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Internal market in 2025

Warsaw 2026

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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.

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Warsaw, November 2026

Contents

Preface 4
List of tables 6
List of charts 7
List of maps 8
Symbols, main abbreviations, accepted groupings 9
Executive summary 10
Service activities in Poland and in the European Union countries 11
Trading activities 14
Volume of sales – short-term statistics 16
Retail sales 20
Stores 24
Petrol stations 28
Marketplaces 29
Wholesale 30
Catering establishments 32
Revenues from catering activities 34
Market supply 36
Methodological notes 38

List of tables

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 13

Table 2. The share of trade in creation GDP and in gross value added 14

Table 3. Retail sales of goods by groups (current prices) 21

Table 4. Number of stores owned by enterprises with foreign capital 27

Table 5. Wholesale of goods by groups (current prices) 31

Table 6. Catering establishments 32

Table 7. Revenues from catering activities (current prices) 34

List of charts

Chart 1. Structure of gross value added in services by NACE Rev.2.0 sections in 2025 11

Chart 2. Structure of persons employed in services by NACE Rev.2.0 sections in 2025 12

Chart 3. Structure of revenues from the sale of products, goods and materials (current prices) .. 15

Chart 4. Sales volume indices – wholesale trade, except of motor vehicles and motorcycles (constant prices) 16

Chart 5. Sales volume indices – retail trade except of motor vehicles and motorcycles (constant prices) 17

Chart 6. Sales volume indices – retail trade of food, beverages and tobacco (constant prices) 17

Chart 7. Sales volume indices – retail trade of non-food goods (constant prices) 18

Chart 8. Volume of sales in the EU countries – retail trade 19

Chart 9. Structure of retail sales (current prices) 20

Chart 10. Structure of retail sales by the size of economic entities (current prices) 21

Chart 11. Retail sales by voivodships (current prices) 22

Chart 12. Indices of retail sales (constant prices) 23

Chart 13. Structure of sales area of stores 24

Chart 14. Number of stores by specialisation and number of petrol stations (as of 31 December) 26

Chart 15. Number of the petrol stations per 1,000 km^2 of the area by voivodship (as of 31 December) 28

Chart 16. Structure of wholesale (currant prices) 30

Chart 17. Structure of catering establishments 32

Chart 18. Revenues from catering activities by voivodships in enterprises employing more than 9 persons 35

Chart 19. Indices of deliveries of selected foodstuffs in 2025 37

Chart 20. Indices of deliveries of selected non-foodstuffs in 2025 37

List of maps

Map 1. Stores by voivodships in 2025 (as of 31 December) 25

Map 2. Number of people per 1 supermarket and hypermarket by voivodships in 2025 (as of 31 December) 25

Map 3. Permanent marketplaces by voivodships in 2025 (as of 31 December) 29

Map 4. Catering establishments by voivodships in enterprises employing more than 9 persons 33

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).

Executive summary

In 2025, according to preliminary data, the gross value added generated by entities operating in the service sector in Poland accounted for 67.8% of the gross value added of the entire national economy. At the same time, 64.8% of the total workforce were employed in these entities. The dominant sector among service providers in terms of value added was trade, which accounted for 13.8% of the gross value added generated across the entire national economy.

Retail sales at current prices recorded in 2025 by trade and non-trade enterprises amounted to PLN 1,351.1 billion and were 4.2% higher than the previous year, while wholesale by trade enterprises (at current prices) amounted to PLN 2,075.3 billion and was 3.2% higher than the previous year.

At the end of 2025, the estimated number of stores in Poland stood at just under 310 thousand, which was 2.7% (by 8,6 thousand) less than the previous year, while the total sales area increased by 2.0% to 40,433.6 thousand m^2. The 310 thousand stores were run by just under 240 thousand enterprises. The estimated number of petrol stations stood at 8,549, representing an increase of 0.6% compared with the previous year. The highest density of petrol stations is still found in Śląskie Voivodship – in 2025, there were 63 stations per 1,000 km^2 there.

The total revenue from catering activities at current prices in 2025 amounted to PLN 90.4 billion, an increase of 6.1% compared with the previous year (at constant prices, there was a slight increase of 0.2%). The number of catering establishments (permanent and seasonal) in Poland has been estimated at approximately 104.5 thousand of which 37.9% were catering outlets, 29.7% were restaurants, 26.6% were bars, and 5.8% were canteens. The total number of catering establishments increased by 3.0% compared with 2024.

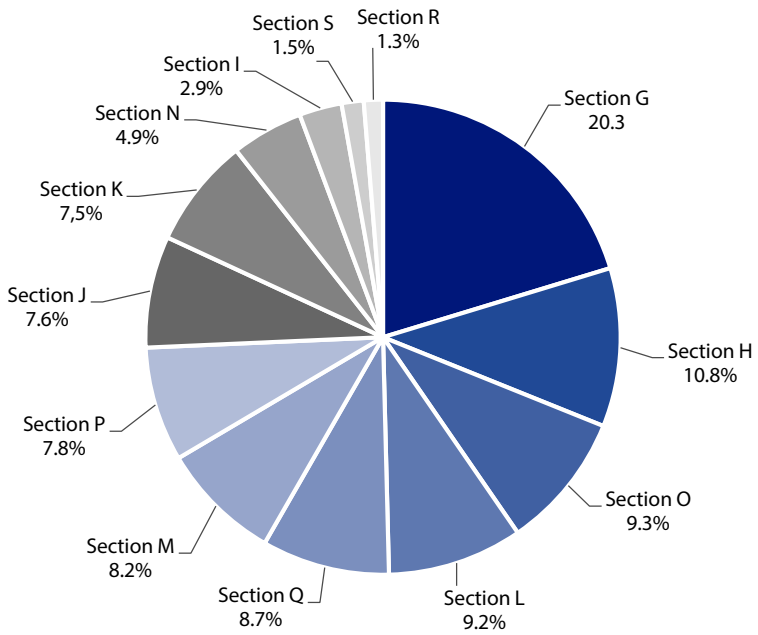
In 2025, deliveries of most of the consumer goods surveyed were higher than in the previous year.

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.

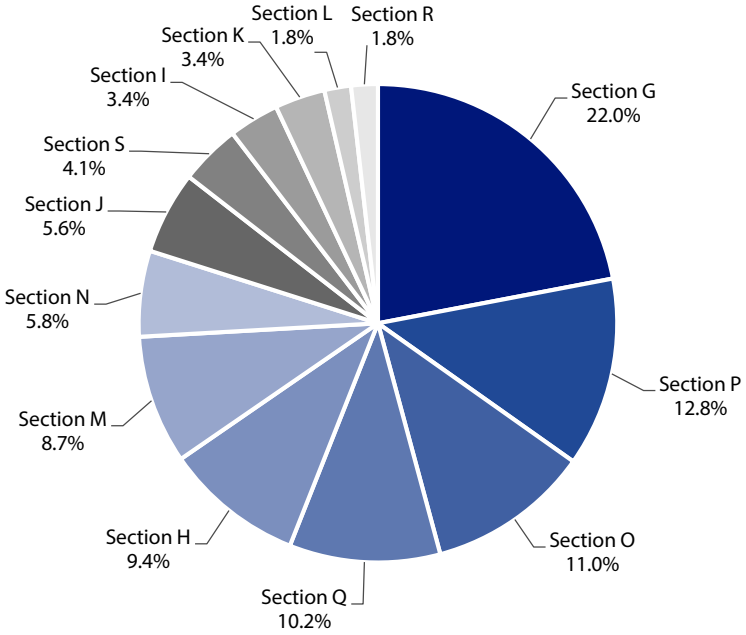
In 2025, according to preliminary data, the gross value added generated by entities operating in the service sector in Poland accounted for 67.8% of the gross value added of the entire national economy. At the same time, 64.8% of the total workforce were employed in these entities. The dominant sector among service providers in terms of value added was trade, which accounted for 20.3% of the value added generated by all entities engaged in service activities (a decrease of 0.5 percentage points compared with the previous year). The share of 'Transport and storage' – the second-largest activity in terms of value added (according to NACE Rev. 2.0, section H) –was at the level of 10.8% (a decrease of 0.2 percentage points), while the shares of the following activities – 'Public administration and national defence, compulsory social security' (according to NACE Rev. 2.0, section O) and 'Real estate activities" (according to NACE Rev. 2.0, section L) – amounted to 9.3% and 9.2% respectively. Compared with the previous year, among service activities, the highest increase in the share of gross value added (by 0.4 percentage points) was recorded by 'Human health and social work activities' (according to NACE Rev. 2.0, section Q).

Chart 1. Structure of gross value added in services by NACE Rev. 2.0 sections in 2025



At the end of 2025, the largest number of people (22.0% of all person employed in service entities) were working in enterprises classified into section G 'Trade, repair of motor vehicles'. Second place in terms of the number of people in employment went to educational activity (according to NACE Rev. 2.0, section P) – 12.8% and followed by 'Public administration and defence; compulsory social security' (according to NACE Rev. 2.0, section O) – accounting for 11.0% of the total number of persons employed in the services sector.

Chart 2. Structure of employed persons in services by NACE Rev.2.0 sections in 2025



In 2025, the dominant sector among service entities in terms of average paid employment was also trade activity, which employed 1,688.7 thousand people (a decrease of 1.6% compared with 2024). Educational activity (according to NACE Rev. 2.0, section P) ranked second, with an average workforce of 1,192.2 thousand people (an increase of 2.1% compared with the previous year). The highest year-on-year percentage increase in average paid employment among service activities (up 3.0%) was recorded in other service activities (section S). The lowest average paid employment at 139.9 thousand people, was recorded in section R ' Arts, entertainment and recreation'.

According to preliminary data, the highest average, monthly gross wage and salary in 2025 was recorded in the following sections: 'Information and communication' (according to NACE Rev. 2.0, section J) – PLN 14,690 and 'Financial and insurance activities' (according to NACE Rev. 2.0, section K) – PLN 13,724, while the lowest value, at PLN 5,991, was recorded in entities classified into section I, 'Accommodation and food service activities'. In section G, 'Trade, repair of motor vehicles', the average, monthly gross wage and salary amounted to PLN 7,604, an increase of 8.4% compared with 2024. The highest percentage increase in the average monthly wage and salary, of 14.0%, was recorded in section Q, 'Human health and social work activity'.

