

RETAILING IN THE EUROPEAN ECONOMIC AREA 1996



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Foreword

This publication is the result of work carried out jointly by Eurostat and Directorate-General XXIII. It is the first compendium of statistical information on internal Trade at Community level since the enlargement of the European Union to fifteen Member States. Its main aim is to provide information on the structure and trends in this important sector of economic and social life.

In Europe, this sector of the economy accounts for almost 13% of Gross National Product; it provides employment for just over 14% of the total working population and consists of 4.3 million enterprises. More importantly, retailing, which is the main subject of this work, accounts for approximately 9% of Gross National Product and 10% of the working population.

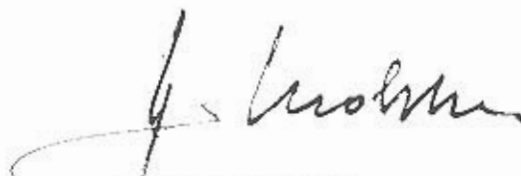
This publication brings up to date and expands upon two previous Eurostat publications: *Retailing in the European Single Market, 1993* and *Retailing in the European Economic Area*, which came out in 1994 and 1995 respectively.

As part of its general remit, which is to PROVIDE THE EUROPEAN UNION WITH A HIGH-QUALITY STATISTICAL INFORMATION SERVICE, Eurostat is taking several steps to improve statistics in general. With regard to internal Trade, a complete, modern and efficient statistical system is currently being set up. At the same time, developments in the field of EDI (Electronic Data Interchange) to lessen the burden on enterprises are in the pipeline.

On the threshold of a new world in which information is an integral part of everyday life, EUROSTAT and DG XXIII have given their full support to this project, in the hope that this flagship publication will satisfy its users' main requirements.



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General remarks

- 1 This publication updates the statistics published in "RETAILING IN THE EUROPEAN SINGLE MARKET 1993" and "RETAILING IN THE EUROPEAN ECONOMIC AREA".
- 1 As some countries provided data for the previous publications on the basis of the results of the Census or other non-annual surveys, it has not been possible to update all of the tables. It is hoped that these statistics will be available in future publications.
- 1 The reports on Switzerland and Greece in particular present many or all of the statistics already published. We think it may be useful to offer a complete view of retailing in Europe.
- 1 German official statistics after 1991 refer to the whole of Germany, including the new Länder and West Berlin. Wherever data on the new Länder are not included, this is specified.
- 1 Figures on retail sectors are based on national classifications, which will not be harmonized across the EEA until NACE Rev.1 (Statistical Classification of Economic Activities in the European Community) comes into force.
- 1 Before NACE Rev.1, the activity known as "motor vehicles" or "motor trade" referred only to sales activities, excluding repairs.
- 1 "Motor trade" or "motor vehicles" may or may not be included in retailing, depending on the classification used in the country concerned.
- 1 1 billion signifies 1 000 million (10⁹) throughout the publication.
- 1 The terms "distributive trades" and "commerce" are used synonymously to cover wholesaling, retailing and commercial agents (intermediaries).
- 1 The ECU exchange rates and the currency codes used in this publication are set out below.

ECU exchange rates (1990-1994)

Country	Currency code	ECU				
		1990	1991	1992	1993	1994
B	BFR	42.43	42.22	41.59	40.47	39.66
DK	DKR	7.65	7.91	7.81	7.59	7.54
D	DM	2.05	2.05	2.02	1.94	1.92
GR	DR	201.41	225.22	247.03	268.57	286.03
E	PTA	129.32	128.47	132.53	149.12	158.92
F	FF	6.91	6.97	6.85	6.63	6.58
IRL	IRL	0.77	0.77	0.76	0.80	0.79
I	LIT	1521.94	1533.23	1595.51	1841.23	1915.06
L	LFR	42.43	42.22	41.59	40.47	39.66
NL	HFL	2.31	2.31	2.27	2.18	2.16
A	OS	14.44	14.43	14.22	13.62	13.54
P	ESC	181.11	176.61	174.71	188.37	196.90
SF	FMK	4.85	5.00	5.81	6.70	6.19
S	SKR	7.62	7.48	7.53	9.12	9.16
UK	UKL	0.71	0.70	0.74	0.78	0.78
IS	IKR	74.39	73.26	74.66	79.25	88.30
N	NKR	7.95	8.02	8.04	8.31	8.37
CH	SFR	1.76	1.77	1.82	1.73	1.62

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Part I

Retail trade in Europe: structures, strategies, prospects

1 General aspects of commerce in the European Community

1.1. Importance of commerce and its general characteristics

- Commerce is an essential part of the economy for the satisfaction of the needs of European consumers. It plays a fundamental role in the distribution process by helping to decide what is offered to the final consumer. Its importance is emphasised by its overall size and by the large number of firms and employees involved. Retail distribution is one of the main sectors of economic activity in all European countries, although it varies to a some extent in each of them.
- The distribution sector is characterized by a very widespread entrepreneurship:
 - The number of retail firms is very high, as is the percentage out of total enterprises, although in the last few years, both figures have been showing some decline almost everywhere.
 - The average value added by a firm in the commerce sector is definitely lower than the average for firms in other sectors. This is due to the large number of small and medium sized firms in commerce.
 - The sector's added value generally has a smaller share in economically more advanced countries. This is a sign of a trend towards progressive decline in the number of retail firms and towards expansion

Table 1a: Importance of commerce in the E.E.A. and Switzerland. Absolute values



Country	Number of enterprises (unit)			Year	Employment (1000)			Year
	Wholesale	Retail	Total		Wholesale	Retail	Total	
EUR 15	955 721	3 324 833	4 280 554	1988-1994	6 583	14 070	20 654	1988-1994
B ¹	50 043	120 175	170 218	1994	175	236	411	1993
DK	37 833	47 597	85 430	1992	166	199	365	1992
D	178 304 *	435 471	613 775	1993	1 593	2 866	4 459	1993
GR	28 000	175 000	203 000	1988	115	338	454	1988
E	69 583	511 427	581 010 **	1992	485	1 537	2 022	1992
F	132 400	451 800	584 200	1991	975	2 040	3 015	1994
IRL	3 371	29 337	32 708	1988	43	131	174	1992
I	129 525	888 330	1 017 855	1991	1 078	2 389	3 467	1990
L	1 925	3 587	5 512	1993	12	20	32	1993
NL	75 800	102 900	178 700	1994	403	637	1 040	1994
A	18 012	39 853	57 865	1988	196	290	486	1994
P	28 447	132 094	160 541	1993	197	364	561	1993
FIN ²	13 515	33 054	46 569	1993	73	132	205	1993
S	54 500	54 459	108 959	1994	191	288	479	1994
UK ³	134 463	299 749	434 212	1994	882	2 604	3 486	1992
IS ²	1 443	1 635	3 078	1992	7	8	15	1992
N ²	20 411	38 401	58 812	1993	107	123	230	1993
EEA	977 575	3 364 869	4 342 444	1988-1994	6 697	14 201	20 899	1988-1994
CH ²	19 729	41 935	61 664	1991	193	314	507	1992

* Excluding dealing and intermediaries. Source: Eurostat.

** Excluding motor trades and intermediaries

1 B: Wholesale in 1991.

2 IS, N, FIN and CH: Employment in full time equivalent.

3 UK: Number of employees

Table 1b: Importance of commerce in the E.E.A. and Switzerland. Shares 1994



Country	% of total number of enterprises				% of total employment			
	Wholesale	Retail	Total	Year	Wholesale	Retail	Total	Year
EUR 15	6.16	21.23	27.38	1988-1994	4.46	9.54	14.01	1988-1994
B ¹	5.79	13.90	19.68	1988	4.73	6.37	11.10	1988
DK	8.60	10.82	19.42	1992	6.37	7.61	13.98	1992
D	:	:	:		4.38	7.88	12.26	1993
GR	:	:	:		3.26	9.54	12.25	1988
E	:	:	:		3.92	12.43	16.35	1992
F	6.26	21.38	27.64	1991	4.40	9.22	13.62	1994
IRL	:	:	:	1988	3.73	11.50	15.27	1992
I	3.92	26.91	30.83	1991	4.63	10.27	14.90	1990
L	9.82	18.30	28.12	1993	6.05	9.63	15.68	1993
NL	:	:	:	1994	6.32	10.00	16.32	1994
A	9.48	20.98	30.46	1988	5.78	8.55	14.33	1994
P	5.29	24.55	29.84	1993	4.41	8.17	12.58	1993
FIN	7.07	17.30	24.37	1993	3.58	6.47	10.04	1993
S	11.65	11.64	23.30	1994	4.86	7.33	12.20	1994
UK	8.25	18.40	26.66	1994	4.02	11.87	15.89	1992
IS ²	5.83	6.60	12.43	1992	5.76	6.36	12.13	1992
N ²	8.46	15.92	24.38	1993	5.34	6.14	11.48	1993
EEA	6.25	21.74	27.99	1988-1994	4.47	9.57	14.04	1988-1994
CH ²	7.00	14.89	21.89	1991	5.55	9.04	14.59	1992

1. B: Wholesale in 1991, total number of enterprise and total employment 1988.

2. IS, N and CH: Employment in full time equivalent.

Source: Eurostat.

of their average sizes (as will be better shown below). Major distribution firms operate by fixing a gross margin (the difference between sale price and purchase cost) that is lower (in percentage of sales) than that fixed by traditional small firms.

- In addition, it is a sector with a high level of employment:

□ The total number employed in commerce is substantial even though, with the typically small size of

firm in the sector, the average number employed by a firm is not large.

□ In the last few years, commercial employment and its percentage of total employment have remained relatively stable in Europe. The figures show important variations between countries, but these variations are smaller than those between the percentages of retail firms in overall enterprises. This seems to indicate that the modernization of commerce that goes hand in hand with economic growth reduces the sector's high employment to some extent.

□ The proportion of employees in the sector in the total for the whole economy is slightly higher than that of added value, and this is even more evident in the most advanced countries. This difference is due to the smaller ratio between capital and labour in retail firms (compared to those of other sectors) and to the moderate productivity level in commerce.

- Three quarters of distribution firms are in retailing and one quarter in wholesaling, but the ratio between the two sectors varies between countries. In those characterized by a greater density of firms and sales points (like Italy, Greece, Spain and Portugal), the number of retail firms is proportionally higher.

Two-thirds of employment in commerce is found in retailing compared with one-third in wholesaling. This ratio is different from the previous one, because the

average retailer is smaller than the average wholesaler.

The employment figures in the two sectors are somewhat different in each country and, in general, employment in retailing is lower than the European average in countries where commerce is more modern. The modernization of commerce is evident through a concentration of retail firms.

One exception is United Kingdom. A partial explanation may be that concentration in the retail sector has reached particularly high levels even in the non-grocery sector, and the wholesale function has been progressively integrated into major retail firms.

The main differences in the absolute levels of commercial data in Tab. 1a and 1b depend on values related to floor space and largely to the populations of the various European countries.

Table 2: Main geographical and socio-economic indicators of the E.E.A. and Switzerland



Country	Population 1 000 unit	Area 1 000 Km ²	Density	GDP per head ¹	
				PPS 1993 ²	PPS 1990 ²
EUR 15 ¹	370 395	3 234	115	15 835	14 592
B	10 102	31	331	17 946	15 188
DK	5 197	43	121	17 815	15 302
D	81 338	357	228	17 147	17 046
GR	10 411	132	79	9 998	8 433
E	39 117	505	77	12 330	10 936
F	57 779	544	106	17 434	16 204
IRL	3 569	70	51	12 826	10 401
I	57 139	301	190	16 228	14 902
L	401	3	154	25 422	21 624
NL	15 342	41	372	16 308	14 824
A	8 015	84	96	17 718	16 647
P	9 888	92	107	10 935	8 683
FIN	5 078	337	15	14 387	16 203
S	8 745	460	19	15 590	17 011
UK	58 276	244	239	15 717	14 565
IS	265	103	3	17 542	17 288
N	4 324	324	13	18 034	16 008
EEA	374 984	3 661	102	16 193	14 737
CH	6 969	41	169	17 314	16 675

¹ GDP per head in Europe for 1993 and 1990 only for EUR12

² Purchasing Power Standard

Source: Eurostat, Basic statistics of the European Union 1995.

Here we see the pre-eminence of Germany as well as the importance of France, the United Kingdom and Italy. Together, these four countries make up about 70% of the employment of the 15 EU countries in this sector.

The level of per capita G.D.P. is the main indicator of the level of a country's economic growth. However, it only partly indicates the characteristics of the different national commercial structures, which are also affected by many other factors.

1.2. Structure and evolution of consumption

Major differences between the distribution structures of different countries are explained by factors related to both consumer demand and supply by companies.

Essentially, the first consists of the level, structure and evolution of consumption that affect buying behaviour by European consumers.

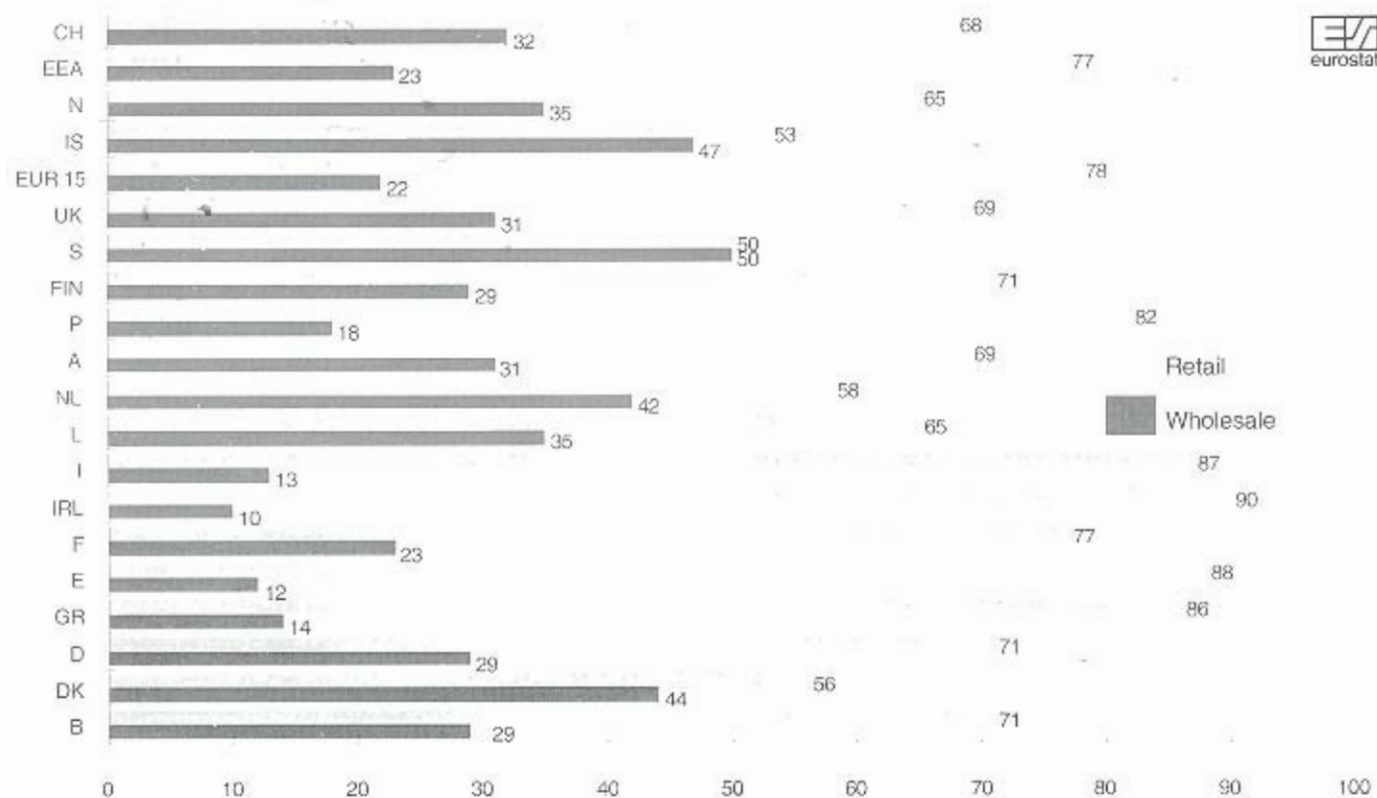
Basically, the levels of private consumption reflect the absolute sizes of the countries, while the levels of per

capita consumption reflect the levels of relative wealth (per capita G.D.P.).

The percentage of tradable consumption in total private consumption tends to be higher in some countries with lower per capita consumption, such as Ireland and Spain. One reason in Spain may be the lasting importance of the consumption of goods produced by households themselves.

- The percentage of food consumption falls progressively with an increase in income and total consumption. Hence, countries with lower income levels tend to have a higher percentage of grocery distribution than non-grocery distribution, while the reverse is often true of countries with higher income levels.
- Food consumption is significantly affected by relevant differences in the habits and dietary cultures of the countries concerned. Examples of families of products that have a per capita consumption that is higher than the average in certain countries are potatoes in Ireland; cereals and legumes in Italy; bread, eggs and beer in Germany; sugar and corn in

Figure 1: Retailing and wholesaling in the E.E.A. and Switzerland. % of enterprises in distributive trades



the United Kingdom; beef, eggs, butter and wine in France; mutton, cheese and legumes in Greece. Examples of below-average consumption are beer and potatoes in Italy; mutton in Germany and Denmark; butter in Portugal; beef and sugar in Spain.

- The increase in the consumption and supply of non-food items encourages in turn the success of modern formats of specialized distribution, which are particularly developed in countries with higher income levels.
- For consumption of non-food items, in some countries consumers spend more on certain families of products, such as clothing (Italy, Portugal, Austria and Germany), articles for the home (Sweden, Denmark and France), health (Germany and Holland), and expenses connected with the use of the car.

This has encouraged the growth of innovative distribution formats in the garment sector (by Italian trade-names), in furniture, home decorating and do-it-yourself (various trade-names in France and Germany), in furniture (Sweden), in stores for motorists (convenience

stores in Nordic countries, and "autogrills" in Italy) and many others.

1.3. Socio-demographic aspects

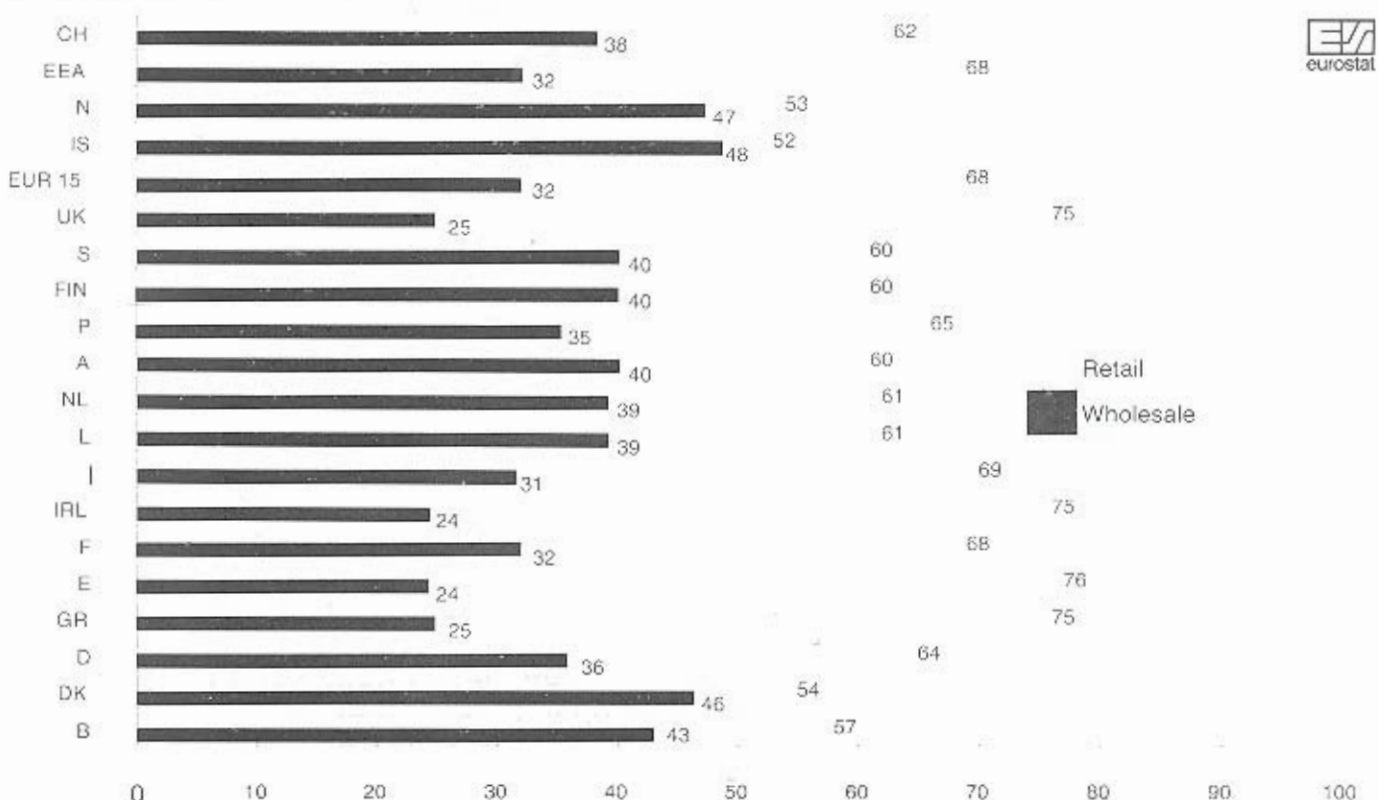
Consumers' buying behaviour is affected by many economic, demographic and cultural aspects, including:

- the increasing number of working women, connected with a rise in the income and level of education of women in general. The phenomenon is more widespread in Northern European countries than in Mediterranean countries, where the role of women in the family is still regarded as more important.

The increase in numbers of working women affects the buyers' desire to concentrate purchases and therefore goes hand in hand with a provision of a wide range of goods and hence a spread of self-service in major retail outlets, especially for groceries.

- The breakdown by age bracket and number of family members affects the breakdown and amount of

Figure 2: Importance of commerce in the E.E.A. and Switzerland. % of persons employed in distributive trades



consumption, the willingness of consumers to shop around, the importance of proximity services and interest in concentrating purchases.

In the breakdown by age bracket, the differences between countries depend mostly on birth rates. Ireland is an outstanding example of this phenomenon. One tendency that is evident in each country and at European level is a reduction in young age brackets and an increase in elderly groups. The extraordinary growth of anti-age cosmetic products is one of the most striking examples of the many effects such demographic developments have on the consumption and distribution trend.

As concerns the number of family members, there is

a clear tendency towards a reduction in average size and an increase in numbers of single people. The countries where this phenomenon is most apparent are in Northern Europe: Sweden, Norway, Finland, Denmark, the Netherlands, the United Kingdom and Switzerland. This has encouraged growth, among other things, in sales of frozen foods and single serving packages.

The availability of motor cars, like the possession of home appliances for preserving food, affects shopping behaviour. Motorization is one of the main elements that determine the growth of large suburban sales outlets. In this connection, data from Ireland and Portugal are important, as these countries have fewer vehicles than the European average.

Table 3: Household consumption in the E.E.A. and Switzerland



Country	Private consumption	Consumption per 1 000 inhabitant	Tradable consumption		Year
	Value (Mio ECU)*	Value (Mio ECU)	Value (Mio ECU)	Share in private consumption (%)	
EUR 15	3 111 559	8	1 554 833	51	1990-1994
B	96 273	10	53 326	55	1990
DK 1 2 3	41 800	8	24 100	58	1990
D	645 300	10	330 700	51	1990
GR	50 000	5	23 200	46	1990
E	228 457	6	121 295	53	1992
F	645 343	11	307 811	48	1994
IRL	24 909	7	16 689	67	1994
I	537 997	9	305 909	57	1994
L 1 2 3	3 900	10	1 900	:	1990
NL 2 3	148 348	10	63 687	43	1992
A	95 424	12	44 315	46	1994
P 2 3	48 100	5	18 100	38	1990
FIN	38 025	7	:	:	1994
S	:	:	:	:	:
UK	507 683	9	243 800	48	1992
IS	3 336	13	1 799	54	1992
N	49 112	11	:	:	1992
EEA	3 164 007	8	1 556 632	51	1990-1994
CH	127 680	18	:	:	1994

* Final household consumption and collective consumption of private non-profit institutions at current prices and purchasing power parities in Mio ECU.

1 DK, D, GR, L, P: Values of Private Consumption and Tradable Consumption are in PPS 1990.

2 EUR 15: Value of tradable consumption does not include DK, L, NL, P.

3 EEA: Value of tradable consumption does not include DK, L, NL, P.

Source: Eurostat.

Home appliances offer the possibility of preserving food in the refrigerator or freezer and therefore encourage less frequent shopping. The refrigerator has reached very high penetration levels in all European countries, while the freezer is more popular in northern countries than in Mediterranean areas.

Frozen foods are one of the categories of products with the highest growth in Europe and their spread has allowed for the creation of specialized chains in this sector in many countries.

Other appliances, such as the microwave oven, encourage the purchase of foods that can be prepared quickly. These products are always represented in sales by

modern retail groups and their preservation life also encourages the concentration of purchases and therefore the growth of major grocery stores.

Other aspects that affect buying behaviour are the greater or lesser awareness of major brands and greater or lesser attention to the price/quality ratio of products, both due to the evolution in culture that goes along with the economic growth process and the economic trend.

From the supply point of view, the level of freedom of the sector's entrepreneurial initiative is a very important element which is affected by commercial legislation in each country. This may condition a different development of distribution formats when it limits the creation of

Table 4: Consumption structure in the E.E.A. and Switzerland (1992)



Country	Food	Drinks	Tobacco	Clothing	Footwear	Housing, Fuel and power	Household goods and services	Health	Transport	Communi- cation and leisure	Other good and services	Total
EUR 15	17.81	4.05	1.91	6.25	1.25	18.83	7.18	5.87	14.42	9.00	14.25	100
B	16.80	2.10	1.40	6.20	1.20	15.50	11.00	11.00	12.50	6.40	16.00	100
DK	15.30	3.80	2.80	4.90	0.90	28.70	6.40	2.30	15.40	12.80	6.70	100
D ^{1,2}	16.50		1.00	7.80		18.90	7.10	14.30	16.00	10.00	8.50	100
GR	:	:	:	:	:	:	:	:	:	:	:	:
E	17.00	1.90	1.50	6.60	2.20	14.40	6.40	3.60	17.70	8.60	20.10	100
F	14.50	2.50	1.30	6.00	1.10	20.90	7.40	10.20	15.70	7.40	13.00	100
IRL	20.60	13.00	4.10	5.50	1.30	10.60	7.10	3.80	12.80	9.50	11.60	100
I ³	22.70		1.10	8.30		20.80	7.30	2.40	16.80	6.80	13.80	100
L	:	:	:	:	:	:	:	:	:	:	:	:
NL ⁴	14.40	2.40	1.60	4.90	1.50	18.80	7.10	12.60	10.80	10.40	15.40	100
A	16.00	2.70	1.80	7.20	1.60	22.00	7.80	5.60	14.00	8.40	12.90	100
P	32.40	1.60	2.00	9.10	0.90	8.50	5.80	2.80	10.30	8.40	18.20	100
FIN	19.50	3.70	1.60	5.00	1.00	19.40	7.60	4.40	17.40	9.30	11.10	100
S	14.10	3.30	1.90	5.30	1.10	29.90	6.50	1.90	14.80	9.20	12.00	100
UK ⁵	11.70	7.50	2.70	4.40	1.00	16.40	5.90	1.40	13.20	9.80	26.00	100
IS	:	:	:	:	:	:	:	:	:	:	:	:
N	17.70	4.40	2.20	5.70	1.10	18.70	6.50	3.90	17.60	12.00	10.20	100
EEA	17.80	4.08	1.93	6.21	1.24	18.82	7.14	5.73	14.64	9.21	13.96	100
CH	18.90	5.40	1.60	3.80	0.90	19.10	6.50	1.90	14.80	9.20	17.90	100

1 D: Only West.

2 D: "Food" includes "Drinks" and "Clothing" includes "Footwear".

3 I: "Clothing" includes "Footwear"; "Transport" includes "Communication" and "Communication" is only "Leisure".

4 NL: "Communication" is with "Transport"; "Communication" includes only "Leisure".

5 UK: "Communication" is with "Transport"; "Communication" includes only "Leisure".

Source: Eurostat.

Table 5: Demographic aspects of the E.E.A. countries and Switzerland (1993)



Country	Female employment (%)	Age groups (%)			Total population (1 000)	Number of household components (%)					Total household (1 000)
		< 15 years	15-64 years	>65 years		1	2	3	4	5 and more	
EUR 15	41	17.82	67.10	15.08	369 697	27.34	30.03	18.00	16.49	8.13	143 347
B	40	18.15	66.37	15.48	10 085	27.17	30.40	19.03	15.35	8.05	4 026
DK	47	17.07	67.47	15.46	5 189	42.79	29.73	12.75	11.40	3.33	2 526
D	42	16.36	68.53	15.12	81 179	33.65	31.66	16.67	13.19	4.84	35 779
GR	35	17.68	67.45	14.87	10 363	19.45	28.64	19.92	22.20	9.79	3 635
E	34	17.67	67.91	14.42	39 083	12.02	23.95	21.32	24.15	18.56	11 867
F	44	19.85	66.51	14.64	57 655	27.67	32.04	17.36	14.70	8.23	22 511
IRL	35	25.75	62.80	11.45	3 563	21.78	22.50	15.21	16.92	23.58	1 111
I	35	15.35	68.78	15.87	57 049	21.55	24.80	23.34	21.91	8.40	19 534
L	36	18.04	68.27	13.69	398	24.34	28.95	19.08	17.11	10.53	152
NL	40	18.33	68.61	13.06	15 290	30.97	32.63	14.21	16.14	6.04	6 325
A	42	17.60	67.48	14.92	7 992	27.85	27.82	18.05	16.15	10.13	3 059
P	44	18.65	67.23	14.12	9 876	12.76	26.16	24.92	22.87	13.28	3 222
FIN	49	19.14	67.03	13.83	5 066	33.76	29.51	15.42	13.67	7.64	2 121
S	49	18.59	63.80	17.61	8 719	39.58	31.04	12.30	11.83	5.25	3 830
UK	45	19.43	64.81	15.76	58 191	28.23	33.60	15.98	15.00	7.19	23 649
IS	46	24.87	64.22	10.92	264	:	:	:	:	:	:
N	47	19.25	64.61	16.14	4 312	34.30	26.26	15.18	15.88	8.28	1 752
EEA	41	17.84	67.07	15.09	374 273	27.43	29.99	17.97	16.49	8.13	145 099
CH	38	16.96	68.00	15.05	6 938	32.45	31.66	14.93	14.51	6.46	2 881

Source: Eurostat, basic statistics of the European Union.

certain types of stores or changes in their location, or when it affects their opening hours. The greater growth of hypermarkets in Spain than in Italy, for instance, is partly the result of commercial legislation that loosens restrictions on new openings of large retail outlets.

