

# Retail trade in the European Union

Statistics  
in focus

INDUSTRY, TRADE AND  
SERVICES

8/2006

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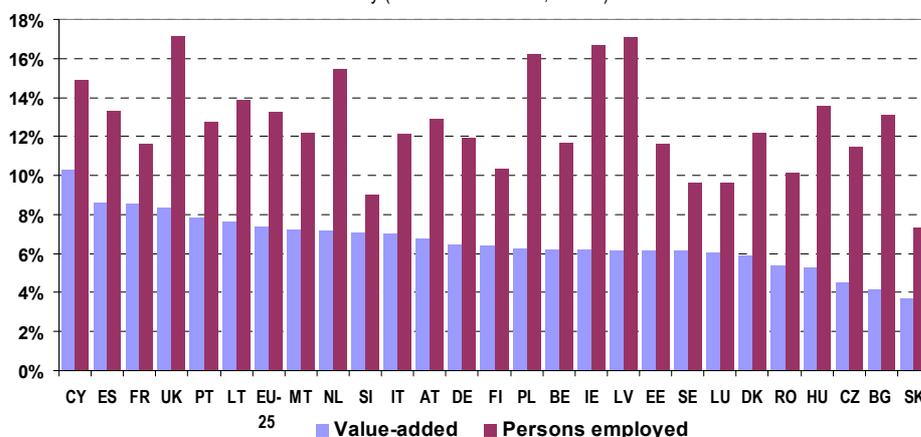


Manuscript completed on: 15.02.2006  
Data extracted on: 31.08.2005  
ISSN 1561-4840  
Catalogue number: KS-NP-06-008-EN-N  
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## Overview

In 2002, about 3.3 million enterprises active in retail trade in the EU-25 generated a turnover of EUR 1 887 billion, according to Eurostat's Structural Business Statistics (SBS). They provided jobs to 15.5 million people and generated EUR 352 billion in value-added. This represented 13.3 % of the total number employed in the non-financial business economy as a whole, while accounting for 7.4 % of total value-added making it thus a relatively labour-intensive sector (see Graph 1).

**Graph 1: Value-added and employment in retail trade (NACE 52), 2002\***  
as % of the non-financial business economy (NACE sections C-K, excl. J)



\*2001 data: BE, CZ and FR. EL: not available.

Source: Eurostat (SBS).

The importance of retail trade in Member States' economies varied from one country to another for both employment and value-added, with the weight in employment being both consistently larger and very much independent of the pattern in value-added. Indeed, the employment rate was two to three times higher than that for value added in 8 Member States, exceeding 16 % in 4 Member States, and reaching more than 17 % in Latvia and the United Kingdom.

Based on value-added, Cyprus was the most 'specialised' Member State in retail trade, with the sector accounting for 10.3 % of the non financial business economy value-added, followed by Spain and France (each with 8.6%). Cyprus, with 14.9 %, was also one of six countries in which retail trade accounted for 14 % or more of total non-financial business economy employment. At the other end of the spectrum came Slovakia where retail trade had the least weight, with value-added and employment shares of 3.7 % and 7.3 % respectively (Table 1).

When looking at the main economic indicators (see Tables 1 and 2), the United Kingdom was the largest contributor to the EU-25 total in the sector for employment, value-added and turnover, each time accounting for around a fifth of the EU-25 totals.

**Retail trade** corresponds to the classification NACE Rev.1.1, division 52: 'Retail trade except of motor vehicles and motorcycles; repair of personal and household goods'. Based on a selection and combination of groups and classes within division 52, in this publication retail trade is broken down into four parts: 'Retail trade of food items in-store', 'Retail trade of non-food items in-store', 'Retail sale not in stores' and 'Repair of personal and household goods' (see Methodological Notes).

## Retail trade strongest in the United Kingdom

Table 1: Importance of the retail trade in the EU and the Member States, 2002

	Total EU employment	Total EU value-added (in million €)	Main contributor to EU value-added	Member State in which this sector is	
				most important**	least important**
Retail trade of food items in-store	5 886 386 *	120 047 *	United Kingdom	Lithuania and Slovenia	Slovakia
Retail trade of non-food items in-store	8 493 914 *	208 664 *	United Kingdom	Cyprus	Slovakia
Retail sale not in stores	866 300	18 471	Germany	Latvia	Denmark
Repair of personal and household goods	241 000	4 441 *	United Kingdom	Cyprus	Slovakia
<b>Retail trade (NACE 52)</b>	<b>15 487 600</b>	<b>351 624</b>	<b>United Kingdom</b>	<b>Cyprus</b>	<b>Slovakia</b>
Total non-financial business economy (C to K excl. J)	116 776 500	4 741 045			

\*estimated data \*\*most/least specialised Member State: see methodological notes (page7).

Source: Eurostat (SBS).