In 2025, the value added generated by service enterprises accounted for the predominant share of the gross value added created in the European Union countries. Among the EU member states, the highest share of value added generated by services was recorded in Luxembourg – 89.2%, in Malta – 88.3% and in Cyprus – 86.2%. Services also accounted for a large share of the value added of the economy as a whole in countries such as France (79.4%), Belgium (78.6%), Greece (78.2%), the Netherlands (77.9%), Portugal (76.4%), Spain (75.6%), Estonia (75.4%) and Sweden (75.2%). In the countries of Central and Eastern Europe, this share ranged from 66.4% in the Czechia to 75.4% in Estonia; in Poland, it stood at 67.8%.

With regard to 2015, the following countries recorded a significant increase in the share of the service sector in gross value added: Romania (by 8.6 percentage points), Lithuania (by 6.5 percentage points), Hungary (by 6.3 percentage points) and the Czechia (by 6.1 percentage points). The largest drop in the share of services compared with 2015 was recorded in Denmark (by 5.9 percentage points) and in Italy (by 2.9 percentage points).

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
	2025	72.0		2025	72.6
Belgium	2015	77.4	Luxembourg	2015	87.1
	2025	78.6		2025	89.2
Bulgaria	2015	67.5	Latvia	2015	73.3
	2025	72.8		2025	73.3
Croatia	2015	71.8	Malta	2015	85.4
	2025	73.7		2025	88.3
Cyprus	2015	86.2	Germany	2015	70.3
	2025	86.2		2025	71.2
Czechia	2015	60.3	**Poland**	**2015**	**62.3**
	2025	66.4		**2025**	**67.8**
Denmark	2015	76.4	Portugal	2015	75.2
	2025	70.5		2025	76.4
Estonia	2015	70.1	Romania	2015	59.9
	2025	75.4		2025	68.5
Finland	2015	70.6	Slovakia	2015	64.5
	2025	71.3		2025	66.8
France	2015	79.0	Slovenia	2015	65.5
	2025	79.4		2025	66.8
Greece	2015	79.3	Sweden	2015	73.4
	2025	78.2		2025	75.2
Spain	2015	75.1	Hungary	2015	64.2
	2025	75.6		2025	70.5
Netherlands	2015	78.6	Italy	2015	75.0
	2025	77.9		2025	72.1
Ireland	2015	58.0			
	2025	63.8			

S o u r c e: Eurostat 07.10.2026; 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 2025, according to preliminary data, the share of trade in the creation of gross domestic product amounted 12.1 and in gross value added 13.8%.

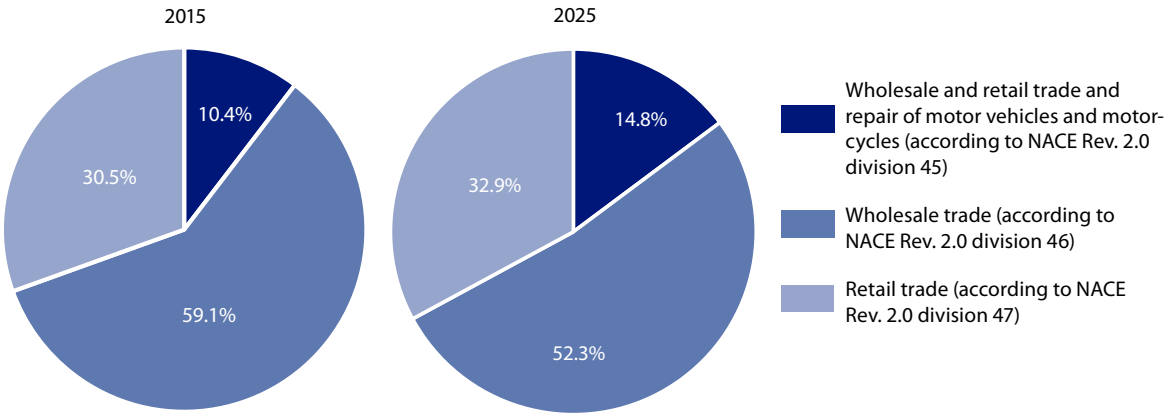
Table 2. The share of trade in the creation of GDP and in gross value added

Specification	2022	2023	2024	2025
Share of trade in creation GDP (%)	13.8	12.9	12.4	12.1
Share of trade in gross value added (%)	15.5	14.3	14.0	13.8

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 2025, according to preliminary data, net revenues from the sale of products, goods and materials at current prices generated by entities classified into section G according to NACE Rev. 2.0 'Wholesale and retail trade; repair of motor vehicles and motorcycles' were 2.3% higher than in the previous year. The largest share of these revenues was generated by wholesale (52.3%). The retail trade accounted for 32.9%, while the wholesale and retail trade and repair of motor vehicles and motorcycles accounted for 14.8%. Revenues from entities with 10 or more employees accounted for 72.0% of total revenues, while revenues from entities with 9 or fewer employees accounted for 28.0%.

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 2025, according to preliminary data ,the costs of core operating activities at current prices incurred by trading entities were 1.9% higher than in the previous year. The costs incurred by entities with 10 or more employees accounted for 73.3% of the total operating costs reported by trading entities, while the costs of entities with 9 or fewer employees accounted for 26.7%.

Volume of sales – short-term statistics

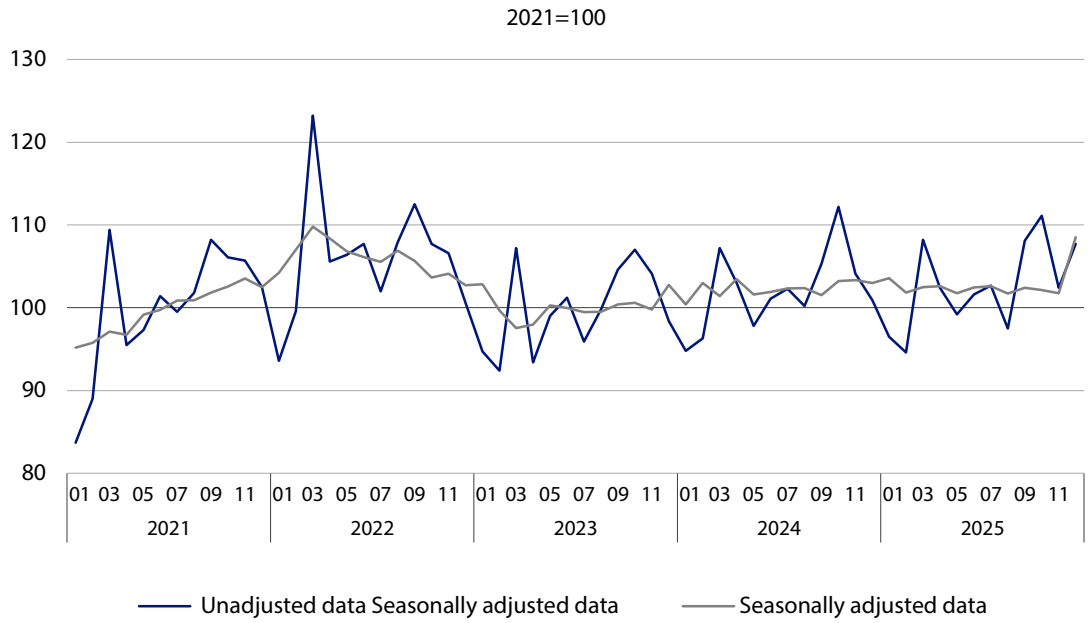
VOLUME OF SALES corresponds to data of net revenues from the sale of products, goods and materials in constant prices.

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 2025, a growth in volume of sales by kind-of-activity unit (KAU) compared to previous year was recorded both in the retail trade (2.7%) and in the wholesale trade (0.6%).

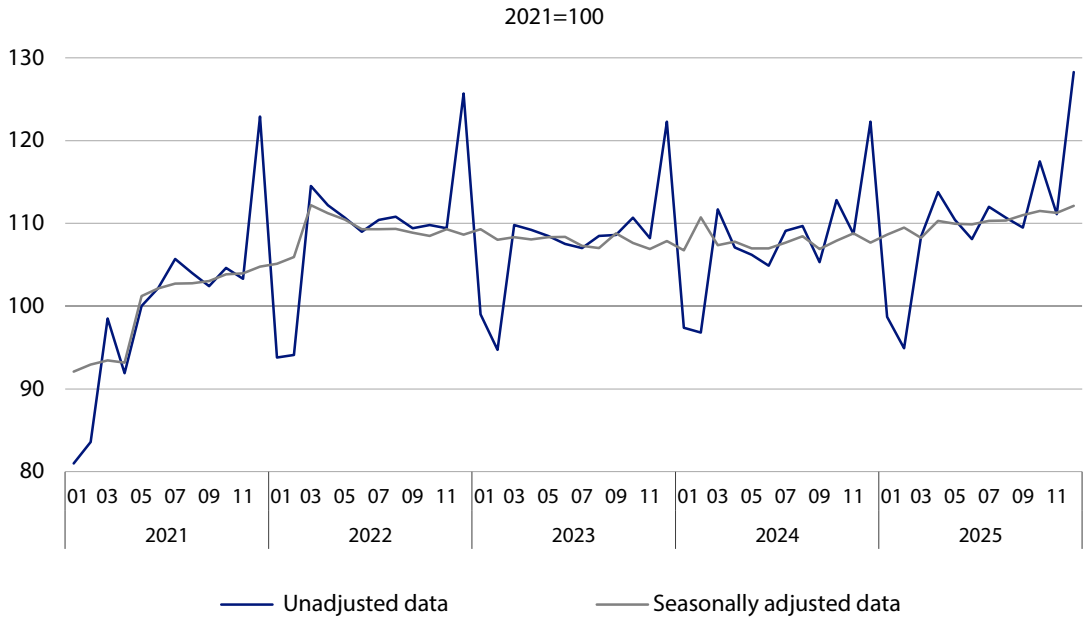
Chart 4. **Sales volume indices – wholesale trade, except of motor vehicles and motorcycles**[ab]
(constant prices)



a Data refers to enterprises employing more than 9 persons. b Data refers to enterprises classified to division 46 according to NACE Rev. 2.0.

