

Statistics of Distributive Trade 2015

Trade companies with increases in turnover, commercial margin and employment

The turnover (EUR 123.2 billion) of the 220.7 thousand enterprises within the Trade sector in Portugal increased 3.0% in 2015, above +2.4% in 2014. The commercial margin ⁽¹⁾ raised 4.1% (+4.6% in 2014) and amounted to EUR 21.7 billion, the equivalent to EUR 98.4 thousand per enterprise (+4.6% in view of the preceding year). The employment in this sector recovered from the reduction of 0.6% in 2014, increasing 1.9% in 2015 and totaling 732.5 thousand employees. The respective salaries grew by 3.8% (+1.5% in 2014).

The Trade sector, in relation to the non financial business sector, corresponded to 37.3% of the total turnover, 19.6% of the gross value added and 20.7% of the employment.

Considering the subsectors, the turnover of the Trade sector was distributed as follows: wholesale trade 50.3%, retail trade 36.4% and automotive trade and maintenance 13.4%. By the same order, the employment distribution was the following: 30.3%, 57.3% and 12.3%.

In 2015, there were 3 348 large sized commercial units in Portugal, of which 51.4% mainly dedicated mainly to food retail trade and the remaining were non-food retail trade units. The turnover of these units increased by 1.9% having reached EUR 16.5 billion.

Statistics Portugal disseminates "[Trade Statistics 2015](#)" publication with the main statistical findings regarding the activity of trade enterprises and establishments. Complementing the data now made available, a further set of data is also available at www.ine.pt, the official statistics portal.



⁽¹⁾Commercial margin = sales of goods purchased for resale – cost of goods sold

1. TRADE SECTOR IN PORTUGAL

Trade enterprises Turnover raised in 2015

In 2015, the Trade sector was comprised of 220.7 enterprises (-0.5% from 2014) divided into **Trade, maintenance and repair of motor vehicles and motorcycles** (28.0 thousand enterprises, +1.1%), **Wholesale Trade excluding motor vehicles and motorcycles** (58.9 thousand enterprises, +0.2%) and **Retail Trade excluding motor vehicles and motorcycles** (133.9 thousand enterprises, -1.1%).

The total turnover generated by trade activity (EUR 123.2 billion) raised 3.0% in 2015, after +2.4% in 2014. The respective number of employees corresponded to 732.5 thousand, growing 1.9% and recovering towards -0.6% in 2014. The turnover and the employment in Trade sector represented contributions of 37.3% and 20.7%, respectively, to non financial business sector as a whole. In terms of gross value added there was an increase of 6.0% in 2015 (+5.4% in 2014), with the Trade sector contributing with 19.6% for the total non financial business sector. Moreover, Trade enterprises contributed for 80.7% of the sales of goods and for 81.1% of the cost of goods, having being responsible for 79.2% of the total commercial margin (in 2014, 81.8%, 81.6% and 83.1%, respectively).

The commercial margin obtained by Trade enterprises in 2015 raised 4.1% (+4.6% in 2014) and amounted to EUR 21.7 billion, the equivalent to EUR 98.4 thousand per enterprise (EUR 94.1 thousand in 2014). Almost half of the total commercial margin (47.7%) came from the wholesale trade subsector.

Table 1 – Indicators on Trade enterprises, by breakdown of economic activity, 2015

CAE Rev.3		Enterprises		Persons employed		Salaries		Turnover		Sale of goods		Cost of goods sold		Commercial margin	
		n.º	(%)	n.º	(%)	10 ⁶ euros	(%)								
G	Wholesale and retail trade; repair of motor vehicles and motorcycles	220 729	100,0	732 530	100,0	7 762	100,0	123 220	100,0	116 531	100,0	94 807	100,0	21 724	100,0
45	Wholesale and retail trade and repair of motor vehicles and motorcycles	27 956	12,7	90 160	12,3	963	12,4	16 453	13,4	15 146	13,0	13 352	14,1	1 794	8,3
46	Wholesale trade, except of motor vehicles and motorcycles	58 852	26,7	222 289	30,3	3 262	42,0	61 937	50,3	57 884	49,7	47 519	50,1	10 365	47,7
47	Retail trade, except of motor vehicles and motorcycles	133 921	60,7	420 081	57,3	3 538	45,6	44 830	36,4	43 501	37,3	33 935	35,8	9 565	44,0

