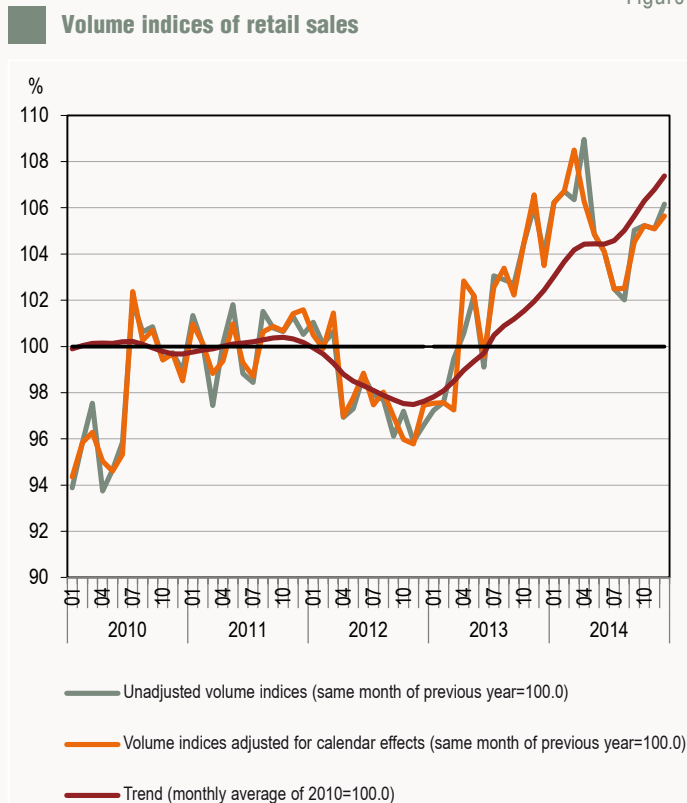




Retail trade, December 2014, second estimate

According to preliminary data, the volume of retail sales rose year-on-year by a calendar adjusted 5.6% in December 2014. The volume of sales rose by 3.0% in food, drinks and tobacco stores, by 7.4% in non-food retail trade and by 11% in automotive fuel retailing. Overall, the volume of retail sales was 5.2% higher in 2014 than in the previous year.

Figure 1



In December 2014, sales in the national retail trade network as well as in mail order and internet retailing increased year-on-year by HUF 34 billion to HUF 907 billion at current prices.

In December 2014, food, drinks and tobacco stores accounted for nearly half (47%) of all retail sales, while figures for non-food retail shops and the network of petrol stations were two fifths (40%) and 13% respectively.

Volume indices for retail sales*
(same period of the previous year=100.0)

Table 1

Period	Adjusted for calendar effects				Retail sales, total, without adjustment
	retail sales of food, drinks and tobacco	retail sales of non-food products	retail sales of automotive fuel	retail sales, total	
2013 December	104.2	102.5	105.0	103.5	104.0
2013 January–December	102.3	100.4	102.3	101.6	101.8
2014 January ⁺	108.5	104.1	104.1	106.2	106.2
February ⁺	108.2	104.7	106.4	106.7	106.7
March ⁺	108.1	108.5	109.5	108.5	106.4
April ⁺	107.4	107.0	103.8	106.3	109.0
May ⁺	108.1	102.6	101.5	104.9	104.9
June ⁺	106.2	101.1	104.6	104.1	104.1
July ⁺	101.5	103.3	103.4	102.5	102.5
August ⁺	98.4	106.8	104.3	102.5	102.0
September ⁺	102.4	105.9	107.6	104.5	105.0
October ⁺	103.7	106.6	106.5	105.2	105.2
November ⁺	102.7	106.4	108.6	105.1	105.1
December ⁺	103.0	107.4	110.8	105.6	106.2
January–December ⁺	104.8	105.4	105.8	105.2	105.2

* HCSO uses the comprehensive tobacco sales data of the NTSN (National Tobacco Trading Nonprofit Company) Ltd. to provide statistics on the sales of specialized tobacco stores, which are included in the turnover of specialized food, beverage and tobacco stores.

⁺ Preliminary data.

In December, the volume of sales increased by 3.0% in **specialized and non-specialized food retailing**. In food retailing, non-specialized food, drinks and tobacco stores accounted for the overwhelming majority of sales (81%). Sales volumes increased year-on-year by 2.5% in these stores and increased by 5.3% in specialized food, beverage and tobacco stores.

Year-on-year, the turnover of **non-food retailing** increased by 7.4% in December. The volume of sales rose year-on-year in textiles, clothing and footwear shops (13%), non-specialized stores (8.2%), second hand goods shops (7.2%), furniture and electrical goods stores (6.5%), pharmaceutical, medical goods and cosmetics shops (5.7%) as well as in books, computer equipment and other specialized stores (0.7%).

As in the previous period, a growth (38%) continued in mail order and internet retailing involving a wide range of goods.

The volume of sales in **automotive fuel stations** rose year-on-year by 11% in December.

Sales in **motor vehicles and motor vehicle parts and accessories stores** – not regarded as retailing by the European Statistical System – increased year-on-year by 2.2% in December.

In 2014, the total volume of retail sales increased year-on-year by a calendar adjusted 5.2%.

Methodological notes

Release dates of data on the monthly changes in retail sales: 1.) t+35 days (first estimate), 2.) t+55 days (second estimate) and 3.) t+one year (final data). The second estimate for December 2014 can be downloaded in a detailed breakdown from the tables (Stadat) hyperlink.

Along with the incoming time series data, the calendar effect data, the seasonally adjusted and trend data may be corrected retrospectively.

For the period from July 2013 to June 2014, the data reported in parallel are [available here](#).

[On seasonal adjustment and Methodology](#)

[Tables](#)

[Abbreviations used in figures](#)

Contact details:

kommunikacio@ksh.hu

[Information service](#)

Telephone (+36-1) 345-6789

More information about the EU-28:

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