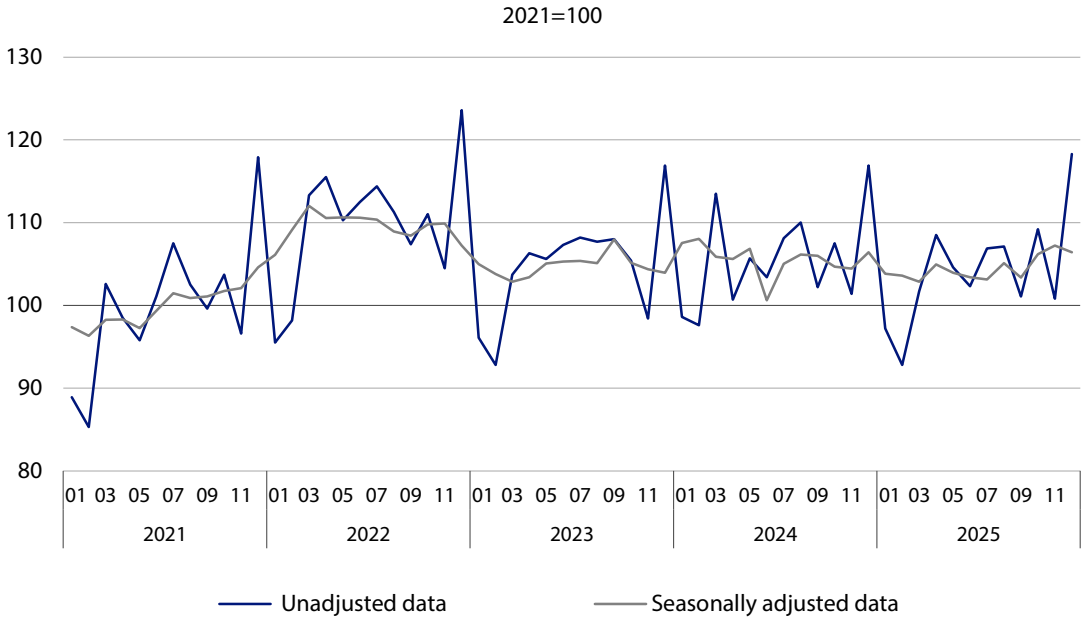
In the retail trade, an increase in sales volume compared with the previous year was recorded in the following categories: 'fuels' - by 11.3% and 'non-food goods' (excluding fuels) - by 3.8%, while the volume in the 'food, beverages and tobacco products' category fell by 1.3%.

Chart 5. Sales volume indices - retail trade except of motor vehicles and motorcycle[ab] (constant prices)



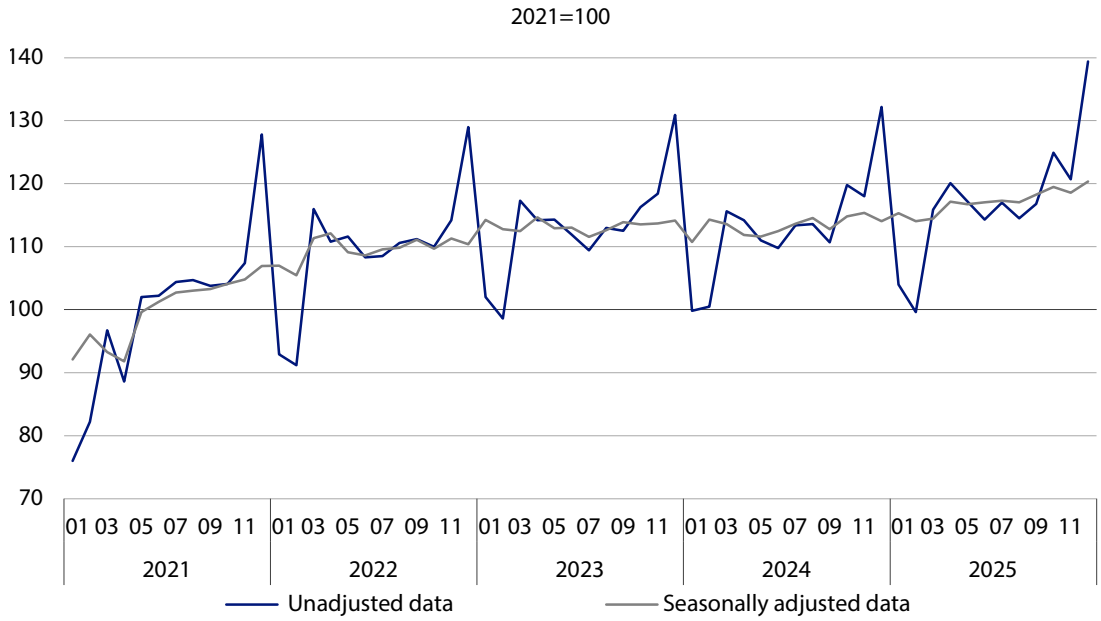
a Data cover complete statistical population. b Data refers to enterprises classified to division 47 according to NACE Rev. 2.0.

Chart 6. Sales volume indices – retail trade of food, beverages and tobacco[ab] (constant prices)



a Data cover complete statistical population.. b Data refers to enterprises classified to class 4711 and group 47.2 according to NACE Rev. 2.0.

Chart 7. Sales volume indices - retail trade of non-food goods[ab] (constant prices)

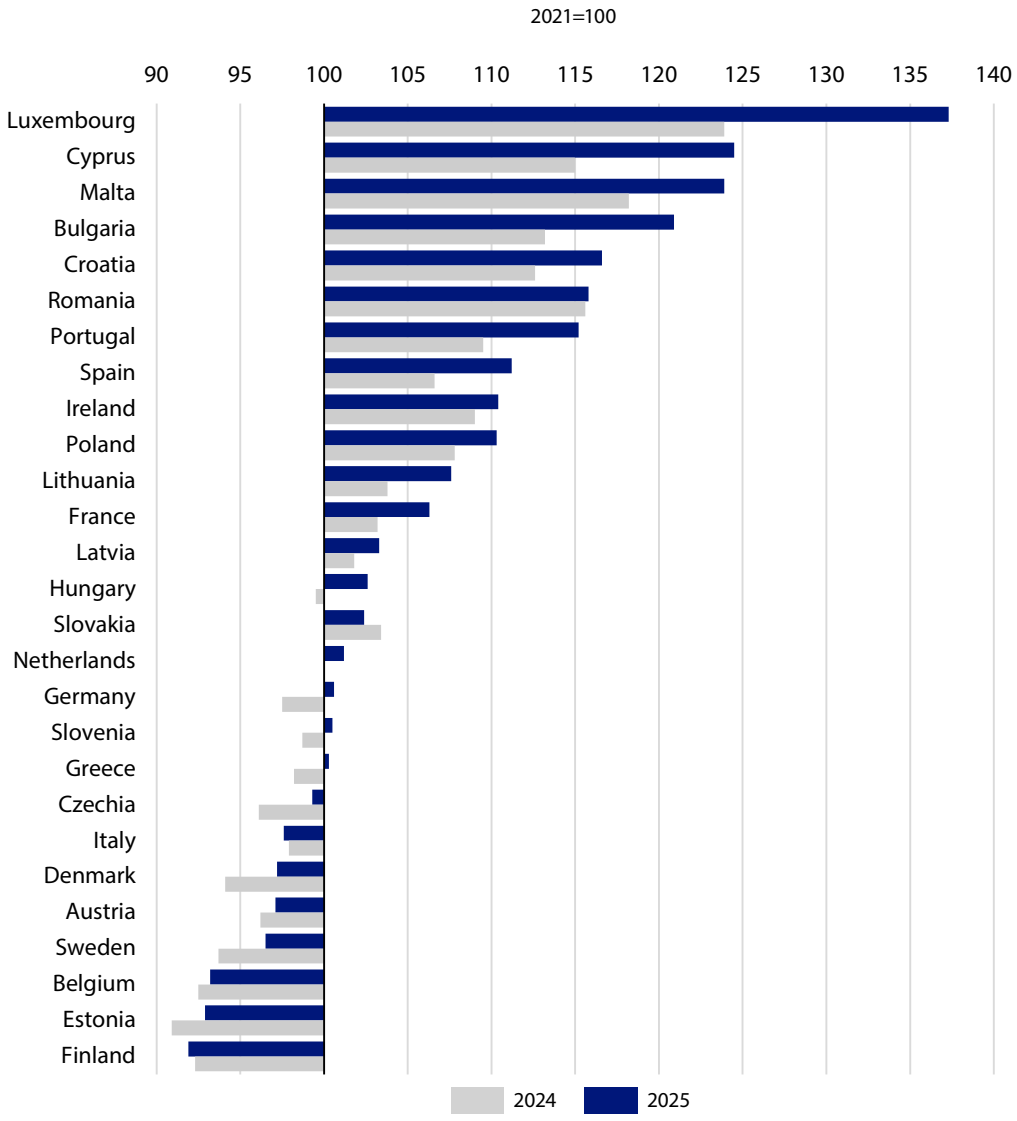


a Data cover complete statistical population. b Activity classified to the class 47.19 and groups from 47.4 to 47.9 according to NACE Rev. 2.0.

In 2025, the volume of sales for retail trade across the 27 countries of the European Union was 3.4% higher compared with the base year (2021=100). Most EU countries recorded higher growth in sales volumes than in 2021. Significant growth was recorded in Luxembourg (up 37.3%), Cyprus (up 24.5%), Malta (up 23.9%) and Bulgaria (up 20.9%). In Poland, the sales volume increased by 10.3%. By contrast, the sharpest drops were recorded in Finland (down 8.1%), Estonia (down 7.1%) and Belgium (down 6.8%). Among the countries of greatest significance to the European economy, an increase in sales volume compared with 2021 was recorded in Spain (up 11.2%), France (up 6.3%) and Germany (up 0.6%), while a decline was recorded in Italy (down 2.4%).

In 2025, the sales volume indices of retail trade was higher than in the previous year in the vast majority of EU countries. A significant increase compared with 2024 was observed in Luxembourg (by 10.8%), Cyprus (by 8.3%), Bulgaria (by 6.8%) and Portugal (by 5.2%), while a decrease was recorded in Slovakia (by 1.0%), Finland (by 0.4%) and Italy (by 0.3%).

Chart 8. Volume of sales[a] in the EU countries – retail trade



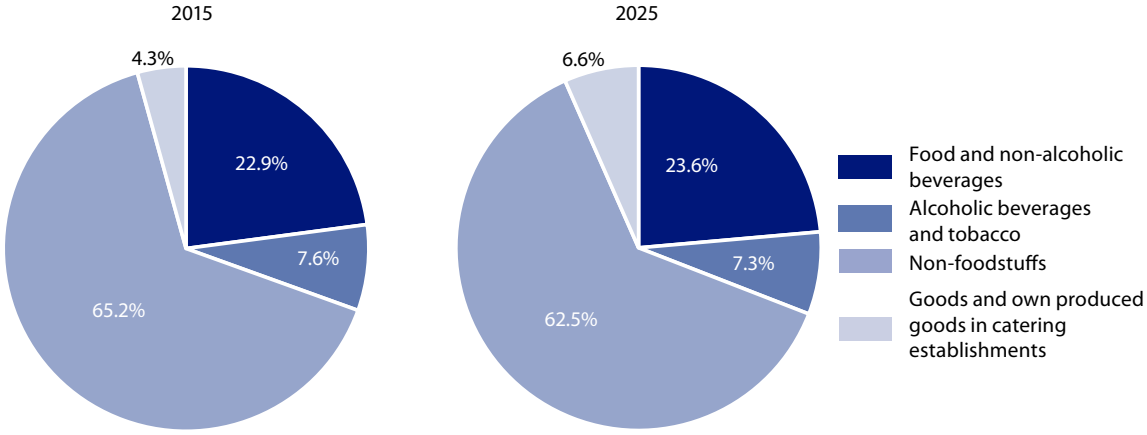
a Calendar adjusted data.
S o u r c e: Eurostat, short-term statistics (October 2026).