Source: Statistics Portugal, Integrated business account system, preliminary data

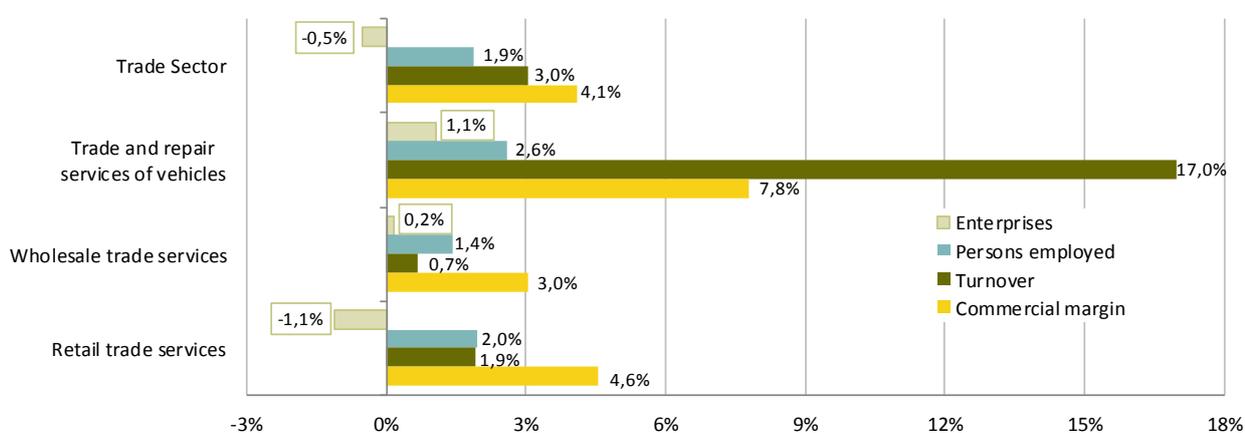
Trade business was almost exclusively composed of enterprises with less than 50 persons employed (99.6% of the total), and individual enterprises were also predominant (56.5%). Nevertheless, commercial companies generated 95.3% of the turnover from this sector, having assured close to $\frac{3}{4}$ of the employment (79.2%).

In the subsector **Trade, Maintenance and Repair of Motor Vehicles and Motorcycles** (NACE division 45) the number of enterprises increased by 1.1% in 2015 (-1.7% in 2014) and the respective number of persons employed raised 2.6% (-0.8% in 2014). The increase in turnover from these enterprises was substantially higher, reaching 17.0% (+14.6% in 2014). Also, the commercial margin had noticeable raises, +7.8% for the total and +6.7% for the average by enterprise.

In **Wholesale trade** (NACE Division 46), increases were less expressive: 0.2% in the number of enterprises, 1.4% in the number of persons employed and 0.7% in turnover. In 2014, by the same order, the change rates were -2.2%, -1.4% and +0.2%. The commercial margin grew by 3.0% for the total and by 2.9% for the margin by enterprise (+3.4% and +5.6% in 2014, respectively).

Amongst the three Trade NACE divisions, **Retail trade** was the only one recording a decline in the number of enterprises (-1.1%); nonetheless, this subsector presented positive change rates in the main indicators: +2.0% in number of persons employed; +1.9% in turnover; +4.6% in the commercial margin and +5.7% in the margin by enterprise. In 2014, by the same order, change rates were the following: -2.2%, -0.1%, +2.0%, +4.6% and +7.0%. The greatest contribution for the value of the total commercial margin came from activity 477 – Retail trade of other products, in specialized establishments (38.4% of the total margin), including sales of clothing, shoes, pharmaceutical products, cosmetic and hygiene products, amongst others. The highest value of commercial margin per enterprise came from activity 471 – Retail trade in non-specialized establishments (EUR 179.1 thousand per enterprise), including large sized commercial units and smaller non specialized retail establishments.

