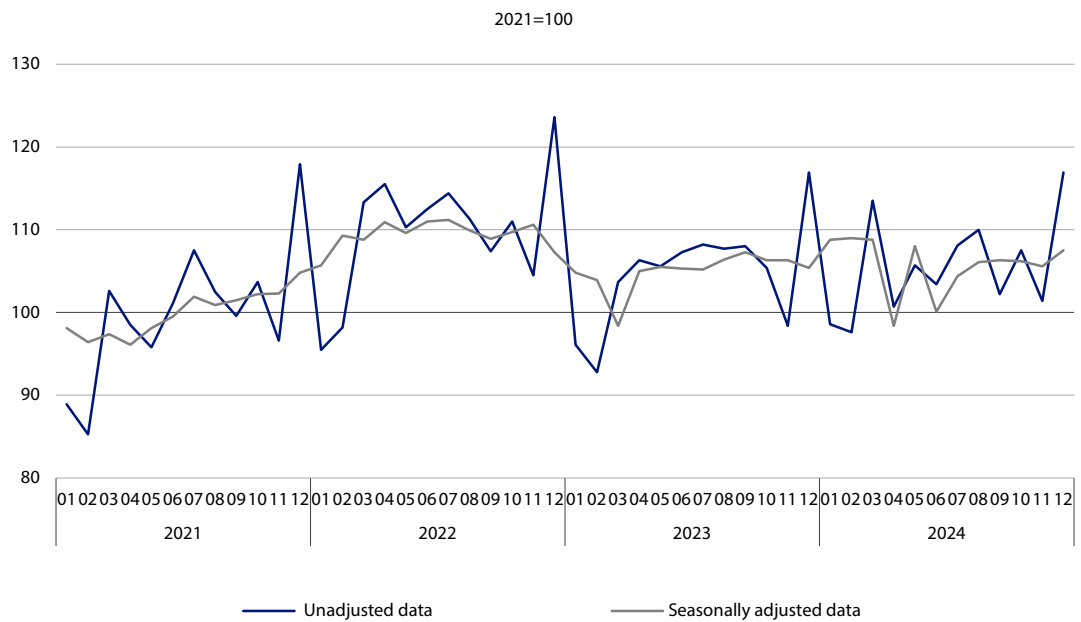


<sup>a</sup> Data refers to enterprises employing more than 9 persons

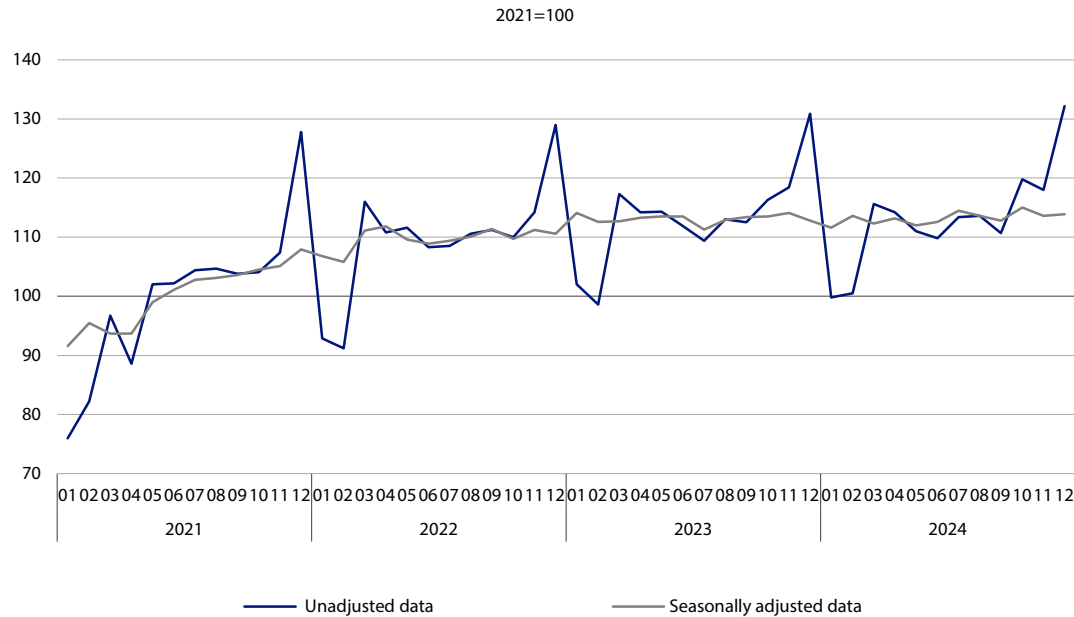
In retail trade, a decline in the sales volume was observed in the groupings “fuels” (by 5.2%), while a small increase (of 0.8%) was noted in “food, beverages, and tobacco products”. The volume of sales of non-food goods excluding fuels remained at the same level as in the previous year.

**Chart 5. Sales volume indices – retail trade except of motor vehicles and motorcycles<sup>a</sup> (constant prices)**

a Data cover complete statistical population.

**Chart 6. Sales volume indices – retail trade of food, beverages and tobacco<sup>ab</sup> (constant prices)**

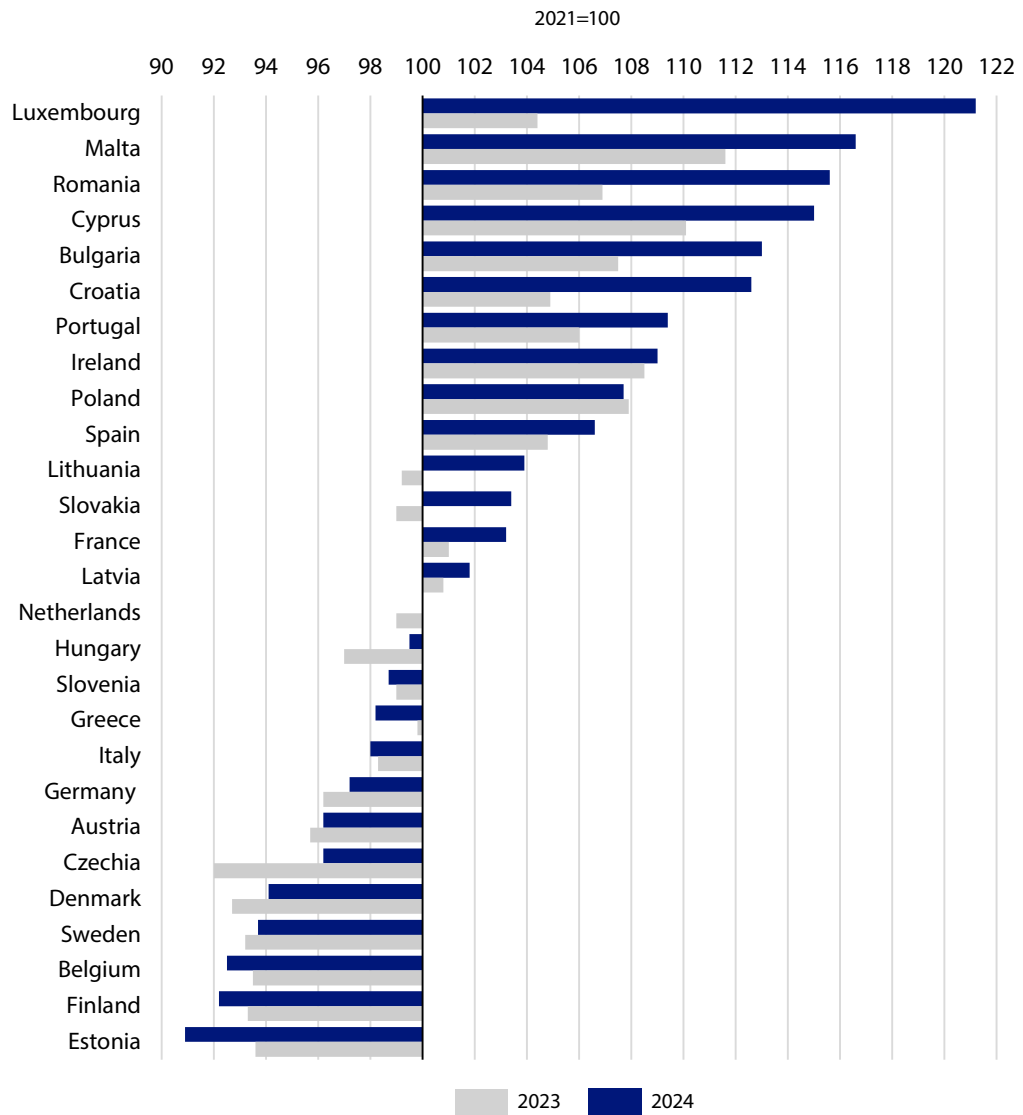
a Data cover complete statistical population. b Activity classified in the class 47.11 and group 47.2 according to NACE Rev. 2.0.

