



Retail trade, April 2014, second estimate

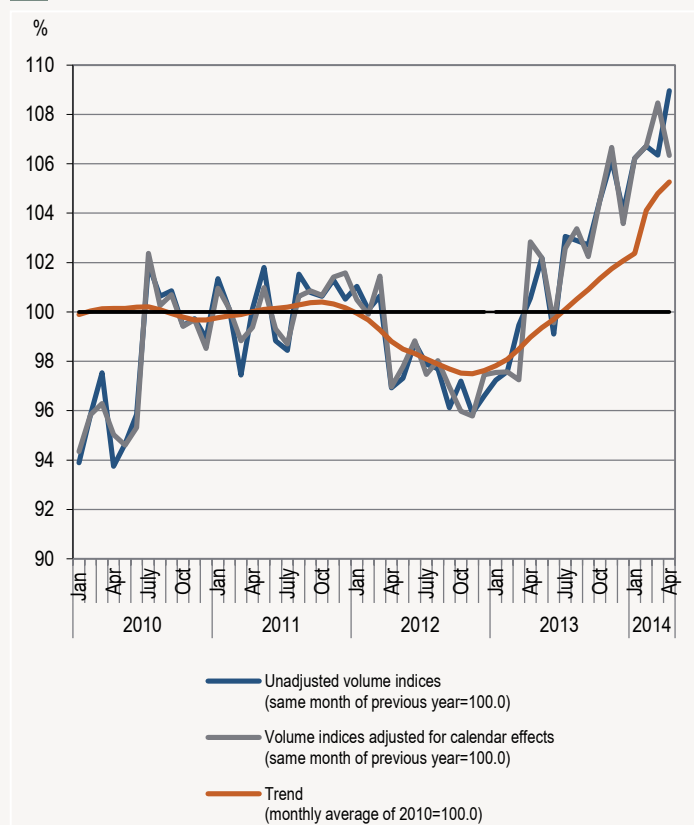
On 1 July 2013, the structure of tobacco retailing was transformed. At the same time, there was a change in the source of retail data: the full-scale datasets of the National Tobacco Trading Nonprofit Company have been available since July 2013. It resulted in a break in the time series: the retail data of the first six months of 2014 are not comparable with the data of the first six months of 2013 because of the above.

To ensure comparability we publish the data of our previous sample survey, according to which the volume of retail sales rose year-on-year by a calendar adjusted 4.0% in April 2014. The volume indices of retail sales calculated according to the new data on tobacco retailing and the previous sample survey can be accessed in table 1 and 2 as well as [here!](#)

Due to the online cash register system created along with the transformation of tobacco retailing there was a rise in declared sales (the economy became more transparent). On the basis of the new, supplementary data source (deriving from the National Tobacco Trading Nonprofit Company), the volume of retail sales rose year-on-year by a calendar adjusted 6.3% in April 2014. The volume of sales rose by 7.5% in food, drinks and tobacco stores, by 7.0% in non-food retail trade and by 3.8% in automotive fuel retailing.

Figure 1

Volume indices of retail sales



In April 2014, sales in the national retail trade network as well as in mail order and internet retailing increased year-on-year by HUF 61 billion to HUF 745 billion at current prices.

In April 2014, food, drinks and tobacco stores accounted for nearly half (47.9%) of all retail sales, while figures for non-food retail shops and the network of petrol stations were one third (33.8%) and 18.3% respectively.

Table 1

Volume indices for retail sales, same period of the previous year = 100.0

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 April	103.1	99.6	106.4	102.6	100.6
May	100.9	102.0	105.3	102.2	102.2
June	98.0	99.7	102.4	99.6	99.1
July	103.9	101.0	103.1	102.6	103.1
August	105.6	101.0	101.8	103.4	102.9
September	103.9	100.1	103.1	102.2	102.7
October	105.9	103.2	103.7	104.5	104.5
November	108.3	104.8	105.0	106.5	106.0
December	104.2	102.5	105.0	103.5	104.0
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*	107.5	107.0	103.8	106.3	109.0
January–April*	108.1	106.1	105.9	106.9	107.1

* 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 April, the volume of sales increased by 7.5% in **specialized and non-specialized food retailing**. In food retailing, non-specialized food, drinks and tobacco stores accounted for the overwhelming majority of sales (78.8%). Sales volumes decreased year-on-year by 4.3% in these stores and increased by 114.0% in specialized food, beverage and tobacco stores as a result of the legal amendments of tobacco retailing.

Year-on-year, the turnover of **non-food retailing** increased by 7.0% in April. The volume of sales rose year-on-year in textiles, clothing and footwear shops (12.5%), non-specialized stores (10.2%), pharmaceutical, medical goods and cosmetics shops (9.1%), furniture and electrical

goods stores (7.0%) as well as in second hand goods shops (1.6%). The volume of sales in books, computer equipment and other specialized stores fell year-on-year (2.2%).

As in the previous period, a growth (26.6%) 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 3.8% in April.

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 7.9% in April.

In January–April 2014, the volume of retail sales increased year on year by a calendar adjusted 6.9%.

Changes in tobacco retailing

Estimations on the volume of retail sales are based on monthly sampling surveys covering all types of shops in the network of retail trade.

From 1 July 2013, Act CXXXIV of 2012 on reducing smoking prevalence among young people and retail of tobacco products **exerts a significant influence on the structure of the retail trade of tobacco products**. Before 1 July 2013, most types of shops were involved in tobacco retailing. Since the law came into force only the national tobacco shops have been licensed to sell tobacco products. Mainly those types of shops were affected where the sales of tobacco products play a significant role (e.g. non-specialized small shops selling food items).

The **National Tobacco Trading Nonprofit Company**, which was established at the end of 2012, collects and controls full-scale data on the sales of tobacco shops. Taking into account the above information, HCSO will (retrospectively) take over the sales data of the National Tobacco Trading Nonprofit Company from 10 March 2014 and incorporate them into the database of the previously applied monthly sampling survey on retail sales.

Due to the online cash register system created along with the transformation of tobacco retailing there was a rise in declared sales (the economy became more transparent) resulting in a **break in the time series** which makes it more difficult to compare data. Due to lack of information a base having the same content as the new retail sales cannot be estimated for the period before July 2013.

Table 2

Volume indices of retail sales according to the sample data source* (same month of previous year =100.0)

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 July	101.2	101.0	103.1	101.4	101.8
August	101.3	101.0	101.8	101.4	100.9
September	99.8	100.1	103.1	100.5	100.9
October	101.9	103.2	103.7	102.7	102.7
November	104.1	104.8	105.0	104.7	104.2
December	100.4	102.5	105.0	101.7	102.2
January–December	100.4	100.4	102.3	100.8	100.9
2014 January ⁺	103.4	104.1	104.1	103.8	103.8
February ⁺	103.2	104.7	106.4	104.3	104.3
March ⁺	103.1 ^R	108.5	109.5	106.1	104.0
April ⁺	102.3	107.0	103.8	104.0	106.5
January–April ⁺	103.0	106.1	105.9	104.5	104.7

* To ensure comparability we used estimated data on the basis of the previous sampling survey on the sales of specialized tobacco shops.

⁺ Preliminary data.

^R Revised data.

Note

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 April 2014 can be downloaded in a detailed breakdown from the tables (Stadat) hyperlink.

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

[On seasonal adjustment and Methodology](#)

[Tables](#)

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