

# Retail sales index – October 2025

25.11.2025

↑ **5.4%**

An increase compared with the corresponding month of the previous year

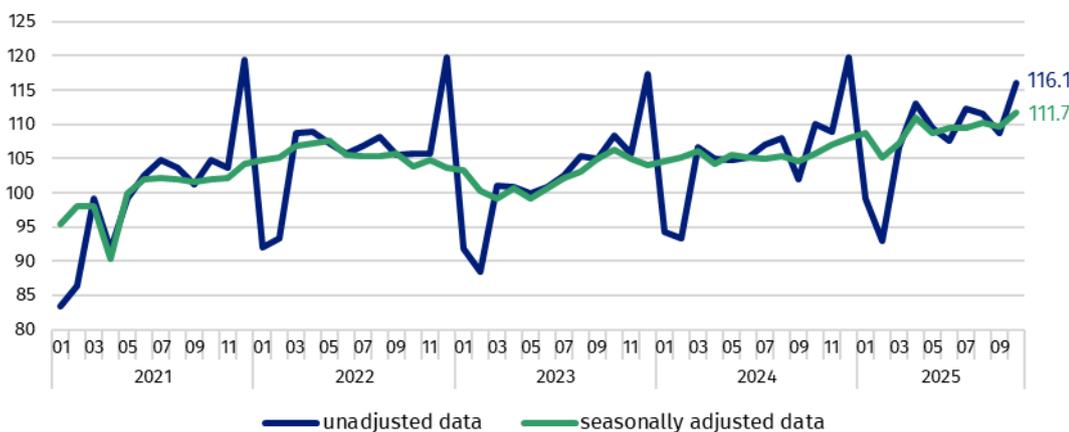
**In October 2025 retail sales<sup>1</sup> at constant prices were by 5.4% higher than the year before (against an increase of 1.3% in October 2024). Compared with September 2025, an increase by 6.7% in retail sales was recorded. In the period of January-October<sup>2</sup> 2025 sales increased y/y by 4.3% (against an increase by 2.4% in the corresponding period of 2024).**

## Retail sales seasonally adjusted

After eliminating the seasonal factors, in October 2025 retail sales at constant prices were by 5.6% higher than in the corresponding month of 2024 and increased by 1.9% compared with September this year.

In October 2025, an increase of 5.6% in retail sales seasonally adjusted was recorded in comparison with October 2024

**Chart 1. Retail sales – seasonally adjusted and unadjusted data (constant prices) – monthly average 2021=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.

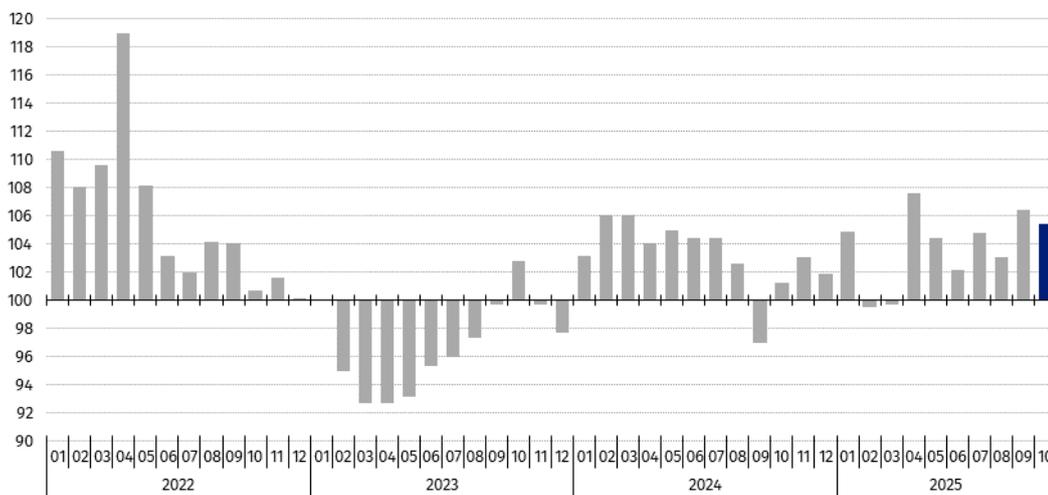
## Retail sales of goods by type of enterprise activity

In October 2025, a large increase in retail sales (at constant prices) compared with the corresponding month of 2024 was recorded in groups: “motor vehicles, motorcycles, parts” (by 15.6%), “furniture, radio, TV and household appliances” (by 13.9%), “textiles, clothing, footwear” (by 9.0%). Sales increased also in enterprises classified into the following groups: “pharmaceuticals, cosmetics, orthopaedic equipment” (by 5.6%), “solid, liquid and gaseous fuels” (by 4.7%), “others” (by 2.4%) and “food, beverages and tobacco products (by 0.6%). A decrease in sales occurred in the group “newspapers, books, other sale in specialized stores” (by 3.3%).