Looking first at value-added, retail trade in the United Kingdom clearly recorded the highest amount in 2002 with EUR 78.5 billion, accounting for 22.3 % of total value-added generated by the sector EU-wide. Next came Germany with EUR 65.5 billion (18.6%) and France with EUR 55.3 billion (15.7%).

For turnover in the sector, the United Kingdom was also the largest, with EUR 378.8 billion (i.e. a 20.1 % share in total EU-25 turnover), followed by France and Germany, each with very similar results, – EUR 318 billion and EUR 317 billion respectively (a share of almost 17% each).

Again, retail trade employed the largest number of persons in the United Kingdom, with about 3.1 million (i.e. a 20 % share of the total), ahead of Germany with 2.5 million (15.9%) and Italy with 1.7 million (11.1%).

There were 3.3 million enterprises active EU-wide in 2001. Italy had the highest number of retail enterprises in 2002, 730 thousand, some 3.5 times the number in the United Kingdom. After Italy came Spain with 522 thousand enterprises followed by Poland with 432 thousand enterprises registered.

As regards labour productivity, the high number of persons working part-time or who are unpaid in retail trade (see page 5), means that the indicator of apparent labour productivity – based on a simple head count – could yield misleading results. Instead, the ratio of wage-adjusted labour productivity (derived from value-added over personnel costs, multiplied by the number of employees over the number of persons employed) offers a more reliable measure. Based on this adjusted measure, in 2002 value added covered personnel costs by 132 % in the EU-25, about 15 percentage points below the services average.

Table 2: Main indicators of the retail trade (NACE 52), 2002

	EU-25	BE *	CZ *	DK	DE	EE	ES	FR *	IE	IT	CY	LV	LT
<b>Number of enterprises</b>													
<b>Total number of enterprises</b>	3 311 647 *	75 869	127 005	24 049	249 004	4 848	522 372	380 380	18 324	730 113	12 635	13 311	14 406
Retail trade of food items in-store	:	18 343	:	6 679	50 202	1 636	163 178	75 290	6 586	181 487	3 437	2 642	4 707
Retail trade of non-food items in-store	:	51 745	:	15 339	158 883	2 823	295 581	217 125	10 701	410 605	7 830	4 614	7 226
Retail sale not in stores	:	4 180	9 287	709	32 516	281	48 895	71 304	291	112 519	923	5 275	2 143
Repair of personal and household goods	:	1 601	4 099	1 322	7 403	108	14 718	16 661	747	25 502	445	780	330
<b>Turnover - in million EUR</b>													
<b>Total turnover</b>	1 886 856	51 377	18 341	30 439	317 021	2 145	161 064	317 982	20 695	228 133	3 400	2 579	3 297
Share in total EU-25 turnover		2.7%	1.0%	1.6%	16.8%	0.1%	8.5%	16.9%	1.1%	12.1%	0.2%	0.1%	0.2%
Retail trade of food items in-store	830 805 **	23 222	:	13 591	123 435	1 062	72 822	168 213	9 947	94 459	1 095	1 167	1 798
Retail trade of non-food items in-store	953 933 **	26 724	:	16 202	160 884	1 001	83 331	132 873	10 407	120 986	2 153	1 230	1 411
Retail sale not in stores	91 741	1 266	350	365	31 459	75	4 011	15 176	242	10 961	124	176	83
Repair of personal and household goods	10 377 **	164	173	280	1 243	7	901	1 720	99	1 728	27	6	5
<b>Value-added at factor cost - in million EUR</b>													
<b>Total value-added</b>	351 624	7 849	1 556	5 628	65 528	240	31 745	55 257	4 242	37 701	577	327	389
Share in total EU-25 value-added		2.2%	0.4%	1.6%	18.6%	0.1%	9.0%	15.7%	1.2%	10.7%	0.2%	0.1%	0.1%
Retail trade of food items in-store	120 047 **	3 169	:	1 856	19 083	94	11 668	21 936	1 743	12 495	132	131	197
Retail trade of non-food items in-store	208 664 **	4 449	:	3 589	39 470	137	18 631	30 115	2 390	21 877	412	173	178
Retail sale not in stores	18 471	174	42	68	6 293	7	1 016	2 445	64	2 730	20	21	12
Repair of personal and household goods	4 441 **	57	23	114	683	2	431	761	45	599	14	2	2
<b>Persons employed</b>													
<b>Total persons employed</b>	15 487 600	287 217	406 222	203 697	2 455 256	42 742	1 581 292	1 635 362	154 976	1 725 501	28 528	90 649	99 586
Share in total EU-25 persons employed		1.9%	2.6%	1.3%	15.9%	0.3%	10.2%	10.6%	1.0%	11.1%	0.2%	0.6%	0.6%
Retail trade of food items in-store	5 886 386 **	113 675	:	83 400	797 969	19 961	603 192	673 916	72 559	580 823	6 675	37 188	46 940
Retail trade of non-food items in-store	8 493 914 **	162 877	:	115 336	1 468 246	20 600	872 445	842 936	79 325	951 982	19 848	37 960	45 279
Retail sale not in stores	866 300	8 052	11 805	1 983	168 352	1 663	76 263	89 285	1 111	153 273	1 120	13 977	6 407
Repair of personal and household goods	241 000 **	2 613	8 178	2 978	20 689	518	29 392	29 225	1 981	39 423	885	1 524	960

\* EU-25 (for number of enterprises), BE, CZ and FR: 2001 data. \*\* Estimated data. EL: not available.