The structure and efficiency of the capital market, like those of the job market, have other important consequences. In some countries, relative rigidity in the use of the labour factor for trade union or legislative reasons have contributed to slowing down the growth of some distribution formats such as department stores. In fact, they may obtain considerable economic benefits from personnel management methods such as part-time working, which are harder for Italian firms to put into practice than for British ones.

For some years now, the trends in many of these socio-demographic and economic variables, as well as the evolution of commercial and economic policy in general, have been showing a tendency to converge at the European level. For example, restrictive measures were introduced recently (1993 and 1995) in countries where major grocery stores (hypermarkets) have reached high market shares (as in France and Spain). On the other hand, restrictions have been loosened in other countries where legislative and administrative barriers have always been very high (as in Italy).

This has affected the growth of distribution systems, which also tend to converge although they keep some important differences.

2. Structural aspects of commerce and the differentiation of country systems

European countries may be divided into five main groups from the viewpoint of commercial structure and on the basis of greater or lesser concentration of firms, and greater or lesser number of persons employed per firm.

Greece, Portugal, Italy and Spain are in the first group, which is characterized by a high density of firms and a limited number of persons employed per firm.

Norway, Finland and Iceland differ from the countries in the first group by their lower density of firms (particularly in Finland), owing partly to the geographic structure and low density of the population scattered over vast territories.

By contrast, Denmark, Luxembourg, Sweden and Ireland are distinguished by a lower level of commercial density and by a greater concentration of employed

persons. They can be considered in an intermediate position between the countries of the previous group and those of the following one. They make up a group of countries with modern distribution systems characterized by the survival of a large number of firms. Next to a modern sector made up of large groups, there is still a high number of small and midsize firms.

France, Switzerland and the Netherlands may be distinguished from the previous countries because, while they have a very similar density of firms, the number of persons employed per firm is fairly high (higher in France than in Germany). Their greater commercial density is the result of the survival in these countries of numerous small and midsize firms, mostly associated in voluntary unions, buying groups (especially in France) and cooperatives (mostly in Switzerland).

Such organizational structures originate from the specific natures of national development of the commercial sector, social and cultural type (the strength of the

Table 6: Ownership of cars and household equipment in the E.E.A. and Switzerland
(% of households)

Country	Cars/ 1 000 Persons	Dish- washers	Fridges	Freezers	Colour TV's	Washing Machines	Micro- waves	Telephones	Cars	Year
EUR 15	404	24	94	48	93	90	23	80	76	1990-1992
B	388	22	99	57	90	85	10	-	81	1992
DK	311	25	86	58	89	86	11	94	61	1990
D	481	34	92	60	94	92	23	-	77	1990
GR	-	-	-	-	-	-	-	-	-	-
E	295	16	99	16	94	95	9	71	-	1990
F	418	32	98	63	92	89	22	-	79	1990
IRL	209	11	95	22	91	77	14	54	63	1990
I	424	15	89	29	89	94	7	91	89	1990
L	-	-	-	-	-	-	-	-	-	-
NL	370	13	85	53	93	93	16	-	66	1990
A	397	28	97	66	93	87	26	87	82	1991
P	143	11	92	35	69	65	2	46	-	1989
FIN	317	42	97	83	94	82	71	90	68	1995
S	419	45	97	87	93	74	25	97	84	1990
UK	383	13	99	38	98	89	52	90	66	1990
IS	-	-	-	-	-	-	-	-	-	-
N	381	26	73	76	95	86	20	-	79	1990
EEA	400	25	94	49	93	90	24	80	76	1990-1992
CH	440	39	95	68	96	75	19	56	73	1990

Source: Eurostat.

independents in France and cooperatives in Switzerland) but also from geographic factors (the importance of mountainous areas in Switzerland and the presence of countless small rural communities in the extensive French countryside).

Germany, Austria and the United Kingdom all show a particularly high concentration of retail firms and a greater number of persons employed per firm. In these countries, major chains have taken over leadership of the market, often by setting up large mixed groups. Modernization of organisational forms has accompanied that of distribution formats.

The division of countries between those with a high proportion and those with a low of proportion of grocery firms follows the previous scheme. In general there is a gradually declining trend in the number of firms in the grocery distribution sector as transformation of the sector proceeds. Grocery distribution was modernized and concentrated earlier and more rapidly than the non-grocery sector, as the economies of scale and other cost benefits that firms in this sector can obtain are greater.

As we have seen, this is accompanied by a higher growth of demand in the non-grocery sector and a progressive decline in the number of grocery firms.

The distinction between countries based on percentage of paid employees conforms with a distinction based on high and moderate density of firms and stores.

Essentially, the spread of paid employment is the result of companies with branches (small and major chains) that are gradually replacing small family businesses, generally with only one sales point and often of a limited size. The percentage of employees is particularly low in Italian distribution, where large chains have a market share that is much lower than the total for voluntary unions, buying groups, cooperatives and small independent operators.

The spread of part-time employment is connected with the presence of larger retail outlets. In order to ensure economic management, employment of the workforce must be flexible in response to demand, that is, the number of clients and the amount spent. This is in fact very variable, showing various monthly (of seasonal origin), weekly (Saturday particularly), and even daily peak periods.

As a consequence, part-time employment is more widespread in countries (Germany and the United Kingdom) where there are more large retail outlets, particularly hypermarkets and department stores, as well as in countries where there is more flexibility on the labour market for legislative, administrative or trade union reasons.

Female employment is markedly higher in the retail sector than in the overall economic system and its percentage increases with the commercial modernization process.

This depends partly on the falling number of entrepreneurs (predominantly male heads of families) compared to employees and partly on the characteristics of modern large-scale distribution itself. In this sector, occupations that have contact with the clientele are very important (cashier or salesperson). Women may be more willing to take on such work and also often show a greater aptitude for it than do men.

Sales per firm are a measure of size. Consequently, they are higher in countries with a lower commercial density. Generally, we notice a growth trend which expresses the concentration process underway in many countries which seems to be particularly advanced (as we have seen in Table 7) in the United Kingdom, Austria and Germany.

On the other hand, sales per employee are a measure of the level of commercial productivity and emphasise the use of economies of scale and standardization by big outlets and chains in particular. The figure varies mostly according to the degree of modernization of the distribution system. The particularly high level that this parameter reaches in a country like France (where it is greater than in Germany or the United Kingdom) is a sign of a particularly competitive situation hinging on the price factor. Firms are inclined to compensate for low percentage gross margins (deriving from low prices) with fast-moving products.

A comparison of national average values is not completely reliable because, for this purpose, the number of employees should be adjusted on the basis of a full-time standard (expressed in working hours). Without this adjustment, in countries where the number of part-time workers is greater, productivity shows a lower level than in others.

3. Evolution of distribution formats and corporate strategies

3.1. Evolution of distribution formats

In the grocery sector, modern distribution formats, particularly supermarkets, hypermarkets and discount stores, have developed vigorously in the last few years, chiefly at the expense of traditional stores. They have thus gained a market share in all countries which is much higher than that of traditional distribution in general consumer goods.

Table 7: Characteristics of retailing enterprises in the E.E.A. and Switzerland



Country	Number of enterprises	Enterprises per 1 000 inhabitants	Number of persons employed per enterprise	Year
EUR 15	3 322 512	9.02	4.11	1990-1994
GR	175 000	17.40	1.90	1990
I ¹	888 330	15.65	2.69	1991
P	132 094	13.36	2.76	1993
E	511 927	13.08	3.00	1992
B	121 912	12.07	1.94	1993
DK	47 597	9.19	4.17	1992
N	38 401	8.91	3.20	1993
L	3 587	8.95	5.45	1993
IRL ²	29 337	8.29	4.48	1991
F	451 800	7.84	4.48	1993
NL	102 900	6.69	6.19	1994
IS	1 635	6.24	4.79	1992
S	54 459	6.23	5.29	1994
CH	41 935	6.13	7.65	1991
UK ³	330 491	5.76	6.66	1992
FIN	28 309	5.57	4.66	1993
D	435 471	5.37	6.58	1993
A	40 040	4.99	7.24	1994
EEA	3 362 548	9.01	4.10	1990-1994

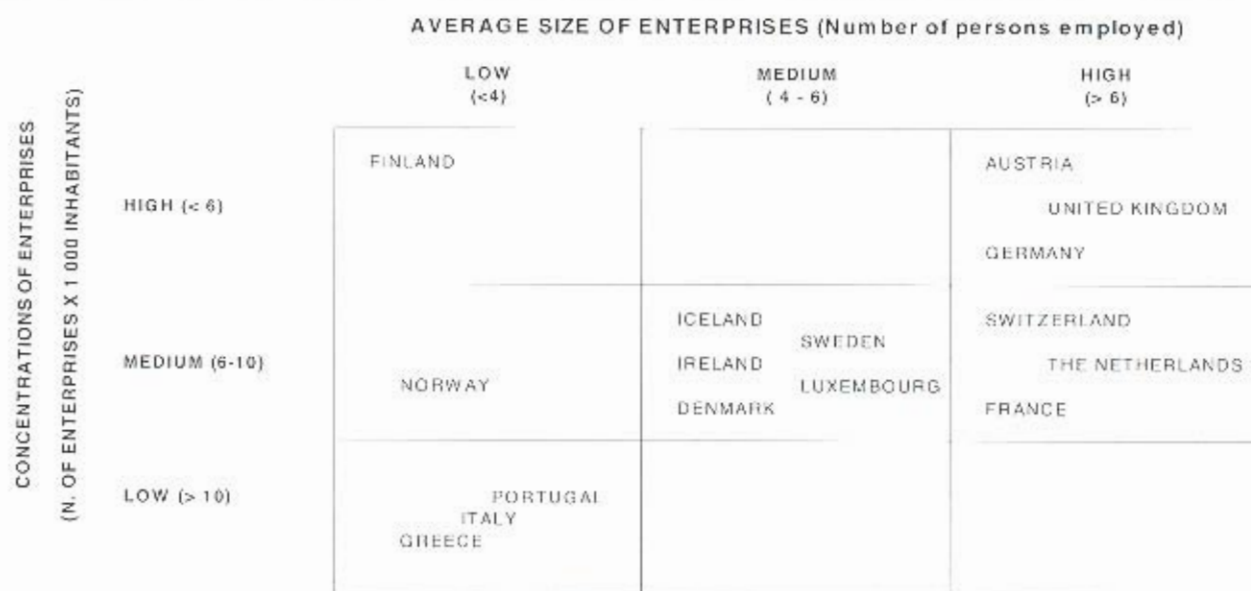
1 I. Number of persons employed uses data for 1990.

2 IRL. Number of persons employed uses data for 1991.

3 UK. Number of employees.

Source: Eurostat.

Figure 3: Distributive systems in the E.E.A. and Switzerland



Source: Eurostat.

Table 8: Breakdown of retail enterprises by main kind of activity in the E.E.A and Switzerland (1994) (%)



Country	Food	Textiles clothing	Household equipment	Pharmacy	Stationery, books	Motor trades (fuel included)	Miscellaneous	Total	Year
EUR 15	27.06	15.03	11.06	4.46	2.98	9.77	29.65	3 236 533	1991-1994
B	28.03	18.15	12.74	7.45	5.73	10.01	17.88	127 797	1993
DK	24.52	16.35	16.77	4.57	2.91	13.88	21.01	47 597	1992
D	9.99	13.88	9.40	6.08	2.61	10.81	47.23	435 471	1993
GR	28.97	19.53	14.81	4.52	7.88	7.65	16.64	184 821	1988
E	34.52	:	3.26	5.35	:	0.62*	56.25	511 427	1992
F	24.15	17.94	13.74	6.14	4.76	20.39	12.87	359 141	1993
IRL	32.02	9.02	4.39	3.35	:	11.54	39.68	29 334	1991
I	33.35	22.81	11.70	3.93	4.26	6.11	17.85	888 330	1991
L	23.75	18.85	15.56	4.46	5.31	15.47	16.59	3 406	1993
NL	20.02	18.27	21.09	2.43	3.30	8.26	26.63	102 900	1994
A	17.17	17.31	10.21	5.51	2.75	12.63	34.41	40 768	1994
P	39.75	18.83	7.35	3.99	:	5.49	24.59	132 095	1993
FIN	24.26	13.40	10.16	4.66	2.59	13.08	31.86	28 309	1993
S	26.52	16.95	17.74	1.67	2.54	8.72	25.85	54 459	1993
UK	20.68	8.57	15.66	:	:	24.61	30.47	290 678	1992
IS	30.75	18.95	9.15	5.84	5.23	:	30.08	1 562	1992
N	29.15	16.31	15.80	:	:	12.10	26.64	38 401	1993
EEA	27.09	15.05	11.11	4.40	2.95	9.79	29.61	3 276 596	1991-1994
CH	25.6	13.4	5.4	6.5	5.1	5.6	38.4	41 935	1991

* includes retail sale of petrol only

Source: Eurostat.

The spread of supermarkets in European countries is variable, but this sales form has reached maturity in most countries and the number of new stores opening is therefore declining.

Traditional supermarkets are now tending to be re-organized and to differentiate into forms oriented either at price (discount supermarkets, soft and hard discount stores), or at the quality of offer and services (quality supermarkets and superstores).

In quality supermarkets (the superstore in Great Britain) the assortment of products with the distributor's brand has been considerably increased and a number of services have been introduced at the sales outlets to attain greater customer loyalty and win higher market shares. Hard and soft discount stores have a very limited assortment of products sold at a substantially lower price than by more traditional supermarkets.

Hard discount stores would generally have no more than 1 000 products, almost entirely exclusive brands and with little fresh food.

Soft discount stores have a larger assortment and more industrial brands and fresh food.

Hard and soft discount stores are developing more vigorously in countries where their presence was rather limited until the early 1990s. As a result, growth has been particularly relevant in France, the United Kingdom, Italy and Spain.

The hypermarket is beginning to show signs of decline in growth in France, the country where it originated and first achieved the greatest penetration level, and in Germany, where in recent years its grocery market share has been overtaken by discount stores. It is, however, continuing to expand in Southern European countries, in some markets

of former Eastern bloc countries and outside Europe, particularly in Latin America and some developing Asian countries, where it was introduced by French firms.

Even the convenience store is in the growing stage as a reorganized form of traditional urban store and as a form directed at motorists.

In the non-grocery sector, department stores are progressively losing market shares (except in Spain), as are variety stores.

Large specialized stores appear to be growing strongly and are winning market shares to the detriment of traditional sales points. They are beginning to put hypermarkets into difficulty, primarily in certain locations and in sectors such as do-it-yourself, consumer electronics and toys.

In many non-grocery sectors, small and midsize stores still maintain a majority share of the market, although more frequently not in independent forms, but organized in chains, franchising and forms of associations (voluntary unions and buying groups).

Mail-order sales have varying significance in Europe. They are still growing in countries in which large-scale distribution has had a more limited growth, but appear to have reached maturity in others. Germany is the European country in which this distribution format has developed the most, reaching a market share in excess of 6% in 1994. More than a 3% market share was reached in Denmark, while shares are slightly lower in the United Kingdom and France and lower still in other countries.

The following strategic directions have been pursued by companies in the sector in the last few years:

Table 9: Employment characteristics of retailing in the E.E.A. and Switzerland (1990-1994)



Country	Total retail employment	Self-employed	Employees		Female	Year
	Number (1 000)	%	Total %	Part-time %	%	
EUR 15	13 596	29.30	70.85	28.68	54.77	1991-1994
B	236	:	:	:	:	1993
DK	199	15.10	84.90	35.00	52.50	1992
D	2 866	15.00	85.00	39.00	64.80	1993
GR	338	:	:	:	43.49	1988
E	1 392	44.56	55.44	6.45	57.25	1992
F	2 040	22.00	78.00	19.28	:	1993
IRL	140	27.08	72.92	:	:	1991
I	2 079	66.45	33.55	:	44.39	1991
L	20	12.56	87.44	:	:	1993
NL	637	:	:	:	:	1994
A	288	15.10	84.90	:	62.4	1991
P	364	24.20	75.80	5.10	43.40	1993
FIN	101	19.01	80.99	:	68.82	1993
S	288	34.62	65.38	37.50	59.38	1994
UK	2 608	15.65	84.35	38.42	52.85	1991
IS ¹	7	14.16	85.84	:	:	1992
N ¹	123	10.50	89.50	47.00	63.00	1993
EEA	13 726	28.21	71.79	29.30	55.56	1991-1994
CH ¹	321	:	:	43.84	76.06	1991

¹ CH, IS and N: full time equivalent.

Source: Eurostat.

Table 10: Turnover in the E.E.A. and Switzerland retailing (1994)



Country	Total turnover Mio ECU	Turnover per enterprise (1 000 ECU)	Turnover per person engaged (1 000 ECU)	Year
EUR 15	1 486 139	497	118	1990-1994
B	43 803	359	185	1993
DK	24 846	522	125	1992
D	347 038	893	121	1993
GR	.	.	.	.
E	119 792	234	86	1992
F	239 448 ²	683	151	1993
IRL	12 186	415	87	1991
I	230 000	259	96	1990
L	3 767	1 050	193	1993
NL	69 280	693	110	1993
A	38 090	951	131	1994
P	26 470	200	73	1993
FIN	14 521	590	144	1993
S	33 766	550	117	1993
UK	283 152	974	122	1992
IS	1 054	634	149	1992
N	24 057	626	196	1993
EEA	1 511 270	520	118	1990-1994
CH	50 157	1 196	156	1991

1 IS, N and CH: Employment in full time equivalent.

2 Excluding Motor Trade.

Source: Eurostat.

Table 11: Market share of grocery formats (%) (1994)



Country	Germany ¹	France ¹	Italy ¹	Spain ²	United Kingdom ²
Discount (hard + soft) - grocery	27.6	4.0	5.7	9.0	9.0
Supermarket	29.7	24.6	27.2	36.5	66.0
Hypermarket (superstores in UK)	24.3	30.5	11.4	30.5	75.0
Sub total	81.6	59.1	44.3	76.0	75.0
Others (superettes, traditional, convenience)	18.4	40.9	55.7	24.0	25.0
Total	100.0	100.0	100.0	100.0	100.0

1 On total distribution of food products.

2 On grocery distribution.

Source: EHI, INSEE, S&P, NIELSEN, IGD.

Table 12: Discounter development in the E.E.A and Switzerland (grocery) (1993-1994)



Country	Hard		Soft		Total	
	1993	1994	1993	1994	1993	1994
EUR 15	8 970	10 810	8 290	8 680	17 260	19 470
B	320	330	290	290	610	620
DK	380	380	260	260	640	640
D	4 970	5 590	5 080	5 360	10 050	10 950
E	1 140	1 250	:	:	1 140*	1 250
F	980	1 230	:	:	980*	1 230
I	300	900	:	:	300*	900
NL	410	440	130	130	540	570
A	190	200	380	300	570	500
P	70	150	:	:	70*	150
FIN	:	:	830	850	830	850**
S	:	:	230	250	230	250**
UK	210	340	1 090	1 240	1 300	1 580
N	:	:	930	970	930	970**
EEA	8 970	10 810	9 220	9 650	18 190	20 440
CH	:	:	550	570	550	570

* Hard discount only.

** Soft discount only.

Source: Nielsen.

- search for economies of scale by means of mergers and acquisitions, primarily of minor companies by sector leaders. Consequently, a high concentration has been realized on all domestic markets.
- Differentiation of activity through development of specialized catalogues that are added to wide unspecialized product ranges.
- Diversification by opening up one or more networks of specialized stores.
- Specialization of activity by small and medium-sized companies in some sectors (especially books and records).
- Internationalization of business through the creation of branches abroad or the simple distribution of a catalogue in several countries.

3.2. Evolution of concentration and forms of organization

The concentration of sales has reached different levels in European countries. The highest level has been

Table 13: Market share by discount (grocery) in the E.E.A. and Switzerland (%)



Country	1991	1992	1993	1994
B	18	19	20	21
DK	12	16	18	20
D	24	25	25	26
E	5	6	6	6
F	1	2	3	4
I	0	1	2	5
NL	10	11	11	12
A	15	15	16	14
P	1	1	2	4
FIN	10	11	11	11
S	5	6	7	7
UK	6	8	10	13
N	26	31	32	33
CH	9	9	9	9

Source: Nielsen.

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recorded in the United Kingdom, particularly in the grocery sector, but a high level has also been reached in Holland, Belgium, Germany and France.

In the period 1990-1994, the concentration of enterprises increased in most European countries, with some important differences.

The levels of and trends in market shares of chains, voluntary unions, buying groups and co-operatives are quite different.

In many countries, forms of association have maintained relatively high market shares in the grocery sector. In some cases (Spain, Italy, Portugal) the growth of associations represents a transition stage from a predominantly traditional system to a more modern one. In others (such as France for example), the growth in "independent" members is the result of intense price competition in

the sector and the reaction of small businesses to the development of branch chains.

The share held by co-operatives is important in some countries, specifically in Northern Europe, but also in Italy, in the grocery sector. Its greater or lesser presence is explained by the social spread of values of solidarity, with mainly Catholic or socialist features.

Franchising is a form of association between retail firms or between retail and industrial enterprises, characterised by the adoption by the franchisee of a series of commitments relating in particular to the trade name of the shop and the features of its supply. The franchisor in turn must supply the franchisee with the products to be included in the assortment together with a series of services to promote sales.

It may be a method of integration of downstream activities that is used by producers who, at times, directly manage only a part of the shops in the network, establishing a franchising relationship with others.

It is also frequently used by large firms with branches, for a marginal portion of their sales, mostly in markets which are hard to penetrate for competitive or logistic reasons, such as foreign markets.

Table 14: Franchising in the E.E.A (1993-1994)



Country	Number of franchisors		Number of franchisees	
	1993	1994	1993	1994
EUR 15	2 496	2 884	113 940	129 115
B	90	135	3 200	2 495
DK	42	42	500	500
D	370	420	15 500	18 000
GR	:	:	:	:
E	117	250	14 500	20 000
F	500	500	30 000	30 000
IRL	20	:	:	:
I	318	361	16 100	17 500
L	:	:	:	:
NL	331	340	12 640	12 120
A	80	170	2 500	2 700
P	55	70	:	:
FIN	:	:	:	:
S	200	200	900	900
UK	373	396	18 100	24 900
IS	:	:	:	:
N	125	:	3 500	:
EEA	2 621	2 884	117 440	129 115
CH	:	:	:	:

Source: European Franchise Federation.

4. Strategies of retail firms

The increase in the size of firms which is at the basis of concentration in the sector also provides more bargaining power for distributors and increases their ability and scope for employing autonomous competitive strategies, even those involving producers.

The main strategies implemented by firms are: cost reduction, differentiation of distribution formats and diversification, geographic development and internationalization.

4.1. Strategies of cost reduction and spread of information technologies

Cost-cutting strategies include the search for economies of scale, and improvements in buying, logistics and administrative efficiency.

The attainment of improved efficiency is often connected with the use of new information technologies.

The retail sector is certainly not one of those making high-intensity technological investments. These investments reach an average turnover level of 0.5% in the

grocery distribution sector, a little over that of the non-grocery sector, with considerable variations between the different sectors.

The distribution of investment in various managerial activities reveals that there is a greater spread of applications in a traditional management area like administration, and that the marketing area is still rather neglected.

The new basic information technologies (identification of references through bar codes by means of optical readers, electronic transmission of information by standardized protocol, data processing using microprocessors and personal computers) are widespread in the commercial sector. However, their application is still less sophisticated than it could be, given the considerable presence in the sector of many small and midsize businesses that make rather cautious technological choices. Only a few major firms use the possibilities offered by technological development in a systematic and extensive manner.

Retailing can be split, based on the type of use of new technologies, into three main groups of distributors:

- firms in the grocery sector with considerable sales networks that are primarily interested in technologies tied to store activities (Pos scanners, EFT - electronic funds transmission - i.e. automatic payment, portable terminals, store back office and internal networks). The EDI (electronic data interchange) systems are also being developed to allow electronic exchange of data with suppliers;
- department stores and big specialized stores that are also interested in electronic kiosks intended for the clientele and have developed internal networks to an intermediate extent;
- companies specialized in mail-order sales, which are above all interested in technologies for the exchange of information (many internal and external networks).

The evolution of the use of new information technologies in the retail sector usually follows a sequence of four stages: management of activities, productivity development, marketing applications, and strategic and organizational changes. In the early 1990s, many midsize and large companies in Europe were in the second stage. Only a few have already gone on to the third or fourth stage.

Even so, in the coming years, the spread of basic technologies will be gradually completed. Companies will better perceive the extent of competitive benefits that may be enjoyed thanks to the intensification of applications.

A major contribution will come from greater clarity and wider acceptance of standards, greater adaptability of software, cheaper materials and the creation of added-value services that will add to the benefits that may be enjoyed with basic technologies.

4.2. Differentiation and development strategies of private brands

Differentiation strategies relate to the growth of assortments, the introduction of own brands, and the creation of a distinct image by means of advertising.

Private brands were first introduced by companies aiming to increase the average gross margin of the assortment. Private brand products are not subjected to the same aggressive price competition affecting industrial brand products, especially when they belong to the leading firms on the market. Given their brands' high level of recognition by consumers, these firms give reduced percentage margins to retail firms, but have high consumer prices. This is due mostly to costs incurred for innovation, differentiation (research and development, communications) and commercialization of the product.

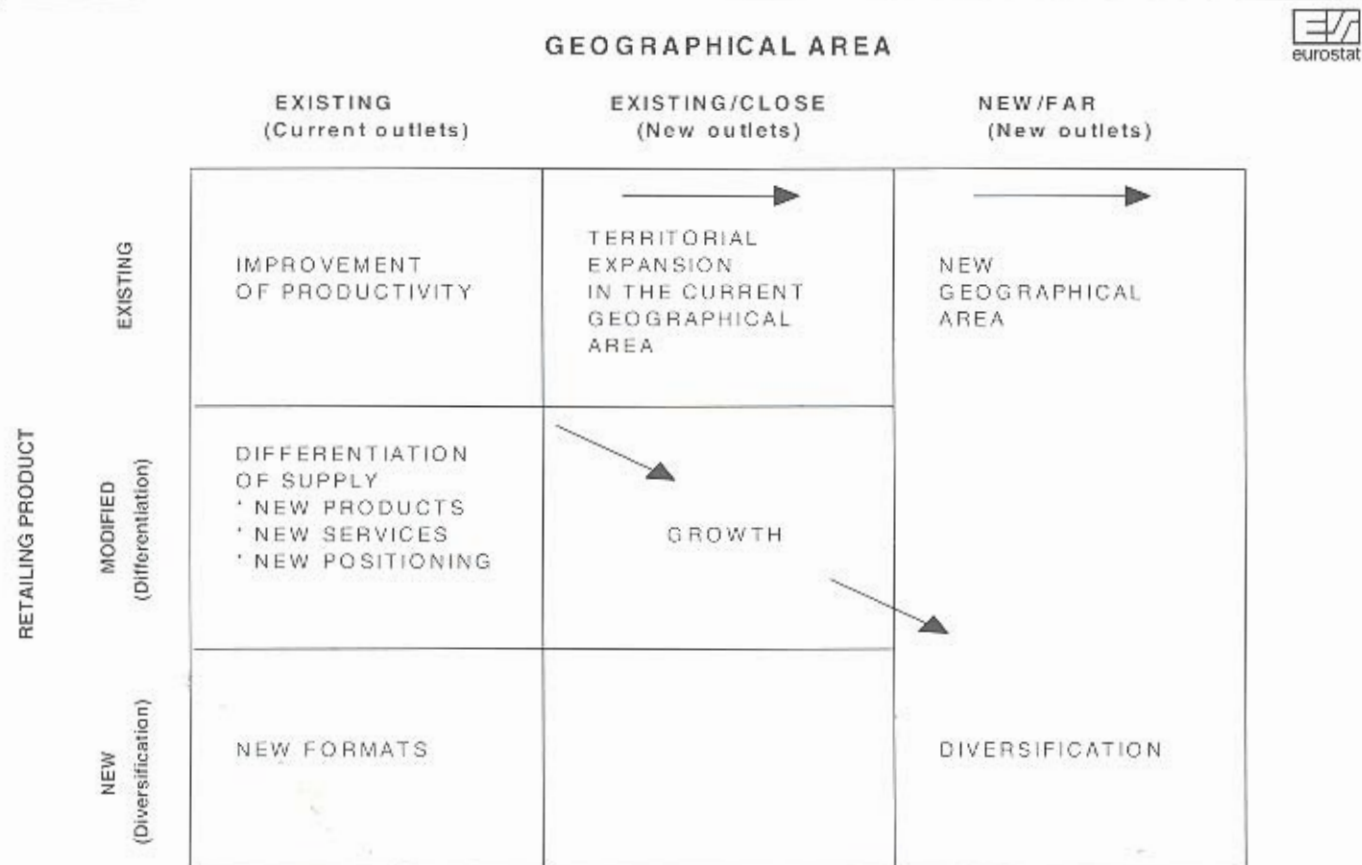
From the initial target of increasing assortment margins, retail firms have moved on to the search for marketing opportunities inherent in the development of private brands. These have traditionally been used for low-priced products, often of relatively low quality, such as "generic" products in the grocery sector. Yet, for some time now, there has been a growing tendency towards better quality and higher-price products supported by a stiffer marketing structure.

Firms tend to go from exclusive industrial brands to private brands that do not identify the distributor, then to those that identify the distributor more clearly because they carry the same brand as the distributor trade name. Gradually as they progress and test these different types, there is an increase in their knowledge of the brand, identification of the product with the company and the trade name, and the potential of offer differentiation.

These products establish a different relationship between industry and commerce, in which the latter plays a role of autonomous marketing. The retail firm singles out the products it needs, depending on its market position, and prescribes its production to suppliers chosen by it, guaranteeing consumers the quality of the product sold.

This is a reversal of the traditional relationship between industry and commerce, where leadership in the channel was assumed by the industrial firm.

Figure 4: Strategic options in retailing



Source: E. Colla.

In this way, it establishes a relationship with customers that is direct and no longer mediated by the industrial brand, and provides an offer that is less comparable with that of competitors.

Own brands encourage loyalty to the trade name and not to the producer's brand and, consequently, allow the retail firm to win greater market power over production companies, as well as retail competitors.

Own-brand products are distributed to a different extent in different European countries, in different sectors of goods and in the different distribution formats. Their degree of penetration is connected with the size of the retail firms and, therefore, with their concentration in relation to that of industrial companies.

Their sector of greatest distribution is the grocery sector, and the countries in which they have reached the maximum level of presence are those in Northern Europe,

particularly in the United Kingdom, where they have gained very high market shares with the superstores. An already important lower average level has been reached in the hypermarket sector. In countries such as France and Germany, the leading companies in the sector have been engaged in this strategy for some time now.