Figure 1 – Evolution of the main indicators on Trade enterprises (annual change rate), 2015



Statistics Portugal, Integrated business account system, preliminary data to 2015 and definitive to 2014

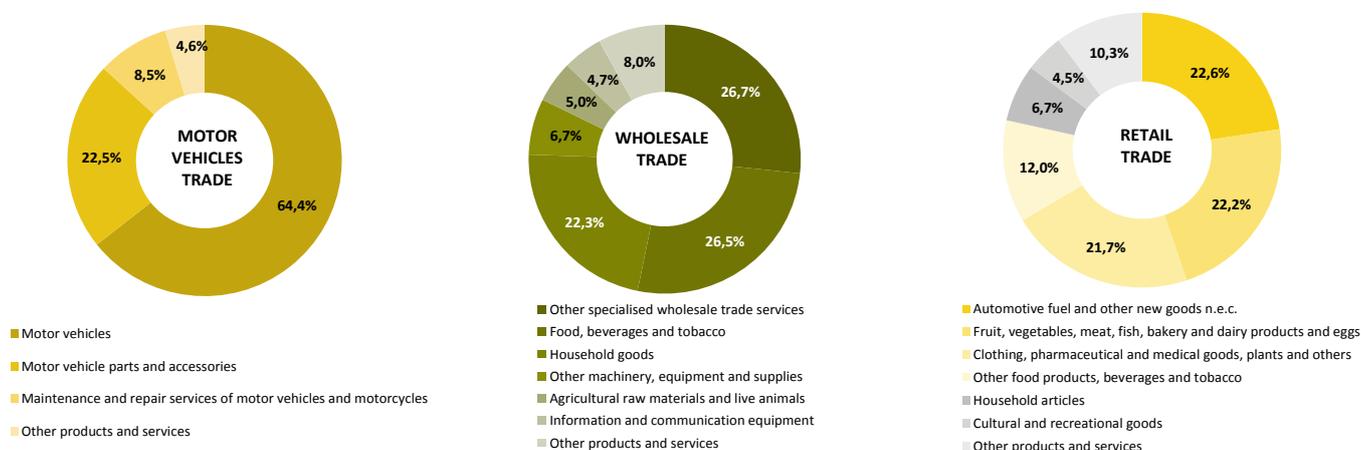
2. MAIN PRODUCTS OF TRADE ACTIVITY

“Sales of vehicles” corresponded to 64.4% of turnover of **Motor Vehicles Trade** subsector (+4.4 p.p. from 2014), followed by ‘sales of parts and accessories for motor vehicles’ (22.5% of the turnover).

The main products sold by **Wholesale Trade** companies were ‘food, beverages and tobacco’ (26.7%, +0.5 p.p.), ‘fuel, building materials, chemicals and intermediates’ (26.5%, -1.6 p.p.) and ‘domestic consumer goods’ (22.3%, +0.3 p.p.).

‘Food, beverages and tobacco’ stood for the largest share of turnover from **Retail trade** subsector (33.7%, +0.5 p.p.), followed by ‘fuel for motor vehicles and other new goods n.e.c.’ (22.6%, -1.2 p.p.) and the set of goods for personal use, such as clothing, medical and pharmaceutical products, toiletries (22.2%, +0.2 p.p.).

Figure 2 – Main products sold by trade activity, 2015



3. LARGE-SIZED COMMERCIAL UNITS

Turnover in large sized commercial units with a slight increase

In 2015 the number of “Large-sized Commercial Units” (UCDR) amounted to 3 348 establishments in Portugal, of which 51.4% mainly dedicated to food retail trade or food-predominant retail and the remaining were non-food predominant retail trade units. Compared to 2014, there was a 4.5% increase in the number of these commercial units.

The number of persons employed in all UCDR establishments was 107.9 thousand in 2015, of which 29.7% performed temporary work, especially in food predominant units (36.3%); from the total of persons employed, 68.9% were women. In 2014, the UCDR establishments had employed 102.2 thousand workers, of which 29.0% performed temporary work and 70.3% of the total were women.

These units accounted for a total turnover of EUR 16.5 billion (+1.9% from 2014). Food retail trade, with EUR 11.5 billion in sales of goods, assured 70.2% of sales from the set of UCDR establishments.

On average, each food retail trade establishment made a total of EUR 6.7 million in sales, down to EUR 3.0 million in the case of non-food retail trade establishments.