Source: Eurostat (SBS).

## Retailing of *non-food* items largest sub-sector, especially for value-added

The 'retail trade of *non-food* items in-store' was clearly the largest of the retail sub-sectors in the EU-25 in 2002. It includes department stores with a general line of merchandise, as well as more specialised stores such as, for example, chemists, clothes or antique shops. This sub-sector accounted for 59.3 % of value added (EUR 209 billion), 54.8 % of employment (8.5 million persons) and 50.6 % of turnover (EUR 954 billion) in the EU-25 (Table 2 and Graph 2).

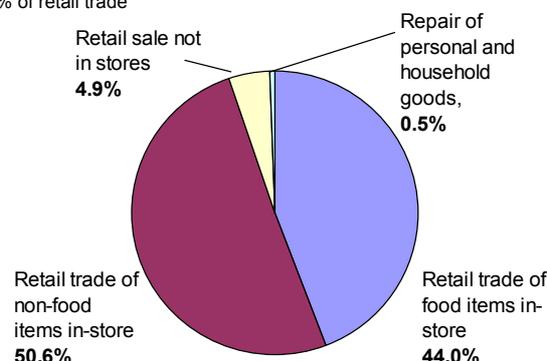
The 'retail trade of *food* items in-store' was the next largest sub-sector, with a value-added of EUR 120 billion (34.1% of the EU-25 total), 5.9 million persons employed (38.0%) and a turnover of EUR 831 billion (44 %). These activities cover the sale of food, beverages and tobacco, either in specialised stores or in non-specialised stores in which these products predominate.

When comparing the two largest sub-sections of retail trade, the differences in their contributions to EU-25 value-added and turnover stand out. Whereas the 'retail trade of non-food items in store' accounted for 50.6 % of turnover and generated 59.3 % of value-added, the 'retail trade of food items in store' produced a turnover of 44 % (only about 6 percentage points less), but just 34.1 % of value-added.

However, in a few Member States, 'retail trade of food items in-store' contributed most for one or

**Graph 2: Turnover in retail trade (NACE 52) in the EU-25, 2002\***

as % of retail trade



\*estimated data.

Source: Eurostat (SBS).

several indicators, notably in Lithuania and Slovenia for turnover, value-added and persons employed, and in France for turnover.

Some way behind the two largest sub-sectors came 'retail sale not in stores' and 'the repair of personal and household goods', representing 4.9 % and 0.5% of retail turnover in the EU-25. 'Retail sale not in stores' covers both the retail of food and non-food items essentially via street markets, or via mail order and electronic commerce sites which have no physical sales space (and whose sole outlet is via these sites or by mail order).