Countries in which private brands have developed with less intensity have a more fragmented distribution system, hence retail firms are smaller (Italy, Spain and Portugal). As a result, their strategic independence of major suppliers of branded products is reduced and their marketing skills are still too limited.

Even the non-grocery sector has been implementing private brand policies which are not unlike those adopted for some time in the grocery sector, and some companies have achieved remarkable results. In the main trade names of European department stores and variety stores they have been considerably developed,

with some chains extending the use of their own brand names to all offerings.

Given the greater possibility of market segmentation and differentiation of the existing offer in specialized sectors, some successful companies have carried out a complete vertical integration. In these cases the brand is the distinctive mark of the company and its positioning simultaneously identifies all its products.

4.3. Strategies of geographic growth and diversification

Geographic growth strategies permit businesses to gain higher market shares and therefore to better their competitive position by cutting their costs. An increase in market share involves a rise in buying volumes and the attainment of better sales conditions from suppliers, as well as other economies of scale. The growth of retail outlets permits other economies, associated with repro-

duction of the same model of local units. These "standardization" economies include the costs of designing stores, layout and merchandising systems, payment and operative systems such as order management, work planning and stock management.

Companies may continue developing sales by means of diversification strategies, even when their original sector has reached maturity or has run into obstacles to its growth. This is the case with diversifications carried out by grocery companies with large floor space in countries like Germany and France, and major department stores in many European countries.

Diversification also frequently allows for using specific resources and skills gained in developing one business which are useful for the management of others. This is the case with many companies specializing in the management of large non-grocery stores that diversify into other sectors of goods.

Entering new areas of business also permits the reduction of a company's overall risks by means of a simultaneous presence in a number of formats, whose cyclic trends may be different. Balancing risks may be accompanied by the balancing of financial flows between activities that generate cash flow and others that absorb it. Examples of this type are groups that manage many formats, grocery and non-grocery stores, etc.

Table 15
Grocery market share of own brands (1992) (%)



Country	%
B	19.8
DK	1
D	17
GR	3
E	7.7
F	16.4
IRL	3.6
I	6.8
L	-
NL	16.3
A ¹	6.8
P	2.3
FIN	5.4
S	10.7
UK	37.1
IS	-
N	5
CH	41.2

¹ A: 1991. Source: Nielsen.

5. Internationalization of retail firms

5.1. Factors in the recent acceleration of foreign initiatives

European retail firms have always achieved less growth abroad than industrial companies. There are many reasons that explain this delay. Some of them depend on the nature of the commercial service itself, which is intangible and therefore cannot be exported. Hence, internationalization can be achieved only with a broader and more direct commitment than simple export of the product, and businesses are more reluctant to run the risk.

Moreover, the provision of a service involves cultural aspects that make its export from one country to another more complex. It is connected to a number of social-economic characteristics of consumers on which the assumption of certain buying behaviours is based.

Most companies in the retail sector are of limited size and are run like a family business. For these, growth at

provincial and regional level may be sufficient. National representation requires a quite substantial size, and only a few companies reach it.

As a result, internationalization is often carried out only after the domestic market has been saturated, and this can be slow to achieve, especially when the market concerned is very big. As an example, some retail firms that have developed mostly abroad originate from Belgium and Holland, countries whose domestic markets are certainly not among the biggest in Europe.

Yet, in the last decade, there has been a stepping up of internationalization initiatives by retail firms which are caused by many factors.

The prospect of growth in foreign countries has been made more attractive by some of these factors, including progressive homogenization of markets and bringing closer the average characteristics of consumers in the different countries. These tendencies contribute to adapting to certain market distribution formats that previously were not suitable and that domestic companies are not able to develop. Changes in commercial legislation may have the same effect, making foreign penetration easier in countries that had set up this type of entrance barrier previously.

Factors that have facilitated internationalization initiatives are as follows: opening up of borders achieved in Europe with the European Common Market and the European Union and, at the international level, with GATT agreements, lower transport costs brought by technological and market growth in the air transport and railway sectors, and improvements in all information services that play a particularly important role in the commercial sector.

Perhaps all these external and environmental reasons would not have been enough to cause intensification of initiatives abroad if there had not been, at the same time and especially in Europe, a relative saturation of domestic markets or less potential for growth in them. Some companies realized that the only way to continue to grow at satisfactory rates was to enter foreign markets and that these might prove to be even be more lucrative than domestic ones.

The main countries of origin of initiatives abroad have been France, Germany, the United Kingdom, Belgium and the Netherlands. Spain, Italy and the United States are some of the target countries.

Among retail grocery formats, those most developed abroad are hypermarkets by French companies and discount stores by German companies.

A greater spread of internationalization strategies has been achieved in the non-grocery sector and so there is a larger number of countries of origin and destination of initiatives. Countries of origin include Spain and Italy (in specialized distribution of clothing) and Japan (in department stores and in specialized forms).

Where forms of distribution are concerned, department stores and variety stores take a modest share of overall initiatives.

Nevertheless, there are some exceptions. For instance, a leading French chain of department stores has 14 franchises throughout the world, mostly in Asia, but also in the Middle East. In this sector, only one major UK chain is still achieving some growth in European countries such as France and above all Spain, thanks largely to the extraordinary strength of its private brand label.

In mail-order sales, there is a considerable level of internationalization of European businesses. Germany's two leaders in the sector sell 20% and 50% respectively of their goods abroad, mostly in Europe. One has a presence in Belgium, Luxembourg, Switzerland, Italy and Spain, and in Eastern European countries. In all these countries it uses the same catalogue brand name and a variable part of the product range. Texts are translated into the languages concerned and logistics are organized on a European basis.

The leading French mail-order company is also represented in the main European countries and in Hong Kong and Taiwan.

Another sector in which there is a high level of internationalization is that of large stores specializing in many segments of goods. All or almost all major companies operating in the various sectors have a presence in many countries. In these cases, organizational know-how, above all in the areas of marketing and management of relations with suppliers, is the strong point of the companies involved, and is not easily copied by competing domestic companies.

Chains of small specialized stores have accomplished even more widespread international growth, thanks to the limited nature of their range of goods and consequent greater possibility of globalization. Because of the limited size of their stores, well-known trade names can easily find floor spaces in the streets of historic city centres and in suburban shopping centres.

5.2. Strategies of internationalization

Retail firms have faced foreign markets with different strategies depending on their goals and their competitive positioning.

The differentiation of strategies involves the following factors:

- degree of involvement of the firm at the financial and operational level;
- method of (possible) cooperation with other companies;
- level of standardization of activities and national

adaptation of the commercial supply;

- level and type of geographic expansion;
- time schedule for achieving penetration of various foreign markets;
- level of decentralization of various national activities with respect to the parent company.

One of the strategies most developed in the initial stages of internationalization by some European companies was financial investment, essentially consisting of the acquisition of a shareholding or of the entire company abroad, without direct management intervention.

Table 16: Examples of department stores diversifications



Country	Group	Diversification	Department stores' sales as % of group total (1992)
AUSTRIA	Kastner & Ohler	Mail order.	75.0
BELGIUM	GIB	Hypermarkets; supermarkets; DIY; clothing; sports goods; toys; home electronics; books; opticians; restaurants.	2.9
FINLAND	Stockmann	Supermarkets; clothing; books; mail order.	49.2
FRANCE	BHV *	DIY; music/audio/video.	84.0
	Galeries Lafayette *	Variety stores.	:
	Nouvelles Galeries *	Variety stores.	:
	Printemps	Variety stores; mail order; furniture; clothing.	:
GERMANY	Breuninger	Clothing.	:
	Hertie	Variety stores; clothing; music goods; electricals; toys.	85.0
	Horten	Alcoholic drinks; restaurants; clothing.	88.7
	Karstadt	Mail order; travel agents; footwear.	64.1
	Kaufhof	Variety stores; electricals; audio/video; computers; clothing; footwear; books; travel agents.	47.3
ITALY	Coin	Clothing; households goods.	:
	La Rinascente	Variety stores; hypermarkets; supermarkets; DIY; households goods; home electronics.	9.0
NETHERLANDS	KBB	Variety stores; DIY; clothing; toys; books; household goods.	13.5
	Vendex	Hypermarkets; supermarkets; home furnishing; electricals; DIY; clothing; jewellery catalogue; showrooms; mail order.	16.5
SPAIN	El Corte Inglés	Hypermarkets; clothing	79.6
SWITZERLAND	Globus	Variety stores; home furnishing; clothing; office goods; mail order.	34.5
	Jelmoli	Clothing; jewellery catalogue; optical goods; mail order; travel agents.	56.6
	Loeb	Clothing.	79.0
	Maus Frères	Variety stores; DIY; clothing; hypermarkets.	:
U.K.	House of Fraser	Footwear.	95.1
	John Lewis Partnership	Supermarkets.	48.5

* All part of the Galeries Lafayette Group.
Source: Corporate Intelligence Research.

An alternative strategy provides growth of the sales network abroad by means of direct investments in branches and own local sales points. Financial investment generally meets the objectives of diversification of financial and political risks and rapid growth of activities without direct commitment, considered burdensome and risky. These objectives are often supported by the acquisition of some skills related to distribution forms, market characteristics (competition, legislation, etc.) or organizational techniques that are not well-known and which are considered useful for the buying company's future growth. Frequently, the foreign company acquires a limited shareholding in the domestic company and reserves the right to increase that share later on, eventually going from a minority position to a majority one. These are the trends followed mostly, in the grocery sector, by British and German retail firms, the former for the most part on the US market, the latter also on the European market. Dutch and Belgian companies have also shown some preference for acquisitions.

There is also the possibility of undertaking joint ventures where an ad hoc company is set up between the foreign company and the domestic one, for managing initiatives they intend to develop jointly. French enterprises have created the largest number of joint ventures and acquisitions with minority shareholdings, thus revealing a particular aptitude for international cooperation.

Another method of development abroad is franchising. Through this system multinational firms entrust the use of their brand and corporate know-how to entrepreneurs of the foreign market on which they want to grow, in exchange for a number of economic, commercial and financial commitments.

As for the level of standardization of activities, a strategy frequently used in the grocery sector is the multinational one, consisting of the international spread of branches that adapt the retail form to the characteristics of local markets.

In these cases, the basic format remains substantially the same, but includes adjustments made necessary by the different characteristics of the various markets it is introduced on. Apart from the spread of international growth and the division of risks, the objectives of this strategy are to obtain maximum economies of scale as well as the necessary marketing adjustments, without which the form would not be successful given the differences between domestic markets.

This is the strategy most frequently used by companies for mass distribution formats in the grocery sector and sometimes in the unspecialized non-grocery sector (department stores and variety stores).

Another type of strategy that is becoming more frequent in these last few years is the "global" strategy that consists of offering a retail format with the same characteristics in every country with very limited national adjustment. In these cases, the maximum level of economies of scale and standardization is sought by focusing on homogeneous segments on different markets. This is the route followed by many specialized chains, particularly by those operating with limited assortments, but also by chains that are either unspecialized or specialized with large floor spaces.

Companies may grow abroad one country at a time by using a sequential strategy and with greater rapidity and concentration of initiatives in each of them or, by making a broader and simultaneous penetration in many countries and a slower and more progressive process in each market. The first choice characterizes the grocery sector, in general, and businesses that adopt multinational strategies, while the second one is more typical of global enterprises.

Domestic activities may enjoy considerable operating autonomy (as in the case of French hypermarkets) or very limited decentralization (as in the case of German discount stores).

5.3. European buying centres

One particular type of international alliance is the so-called European (international) buying and marketing centres that deserve to be examined more carefully due to their growing number and importance.

They set themselves apart from other alliances because they do not have the objective of growth abroad of the sales network of member companies.

In fact, the objectives of these centres are the joint buying of goods and services from within or outside the EU.

One of these activities may be the search for opportunities for "arbitrage" between different countries: buying goods in countries that enjoy the best sales conditions in order to resell them in other countries.

Articles bought by the centre may be industrial-brand or private-brand products that can extend their sales to all countries where there is an interested partner.

These alliances carry out marketing activities related to the definition and introduction into the assortment of categories of products such as budget price articles (those with the lowest prices of the family) and own brands. Their role may be to coordinate advertising and

promotional campaigns carried out simultaneously in several European countries.

The alliance is also an opportunity for all member companies to exchange information and know-how related to any activity likely to improve their competitive edge.

The interest and willingness of member companies of the centres to develop together these different activities basically depends on factors such as the number of members and the characteristics of different parties and, particularly, on their level of reciprocal homogeneity.

From this viewpoint we can distinguish, first of all, integrated and federated centres. The former have been established by some multinational companies for carrying out a number of functions in the interests of their foreign branches. These are not genuine alliances, but

rather organizations within international groups that basically look after buying activities. Even so, they can extend their involvement to other functions that normally require corporate integration, such as research into logistic synergies or exchanges of managers.

Federated centres consist of a number of domestic companies or buying centres. They can be divided further based on the degree of homogeneity of alliance members from the viewpoint of the main sector of goods they belong to, grocery or non-grocery. Another element of distinction may be the strategic goal pursued, particularly as regards the degree and type of specialization and/or diversification and international growth.

About five years after they first appeared, and following a number of changes in the composition of some of these organizations, some main types have emerged.

Table 17: Main European buying centres (grocery)



Federated centres	
AMS (Switzerland)	AHOLD (NL), ALLKAUF (D), ARGYLE (GB), CASINO (F), LA RINASCENTE (I), MERCADONA (SP), SUPERQUINN (IRL), ICA (S), KESKO (FIN), EDEKA (G), HAKON (N), JMR /PINGODOCE/FEIRANOVA (P)
BIGS	SPAR (AU/A/GB), DAGROFA (DK), TUKO (FI), UNIGRO (NL), GEDELFI (A), DESPAR (I)
DEURO BUYING (Switzerland)	CARREFOUR (F), MAKRO (NL), METRO (D), NAF (DK)
EMD	MARKANT (D/NL), SUPERKOB (DK), EUROMADI (SP), ZEV (A), NISA TODAY'S (GB), SELEX (I), MUSGRAVE (IRL), UNIARME (P), UNIL A/L (N), DAGAB (S)
ERA (Luxembourg) (AMS)	AHOLD (NL), ARGYLE (GB), CASINO (F)
EUROGROUP (Germany)	COOP SUISSE (CH), GIB (B), REWE (D), VENDEX FOOD (NL)
SEDO	SAINSBURY (GB), ESSELUNGA (I), DELHAIZE (B), DOCKS DE FRANCE (F)
V.R.A. (AMS)	KESKO (CSF), ICA (S), HAKON (N)
CORA/MIGROS	LOUIS DELHAIZE (B)
Integrated Centres	
ALDI	GERMANY, AUSTRIA, BELGIUM, THE NETHERLANDS, DENMARK, FRANCE, UNITED KINGDOM
PWT	PROMODES (G/E/F/GR/I/P)

Source: LSA (Libre Service Actualités).

In 1995 the grocery sector had centres consisting of a limited number of major chains operating mostly at the domestic level.

Some centres unite national buying centres. These in turn are strategic alliances between small and medium-sized businesses operating mainly at regional level.

Other alliances of companies are less uniform from the standpoint of ownership structure, since their

members are cooperatives, buying groups and chains. International growth is much more important for some members than for others.

In non-grocery sectors there is only one integrated centre; the others are of the federated type.

Table 18: Main European buying centres (non grocery)



Centres	Members	Turnover (Bn/ECU)
Integrated Centres		
DIY Brico International (Belgium)	Belgium, Spain, France	0.550
Federated Centres		
DIY Ironsides (Belgium)	Nürberger Bund (D), Menouquin (B), D2 Trading (DK), Cifec (E), Tuko (SF), Sapec (F), Jernia (N), Uniferro (NL), Jamia (S), E + H (CH)	4.302
ELECTRICALE da (Germany)	Gre-Idea (I), Gestesa-Master (E), Amco (NL), Rundfunk-Elektro-Fernseh-Fachhandel (D)	1.004
Electronic Partners International (The Netherlands)	Electronic Partner (D), EP gruppen (B), Densor (E), Eco (I)	> 0.717
Euronics (The Netherlands)	Interfunk (D), Plus (NL), Tera (B), Tiger (GB), Dinel (E), Gef (I), Gitem (F)	3.155
Expert (Luxembourg)	Germany, Austria, Belgium, Denmark, Spain, Finland, France, The Netherlands, Italy, Norway, Sweden, Switzerland, Hungary	5.00
Select (Germany)	Germany, Austria, Switzerland	:
STATIONERY Euro Büro (Germany)	Buro Actuell, Buroring, Europa Kontor (D), Buro +, Majuscule, Plein Ciel (F), Cib, Veneka (NL), Peg (CH), John Heath (GB)	1.032
PHOTO-VIDEO Euro Activ (Luxembourg)	Phox (F), Photoland (N), Image Center (E), Ringfoto (D-A), Action Shop (B), Jyfo (DK), Ringfoto (SF), Image Group (GB), RF + AO (L), Combi (NL)	> 0.717
SPORT Golden Team International (Switzerland)	Union Sport (I), Zentrasport (CH-A), MSE (D), Inkoopcombinatie (NL), Team Sportia (S), Sport (DK), Tuko (SF), Sportfinaet (N), Michigan Sporting Goods Dist. (USA)	:
International Sports Retail Group	Samen Sterk (NL), Fach Sport (D), Sed (F), Stag (GB), Detail Sport (E), Sambel (B), Camaro (CH), Kesko (SF), Sportgruppen (S)	> 0.860
Intersport International (Switzerland)	Austria, Belgium, Canada, Denmark, Germany, Spain, Finland, France, United Kingdom, Netherlands, Italy, Japan, Norway, Switzerland, Sweden	3.442

Source: LSA, 09/04/1992.

Part II

Retail trade in the European Economic Area including Switzerland Country reports

BELGIQUE/BELGIË

Table B1: Key statistics for retailing in Belgium (1988-1990)

Variable	Value	Statistical source
Number of enterprises	127 797	CCE 1988
Number of local outlets ¹	36 626	INS 1990
Total employment	334 456	MET 1989
<i>Women</i>	194 295	
<i>Self-employed</i>	180 986	
<i>Employees</i>	153 470	
Turnover (Mio BFR)	2 179 100	CBD 1990
Emoluments paid (Mio BFR)	76 872	CBD 1988
Value added (Mio BFR) ²	1 117 056	INS 1990

1 Outlets employing at least one staff.

2 Value added at market price for total distributive trade.

Source:

CCE: Conseil Central de l'Economie, Commission spéciale de la distribution.

INS: Institut National des statistiques.

CBD: Comité Belge de la distribution.

MET: Ministère de l'emploi et du travail.

Table B2: Role of commerce in the Belgian economy (1988-1990)

(a) Number of enterprises	1988
Total enterprises (including agricultural businesses)	864 821
Total distributive trade enterprises	175 823
Wholesale trade	48 026
<i>Food wholesaling</i>	10 099
<i>Non-food and inter-industry wholesaling</i>	37 927
Retail trade	127 797
<i>Food retailing</i>	36 823
<i>Non-food retailing</i>	91 974
(b) Employment	1988
Total resident population	9 875 716
Total employment ¹	3 701 996
Persons employed in distributive trades	476 535
<i>Wholesale trade and intermediaries</i>	201 833
<i>Retail trade</i>	274 702
(c) Value added (Mio BFR)	1990
Gross value added of all sectors	6 520 550
Gross value added of the distributive trade sector	1 117 056
(d) Tradable consumption (Mio BFR)²	1990
Private consumption	4 084 415
Tradable consumption	2 262 361
Food, drink, tobacco	899 938
Clothing, textiles, footwear	317 956
Household appliances	421 994
Cosmetics and pharmaceutical products	54 345
Transport and telecommunications	476 635
Petrol, fuels	51 867
Other products (e.g. books)	39 626
Non-tradable consumption (mainly services)	1 822 054

1 Including immigrant workers, excluding job seekers

2 Private consumption channelled through retail trade.

Source: INS, CCE, MET

Table B3: Geographical distribution of retail outlets¹ in Belgium (1990-1994)

Provinces	Total				
	1990	1991	1992	1993	1994
Antwerpen	6 023	5 986	6 037	6 070	6 210
Brabant	8 196	8 028	8 027	7 913	8 035
Oost-Vlaanderen	4 648	4 474	4 532	4 638	4 820
West-Vlaanderen	4 445	4 663	4 763	4 820	5 012
Hainaut	4 281	4 305	4 345	4 232	4 229
Liege	3 926	3 915	3 915	3 923	3 947
Limburg	2 785	2 845	2 848	2 885	2 959
Luxembourg	845	858	901	921	930
Namur	1 477	1 491	1 519	1 529	1 518
Total	36 626	36 565	36 887	36 931	37 660

1. Outlets employing at least one member of staff (one employee).
Source: INS.

Table B4: Retail turnover¹ by sector of activity in Belgium (1990-94)

Sectors of activity	Retail turnover (Mio BFR)				
	1990	1991	1992	1993	1994
Food, drink, and tobacco	302 654	308 969	317 382	340 050	430 161
Textiles, clothing, footwear, leather goods	165 454	178 312	184 575	185 555	180 309
Electrical and non-electrical household equipment	160 132	169 480	179 196	177 796	188 315
Stationery, books and office supplies	51 872	53 222	50 775	76 335	80 348
Pharmaceuticals and cosmetics (including chemists)	88 859	97 747	106 021	111 942	117 932
Petrol stations, fuel	67 420	71 363	72 951	75 154	75 232
Motor trade	382 904	400 988	420 390	400 722	408 491
Miscellaneous	367 331	389 020	402 206	405 216	338 971
Total	1 586 626	1 669 101	1 733 496	1 772 770	1 819 759

1. VAT registered enterprises.
Source: INS.

Table B5-1: Concentration in Belgian retailing by turnover category (1991)



Turnover activity (Mio BFR)	Number of enterprises ¹		Turnover (Mio BFR)	(%)
	Absolute	(%)		
<= 0.5	17 228	14.98	3 323	0.20
> 0.5 - 1	10 395	9.05	7 726	0.46
> 1 - 2	15 983	13.90	23 474	1.41
> 2 - 3	11 844	10.30	29 340	1.76
> 3 - 5	16 291	14.17	63 839	3.82
> 5 - 10	18 975	16.50	134 076	8.03
> 10 - 15	7 921	6.89	96 579	5.79
> 15 - 20	4 375	3.81	75 550	4.53
> 20 - 25	2 613	2.27	58 186	3.49
> 25 - 50	4 892	4.25	168 274	10.08
> 50 - 80	2 436	2.12	168 994	10.12
> 80 - 100	790	0.69	94 605	5.67
> 100 - 500	1 051	0.91	251 250	15.05
> 500 - 1 000	116	0.10	76 761	4.60
> 1 000	72	0.06	417 124	24.99
Total	114 982	100.00	1 669 101	100.00

1 VAT registered enterprises.

Source: INS.

Table B5-2: Concentration in Belgian retailing by turnover category (1992)



Turnover activity (Mio BFR)	Number of enterprises ¹		Turnover (Mio BFR)	(%)
	Absolute	(%)		
<= 0.5	17 053	14.99	3 169	0.18
> 0.5 - 1	10 078	8.86	7 462	0.43
> 1 - 2	15 656	13.76	23 022	1.33
> 2 - 3	11 483	10.09	28 509	1.64
> 3 - 5	16 012	14.07	62 727	3.62
> 5 - 10	18 814	16.53	132 924	7.67
> 10 - 15	7 765	6.82	94 807	5.47
> 15 - 20	4 344	3.82	75 063	4.33
> 20 - 25	2 664	2.34	59 382	3.43
> 25 - 50	5 204	4.57	179 183	10.33
> 50 - 80	2 583	2.25	177 581	10.24
> 80 - 100	861	0.76	103 050	5.95
> 100 - 500	1 112	0.98	266 859	15.39
> 500 - 1 000	107	0.09	72 768	4.20
> 1 000	78	0.07	446 989	25.79
Total	113 794	100.00	1 733 495	100.00

1 VAT registered enterprises.

Source: INS.

Table B5-3: Concentration in Belgian retailing by turnover category (1993)



Turnover activity (Mio BFR)	Number of enterprises ¹			
	Absolute	(%)	Turnover (Mio BFR)	(%)
<= 0.5	14 451	12.70	3 173	0.18
> 0.5 - 1	10 142	8.91	7 546	0.43
> 1 - 2	15 420	13.55	22 685	1.28
> 2 - 3	11 565	10.16	28 687	1.62
> 3 - 5	16 566	14.56	65 004	3.67
> 5 - 10	20 053	17.62	142 277	8.03
> 10 - 15	8 251	7.25	100 828	5.69
> 15 - 20	4 458	3.92	77 167	4.35
> 20 - 25	2 764	2.43	61 704	3.48
> 25 - 50	5 379	4.73	185 160	10.44
> 50 - 80	2 625	2.31	181 839	10.26
> 80 - 100	861	0.76	103 131	5.82
> 100 - 500	1 090	0.96	259 140	14.62
> 500 - 1 000	108	0.09	73 935	4.17
> 1 000	81	0.07	460 497	25.98
Total	113 814	100.00	1 772 773	100.00

1 VAT registered enterprises.

Source: INS.

Table B5-4: Concentration in Belgian retailing by turnover category (1994)



Turnover activity (Mio BFR)	Number of enterprises ¹			
	Absolute	(%)	Turnover (Mio BFR)	(%)
<= 0.5	14 947	13.16	2 993	0.16
> 0.5 - 1	10 124	8.92	7 527	0.41
> 1 - 2	15 135	13.33	22 270	1.22
> 2 - 3	11 445	10.08	28 355	1.56
> 3 - 5	16 097	14.18	63 273	3.48
> 5 - 10	19 814	17.45	140 720	7.73
> 10 - 15	8 369	7.37	101 957	5.60
> 15 - 20	4 525	3.99	78 261	4.30
> 20 - 25	2 790	2.46	62 311	3.42
> 25 - 50	5 421	4.77	186 535	10.25
> 50 - 80	2 687	2.37	186 640	10.26
> 80 - 100	870	0.77	103 995	5.71
> 100 - 500	1 126	0.99	270 266	14.85
> 500 - 1 000	105	0.09	72 351	3.98
> 1 000	88	0.08	492 306	27.05
Total	113 543	100.00	1 819 760	100.00

1 VAT registered enterprises.

Source: INS.

Table B6: Average sales area of Belgian supermarkets and hypermarkets (1986-1989)



	Unit		Sales area (m ²)		Average sales area by unit (m ²)	
	1986	1989	1986	1989	1986	1989
Supermarkets	1 266	1 919	1 229 583	1 702 135	971	887
Hypermarkets	88	98	540 002	618 903	6 136	6 315

Source: CBD.

DANMARK

Table DK1: Key statistics for retail trade in Denmark (1990-1992)



Variable	Value		
	1990	1991	1992
Number of enterprises	48 145	48 277	47 597
Number of local outlets	51 457	51 246	:
Total employment	199 731	197 742	198 618
<i>Women (%)</i>	52.8	52.7	52.5
<i>Self-employed (%)</i>	16.0	14.8	15.1
<i>Employees (%)</i>	84.0	85.2	84.9
<i>Part-time workers (%)</i>	38.3	36.0	35.0
Turnover (Mio DKR)	185 482	191 057	194 031
Value added (Mio DKR)	31 627	33 770	:

Source: Danmarks Statistik (DS).

Table DK2: Role of commerce in the Danish economy (1990-1994)



	Value				
	1990	1991	1992	1993	1994
(a) Number of enterprises					
Total enterprises (including agricultural businesses)	432 235	439 200	439 830	:	:
Total distributive trade enterprises	83 915	85 653	85 430	:	:
Wholesale trade	33 687	35 150	35 653	:	:
<i>Food wholesaling</i>	4 314	4 352	4 350	:	:
<i>Non-food and inter-industry wholesaling</i>	29 373	30 798	31 303	:	:
Retail trade	48 145	48 277	47 597	:	:
<i>Food-retailing</i>	12 532	12 282	11 670	:	:
<i>Non-food retailing</i>	35 613	35 995	35 927	:	:
Dealing and intermediaries	2 083	2 226	2 180	:	:
(b) Employment (1 000)					
Total resident population	5 146.5	5 162.1	5 180.6	5 196.6	5 215.7
Total employment	2 650.0	2 625.6	2 609.9	:	:
Persons employed in distributive trades	365.9	363.2	364.8	:	:
<i>Wholesale trade and intermediaries</i>	166.2	165.5	166.2	:	:
<i>Retail trade</i>	199.7	197.7	198.6	:	:
(c) Value added (Mio DKR)					
Gross domestic product	800 014	827 868	851 253 ¹	873 237 ¹	:
Gross value added of all sectors	686 797	712 133	736 887 ¹	754 761 ¹	:
Gross value added of the distributive trade sector	83 258	90 309	94 460	92 972	:
Wholesale trade and intermediaries	52 216	56 539	:	:	:
Retail trade	31 627	33 770	:	:	:

¹ Provisional figure

Source: Danmarks Statistik (DS).

Table DK3: Number of retail enterprises¹ by sector of activity in Denmark (1990-1992)

Sectors of activity	Number of enterprises		
	1990	1991	1992
Food, drink and tobacco	12 532	12 282	11 670
Textiles, clothing, footwear, leather goods	7 880	7 840	7 783
Household equipment (electrical/non-electrical)	8 467	8 312	7 982
Stationery, books and office supplies	1 416	1 406	1 385
Pharmaceuticals and cosmetics (including chemists)	1 564	1 835	2 174
Petrol stations, fuel	1 909	1 861	1 777
Motor trade	4 969	4 923	4 828
Miscellaneous	9 408	9 818	9 998
Total	48 145	48 277	47 597

¹ VAT-registered enterprises.

Source: Danmarks Statistik (DS).

Table DK4: Number of retail enterprises by legal status and sector of activity in Denmark (1991)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Private limited company	Joint-stock company	Cooperative	Other
Food, drink and tobacco	12 282	10 085	713	685	233	162	404
Textiles, clothing, footwear, leather goods	7 840	5 685	607	1 026	296	3	223
Household equipment (electrical/non electrical)	8 312	5 917	581	1 136	451	8	219
Stationery, books and office supplies	1 406	1 005	82	125	46	8	140
Pharmaceuticals and cosmetics (including chemists)	1 835	1 600	58	99	28	2	48
Petrol stations, fuel	1 861	1 556	78	138	34	15	40
Motor trade	4 923	2 967	293	922	650	4	87
Miscellaneous	9 818	7 671	689	979	191	14	274
Total	48 277	36 486	3 101	5 110	1 929	216	1 435
Share in turnover (%)	100.0	31.4	15.5	11.1	60.8	19.0	2.2

Source: Danmarks Statistik (DS).

Table DK5: Number of local outlets by sector of activity in Denmark (1990-1991)



Sectors of activity	Number of local outlets	
	1990	1991
Food, drink, and tobacco	15 021	15 514
Textiles, clothing, footwear, leather goods	8 762	8 819
Household equipment (electrical/non-electrical)	8 459	8 007
Stationery, books and office supplies	1 435	1 471
Pharmaceuticals and cosmetics (including chemists)	1 877	2 142
Petrol stations, fuel	2 125	2 165
Motor trade	4 373	3 941
Miscellaneous	9 405	9 187
Total	51 457	51 246

Source: Danmarks Statistik (DS).