**Chart 7. Sales volume indices – retail trade of non-food goods<sup>ab</sup> (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 2024, the sales volume for retail trade in the 27 European Union countries was 0.8% higher compared with the base year (2021=100). More than half of the countries recorded higher volume sales dynamics than in 2021. Significant increases were recorded in Luxembourg (by 21.2%), Malta (by 16.6%), and Romania (by 15.6%), in Poland the sales volume increased by 7.7%. While the largest decreases were observed in Estonia (by 9.1%), Finland (by 7.8%) and Belgium (by 7.5%). Among the major European economies, an increase in sales volume compared with 2021 was recorded in Spain (by 6.6%) and France (by 3.2%), while declines were reported in Germany (by 2.8%) and Italy (by 2.0%).

In 2024, the sales volume indices of retail trade in most EU countries were higher than in the previous year. A notable increase compared with 2023 was recorded in Luxembourg (by 16.1%), Romania (by 8.1%), and Croatia (by 7.3%), while the largest decrease was recorded in Estonia (by 2.9%) and Greece (by 1.6%).

**Chart 8. Volume of sales<sup>a</sup> in the EU countries – retail trade**

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

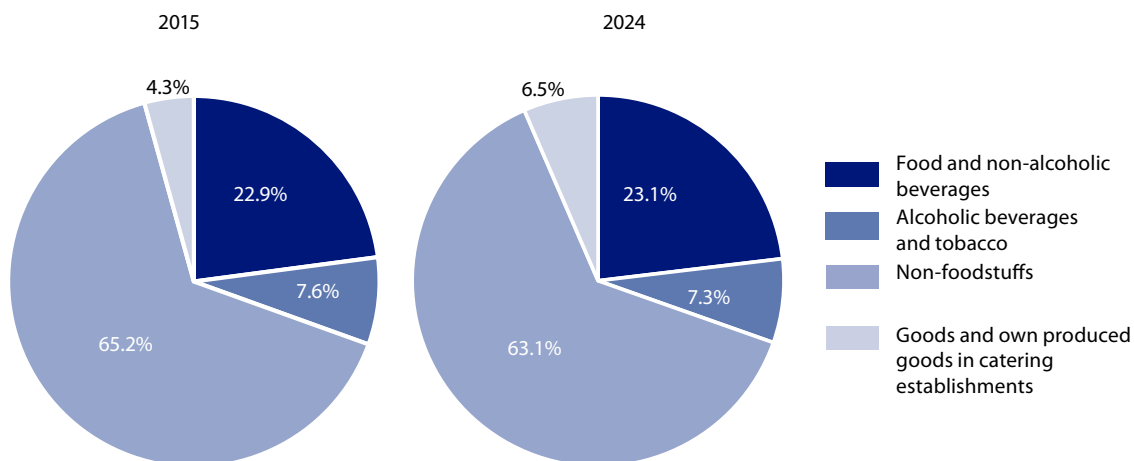
Source: Eurostat, short-term statistics (October 2025).

## Retail sales

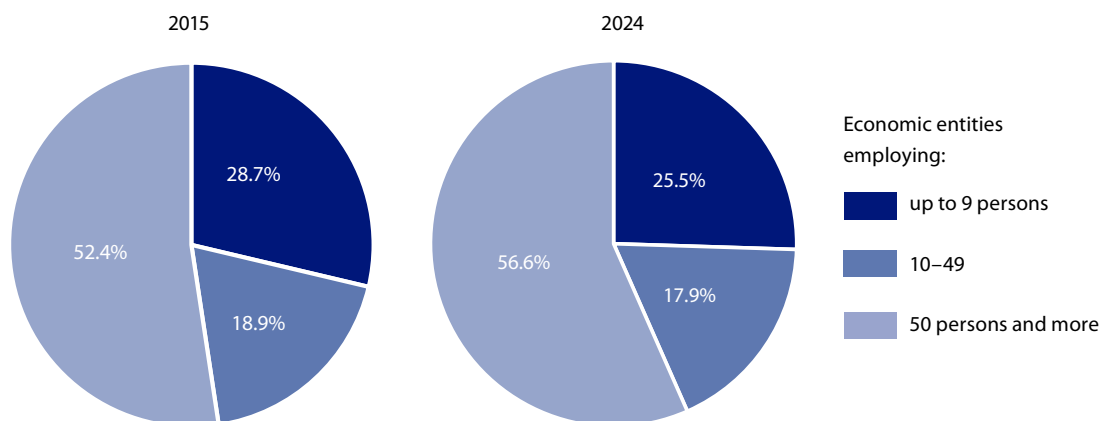
RETAIL SALES OF GOODS (including VAT) are sales of own goods and consignment (new and second-hand) in retail sales outlets, catering establishments and other sales outlets (e.g. stores, warehouses) in amounts satisfying individual needs of consumers.

In 2024, retail sales at current prices carried out by trade and non-trade enterprises amounted to 1,296.7 billion PLN and increased by 3.3% compared with the previous year. In retail outlets, the value of goods sold amounted to 1,212.4 billion PLN (up by 2.8%), of which food and non-alcoholic beverages accounted for 299.8 billion PLN (up by 6.9%), alcoholic beverages and tobacco products – 94.5 billion PLN (up by 9.6%), and non-foodstuffs – 818.1 billion PLN (up by 0.6%). Retail sales in catering establishments amounted to 84.3 billion PLN (up by 11.1%).

**Chart 9. Structure of retail sales (current prices)**



In 2024, the share of retail sales carried out by economic units with 50 or more employees amounted to 56.6%, by entities with up to 9 employees – 25.5%, and by enterprises with 10–49 employees – 17.9%.