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.

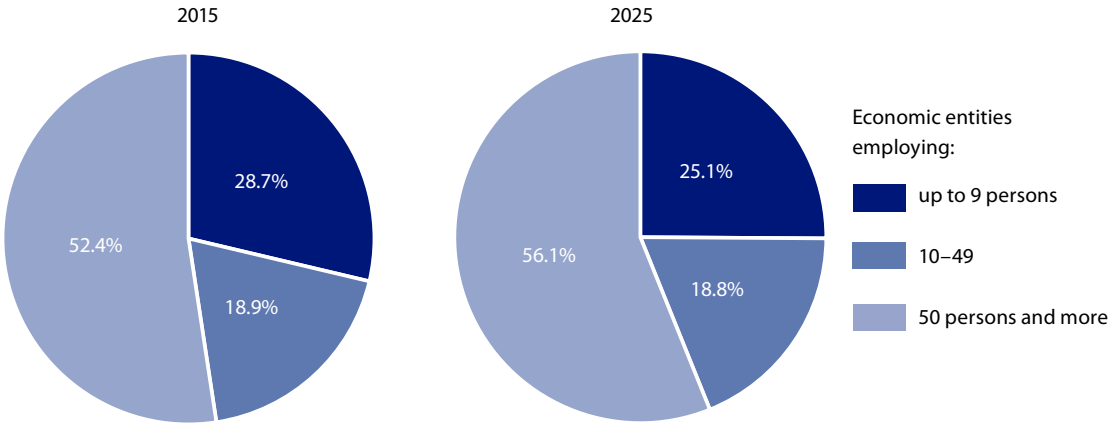
In 2025, retail sales at current prices carried out by trade and non-trade enterprises amounted to PLN 1,351.1 billion and were 4.2% higher than the previous year. In retail outlets, the value of goods sold amounted to PLN 1,261.6 billion (an increase of 4.1%), of which the value of food and non-alcoholic beverages was PLN 319.3 billion (an increase of 6.5%), the value of alcoholic beverages and tobacco products was PLN 98.7 billion (an increase of 4.5%) and the value of non-foodstuffs was PLN 843.6 billion (an increase of 3.1%). Retail sales in catering establishments totalled PLN 89.5 billion (an increase of 6.2%).

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



The share of retail sales generated in 2025 by economic units with 50 or more employees stood at 56.1%; that generated by entities with up to 9 employees stood at 25.1%; and carried out by enterprises with 10- 49 employees amounted to 18.8%.

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



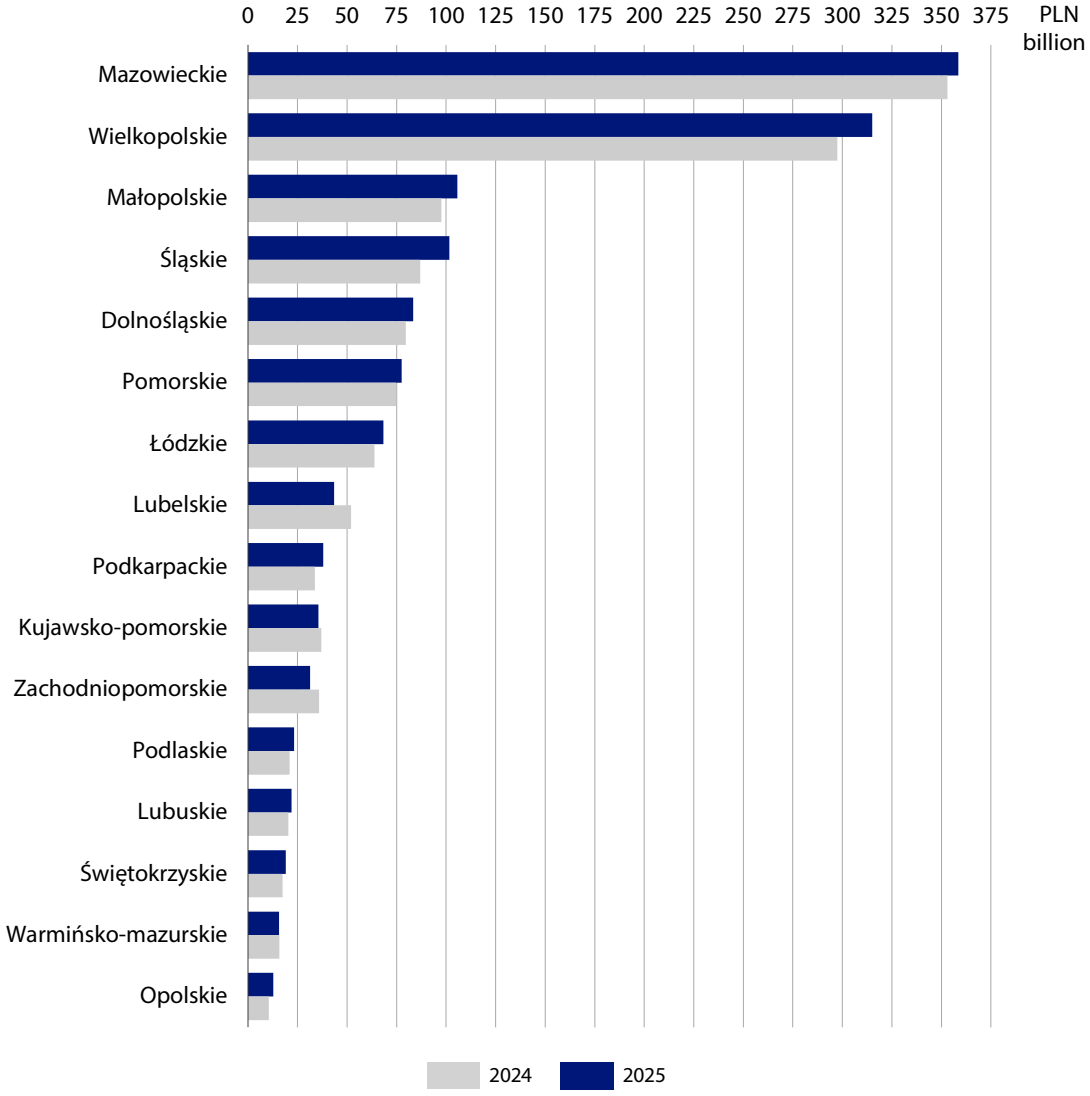
Sales in trade enterprises (at current prices) accounted for 85.4% of total retail sales, and their share was 0.1 percentage points higher than a year earlier. The remaining sales were generated by enterprises whose primary activity was not trade but, for example, production or catering.

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

Specification a – absolute numbers b – corresponding period of the previous year=100		2023	2024	2025
		in PLN million		
Total	**a**	**1,255,735.9**	**1,296,715.8**	**1,351,084.1**
	b	105.9	103.3	104.2
of which trade enterprises	a	1,060,606.3	1,106,192.3	1,153,489.7
	b	105.0	104.3	104.3
Food and non-alcoholic beverages	a	350,117.5	376,777.0	401,228.1
	b	112.7	107.6	106.5
Alcoholic beverages and tobacco	a	92,411.7	101,116.7	105,507.1
	b	106.9	109.4	104.3
Non-foodstuffs (excluding tobacco)	a	813,206.6	818,822.1	844,349.0
	b	103.1	100.7	103.1

In 2025, most voivodships recorded an increase in sales at current prices. In the Mazowieckie Voivodship, which accounted for the largest share of total sales at 26.5%, sales rose by 1.5%. The second voivodship with a significant share of total sales (23.3%) was the Wielkopolskie Voivodship, and enterprises based there reported a 5.9% increase in sales. The next places were taken by the following voivodships: Małopolskie Voivodship – 7.8% (an increase of 8.3%) and Śląskie Voivodship – 7.5% (an increase of 16.9%).

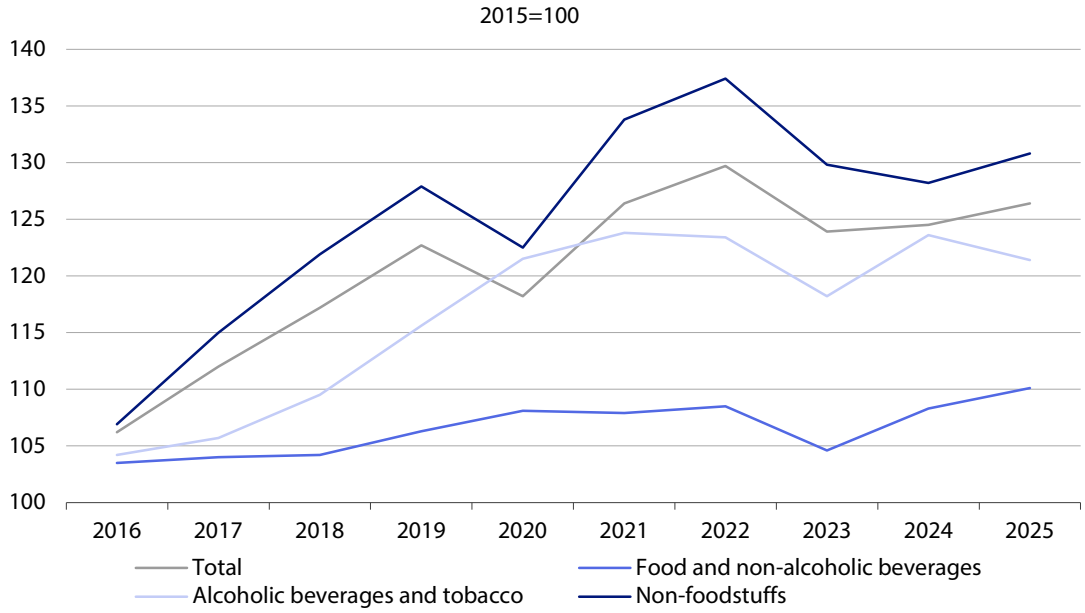
Chart 11. Retail sales by voivodships[a] (current prices)



a According to the official residence of the enterprise.