Table DK6: Employment by sector of activity in Danish retailing (1991-1992)



Sectors of activity	1991	Share of women (%)	1992	Share of women (%)
Food, drink, and tobacco	79 076	57.7	79 783	57.0
Textiles, clothing, footwear, leather goods	23 762	72.9	23 979	73.0
Household equipment (electrical/non-electrical)	21 348	40.3	20 740	40.3
Stationery, books and office supplies	5 471	65.9	5 412	65.2
Pharmaceuticals and cosmetics (including chemists)	8 268	84.1	8 785	83.8
Petrol stations, fuel	12 154	40.5	12 312	40.6
Motor trade	22 756	14.2	22 478	13.9
Miscellaneous	24 907	56.0	25 129	55.6
Total	197 742	52.7	198 618	52.5

Source: Danmarks Statistik. (DS)

Table DK7: Retail turnover by sector of activity in Denmark (1990-1992)¹

Sectors of activity	Turnover (Mio DKR)		
	1990	1991	1992
Food, drink, and tobacco	93 570	95 705	100 596
Textiles, clothing, footwear, leather goods	14 741	15 493	15 122
Household equipment (electrical/non-electrical)	17 818	17 992	17 438
Stationery, books and office supplies	3 136	3 193	3 201
Pharmaceuticals and cosmetics (including chemists)	6 643	7 509	7 921
Petrol stations, fuel	14 263	14 646	14 030
Motor trade	21 584	22 163	21 232
Miscellaneous	13 727	14 356	14 491
Total	185 482	191 057	194 031

¹ VAT-registered enterprises.
Source: Danmarks Statistik (DS).

Table DK8-1: Affiliation links in Danish grocery retailing (1991)



Type of cooperation	Name of company	Number of outlets	Sales (Mio DKR)	Sales area (m ²)
Voluntary chains	FavÆr	88	2 823	59 863
	Spar	42	728	18 116
	Mega	10	565	16 850
	Total	140	4 116	94 829
Buying groups	OcekaNH	41	672	16 101
	Edeka	75	1 710	40 444
	Chr.Kjaerga	16	262	7 835
	Samkob	39	2 801	34 935
	Vestøb	65	2 817	56 621
	Centraøb	76	2 923	66 931
	Total	312	11 185	222 867
Total		452	15 301	317 696

Source: Danmarks Statistik (DS).

Table DK8-2: Affiliation links in Danish grocery retailing (1992)



Type of cooperation	Name of company	Number of outlets	Sales (Mio DKR)	Sales area (m ²)
Voluntary chains	Dagrofa	146	4 800	106 472
	Total	146	4 800	106 472
Buying groups	OcekaNH	34	518	12 556
	Edeka	83	1 887	50 954
	Chr.Kjaerga	15	242	7 730
	Sameb	44	3 093	40 835
	Vestkob	61	2 714	53 116
	Centralkob	81	3 166	71 668
	Total	318	11 620	236 659
Total		464	16 420	343 131

Source: Danmarks Statistik (DS).

Table DK9-1: Large scale grocery retailing in Denmark (1991)



	Supermarkets			General Stores				Hypermarkets		
	400-2 499 m ²			1 000-1 499 m ²		1 500-2 499 m ²		2 500 m ² and above ¹		
	Numbers	Sales area (1 000 m ²)	Turnover (bn DKR)	Numbers	Sales area (1 000 m ²)	Numbers	Sales area (1 000 m ²)	Numbers	Sales area (1 000 m ²)	Turnover (bn DKR)
Cooperatives	387	264.0	11.2	15	20.0	46	83.3	17	105.6	8.4
Irma	129	75.8	4.0	0	0.0	0	0.0	0	0.0	0.0
Dansk Supermarked	2	0.9	0.1	11	14.4	13	25.7	26	150.4	10.1
Grocery chains	97	97.8	4.8	6	8.2	9	17.9	6	17.3	1.8
Danish state railways	3	0.5	0.1	0	0.0	0	0.0	0	0.0	0.0
Independent grocers	397	244.4	12.3	4	5.4	6	11.1	6	18.7	1.3
Total	1 015	683.4	32.5	36	48.0	74	138.0	55	292.0	21.6

¹ General stores and hypermarkets.

Source: Danmarks Statistik (DS).

Table DK9-2: Large scale grocery retailing in Denmark (1992)



	Supermarkets			General Stores				Hypermarkets		
	400-2 499 m ²			1 000-1 499 m ²		1 500-2 499 m ²		2 500 m ² and above ¹		
	Numbers	Sales area (1 000 m ²)	Turnover (bn DKR)	Numbers	Sales area (1 000 m ²)	Numbers	Sales area (1 000 m ²)	Numbers	Sales area (1 000 m ²)	Turnover (bn DKR)
Cooperatives	382	264.1	11.8	13	17.6	46	83.2	24	131.0	9.5
Irma	120	69.7	3.7	0	0.0	0	0.0	0	0.0	0.0
Dansk Supermarked	2	0.9	0.1	10	13.2	14	28.1	26	150.4	10.7
Grocery chains	97	98.6	4.9	6	8.2	8	16.3	7	21.6	1.6
Danish state railways	3	0.5	0.1	0	0.0	0	0.0	0	0.0	0.0
Independent grocers	384	244.7	12.3	3	4.0	6	11.1	6	19.2	1.4
Total	988	678.5	32.9	32	43.0	74	138.7	63	322.2	23.2

¹ General stores and hypermarkets.

Source: Danmarks Statistik (DS).

Table DK10: Top 3 Danish retail groupings (1991-1992)



Group	1991		1992	
	Main activity	Turnover (bn DKR)	Main activity	Turnover (bn DKR)
FDB Koncernen (cooperatives)	Supermarkets, hypermarkets	19.6	Supermarkets, hypermarkets	21.3
Dansk Supermarked	Supermarkets, hypermarkets	10.2	Supermarkets, hypermarkets	10.8
Wessel & Vet (Magasin de Nord)	Department stores	3.5	Department stores	3.5

Source: Danmarks Statistik (DS).

Table DK11: Number of discount shops in Denmark (1990-1992)



	1990	1991	1992
Aldi	125	146	157
Alta	21	26	34
Fakta	146	151	152
Hoeg	1	1	0
Netto	139	151	162
Prisa	32	34	38
Suma	18	20	22
Kobmaend	18	15	14
Total	500	544	579

Source: Danmarks Statistik (DS).

DEUTSCHLAND

Table D1: Key statistics for German retailing (1993) *



Variable	
Number of enterprises ¹	388 414
Total employment ¹	2 866 000
<i>Women (%)</i>	65.0
<i>Employees (%)</i>	85.0
<i>Self-employed (%)</i>	15.0
<i>Part time workers (%)</i>	39.0
Turnover (Mio DM) ¹	672 000
Emoluments paid (Mio DM)	72 530
Value added (Mio DM)	118 860

* Nace Rev. 1.

¹ Excluding motor trades and petrol stations.

Source: Statistisches Bundesamt.

Table D2: Role of commerce in the German economy (1993) *

**(a) Number of enterprises**

Total distributive trade enterprises	621 591
Wholesale trade ¹	118 150
<i>Food Wholesaling</i>	18 322
<i>Non-food and inter-industry wholesaling</i>	99 828
Retail trade ¹	388 414
<i>Food retailing</i>	43 523
<i>Non-food retailing</i>	344 891
Motor trades and petrol stations	54 873
Dealing and intermediaries ¹	60 154

(b) Employment (1 000)

Total resident population (1 000)	81 100
Total employment (1 000)	36 380
Persons employed in distributive trades (1 000)	4 978
<i>Wholesale trade and intermediaries¹ (1 000)</i>	1 593
<i>Retail trade¹ (1 000)</i>	2 866
<i>Motor trades and petrol stations</i>	519

(c) Value added (bn DM)

Gross domestic product	3 154.9
Gross value added of all sectors	3 053.2
Gross value added of the distributive trade sector	246.4

* Nace Rev. 1.

¹ Excluding motor trades.

Source: Statistisches Bundesamt.

Table D3: Number of retail enterprises by legal status in Germany (1992)



Sectors of activity	Number of enterprise	Sole proprietorship	Partnership	Limited partnership	Private limited company	Joint-stock company	Other
Food, drink, and tobacco	104 074	94 444	4 476	1 272	3 616	8	258
Textiles, clothing, footwear, leather goods	78 325	62 955	5 533	2 548	7 185	9	95
Non-electrical household equipment	48 735	37 378	3 066	1 786	6 312	9	184
Electrical appliances	35 781	26 624	2 457	754	5 878	9	59
Stationery, books and office supplies	27 432	20 830	1 929	662	3 832	:	:
Pharmaceuticals and cosmetics (including chemists)	38 195	34 370	1 405	392	1 805	:	:
Petrol stations, fuel ²	14 366	13 104	533	141	578	:	10
Motor trade	48 288	33 111	3 397	2 502	9 204	8	66
Miscellaneous	105 853	86 326	6 179	2 427	10 440	28	453
Total¹	501 049	409 142	28 975	12 504	48 850	80	1 498
Share (%)	100.0	81.7	5.8	2.5	9.8	0.0	0.2

1 Confidential data.

2 Including petrol stations owned by oil companies.

3 Including confidential data.

Source: Statistisches Bundesamt, Umsatzsteuerstatistik.

Table D4: Number of retail enterprises and outlets by sector of activity in Germany (1993)¹

Sectors of activity	Number of enterprises	Number of outlets
Food, drink, and tobacco	43 523	55 572
Textiles, clothing, footwear, leather goods	60 429	84 546
Non-electrical household equipment	20 897	24 507
Electrical appliances	20 017	22 726
Stationery, books and office supplies	11 383	13 731
Pharmaceuticals and cosmetics (including chemists)	26 485	35 361
Petrol stations, fuel ²	10 780	:
Motor trade	36 277	:
Miscellaneous	205 680	250 877
Total	435 471	487 320

1 NACE REV.1.

2 Including petrol stations owned by oil companies.

Source: Statistisches Bundesamt, Handels- und Gaststättenzählung.

Table D5: Types of retail outlets in Germany (1985-1993)



Sectors of activity	Number of outlets	
	1985 ¹	1993 ²
Shops	326 766	401 295
Other stationary outlets (permanent stands)	48 490	46 919
Itinery trade	23 157	28 675
Mail order	5 222	10 431
Total	403 635	487 320

1 WZ 1979, only West Germany.

2 NACE REV.1.

Source: Statistisches Bundesamt.

Table D6: Sales area in Germany retailing (1985-1993)



Sectors of activity	Sales area in 1 000 m ²	
	1985 ¹	1993 ²
Food, drink and tobacco	15 145	3 390
Textiles, clothing, footwear, leather goods	11 138	13 052
Non-electrical household equipment	13 158	15 822
Electrical appliances	1 931	2 951
Stationery, books and office supplies	887	1 129
Pharmaceuticals and cosmetics (including chemists)	2 198	3 247
Motor trade	6 555	1
Miscellaneous	14 325	48 061
Total	65 337	87 652

¹ WZ 1979, only West Germany.

² NACE REV.1.

Source: Statistisches Bundesamt.

Table D7: Geographical distribution of retail outlets* in Germany (1985-1993)



Länder	1985 ¹	1993 ²
Schleswig - Holstein	16 371	16 009
Hamburg	12 578	11 387
Niedersachsen	46 653	45 991
Bremen	4 887	4 628
Nordrhein - Westfalen	108 539	110 053
Hessen	36 509	34 806
Rheinland - Pfalz	24 324	25 181
Baden - Württemberg	52 905	53 688
Bayern	77 826	78 044
Saarland	8 591	7 983
Berlin	14 452	20 426
Brandenburg	1	13 400
Mecklenburg - Vorpommern	1	10 409
Sachsen	1	23 776
Sachsen - Anhalt	1	15 135
Thüringen	1	16 404
New Länder (without East Berlin)	1	79 124
Total	403 635	487 320

* Include itinerant trade and mail order.

¹ WZ 1979, only former West Germany.

² NACE REV.1.

Source: Statistisches Bundesamt

Table D8: Employment by sector of activity in German retailing (1993)



Sectors of activity	Persons employed
Food, drink and tobacco	191 859
Textiles, clothing, footwear, leather goods	488 871
Non-electrical household equipment	185 309
Electrical appliances	111 542
Stationery, books and office supplies	61 227
Pharmaceuticals and cosmetics (including chemists)	224 104
Petrol stations, fuel	76 913
Motor trade	342 248
Miscellaneous	1 603 051
Total	3 285 124

Source: Statistisches Bundesamt

Table D9-1: Employment characteristics in German retailing (1993)



	Total workforce (1 000)	Wage and salary earners (1 000)	Share of part- time workers (%)	Self-employed (1 000)	
				Owners	Family workers
Total	3 259	2 765	39.0	459	35
Women	2 113	1 904	:	181	27
Share (%)	64.8	68.9	:	39.4	77.1

Source: Statistisches Bundesamt

Table D9-2: Employment characteristics in German retailing (1994)



	Total workforce (1 000)	Wage and salary earners (1 000)	Share of part- time workers (%)	Self - employed (1 000)	
				Owners	Family workers
Total	3 380	2 853	:	489	37
Women	2 154	1 931	:	192	30
Share (%)	63.7	67.4	:	39.3	81.1

Source: Statistisches Bundesamt

Table D10: Retail turnover by sector of activity in Germany (1992) ¹

Sectors of activity	Retail turnover (Mio DM) ²
Food, drink, and tobacco	30 416
Textiles, clothing, footwear, leather goods	85 001
Non-electrical household equipment	50 101
Electrical appliances	28 074
Stationery, books and office supplies	9 791
Pharmaceuticals and cosmetics (including chemists)	54 565
Petrol stations, fuel ³	21 906
Motor trade	162 441
Miscellaneous	426 923
Total	869 218

¹ Enterprises with a turnover above DM 25 000, NACE REV. 1.

² Turnover at current price and excluding V.A.T.

³ Including petrol stations owned by oil companies.

Source: Statistisches Bundesamt.

Table D11: Final Household Consumption (1991-1994)



Categories	Final Household Consumption (BN DM)			
	1991	1992	1993	1994
Food, drink, tobacco	363	383	393	400
Clothing, footwear	125	131	135	131
Rents	238	270	306	334
Energy (without lubricants)	68	70	73	73
Furniture household equipment	147	160	166	169
Pharmaceuticals, beauty goods	93	104	112	117
Transports and telecommunications	290	305	298	308
Education, entertainment, leisure	183	198	205	210
Other goods	121	133	147	159
Total	1 629	1 755	1 834	1 902

Source: Statistisches Bundesamt.

Ελλαδα

Table GR1: Key statistics for retail in Greece (1988-90)

Variable	Absolute value	Statistical source
Criteria	Absolute value 1988-90	Statistical source
Number of establishment	184 821	NSSG 1988
Total employment	338 133	NSSG 1988
Women	147 311	:
Part-time workers	:	:
Wage and salary earners	:	:
Turnover (bn DR)	5 000 ¹	Eurostat 1990
Capital expenditure (Mio DR)	27 929.2	NSSG 1988
Investments per employee (DRs million)	7 625	:

¹ Estimate (1 ECU = 250 DRs).

Source: National Statistical Service of Greece (NSSG).

Table GR2: Role of commerce in the Greek economy (1988)

a) Number of enterprises

Total number of enterprises	:
Total number of enterprises in distributive trade	215 541
Wholesale trade	30 720
<i>food</i>	14 760
<i>non-food</i>	15 960
Retail trade	184 821
<i>food</i>	109 127
<i>non-food</i>	75 694

b) Employment

Total resident population	10 046 000
Total resident population employed	3 543 800
Persons engaged in distributive trades	453 555
<i>Wholesale trade</i>	115 403
<i>Retail trade</i>	338 152
Share of a sector in total employment (%)	:

c) Value added at market prices (mio DRs)

Gross domestic product	6 546 674
Distributive trades gross value added	851 672
Share of a sector in gross value added (%)	13.0

Source: NSSG.

Table GR3: Number of enterprises in Greek retailing (1984-1988)



Sectors of activity	Number of enterprises		Share (%)		Growth rate (%)
	1984	1988	1984	1988	1988/84
Supermarkets	635	1 046	0.3	0.5	64.7
Food, drink, and tobacco	62 962	53 535	34.0	29.0	- 15.0
Textiles, clothing, footwear, leather goods	29 439	36 100	15.9	19.5	22.6
Non-electrical household equipment	20 840	20 982	11.2	11.3	0.6
Electrical appliances	6 166	6 393	3.3	3.4	3.6
Stationery, books, and office supplies	14 041	14 571	7.5	7.8	3.8
Pharmaceuticals and cosmetics	6 954	8 350	3.7	4.5	20.0
Petrol stations, fuels	6 734	7 082	3.6	3.8	5.1
Motor trade	6 700	7 063	3.6	3.8	5.4
Miscellaneous	30 392	29 667	16.4	16.0	- 2.3
Mixed retailing, large-scale distribution	29	32	0.0	0.0	10.3
Total	184 892	184 821	100.0	100.0	0.0

Source: NSSG.

Table GR4: Number of enterprises by legal form and number of persons employed in Greece (1984)



Number of persons employed	Total	Sole proprietorship	Public limited company	Private limited company	Partnership	Other (coop., state shops)
0 - 4	180 938	155 375	1 080	1 212	21 852	1 419
5 - 9	2 894	630	350	289	1 509	116
10 - 19	696	52	238	113	245	48
20 - 49	286	5	178	45	43	15
50 - 99	59	:	45	3	6	5
> 100	19	:	18	:	1	:
Total	184 892	156 062	1 909	1 662	23 656	1 594
<i>Share (%)</i>	<i>100.0</i>	<i>84.4</i>	<i>1.0</i>	<i>0.9</i>	<i>12.9</i>	<i>0.8</i>

Source: NSSG.

Table GR5: Geographic distribution of retail enterprises (1988)



Region	Super- markets	Food, drink, and tobacco	Textiles, clothing, footwear	Household equipment	Stationery books, office supplies	Pharma- ceuticals, cosmetics	Petrol stations, fuel	Motor trade	Miscellaneous	Mixed retailing, large scale distribution	Total	Share (%)
Central Greece	517	17 021	16 865	12 451	6 275	4 008	2 149	3 290	13 646	20	76 242	41.25
Peloponnissos	85	6 637	2 937	2 459	1 214	668	888	622	2 331	:	17 841	9.65
Ionian Islands	30	1 859	612	454	210	133	125	105	1 079	1	4 608	2.49
Ispicos	20	2 141	848	699	437	194	227	171	688	:	5 425	2.93
Thessalia	60	4 165	1 940	1 731	1 122	593	708	508	1 436	1	12 264	6.63
Makedonia	209	12 893	8 369	6 123	3 457	1 888	2 023	1 685	5 586	6	42 238	22.85
Thraci	19	1 859	910	832	441	195	332	166	556	:	5 310	2.87
Aegean Islands	46	3 484	1 860	1 241	627	287	217	195	2 174	2	10 133	5.48
Kriti	60	3 476	1 759	1 386	788	384	413	321	2 171	2	10 760	5.82
Total	1 046	53 535	36 100	27 375	14 571	8 350	7 082	7 063	29 667	32	184 821	100.00

Source: NSSG.

Table GR6: Retail enterprises by employment size class in Greece (1984)



Number of persons engaged	Outlets	Share (%)
0 - 1	116 718	63.13
2	52 348	28.31
3 - 4	11 872	6.42
5 - 9	2 894	1.57
10 - 19	696	0.38
20 - 29	170	0.09
30 - 49	116	0.06
50 - 99	59	0.03
100 - 199	16	0.01
200 - 499	3	:
500 - 999	0	:
Total	184 892	100.00

Source: NSSG.

Table GR7: Employment in Greek retailing (1984-1988)



Sectors of activity	Persons engaged		Share (%)		Growth (%)
	1984	1988	1984	1988	1988/84
Supermarkets	9 938	17 248	3.2	5.1	73.6
Food, drink, and tobacco	90 814	87 815	30.1	25.9	- 3.3
Textiles, clothing, footwear, leather goods	53 016	68 720	17.5	20.3	29.6
Non-electrical household equipment	34 685	38 132	11.5	11.2	9.9
Electrical appliances	11 306	12 874	3.7	3.8	13.8
Stationery, books, and office supplies	20 825	23 429	6.9	6.9	12.5
Pharmaceuticals and cosmetics	11 294	13 779	3.7	4.0	22.0
Petrol stations, fuels	12 330	14 457	4.0	4.2	17.2
Motor trade	12 580	13 991	4.1	4.1	11.2
Miscellaneous	42 571	45 338	14.1	13.4	6.5
Mixed retailing, large-scale distribution	1 959	2 350	0.6	0.6	20.0
Total	301 318	338 133	100.0	100.0	12.2

Source: NSSG.

Table GR8:
Number of Greek food outlets by category and share of large-scale supermarkets (1980-1989)

Categories	1980	1985	1987	1989
Supermarkets (> 200 m ²)	448	710	829	996
Supermarkets (< 200 m ²)	2 950	3 160	3 468	4 366
Traditional outlets	26 133	22 930	21 845	20 682
Total	29 527	26 800	26 142	26 044
Share of large-scale supermarkets (> 200 m ²) in food turnover (%)	49 ¹	53	55	59

¹ Eurostat estimate.

Source: Nielsen Hellas.

Table GR9: Distribution of Greek supermarket chains by size (1982-1990)



Size category	1982	1988	1990
3 - 5 outlets	21	39	32
6 - 10 outlets	5	11	22
11 - 15 outlets	4	5	6
16 - 20 outlets	2	3	5
more than 21 outlets	:	2	7
Total	32	60	72

Source: Self-service Review, 1990.

Table GR10: Top ten supermarket chains in Greece (1990)



Supermarketchains	Number of outlets	Turnover (in DRs million)	Turnover growth (%) (1990-1989)	Gross profit (% of sales)
1. Prisunic/Marinopoulos	24	42 171	32	1.36
2. Sklavenitis	24	35 639	31	1.61
3. Hellaspar/Veropoulos	38	26 683	24	2.10
4. Alfa-Beta/Vasilopoulos	16	19 868	32	2.17
5. Metro ¹	19	14 842	37	1.26
6. Tresco ¹	15	11 982	34	3.00
7. AthenaMarket	20	11 300	28	4.20
8. PenteS.A.	16	7 902	33	5.21
9. Massoutis	15	8 124	37	0.39
10. Trofo ²	14	7 614	33	0.98
Total	201	174 830	25	1.80

¹ Controlled by Marinopoulos-Group.

² Including Cash&Carry outlets.

Source: Self-service Review, 1990.

ESPAÑA

Table E1: Key statistics for retailing in Spain (1991-1992)



Variable	Value 1992	Statistical source
Number of enterprises	511 427	ECI 92
Number of local outlets	587 706	ECI 92
Emoluments paid (Mio PTA)	2 060 817 *	CN 93
Total employment	1 392 117	ECI 92
<i>Self-employed</i>	620 381	:
<i>Employees</i>	771 736	:
<i>of which: part time workers</i>	89 752	:
Turnover (Mio PTA)	15 875 544	ECI 92
Gross margin (Mio PTA)	3 774 753	ECI 92
Gross value added (Mio PTA)	2 996 248	ECI 92
Investment (Mio PTA)	402 814	ECI 92
Investment/total employment (Mio PTA)	0.29	-

* 1991.

Source:

Instituto Nacional de Estadística (INE).

ECI: Encuesta de Comercio Interior.

CN: Contabilidad Nacional.

Table E2: Role of commerce in the Spanish economy (1991-1992)



	1991	1992
(a) Number of firms		
Total enterprises	:	:
Total distributive trade enterprises	:	642 780
Wholesale trade	:	69 583
Food	:	23 224
Non-food	:	46 359
Retail trade	:	511 427
Food	:	208 779
Non-food	:	302 648
Number of enterprises of motorvehicles	:	58 287
Commercial intermediaries	:	3 483
(b) Employment (1 000)		
Total resident population (1-1-92)	:	39 137
Total employment *	:	12 366
Persons employed in distributive trade	:	2 022
of which females	:	944
Wholesale trade	:	485
of which females	:	148
Retail trade	:	1 537
of which females	:	797
(c) Value added (bn PTA)		
Gross national product ¹	54 900	59 002
Gross value added of all sectors ²	50 464	:
Gross value added of the distributive trade sector ²	6 654	:
(d) Consumption (bn PTA) **		
Private consumption (bn PTA)	:	30 277
Tradable consumption	:	16 075
Food and drink	:	6 930
Tobacco	:	405
Clothing and footwear	:	2 805
Household equipment	:	1 965
Medical and health products	:	284
Transports and telecommunications	:	1 254
Leisure, education	:	1 304
Other goods	:	1 128
Non tradable consumption	:	14 202

* Source: Encuesta de Presupuestos Familiares.

** Source: Encuesta de Población Activa. Datos al 31/12/92.

1 At market prices.

2 At factor cost.

Source: INE.

Table E3: Number of retail enterprises by secondary activity in Spain (1992)



CNAE-9	Secondary activity	Total number of enterprises	Without secondary activity		With secondary activity		Commercial		Non-commercial	
			Enterprises	Share (%)	Enterprises	Share (%)	Enterprises	Share (%)	Enterprises	Share (%)
50.5	Automotive fuel	3 175	1 914	60.28	1 261	39.72	1 046	82.95	247	19.61
52.1	Non-specialised stores	32 595	28 801	88.36	3 794	11.64	3 149	88.26	602	15.87
52.2	Food, beverages and tobacco in specialised stores	176 563	165 575	93.78	10 988	6.22	8 082	73.56	3 029	27.57
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	27 372	23 939	87.46	3 433	12.54	3 230	94.09	262	7.64
52.4	Other retail sale of new goods in specialised stores	253 398	229 694	90.65	23 704	9.35	17 466	73.68	6 404	27.02
52.5	Second-hand goods in stores	1 663	1 620	97.38	44	2.62	32	74.46	11	25.54
52.7	Repair of personal and household goods	16 661	14 968	89.84	1 693	10.16	1 624	95.93	82	4.84
Total		511 427	466 511	91.22	44 917	8.78	34 629	77.54	10 637	23.68

Source: INE, ECI 1992.

Table E4: Number of retail enterprises by legal status in Spain (1991)



CNAE-93	Sectors of activity	Total number of enterprises	Sole proprietorship	Limited companies	Others
50.5	Automotive fuel	3 175	1 349	1 694	132
52.1	Non-specialized stores	32 595	26 469	3 264	2 862
52.2	Food, beverages and tobacco in specialized stores	176 563	167 210	3 590	5 763
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	27 372	25 353	620	1 399
52.4	Other retail sale of new goods in specialized stores	253 398	215 869	24 423	13 106
52.5	Second-hand goods in stores	1 663	1 508	96	59
52.7	Repair of personal and household goods	16 661	14 890	480	1 291
Total		511 427	452 648	34 167	24 612
<i>Share</i>		<i>100.0</i>	<i>88.5</i>	<i>6.7</i>	<i>4.8</i>

Source: INE, ECI 1992.

Table E5: Distribution of retail enterprises by number of outlets in Spain (1992)



CNAE-93	Sectors of activity	Total number of enterprises	Number of outlets (%)			
			One	Two	Three	Four or more
50.5	Automotive fuel	3 175	78.39	12.3	6.00	3.30
52.1	Non-specialized stores	32 595	92.15	5.02	0.71	2.12
52.2	Food, beverages and tobacco in specialized stores	176 563	92.26	5.25	1.26	1.24
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	27 372	92.05	3.24	1.05	0.69
52.4	Other retail sale of new goods in specialized stores	253 398	84.90	10.94	2.36	1.79
52.5	Second-hand goods in stores	1 663	87.67	9.83	1.76	0.74
52.7	Repair of personal and household goods	16 661	98.06	1.79	0.10	0.05
Total		511 427	88.84	7.90	1.75	1.51

Source: INE, ECI 1992.

Table E6: Number of retail outlets by sector of activity in Spain (1992)



CNAE-93	Sectors of activity	Number of outlets	Share (%)
50.5	Automotive fuel	4 822	0.8
52.1	Non-specialized stores	40 563	6.9
52.2	Food, beverages and tobacco in specialized stores	196 659	33.5
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	29 052	4.9
52.4	Other retail sale of new goods in specialized stores	297 781	50.7
52.5	Second-hand goods in stores	1 718	0.3
52.7	Repair of personal and household goods	17 111	2.9
Total		587 706	100.0

Source: INE, ECI 1992.

Table E7: Geographical distribution of retail outlets in Spain (1992)



Region Comunidad Autónomas	Total number of outlets	Main activity of the outlet *						
		50.5	52.1	52.2	52.3	52.4	52.5	52.7
Andalucía	100 209	879	7 730	34 410	4 166	50 333	226	2 465
Aragón	17 702	219	794	6 882	1 134	8 198	45	430
Asturias	15 454	103	1 440	4 606	636	7 978	42	649
Baleares	14 212	92	796	2 675	633	9 739	69	208
Canarias	21 032	382	3 354	3 206	1 117	12 406	18	549
Cantabria	7 248	37	493	2 446	315	3 728	28	201
Castilla-La Mancha	24 505	427	2 438	9 583	1 694	9 936	13	414
Castilla-León	37 671	583	2 829	14 419	1 836	16 927	50	1 027
Cataluña	106 839	632	6 654	37 106	4 373	53 078	312	4 684
Comunidad Valenciana	62 391	434	2 624	19 519	4 073	33 705	161	1 875
Extremadura	14 579	116	1 012	5 921	530	6 746	6	248
Galicia	40 070	290	4 190	13 110	1 943	19 597	82	858
Madrid	66 224	193	2 188	22 656	3 979	34 600	522	2 086
Murcia	13 954	143	1 233	4 163	606	7 556	14	239
Navarra	7 798	88	507	2 987	374	3 567	27	248
País Vasco	31 035	145	2 049	10 364	1 384	16 270	81	742
La Rioja	4 321	27	160	1 480	159	2 364	16	115
Ceuta y Melilla	2 462	32	72	1 125	101	1 053	6	73
Total	587 706	4 822	40 563	196 658	29 053	297 781	1 718	17 111

* See CNAE-93 in Table E6.

Source: INE, ECI 1992.

Table E8: Number of retail outlets by sales area by main activity of outlet (1992)



CNAE-93	Sectors of activity	Total	Sales area (m²)							
			<120		120-399		400-2 499		>2 500	
			Outlets	Share (%)	Outlets	Share (%)	Outlets	Share (%)	Outlets	Share (%)
52.1	Non-specialized stores	40 563	27 066	66.73	10 262	25.3	3 001	7.40	234	0.58
52.2	Food, beverages and tobacco in specialized stores	196 659	193 667	98.43	2 591	1.32	353	0.18	48	0.02
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	29 052	28 416	97.81	621	2.14	15	0.05	:	:
52.4	Other retail sale of new goods in specialized stores	297 781	258 158	86.69	32 969	11.07	6 046	2.03	608	0.2
52.5	Second-hand goods in stores	1 718	1 450	84.45	221	12.88	46	2.67	:	:
52.7	Repair of personal and household goods	17 111	17 053	99.66	36	0.21	22	0.13	:	:
Total		582 884	525 810	99.21	46 701	8.01	9 483	1.63	890	0.15

Source: INE, ECI 1992.