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

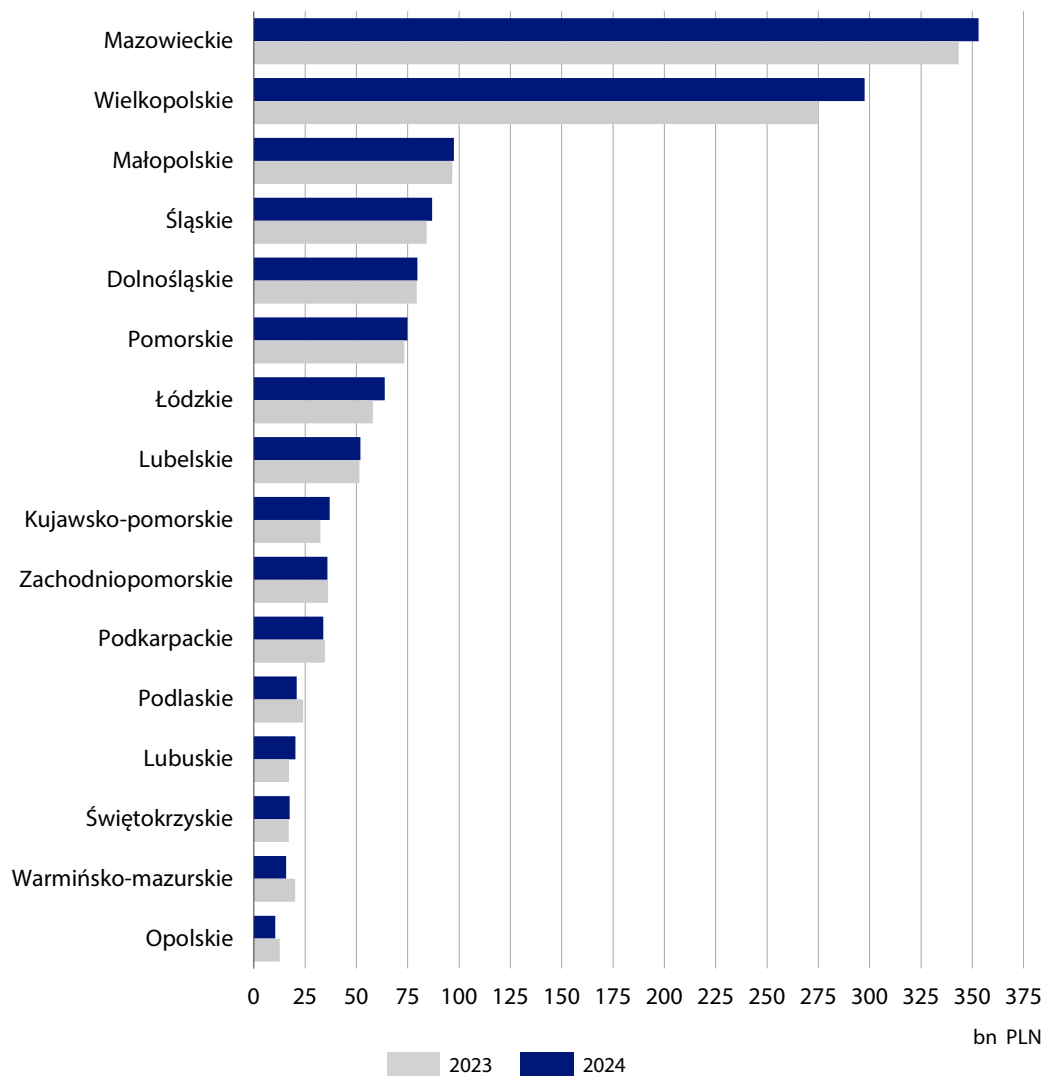
Sales in trade enterprises (at current prices) accounted for 85.3% of total retail sales, and their share was 0.8 percentage points higher compared with the previous year. The remaining sales were generated by enterprises whose main activity was not trade but, for example, production or catering.

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

Specification		2022	2023	2024
a – absolute numbers b – corresponding period of the previous year=100		in million PLN		
<b>Total</b>	a	<b>1,185,525.3</b>	<b>1,255,735.9</b>	<b>1,296,715.8</b>
	b	118.5	105.9	103.3
of which trade enterprises	a	1,009,886.3	1,060,606.3	1,106,192.3
	b	116.8	105.0	104.3
Food and non-alcoholic beverages	a	310,558.4	350,117.5	376,777.0
	b	118.8	112.7	107.6
Alcoholic beverages and tobacco	a	86,448.8	92,411.7	101,116.7
	b	108.6	106.9	109.4
Non-foodstuffs (excluding tobacco)	a	788,518.1	813,206.6	818,822.1
	b	119.6	103.1	100.7

In 2024, an increase in sales at current prices was recorded in most voivodships. In the Mazowieckie Voivodship, which had the dominant share of total sales, accounted for 27.2%, sales increased by 2.8%. The second largest share (22.9%) was recorded in the Wielkopolskie Voivodship, where enterprises having its registered office on its territory reported an 8.1% increase in sales. The next positions were held by the Małopolskie Voivodship – 7.5% share (up by 0.7%) and the Śląskie Voivodship – 6.7% share (up by 3.2%).

**Chart 11. Retail sales by voivodships<sup>a</sup> (current prices)**



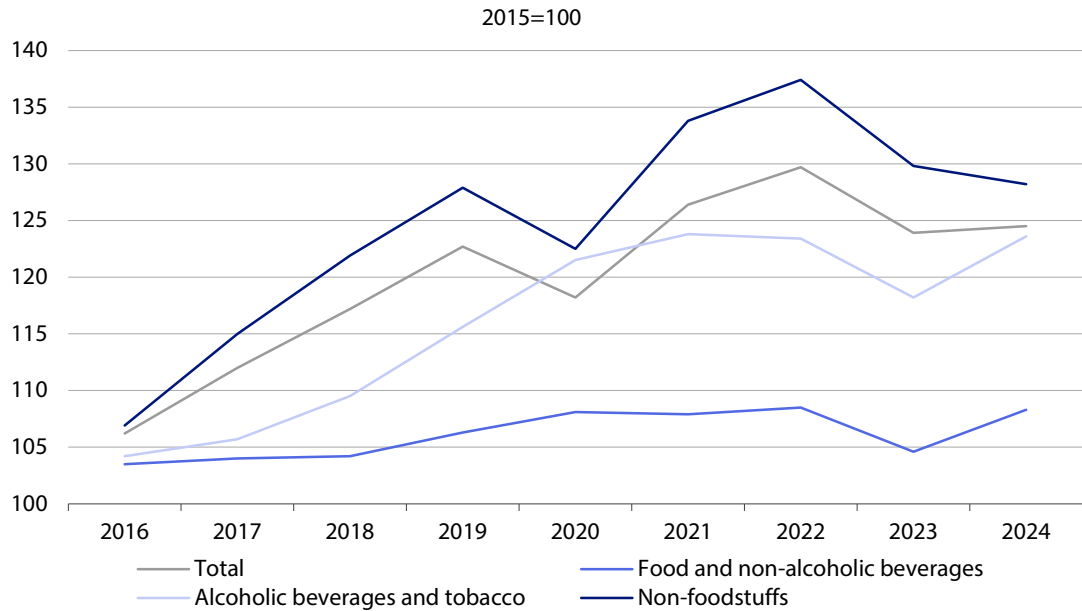
a According to the official residence of the enterprise.

In 2024, retail sales at constant prices carried out by trade and non-trade enterprises were 0.5% higher than a year earlier (compared with a decline of 4.5% in 2023). An increase in sales was recorded in the groups “alcoholic beverages and tobacco products” (up by 4.6%) and “food and non-alcoholic beverages” (up by 3.5%).

Retail sales of goods and own produced goods in catering establishments also increased (by 2.8%).

A decrease in sales (by 1.2%) was observed in the “non-foodstuffs” group.

**Chart 12. Indices of retail sales<sup>a</sup> (constant prices)**



a Mainly in retail sales outlets, sales in catering establishments were included only in the “total”.

## Stores

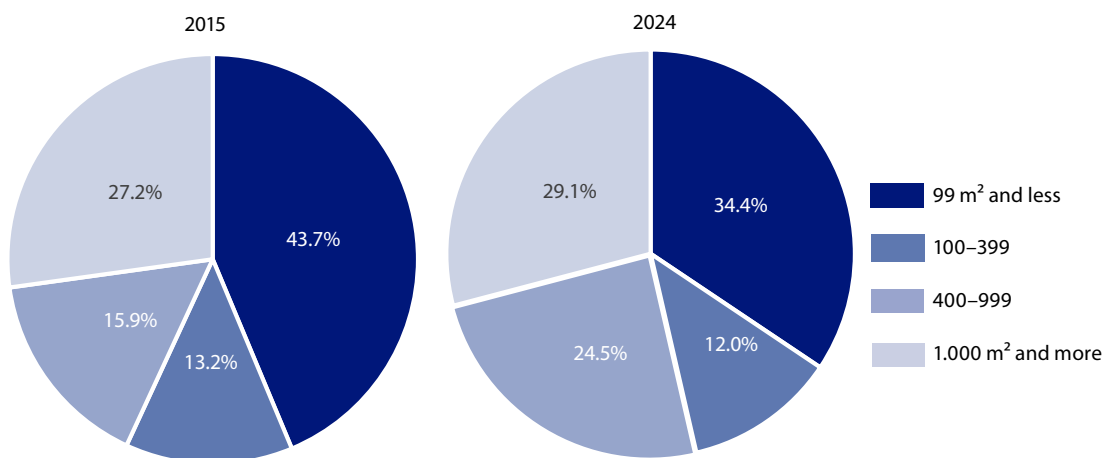
STORE is a permanent retail outlet having a special room (i.e. a store space) with a store window and an interior accessible to customers. If in large stores (e.g. in department stores, trade stores, mail order outlets) part of the sales area has been leased by another legal or natural person who on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

