Retail sales in October 2026

24.11.2026

3.5%

An increase compared with the corresponding month of the previous year

In October 2026 retail sales at constant prices were by 3.5% higher than the year before (against an increase of 5.4% in October 2025). Compared with September 2026, there was an increase by 7.3% in retail sales. In the period of January-October[1] 2026 sales increased y/y by 2.7% (against an increase by 4.3% in the corresponding period of 2025).

Retail sales seasonally adjusted

After eliminating the seasonal factors, in October 2026 retail sales at constant prices were by 3.9% higher than in the corresponding month of 2025 and increased by 1.9% compared with September 2026.

In October 2026, an increase of 3.9% in retail sales seasonally adjusted was recorded in comparison with October 2025

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

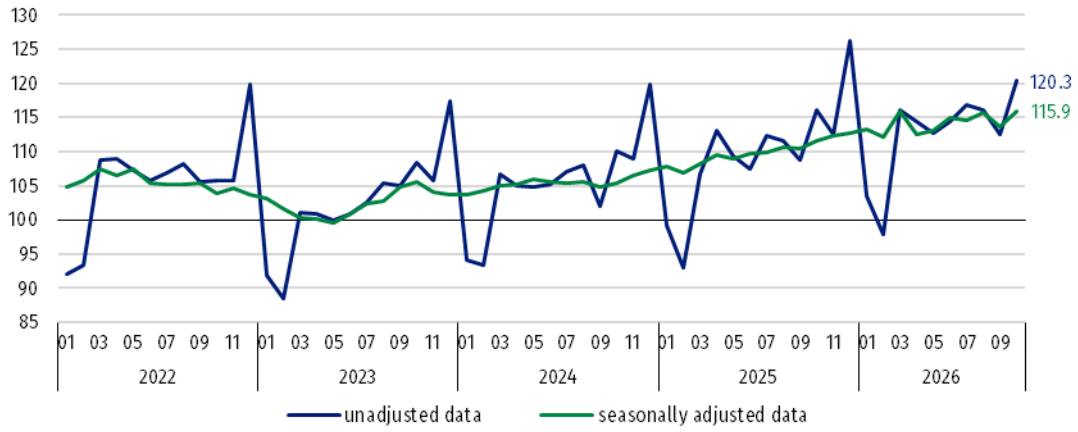
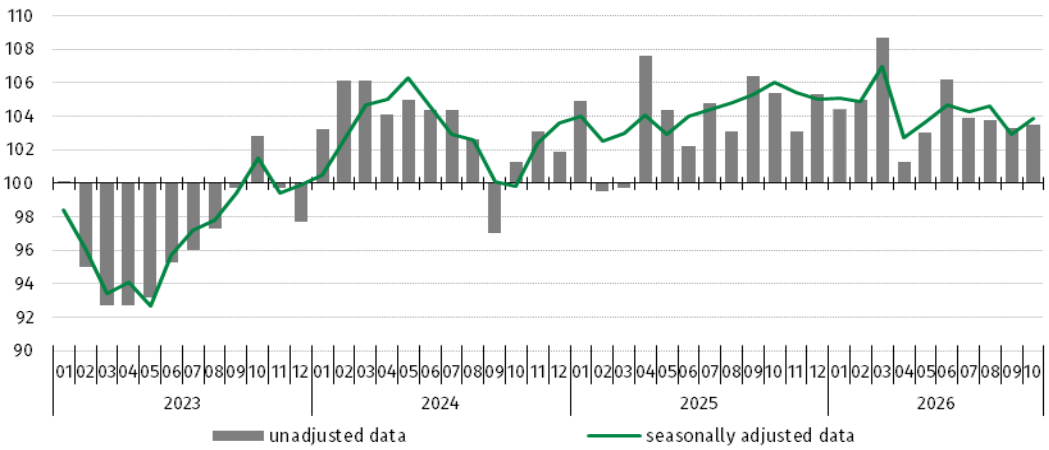


Chart 2. Retail sales (constant prices, corresponding period of previous year=100)



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

Retail sales of goods by predominant type of enterprise activity

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

In October 2026, retail sales (at constant prices) compared with the corresponding period of 2025 increased significantly in the following groups: “furniture, radio, TV and household appliances” (by 14.9%), “others” (by 11.9%), “pharmaceuticals, cosmetics, orthopaedic equipment” (by 6.4%). 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 group “newspapers, books, other sale in specialized stores” (by 4.8%).

In October 2026, the value of retail sales via Internet at current prices was by 9.8% higher than a year ago and the share of sales via Internet in “total” sales compared with the corresponding period of 2025 increased from 9.3% to 9.6%. Among the presented groups with a significant share of sales via Internet an increase in share was reported by enterprises from the groups: “newspapers, books, other sale in specialized stores” (from 20.5% a year ago to 23.8%), “textiles, clothing, footwear” (respectively from 24.9% to 26.4%) and “furniture, radio, TV and household appliances” (from 18.9% to19.3%).