Table E9: Outlets characteristics by main activity of outlet (1992)



CNAE-93	Sectors of activity	Total number of outlets	Outlets characteristics					
			Located in a shopping centre		Self-service sales		Sales per mail	
			Outlets	Share (%)	Outlets	Share (%)	Outlets	Share (%)
52.1	Non-specialized stores	40 563	1 586	3.91	35 601	87.77	619	1.53
52.2	Food, beverages and tobacco in specialized stores	196 659	33 734	17.15	5 512	2.80	2 569	1.31
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	29 052	1 145	3.94	1 766	6.08	21	0.07
52.4	Other retail sale of new goods in specialized stores	297 781	11 233	3.77	11 635	3.91	2 540	0.85
52.5	Second-hand goods in stores	1 718	62	3.61	36	2.12	39	2.26
52.7	Repair of personal and household goods	17 111	27	0.16	4	0.02	:	:
Total		582 884	47 787	8.20	54 554	9.36	5 788	0.99

Source: INE, ECI 1992.

Table E10: Employment by sector of activity in Spanish retailing (1990-1992)



CNAE-93	Sectors of activity	Persons employed		Share %		Growth %
		1990	1992	1990	1992	
						1992/1990
50.5	Automotive fuel	23 414	30 777	2.0	2.2	31.4
52.1	Non-specialized stores	269 453	268 914	22.8	19.3	- 0.2
52.2	Food, beverages and tobacco in specialized stores	237 860	324 711	20.1	23.8	36.5
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	56 964	69 667	4.8	5.0	22.3
52.4	Other retail sale of new goods in specialized stores	563 597	664 568	47.6	47.8	17.9
52.5	Second-hand goods in stores	4 529	2 735	0.4	0.2	- 0.4
52.7	Repair of personal and household goods	27 318	30 745	2.3	2.2	12.5
Total		1 183 135	1 392 117	100.0	100.0	17.7

Source:

Data 1990, INE CENSO LOCALES 1990.

Data 1992, INE, ECI 1992.

Table E11-1: Employment characteristics in Spanish retailing (1992)



CNAE-93	Sectors of activity	Total number of persons employed	Employees			Non-employees			Personnel paid by commission
			Total	Fixed	Temporary	Total	Proprietorship	Family	
50.5	Automotive fuel	30 777	28 354	20 034	8 320	2 423	1 999	424	94
52.1	Non-specialized stores	268 914	221 181	133 408	87 773	47 733	34 511	13 222	26
52.2	Food, beverages and tobacco in specialized stores	324 711	1 037 80	72 520	31 260	220 931	179 699	41 232	0
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	69 667	39 610	31 690	7 720	30 057	26 978	3 079	541
52.4	Other retail sale of new goods in specialized stores	664 568	365 357	267 684	97 673	299 211	246 049	53 162	5 651
52.5	Second-hand goods in stores	2 735	871	784	87	1 864	1 619	245	0
52.7	Repair of personal and household goods	30 745	12 583	10 394	2 189	18 162	17 238	924	3
Total		1 392 117	771 736	536 514	235 022	620 381	508 093	112 288	6 315

Source: INE, ECI 1992.

Table E11-2: Number of employees by employment, sex and activity in Spanish retailing (1992)



CNAE-93	Sectors of activity	Total number of employees	Fixed employees				Temporary employees			
			Full time workers		Part time workers		Full time workers		Part time workers	
			Females	Males	Females	Males	Females	Males	Females	Males
50.5	Automotive fuel	28 354	2 070	17 441	186	336	1 443	6 520	146	212
52.1	Non-specialized stores	221 181	57 654	59 098	13 811	2 845	37 893	28 542	16 400	4 938
52.2	Food, beverages and tobacco in specialized stores	1 037 80	32 313	33 913	4 452	1 843	17 296	7 969	4 594	1 400
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	39 610	16 820	12 304	2 619	147	4 772	1 782	1 068	98
52.4	Other retail sale of new goods in specialized stores	365 357	117 353	130 004	16 610	3 716	50 956	3 3161	10 545	3 012
52.5	Second-hand goods in stores	871	257	474	34	19	27	36	9	15
52.7	Repair of personal and household goods	12 583	1 144	8 781	254	215	572	1 389	76	152
Total		771 736	227 611	262 015	37 966	9 121	112 959	79 399	32 838	9 827

Source: INE, ECI 1992.

Table E12: Retail turnover by sector of activity in Spain (1992)



CNAE-93 Sectors of activity	Turnover (Mio PTA)	Share (%)
50.5 Automotive fuel	1 105 145	7.0
52.1 Non-specialized stores	4 973 540	31.3
52.2 Food, beverages and tobacco in specialized stores	2 707 077	17.1
52.3 Pharmaceutical and medical goods, cosmetics and toilet articles	1 065 599	6.7
52.4 Other retail sale of new goods in specialized stores	5 917 598	37.2
52.5 Second-hand goods in stores	13 126	0.1
52.7 Repair of personal and household goods	93 459	0.6
Total	15 875 544	100.0

Source: INE, ECI 1992.

Table E13: Concentration by turnover category in Spanish retailing (1992)



CNAE- Sectors of activity	Total number of enterprises	Turnover category (Mio PTA)					
		<10 (%)	10/20 (%)	20/50 (%)	50/100 (%)	100/500 (%)	>500 (%)
50.5 Automotive fuel	3 175	6.61	12.90	16.52	11.31	33.22	19.40
52.1 Non-specialized stores	32 595	36.10	26.01	21.26	5.44	8.58	2.61
52.2 Food, beverages and tobacco in specialized stores	176 563	60.33	20.48	12.94	4.29	1.95	0.01
52.3 Pharmaceutical and medical goods, cosmetics and toilet articles	27 372	20.16	13.19	38.72	24.26	3.62	0.05
52.4 Other retail sale of new goods in specialized stores	253 398	54.72	18.02	18.73	3.66	4.73	0.14
52.5 Second-hand goods in stores	1 663	85.36	8.78	3.78	0.85	1.23	:
52.7 Repair of personal and household goods	16 661	88.36	6.37	4.00	1.09	0.18	:
Total	511 427	54.52	18.68	17.42	5.05	3.97	0.36

Source: INE, ECI 1992.

Table E14: Concentration by size in Spanish retailing enterprise (1992)



CNAE-93 Sectors of activity	Total number of enterprises	Number of persons employed at September, 30th						
		0-1 (%)	2 (%)	3-4 (%)	5-9 (%)	10-19 (%)	20-49 (%)	50 or more (%)
50.5 Automotive fuel	3 175	4.90	9.70	20.86	32.88	24.94	5.85	0.87
52.1 Non-specialized stores	32 595	30.54	38.16	17.87	8.19	2.17	2.40	0.70
52.2 Food, beverages and tobacco in specialized stores	176 563	57.77	27.49	9.89	3.79	0.72	0.32	0.01
52.3 Pharmaceutical and medical goods, cosmetics and toilet articles	27 372	28.04	30.38	34.61	5.99	0.83	0.14	0.01
52.4 Other retail sale of new goods in specialized stores	253 398	44.09	28.44	16.00	8.76	1.76	0.89	0.06
52.5 Second-hand goods in stores	1 663	67.41	23.05	6.03	2.09	1.42 *	:	:
52.7 Repair of personal and household goods	16 661	65.93	17.23	10.97	4.28	1.41	0.15	0.02
Total	511 427	47.63	28.34	14.84	6.84	1.51	0.76	0.08

* Aggregate data for enterprises with more than 10 employees

Source: INE, ECI 1992.

Table E15: Retail enterprises with investment in the year according to the sources of financing



CNAE-93	Sectors of activity	Total number of enterprises	Sources of financing		
			Self-financing (%)	Credit institute (%)	Others
50.5	Automotive fuel	1 266	72.37	45.77	6.86
52.1	Non-specialized stores	5 028	72.14	42.70	5.42
52.2	Food, beverages and tobacco in specialized stores	15 230	62.88	45.87	3.10
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	5 255	67.28	46.10	7.88
52.4	Other retail sale of new goods in specialized stores	22 668	64.11	53.13	2.97
52.5	Second-hand goods in stores	90	45.97	65.10	1.57
52.7	Repair of personal and household goods	1 398	76.22	27.74	1.44
Total		50 935	65.37	48.35	3.81

Source: INE, ECI 1992.

Table E16: Investment of retail enterprises by sector of activity in Spain (1992) (Millions of PTAS)



CNAE-93	Sectors of activity	Total number of enterprises	Total purchases ¹	Total sales	Total investments
50.5	Automotive fuel	1 266	20 918	1 220	19 698
52.1	Non-specialized stores	5 028	192 479	21 466	171 013
52.2	Food, beverages and tobacco in specialized stores	15 230	51 725	910	50 815
52.3	Pharmaceutical and medical goods, cosmetics and toilet articles	5 255	24 553	733	23 820
52.4	Other retail sale of new goods in specialized stores	22 668	142 055	7 244	13 481
52.5	Second-hand goods in stores	90	635	19	616
52.7	Repair of personal and household goods	1 396	2 137	96	2 041
Total		50 933	434 502	31 688	402 814

1. Including high repairs.

Source: INE, ECI 1992.

Table E17: Top 10 Spanish retail groupings (1991)



Rank	Group	Main activity	Turnover (Mio PTA)	Employment	Sales/employee (Mio PTA)
1	El Corte Inglés	Big stores	760 000	40 000	19.00
2	Pryca	Hypermarkets	397 000	10 200	38.92
3	Cecontisa (Continente)	Hypermarkets	270 000	8 800	30.68
4	Alcampo	Hypermarkets	217 000	8 000	27.12
5	Hipercor	Hypermarkets	150 000	5 800	25.86
6	Mercadona	Hypermarkets	146 000	9 700	15.05
7	Dia	Discount shops	120 744	2 500	48.29
8	Galerías Preciados	Big stores	96 169	8 099	12.12
9	Eroski	Cooperative of consumption	93 394	2 997	31.16
10	Simago	Stores of low prices	73 000	2 500	29.20

Source: Distribución Actualidad 1992.

Table E18: Top 10 Spanish retail groupings (1992)



Rank	Group	Main activity	Turnover (Mio PTA)	Employment	Sales/employee (Mio PTA)
1	El Corte Inglés	Big stores	770 000	40 000	19.25
2	Pryca	Hypermarkets	439 804	12 000	36.65
3	Cecontisa (Continente)	Hypermarkets	329 929	11 000	29.99
4	Alcampo	Hypermarkets	242 000	8 300	29.15
5	Eroski	Cooperative of consumption	190 630	6 938	27.47
6	Hipercor	Hypermarkets	165 000	6 500	25.38
7	Mercadona	Supermarkets	151 146	10 300	14.67
8	Dia	Discount shops	130 426	2 492	52.33
9	Galerías Preciados	Big stores	98 200	8 000	12.27
10	Unide, S.Coop	Supermarkets	74 178	1 327	55.89

Source: Distribución Actualidad 1993.

Table E19: Top 10 Spanish retail groupings (1993)



Rank	Group	Main activity	Turnover (Mio PTA)	Employment	Sales/employee (Mio PTA)
1	El Corte Inglés	Big stores	696 000	40 000	17.40
2	Pryca	Hypermarkets	530 000	13 800	38.40
3	Cecontisa (Continente)	Hypermarkets	333 279	10 730	31.06
4	Alcampo	Hypermarkets	253 700	8 400	30.20
5	Eroski	Cooperative of consumption	222 485	7 950	27.98
6	Hipercor	Hypermarkets	170 000	5 600	30.36
7	Mercadona	Supermarkets	162 100	10 500	15.43
8	Dia	Discount shops	135 000	2 433	55.48
9	Galerías Preciados	Big stores	95 000	8 000	11.87
10	Unide, S.Coop	Supermarkets	81 451	1 345	60.55

Source: Distribución Actualidad 1994.

Table E20: Top 10 Spanish retail groupings (1994)



Rank	Group	Main activity	Turnover (Mio PTA)	Employment	Sales/employee (Mio PTA)
1	El Corte Inglés	Big stores	760 000	40 000	19.00
2	Pryca	Hypermarkets	520 283	13 920	37.37
3	Cecontisa (Continente)	Hypermarkets	423 000	11 106	38.09
4	Alcampo	Hypermarkets	273 500	8 120	33.68
5	Eroski	Cooperative of consumption	267 172	7 950	33.61
6	Hipercor	Hypermarkets	198 000	5 600	35.36
7	Mercadona	Supermarkets	192 000	10 450	18.37
8	Dia	Discount shops	191 596	4 300	44.56
9	Unide, S.Coop	Supermarkets	87 000	1 200	72.50
10	Supermercados Sabeco	Supermarkets	67 758	2 471	27.42

Source: Distribución Actualidad N-229 (1995).

FRANCE

Table F1-1: Key statistics for retailing in France (1990)



Variable	Narrow definition ¹	Statistical source
Number of enterprises	379 240	EAE 1990
Total employment (at 31 december)	1 643 246	EAE 1990
<i>Women</i>	:	:
<i>Employees</i>	1 250 195	EAE 1990
<i>Self-employed</i>	393 051	:
<i>Part-time workers</i>	349 164	EAE 1990
Turnover (Mio FF) ²	1 396 154.5	EAE 1990
Emolument paid (Mio FF)	108 337.4	EAE 1990
Value added (Mio FF)	267 403.9	EAE 1990
Net capital expediter (Mio FF)	31 685.9	EAE 1990

¹ Excluding motor trade and repairs.

² Excluding VAT.

Source: INSEE, Annual business survey (EAE).

Table F1-2: Key statistics for retailing in France (1991)



Variable	Narrow definition ¹	Statistical source
Number of enterprises	372 572	EAE 1991
Total employment (at 31 December)	1 623 509	EAE 1991
<i>Women</i>	:	:
<i>Employees</i>	1 243 238	EAE 1991
<i>Self-employed</i>	364 274	EAE 1991
<i>Part-time workers</i>	357 246	EAE 1991
Turnover (Mio FF) ²	1 441 360.8	EAE 1991
Emolument paid (Mio FF)	112 217.8	EAE 1991
Value added (Mio FF)	271 531.8	EAE 1991
Net capital expediter (Mio FF)	31 301.4	EAE 1991

¹ Excluding motor trade and repairs.

² Excluding VAT.

Source: INSEE, Annual Business Survey (EAE)

Table F1-3: Key statistics for retailing in France (1992)



Variable	Narrow definition ¹	Statistical source
Number of enterprises	363 721	EAE 1992
Total employment (at 31 December)	1 615 700	EAE 1992
<i>Women</i>	:	:
<i>Employees</i>	1 243 231	EAE 1992
<i>Self-employed</i>	351 033	EAE 1992
<i>Part-time workers</i>	359 417	EAE 1992
Turnover (Mio FF) ²	1 480 309.5	EAE 1992
Emolument paid (Mio FF)	115 266.4	EAE 1992
Value added (Mio FF)	275 982.6	EAE 1992
Net capital expediter (Mio FF)	30 725.8	EAE 1992

1 Excluding motor trade and repairs.

2 Excluding VAT.

Source: INSEE, Annual Business Survey (EAE).

Table F1-4: Key statistics for retailing in France (1993)



Variable	Narrow definition ¹	Statistical source
Number of enterprises	349 937	EAE 1993
Total employment (at 31 December)	1 596 692	EAE 1993
<i>Women</i>	:	:
<i>Employees</i>	1 244 388	EAE 1993
<i>Self-employed</i>	334 808	EAE 1993
<i>Part-time workers</i>	400 401	EAE 1993
Turnover (Mio FF) ²	1 501 403	
Emolument paid (Mio FF)	114 510	EAE 1993
Value added (Mio FF)	280 625	EAE 1993
Net capital expediter (Mio FF)	31 678	EAE 1993

1 Excluding motor trade and repairs.

2 Excluding VAT.

Source: INSEE, Annual Business Survey (EAE).

Table F2: Role of commerce in the French economy (1991-1994)

	1991	1992	1993	1994
(a) Number of firms				
Total enterprises (industries, trade and services) at 1 January 1991	:	:	:	:
Total distributive trade enterprises ¹	584 200	:	:	:
Wholesale trade	84 898	86 371	85 520	84 227
<i>Food wholesaling</i>	26 832	26 047	24 737	23 871
<i>Non-food and inter-industry wholesaling</i>	58 066	60 324	60 783	60 356
Retail trade	438 223	429 507	423 165	417 201
<i>Food retailing</i>	116 134	112 086	104 739	:
<i>Non-food retailing</i>	256 438	251 635	245 198	:
<i>Motor trades</i>	65 651	65 786	73 228	73 329
Dealing and intermediaries	22 000 *	21 903	21 914	21 900 *
(b) Employment (1 000) ²				
Total resident population	57 055.4	57 373.7	57 654.5	57 903.3
Total employment	22 501.5	22 338.3	22 103.7	22 127.3
Persons employed in distributive trades	3 084.7	3 048.8	3 011.0	3 014.6
<i>Wholesale trade and intermediary</i>	1 036.8	1 015.7	985.1	974.6
<i>Retail trades ³</i>	1 651.1	1 638.4	1 636.0	1 651.8
<i>Motor trades</i>	396.8	394.7	389.9	388.2
(c) Value added (bn FF)				
Gross domestic product	6 776.2	7 010.5	7 082.8	7 376.0
Gross value added of all sectors	6 249.5	6 479.0	6 557.3	6 822.7
Gross value added of the distributive trade sector	667.2	669.8	682.1	700.8
(d) Consumption ⁴ %				
Total household consumption	3 937.5	4 081.7	4 176.0	4 312.2
Tradable consumption	1 985.7	1 997.1	2 022.0	2 056.8
<i>Food</i>	712.9	720.0	729.6	741.6
<i>Fuel, car spare parts</i>	270.3	271.9	276.5	287.2
<i>Textiles, clothing, footwear</i>	288.1	292.2	288.5	281.8
<i>Household equipment</i>	282.0	282.4	281.3	286.2
<i>Pharmaceutical goods</i>	104.3	110.8	118.7	120.9
<i>Hygiene, entertainment, culture, sports</i>	164.9	171.5	174.9	177.6
<i>Other products</i>	143.2	148.3	152.5	161.5
Non tradable consumption	1 971.8	2 084.6	2 153.9	2 255.4

* Estimates.

¹ Including motor trades and repairs. Source: INSEE, Annual Business Survey (EAE).² Source: INSEE - Division "Emploi".³ Without Motor Trades.⁴ Consumption channelled through the retail sector (see glossary pag. 181).

Source: INSEE, Sirene Register and National Accounts.

Table F3: Number of retail enterprises by sector of activity in France (1988-1993)



Sectors of activity	Number of enterprises			
	1988	1991	1992	1993
General food	34 506	32 533	31 686	30 041
Specialized food	88 952	83 601	80 400	56 685
Textiles, clothing, leather goods	94 565	82 485	81 776	64 442
Household equipment	52 376	50 655	48 000	49 360
Chemists	21 356	22 482	21 836	22 057
Perfumery and cosmetics	5 838	5 390	5 269	5 085
Stationery, books and office supplies	22 006	21 378	20 010	17 111
Other specialized non-food (including tobacco)	72 771	72 661	73 325	40 396
Non specialized non-food (mixed retailing)	1 527	1 387	1 419	736
Total retail trade ¹	401 254	378 159	368 528	355 841
Motor trades ²	67 941	63 651	65 786	73 228
Total (including motor trades)	469 195	463 810	434 314	429 069

* Since 1993, NACE rev.1 does not allow to split between food and non food.

¹ Narrow definition.

² Including repairs and petrol stations.

Source: INSEE, Annual Business Survey (EAE).

Table F4-1: Number of retail enterprises by legal status in France (1990)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Private limited company	Joint-stock company	Other
General food	33 242	24 764	261	4 251	3 489	477
Specialized food	85 599	74 700	398	8 377	820	1 304
Textiles, clothing, leather goods	85 369	63 751	404	17 871	2 702	641
Household equipment	50 590	32 371	551	13 796	3 190	682
Chemists	23 557	20 264	2 158	792	0	343
Hygiene, culture, sport	45 839	32 523	468	10 512	2 180	156
Other specialized non-food (including tobacco)	53 112	41 287	983	8 900	1 402	540
Non specialized non-food (mixed retailing)	1 932	1 029	22	596	220	65
Motor trades	67 236	38 820	393	22 027	4 591	1 405
Total retail trades	446 476	329 509	5 638	87 122	18 594	5 613
Share (%)	100.0	73.8	1.3	19.5	4.2	1.3

Source: INSEE, Annual Business Survey (EAE).

Table F4-2: Number of retail enterprises by legal status in France (1991)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Private limited company	Joint-stock company	Other
General food	32 533	24 163	271	4 186	3 537	376
Specialized food	83 601	70 843	654	9 986	1 049	1 069
Textiles, clothing, leather goods	82 485	60 126	351	18 151	2 858	1 001
Household equipment	50 655	31 089	366	15 245	3 531	424
Chemists	22 482	19 205	1 834	1 029	0	414
Hygiene, culture, sport	45 875	31 197	643	11 482	2 176	377
Other specialized non-food (including tobacco)	53 554	41 490	952	8 910	1 602	600
Non specialized non-food (mixed retailing)	1 387	752	13	395	196	31
Motor trades	65 651	37 929	246	21 063	5 235	1 178
Total retail trades	438 223	316 794	5 330	90 447	20 182	5 470
Share (%)	100.0	72.3	1.2	20.6	4.6	1.2

Source: INSEE, Annual Business Survey (EAE)

Table F4-3: Number of retail enterprises by legal status in France (1992)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Private limited company	Joint-stock company	Other
General food	31 686	23 414	90	3 904	3 757	521
Specialized food	80 400	67 655	352	10 701	1 068	624
Textiles, clothing, leather goods	81 776	54 950	693	22 138	3 171	824
Household equipment	48 000	29 645	497	13 637	3 797	424
Chemists	21 836	17 996	2 360	906	0	574
Hygiene, culture, sport	43 465	28 530	890	11 174	2 458	413
Other specialized non-food (including tobacco)	55 139	42 662	895	9 463	1 569	550
Non specialized non-food (mixed retailing)	1 419	745	26	412	216	20
Motor trades	65 786	33 604	409	22 980	5 718	1 075
Total retail trades	429 507	299 201	6 212	95 315	21 754	5 025
Share (%)	100.0	69.7	1.4	22.2	5.1	1.2

Source: INSEE, Annual Business Survey (EAE)

Table F4-4: Number of retail enterprises by legal status in France (1993)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Private limited company	Joint-stock company	Other
General food	31 802	22 451	224	4 813	3 707	607
Specialized food	72 937	59 759	247	10 536	1 112	1 283
Textiles, clothing, leather goods	79 076	55 268	444	19 782	2 981	601
Household equipment	47 286	28 654	561	14 202	3 617	252
Chemists	22 058	17 235	3 144	1 227	0	452
Hygiene, culture, sport	41 665	26 920	640	11 677	2 162	266
Other specialized non-food (including tobacco)	53 770	41 075	665	10 082	1 690	258
Non specialized non-food (mixed retailing)	1 343	729	21	383	27	183
Motor trades	67 019	37 775	528	22 277	5 875	564
Total retail trades	416 956	289 866	6 474	94 979	21 171	4 466
Share (%)	100.0	69.5	1.6	22.8	5.1	1.1

Source: INSEE, Annual Business Survey (EAE)

Table F5: Number of retail outlets by sector of activity in France ¹ (1986-1992)

Sectors of activity	Number of outlets	
	1986	1992
General food	53 495	40 680
<i>Hypermarket and supermarkets</i>	6 614	7 729
<i>Proximity shops</i>	46 881	32 951
Specialized food	102 562	85 184
Textiles, clothing, leather goods	115 221	99 126
Household equipment	64 034	56 668
Chemists	21 861	21 550
Hygiene, culture, sports	49 660	49 662
Other specialized non-food (including tobacco)	61 109	59 709
Non specialized non-food (mixed retailing)	2 885	2 047
Motor trades ²	75 316	:
Total retail trades	546 143	414 626

¹ Including offices, headquarters and warehouse.

² Including petrol stations.

Source: INSEE, Annual Business Survey (EAE) - Complementary local units.

Table F6: Sale area in French retailing ¹ (1986-1992)

Sectors of activity	Sales area in 1 000 m ²	
	1986	1992
General food	12 526.6	14 727.4
<i>Hypermarket and supermarkets</i>	9 223.8	12 026.4
<i>Proximity shops</i>	3 302.8	2 701.0
Specialized food	2 880.9	2 651.7
Textiles, clothing, leather goods	7 304.5	7 451.8
Household equipment	13 120.3	12 991.9
Chemists ²	655.8	1 005.5
Hygiene, culture, sports	3 449.7	3 823.4
Other specialized non-food	2 796.2	4 031.1
Non specialized non-food (mixed retailing)	2 020.1	1 730.8
Total retail trades	44 754.1	48 413.6

¹ Narrow definition.

² Estimates based on an average sales area of 30 m² per outlets.

Source: INSEE, Annual Business Survey (EAE) - Complementary local units.

Table F7: Geographical distribution of retail outlets in France (1992)



Region	Number of local outlets
Ile-de-France	82 404
Champagne-Ardenne	7 920
Picardie	10 616
Haute-Normandie	12 072
Centre	15 170
Basse-Normandie	10 652
Bourgogne	10 349
Nord-Pas-de Calais	23 510
Lorraine	12 399
Alsace	9 062
Franche Comté	7 054
Pays de la Loire	18 567
Bretagne	18 457
Poitou-Charentes	12 057
Aquitaine	21 736
Midi-Pyrénées	19 475
Limousin	5 494
Rhone-Alpes	42 192
Auvergne	10 719
Languedoc-Roussillon	20 434
Provence-Alpes-Côte d'Azur	42 277
Corse	2 010
Total	414 626

Source: INSEE, Annual Business Survey (EAE) - Complementar local units.

Table F8-1: Employment characteristics in French retailing (1990)



Sectors of activity	Number of enterprises	Total persons employed	Wage and salary earners		Self-employed		
			Total	Part-time workers (%)	Total	Owners	Family workers
General food	33 242	472 591	431 974	26.2	33 647	29 897	3 750
<i>Hypermarket and Supermarkets</i>	4 454	401 086	393 837	26.1	813	741	72
<i>Proximity shops</i>	28 788	71 505	38 137	27.1	32 834	29 156	3 678
Specialized food	85 599	219 705	119 805	33.9	98 992	84 849	14 143
Textiles, clothing, leather goods	85 369	254 116	176 513	27.3	77 010	73 514	3 496
Household equipment	50 590	239 614	195 618	25.8	43 777	39 505	4 272
Chemists	23 557	125 635	98 013	44.5	27 306	26 021	1 285
Hygiene, culture, sports	45 839	144 208	101 495	23.7	41 535	37 395	4 140
Other specialized non-food (including tobacco)	53 112	124 679	70 108	25.9	54 303	49 054	5 249
Non specialized non-food (mixed retailing)	1 932	62 465	56 632	19.3	1 844	1 466	379
Total retail trade ¹	379 240	1 643 193	1 682 132	27.9	378 414	371 598	36 714

¹ Excluding motor trade.

Source: INSEE, Annual Business Survey (EAE).

Table F8-2: Employment characteristics in French retailing (1991)



Sectors of activity	Number of enterprises	Total persons employed	Wage and salary earners		Self-employed		
			Total	Part-time workers (%)	Total	Owners	Family workers
General food	32 533	470 045	430 868	28.8	32 063	32 852	2 639
<i>Hypermarket and Supermarkets</i>	4 480	402 779	394 964	28.8	1 094	4 463	59
<i>Proximity shops</i>	28 053	67 266	35 904	28.6	30 969	28 389	2 580
Specialized food	83 601	217 058	121 949	29.1	94 572	84 070	10 502
Textiles, clothing, leather goods	82 485	252 073	176 446	27.9	72 997	70 912	2 085
Household equipment	50 655	234 048	191 752	25.2	41 535	39 380	2 155
Chemists	22 482	119 237	93 271	45.6	25 895	24 712	1 183
Hygiene, culture, sports	45 875	143 702	101 740	25.1	41 411	38 397	3 014
Other specialized non-food (including tobacco)	53 554	126 832	71 243	29.3	54 732	51 160	3 572
Non specialized non-food (mixed retailing)	1 387	60 465	55 928	20.3	1 064	996	68
Total retail trade ¹	372 571	1 623 460	1 674 065	28.7	364 269	375 331	27 857

¹ Excluding motor trade.

Source: INSEE, Annual Business Survey (EAE).

Table F8-3: Employment characteristics in French retailing (1992)



Sectors of activity	Number of enterprises	Total persons employed	Wage and salary earners		Self-employed		
			Total	Part-time workers (%)	Total	Owners	Family workers
General food	31 686	461 943	423 160	28.7	31 140	29 014	2 126
<i>Hypermarket and Supermarkets</i>	4 777	396 984	388 875	28.8	930	906	24
<i>Proximity shops</i>	26 909	64 959	34 285	26.9	30 210	28 108	2 102
Specialized food	80 400	210 234	122 531	29.8	87 534	79 891	7 643
Textiles, clothing, leather goods	81 776	256 109	180 549	29.8	72 564	70 053	2 511
Household equipment	48 000	229 043	188 368	26.3	39 408	37 193	2 215
Chemists	21 836	120 605	94 853	45.7	26 314	25 033	1 281
Hygiene, culture, sports	43 312	145 524	107 019	24.0	44 675	41 202	3 473
Other specialized non-food (including tobacco)	73 195	128 432	71 087	26.7	54 476	49 236	5 240
Non specialized non-food (mixed retailing)	1 419	63 774	55 117	20.0	1 115	1 029	86
Total retail trade ¹	363 721	1 615 664	1 243 204	28.9	351 025	329 641	21 384

¹ Excluding motor trade.

Source: INSEE, Annual Business Survey (EAE).

Table F9: Employment by sector of activity in French retailing (1988-1992)



Sectors of activity	Persons employed at 31.12 (1 000)			
	1988	1990	1991	1992
General food	431.7	472.6	470.0	461.9
Specialized food	232.4	219.8	217.1	210.2
Textiles, clothing, leather goods	272.2	254.1	252.1	256.2
Household equipment	230.3	239.6	234.1	229.0
Chemists	118.0	125.6	119.2	120.6
Perfumery and cosmetics	22.2	24.2	22.6	23.0
Stationery, books and office supplies	53.3	58.4	55.5	54.9
Other specialized non-food (including tobacco)	187.6	186.3	192.4	196.1
Non specialized non-food (mixed retailing)	60.6	62.6	60.5	63.8
Total retail trade ¹	1 608.3	1 643.2	1 623.5	1 615.7

¹ Narrow definition.