In 2025, retail sales at constant prices realized by trade and non-trade enterprises were 1.5% higher than in the previous year (compared with a 0.5% increase in 2024). An increase in sales was recorded in the following groups: 'non-foodstuffs' (by 2.0%) and 'food and non-alcoholic beverages' (by 1.7%). Retail sales of goods and own products in catering establishments rose slightly (by 0.2%). A 1.8% decrease in sales was, however, observed in the 'alcoholic beverages and tobacco' group.

Chart 12. Indices of retail sales[a] (constant prices)



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

Stores

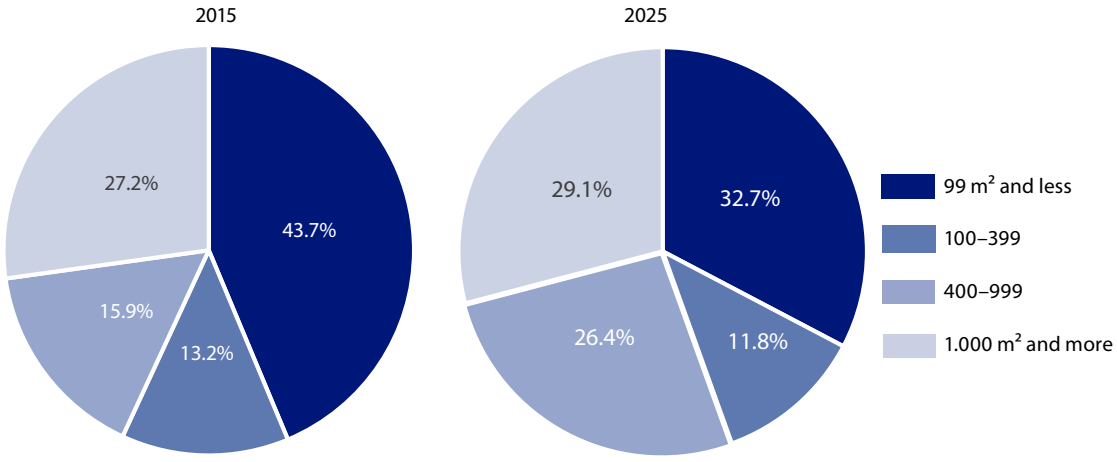
STORE is a permanent retail outlet having a special room (i.e. a store space) with a store window and an interior accessible to customers. If in large stores (e.g. in department stores, trade stores, mail order outlets) part of the sales area has been leased by another legal or natural person who on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

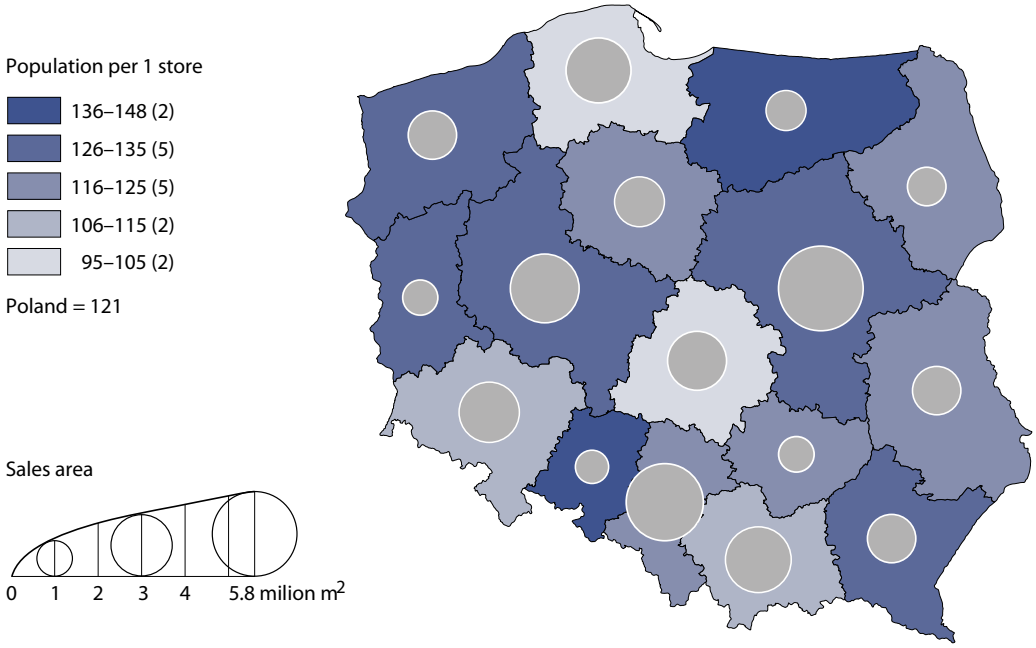
At the end of 2025, the estimated number of stores in Poland stood at just under 310 thousand, which was 2.7% (by 8,6 thousand) less than the previous year, while the sales area increased by 2.0% to 40,433.6 thousand m^2.

Compared with the previous year, the largest increase in sales area was recorded in stores with a sales sales area size of between 400 and 999 m^2, amounting to 979,7 thousand m^2 (up 10.1%); at the same time, this size category saw the largest increase in the number of stores (up 10.7%). An increase in sales area was also observed in stores with a sales area size of 1,000 m^2 or more, amounting to 250,2 thousand m^2 (up 2.2%). Conversely, a decline in sales area was observed in smaller stores; the largest decrease – by 433,5 thousand m^2 (3.2%) – was recorded in stores with sales area size of 99 m^2 or less, while in stores in the 100–399 m^2 range, sales area decreased by 13,5 thousand m^2 (0.3%).

Chart 13. Structure of sales area of stores

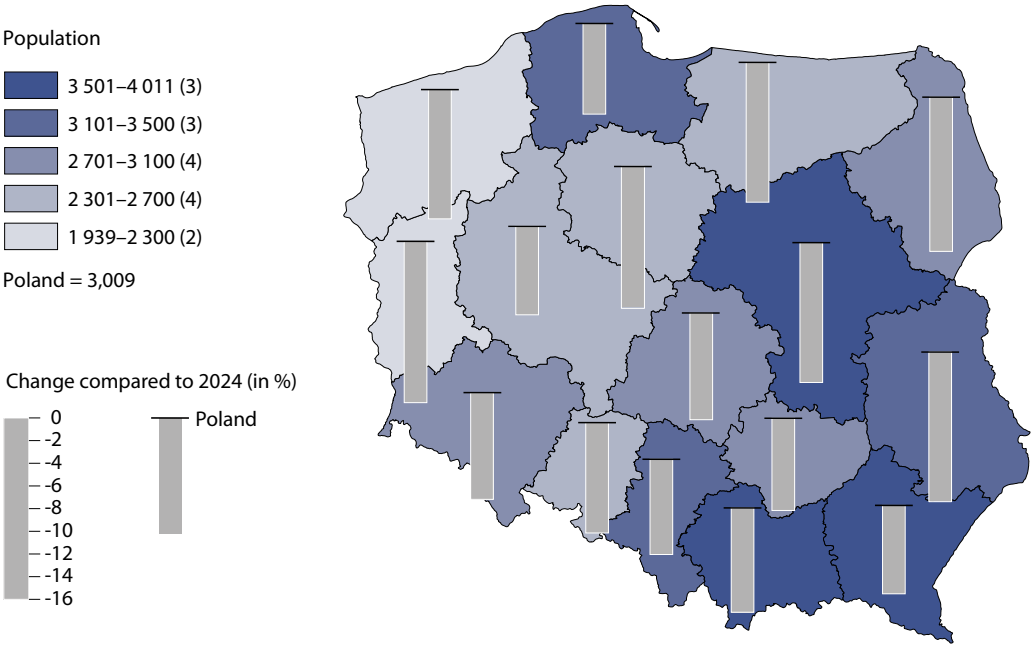


Map 1. **Stores by voivodships in 2025** (as of 31 December)



In 2025, there were an average of 121 people per store, whereas in 2024 the figure was 118 people per store. The Warmińsko-Mazurskie Voivodship had the highest population per store – an average of 148 people – while the Łódzkie and Pomorskie Voivodship had the lowest population per store – an average of 95 people each.

Map 2. **Number of people per 1 supermarket and hypermarket by voivodships in 2025** (as of 31 December)

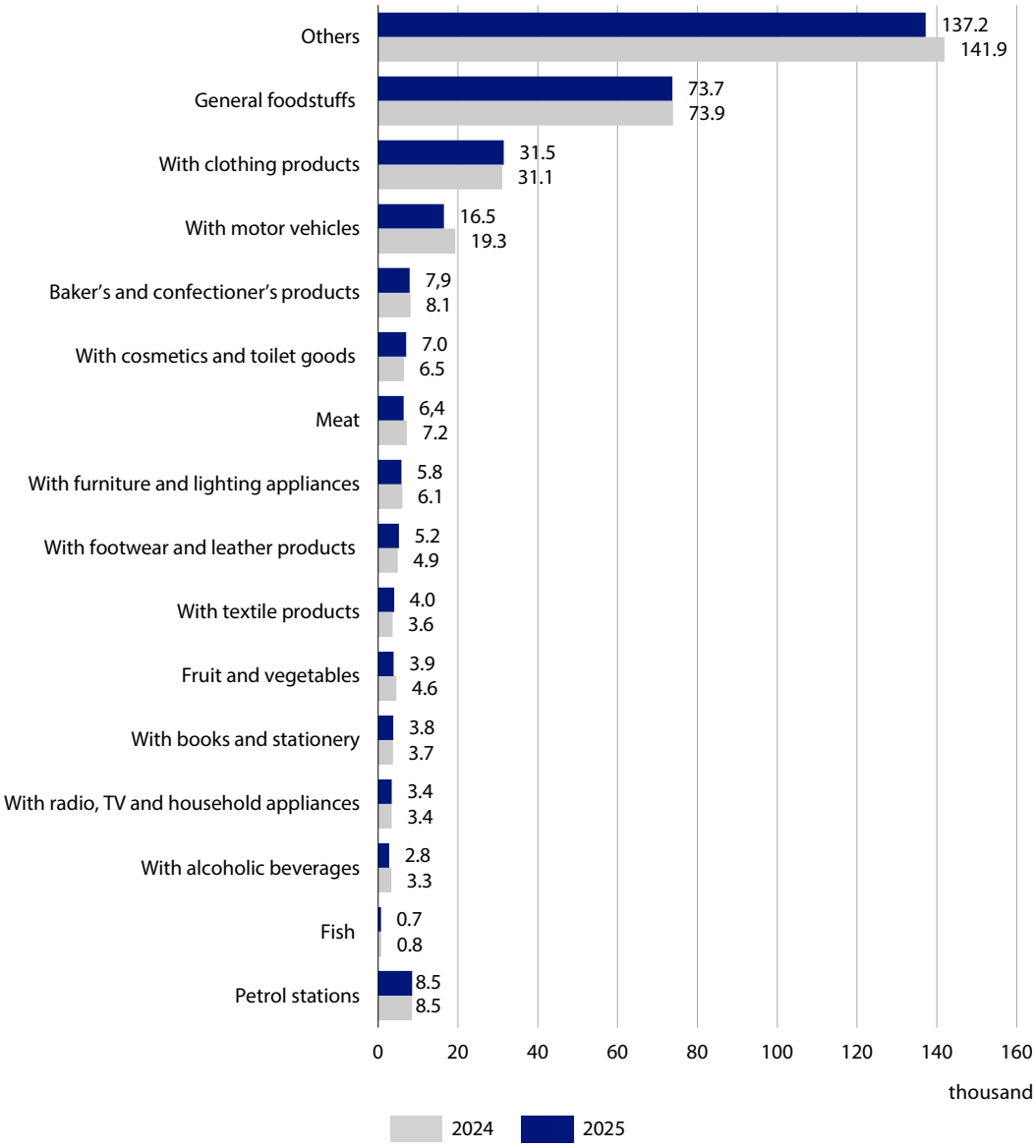


In 2025, the total number of supermarkets and hypermarkets increased compared with the previous year (by 10.9%), resulting in an average of 3,009 people per store in these categories, whereas in 2024 the figure was 3,350 people.

