

Retail sales in July 2026

24.08.2026

 **3.9%**

An increase compared with the corresponding month of the previous year

In July 2026 retail sales at constant prices were by 3.9% higher than the year before (against an increase of 4.8% in July 2025). Compared with June 2026, there was an increase by 2.2% in retail sales. In the period of January-July¹ 2026 sales increased y/y by 3.7% (against an increase by 3.3% in the corresponding period of 2025).

Retail sales seasonally adjusted

After eliminating the seasonal factors, in July 2026 retail sales at constant prices were by 4.3% higher than in the corresponding month of 2025 and by 0.3% lower compared with June 2026.

In July 2026, an increase of 4.3% in retail sales seasonally adjusted was recorded in comparison with July 2025

Chart 1. Retail sales (constant prices, monthly average 2021=100)

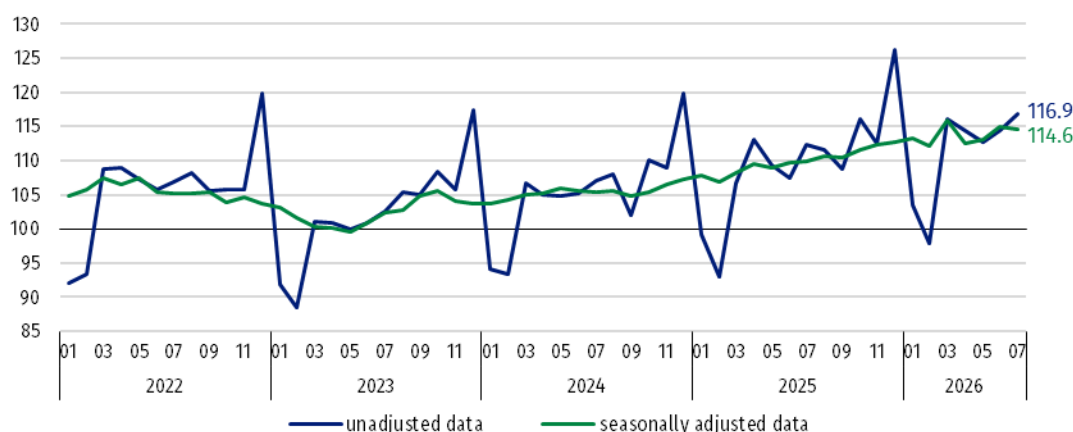
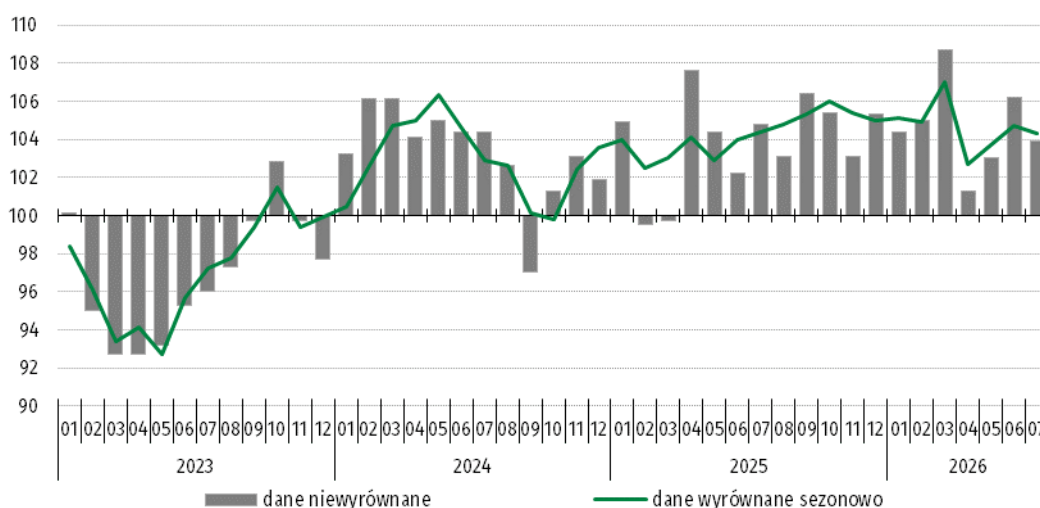


Chart 2. Retail sales (constant prices, corresponding period of previous year=100)



¹ Corrections made by reporting entities were included in cumulative data.

Retail sales of goods by predominant type of enterprise activity

In July 2026, retail sales (at constant prices) compared with the corresponding period of 2025 increased significantly in the following groups: “pharmaceuticals, cosmetics, orthopaedic equipment” (by 10.8%), “others” (by 9.2%), “furniture, radio, TV and household appliances” (by 8.8%), “motor vehicles, motorcycles, parts” (by 8.1%). In the group with the highest share in “total” retail sales - “food, beverages and tobacco products” there was an increase in sales of 1.5%. A decrease in sales was recorded in units classified into groups: “textiles, clothing, footwear” (by 1.7%), “newspapers, books, other sale in specialized stores” (by 1.2%) and “solid, liquid and gaseous fuels” (by 0.2%).