Source: INSEE, Annual Business Survey (EAE).

Table F10: Retail turnover by sector of activity in France (1990-1994)



Sectors of activity	Retail turnover (bn FF)				
	1990	1991	1992	1993	1994
General food	637.5	668.7	698.2	726.1	757.5
Specialized food	132.3	132.4	133.1	129.2	125.1
Textiles, clothing, leather goods	153.5	157.7	160.1	162.3	159.8
Household equipment	171.9	186.9	186.1	187.4	189.9
Chemists	98.9	104.2	110.5	121.9	125.3
Hygiene, culture, sports	99.6	103.3	109.6	112.1	115.3
Other specialized non-food (including tobacco)	97.1	97.3	96.5	97.0	98.3
Non specialized non-food (mixed retailing)	60.3	62.4	64.9	64.0	63.8
Total retail trade ¹	1 451.1	1 512.9	1 559.0	1 600.0	1 635.1

¹ Narrow definition.

Source: INSEE, National accounting on trade.

Table F11-1: Concentration by turnover category in French retailing (1990)



Turnover category (Mio FF)	% (cumulated) of businesses	Cumulative turnover in %
< 0.1	5.7	0.1
0.1 - 0.25	17.3	0.7
0.25 - 0.5	34.0	2.4
0.5 - 1	57.2	7.0
1 - 2.5	81.5	17.3
2.5 - 5	92.2	27.6
5 - 10	97.0	36.4
10 - 20	98.4	41.7
20 - 50	99.3	49.0
50 - 125	99.8	58.9
125 - 250	99.9	64.3
250 - 500	99.9	68.4
> 500	100.0	100.0

Source: INSEE, Annual Business Survey (EAE).

Table F11-2: Concentration by turnover category in French retailing (1991)



Turnover category (Mio FF)	% (cumulated) of businesses	Cumulative turnover in %
< 0.1	5.3	0.1
0.1 - 0.25	16.1	0.6
0.25 - 0.5	33.4	2.2
0.5 - 1	56.0	6.5
1 - 2.5	81.8	16.9
2.5 - 5	91.7	26.0
5 - 10	96.7	34.6
10 - 20	98.3	40.2
20 - 50	99.2	47.8
50 - 125	99.7	57.4
125 - 250	99.8	62.8
250 - 500	99.9	67.4
> 500	100.0	100.0

Source: INSEE, Annual Business Survey (EAE).

Table F11-3: Concentration by turnover category in French retailing (1992)



Turnover category (Mio FF)	% (cumulated) of businesses	Cumulative turnover in %
< 0.1	5.5	0.1
0.1 - 0.25	16.5	0.6
0.25 - 0.5	33.4	2.1
0.5 - 1	55.5	6.1
1 - 2.5	80.6	15.8
2.5 - 5	91.1	24.9
5 - 10	96.5	33.9
10 - 20	98.3	39.8
20 - 50	99.2	47.3
50 - 125	99.7	56.5
125 - 250	99.8	61.9
250 - 500	99.9	66.8
> 500	100.0	100.0

Source: INSEE, Annual Business Survey (EAE).

Table F11-4: Concentration by turnover category in French retailing (1993)



Turnover category (Mio FF)	% (cumulated) of businesses	Cumulative turnover in %
< 0.1	5.70	0.1
0.1 - 0.25	18.10	0.6
0.25 - 0.5	35.20	2.1
0.5 - 1	57.60	5.9
1 - 2.5	80.60	14.3
2.5 - 5	90.70	22.8
5 - 10	96.60	32.2
10 - 20	98.30	37.7
20 - 50	99.40	45.6
50 - 125	99.80	54.6
125 - 250	99.91	60.2
250 - 500	99.96	65.2
> 500	100.00	100.0

Source: INSEE, Annual Business Survey (EAE).

Table F12: Market shares by type of retailer in France (1990-1994)



Type of retailer	1990	1991	1992	1993	1994
Large-scale grocery retailers	28.5	29.7	30.7	31.6	32.6
<i>Hypermarkets</i>	16.8	17.7	18.5	19.2	19.9
<i>Supermarkets</i>	11.7	12.0	12.2	12.4	12.7
Variety stores	1.2	1.1	1.1	1.1	1.0
Smaller-scale general food chains and cooperatives	1.4	1.2	1.2	1.1	1.1
Large-scale general food distribution	31.1	32.0	32.9	33.8	34.7
Non-specialized non-food distribution	3.2	3.2	3.2	3.2	3.1
<i>of which department stores</i>	1.6	1.5	1.5	1.4	1.3
Non-specialized large scale and integrated retailing	34.3	35.2	36.1	37.0	37.8
Small-scale independent food retailers	3.2	3.0	2.9	2.8	2.7
Meat retailing	3.7	3.4	3.4	3.2	2.9
Specialized food retailers	3.1	3.1	3.1	3.0	2.9
Chemist	5.4	5.5	5.8	6.1	6.1
Other specialized non-food retailers	31.2	31.4	31.3	30.9	30.4
Independent specialized non-food retailers	46.6	46.4	46.5	46.0	45.0
Total retail trade	80.9	81.6	82.6	83.0	82.8
Purchase outside the retail sector	19.1	18.4	17.4	17.0	17.2
Bread, confectionery	2.6	2.6	2.6	2.5	2.4
Motor trades	8.2	8.3	7.6	7.3	7.7
Total retail sales (%)	100.0	100.0	100.0	100.0	100.0
Total retail sales (bn FF)	1 985.7	2 049.0	2 081.4	2 102.0	2 143.1

Source: INSEE, National accounting on trade.

IRELAND

Table IRL1: Key statistics for retailing in Ireland (1988-1991)



Variable	1988	1991
Number of enterprises	29 337	29 334
Number of local outlets (excluding itinerant trade)	31 699	:
Sales area (100 ft ²)	264 671	:
Total employment ¹	127 880 *	140 334
<i>Self-employed</i>	38 200	38 000
<i>Employees</i>	89 680	102 334
Turnover (IRL 1000)	7 133 670 *	9 356 379
Gross margin (IRL 1000)	1 535 435 *	2 146 431
Gross margin per labour unit	12 006	15 295

* Figure of 1987.

¹ Source: Enterprise Survey.

Source: Irish Central Statistical Office.

Table IRL2: Role of commerce on the Irish economy (1988, 1990-1994)

	1988	1990	1991	1992	1993	1994
(a) Number of enterprises						
Total enterprises (incl. agricultural businesses)	:	:	:	:	:	:
Total distributive trade enterprises	32 708	:	:	:	:	:
Wholesale trade	3 027	:	:	:	:	:
<i>Food wholesaling</i>	684	:	:	:	:	:
<i>Non-food wholesaling</i>	2 343	:	:	:	:	:
Retail trade	29 337	:	:	:	:	:
<i>Food retailing</i>	11 001	:	:	:	:	:
<i>Non-food retailing</i>	18 336	:	:	:	:	:
Intermediaries	344	:	:	:	:	:
(b) Employment (1 000) ¹						
Total resident population	:	:	3 523.4	3 549.1	:	:
Total employment	:	:	1 125.1	1 139.3	:	:
Persons employed in distributive trades	:	:	171.8	174.0	:	:
<i>Wholesale trade and intermediaries</i>	:	:	40.4	42.5	:	:
<i>Retail trade</i>	:	:	131.4	131.5	:	:
(c) Value added (Mio IRL) ^{2 *}						
Gross domestic product	22 717.9	27 187.6	28 263.4	29 971.8	32 174.0	:
Gross value added of all sector	20 364.7	24 351.5	25 387.4	26 664.0	28 997.0	:
Distributive trades gross value added ³	2 221.1	3 062.4	3 100.3	2 650.7	3 080.4	:
Share of distributive trade sector (%)	10.9	12.6	12.2	9.9	10.6	:
(d) Consumption (Mio IRL)						
Final household consumption (at current prices)		16 193	17 045	17 869	18 536	19 768
Tradable consumption		11 821	11 761	12 150	12 512	13 245
<i>Food, drink</i>		5 052	5 297	5 641	5 782	6 034
<i>Tobacco</i>		608	693	729	735	803
<i>Clothing, footwear</i>		1 114	1 176	1 194	1 268	1 308
<i>Gross rent, fuel and power</i>		2 009	2 143	2 171	2 275	2 363
<i>Furniture, furnishing and household equipment</i>		1 143	1 195	1 244	1 276	1 285
<i>Medical care and health expenses</i>		591	645	708	757	806
<i>Transport and telecommunications</i>		2 211	2 211	2 332	2 427	2 697
<i>Recreation, entertainment, education, culture</i>		1 815	1 949	2 073	2 199	2 305
<i>Miscellaneous goods and service</i>		1 650	1 736	1 777	1 817	2 168
Non-tradable consumption (mainly services)		4 372	5 284	5 717	6 024	6 524

* National accounts re-based in 1995.

¹ Source: Labor Force Survey.² At market price.³ At factor cost.

Source: Irish Central Statistical Office.

Table IRL3: Number of retail enterprises and turnover by sector of activity in Ireland



Sectors of activity	Number of enterprises 1988	Turnover 1987 (1 000 IRL)
Grocery	6 345	3 005 725
Public house and off-licence	6 450	915 631
Other food (including dairy products)	3 047	570 960
Tobacco, sweets and newspapers	1 609	285 861
Clothing and footwear	2 646	674 382
Durable household goods	1 288	448 562
Chemists	984	304 005
Other non-food (including department stores)	3 580	1 096 879
Motor trade (including petrol stations)	3 385	2 054 374
Total	29 334	9 356 379

Source: Irish Central Statistical Office.

Table IRL4: Employment characteristics by sector of activity in Irish retailing (1991)



Sectors of activity	Number of persons employed (thousand)	Self-employed (%)	Full-time employees (%)	Part-time employees (%)
Grocery	40 283	23	44	33
Public house and off-licence	26 601	41	31	28
Other food (including dairy products)	9 621	43	45	12
Tobacco, sweets and newspapers	5 476	37	39	24
Clothing and footwear	12 892	22	60	18
Durable household goods	6 066	21	67	12
Chemists	4 682	18	67	15
Other non-food (including department stores)	18 180	21	60	19
Motor trades (including petrol stations)	16 533	18	69	13

Source: Irish Central Statistical Office.

Table IRL5: Volume changes in Irish retail turnover ¹ for 14 sectors of activity (1987-1991)

Sectors of activity	1987	1991
Grocery	2 287 496	3 106 438
Grocery with public house	138 348	168 607
Public house and off-licence	915 135	1 097 108
Tobacco, sweets and newspapers	258 096	327 246
Fresh meat	233 600	278 872
Other food and drink	255 621	308 543
Motor trades (including petrol stations)	1 776 295	2 443 336
Chemists	222 752	326 371
Hardware	232 743	299 492
Electrical goods	213 123	235 923
Footwear	97 363	118 117
Drapery and clothing	619 153	631 938
Department stores	222 426	260 866
Other non-food	755 042	1 007 562
Total retail turnover	8 227 193	10 610 419
Retail sales	6 450 898	8 167 083

¹ Including VAT.

Source: Irish Central Statistical Office.

Table IRL6: Gross margin in 7 retail sectors in Ireland (1987-1991)



Sectors of activity	Turnover excluding VAT (1 000 IRL)		Gross margin (1 000 IRL)	
	1987	1991	1987	1991
Grocery	2 228 451	3 005 725	355 980	588 147
Public house and off-licence	743 656	915 631	237 749	335 970
Other food (including dairy products)	357 109	570 960	85 280	135 721
Tobacco, sweets and newspapers	220 992	285 861	41 346	59 291
Clothing and footwear	652 448	674 382	183 418	220 901
Chemists	204 929	304 005	56 853	90 257
Durable household goods	467 939	448 562	118 820	117 954
Total	4 875 524	6 205 126	1 079 446	1 548 241

Source: Irish Central Statistical Office.

Table IRL7: Concentration by turnover category in Irish retailing (1991)

Turnover category (IRL)	% of enterprises	% of retail turnover	% of persons employed
< 10 000	4.8	0.1	1.2
10 000 - 25 000	13.3	0.7	4.3
25 000 - 50 000	12.6	1.3	5.0
50 000 - 100 000	19.5	4.4	9.5
100 000 - 250 000	26.9	13.4	18.4
250 000 - 500 000	12.8	13.8	14.0
500 000 - 1 000 000	6.1	13.2	11.9
1 000 000 - 5 000 000	3.5	19.4	13.5
> 5 000 000	0.5	33.6	22.2

Source: Irish Central Statistical Office.

ITALIA

Table I1: Key statistics for retailing in Italy (1990-1993)



Variable	1990	1991	1992	1993
Number of enterprises	:	888 330	:	:
Number of local outlets (including itinerant trade)	982 843	985 189	961 134	897 768
Sales area (1 000 m ²)	69 485	68 484	:	63 109
Total employment ²	:	2 079 299	:	:
<i>Women</i>	:	923 072	:	:
<i>Self-employed</i>	:	1 381 626	:	:
<i>Employees</i>	:	697 673	:	:
Tradable consumption per outlet (Mio LIT)	489 138	527 348	556 330	554 184

1 Including motor wholesaling.

2 Number of persons who have a job.

Source: ISTAT, Census, 1991.

Table I2-1: Role of commerce in the Italian economy (1981-1992)

(a) Number of businesses	1981	1990	1991	1992
Total enterprises (including agricultural enterprises)	2 847 313	:	3 301 551	:
Total distributive trade enterprises	1 127 419	:	1 123 951	:
Wholesale trade	109 057	:	129 525	:
Food wholesaling	36 995	:	33 757	:
Non-food wholesaling	77 062	:	95 768	:
Retail trade	934 845	:	888 330	:
Food retailing	395 730	:	296 220	:
Non-food retailing	539 115	:	592 110	:
Intermediaries	83 517	:	106 096	:
(b) Employment (1 000) ¹	1989	1990	1991	1992
Total resident population	:	:	56 757	56 960
Total employment	23 087	23 271	23 516	23 272
Persons employed in distributive trades (labour units)	3 422	3 467	3 526	3 516
Wholesale trade and intermediary	:	1 078	:	:
Retail trade	:	2 389	:	:
(c) Value added (bn LIT) ²	1989	1990	1991	1992
Gross domestic product	1 193 462	1 312 066	1 429 453	1 504 003
Gross value added	1 171 708	1 294 786	1 404 829	1 492 518
Gross value added of the distributive trade sector	164 839	178 785	198 119	206 388
(d) Consumption (bn LIT) ²	1989	1990	1991	1992
Final household consumption	744 545	810 459	889 567	949 277
Tradable consumption	456 970	489 138	525 427	557 156
Food and drink	146 788	156 305	167 307	176 106
Tobacco	11 352	11 713	12 673	13 237
Clothing and footwear	77 452	81 056	87 957	93 099
Furniture, fixtures, carpets	21 973	23 698	26 768	28 142
Household textiles	8 419	9 289	9 991	10 273
Household appliances	8 490	8 770	9 423	9 193
Pharmaceutical products and therapeutic appliances	16 588	19 510	21 461	23 063
Private transports	72 070	76 834	81 134	86 770
Equipment and accessories	30 964	33 122	35 855	37 529
Books, newspaper and magazines	12 740	13 610	14 157	14 908
Other goods	50 134	55 231	58 701	64 836
Non tradable consumption	287 575	321 321	364 140	392 121

1 Full time equivalent.

2 At market price.

Source: ISTAT: National accounts and Census, Cescom, estimates based on ISTAT and OECD Data.

Table I2-2: Role of commerce in the Italian economy (1993-1994)

	1993	1994
(a) Share in the number of businesses		
Total enterprises (including agricultural enterprises)	:	:
Total distributive trade enterprises	:	:
Wholesale trade	:	:
<i>Food wholesaling</i>	:	:
<i>Non-food wholesaling</i>	:	:
Retail trade	:	:
<i>Food retailing</i>	:	:
<i>Non-food retailing</i>	:	:
Intermediaries	:	:
(b) Share in employment (1 000) ¹		
Total resident population	57 114	:
Total employment	22 660	22 304
Persons employed in distributive trades (labour units)	3 419	3 352
<i>Wholesale trade and intermediary</i>	:	:
<i>Retail trade</i>	:	:
(c) Share in value added (bn LIT) ²		
Gross domestic product	1 550 150	1 641 105
Gross value added	1 458 056	1 545 752
Gross value added of the distributive trade sector	212 905	225 880
(d) Consumption (bn LIT) ²		
Final household consumption	973 182	1 030 296
Tradable consumption	559 219	585 835
<i>Food and drink</i>	179 201	185 016
<i>Tobacco</i>	15 990	17 285
<i>Clothing and footwear</i>	91 090	93 321
<i>Furniture, fixtures, carpets</i>	27 276	29 322 *
<i>Household textiles</i>	10 512	11 300 *
<i>Household appliances</i>	9 025	9 702 *
<i>Pharmaceutical products and therapeutic appliances</i>	23 992	24 904 *
<i>Private transports</i>	83 095	88 931
<i>Equipment and accessories</i>	36 892	39 496
<i>Books, newspaper and magazines</i>	15 701	15 861
<i>Other goods</i>	66 445	70 697 *
Non tradable consumption	413 963	444 461

* Estimates.

¹ Full time equivalent.² At market price.

Source: ISTAT: National accounts and Census; Cescom: estimates based on ISTAT and OECD Data.

Table I3: Number of enterprises by sector and legal status in Italy (1991) *



Sectors of activity	Total	Share (%)	Legal status				
			Sole partnership	Ordinary partnership	Limited partnership	Limited company	Other
Food, drink and tobacco	296 220	33.3	254 319	21 027	7 276	4 161	9 437
Textiles, clothing, footwear, leather goods	202 600	22.8	159 419	18 644	11 163	8 436	4 938
Furniture and household appliances	103 915	11.7	71 203	15 887	7 262	6 145	3 418
Pharmaceuticals and cosmetics (including chemists)	34 869	3.9	28 414	2 737	1 753	828	1 137
Stationery, books and office supplies	37 876	4.3	30 182	3 657	1 934	807	1 296
Motor trade (including petrol stations)	54 295	6.1	33 243	7 595	3 660	7 574	2 223
Miscellaneous (including department stores)	158 555	17.8	127 662	14 092	7 707	5 838	3 256
Total	888 330	100.0	704 442	83 639	40 755	33 789	25 705
Share (%)	100.0		79.3	9.4	4.6	3.8	2.9

* Including motor wholesaling.

Source: ISTAT, Census.

Table I4: Number of retail outlets by type and subsector in Italy (1990-1993)



Sectors of activity	Number of outlets			
	1990	1991	1992	1993
Stores	873 848	880 404	860 489	809 737
Food	301 528	298 061	287 881	268 049
Non-food	572 320	582 343	572 608	541 688
Itinerant trade	108 995	105 785	100 645	88 031
Food	35 674	34 307	32 448	27 510
Non-food	73 321	71 478	68 197	60 521
Total	982 843	986 189	961 134	897 768
Food	337 202	332 368	320 329	295 559
Non-food	645 641	653 821	640 805	602 209

Source: Ministry of industry and trade and Cescom estimates.

Table I5: Sales area in Italian food and non-food retailing (1985-1993)



Type	Sales area (1 000 m ²)			
	1985	1990	1991	1993
Food	11 695	12 322	12 170	10 913
Non-food	51 419	57 163	56 314	52 196
Total	63 114	69 485	68 484	63 109

Source: M.I.T. estimates.

Table I6: Number of retail outlets ¹ by sector in Italy (1990-1991)

Sectors of activity	In current bn LIT	
	1990	1991
Food, drink and tobacco	301 528	298 061
Textiles, clothing, footwear, leather goods	171 552	174 447
Furniture and household appliances	133 362	135 567
Pharmaceuticals and cosmetics	45 924	46 506
Stationery, books and office supplies	45 590	46 393
Motor trades (including petrol stations)	67 851	68 577
Miscellaneous (including department stores)	108 041	110 853
Total	873 848	880 404

¹ Excluding itinerant trade.

Source: MIT 92.

Table I7: Geographical distribution of retail outlets in Italy (1991-1993)

Region	1991		1992		1993	
	Number of outlets	Supermarkets sales area (m ²) per 1 000 inhabitants	Number of outlets	Supermarkets sales area (m ²) per 1 000 inhabitants	Number of outlets	Supermarkets sales area (m ²) per 1 000 inhabitants
Piemonte	81 607	53	78 736	54	71 194	60
Valle d'Aosta	2 327	50	2 291	51	2 262	52
Lombardia	129 375	69	125 412	70	118 756	74
Trentino - Alto Adige	16 000	56	15 591	57	14 957	60
Veneto	72 535	61	69 227	63	61 839	71
Friuli - Venezia Giulia	21 991	54	21 212	56	19 316	61
Liguria	33 728	51	34 463	48	33 062	50
Emilia Romagna	71 827	55	68 239	57	61 220	64
Toscana	66 495	53	65 060	54	60 406	58
Umbria	15 537	53	15 073	54	13 365	61
Marche	27 850	52	26 576	53	23 886	60
Lazio	93 529	56	92 271	55	89 488	57
Abruzzi	24 976	51	24 542	51	22 912	55
Molise	6 835	49	6 664	49	5 936	55
Campania	83 580	70	82 403	68	79 817	71
Puglia	58 818	70	57 401	70	53 093	76
Basilicata	10 363	60	10 152	60	9 617	63
Calabria	36 482	58	36 114	57	34 526	60
Sicilia	100 236	52	98 108	50	92 483	54
Sardegna	32 098	52	31 596	52	29 633	55
Total	986 189	59	961 131	59	897 768	63

Source: M.I.T., ISTAT.

Table I8: Employment ¹ by sector of activity in Italian retailing (1981-1991)

Sectors of activity	Persons employed	
	1981	1991
Food, drink and tobacco	758 020	687 723
Textiles, clothing, footwear, leather goods	364 623	405 759
Furniture and household appliances	229 548	259 282
Pharmaceuticals and cosmetics (including chemists)	87 362	97 975
Stationery, books and office supplies	74 944	72 108
Motor trades (including petrol stations) ²	170 512	222 227
Miscellaneous (including department stores)	282 050	334 225
Total	1 967 059	2 079 299

¹ Number of persons who have a job.

² Including wholesaling.

Source: ISTAT, Census.

Table I9: Employment in large ¹ scale retailing (1987-1991)

Type	Persons employed	
	1987	1991
Food	58 513	83 201
Non-food	106 757	107 110
Total	165 270	190 311

¹ Enterprises with over 19 employees.

Source: ISTAT, Census.

Table I10: Employment characteristics in Italian retailing (1991)



	Total employment	Female employment
Total	2 079 299	923 072
Employees	697 673	333 704
Self-employed	1 381 626	589 368
Owners	1 055 633	396 717
Family workers	325 993	192 651

Source: ISTAT, Census, 1991.

Table I11: Tradable consumption in Italy (1989-1994)



Sectors of activity	In current bn LIT					
	1989	1990	1991	1992	1993	1994
Food and drink	146 788	156 305	167 307	176 106	179 201	185 016
Tobacco	11 352	11 713	12 673	13 237	15 990	17 285
Clothing and footwear	77 452	81 056	87 957	93 099	91 090	93 321
Furniture, fixtures, carpets	21 973	23 698	26 768	28 142	27 276	29 322
Household textiles	8 419	9 289	9 991	10 273	10 512	11 300
Household equipment	8 490	8 770	9 423	9 193	9 025	9 702
Pharmaceuticals and cosmetics	16 588	19 510	21 461	23 063	23 992	24 904
Private transport	72 070	76 834	81 134	86 770	83 095	88 931
Equipment and accessories	30 964	33 122	35 855	37 529	36 892	39 496
Books, newspaper and magazines	12 740	13 610	14 157	14 908	15 701	15 861
Other goods ¹	50 134	55 231	58 701	64 836	66 445	70 697
Total	456 970	489 138	525 427	557 156	559 219	585 835 *

* Estimates.

¹ Excluding motor vehicles, motorcycles, fuel and lubricant.

Source: Cescum based on ISTAT data.

Table I12: Retail sales index ¹ in Italy (1990-1994)

Sectors of activity	Retail sales ²				
	1990	1991	1992	1993	1994
Food and drink (excluding tobacco)	100.0	113.9	124.7	131.0	134.7
Clothing and footwear	100.0	107.0	111.4	113.3	117.9
Furniture	100.0	107.2	109.3	111.0	110.7
Pharmaceuticals products	100.0	109.9	115.8	119.6	119.7
Household equipment	100.0	105.4	108.6	108.5	116.7
Books, newspapers and magazines	100.0	106.4	111.5	111.8	110.0
Optical and photographic instruments	100.0	103.3	122.7	114.6	118.4
Other goods ³	100.0	102.2	117.5	122.7	127.9
Total	100.0	110.0	118.4	122.4	126.0

¹ Base year = 100.² Sales (including V.A.T. at current prices) of enterprises with over 10 employees.³ Excluding motor vehicles, motorcycles, fuel and lubricant.

Source: ISTAT. Census.

Table 113:
Market share (in %) of supermarkets, hypermarkets and department stores in Italy (1981-1993)



	Supermarkets	Hypermarkets	Departments stores ¹	Total
	Food and non-food (%)			
1981	3.8	0.3	1.8	5.9
1985	6.8	0.8	1.7	9.3
1990	11.1	2.0	2.0	15.1
1993	11.7	2.8	1.5	16.0
	Food (%)			
1981	6.8	0.4	:	7.2
1985	12.7	1.0	:	13.7
1990	22.9	2.8	:	25.7
1993	27.8	3.4	:	31.2

¹ Food sections are included in supermarkets.
Source: CESCO.

Table 114-1: Buying groups and voluntary chains in Italy (1991)



Type	Buying groups		Voluntary chains		Share of affiliated retailers
	Number of groups	Number of members	Numbers of chains	Number of members	(%)
Food	237	21 241	:	:	10.6
Non-food	85	5 033	:	:	0.9
Total	322	26 274	287	10 224	4.2

Source: M.I.T.

Table 114-2: Buying groups and voluntary chains in Italy (1992)



Type	Buying groups		Voluntary chains		Share of affiliated retailers
	Number of groups	Number of members	Numbers of chains	Number of members	(%)
Food	211	21 192	:	:	10.8
Non-food	88	4 941	:	:	0.9
Total	299	26 133	288	9 834	4.2

Source: M.I.T.

Table I14-3: Buying groups and voluntary chains in Italy (1993)



Type	Buying groups		Voluntary chains		Share of affiliated retailers (%)
	Number of groups	Number of members	Numbers of chains	Number of members	
Food	196	20 666	:	:	11.1
Non-food	87	4 791	:	:	0.9
Total	283	25 457	287	9 211	4.3

Source: M.I.T.

Table I15: Franchising in Italy (1992-1994)



Sectors of activity	1992		1993		1994	
	Number of franchisors ¹	Number of franchisees	Number of franchisors ¹	Number of franchisees	Number of franchisors ¹	Number of franchisees
Footwear, clothing, textiles	124	4 000	124	3 800	100	3 300
Other non-food	40	3 200	48	3 600	54	3 000
Mass retailing	21	2 500	21	2 800	18	3 200
Other (including manufacturing)	65	2 600	82	3 620	121	5 550
Specialized food	21	3 000	30	2 600	26	2 600
Household good	21	550	30	700	25	700
Catering and hotels	26	250	26	380	26	300
Total	318	16 100	361	17 500	370	18 650

¹ Franchises with over 5 franchisees.

Source: CESCO.

Table I16: Numbers of outlets and sales area (in m²) of large-scale retail formats in Italy (1989-1994)

Year	Supermarkets ¹		Hypermarkets ²		Departments stores	
	Outlets	m ²	Outlets	m ²	Outlets	m ²
1989	3 159	2 565 474	86	462 163	887	1 419 072
1990	3 371	2 766 439	103	540 357	937	1 563 501
1991	3 551	2 938 001	118	596 636	957	1 598 162
1992	3 766	3 120 048	145	742 789	935	1 566 963
1993	3 978	3 372 751	165	878 678	931	1 587 912
1994	4 253	3 525 377	182	981 659	924	1 593 213

¹ 400-2 500 m².² Over 2 500 m².

Source: M.I.T., Federazione Associazione Imprese Distribuzione.

Table I17-1: Large-scale retail formats by micro-area in Italy (1992)



	Supermarkets		Hypermarkets		Departments stores	
	Number	m ²	Number	m ²	Number	m ²
North Western	932	843 253	76	415 936	255	518 402
North Eastern	1 133	932 433	31	146 443	152	264 255
Central	765	643 607	20	83 233	241	400 467
Southern	936	700 755	18	97 177	287	383 839
Italy	3 766	3 120 048	145	742 789	935	1 566 963

Source: M.I.T., A.I.D.

Table I17-2: Large-scale retail formats by micro-area in Italy (1993)



	Supermarkets		Hypermarkets		Departments stores	
	Number	m ²	Number	m ²	Number	m ²
North Western	995	915 877	83	467 293	254	535 135
North Eastern	1 203	989 853	40	208 793	151	269 013
Central	810	717 779	22	95 333	232	382 155
Southern	970	749 242	20	107 259	294	401 609
Italy	3 978	3 372 751	165	878 678	931	1 587 912

Source: M.I.T., A.I.D.

Table I17-3: Large-scale retail formats by micro-area in Italy (1994)



	Supermarkets		Hypermarkets		Departments stores	
	Number	m ²	Number	m ²	Number	m ²
North Western	:	:	88	507 483	:	:
North Eastern	:	:	45	237 734	:	:
Central	:	:	26	111 533	:	:
Southern	:	:	23	124 909	:	:
Italy	:	:	182	981 659	:	:

Source: M.I.T., A.I.D.

Table I18: Number of hypermarkets by sales area in Italy (1992-1994)



Size class (m ²)	1992		1993		1994	
	Number of outlets	Sales area m ²	Number of outlets	Sales area m ²	Number of outlets	Sales area m ²
2 501 - 5 000	84	296 706	89	317 196	98	355 374
5 001 - 7 500	39	236 192	49	303 991	54	332 276
7 501 - 10 000	14	118 708	17	142 308	20	177 826
> 10 000	8	91 183	10	115 183	10	116 183
Total	145	742 789	165	878 678	182	981 659

Source: A.I.D.

Table I19: Major hypermarket operators in Italy (1992-1993)



	1992		1993	
	Number of outlets	Sales area m ²	Number of outlets	Sales area m ²
Gruppo Standa	17	112 287	19	126 749
Gruppo Rinascente ¹	16	116 943	17	119 443
Coop Italia	19	92 578	21	106 078
Gruppo Pam	9	35 452	10	35 457
Total 4 Companies	61	357 260	67	387 727
Total hypermarkets	145	742 789	165	878 678

¹ Excluding affiliated hypermarkets.

Source: Cescom, A.I.D.