In October 2025, the value of retail sales via Internet at current prices was by 8.6% higher than a year ago. The share of sales via Internet in “total” sales increased from 9.1% to 9.3%. The share of this form of trade was higher than in October 2024 i.a. in the following groups: “others” (12.9% compared to 10.1%) and “motor vehicles, motorcycles, parts” (6.4% compared to 1.3%). However in groups with a significant share of sales via Internet there was a decrease in share: “newspapers, books, other sale in specialized stores” (from 25.0% a year ago to 20.5%), “textiles, clothing, footwear (from 25.9% to 24.9% respectively) and “furniture, radio, TV and household appliances” (from 19.0% to 18.9%).

In October this year, an increase in retail sales y/y was noted in most groups

**Chart 2. Retail sales of goods (constant prices) – corresponding period of previous year=100**



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

Specification	10 2025		01-10 2025
	09 2025=100	10 2024=100	01-10 2024=100
<b>TOTAL</b>	<b>106.7</b>	<b>105.4</b>	<b>104.3</b>
of which:			
Motor vehicles, motorcycles, parts	113.5	115.6	110.4
Solid, liquid and gaseous fuels	102.1	104.7	104.3
Food, beverages and tobacco products	108.6	100.6	99.3
Other retail sale in non-specialized stores	.	.	.
Pharmaceuticals, cosmetics, orthopaedic equipment	107.8	105.6	105.1
Textiles, clothing, footwear	103.2	109.0	110.8
Furniture, radio, TV and household appliances	102.4	113.9	115.1
Newspapers, books, other sale in specialized stores	97.9	96.7	98.0
Others	103.8	102.4	99.7

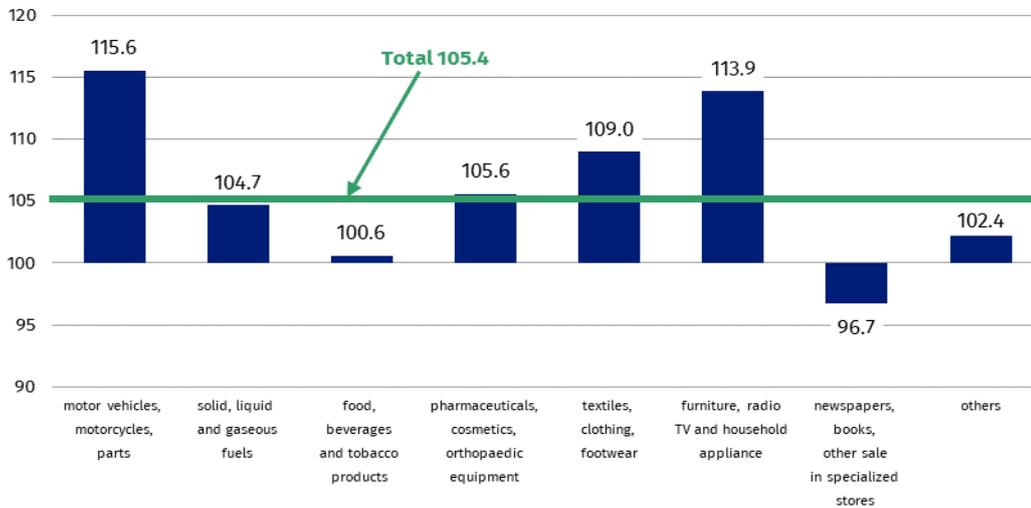
(.) Data not available, classified data (statistical confidentiality) or providing data impossible or purposeless

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

Specification	10 2025		01-10 2025	
	09 2025=100	10 2024=100	01-10 2024=100	Structure in %
<b>TOTAL</b>	<b>107.1</b>	<b>105.5</b>	<b>104.7</b>	<b>100.0</b>
of which:				
Motor vehicles, motorcycles, parts	112.8	108.9	104.2	7.9
Solid, liquid and gaseous fuels	102.8	102.3	99.2	13.3
Food, beverages and tobacco products	108.7	104.6	104.5	25.8
Other retail sale in non-specialized stores	.	.	.	
Pharmaceuticals, cosmetics, orthopaedic equipment	107.7	107.4	107.4	7.7
Textiles, clothing, footwear	106.2	107.8	109.4	5.9
Furniture, radio, TV and household appliances	102.0	111.5	113.6	7.8
Newspapers, books, other sale in specialized stores	97.9	96.4	98.0	3.7
Others	104.3	103.5	101.6	9.5

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

**Chart 3. Retail sales of goods in October 2025 by type of enterprise activity (constant prices) – corresponding period of previous year=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 according to NACE Rev. 2.0 - "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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<sup>3</sup> The volume of sales is defined as turnover in trade deflated by price index i.e. turnover at constant prices (2021=100).

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

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

[Retail sales of goods](#)

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