By voivodships, the highest number of people per supermarket and hypermarket was recorded in the Podkarpackie Voivodship – 4,011 people (compared with 4,352 people in the previous year), while the lowest number was in the Lubuskie Voivodship – 1,939 people, whereas the figure in 2024 was 2,261 people.

In 2025, the estimated share of the total value of sales by supermarkets and hypermarkets in retail sales at stores and petrol stations stood at 31.2%, which was 1.3 percentage points higher than the previous year.

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



The estimated total of 310 thousand stores in 2025 was operated by just under 240 thousand enterprises; compared with the previous year, the number of such entities fell by around 9,7 thousand. With regard to the economic entities by number of stores owned, the sharpest decline was recorded among enterprises operating up to two stores – a drop by 9,5 thousand (3.9%), compared with a drop of 9,2 thousand in the number of such enterprises in the previous year; and in the 3 to 10-store category – by 193 entities (4.8%). In the other groups of enterprises, no significant changes were recorded compared with the previous year. The share of enterprises operating up to two stores in 2025 stood at 98.0% and remained unchanged to the previous year.

Of the total of 310 thousand stores, as in previous years, the largest share was accounted for by other stores (44.3%), general foodstuff stores (23.8%) and stores with clothing products (10.2%). Fish stores were the least numerous, accounting for just 0.2% of all stores. A low share of the total number of stores was also recorded among stores with alcoholic beverages (0.9%), as well as stores with radio, TV and household appliances (1.1%) and stores with book and stationery (1.2%).

Compared with the previous year, there was a decline in the number of stores in most specialisations. The largest decreases in the number of stores were seen in the following specialisations: 'other stores' - by 4,7 thousand stores (3.3%) and ' with motor vehicle stores' -, down by 2,8 thousand stores (14.6%). A significantly smaller number of stores was recorded in meat stores - down by 0.8 thousand (10.7%), and fruit and vegetable stores - down by 0.7 thousand (15.0%). By contrast, a significant increase in the number of stores – by around 0.5 thousand – was recorded in stores with cosmetics and toilets goods (7.6%) and with clothing products (1.5%).

Among enterprises with more than 9 employees, the number of stores owned by foreign-owned entities in 2025 was 0.2% lower than in the previous year, while the sales area of these stores increased by 3.6%.

The average sales area of stores owned by foreign enterprises was 716.0 m^2 (compared with 245.3 m^2 for stores owned by privately-owned domestic companies).

The share of sales area of foreign-owned stores in the total sales area increased by 0.5 percentage point compared with 2024.

Table 4. Number of stores owned by enterprises with foreign capital[a]

Specification	2024	2025
Number of stores	19,858	19,823
Share in total stores (%)	6.2	6.4
Sales area (thousand m^2)	13,705.4	14,193.6
Share in total sales area (%)	34.6	35.1

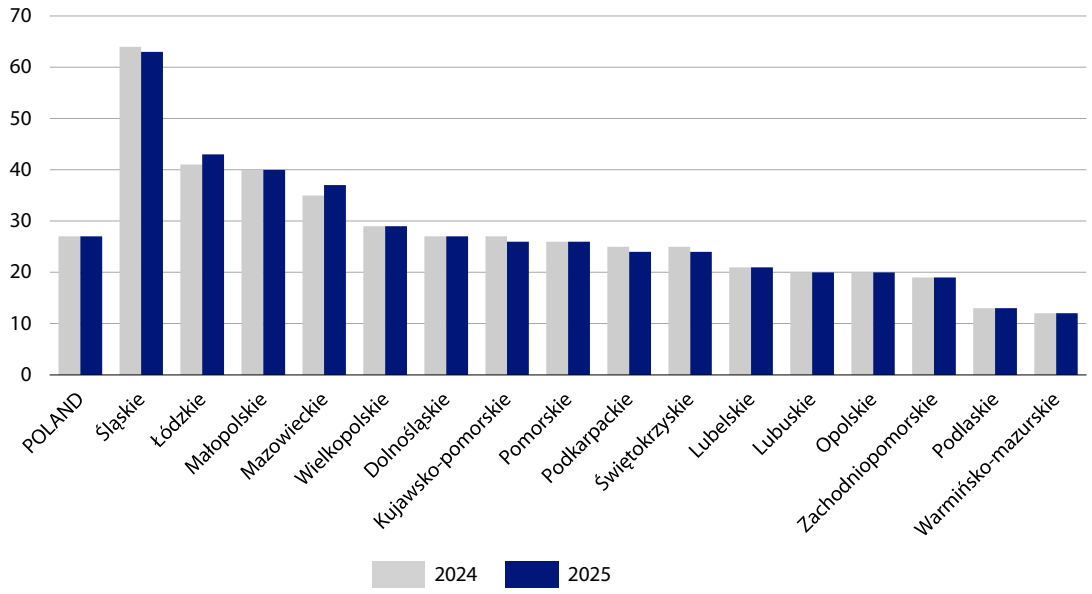
a Data concerns entities employing more than 9 persons.

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 2025, the estimated number of petrol stations stood at 8,549, which was 0.6% higher than the previous year. At regional level, the highest density of petrol stations was recorded in the Śląskie Voivodship, at 63 stations per 1,000 km² (compared with 64 stations the year before). As in the previous year, the lowest figure was recorded in the Warmińsko-Mazurskie Voivodship, where there were 12 petrol stations per 1,000 km², while the average for Poland was 27 petrol stations per 1,000 km².

Chart 15. **Number of the petrol stations per 1,000 km² 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 2025, there were 2,666 permanent marketplaces registered in the national register maintained by local authorities (including 2,412 marketplaces where small-scale retail trade predominated).

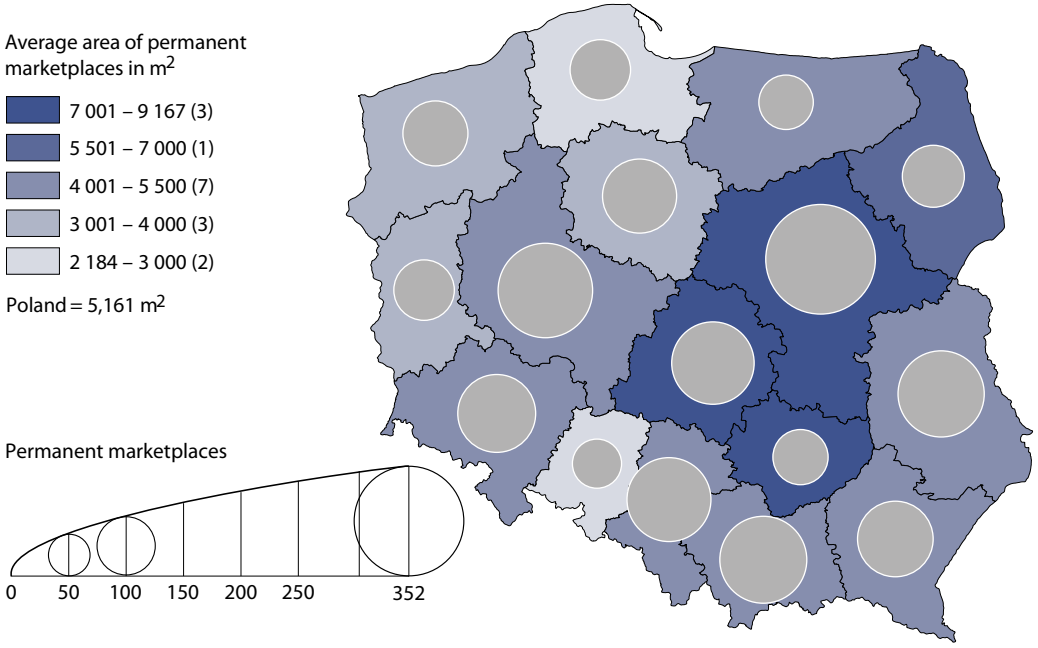
The total number of permanent marketplaces increased by 30 compared with the previous year. The largest increases in the number of marketplaces were recorded in the following voivodships: Lubelskie (10), Dolnośląskie (7) as well as Mazowieckie and Podkarpackie (5 each).

The total area of permanent marketplaces stood at 13,759.9 thousand m^2 and compared with the previous year decreased by 101.7 thousand m^2 (0.7%). The largest decrease in marketplaces area was recorded in the following voivodships: Kujawsko-Pomorskie (by 58,7 thousand m^2), Podlaskie (by 18,0 thousand m^2), Małpolskie (by 15,9 thousand m^2) and Lubuskie (by 14,0 thousand m^2).

Within the permanent marketplaces, transactions took place at around 84 thousand permanent small retail outlets, of which 41 thousand were open every day. The permanent network of marketplaces was supplemented by seasonal marketplaces, the number of which increased by 1,4 thousand in 2025.

Slightly higher annual revenue from marketplaces fees (up by 1.3%) was recorded compared with 2024.

Map 3. **Permanent marketplaces by voivodships in 2025** (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 2025 by trade enterprises (at current prices) amounted to PLN 2,075.3 billion and was 3.2% higher than the previous year.

