

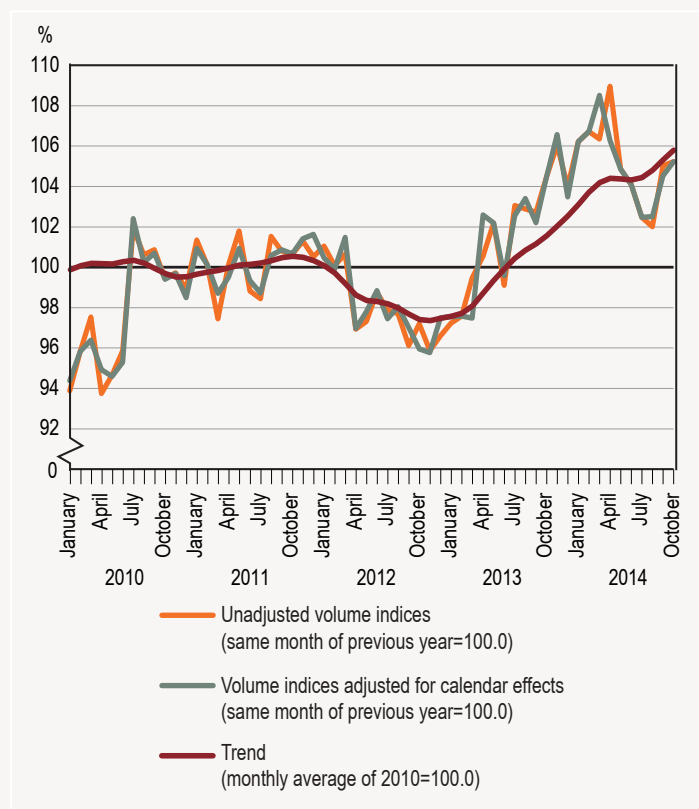


Retail trade, October 2014, second estimate

According to the second estimate, the volume of retail sales rose year-on-year by a calendar adjusted 5.2% in October 2014. The volume of sales rose by 3.7% in food, drinks and tobacco stores, by 6.6% in non-food retail trade and by 6.5% in automotive fuel retailing.

Figure 1

Volume indices of retail sales



In October 2014, sales in the national retail trade network as well as in mail order and internet retailing increased year-on-year by HUF 42 billion to HUF 811 billion at current prices.

In October 2014, food, drinks and tobacco stores accounted for 44.8% of all retail sales, while the figures for non-food retail shops and the network of petrol stations were 36.2% and 19.0% 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 October	105.9	103.2	103.7	104.5	104.5
November	108.3	104.8	105.0	106.6	106.0
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
January-October+	105.2	105.1	105.1	105.1	105.1

* 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 October, the volume of sales increased by 3.7% in **specialized and non-specialized food retailing**. In food retailing, non-specialized food, drinks and tobacco stores accounted for the overwhelming majority of sales (77.6%). Sales volumes increased year-on-year by 2.4% in these stores and rose by 8.7% in specialized food, beverage and tobacco stores.

Year-on-year, the turnover of **non-food retailing** increased by 6.6% in October. The volume of sales rose year-on-year in textiles, clothing and footwear shops (14.1%), non-specialized stores (10.2%), second hand

goods shops (9.9%), books, computer equipment and other specialized stores (6.3%) as well as in pharmaceutical, medical goods and cosmetics shops (6.0%). The volume of sales in furniture and electrical goods stores fell by 1.6% year-on-year.

As in the previous period, a growth (41.3%) 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 6.5% in October.

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 1.1% in October.

In January–October 2014, the volume of retail sales increased year on year by a calendar adjusted 5.1%.

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 October 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 analytical purposes, data submitted in parallel for the period from July 2013 to June 2014 continue [to be made](#) accessible.

[On seasonal adjustment](#) and [Methodology](#)

[Tables](#)

[Abbreviations used in figures](#)

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