**Table 2: Main indicators of the retail trade (NACE 52), 2002 (continued)**

	LU	HU	MT	NL	AT	PL	PT	SI	SK	FI	SE	UK	BG	RO
<b>Number of enterprises</b>														
<b>Total number of enterprises</b>	2 663	119 572	8 161	80 730	41 813	431 868	138 442	8 485	3 599	22 952	56 501	207 513	90 332	119 126
Retail trade of food items in-store	498	29 924	2 023	13 400	9 116	119 045	43 224	2 341	450	4 914	12 745	66 703	32 819	63 345
Retail trade of non-food items in-store	1 906	59 302	4 085	48 860	29 174	192 120	80 978	4 748	2 937	15 736	35 430	120 740	41 325	46 451
Retail sale not in stores	182	22 316	1 665	15 300	2 280	105 720	9 530	524	183	895	4 782	13 641	13 316	7 149
Repair of personal and household goods	77	8 030	388	3 170	1 243	14 983	4 710	872	29	1 407	3 544	6 429	2 872	2 181
<b>Turnover - in million EUR</b>														
<b>Total turnover</b>	3 337	17 047	1 189	81 631	39 298	49 420	29 148	4 936	3 843	25 732	45 223	378 820	2 500	8 488
Share in total EU-25 turnover	0.2%	0.9%	0.1%	4.3%	2.1%	2.6%	1.5%	0.3%	0.2%	1.4%	2.4%	20.1%		
Retail trade of food items in-store	1 403	7 221	473	28 952	13 521	22 213	12 249	2 882	1 432	12 223	20 318	162 836	929	3 792
Retail trade of non-food items in-store	1 859	8 964	624	48 271	24 255	23 934	16 267	1 914	2 295	12 931	22 829	198 827	1 474	4 294
Retail sale not in stores	64	630	87	4 023	1 361	3 056	492	89	108	445	1 616	15 150	77	356
Repair of personal and household goods	11	232	61	385	161	217	140	51	8	133	460	2 008	20	45
<b>Value-added at factor cost - in million EUR</b>														
<b>Total value-added</b>	618	1 612	211	17 260	7 898	6 085	4 677	718	371	4 420	8 024	78 518	246	881
Share in total EU-25 value-added	0.2%	0.5%	0.1%	4.9%	2.2%	1.7%	1.3%	0.2%	0.1%	1.3%	2.3%	22.3%		
Retail trade of food items in-store	200	558	65	4 951	2 207	2 241	1 649	396	115	1 750	2 951	26 081	85	315
Retail trade of non-food items in-store	405	936	124	11 303	5 404	3 270	2 912	296	243	2 545	4 613	48 368	145	492
Retail sale not in stores	9	69	20	849	216	508	72	13	12	67	294	3 130	10	61
Repair of personal and household goods	4	51	31	157	72	66	44	13	1	58	166	940	7	13
<b>Persons employed</b>														
<b>Total persons employed</b>	17 559	366 085	14 800	746 073	298 106	1 207 210	366 106	53 982	65 684	126 376	251 137	3 076 949	212 251	393 463
Share in total EU-25 persons employed	0.1%	2.4%	0.1%	4.8%	1.9%	7.8%	2.4%	0.3%	0.4%	0.8%	1.6%	19.9%		
Retail trade of food items in-store	6 626	135 394	3 673	270 358	86 402	488 270	124 953	28 449	28 878	47 742	94 822	1 267 423	85 152	195 556
Retail trade of non-food items in-store	10 270	185 483	8 721	444 829	200 261	553 769	222 754	22 959	34 896	74 894	138 820	1 682 622	103 730	177 141
Retail sale not in stores	449	30 614	1 968	24 397	8 416	144 441	11 532	1 264	1 634	1 867	11 150	89 879	18 532	13 691
Repair of personal and household goods	214	14 594	438	6 489	3 027	20 730	6 867	1 310	276	1 873	6 345	37 025	4 837	7 075

Source: Eurostat (SBS).

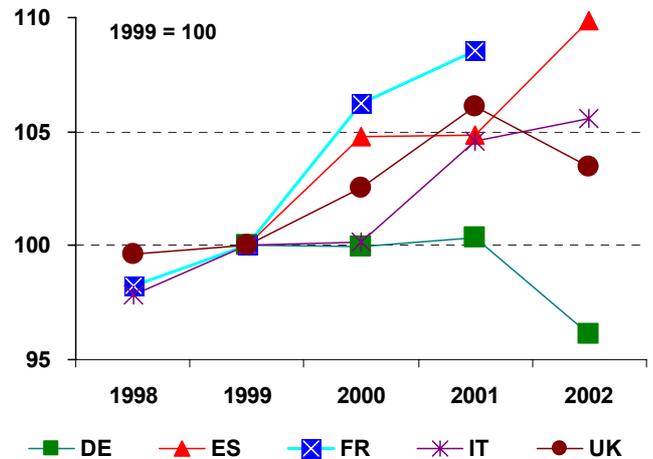
## Employment growth: mixed but generally positive between 1998 and 2002

In the five Member States with the highest numbers of persons employed in retail trade (collectively accounting for 68 % of the EU-25 total in 2002), the trend in retail trade employment was mixed but generally positive between 1998 and 2002 (Graph 3).

Between 1999 and 2002, growth was recorded especially in Spain (+9.9 %) and Italy (+5.5 %). The United Kingdom registered lower growth, at 3.5 %; the result of first a +6.8 % growth between 1999 and 2001 and then a decline of -2.4 % between 2001 and 2002. Also noteworthy is France's growth of +10.5 % between 1998 and 2001 (2002 is not available), which exceeded the growth rates in Italy (+6.8 %) and the United Kingdom (+6.4 %) over the same years.

In Germany, however, employment in this sector did not change much between 1999 and 2001, before dropping by about -4 % in 2002, a situation that was most probably connected with the general economic downturn between these years.

Graph 3: Employment growth in retail trade (NACE 52), selected countries, 1998-2002\*



\*DE, ES: 1999-2002; FR: 1998-2001.

Source: Eurostat (SBS).

## Micro enterprises largest employers in the EU-25

Looking now at employment by enterprise size (Graph 4), micro enterprises with 1-9 persons employed (such as small family run shops, the local grocery, baker or shoe repair shop) were the largest employers in the retail trade in the EU-25 in 2001. They provided about 6.5 million jobs, a share of about 43 % in the EU-25 total. Large enterprises (counting 250 or more persons) were the second biggest employers, with 5.3 million persons (35 % of the EU-25 total). Finally, small and medium-sized enterprises (10-249 persons employed) together employed close to 3.3 million persons (22 %) in 2001.