Of the product groups presented, an increase in wholesale was observed in the following groups: food and non-alcoholic beverages (up 8.6%) and non-foodstuff goods (up 2.7%), while the value of sales in the alcoholic beverages group fell by 4.2%.

Compared to 2024 within the sales structure, the share of food and non-alcoholic beverages increased by 0.6 percentage point, while the share of non-foodstuff goods fell by 0.4 percentage point and alcoholic beverages by 0.2 percentage point.

Wholesale carried out by enterprises with 50 or more employed persons accounted for 52.6% and was 1.2 percentage point higher than the previous year.

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

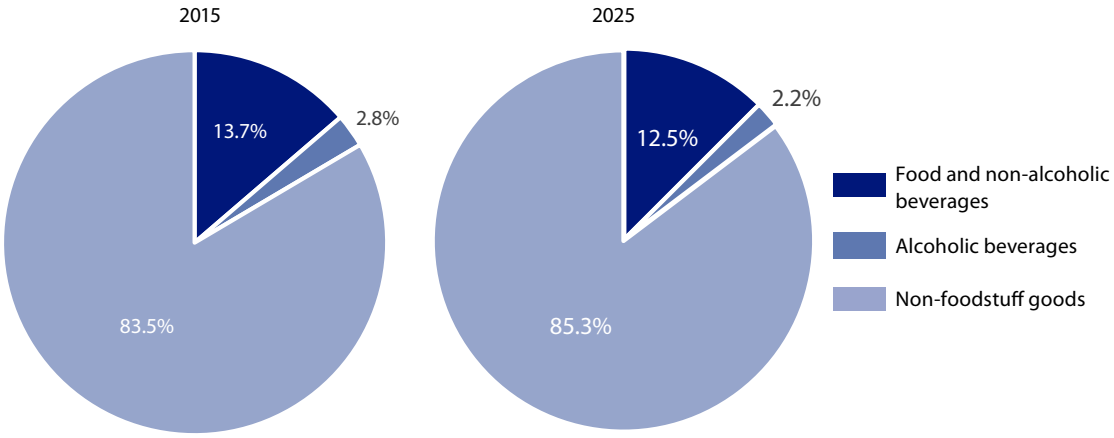


Table 5. Wholesale of goods by groups (current prices)

Specification a – absolute numbers b – corresponding period of the previous year=100		2023	2024	2025
		in PLN million		
Total	**a**	**1,998,854.8**	**2,010,294.9**	**2,075,337.5**
	b	84.6	100.6	103.2
of which enterprises employing 50 persons and more	a	1,034,547.0	1,033,773.8	1,091,135.5
	b	100.0	99.9	105.5
Food and non-alcoholic beverages	a	253,425.9	238,559.2	259,160.5
	b	92.6	94.1	108.6
Alcoholic beverages	a	45,673.5	47,965.6	45,943.6
	b	88.3	105.0	95.8
Non-foodstuff goods	a	1,699,755.5	1,723,770.0	1,770,233.4
	b	83.4	101.4	102.7

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.

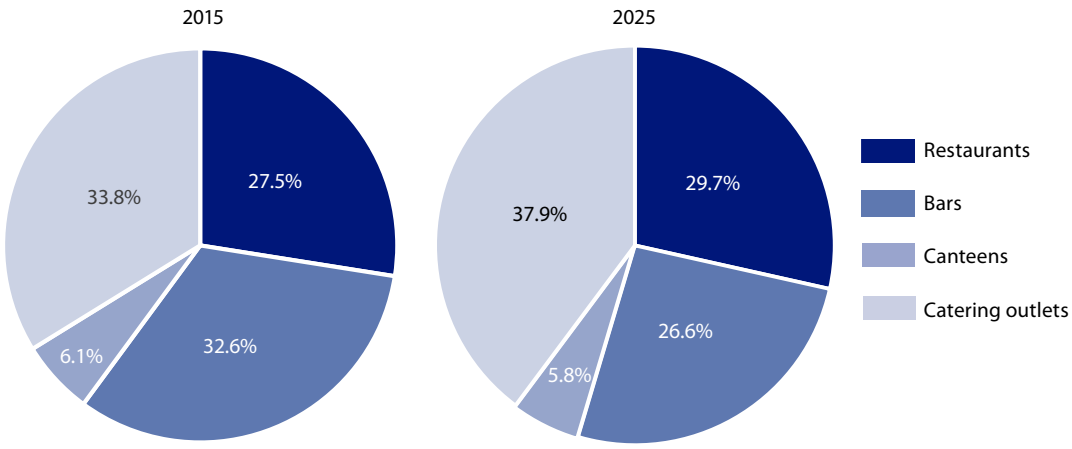
In 2025 the number of catering establishments (permanent and seasonal) in Poland was estimated at approximately 104.5 thousand of which 37.9% were catering outlets, 29.7% were restaurants, 26.6% were bars, and 5.8% were canteens. The total number of catering establishments increased by 3.0% compared with 2024; the number of bars increased by 6.1%, that of canteens by 5.3% and that of restaurants by 5.0%. The number of catering outlets decreased by 0.9%.

The private sector accounted for 99.0% of all catering establishments, including 99.6% of restaurants, 99.2% of bars, 99.1% of catering outlets and 94.5% of canteens.

Table 6. Catering establishments

Specification	2023	2024	2025	
	absolute numbers			2024=100
Total	**93,306**	**101,491**	**104,494**	**103.0**
Restaurants	26,102	29, 546	31,028	105.0
Bars	24,401	26,209	27,800	106.1
Canteens	5,046	5,789	6,095	105.3
Catering outlets	37,757	39,949	39,571	99.1

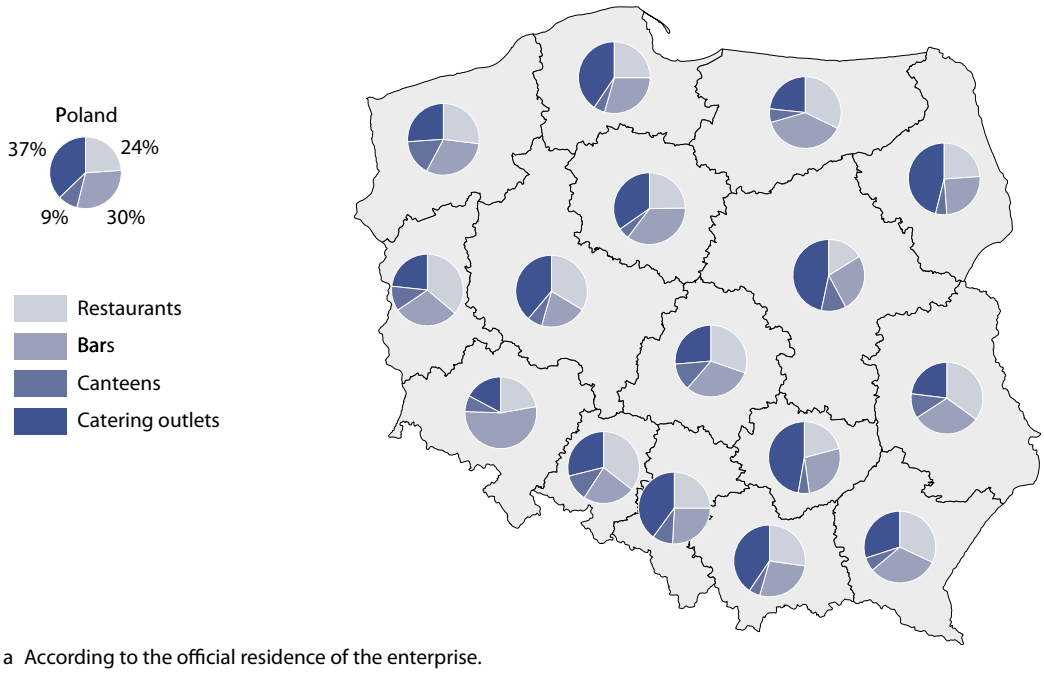
Chart 17. Structure of catering establishments



The number of catering establishments operated businesses with more than 9 employees decreased by 1.0% compared with the previous year, reaching 22,440, which accounted for 21.5% of all catering establishments in Poland. Decrease was observed in the number of catering outlets by 5.6% and restaurants by 0.6% whereas number of bars increased by 3.9% and number of canteens – by 2.4%

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

Map 4. Catering establishments by voivodships[a] 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 2025, total revenues from catering activities, at current prices, amounted to PLN 90.4 billion, representing an increase of 6.1% compared with the previous year (at constant prices, there was a slight increase of 0.2%). The private sector accounted for 98.8% of the revenues generated, and the public sector accounted for 1.2%.

Catering production accounted for 87.3% of total revenues at current prices, the sale of retail goods accounted for 11.7% (including 7.5% for the sale of alcohol and tobacco products) and other activities accounted for 1.0%. All types of catering activities recorded an increase in revenues compared with the previous year.