Table I20: Large scale specialists in Italy (1994)



	Company	Outlets	Average sales area (m ²)
DIY			
Briccenter	Gruppo Rinascente	52 ¹	:
Self	Giardino Legno Market	11 ¹	1 710
Brico lo	Marketing Trend	12	:
Bric market	Finiper	2	:
Castorama	Castorama (F)	4	:
Leroy merlin	Auchan (F)	1 starting the activity	:
Superhobby, Mister Brico, Mister Brico City, Obi	Tengelmann (D)	23 ¹	:
Furniture			
Croff	Gruppo Rinascente	56 ¹	:
Habitat	Ikea (S)	10 (ex-Croff)	:
Iperama	Finiper	3	:
Ikea	Ikea (S)	4	15 300
Città convenienza	Semeraro	6	:
Grappeggia	Grappeggia	:	:
Electrical and household appliances			
Expert	Sogema	265	:
Media World	Gruppo Metro (D)	5 (1 starting the activity)	:
Trony	Gruppo Rinascente	10	:
Ricordi Megastore	Bertelsmann (D)	4	:
Vobis Maxistore	Gruppo Metro (D)	4	:
Virgin	Virgin (GB)	1	800
Car accessories			
Max Auto, Auto Più	Autodistribution (F)	12	:
Norauto	Norauto (F)	1 (3 starting the activity)	:
Sports goods			
Giacomelli Sport	Giacomelli	9	:
Goggi Sport	Fam. Percassi	:	:
Hervis	Despar	4 (1 starting the activity)	:
Decathlon	Auchan (F)	1 (2 starting the activity)	:
Longoni	Longoni	4	:
Other products			
I vivai	Finiper	1	:
Saint Maclou	Auchan (F)	2	:
Blockbuster	Blockbuster USA)	4	:
Lapeyre	Lapeyre (F)	4	625
Scarpissima	Compat (CDN)	35 ¹	:
Tuttochicco	Artsana	:	:

1 Including franchised stores.

Source: Espansione

Table I21-1: Major retail groupings in Italy (1991)



Multiples	Turnover (bn LIT)	Outlets (number)	Sales area (1 000m ²)
Gruppo Rinascente	4 595	740	733
Gruppo Standa	4 028	527	569 *
GS	2 788	221	189
Esselunga	2 517	74	95
Gruppo Pam	1 416	164	:
Buying groups			
Crai	16 700	6 616	:
Conad	9 740	7 099	:
Consumer cooperatives			
Coop	8 648	1 256	620

* Accounts 30.6.1990-30.6.1991.

Source: Cescom based on company accounts.

Table I21-2: Major retail groupings in Italy (1992)



Multiples	Turnover (bn LIT)	Outlets (number)	Sales area (1 000m ²)
Gruppo Rinascente	5 040	743	736
Gruppo Standa	4 398	517	* 573
GS	2 933	228	202
Esselunga	2 732	76	97
Gruppo Pam	1 559	169	:
Buying groups			
Crai	17 700	6 792	1 349
Conad	10 497	6 600	:
Consumer cooperatives			
Coop	9 733	1 137	649

* Accounts 30.6.1991-30.6.1992.

Source: Cescom based on company accounts.

Table I21-3: Major retail groupings in Italy (1993)



Multiples	Turnover (bn LIT)	Outlets (number)	Sales area (1 000m ²)
Gruppo Rinascente	5 579	757	749
Gruppo Standa	5 153	556	629 *
GS	3 110	233	205
Esselunga	2 800	77	:
Gruppo Pam	1 721	182	:
Voluntary chains			
VeGè	6 051	1 782	844
Despar	4 640	2 160	526
A&O-Selex	4 250	1 144	517
C3	2 396	694	328
Gigad	1 680	1 251	220
Buying groups			
Crai	17 900	6 768	1 300
Conad	10 916	6 212	943
Consumer cooperatives			
Coop	10 680	1 150	684

* Accounts 30.6.1992-30.6.1993

Source: Cescem based on company accounts.

Table I21-4: Major retail groupings in Italy (1994)



Multiples	Turnover (bn LIT)	Outlets (number)	Sales area (1 000m ²)
Gruppo Rinascente	5 841	745	762
Gruppo Standa	5 062	:	:
GS	:	:	:
Esselunga	:	:	:
Gruppo Pam	:	:	:
Voluntary chains			
VeGè	6 624	1 884	918
Despar	-	2 188	539
A&O-Selex	4 780	1 179	567
C3	:	694	328
Gigad	:	667	250
Buying groups			
Crai	18 000	7 160	1 317
Conad	10 492	5 660	910
Consumer cooperatives			
Coop	11 260	1 165	723

Source: Cescem based on company accounts.

Table I22: Profile of the Conad buying group (1989-1994)



Year	Number of		Turnover (bn LIT)	
	Wholesaler cooperatives	Associated members	Central organization	Wholesaler cooperatives
1989	53	11 229	1 902	2 649
1990	38	9 074	2 091	3 020
1991	32	7 099	:	3 106
1992	32	6 600	:	3 691
1993	:	6 212	:	3 871
1994	:	5 660	2 465	3 847

Source: Cescom based on company accounts.

LUXEMBOURG

Table L1: Key statistics for retailing in Luxembourg (1989-1993)



Variable	1989	1990	1991	1992	1993 *
Number of enterprises	3 548	3 529	3 480	3 382	3 406
Number of food enterprises	940	908	877	823	809
Sales area (1 000 m ²) ¹	:	:	:	:	:
Total employment	18 105	18 356	19 164	19 458	19 564
Employees	15 230	15 564	16 477	16 977	17 107
Self-employed	2 875	2 792	2 687	2 481	2 457
Retail turnover excluding VAT (Mio LFR)	117 764	128 043	146 698	142 126	152 467
Purchase of goods for resale	90 504	98 935	113 869	110 189	118 268
Gross margin ²	27 260	29 108	32 829	31 937	34 199
Value added (Mio LFR) at market price	18 289	19 482	21 821	21 190	22 249

* Provisional figure.

¹ Including local outlets belonging to enterprises having no-commercial activities ("functional" retail trade).² Sales minus purchase plus stock variation.

Source: Central Statistical Office (STATEC).

Table L2: Role of commerce in the economy of Luxembourg (1990-1993)



	1990	1991	1992	1993
(a) Number of businesses				
Total enterprises (including agricultural enterprises) ¹	19 300	19 400	19 560	19 479
Total distributive trade enterprises	5 429	5 391	5 310	5 512
Wholesale trade	1 502	1 520	1 545	1 685
Food wholesaling	222	226	220	230
Non-food wholesaling	1 280	1 294	1 325	1 455
Retail trade	3 529	3 480	3 382	3 406
Food retailing	908	877	823	809
Non-food retailing ²	2 621	2 603	2 559	2 597
Recovery and repairs	199	184	176	181
Intermediaries	199	207	207	240
(b) Employment				
Total resident population	384 400	389 800	395 200	400 900
Total employment	187 100	194 900	199 700	203 200
Persons employed in distributive trades	29 863	31 152	31 696	31 858
Wholesale trade and intermediary ²	11 507	11 988	12 238	12 294
Retail trade	18 356	19 164	19 458	19 564
(c) Value added (Mio LFR)				
Gross domestic product ³	343 800	370 300	398 900	440 200
Gross value added of all sector ⁴	343 700	369 600	397 600	439 900
Gross value added of the distributive trade sector (bn LFR) ⁵	42 899	46 867	45 702	50 302

¹ Estimate.² Including recovery and repairs.³ Version SEC.⁴ Provisional figure.⁵ At market price.

Source: Central Statistical Office (STATEC).

Table L3: Number of retailing enterprises by kind of activity in Luxembourg (1990-1993)



Sectors of activity	Number of enterprises			
	1990	1991	1992	1993 *
Food, drink and tobacco	908	877	823	809
Textiles, clothing, footwear, leather goods	640	624	634	642
Household equipment	550	542	521	530
Stationery, books and office supplies	181	179	177	181
Chemist	74	75	77	77
Pharmaceuticals and cosmetics	87	82	76	75
Petrol stations, fuel	281	273	256	247
Motor trade	275	278	273	280
Miscellaneous	533	550	545	565
Total	3 529	3 480	3 382	3 406

* Provisional figure.

Source: Central Statistical Office (STATEC).

Table L4: Employment by sector activity in retail trade in Luxembourg (1990-1993)



Sectors of activity	Employment			
	1990	1991	1992	1993 *
Food, drink and tobacco	5 597	5 848	5 892	5 928
Textiles, clothing, footwear, leather goods	3 243	3 243	3 263	3 222
Household equipment	2 425	2 578	2 640	2 612
Stationery, books and office supplies	425	462	454	486
Chemist	461	528	540	565
Pharmaceuticals and cosmetics	377	378	359	361
Petrol stations, fuel	857	956	1 020	1 084
Motor trade	3 070	3 165	3 233	3 228
Miscellaneous	1 901	2 006	2 057	2 078
Total	18 356	19 164	19 458	19 564

* Provisional figure.

Source: Central Statistical Office (STATEC).

Table L5: Retail turnover by sector of activity in Luxembourg (1990-1993) - Mio LFR



Sectors of activity	Turnover (without VAT)			
	1990	1991	1992	1993 *
Food, drink and tobacco	34 206	36 786	38 303	42 416
Textiles, clothing, footwear, leather goods	13 363	14 327	14 202	14 748
Household equipment	13 363	15 377	14 090	15 039
Stationery, books and office supplies	2 381	2 546	2 532	2 973
Chemist	3 612	3 853	4 139	4 469
Pharmaceuticals and cosmetics	1 299	1 454	1 480	1 532
Petrol stations, fuel	16 377	19 581	21 083	23 584
Motor trade	34 329	42 537	36 525	37 195
Miscellaneous	9 113	10 237	9 772	10 511
Total	128 043	146 698	142 126	152 467

* Provisional figure.

Source: Central Statistical Office (STATEC).

Table L6: Food retailing in Luxembourg: mini-markets and large-scale outlets (1989-1993)



Type of outlet	Year	Number of stores (end of year)	Sales area (1 000 m ²)	Turnover (Mio LFR)	Employment (salaries)
Mini-markets (200 - 399 m ²)	1989	21	6.0	1 102	169
	1990	20	6.2	1 087	163
	1993	21	6.2	1 450	196
Large-scale outlets (400 m ² +)	1989	56	69.4	21 843	3 269
	1990	55	74.5	24 060	3 463
	1993	64	86.1	29 327	3 428
Of which supermarkets (400 - 999 m ²)	1989	32	20.1	5 850	973
	1990	30	19.7	6 586	962
	1993	34	20.8	6 506	758
Large supermarkets (1 000 - 2 499 m ²) and hypermarkets (2 500 m ² +)	1989	24	49.3	15 993	2 296
	1990	25	54.8	17 474	2 501
	1993	30	65.3	22 821	2 670

Source: Central Statistical Office (STATEC).

Table L7: Top 7 retail groupings in Luxembourg (1992)



Rank	Groupings	Main activity	Persons employed (at 1.1.1992)
1	Group Cactus	Food retailing	2 280
2	Group Courthéoux-Match	Food retailing	1 530
3	Group Monopol-Scholer	Department stores, supermarkets	770
4	Euromotor S.A.	Motor trade	230
5	Groupe Meris-Wagner	Motor trade	220
6	Groupe Emo	Meat	160
7	Grand Garage Jean Muller S.A.R.L.	Motor trade	140

Source: Central Statistical Office (STATEC).

NEDERLAND

Table NL1: Role of commerce in the Dutch economy (1990-1994)



	1990	1991	1992	1993	1994
(a) Number of businesses					
Total enterprises (including agriculture, hunting, forestry and fishing)	653 000	681 367	702 296	725 333	:
Total distributive trade enterprises	169 500	182 500	175 200	178 200	178 700
Wholesale trade	67 500	71 000	75 200	78 300	75 800
<i>Wholesaling in consumer goods</i>	32 750	:	:	:	:
Food	7 750	:	:	:	:
Non-food	25 000	:	:	:	:
<i>Wholesaling in non-consumer goods</i>	31 200	:	:	:	:
Retail trade	102 200	101 500	100 000	99 900	102 900
Food	25 500	:	:	:	:
Non-food	96 500	:	:	:	:
Intermediary trade	8 000	:	:	:	:
(b) Employment (1 000)					
Total resident population	14 947	15 065	15 182	15 294	15 381
Total employment	6 35	6 170	6 205	6 204	6 370
Persons employed in distributive trade	961.3	1 001.0	1 013.4	1 029.5	1 039.6
<i>Wholesale</i>	383.6	401.8	398.4	402.0	402.9
<i>Retail trade</i>	577.7	599.2	615.0	627.5	636.7
(c) Value added in current price (Mio HFL)					
Gross value added of all sectors	516 850	542 570	688 100	579 040	608 420
Gross value added of the distributive trade sector	81 859	84 118	65 219	66 833	67 588
Gross value added of retailing	22 300	23 228	24 495	:	:
(d) Private and tradable consumption (Mio HFL)					
Private consumption	298 840	318 350	336 750	347 500	363 220
Expenditure on service	146 830	157 170	170 260	180 020	192 330
Expenditure on goods	152 010	161 180	166 490	167 450	170 880
Food:	47 180	48 990	51 810	52 320	63 940
Food excluding tobacco	42 820	44 480	48 700	48 990	48 450
Tobacco	4 380	4 510	4 910	5 330	5 490
Non food:	104 830	112 190	114 880	115 160	116 950
<i>Textiles and clothing</i>	16 580	18 000	17 960	18 170	17 660
<i>Footwear and leatherwear</i>	4 680	4 880	4 860	6 030	4 920
<i>Household articles and interior decorating</i>	20 240	21 260	21 460	21 580	21 400
<i>Cosmetics and toiletries</i>	3 990	4 290	4 590	4 680	4 820
<i>Pharmaceuticals and bandages</i>	4 880	6 010	6 800	5 980	8 290
<i>Other products</i>	54 680	68 770	80 390	59 720	81 880
Tradable consumption ¹	131 820	139 320	144 570	:	:

¹ EIM estimates.

Source: Central Bureau of Statistics, National Accounts, Population and Employment Statistics

Table NL2: Number of retail enterprises by kind of activity in the Netherlands (1990-1994)



Sectors of activity	Number of enterprises				
	1990	1991	1992	1993	1994
Food, drink and tobacco	28 800	27 900	26 900	26 300	20 600
Textiles, clothing, footwear, leather goods	17 600	17 500	17 500	18 200	18 800
Furniture and furnishings, household articles and interior decorating	21 100	21 300	20 900	20 600	21 700
Stationery, books and office supplies	3 600	3 500	3 400	3 300	3 400
Perfumery, cosmetics and toiletries	2 500	2 500	2 400	2 500	2 500
Petrol stations, fuel	2 000	1 900	1 900	1 900	1 800
Motor trade	6 100	6 300	6 600	6 700	6 700
Miscellaneous ¹	20 500	20 600	20 400	20 400	27 400
Total	102 200	101 500	100 000	99 900	102 900

¹ Including Department stores.

Source: Central Bureau of Statistics, Annual Survey on Retailing (ASR), Annual Survey on Motor Trade (ASMT).

Table NL3-1: Number of retail enterprises by legal status in the Netherlands (1991)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Limited company	Other
Food, drink and tobacco	27 900	21 800	3 700	2 200	200
Textiles, clothing, footwear, leather goods	17 500	12 100	2 100	3 100	200
Furniture and furnishings, household articles and interior decorating	21 300	13 900	2 600	4 500	300
Stationery, books and office supplies	3 500	2 500	400	400	200
Perfumery, cosmetics and toiletries	2 500	1 800	300	300	100
Petrol stations, fuel	1 900	1 200	200	500	0
Motor trade	6 300	4 600	800	1 000	100
Miscellaneous	20 600	15 200	2 600	2 800	0
Total	101 500	73 100	12 500	14 800	1 100
Share (%)	100.0	72.0	12.3	14.6	1.1

Source: Central Bureau of Statistics, ASR, ASMT.

Table NL3-2: Number of retail enterprises by legal status in the Netherlands (1992)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Limited company	Other
Food, drink and tobacco	26 900	19 300	5 200	2 200	200
Textiles, clothing, footwear, leather goods	17 500	11 500	2 700	3 100	200
Furniture and furnishings, household articles and interior decorating	20 900	12 900	3 300	4 400	300
Stationery, books and office supplies	3 400	2 300	500	400	200
Perfumery, cosmetics and toiletries	2 400	1 600	500	300	:
Petrol stations, fuel	1 900	1 100	300	500	:
Motor trade	6 600	4 600	800	1 100	100
Miscellaneous	20 400	13 900	3 300	2 800	300
Total	100 000	67 200	16 600	14 800	1 400
Share (%)	100.0	67.2	16.6	14.8	1.3

Source: Central Bureau of Statistics, ASR, ASMT.

Table NL3-3: Number of retail enterprises by legal status in the Netherlands (1993)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Limited company	Other
Food, drink and tobacco	26 300	17 800	6 200	2 100	200
Textiles, clothing, footwear, leather goods	18 200	11 300	3 500	3 200	200
Furniture and furnishings, household articles and interior decorating	20 600	12 000	4 000	4 300	300
Stationery, books and office supplies	3 300	2 100	600	400	200
Perfumery, cosmetics and toiletries	2 500	1 600	600	300	0
Petrol stations, fuel	1 900	1 000	400	500	0
Motor trade	6 700	4 400	1 100	1 100	100
Miscellaneous	20 400	13 000	3 900	3 100	400
Total	99 900	63 200	20 300	15 000	1 400
Share (%)	100.0	63.3	20.3	15.0	1.4

Source: Central Bureau of Statistics.

Table NL4: Number of retail outlets by kind of activity in the Netherlands (1990-1992)



Sectors of activity	Number of outlets	
	1990	1992
Food, drink and tobacco	33 600	30 200
Textiles, clothing, footwear, leather goods	23 700	22 900
Furniture and furnishings, household articles and interior decorating	18 900	19 400
Stationery, books and office supplies	3 500	2 900
Perfumery, cosmetics and toiletries	3 600	3 600
Motor trade	7 000	8 000
Petrol stations, fuel	2 300	2 300
Miscellaneous	34 100	38 500
Total	126 700	127 800

Source: Central Bureau of Statistics.

Table NL5: Sales area in Dutch retailing¹ (1988-1992)



Sectors of activity	Sales area (Mio m ²)			Share (%)
	1988	1990	1992	1992
Food, drink and tobacco	3.5	3.5	3.6	20.6
Textiles, clothing, footwear, leather goods	2.8	2.8	3.0	17.1
Furniture and furnishings, household articles and interior decorating	4.8	4.9	5.2	29.7
Stationery, books and office supplies	0.3	0.3	0.3	1.7
Perfumery, cosmetics and toiletries	0.3	0.3	0.4	2.3
Miscellaneous	4.6	4.6	5.0	28.6
Total	16.3	16.4	17.5	100.0

¹ Excluding motor trades and petrol stations.

Source: Central Bureau of Statistics, ASR.

Table NL6: Geographical distribution of retail outlets in Netherlands (1990-1994)



Province	Number of outlets				
	1990	1991	1992	1993	1994
Groningen	3 900	4 300	4 100	4 100	4 300
Friesland	4 700	4 800	4 800	4 700	4 800
Drenthe	3 400	3 400	3 500	3 300	3 400
Overijssel	8 700	8 700	8 800	8 600	8 500
Gelderland	14 400	14 300	14 500	14 100	14 300
Utrecht	8 100	8 400	8 600	8 600	8 600
Noord-Holland	23 500	23 100	23 500	23 600	24 400
Zuid-Holland	27 100	26 900	27 100	26 700	26 400
Zeeland	3 400	3 400	3 400	3 300	3 400
Noord-Brabant	18 600	18 600	18 600	18 200	18 600
Limburg	9 700	9 400	9 600	9 400	9 400
Flevoland	1 100	1 200	1 300	1 400	1 500

Source: Central Bureau of Statistics, Statistical Yearbook and General Company Records.

Table NL7: Employment by sector of activity in Netherlands retailing (1990-1994)



Sectors of activity	Employment (1 000)				
	1990	1991	1992	1993	1994
Food, drink and tobacco	234.5	243.2	249.6	254.7	258.6
Textiles, clothing, footwear, leather goods	93.4	96.8	99.4	101.4	102.9
Furniture and furnishings, household articles and interior decorating	99.9	103.6	106.3	108.5	110.0
Stationery, books and office supplies	10.9	11.4	11.7	11.9	12.0
Perfumery, cosmetics and toiletries	17.6	18.3	18.8	19.2	19.5
Petrol stations, fuel	8.9	9.3	9.5	9.7	9.8
Motor trade	13.3	13.8	14.1	14.4	14.6
Miscellaneous	99.1	102.8	105.5	107.7	109.3
Total	577.6	599.2	614.9	627.5	636.7

Source: Central Bureau of Statistics, ASR, ASMT.

Table NL8: Retail turnover (excluding VAT) by sector of activity in the Netherlands (1990-1992)



Sectors of activity	Turnover (bn HFL)		Share (%)
	1990	1992	
Food, drink and tobacco	43.1	46.4	29.6
Textiles, clothing, footwear, leather goods	15.3	16.7	10.7
Furniture and furnishings, household articles and interior decorating	15.5	17.3	11.1
Motor trade	35.8	40.9	26.2
Miscellaneous	32.5	35.0	22.4
Total	142.2	156.3	100.0

Source: Central Bureau of Statistics, ASR, ASMT.

Table NL9: Concentration in Dutch retailing¹ by turnover category (1992)



Turnover category (HFL)	Cumulative turnover in %
	1992
< 100 000	14.5
100 000 to under 200 000	27.2
200 000 to under 500 000	56.1
500 000 to under 1 million	77.2
1 million to under 2 million	88.8
2 million to under 5 million	95.3
5 million to under 10 million	98.1
> 10 million	100.0

¹ Including motor trades.

Source: Central Bureau of Statistics, ASR, ASMT.

ÖSTERREICH

Table A1: Key statistics for Austrian retailing (1988-94)

Variable	Value					
	1988	1990	1991	1992	1993	1994
Number of enterprises	39 853	40 900	40 979	41 373	40 181	40 040
Number of establishments	40 929	42 194	42 108	42 215	40 938	40 768
Number of outlets	52 542	:	:	:	:	:
Total employment (annual average)	253 546	277 929	286 880	290 170	289 144	290 002
Employees	211 493	234 421	243 452	246 994	246 866	248 285
Female (at 31 December)	165 256	179 852	:	:	:	:
Part time (at 31 December)	27 844	:	:	:	:	:
Self-employed	42 053	43 508	43 428	43 176	42 278	41 717
Wage and salary (Mio ÖS)	44 479	:	:	:	:	:
Turnover (Mio ÖS)	377 992	448 099	479 618	497 720	499 852	515 718
Value added (Mio ÖS)	70 979	87 967	92 642	103 911	107 329	111 147
Gross operating surplus (Mio ÖS)	26 500	:	:	:	:	:
Depreciation (Mio ÖS)	5 917	:	:	:	:	:
Net operating surplus (Mio ÖS)	20 583	:	:	:	:	:
Total investment (Mio ÖS)	9 757	:	:	:	:	:
Total inventories at 31 December (Mio ÖS)	52 975	59 269	63 555	66 195	66 175	65 991

* At 15 May 1991.

Source: ÖSTAT, Census Surveys, National Accounts

Table A2: Share of commerce in the Austrian economy (1988-1994)



	1988	1991	1992	1993	1994
(a) Number of enterprises					
Total enterprises (excluding agricultural businesses)	189 940	-	-	-	-
Total distributive trade enterprises(excluding dealing and intermediaries)	57 865	59 454	59 598	58 293	58 057
<i>Wholesale trade</i>	18 012	18 475	18 225	18 112	18 017
<i>Retail trade</i>	39 853	40 979	41 373	40 181	40 040
(b) Employment (1 000)					
Total resident population	7 596	7 813	7 914	7 992	8 030
Total employment	3 224	3 385	3 402	3 387	3 392
Persons employed in distributive trade(excluding dealing and intermediaries)	435	484	488	485	486
<i>Wholesale</i>	181	197	198	196	196
<i>Retail trade</i>	254	287	290	289	290
(c) Value added (ÖS bn)					
Gross domestic product	1 566.5	1 926.5	2 047.3	2 124.1	2 262.9
Gross value added of all sectors	1 505.8	1 861.5	1 987.5	2 066.5	2 185.7
Gross value added of the distributive trades	193.6	239.8	256.9	259.4	269.7
<i>Wholesale trade</i>	117.8	147.2	153.0	152.1	158.6
<i>Retail trade</i>	75.8	92.6	103.9	107.3	111.1
(d) Household expenditure and tradable consumption (ÖS bn)					
Total household expenditure	927.0	1 134.0	1 202.2	1 243.3	1 292.0
<i>Food, drink and tobacco</i>	195.1	223.4	233.3	236.8	236.9
<i>Clothing, footwear</i>	89.7	104.2	105.7	105.6	104.9
<i>Gross rent, fuel and power</i>	164.1	202.4	215.0	229.8	243.4
<i>Furniture, household equipment</i>	71.7	85.8	91.6	96.5	102.3
<i>Health</i>	46.6	61.0	67.2	74.9	86.5
<i>Transport and communication</i>	141.4	188.6	199.6	200.3	205.1
<i>Education, entertainment</i>	67.3	85.4	90.9	93.5	100.0
<i>Other goods</i>	151.1	183.2	198.9	205.9	212.9
Tradable consumption	478.7	567.6	591.2	595.2	600.0

Source: ÖSTAT, Census Surveys, National Accounts.

Table A3: Retail trade enterprises in Austria by legal status (1990-1992)



Legal status	Share % in					
	1990		1991		1992	
	Number of enterprises	Turnover	Number of enterprises	Turnover	Number of enterprises	Turnover
Sole proprietorship	81.0	36.1	80.0	32.9	79.0	31.3
Ordinary partnership	8.5	19.8	8.3	18.4	8.3	17.6
Limited partnership	:	:	:	:	:	:
PL companies	10.2	28.4	11.4	35.8	12.4	36.8
Joint-stock companies	0.1	7.5	0.1	6.2	0.1	8.1
Cooperative, others	0.2	6.2	0.2	6.7	0.2	6.2
Total numbers (= 100%)*	40 900	448.1	40 979	479.6	41 373	497.7

* in ÖS billion.

Source: ÖSTAT, Census Surveys, National Accounts.

Table A4: Retail establishment by sector of activity in Austria (1988-1994)



Variable	Value					
	1988	1990	1991	1992	1993	1994
Food, beverages	7 666	7 907	7 909	7 695	7 111	7 000
Tobacco	3 867	4 129	4 025	4 160	4 094	4 087
Textiles, clothing	5 574	5 730	5 783	5 785	5 648	5 733
Shoes	1 273	1 263	1 147	1 165	1 150	1 113
Leather	273	284	254	246	232	212
Pharmacies	871	934	941	986	996	1 023
Cosmetics, cleaning products	1 340	1 400	1 299	1 288	1 240	1 225
Furniture, household textiles	1 332	1 471	1 344	1 453	1 437	1 357
Metal products, household utensils	1 218	1 238	1 128	1 116	1 136	1 164
Rubber and plastic products	102	128	100	93	90	87
Motor vehicles	2 079	2 178	2 281	2 381	2 388	2 481
Sewing and office machinery	450	381	415	417	404	382
Optical, precision instruments	478	495	461	462	437	436
Electrical appliances	1 563	1 597	1 702	1 715	1 711	1 643
Paper, office articles	717	852	666	663	641	600
Books, newspapers, music printing	583	621	585	536	517	522
Watches, jewellery	1 298	1 339	1 358	1 379	1 364	1 343
Sports goods, toys, musical	1 274	1 315	1 386	1 455	1 436	1 457
Fuel	537	466	461	453	423	409
Petrol stations	2 371	2 463	2 413	2 348	2 244	2 258
Flowers and plants	1 116	1 107	1 178	1 205	1 180	1 176
Department stores, mail-order houses	97	96	103	111	110	118
Non-specialized retailing	1 608	1 688	1 543	1 479	1 441	1 427
Others	3 242	3 312	3 626	3 623	3 508	3 515
Total	40 929	42 194	42 108	42 214	40 938	40 768

Source: ÖSTAT, Census Surveys, National Accounts.

Table A5: Concentration in Austrian retailing by turnover category (1991-1992)



	Cumulative %			
	1991		1992	
	Establishment	Turnover	Establishment	Turnover
< 250	5.1	0.1	5.0	0.1
< 500	11.0	0.3	10.9	0.3
< 1 000	22.2	1.0	22.0	1.0
< 5 000	66.5	11.4	66.0	10.8
< 10 000	83.6	22.7	83.0	21.5
< 50 000	97.4	46.9	97.4	45.7
< 100 000	98.7	55.9	98.7	54.0
All categories	100.0	100.0	100.0	100.0

Source: ÖSTAT, Census Surveys, National Accounts.