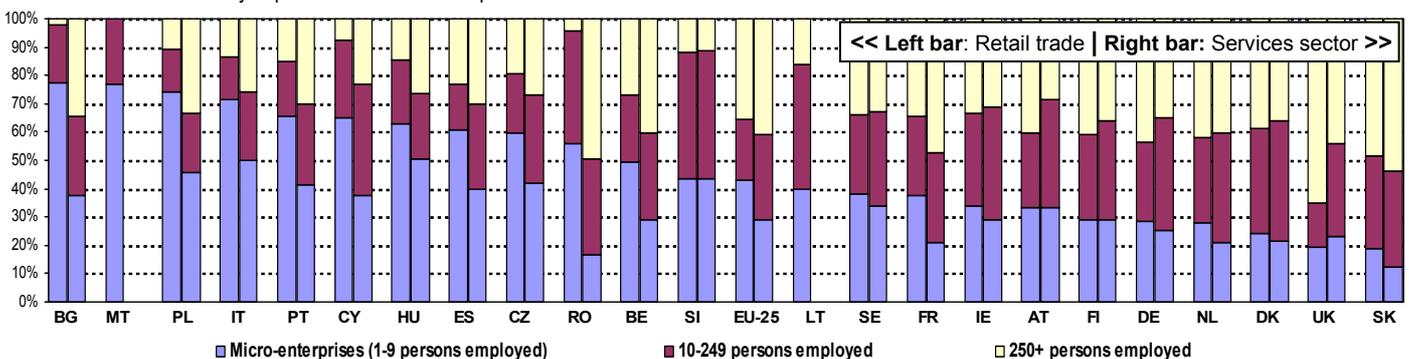
The importance of micro-enterprises in terms of the share of retail employment was particularly high in a number of Member States, not least in southern Europe, reaching for example 77 % in Malta in 2002. By contrast, the share tended to be lower in north-western European countries. The Slovak Republic – at the extreme right of the graph – was, with 19 %, somewhat an exception.

Among the two other size classes, the most obvious corollary pattern was in the share of employment in large enterprises, which tended to be more dominant in north-western European countries and the Slovak Republic. Based on available data, the highest share of retail employment in 2002 in this size class was to be found in the United Kingdom (65 %) and the lowest in Malta, where there were none of these enterprises at all.

The importance of micro enterprises in employment in the retail trade is again highlighted when comparing with the situation in the services sector. In the EU-25, the share of micro enterprises in retail employment (43% in 2001) was notably higher than the 29 % average in services, where there were also comparatively small differences between countries. The same pattern could be found in the vast majority of Member States, with the largest gaps between the sectors generally in those Member States where micro-enterprises accounted for the highest share of retail employment.

Graph 4: Division of employment by size of enterprise in retail trade (NACE 52), 2002\*

as % of total - ordered by importance of micro-enterprises in retail trade



\*2001 data: EU-25, BE, CZ, FR, FI, UK – EU-25 services sector excludes NACE section K – EL, LU: not available – MT, LT: services sector not available.

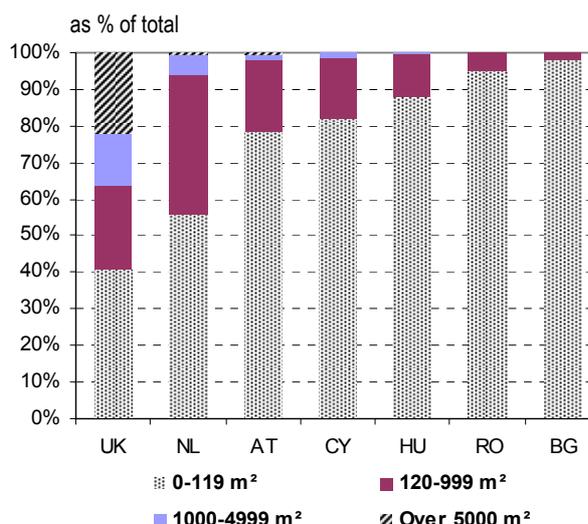
Source: Eurostat (SBS)

The importance of micro enterprises is also confirmed when looking at the number of retail stores by sales space; although a small store could of course belong to much larger structures, as in the case of mini-supermarkets or smaller branches of larger supermarkets (see Graph 5).

Among the few countries with available data, the smallest sales units (measuring 0-119 m<sup>2</sup>) were always the most numerous and, apart from the United Kingdom (with around 40 %), accounted for the majority of total retail stores, with shares of around 80 % and above in five countries. Retail stores with a sales space of between 120-999 m<sup>2</sup> was the second most frequent category in all these countries for which data are available.

Notably, although the largest retail stores with more than 5 000 m<sup>2</sup> sales space, for example 'mega stores', were generally sparse, in the UK however they were almost as numerous as those with between 120-999 m<sup>2</sup> sales space.

**Graph 5: Number of retail stores by size of sales space (m<sup>2</sup>) for available countries, 2002**



Source: Eurostat (SBS).