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

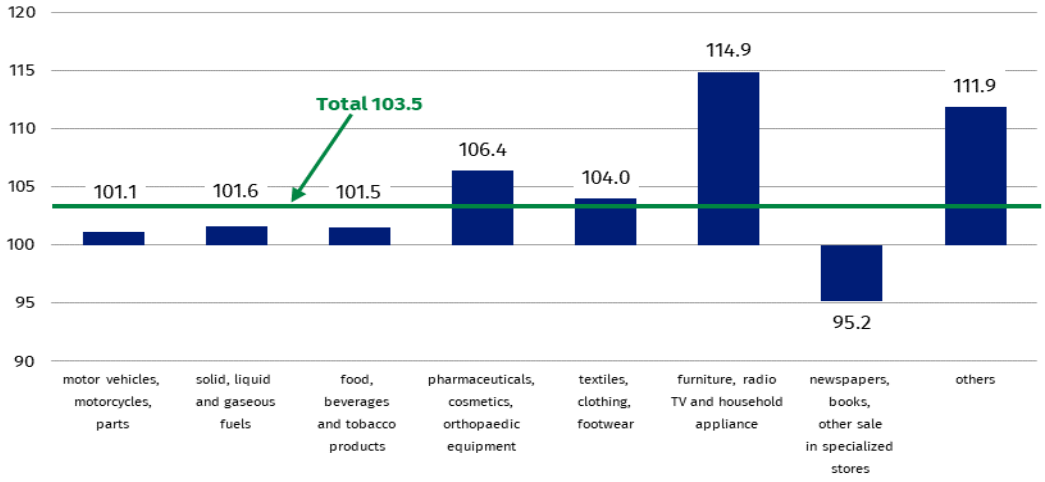


Table 1. Index numbers of retail sales (constant prices)

Specification	10 2026		01-10 2026
	09 2026=100	10 2025=100	01-10 2025=100
TOTAL	**107.3**	**103.5**	**102.7**
of which:			
Motor vehicles, motorcycles, parts	101.5	101.1	106.0
Solid, liquid and gaseous fuels	114.7	101.6	100.7
Food, beverages and tobacco products	108.7	101.5	99.5
Other retail sale in non-specialized stores	.	.	.
Pharmaceuticals, cosmetics, orthopaedic equipment	105.7	106.4	107.7
Textiles, clothing, footwear	110.8	104.0	99.9
Furniture, radio, TV and household appliances	106.1	114.9	107.8
Newspapers, books, other sale in specialized stores	92.5	95.2	98.0
Others	100.5	111.9	108.2

(.) 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 2026		01-10 2026	
	09 2026=100	10 2025=100	01-10 2025=100	Structure in %
TOTAL	**106.8**	**106.4**	**104.1**	**100.0**
of which:				
Motor vehicles, motorcycles, parts	100.8	94.5	99.4	7.5
Solid, liquid and gaseous fuels	108.1	124.1	111.6	14.3
Food, beverages and tobacco products	109.1	102.5	101.2	25.0
Other retail sale in non-specialized stores	.	.	.	.
Pharmaceuticals, cosmetics, orthopaedic equipment	106.1	109.2	110.0	8.1
Textiles, clothing, footwear	113.9	100.3	96.7	5.5
Furniture, radio, TV and household appliances	106.1	115.1	107.1	8.0
Newspapers, books, other sale in specialized stores	92.6	97.9	99.5	3.5
Others	101.1	112.6	108.6	10.0

(.) 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 sales[2] 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

When quoting this publication. please provide its title and indicate Statistics Poland as the author. When publishing your own calculations based on data from this publication, please include the following statement: Author's work based on data from Statistics Poland's publication entitled 'Retail sales in October 2026'.

[2] The volume of sales is defined as turnover in trade deflated by price index i.e. turnover at constant prices (2021=100).

Prepared by:
Prices and Services Statistics Department

Director Ewa Adach-Stankiewicz
Phone: (+48 22) 608 31 24, (+48) 695 255 067

Issued by:
Press Office

Mobile: (+48) 695 255 032

Phone: (+48 22) 608 38 04, (+48 22) 449 41 45,
(+48 22) 608 30 09

e-mail: obslugaprasowa@stat.gov.pl

stat.gov.pl/en/

@StatPoland

@GlownyUrzadStatystyczny

@gus_stat

@GłównyUrządStatystycznyGUS

@Główny Urząd Statystyczny

Related information

Internal market in 2025

Socio-economic situation of the country

Statistical Bulletin

Data available in databases

Knowledge Database - Internal market

Local Data Bank

Macroeconomic Data Bank

Terms used in official statistics

Retail sales of goods

Kind-of-activity unit