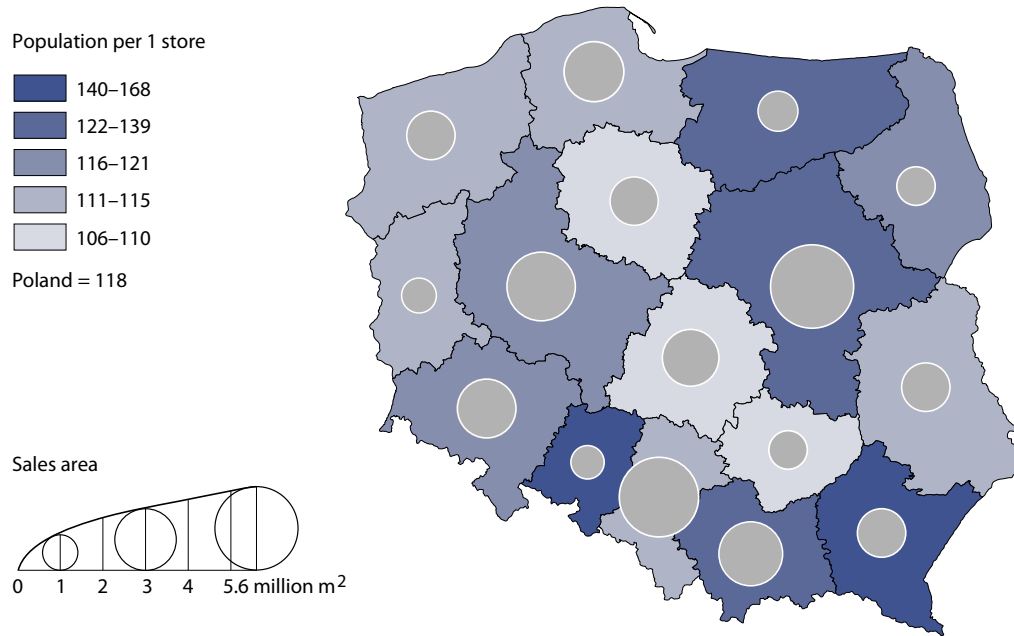
SALES AREA OF STORES is the part of store used for goods display and sales (i.e. the part used for display of goods and service of customers) measured in square metres.

At the end of 2024, the estimated number of shops in Poland was over 318 thousand, and decreased by 2.5% (8.3 thousand) compared with the previous year. However, the total sales area increased by 1.4%, reaching 39,650.7 thousand m<sup>2</sup>.

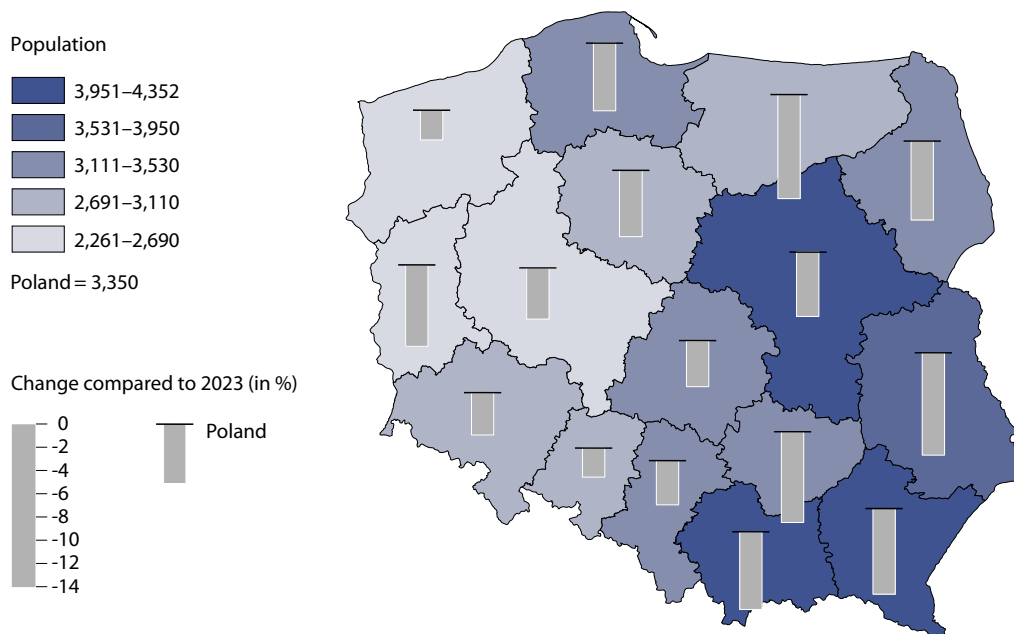
Compared with the previous year, the increase in sales area occurred in shops with sales area above 100 m<sup>2</sup>, with the largest growth recorded in shops sized between 400–999 m<sup>2</sup> – an increase of 583.3 thousand m<sup>2</sup> (6.4%). This size category also saw the highest increase in the number of shops (6.4%). A significant increase in sales area was also observed in shops of 1,000 m<sup>2</sup> and more (up by 330.4 thousand m<sup>2</sup>, or 2.9%), and a slight increase of 36.6 thousand m<sup>2</sup> (0.8%) in shops between 100 and 399 m<sup>2</sup>. In contrast, a decrease of 402.3 thousand m<sup>2</sup> (2.9%) was recorded in shops of 99 m<sup>2</sup> and less.

**Chart 13. Structure of sales area of stores**



**Map 1. Stores by voivodships in 2024 (as of 31 December)**

In 2024, there were on average 118 people per shop, compared with 115 in 2023. The highest number of people per shop was recorded in the Opolskie Voivodship – an average of 168 people, while the lowest was in the Łódzkie Voivodship – an average of 106 people.

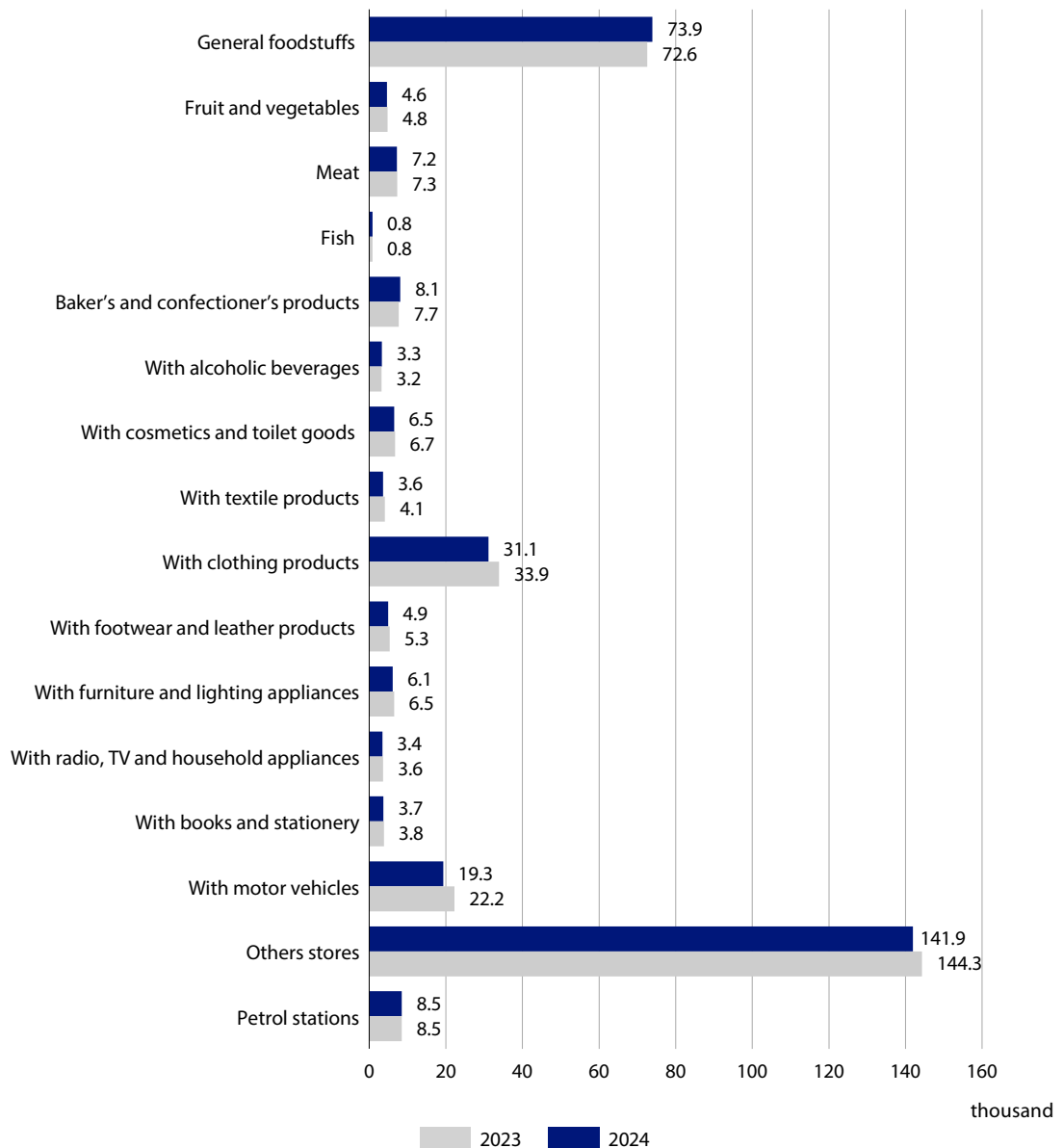
**Map 2. Number of people per 1 supermarket and hypermarket by voivodships in 2024 (as of 31 December)**