## Women, part-time workers and self-employed relatively frequent in retailing

The retail sector clearly employs more women than the services sector (see methodological notes). According to the 2004 EU Labour Force Survey (LFS), women accounted for 60.2 % of retail employment in the EU-25 in 2004, while the share in services was 40.1 % (see Table 3). More women than men were employed in most countries, with the exceptions of Malta (34 %) and Greece (48.6 %). The share of women employed in the retail trade sector reached around 73 % in Estonia and Latvia.

Retail trade is also characterised by a relatively high amount of part-time workers, 27.6 % of persons employed, compared with 17.7 % in the services sector. Behind these figures, however, was a varied picture, ranging from the somewhat exceptional case of the Netherlands with a part-time share of 65.1 %, down to 4.3 % in Greece. Part-time employment reached 20 % and above in eleven of the Member States.

When crossing LFS gender and work status data, part-time work was more frequent among women (data not shown). 22.1 % of persons employed in retail were women working part-time, against just 5.4 % for men. This was more than in the services sector where the respective share was 12.4 % for women and 5.2 % for men. By contrast, 38.1 % of persons employed in the retail trade were women working full-time (services: 27.7 %), while 34.3 % were men in full-time employment (services: 54.6 %)<sup>1</sup>. Of course, the higher shares of women in for example part-time employment in the retail trade is partly a result of the fact that there are more women than men employed in the retail trade overall.

**Table 3: Women, part-time workers and self-employed in the retail trade and services, 2004**

in %	Share of women employed		Share of persons employed part-time		Share of self-employed	
	Retail trade	Services	Retail trade	Services	Retail trade	Services
<b>EU-25</b>	<b>60.2</b>	<b>40.1</b>	<b>27.6</b>	<b>17.7</b>	<b>22.8</b>	<b>18.5</b>
BE	57.6	35.7	30.7	18.6	25.5	17.4
CZ	65.4	40.7	7.9	5.7	26.4	21.6
DK	55.7	39.5	43.8	22.9	9.7	11.5
DE	67.1	43.4	40.3	24.9	13.8	16.9
EE	72.6	41.9	8.5	11.1	11.7	10.3
EL	48.6	36.7	4.3	4.4	46.0	32.6
ES	60.4	42.2	11.9	11.1	30.3	20.7
FR	60.6	40.2	24.6	14.8	16.4	9.6
IE	62.2	42.2	35.5	18.5	12.8	17.5
IT	52.0	39.8	18.9	17.2	43.8	33.0
CY	56.5	47.1	10.8	9.1	29.1	20.4
LV	73.2	39.8	9.3	8.3	10.0	7.0
LT	67.6	41.3	8.3	5.1	21.4	7.1
LU	65.0	37.8	21.8	15.9	17.2	13.2
HU	62.3	40.9	6.2	5.9	23.4	18.7
MT	34.4	29.8	12.3*	12.8	37.7	15.0
NL	59.6	38.2	65.1	42.7	11.6	13.7
AT	67.5	46.1	34.9	21.8	10.3	14.7
PL	67.2	37.4	13.3	9.1	27.3	17.1
PT	57.0	45.1	9.4	7.7	34.9	23.0
SI	62.5	40.3	6.4	9.3	8.7	14.1
SK	71.2	40.7	4.8	3.2	21.3	16.8
FI	68.8	41.9	33.9	15.7	14.5	13.4
SE	62.5	38.5	43.8	21.6	16.5	14.9
UK	60.1	39.1	48.8	24.0	9.8	16.2
BG	61.6	41.0	2.8	2.0	28.4	13.7
RO	64.5	36.5	3.1	1.9	18.2	7.4

\* MT: data lack reliability due to small sample size.

Note: data based on annual averages of quarterly data; see methodological notes (page 7).

Source: Eurostat (LFS, 2004).

<sup>1</sup> Due to non-response, percentages do not add up exactly to 100 %.

Rates of self-employment – i.e. businesses run by the proprietors themselves – were also significant in the retail trade, averaging 22.8 % EU-wide in 2004 (compared with 18.5 % in services) and ranging from 46 % in Greece to 8.7 % in Slovenia, according to LFS data. Roughly the same country pattern can be found in services, although the rates are generally lower – a finding which highlights the importance of national characteristics when it comes to self-employment generally.

However, retail trade seems to have been a less attractive business segment for the self-employed in some Member States. The share of self-employed in services actually exceeded that in retail in seven Member States which were also those with some of

the lowest shares of self-employed in retail: Denmark, Germany, Ireland, the Netherlands, Austria, Slovenia and the UK.

Retail trade is also characterised by lower educational levels, according to LFS data. In 2004, the proportion of employees with a low or medium educational level was higher in retail trade than in services, while the proportion of those with a high level of education was about half the average in services. 29.2 % of persons employed in the retail trade had a low level of education, 57.6% a medium level, and 13.1% a high one. This compares with services where the respective shares were 24.1%, 49.4% and 26.5%.