The number of transactions made in UCDR (large sized commercial units) establishments ascended to EUR 955.3 million. In food retail trade, the average value of each transaction corresponded to EUR 15.0 (EUR 15.3 in 2014) and in non-food retail it was EUR 25.8 (EUR 21.0 in 2014).

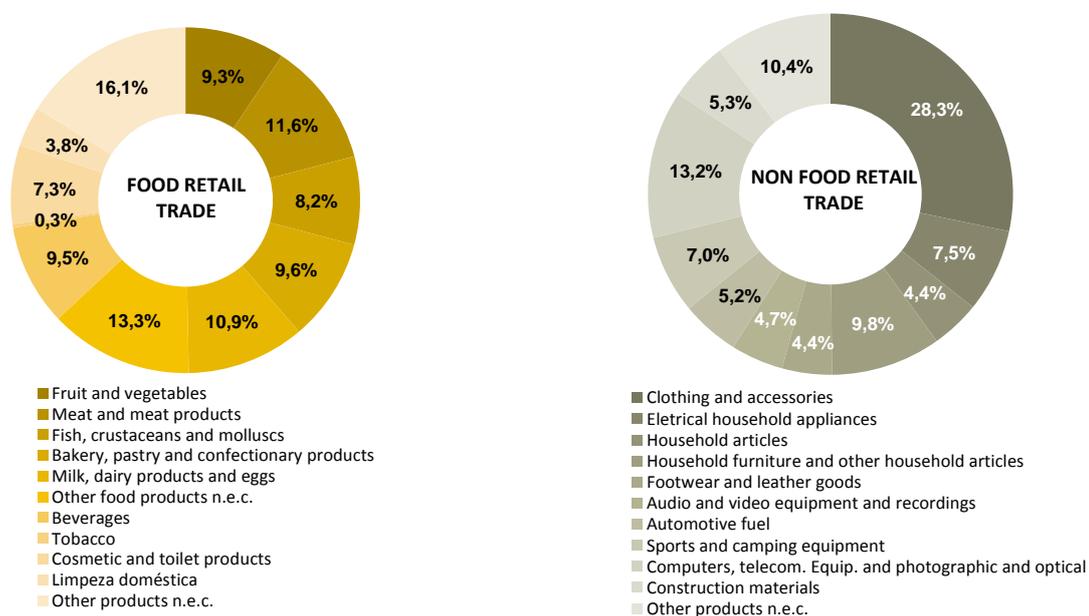
Table 2 – Main results and some indicators related to UCDR, 2015

Variables/Indicators	Unit	Total	Retail trade	
			Food-predominant retail trade	Non food-predominant retail trade
Establishments	No.	3 348	1 722	1 626
Sale area				
Total	m2	3 676 155	2 090 545	1 585 610
Average	m2	1 098	1 214	975
No. Opening hours				
Total	h	15 181 002	7 746 727	7 434 276
Annual average by establishment	h	4 534	4 499	4 572
Daily average by establishment	h	13	12	13
No. Of Persons Employed				
Total	No.	107 916	74 299	33 617
Of which:				
Full time	No.	75 834	54 433	21 401
Female	No.	74 400	53 144	21 256
Average by establishment	No.	32	43	21
Gross salaries				
Total	10 ³ €	1 153 432	784 135	369 298
Annual average by persons employed	€	11 073	11 553	10 564
Monthly average by persons employed	€	791	825	755
Turnover				
Total	10 ³ €	16 465 950	11 530 670	4 935 280
Sales				
Total	10 ³ €	16 350 907	11 473 753	4 877 154
Average by establishment	10 ³ €	4 884	6 663	2 999
Average by square metre of sale area	€	4 448	5 488	3 076
No. of transactions				
Total	No.	955 284 525	766 183 963	189 100 562
Average by establishment	No.	285 330	444 938	116 298
Average by square metre of sale area	No.	260	366	119
Average sales value by transaction	€	17,1	15,0	25,8

In **food-predominant retail establishments**, sales of food products, beverage and tobacco amounted to EUR 8.4 billion, corresponding to 72.8% of total sales (-0.2 p.p. from 2014). From these, 'rice, pasta and cereals' (13.3%), 'meat and meat based products' (11.6%) and 'milk, dairy products and eggs' (10.9%) were the most relevant. As regards non-food products, 'toilet and cosmetic' (7.3%) and 'household cleaning materials' (3.8%) stood out.