In 2024, the total number of supermarkets and hypermarkets increased by 5.2% compared with the previous year, resulting in an average of 3,350 people per store in these categories, compared with 3,539 in 2023.

By voivodships, the highest number of people per supermarket and hypermarket was recorded in the Podkarpackie Voivodship – 4,352 (compared with 4,698 in the previous year), and the lowest in the Lubuskie Voivodship – 2,261 (compared with 2,431 in 2023).

In 2024, the estimated share of sales value generated jointly by supermarkets and hypermarkets in total retail sales in shops and at petrol stations amounted to 29.9%, an increase of 0.4 percentage point compared with the previous year.

**Chart 14. Number of stores by specialisation and number of petrol stations** (as of 31 December)



The estimated number 318 thousand shops in 2024 were operated by just under 250 thousand enterprises, which was about 9.3 thousand fewer than in the previous year. In relation to the ranges of economic entities by number of stores owned, the largest decline was observed in enterprises operating up to 2 shops – by 9.2 thousand (3.6%), compared with a decrease of nearly 1.7 thousand such enterprises in the previous year. In other groups of enterprises, there were no significant changes in numbers compared with the previous year. The share of enterprises operating up to 2 shops in 2024 remained unchanged at 98.0%.

As in previous years, the largest share of the total 318 thousand shops was held by other stores (44.6%), followed by general foodstuffs stores (23.2%) and clothing stores (9.8%). The least numerous were fish shops, accounting for only 0.3% of all stores. A low share of all stores was also recorded in alcoholic beverages stores (1.0%), as well as in stores with textile products and with radio, TV and household appliances (1.1% each).

Compared with the previous year, a decrease in the number of shops was recorded in most specializations. The largest decreases occurred in: motor vehicle shops – down by 2.9 thousand (13.0%), clothing stores – down by 2.8 thousand (8.2%), and other specialized stores – down by 2.4 thousand (1.6%).

However, a noticeable increase in the number of shops was recorded only in the general foodstuff stores, with nearly 1.3 thousand more stores (1.7%).

Among enterprises with more than 9 employed persons, the number of shops owned by to entities with foreign capital in 2024 was 7.3% higher than in the previous year, and the total sales area of these shops increased by 5.1%.

The average sales area of foreign-owned enterprises amounted to 690.2 m<sup>2</sup>, compared with 236.7 m<sup>2</sup> in shops owned to domestic private enterprises.

The share of the total sales area belonging to foreign-capital stores increased by 1.3 percentage points compared with 2023.

**Table 4. Number of stores owned by enterprises with foreign capital<sup>a</sup>**

Specification	2023	2024
Number of stores	18,512	19,858
Share in total stores (%)	5.7	6.2
Sales area (thousand m <sup>2</sup> )	13,036.8	13,705.4
Share in total sales area (%)	33.3	34.6

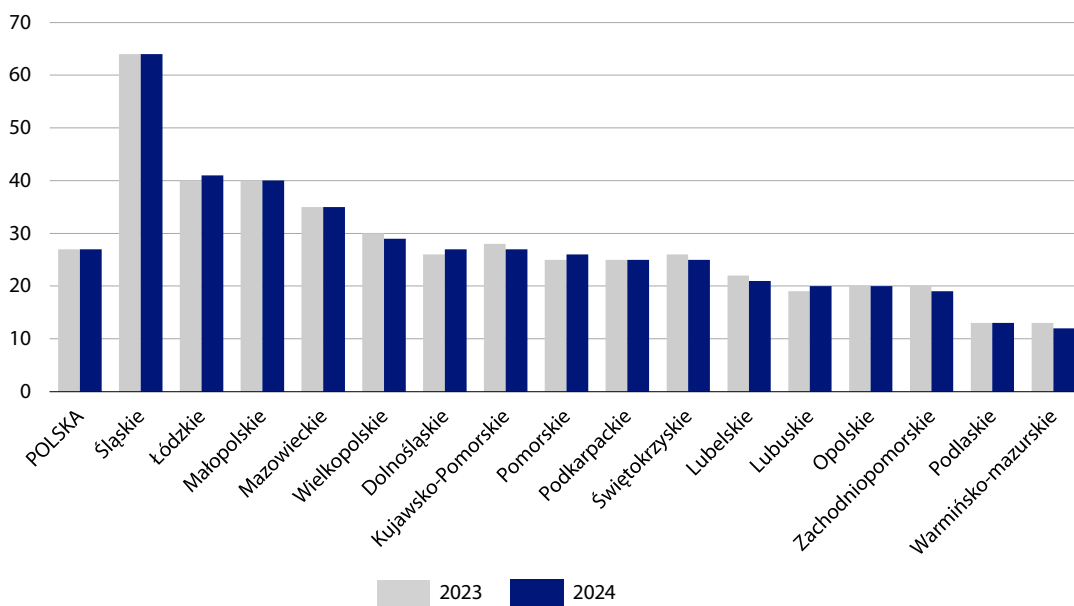
a Data concerns entities employing more than 9 persons.

## 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 2024, the estimated number of petrol stations in Poland amounted to 8,499 and was by 0.5% lower than year ago. By voivodships, the highest density of petrol stations was recorded in the Śląskie Voivodship, with 64 facilities per 1,000 km<sup>2</sup> of area (unchanged compared with the previous year). The lowest density, as in 2023, was noted in the Warmińsko-Mazurskie Voivodship – 12 facilities per 1,000 km<sup>2</sup>, while the average stood at 27 petrol stations per 1,000 km<sup>2</sup>.

**Chart 15. Number of the petrol stations per 1,000 km<sup>2</sup> of the area by voivodship (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 2024, the national register maintained by municipal self-government units recorded 2,636 permanent marketplaces (including 2,387 with a predominance of small-retail sales).