### Rates of enterprise births and survival generally only slightly lower in retail

Finally, an indication of sector dynamics and entrepreneurship can be obtained by studying the 'birth' and 'survival' rates of enterprises in retail trade (see methodological notes on page 7).

The majority of retail enterprises that were created in 2000 survived into 2002 (or the first two years for those countries with different starting data, see Table 4). With the exception of Slovakia, the countries with the highest enterprise birth rates, of 10 % and over – mostly new Member States – registered some of the lowest survival rates of between 55 % and 67 %. By contrast, those with the lowest enterprise birth rates, of 8 % and under, registered some of the highest survival rates - between 69 % and 81 % - apart from Finland.

Disregarding the enterprise survival rate for Denmark of 55 % which was for 2001, the lowest rate in 2002 was in Estonia, where 62 % of the 767 enterprises created in 2000 survived until at least 2002. The highest were in Slovakia, where 87 % of the 6 877 enterprises created in 2000 were still active by 2002.

These two countries had similar birth rates of enterprises, with respectively 14 % and 13 % of active retail enterprises in 2000 being newly created, but apparently retail enterprises in Slovakia had a greater chance of survival - as did enterprises in other sectors of the 'business economy'. Although similar enterprise birth rates were registered, 89 % of all newly created enterprises in the whole business economy survived in Slovakia – again the highest rate recorded – against only 62 % in Estonia (again the lowest rate), implying therefore different national conditions for enterprise survival.

The birth rate of enterprises in the retail trade was generally slightly lower than that in the whole business economy, with a maximum difference of four percentage points in Luxembourg and the Netherlands.

However, in Estonia and Slovakia the rates in retail trade were actually higher than in the whole business economy: by three percentage points.

Finally, although birth rates of enterprises were similar in the retail trade and the whole business economy in Denmark and Finland, respectively 11 % and 7 %, these two countries had the largest differences in survival rates between the two sectors (7 and 9 percentage points), with the rate in the whole business economy being higher.

**Table 4: Birth and survival rates of enterprises in the retail trade and the whole business economy**

	Number of retail enterprises created (2000)	Birth rate (2000)		Survival rate (2002)	
		Retail trade	Whole business economy	Retail trade	Whole business economy
DK*	4 148	11%	11%	55%	62%
EE	767	14%	11%	62%	62%
ES	47 888	8%	:	69%	:
IT	46 965	6%	8%	80%	78%
LV	1 664	13%	16%	67%	70%
LT	1 790	10%	11%	64%	71%
LU	64	8%	12%	75%	76%
HU	12 647	11%	14%	66%	68%
NL*	5 407	6%	10%	70%	71%
PT**	13 647	7%	9%	70%	72%
SI	452	5%	6%	81%	84%
SK	6 877	13%	10%	87%	89%
FI	2 073	7%	7%	63%	72%
SE	3 976	6%	:	81%	:
UK**	18 480	7%	9%	75%	78%
RO	10 764	8%	11%	67%	71%

\* DK and NL: rates are for births in 1999, and 2001 survival rates;

\*\* PT and UK: rates are for births in 1998, and 2000 survival rates.

Note: 'Whole business economy' here excludes management and holding companies (NACE C-K but not K7415).

Source: Eurostat (SBS)

## ➤ ESSENTIAL INFORMATION – METHODOLOGICAL NOTES

**EU:** European Union, including the 25 Member States (EU-25): Belgium (BE), the Czech Republic (CZ), Denmark (DK), Germany (DE), Estonia (EE), Greece (EL), Spain (ES), France (FR), Ireland (IE), Italy (IT), Cyprus (CY), Latvia (LV), Lithuania (LT), Luxembourg (LU), Hungary (HU), Malta (MT), the Netherlands (NL), Austria (AT), Poland (PL), Portugal (PT), Slovenia (SI), Slovakia (SK), Finland (FI), Sweden (SE) and the United Kingdom (UK).

Missing data are estimated by Eurostat for the purposes of the calculating EU-25 aggregates.

Romania (RO), Bulgaria (BG).

### **SYMBOLS**

“.” non available or confidential.

### **DEFINITIONS**

**Division by sector of activity:** Employment and other indicators in the Structural Business Statistics (SBS) are divided into sectors of activity according to the NACE Rev. 1.1 system of classification. This classifies activity by Section (1-letter codes), Sub-section (2-letter codes), Division (2-digit codes), Groups (3-digit codes) and Classes (4-digit codes).

Activities of the **retail trade** feature under Section G (Wholesale and retail trade), and more particularly, NACE Rev.1.1 division 52: ‘Retail trade except of motor vehicles and motorcycles; repair of personal and household goods’. Retailing covers the resale without transformation of new and used goods to the general public for personal or household use and consumption.