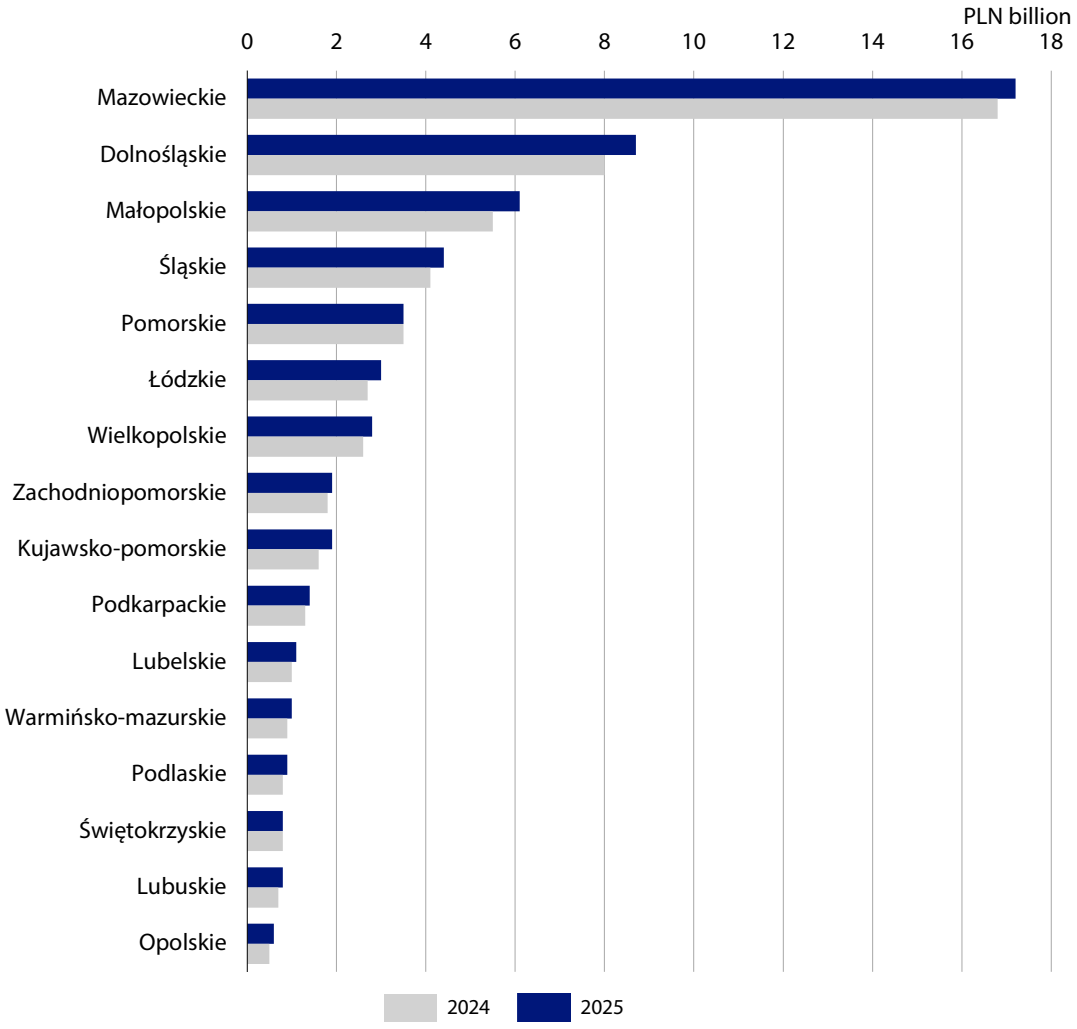
Table 7. **Revenues from catering activities** (current prices)

Specification	2023	2024	2025	
	in PLN million			2024=100
Revenues total	**76,668.0**	**85,210.5**	**90,413.9**	**106.1**
From sales of commodities	9,252.9	10,069.1	10,557.4	104.8
of which from the sale of alcoholic beverages and tobacco	6,200.8	6,629.6	6,768.0	102.1
From catering production	66,615.0	74,238.8	78,935.7	106.3
From other activity	800.0	902.7	920.8	102.0

In enterprises employing more than 9 employees, revenues from catering activities at current prices amounted to approximately PLN 56.2 billion (an increase by 6.8% compared with the previous year), which accounted for 62.2% of total revenues from catering activities in Poland. An increase in revenues was recorded in all voivodships.

In the Mazowieckie Voivodship, which accounted for the largest share of revenues about 30.6%, revenues rose by 2.2%. The second significant share (15.5%) was recorded by the Dolnośląskie Voivodeship, and businesses based there reported an 8.5% increase in revenues. The next were Małopolskie – 10.9% and Śląskie – 7.7% (an increase of 11.3% and 7.3%, respectively).

Chart 18 . Revenues from catering activity by voivodships[a] 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 revenues from catering activities of businesses with more than 9 employees and amounted to approximately PLN 49.7 billion. The second group, with a value of approximately PLN 3.3 billion, comprised revenues from the sale of alcoholic beverages and tobacco products, and its share of the revenues from catering activities of the surveyed businesses stood at 5.9%. The third-largest category of revenues from catering activities, accounting for 5.3% were revenues from the sale of trade commodities (excluding alcoholic drinks and tobacco products), which amounted about PLN 3.0 billion.

Revenues from other activities accounted for just 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 2025, changes in the average stock levels of the surveyed items at producers' warehouses varied; stocks of food items were higher than in the previous year, while stocks of non-food items were lower.

Within the group of foodstuffs, stocks were significantly higher for cheese and curd; fish preserves; canned vegetables; pasta; soups and broths and preparations for them; butter and dairy spreads; sweets; chocolate (including white); vodkas, liqueurs, other spirit beverages in terms of 100% alcohol and canned meat, offal and fat.

Stocks of, amongst other things, sugar; fruit jams; fruit and vegetable juices and drinks; margarine and spreads (excluding liquid margarine); groats and meals also increased significantly.

However, stocks of compotes and preserved fruits; edible animal fats melted; whole, frozen sea fish; honey wine; canned hams and shoulders; poultry cold cuts and sausages; poultry, beef and veal; meat and offal products from animals for slaughter and cold cuts decreased significantly.

Among non-food items, a marked decline in stock levels was recorded for automatic washing machines; grinders mixers, juicers with their own electric engine; footwear, including rubber footwear; bicycles; tableware and kitchenware made of porcelain, including Chinese; dish washing machines; outerwear and clothing made of fabric and knitwear.

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 2025, deliveries of most of the consumer goods surveyed were higher than in the previous year.

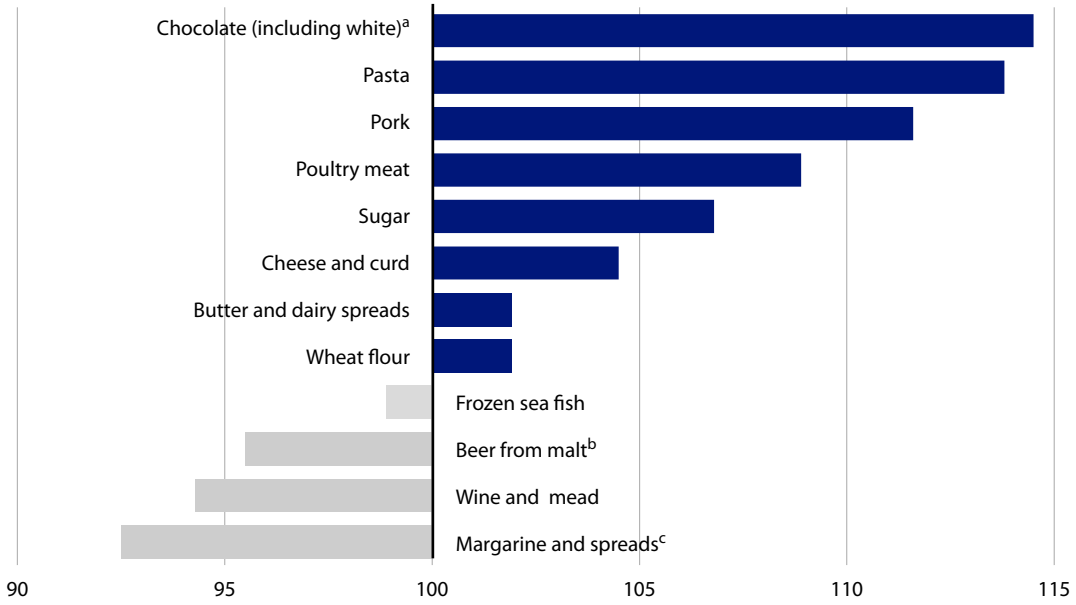
Deliveries of foodstuffs such as tinned and preserved fish; fruit jams; chocolate (including white); pasta; coffee; pork; rice; fruit compotes and preserved fruits; poultry; frozen, cooked or uncooked fruit and nuts; sugar; tea and cheese and curd were much higher.

There was a significant reduction in deliveries of sweets; rye flour; cold meats and sausages (excluding those made from poultry); natural mineral waters (table waters, medicinal waters, etc.); margarine and spreads (excluding liquid margarine); groats and meals; meat and offal products from animals for slaughter.

In 2025, among non-food items, there was a high increase in deliveries of soaps, detergents and washing preparations; tableware and kitchenware made of porcelain, including Chinese; knitted underwear; carpets, mats and textile floor coverings; as well as outerwear and clothing made of fabric and knitwear.

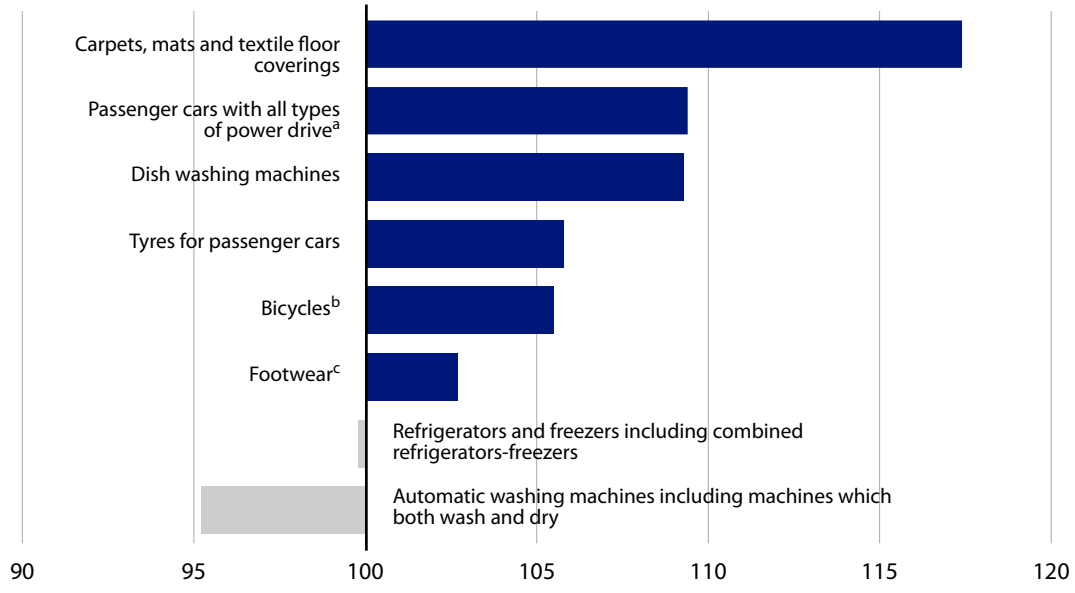
However, deliveries of electric, gas and mixed cookers; household vacuum cleaners; radio sets and tv receivers; automatic washing machines; tights and pantyhose; domestic refrigerators and freezers, including combined refrigerators-freezers, were lower than in the previous year.

Chart 19. Indices of deliveries of selected foodstuffs in 2025



a With sweet and chocolate goods. b Of an alcoholic strength of 0,5% and more. c Reduced and law fat, excluding liquid margarine.

Chart 20. Indices of deliveries of selected non-foodstuffs in 2025



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	Report on economic activity
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

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 bellow:

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[a]:

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.			

a 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 4% sample of these entities (SP-3).
7. More detailed information about the methodology of statistical surveys on trade and gastronomy is included in the methodological report "Trade and food service activity".

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 profi t 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^2 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^2 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^2, 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^2.

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^2) 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^3): 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^2 to 399 m^2 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.