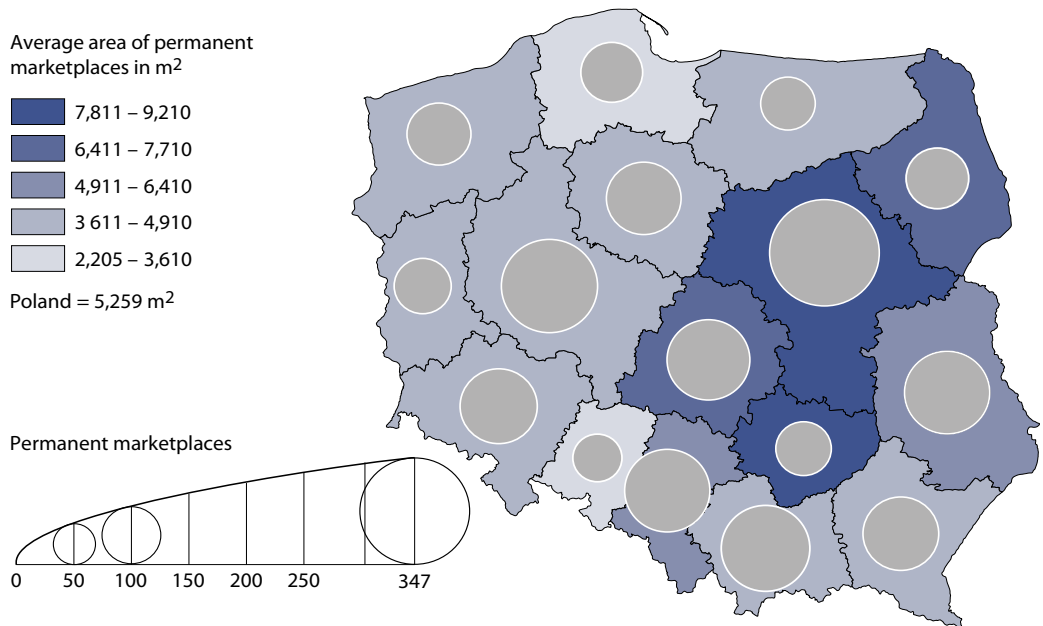
The total number of permanent marketplaces increased by 76 compared with the previous year. The largest increases were observed in the Dolnośląskie (up by 13), Lubuskie (up by 12), Małopolskie (up by 10) and Mazowieckie (up by 9) voivodships.

Compared to the previous year, the total area of permanent marketplaces slightly increased (by 0.1%). The most significant increases were observed in the Zachodniopomorskie (up by 45 thousand m<sup>2</sup>) and Świętokrzyskie (up by 41 thousand m<sup>2</sup>) voivodships, while the largest decreases occurred in the Śląskie (down by 46 thousand m<sup>2</sup>), Opolskie (down by 23 thousand m<sup>2</sup>) and Lubelskie (down by 20 thousand m<sup>2</sup>) voivodships.

Transactions took place at about 85 thousand permanent small retail outlets located within marketplace areas, of which 41 thousand operated daily. The complement of the network of permanent marketplaces were seasonal marketplaces which decreased by 91 sites in 2024.

Annual revenues from marketplace fees were slightly higher (by 4.0%) than in 2023.

**Map 3. Permanent marketplaces by voivodships in 2024 (as of 31 December)**



## Wholesale

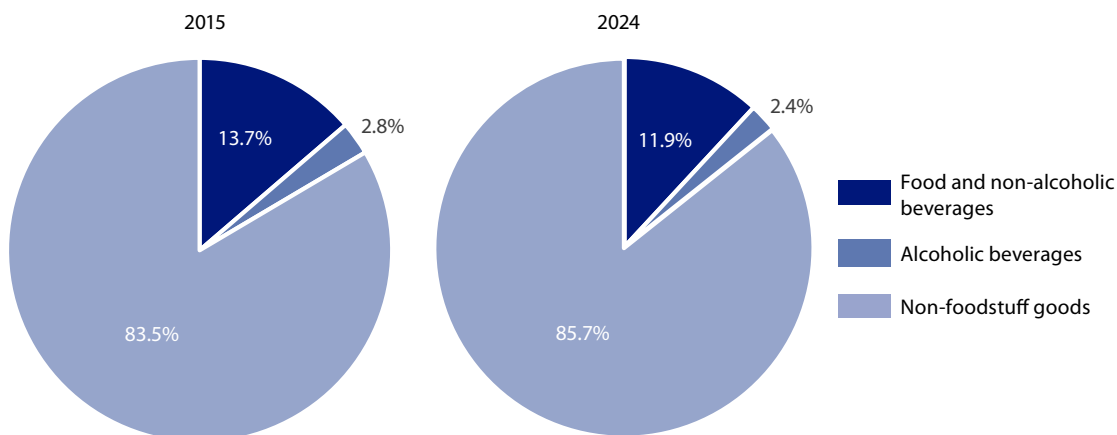
WHOLESALE (including VAT) is an activity consisting in the resale of purchased goods on its own behalf usually to non-final recipients (other wholesalers, retailers, producers). It includes the sale of goods from commercial, one's own or leased warehouses in which stored goods are the property of a commercial 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 2024 among trading enterprises (at current prices) amounted to 2,010.3 billion PLN, 0.6% higher than in the previous year. Among the presented groups of goods, wholesale increased in alcoholic beverages (up by 5.0%) and non-foodstuff goods (up by 1.4%), while sales of food and non-alcoholic beverages declined (down by 5.9%).

Compared to 2023, the share of non-foodstuff goods in sale structure rose by 0.7 percentage point, and the share of alcoholic beverages by 0.1 percentage point, while the share of food and non-alcoholic beverages decreased by 0.8 percentage point.

Wholesale realized by enterprises with 50 or more employed persons accounted for 51.4% of total sales, down by 0.4 percentage point compared with the previous year.

**Chart 16. Structure of wholesale (current prices)**



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

Specification		2022	2023	2024
a – absolute numbers		in million PLN		
b – corresponding period of the previous year=100				
<b>Total</b>	<b>a</b>	<b>2,362,304.7</b>	<b>1,998,854.8</b>	<b>2,010,294.9</b>
	<b>b</b>	133.4	84.6	100.6
of which enterprises employing 50 persons and more	a	1,034,630.3	1,034,547.0	1,033,773.8
	b	120.4	100.0	99.9
Food and non-alcoholic beverages	a	273,672.2	253,425.9	238,559.2
	b	130.3	92.6	94.1
Alcoholic beverages	a	51,730.0	45,673.5	47,965.6
	b	114.5	88.3	105.0
Non-foodstuffs goods	a	2,036,902.5	1,699,755.5	1,723,770.0
	b	134.4	83.4	101.4

## 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.

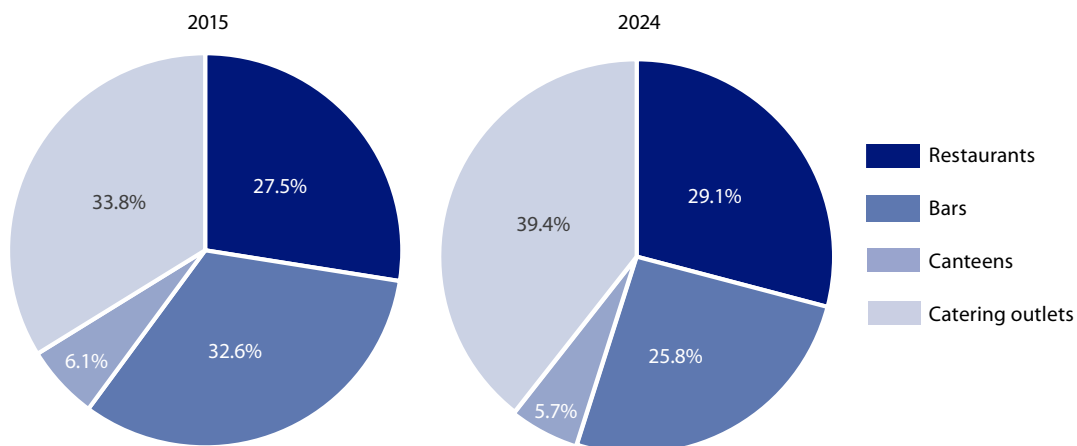
In 2024, the number of catering establishments (both permanent and seasonal) in Poland was estimated at about 101.5 thousand, of which 39.4% were catering outlets, 29.1% restaurants, 25.8% bars, and 5.7% canteens. The total number of catering establishments increased by 8.8% compared with 2023. All types of catering entities recorded growth: canteens (up by 14.7%), restaurants (up by 13.2%), bars (up by 7.4%), and catering outlets (up by 5.8%).