In July 2026, the value of retail sales via Internet at current prices was by 9.0% higher than a year ago and the share of sales via Internet in “total” sales compared with the corresponding period of 2025 increased from 8.6% to 8.9%. Among the presented groups with a significant share of sales via Internet an increase in share was reported by enterprises from the groups: “furniture, radio, TV and household appliances” (from 17.5% a year ago to 19.9%), “newspapers, books, other sale in specialized stores” (respectively from 19.6% to 21.6%) and “textiles, clothing, footwear” (from 23.4% to 24.8%).

In July 2026, an increase in retail sales y/y was recorded in most groups

Chart 3. Retail sales of goods in July 2026 by groups (constant prices, corresponding period of previous year=100)

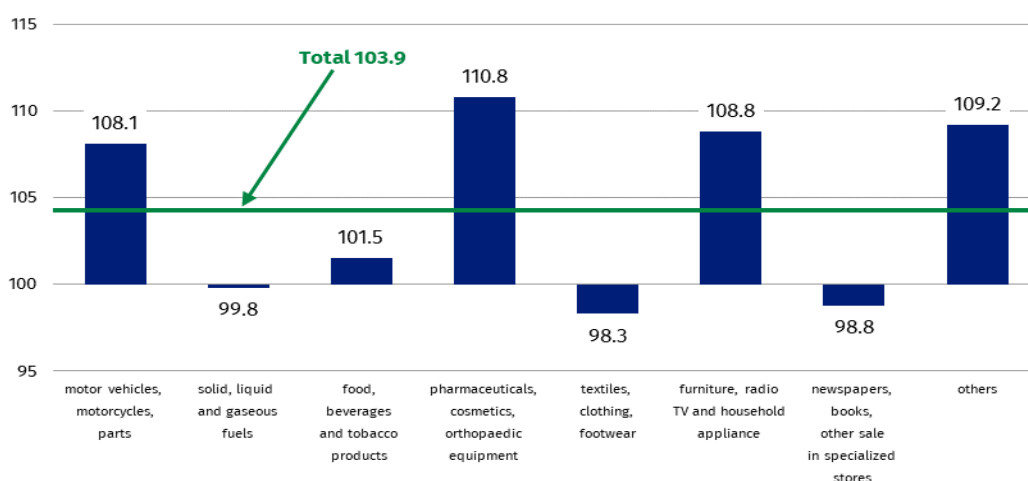


Table 1. Index numbers of retail sales (constant prices)

Specification	07 2026		01-07 2026
	06 2026=100	07 2025=100	01-07 2025=100
TOTAL	102.2	103.9	103.7
of which:			
Motor vehicles, motorcycles, parts	101.7	108.1	103.0
Solid, liquid and gaseous fuels	93.2	99.8	108.0
Food, beverages and tobacco products	104.1	101.5	99.6
Other retail sale in non-specialized stores	.	.	.
Pharmaceuticals, cosmetics, orthopaedic equipment	104.7	110.8	108.7
Textiles, clothing, footwear	99.6	98.3	100.2
Furniture, radio, TV and household appliances	108.6	108.8	108.0
Newspapers, books, other sale in specialized stores	99.0	98.8	97.9
Others	103.4	109.2	108.0

(.) 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	07 2026		01-07 2026	
	06 2026=100	07 2025=100	01-07 2025=100	Structure in %
TOTAL	102.7	105.3	104.4	100.0
of which:				
Motor vehicles, motorcycles, parts	101.2	101.1	96.7	7.7
Solid, liquid and gaseous fuels	102.6	113.8	113.6	14.3
Food, beverages and tobacco products	103.5	102.2	101.7	25.3
Other retail sale in non-specialized stores	.	.	.	.
Pharmaceuticals, cosmetics, orthopaedic equipment	104.3	112.7	110.7	8.2
Textiles, clothing, footwear	95.7	94.8	97.1	5.4
Furniture, radio, TV and household appliances	108.6	108.1	107.0	7.8
Newspapers, books, other sale in specialized stores	98.9	101.1	99.0	3.6
Others	102.4	109.2	108.4	9.6

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

Methodological notes

The data presented in this news release 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.

The published monthly information on trade activity, in addition to retail sales, also includes data on the volume of sales² by kind-of-activity unit (KAU), which is compiled for the needs of European statistics. The volume of sales (constant prices 2021=100) includes divisions and groups of Section G according to PKD 2007 - "Wholesale and retail trade; repair of motor vehicles and motorcycles". The data is disseminated on the website of the Statistics Poland: [Knowledge Databases - Short-Term Statistics data by KAU](#)

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² 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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Terms used in official statistics

[Retail sales of goods](#)
[Kind-of-activity unit](#)