For the purposes of analysis, this publication has selected or combined a number of groups and classes:

-**Retail trade of food items in-store** includes NACE 522 (‘Retail sale of food, beverages and tobacco in specialised stores’) and NACE 5211 (‘Retail sale in non-specialized stores with food beverages or tobacco predominating’),

-**Retail trade of non-food items in-store** (includes NACE 5212 (‘Other retail sale in non-specialized stores’) and 523 (‘retail sales of pharmaceutical, medical goods, cosmetics’), 524 (‘Other retail sales of new goods in specialized stores’), 525 (‘Retail sale of second-hand goods in specialised stores’),

-**Retail sale not in stores** (NACE 526),

-**Repair of personal and household goods** (NACE 527).

The **non-financial business economy** also mentioned includes the Sections C (Mining and quarrying), D (Manufacturing), E (Electricity, gas and water supply), F (Construction), G (Wholesale and retail trade), H (Hotels and restaurants), I (Transport, storage and communication) and K (Real estate, renting and business activities).

The latter three NACE Sections (H, I and K) make up ‘**Services**’, when referring to SBS data in this Statistics in focus. However, for LFS data, ‘Services’ also includes Section G.

**Please also note that in this publication**, for SBS data, IE excludes Section E; CY excludes Division 70; and for Latvia, Sections C-F is 2001 data.

**Enterprise:** the enterprise is the smallest combination of legal units that is an organisational unit producing goods or services, which benefits from a certain degree of autonomy in decision making, especially for the allocation of its current resources. An enterprise carries out one or more activities at one or more locations. An enterprise may be a sole legal unit. Enterprises in this article are classified by their main activity.

The enterprise should not be confused with the local unit, which is an enterprise or part thereof (e.g. a workshop, factory, warehouse, office, mine or depot) situated in a geographically identified place.

**Number of persons employed:** defined as the total number of persons who work in the observation unit (inclusive of working proprietors and partners working regularly in the unit and unpaid family workers), as well as persons who work outside the unit who belong to it and are paid by it (e.g. sales representatives, delivery personnel, repair and maintenance teams). It includes part-time workers, seasonal workers, apprentices and home workers who are on the pay roll. The observation unit for aggregating data is the enterprise.

**Value-added:** Value-added measured at factor cost, which is the gross income from operating activities after adjusting for operating subsidies and indirect taxes (including value-added tax).

**Degree of specialisation:** The most specialised Member State is the country in which the share of the value-added accounted for by the retail trade is highest in relation to the total non-financial business economy (NACE Sections C-K excl. J) of that country. The least specialised Member State is the country where this share is the lowest.

**Survival rate:** in the business demography context, survival occurs if an enterprise is active in terms of employment and/or turnover in the year of birth and the following year(s). Two types of survival can be distinguished: 1/ an enterprise born in year xx is considered to have survived in year xx+1 if it is active in terms of turnover and/or employment in any part of year xx+1 (= survival without changes). 2/ an enterprise is also considered to have survived if the linked legal unit(s) have ceased to be active, but their activity has been taken over by a new legal unit set up specifically to take over the factors of production of that enterprise (= survival by take-over).

### **DATA SOURCES**

**Structural Business Statistics (SBS):** collected within the framework of Council Regulation on Structural Business Statistics (EC, EURATOM) No. 58/97 of December 1996. The SBS Regulation governs the transmission of data to Eurostat from the reference year 1995 onwards and covers all market activities in Sections C to K of NACE Rev. 1.1. For further information, visit:

[http://forum.europa.eu.int/Public/irc/dsis/bmethods/info/data/new/main\\_en.html](http://forum.europa.eu.int/Public/irc/dsis/bmethods/info/data/new/main_en.html)

Please note, SBS data do not include estimates for the “**black economy**”.

**Labour Force Survey (LFS):** The EU-LFS is a large household sample survey providing annual and quarterly results on labour participation of people aged 15 and over as well as on persons outside the labour force. The reference year is the calendar year except in Germany (March 2004), Ireland and the United Kingdom (December 2003 to November 2004) and Cyprus (April 2004-March 2005). For further information, visit:

[http://forum.europa.eu.int/irc/dsis/employment/info/data/eu\\_lfs/f\\_lfs\\_concepts.htm](http://forum.europa.eu.int/irc/dsis/employment/info/data/eu_lfs/f_lfs_concepts.htm)

The source of all figures presented in this publication is Eurostat and reflects the **state of data availability** in Eurostat’s reference database NewCronos as of August 2005.

## ***Further information:***

### **Data:**

[EUROSTAT Website/Industry, trade and services/Data/Distributive trade/Business trends: Trade and other services \(NACE Rev.1 G-K\)/Retail trade \(NACE Rev.1 52\)](#)

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### **European Statistical Data Support:**

Eurostat set up with the members of the 'European statistical system' a network of support centres, which will exist in nearly all Member States as well as in some EFTA countries.

Their mission is to provide help and guidance to Internet users of European statistical data.

The complete details concerning this support network can be found on our Internet site:  
[www.europa.eu.int/comm/eurostat/](http://www.europa.eu.int/comm/eurostat/)

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