The private sector in catering comprised 99.0% of all catering establishments, including: 99.6% of restaurants, 99.3% of bars, 99.2% of catering outlets and 94.0% of canteens.

**Table 6. Catering establishments**

Specification	2022	2023	2024	
	absolute numbers			2023=100
<b>Total</b>	<b>83,937</b>	<b>93,306</b>	<b>101,491</b>	<b>108.8</b>
Restaurants	23,670	26,102	29,546	113.2
Bars	22,166	24,401	26,209	107.4
Canteens	4,699	5,046	5,787	114.7
Catering outlets	33,402	37,757	39,949	105.8

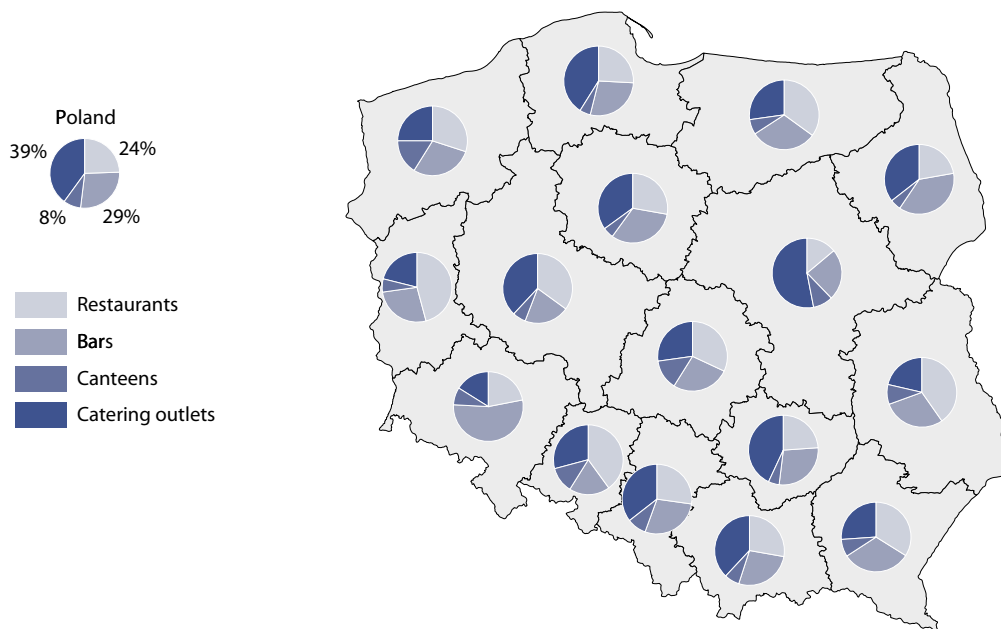
**Chart 17. Structure of catering establishments**



The number of catering establishments in enterprises employing more than 9 persons increased by 2.2% compared with the previous year, reaching 22,666 and represented 22.3% of all catering establishments in Poland. Increases were recorded in most types of catering entities: bars (up by 8.5%), canteens (up by 4.8%), and catering outlets (up by 2.0%), while the number of restaurants decreased (down by 5.2%).

The regional distribution of catering establishments by enterprise headquarters is presented below.

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



a According to the official residence of the enterprise.

## Revenues from catering 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 2024, total revenues from catering activities at current prices amounted to PLN 85.2 billion, up by 11.1% year-on-year (and up by 2.8% at constant prices). The private sector accounted for 99.0% of total revenues, and the public sector for 1.0%.

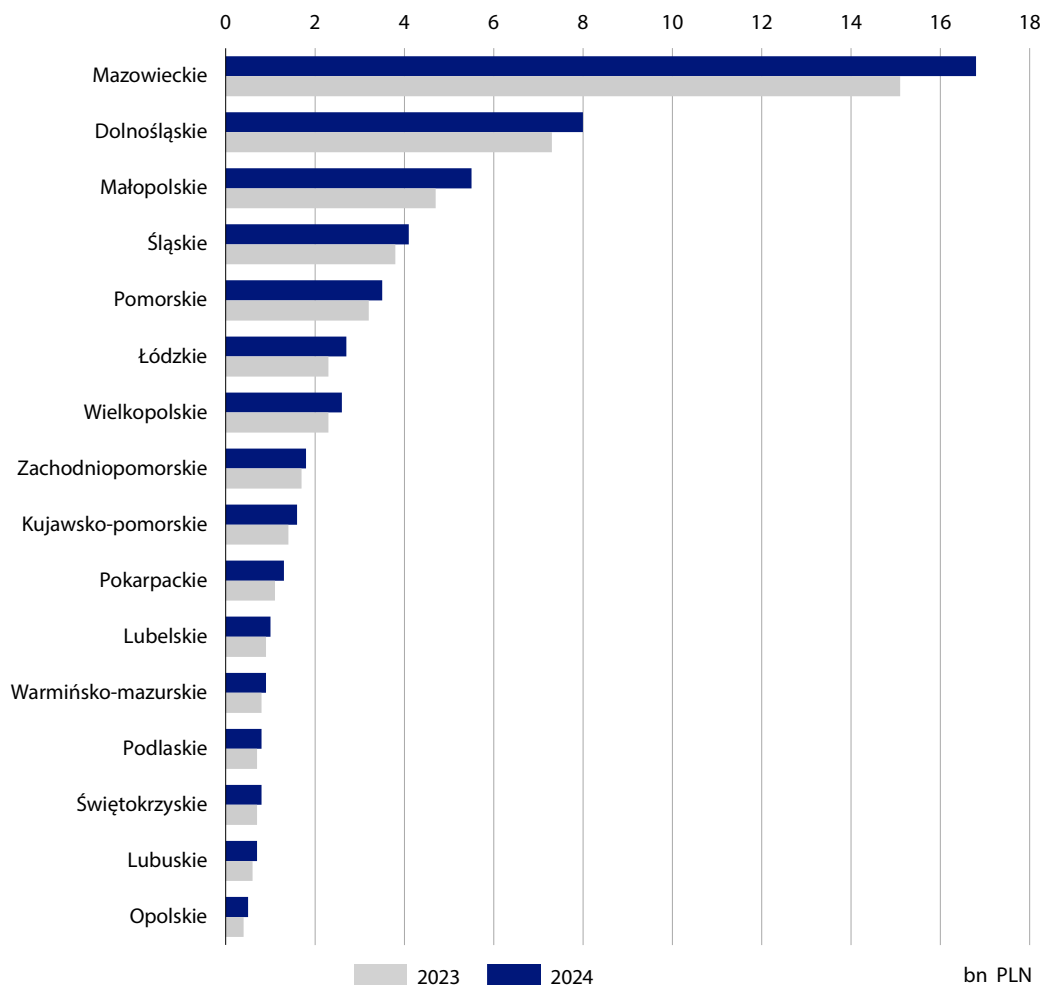
Catering production represented 87.1% of total revenues at current prices, 11.8% came from the sale of trade commodities (including 7.8% from alcoholic beverages and tobacco products), and 1.1% from other activities. All types of catering activities recorded an increase in revenues compared with the previous year.

**Table 7. Revenues from catering activities (current prices)**

Specification	2022	2023	2024	
	in million PLN			2023=100
<b>Revenues total</b>	<b>64,643.4</b>	<b>76,668.0</b>	<b>85,210.5</b>	<b>111.1</b>
From sales of commodities	7,848.2	9,252.9	10,069.1	108.8
of which from the sale of alcoholic beverages and tobacco	5,423.5	6,200.8	6,629.6	106.9
From catering production	56,107.2	66,615.0	74,238.8	111.4
From other activity	688.0	800.0	902,7	112.8

In enterprises employing more than 9 persons, revenues from catering activities at current prices reached approximately PLN 52.7 billion (up by 11.4% year-on-year), accounting for 61.8% of total catering revenues in Poland.

Revenue growth was observed in all voivodships. The Mazowieckie Voivodship had the largest share (32.0%) and recorded an 11.8% increase in revenues. The Dolnośląskie Voivodship followed with a 15.3% share and a 10.0% increase. The next were Małopolskie (10.5%, up by 16.4%) and Śląskie (7.7%, up by 5.6%).