In **non-food retail trade establishments**, the most significant sales came from 'clothes and accessories' (28.3%), 'computers and optical material, photographic and telecommunications products' (13.2%), 'household furniture, lightning and textiles' (9.8%).

Figure 3 – Main products sold by type of UCDR, 2015



In 2015, the sales of own brand products represented 34.8% and 47.8% respectively of the total sales of food and non-food establishments (34.7% and 48.1% in 2014).

METHODOLOGY

The sources of information for the "Trade Statistics" publication are as follows: Survey on Trade Enterprises (IECom); Survey on Large Sized Commercial Units (UCDR); Integrated Business Accounts System (SCIE).

SURVEY ON TRADE ENTERPRISES

The Survey on Trade Enterprises (IECom) is a sample survey, conducted on a yearly basis, with the goal of obtaining data on the sales structure of trade enterprises (G section of NACE) by type of products according to the CPA products nomenclature. IECom survey answers EC Regulations no. 295/2009, 250/2009 and 251/2009, regarding Business Structure Statistics.

All enterprises from divisions 45 – Trade, maintenance and repair of motor vehicles and motorcycles; 46 – Wholesale trade except motor vehicles and motorcycles and 47 – Retail trade except motor vehicles and motorcycles fall under the scope of the survey.

Results from IECom are compatible with the Business Integrated Accounts System (SCIE).

SURVEY ON LARGE SIZED COMMERCIAL UNITS

The Survey on Large Sized Commercial Units is a sample survey with the aim at producing data on physical and economic aspects of these units, including data on the infrastructure and breakdown of turnover by products according to the CPA nomenclature, with the emphasis on the regional breakdown of data. The reference universe corresponds to groups 471 and 472; 474 through 477 of NACE.

It is understood that a Large Sized Commercial Unit (UCDR) might be a single establishment or one belonging to a set of establishments owned by the same enterprise or group of enterprises, in which a commercial activity is undertaken according to the following conditions:

- Being a food retail trade establishment or mixed, having a total exhibition and sales area of $\geq 2\,000$ m²;
- Being a non-food retail trade establishment, having a total exhibition and sales area of $\geq 4\,000$ m²;
- Being a food retail trade establishment or mixed, belonging to a single enterprise or group of enterprises having an accumulated exhibition and sales area $\geq 15\,000$ m²;
- Being a non-food retail trade establishment, belonging to a single enterprise or group of enterprises having an accumulated exhibition and sales area $\geq 25\,000$ m².

ACRONYMS AND ABBREVIATIONS

AEV	Exhibition and Sales Area
CAE	Nomenclature of Economic Activities, third revision
CPA	Statistical Nomenclature of Products by Activity in the EU
n.e.	not specified
UCDR	Large Sized Commercial Unit
VVN	Turnover
SCIE	Business Integrated Accounts System

For further information: Main Trade indicators in (www.ine.pt), the official statistics portal

- [Turnover \(€\) of trade enterprises, maintenance and repair services of motor vehicles and motorcycles by Product type; Annual](#)
- [Turnover \(€\) of wholesale trade enterprises, except motor vehicles and motorcycles by Product type; Annual](#)
- [Turnover \(€\) of retail trade enterprises, except motor vehicles and motorcycles by Product type; Annual](#)
- [Sales \(€\) of large-sized commercial units with food-predominant retail trade by Geographic localization \(NUTS - 2013\) and Product type; Annual](#)
- [Sales \(€\) of large-sized commercial units with non food-predominant retail trade by Size class of sales area and Product type; Annual](#)
- [Persons employed \(No.\) on large-sized commercial units by Sex, Economic sector and Size class of sales area; Annual](#)
- [Sales \(€\) in large-sized commercial units by Economic sector and Size class of sales area; Annual](#)
- [Large-sized commercial units \(No.\) by Geographic localization \(NUTS - 2013\) and Economic sector; Annual](#)
- [Sales \(€\) in large-sized commercial units by Geographic localization \(NUTS - 2013\) and Economic sector; Annual](#)
- [Turnover \(€\) in large-sized commercial units by Economic sector and Size class of sales area; Annual](#)