**Chart 18. Revenues from catering activity by voivodships<sup>a</sup> 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 total catering revenues of enterprises employing more than 9 persons and amounted to approximately PLN 46.6 billion.

The second-largest group, at about PLN 3.2 billion, consisted of revenues from sales of alcoholic beverages and tobacco products, and their share in the revenue from catering activities of the surveyed enterprises was 6.1%.

The third largest group constituted 5.0% were revenues from the sale of trade commodities (excluding alcoholic beverages and tobacco products), which amounted to over PLN 2.6 billion. Revenues from other activities accounted for only 0.5% of surveyed revenues and amounted to approximately PLN 0.3 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 2024, producers' warehouses had higher average stocks of most of the surveyed items compared with the previous year.

Among food products, stock levels increased significantly for items such as canned hams and shoulders; nectars; cheeses and curd (including processed cheese); meat products from poultry; canned meat, offal and fat; vegetables and vegetable mixes; fruit jams and vodka, liqueurs, other spirit beverages in terms of 100% alcohol.

Stocks also rose markedly for sweets; compotes and preserved fruits; canned vegetables; pork; tea; groats and meals; soups and broths and preparations for them.

On the other hand, lower stock levels were noted for butter and dairy spreads; fruit and vegetable drinks; frozen, cooked or uncooked fruit and nuts; fruit drinks, as well as beef and veal.

Among non-food products, notable stock reductions were observed for grinders mixers, juicers with their own electric engine; footwear with leather uppers; automatic washing machines; tights and pantyhose; bicycles and fabric underwear.

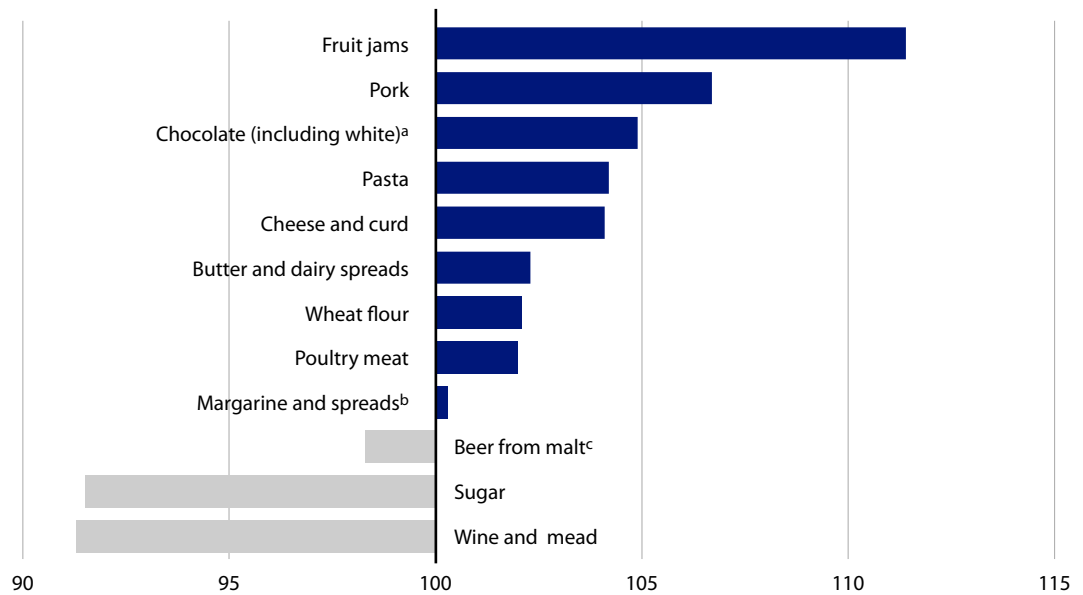
Stocks of tableware and kitchenware made of porcelain, including Chinese; dish washing machines; tv receivers and knitwear and fabric underwear also decreased compared with 2023.

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.

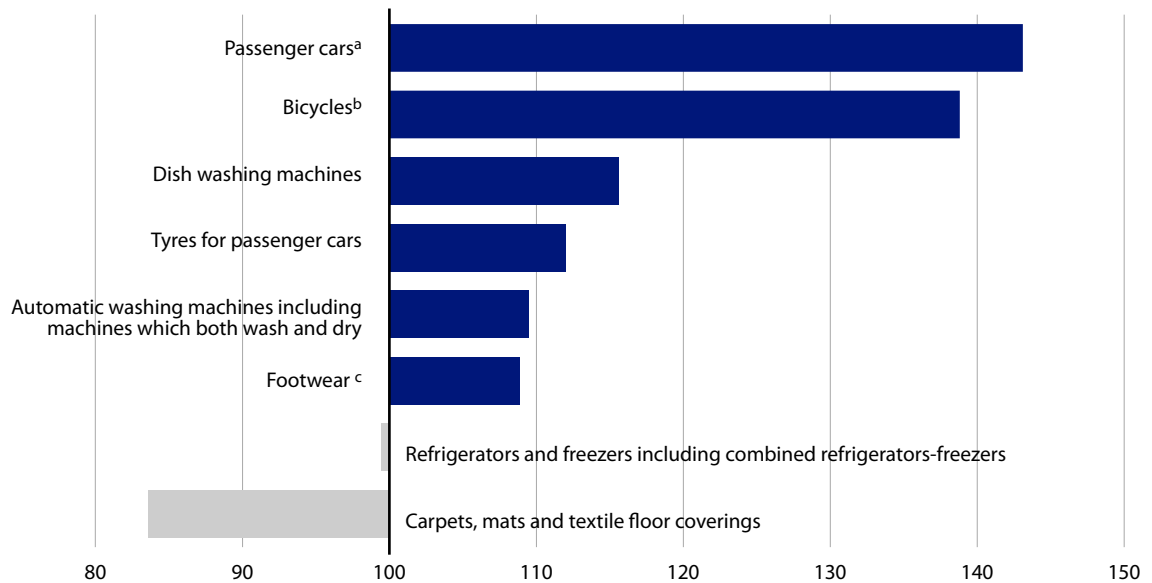
In 2024, deliveries of most surveyed consumer goods, both food and non-food, were higher than in the previous year. Significantly higher deliveries were recorded for food products such as groats and meals; rice; sweets and tea.

Deliveries also notably increased for non-alcoholic beer (with an alcohol content of 0.5% or less by volume); mineral waters and soft drinks; coffee; edible animal fats melted, and fruit jams. Among non-food products, a marked increase in deliveries was observed for tv receivers; household vacuum cleaners; passenger cars; bicycles; tights and pantyhose; grinders mixers, juicers with their own electric engine; tableware and kitchenware made of porcelain, including Chinese, as well as electric, gas, and mixed cookers.

Deliveries of carpets, mats and textile floor coverings; soaps, detergents and washing preparations, as well as domestic refrigerators and freezers including combined refrigerators-freezers were lower than in the previous year.

**Chart 19. Indices of deliveries of selected foodstuffs in 2024**

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

**Chart 20. Indices of deliveries of selected non-foodstuffs in 2024**

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

# 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. 2.0

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. 2.0 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<sup>a</sup>:

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.			

<sup>a</sup> 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 22 – 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 m<sup>2</sup> or more. This kind of outlets usually conduct also subsidiary catering or service activity;

GLOBAL PRODUCTION in the enterprise sector includes:

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

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

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

HYPERMARKETS are stores with a sales area of 2,500 m<sup>2</sup> or more, selling goods in a self-service system while offering a wide assortment of foodstuff goods and frequently bought non-foodstuff goods, usually with a parking place.

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

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

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 m<sup>2</sup>, selling goods in a self-service system and offering a wide assortment of foodstuff goods and frequently bought non-foodstuff goods.

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

The gross margin is:

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

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

TRADE STORES are stores divided into separate departments (no less than two departments), each selling a broad and universal assortment similar to department stores, with a sales area between 600 and 1,999 m<sup>2</sup>.

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

TURNOVER, otherwise 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 m<sup>2</sup> to 399 m<sup>2</sup> 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.