Table A6: Employment by sector of activity in Austrian retailing (at 15 May 1991)



Sectors of activity	Self employment				
	Employment	Employees	Owners	Family workers	Female
Food, beverages	63 591	56 837	5 538	1 216	47 893
Tobacco	8 322	4 376	3 319	627	6 041
Textiles, clothing	42 117	36 274	5 289	554	35 420
Shoes	10 407	9 205	1 056	146	8 621
Leather	1 258	973	252	33	969
Pharmacies	8 255	7 075	1 066	114	6 685
Cosmetics, cleaning products	8 105	6 976	1 003	126	6 373
Furniture, household textiles	18 675	17 295	1 226	153	7 674
Metal products, household utensils	9 289	8 133	1 032	124	4 346
Rubber and plastic products	617	547	60	10	221
Motor vehicles	22 522	20 646	1 689	187	4 222
Sewing and office machinery	3 466	3 129	303	34	1 216
Optical, precision instruments	5 988	5 493	442	53	2 726
Electrical appliances	13 417	11 873	1 370	174	4 181
Paper, office articles	3 413	2 654	662	97	2 538
Books, newspaper, music-printing	5 421	4 856	502	63	3 680
Watches, jewellery	5 136	3 719	1 259	158	3 237
Sport goods, toys, musical instruments	7 197	5 671	1 348	180	3 774
Fuel	1 880	1 483	335	62	480
Petrol stations	9 042	6 554	2 162	308	2 900
Flowers, plant	5 990	4 425	1 350	215	4 670
Department stores, mail-order houses	9 277	9 238	37	2	6 841
Non-specialized retailing	11 387	8 262	2 512	613	8 509
Others	13 363	8 927	3 917	519	6 545
Total	288 135	244 621	37 727	5 768	179 762

Source: ÖSTAT, Census of Non-Agricultural Local Units on Employment

Table A7: Employment characteristics in Austrian retailing (at 15 May 1991)



	Number	Share %
Total employment	288 116	100.0
Female	179 852	62.4
Employees	244 621	84.9
<i>Female</i>	159 471	55.3
Self-employed	43 495	15.1
<i>Owners</i>	37 727	13.1
<i>Family workers</i>	5 768	2.0

Source: ÖSTAT, Census of Non-Agricultural Units on Employment

Table A8-1: Gross trade margins in Austrian retailing (Mio ÖS) (1990-1994)



Sectors of activity	Mio ÖS				
	1990	1991	1992	1993	1994
Food, beverage	24 468	27 099	27 970	29 395	30 050
Tobacco	2 928	3 608	3 648	3 625	3 448
Textiles, clothing	19 876	19 554	21 308	20 148	21 076
Shoes	4 099	4 041	4 267	4 676	4 268
Leather	578	556	501	516	460
Pharmacies	5 021	5 404	5 824	6 595	6 951
Cosmetics, cleaning products	3 161	4 341	5 136	5 210	5 976
Furniture, household textiles	9 546	9 703	11 258	11 047	12 091
Metal products, household utensils	3 113	2 621	2 930	3 069	3 064
Rubber and plastic products	159	162	133	168	179
Motor vehicles	10 351	9 952	10 707	11 621	11 034
Sewing and office machinery	1 413	1 076	1 229	991	868
Optical, precision instruments	2 928	2 693	2 333	2 603	2 799
Electrical appliances	4 052	3 878	3 742	3 465	3 737
Paper, office articles	903	1 042	1 035	991	979
Books, newspaper, music-printing	3 216	3 419	3 923	4 080	4 313
Watches, jewellery	2 323	2 588	2 664	2 213	2 281
Sport goods, toys, musical instruments	2 884	2 668	2 518	3 195	2 954
Fuel	987	1 112	1 204	1 089	1 073
Petrol stations	2 057	2 367	2 207	2 586	2 807
Flowers, plant	1 266	1 326	1 356	1 488	1 577
Department stores, mail-order houses	7 601	8 251	8 430	8 492	8 331
Non-specialized retailing	2 501	2 412	2 518	2 718	2 729
Others	2 935	3 112	2 535	2 449	2 606
Total	118 366	122 985	129 376	132 430	135 651

Source: ÖSTAT, National Accounts

Table A8-2: Gross trade margins in Austrian retailing (% of sales value) (1990-1994)



Sectors of activity	% of sales value				
	1990	1991	1992	1993	1994
Food, beverage	21.5	22.1	21.5	22.2	21.5
Tobacco	11.5	13.6	13.3	15.3	15.1
Textiles, clothing	39.0	37.4	40.3	38.4	40.2
Shoes	38.4	37.4	38.7	41.2	38.8
Leather	36.7	41.2	38.9	40.6	37.3
Pharmacies	35.2	33.9	33.0	34.2	33.9
Cosmetics, cleaning products	27.1	30.8	32.3	30.3	31.2
Furniture, household textiles	36.9	35.9	38.7	35.4	36.1
Metal products, household utensils	31.9	30.8	33.7	34.1	32.2
Rubber and plastic products	38.4	41.2	35.5	39.3	39.5
Motor vehicles	17.7	14.6	15.1	17.2	16.0
Sewing and office machinery	29.5	22.7	29.8	23.1	25.0
Optical, precision instruments	40.5	35.4	30.8	36.1	36.6
Electrical appliances	28.4	28.3	25.8	23.5	24.7
Paper, office articles	30.3	34.9	35.8	34.4	25.6
Books, newspaper, music-printing	35.8	35.6	38.8	37.0	36.9
Watches, jewellery	47.5	48.6	47.9	39.6	41.5
Sport goods, toys, musical instruments	35.6	30.9	27.8	33.9	31.6
Fuel	13.7	13.5	16.1	14.7	15.4
Petrol stations	14.4	14.1	13.6	16.5	17.0
Flowers, plant	43.8	43.9	43.4	44.4	44.2
Department stores, mail-order houses	40.4	40.9	41.0	41.4	40.5
Non-specialized retailing	22.3	20.9	21.4	23.1	22.8
Others	40.7	49.6	42.3	42.3	39.8
Total	27.1	26.4	26.7	27.3	27.1

Source: ÖSTAT, National Accounts.

Table A9-1: Retail turnover and growth rate by sector of activity in Austrian

Sectors of activity	Average annual growth 1992			
	Turnover (Mio ÖS)	Current prices	1983 prices	Prices increase
Food, beverage	131 221	5.6	2.2	3.3
Tobacco	27 874	4.3	1.2	3.1
Textiles, clothing	53 941	1.3	- 2.2	3.6
Shoes	11 177	2.2	- 2.9	5.3
Leather	1 304	- 4.2	- 7.2	3.2
Pharmacies	17 681	10.6	7.0	3.4
Cosmetics, cleaning products	15 980	12.7	9.5	2.9
Furniture, household textiles	29 857	8.1	6.0	2.0
Metal products, household utensils	8 885	2.1	- 2.5	4.7
Rubber and plastic products	405	- 5.4	- 8.5	3.4
Motor vehicles	75 270	3.9	1.3	2.6
Sewing and office machinery	4 815	- 8.1	- 7.3	- 0.9
Optical, precision instruments	7 719	- 0.5	1.7	- 2.2
Electrical appliances	15 315	5.0	2.5	2.4
Paper, office articles	2 934	- 3.3	- 7.6	4.7
Books, newspaper, music-printing	10 279	5.4	3.3	2.0
Watches, jewellery	5 750	3.9	5.9	- 1.9
Sport goods, toys, musical instruments	9 466	5.1	- 0.7	5.8
Fuel	7 818	- 9.1	- 7.8	- 1.4
Petrol stations	17 995	- 3.6	- 9.5	6.5
Flowers, plant	3 217	3.5	0.5	3.0
Department stores, mail-order houses	20 708	1.9	- 1.9	3.9
Non-specialized retailing	11 907	1.9	- 1.6	3.6
Others	6 202	- 3.9	- 6.3	2.6
Total	497 720	3.8	0.5	3.3

Source: ÖSTAT, National Accounts.

Table A9-2: Retail turnover and growth rate by sector of activity in Austria



Sectors of activity	Average annual growth 1993			
	Turnover (Mio ÖS)	Current prices	1983 prices	Prices increase
Food, beverage	133 726	1.9	- 0.3	2.2
Tobacco	23 997	- 13.9	- 15.2	1.5
Textiles, clothing	53 607	- 0.6	- 4.3	3.9
Shoes	11 479	2.7	- 0.3	3.0
Leather	1 284	- 1.5	- 4.8	3.5
Pharmacies	19 313	9.2	6.5	2.5
Cosmetics, cleaning products	17 290	8.2	5.4	2.7
Furniture, household textiles	31 870	6.7	3.4	3.2
Metal products, household utensils	9 197	3.5	- 2.1	5.7
Rubber and plastic products	463	14.3	11.1	3.0
Motor vehicles	72 907	- 3.1	- 6.7	3.9
Sewing and office machinery	4 737	- 1.6	0.8	- 2.4
Optical, precision instruments	7 318	- 2.5	- 6.0	0.9
Electrical appliances	15 519	1.3	- 2.5	3.9
Paper, office articles	2 921	- 0.4	- 2.2	1.8
Books, newspaper, music-printing	11 209	9.0	7.2	1.7
Watches, jewellery	5 802	0.9	- 1.2	2.1
Sport goods, toys, musical instruments	9 816	3.7	0.9	2.8
Fuel	7 716	- 1.3	- 0.7	- 1.0
Petrol stations	17 588	- 2.3	- 0.2	- 2.1
Flowers, plant	3 438	6.9	4.5	2.3
Department stores, mail-order houses	20 670	- 0.2	- 3.4	3.3
Non-specialized retailing	11 964	0.5	- 2.2	2.8
Others	6 021	- 2.9	- 5.5	2.8
Total	499 852	0.4	- 2.0	2.4

Source: ÖSTAT, National Accounts.

Table A9-3: Retail turnover and growth rate by sector of activity in Austrian



Sectors of activity	Average annual growth 1994			
	Turnover (Mio ÖS)	Current prices	1983 prices	Prices increase
Food, beverage	140 841	5.3	3.8	1.4
Tobacco	23 129	- 3.6	- 6.3	2.9
Textiles, clothing	53 421	- 0.3	- 3.6	3.4
Shoes	11 142	- 2.9	- 6.0	3.3
Leather	1 242	- 3.3	- 5.8	2.7
Pharmacies	20 551	6.4	4.7	1.6
Cosmetics, cleaning products	19 234	11.2	9.6	1.5
Furniture, household textiles	34 241	7.4	4.8	2.5
Metal products, household utensils	9 710	5.6	3.1	2.4
Rubber and plastic products	493	6.5	3.4	3.0
Motor vehicles	74 998	2.9	0.4	2.5
Sewing and office machinery	3 833	- 19.1	- 17.8	- 1.6
Optical, precision instruments	7 758	6.0	5.0	1.0
Electrical appliances	15 863	2.2	0.3	1.9
Paper, office articles	2 778	- 4.9	- 6.5	1.7
Books, newspaper, music-printing	11 879	6.0	2.8	3.1
Watches, jewellery	5 726	- 1.3	- 4.8	3.7
Sport goods, toys, musical instruments	9 732	- 0.9	0.2	- 1.1
Fuel	7 269	- 5.8	- 4.6	- 1.3
Petrol stations	18 537	5.4	2.0	3.3
Flowers, plant	3 673	6.8	4.6	2.1
Department stores, mail-order houses	20 745	0.4	- 2.4	2.9
Non-specialized retailing	12 143	1.5	- 0.4	1.9
Others	6 780	12.6	9.1	3.2
Total	515 718	3.2	1.0	2.2

Source: ÖSTAT, National Accounts.

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Table P1: Key statistics for retailing in Portugal (1990-1993)



Variable	1990	1991	1992	1993*
Number of enterprises	143 845	141 508	137 792	132 095
Total employment	356 132	368 038	366 471	364 408
Women (%)	44.8	44.7	44.5	43.4
Self-employed (%)	-	-	-	-
Employees (%)	68.6	68.3	71.8	75.8
Part-time	5.0	4.8	5.5	5.1
Remuneration of employees (Mio ESC)	180 357	216 767	254 032	287 988
Turnover (Mio ESC)	3 732 375	4 442 090	4 786 844	4 986 136
Total investment (Mio ESC)	149 446	95 842	93 674	100 005
Capital expenditure (Mio ESC)	-	-	-	-

* Provisional data.

Source: Instituto Nacional de Estatística (INE). Survey of the enterprises (IEH), Eurostat, Labour force Survey.

Table P2: Role of commerce in the of Portuguese economy (1988-1993)



(a) Number of enterprises	1988	1991	1992	1993*
Total enterprises	504 825	539 225	534 961	538 040
Total distributive trade enterprises	204 612	169 748	164 404	160 541
Wholesale trade	31 330	28 240	26 612	28 447
Food wholesaling	9 177	6 957	7 498	6 052
Non-food wholesaling ¹	22 153	21 283	19 114	22 395
Retail trade	173 282	141 508	137 792	132 094
Food retailing	80 052	59 555	62 756	52 507
Non-food retailing ²	93 230	81 953	75 036	79 587
(b) Employment (1 000)	1990	1991	1992	1993
Total resident population	9 810.2	9 862.5	9 859.6	9 887.6
Active population	4 887.3	4 823.1	4 737.2	4 715.1
Employed population	4 624.8	4 625.3	4 543.1	4 457.7
Persons employed in distributive trades ³	550.4	563.6	559.4	560.9
(c) Value added (Mio ESC)	1989	1991	1992	1993
Gross national product	7 130.3	8 689.6	8 785	8 684
Gross value added of all sector	6 508.4	7 956.8	8 063	7 967
Gross value added of the distributive trade sector	1 153.0	945.3 ³	1 040.2 ⁴	784.2 ⁴

* Provisional data.

1 Including CAE 610 840 "Wholesale of tobaccos": 1991: 246 enterprises.
 1992: 253 enterprises.
 1993: 289 enterprises.

2 Source: Survey of the enterprises (IEH).

3 Enterprises with 5 or more persons employed.

4 Enterprises with 20 or more persons employed.

Source: Instituto Nacional de Estatística (INE).

Table P3: Number of retail enterprises by sector of activity in Portugal (1988-1993)



Sectors of activity	1988	1990	1991	1992	1993*
Food and drink	80 052	64 695	59 555	62 756	52 507
Textiles, clothing and footwear	32 134	27 185	28 164	22 659	24 879
Furniture and household equipment	11 034	9 860	9 847	9 281	9 712
Construction materials and hardware	11 770	9 845	10 046	9 182	9 128
Pharmaceuticals and cosmetics	4 949	5 183	5 211	5 114	5 264
Motor trade	4 272	4 049	4 327	4 370	5 051
Petrol stations, fuel	2 193	2 093	2 087	2 087	2 198
Department stores	171	105	120	98	138
Miscellaneous	26 707	20 831	22 152	22 245	23 218
Total	173 282	143 845	141 508	137 792	132 095

* Provisional data.

Source: Instituto Nacional de Estatística (INE), Survey of the enterprises (IEH).

Table P4-1:
Employment by sector of activity in Portuguese retailing (Number of persons employed) (1990-1993)

Sectors of activity	Number of persons employed			
	1990	1991	1992	1993*
Food and drink	118 150	115 585	124 664	107 667
Textiles, clothing and footwear	58 419	62 904	53 236	57 635
Furniture and household equipment	29 668	33 006	32 295	33 181
Construction materials and hardware	28 704	29 882	26 791	26 568
Pharmaceuticals and cosmetics	16 544	16 847	17 271	16 797
Motor trade	39 342	42 561	43 970	46 937
Petrol stations, fuel	12 236	12 449	13 284	13 989
Department stores	822	1 701	1 389	3 775
Miscellaneous	52 247	53 103	53 571	57 859
Total	356 132	368 038	366 471	364 408

* Provisional data.

Source: Instituto Nacional de Estatística (INE), Survey of the enterprises (IEH).

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Table P4-2:
Employment by sector of activity in Portuguese retailing (Number of wage and salary earners)
(1990-1993)



Sectors of activity	Number of wage and salary earners			
	1990	1991	1992	1993 *
Food and drink	59 190	55 970	68 039	66 475
Textiles, clothing and footwear	38 116	39 729	36 606	40 089
Furniture and household equipment	23 354	27 143	27 224	28 200
Construction materials and hardware	22 055	22 555	20 770	20 903
Pharmaceuticals and cosmetics	14 585	14 504	15 167	15 154
Motor trade	37 765	41 012	42 489	45 159
Petrol stations, fuel	11 394	11 692	12 403	13 342
Department stores	747	1 640	1 356	3 710
Miscellaneous	37 250	37 248	39 085	43 221
Total	244 456	251 493	263 139	276 253

(*) Provisional data.

Source: Instituto Nacional de Estatística (INE), Survey of the enterprises (IEH).

Table P5: Retail turnover by sector of activity in Portugal (1987-1993)



Sectors of activity	Turnover (Mio ESC)				
	1987	1990	1991	1992	1993*
Food and drink	674 058	982 417	1 133 379	1 236 133	1 271 410
Textiles, clothing and footwear	202 649	336 133	399 438	367 357	399 612
Furniture and household equipment	157 856	261 911	314 848	330 397	328 840
Construction materials and hardware	142 445	254 372	325 021	310 837	300 035
Pharmaceuticals and cosmetics	274 891	217 633	223 836	259 066	284 201
Motor trade	394 849	881 573	1 037 796	1 210 843	1 252 923
Petrol stations, fuel	147 774	379 210	434 644	456 528	530 801
Department stores	6 802	8 795	25 622	24 960	58 515
Miscellaneous	365 496	410 331	547 506	590 725	559 800
Total	2 366 821	3 732 375	4 442 090	4 786 844	4 986 136

* Provisional data.

Source: Instituto Nacional de Estatística (INE), Survey of the enterprises (IEH).

Table P6-1: Retailing by type organization in Portugal (1992)



Type of organization	Number of enterprises	Persons employed	Turnover (1 000 ESC)
Independent enterprises	116 221	326 993	4 319 038 438
Affiliated enterprises	833	4 020	130 826 312
Integrated enterprises	52	12 051	267 665 113

Source: Instituto Nacional de Estatística (INE), Survey of the enterprises (IEH).

Table P6-2: Retailing by type organization in Portugal (1993) *



Type of organization	Number of enterprises	Persons employed	Turnover (1 000 ESC)
Independent enterprises	117 184	334 208	4 596 443 240
Affiliated enterprises	349	4 567	94 903 688
Integrated enterprises	138	9 060	247 436 038

* Provisional data.

Source: Instituto Nacional de Estatística (INE), Survey of the enterprises (IEH).

Table P7: Portuguese hypermarkets by size class



Size class (m ²)	at 1 January 1994	at 1 January 1995
	Number of outlets	Number of outlets
2 000 - 2 499 (m ²)	12	18
2 500 - 3 999 (m ²)		9
4 000 - 7 999 (m ²)	13	6
More than 8 000 (m ²)	10	13
Total	35	46

Source: INE (IEC).

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Table P8: Geographical distribution of Portuguese hypermarkets



NUTS II	at 1 January 1994	at 1 January 1995
	Number of outlets	Number of outlets
NORTE	9	11
CENTRO	5	6
LV. TEJO	16	22
ALENTEJO		
ALGARVE	5	7
Total	35	46

Source: INE (IEC).

Table P9: Top 8 Portuguese retail groupings (at January 1992-1995)



Rank	Group	Number of outlets			
		1992	1993	1994	1995
1	Continente	4	5	6	7
2	Pao de Açúcar	6	7	8	8
3	Pingo Doce	34	41	97	100
4	Carrefour	2	2	2	2
5	Modelo	42	46	10	14
6	NO	51	3	3	2
7	Lojas Discount	7	6	60	66
8	Feira Nova	1	51	14	6

Source: INE(IEC).

Table P10: Top 8 Portuguese retail groupings (at January 1994)



Rank	Group	Number of outlets	Sales area (m ²)
1	Continente	6	56 470
2	Companhia Portuguesa Hipermercados	8	46 581
3	Pingo Doce	97	90 122
4	Carrefour	2	19 130
5	Modelo Hiper	10	31 566
6	Feira Nova	3	21 400
7	Mini Preço	60	17 228
8	Intermarché	14	23 710

Source: Nielsen.

SUOMI/FINLAND

Table SF1: Key statistics for Finnish retailing (1990-1993)



Variable	Value				Source
	1990	1991	1992	1993	
Number of enterprises	26 194	27 614	27 000	24 605	SF-II
Number of outlets	33 672	32 457	31 659	29 163	SF-II
Total employment ¹	136 424	128 893	119 131	101 124	SF-II
Employees ¹	112 822	105 340	96 789	81 899	SF-III
Self-employed	23 602	23 553	22 342	19 225	SF-III
Female	87 857	89 746	81 449	69 595	SF-III
Payroll (Mio FMK) ²	10 476	10 411	9 692	8 629	SF-II
Turnover (excluding VAT) (Mio FMK) ²	108 724	106 005	101 447	97 234	SF-II
Value added (Mio FMK) ²	16 673	15 947	14 860	13 867	SF-I
Gross fixed capital formation (Mio FMK) ²	3 286	2 450	2 215	1 967	SF-I

¹ Full time equivalent.

² At current price.

Source: Statistics Finland (SF) (I - National accounts; II - REE, III - Labour Force Survey).

Table SF2: Share of commerce in the Finnish economy (1990-1994)

	1990	1991	1992	1993	1994
(a) Number of enterprises					
Total enterprises	218 035	215 799	211 474	191 063	:
Total distributive trade enterprises	46 500	50 446	49 941	46 569	:
<i>Wholesale trade</i>	9 155	10 051	10 499	10 276	:
<i>Retail trade</i>	26 194	27 614	27 000	24 605	:
<i>Motor vehicles: wholesale, retailing, services and repair</i>	9 455	9 729	9 193	8 449	:
<i>Dealing and intermediaries</i>	1 696	3 052	3 249	3 239	:
(b) Employment (1 000) ¹					
Total resident population	4 998	5 029	5 055	5 078	5 099
Total employment	2 467	2 340	2 174	2 041	2 024
Persons employed in all enterprises	1 377	1 312	1 178	1 079	:
Persons employed in distributive trades	274	258	234	205	:
<i>Wholesale trade</i>	87	81	74	68	:
<i>Retail trade</i>	136	129	119	101	:
<i>Motor vehicles: wholesale, retailing, services and repair</i>	46	41	36	31	:
<i>Dealing and intermediaries</i>	5	6	5	5	:
(c) Value added (Mio FMK)					
Gross domestic product	448 112	427 776	415 712	421 242	444 011 *
Gross value-added of all sectors	356 800	327 615	315 359	325 174	347 482 *
Gross value-added of the distributive trades	48 797	43 549	40 616	40 139	42 454 *
Value-added of retailing	16 673	15 948	14 860	13 867	14 173 *
(d) Household expenditure (Mio FMK)					
Total resident household expenditure	253 040	244 340	234 210	230 240	235 026 *
Food	42 188	42 175	42 062	42 190	42 848 *
Alcoholic drinks	11 405	11 102	10 501	9 940	9 723 *
Tobacco	5 420	5 301	5 214	4 507	4 284 *
Clothing and footwear	14 397	13 507	11 623	10 865	10 809 *
Housing	37 281	38 465	39 643	41 397	42 451 *
Fuel and power	9 972	10 625	10 541	10 934	11 309 *
Household goods and services	17 264	15 948	14 505	13 669	13 922 *
Transport and communication	43 553	38 247	35 132	33 109	34 922 *
Recreation, entertainment and education	24 563	23 949	22 199	22 333	23 185 *
Other goods and services	46 997	45 021	42 790	41 296	41 573 *
Private Consumption (Mio FMK)	263 637	254 759	244 605	240 391	245 073

¹ Full time equivalent.

* Provisional figure.

Source: Statistics Finland (National accounts, REE, Labour Force Survey).

Table SF3: Number of retail enterprises by sector of activity in Finland (1990-1993)



Sectors of activity	Number of enterprises			
	1990	1991	1992	1993
Department stores	132	127	126	115
Food retailing	7 513	7 590	7 409	6 868
<i>Non specialized-food</i>	4 327	4 311	4 096	3 745
<i>Specialized-food</i>	3 186	3 279	3 313	3 123
Textiles, clothing and footwear	4 680	4 714	4 364	3 792
Hardware and construction materials	1 714	2 007	2 119	1 965
Electrical supplies and household appliances	1 775	1 971	1 921	1 764
<i>Appliances, entertainment electronics</i>	981	1 031	1 005	885
Furniture and furnishings	1 361	1 486	1 348	1 111
Pharmaceuticals and cosmetics	1 157	1 265	1 380	1 319
Books, stationery and office supplies	820	837	814	733
Motor vehicles and supplies	2 771	2 793	2 556	2 264
Petrol stations	1 574	1 637	1 455	1 440
Repair	1 077	1 394	1 495	1 397
Others	5 965	6 223	6 024	5 541
Total	30 539	32 044	31 011	28 309

Source: Statistics Finland (REE).

Table SF4-1: Number of retail enterprises by legal status in Finland (1991)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Limited partnership	Limited company	Cooperative society	Others
Department stores	127	8	5	39	32	43	0
Food	7 590	4 442	551	1 842	532	33	190
Textiles, clothing and footwear	4 714	1 938	401	1 419	915	0	41
Hardware and construction materials	2 007	624	104	663	609	0	7
Electrical supplies and household appliances	1 971	519	93	598	740	0	21
Furniture and furnishings	1 486	575	71	423	404	0	13
Pharmaceuticals and cosmetics	1 265	1 011	27	142	64	0	21
Books, stationery and office supplies	837	348	59	211	204	1	14
Motor vehicles and supplies	2 793	672	142	835	1 124	1	19
Petrol stations	1 637	294	150	955	227	1	10
Repair	1 394	959	69	229	129	1	7
Other	6 223	2 662	435	1 716	1 350	2	58
Total	32 044	14 052	2 107	9 072	6 330	82	401
<i>Share in the number of enterprises (%)</i>	100.0	43.9	6.6	28.3	19.8	0.3	1.3
<i>Share of turnover (%)</i>	100.0	14.7	3.2	25.9	37.2	18.2	0.7

Source: Statistics Finland (REE).

Table SF4-2: Number of retail enterprises by legal status in Finland (1992)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Limited partnership	Limited company	Cooperative society	Others
Department stores	126	10	6	39	35	36	0
Food	7 409	4 221	550	1 800	648	29	161
Textiles, clothing and footwear	4 364	1 741	353	1 327	901	0	42
Hardware and construction materials	2 119	745	101	644	617	1	11
Electrical supplies and household appliances	1 921	523	87	588	706	0	17
Furniture and furnishings	1 348	517	68	372	379	1	11
Pharmaceuticals and cosmetics	1 380	1 117	32	146	66	0	19
Books, stationery and office supplies	814	332	56	210	207	0	9
Motor vehicles and supplies	2 556	585	128	749	1 080	1	13
Petrol stations	1 455	234	129	832	247	0	13
Repair	1 495	1 011	69	251	156	1	7
Other	6 024	2 558	401	1 652	1 358	1	54
Total	31 011	13 594	1 980	8 610	6 400	70	357
<i>Share in the number of enterprises (%)</i>	100.0	43.8	6.4	27.8	20.6	0.2	1.2
<i>Share of turnover (%)</i>	100.0	14.4	3.1	22.6	40.6	18.5	0.7

Source: Statistics Finland (REE).

Table SF4-3: Number of retail enterprises by legal status in Finland (1993)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Limited partnership	Limited company	Cooperative society	Others
Department stores	115	13	7	42	46	7	0
Food	6 868	3 775	512	1 631	790	52	108
Textiles, clothing and footwear	3 792	1 460	293	1 129	879	0	31
Hardware and construction materials	1 965	669	86	546	659	0	5
Electrical supplies and household appliances	1 764	437	78	513	724	0	12
Furniture and furnishings	1 111	395	52	299	357	1	7
Pharmaceuticals and cosmetics	1 319	1 063	27	131	79	0	19
Books, stationery and office supplies	733	290	50	181	205	0	7
Motor vehicles and supplies	2 264	483	109	616	1 044	1	11
Petrol stations	1 440	198	127	768	338	0	9
Repair	1 397	926	60	226	179	0	6
Other	5 541	2 237	329	1 452	1 477	1	45
Total	28 309	11 946	1 730	7 534	6 777	62	260
<i>Share in the number of enterprises (%)</i>	100.0	42.2	6.1	26.6	23.9	0.2	0.9
<i>Share of turnover (%)</i>	100.0	13.9	3.0	20.7	42.5	19.2	0.6

Source: Statistics Finland (REE).

Table SF5: Number of retail outlets by sector of activity in Finland (1990-1993)



Sectors of activity	Number of retail outlets			
	1990	1991	1992	1993
Department stores	431	417	423	311
Food retailing	11 128	10 607	10 069	9 528
<i>Non specialized-food</i>	8 421	6 095	5 760	5 427
<i>Specialized-food</i>	4 707	4 512	4 309	4 101
Textiles, clothing and footwear	5 748	5 524	5 084	4 481
Hardware and construction materials	2 190	2 151	2 383	2 189
Electrical supplies and household appliances	2 154	2 123	2 130	1 958
<i>Appliances, entertainment electronics</i>	1 235	1 174	1 185	1 018
Furniture and furnishings	1 635	1 553	1 460	1 255
Pharmaceuticals and cosmetics	1 397	1 360	1 499	1 435
Books, stationery and office supplies	1 077	1 027	987	925
Motor vehicles and supplies	4 005	3 728	3 495	3 065
Petrol stations	2 019	2 006	1 943	1 815
Others	6 732	6 539	6 265	5 810
Repair	1 180	1 156	1 359	1 271
Total	39 696	38 191	37 097	34 043

Source: Statistics Finland (REE).

Table SF6: Employment by sector of retail activity in Finland (1990-1993)



Sectors of activity	Employment			
	1990	1991	1992	1993
Department stores	30 657	28 115	26 429	18 827
Food retailing	43 714	40 861	37 324	36 179
<i>Non specialized-food</i>	35 850	33 427	30 268	30 717
<i>Specialized-food</i>	7 864	7 434	7 056	5 462
Textiles, clothing and footwear	17 288	16 747	15 033	11 569
Hardware and construction materials	9 099	8 982	7 856	6 657
Electrical supplies and household appliances	6 226	5 672	5 308	4 399
<i>Appliances, entertainment electronics</i>	3 870	3 456	3 165	2 466
Furniture and furnishings	3 964	3 636	3 096	2 273
Pharmaceuticals and cosmetics	7 707	7 679	7 687	7 361
Books, stationery and office supplies	2 822	2 760	2 562	2 261
Motor vehicles and supplies	12 237	10 755	9 270	8 427
Petrol stations	10 404	9 883	8 162	6 846
Others	13 042	12 473	11 855	9 899
Repair	1 905	1 968	1 981	1 699
Total	159 065	149 531	136 563	116 397

Source: Statistics Finland (REE, Labour Force Survey).

Table SF7: Retail turnover (excluding VAT) by sector of activity in Finland (1990-1993)



Sectors of activity	Retail turnover (bn FMK)			
	1990	1991	1992	1993
Department stores	30.5	28.3	27.2	20.5
Food retailing	39.4	39.7	39.3	44.8
<i>Non specialized-food</i>	35.2	35.1	34.8	40.4
<i>Specialized-food</i>	4.2	4.6	4.5	4.4
Textiles, clothing and footwear	8.6	8.6	8.2	7.0
Hardware and construction materials	8.4	8.0	6.9	6.1
Electrical supplies and household appliances	5.8	5.1	4.6	4.2
<i>Appliances, entertainment electronics</i>	4.0	3.6	3.0	2.6
Furniture and furnishings	2.8	2.5	2.1	1.8
Pharmaceuticals and cosmetics	4.3	4.8	4.9	5.2
Books, stationery and office supplies	1.7	1.7	1.7	1.6
Motor vehicles and supplies	18.6	14.6	12.4	11.6
Petrol stations	11.7	11.6	9.8	9.2
Others	6.7	6.6	6.0	5.6
Repair	0.5	0.6	0.6	0.6
Total	139.0	132.2	123.6	118.0

Source: Statistics Finland (REE)

Table SF8: Geographical distribution of population, area and density in Finland (1991-1993)



Province	Population ¹			Land Area (km ²)	Density (inhabitants/km ²)		
	1991	1992	1993		1991	1992	1993
Uudenmaan lääni	1 264 048	1 277 932	1 293 696	9 898	127.7	129.1	130.7
Turun ja Porin lääni	730 076	731 786	699 190	19 955	32.0	32.0	35.0
Hämeen lääni	685 220	688 200	724 586	19 224	41.9	42.1	37.7
Kymen lääni	335 298	335 037	334 309	10 783	31.1	31.1	31.0
Mikkelin lääni	207 936	207 967	207 419	16 323	12.7	12.7	12.7
Pohjois-Karjalan lääni	177 449	177 893	178 076	17 782	10.0	10.0	10.0
Kuopion lääni	257 808	258 662	258 793	16 510	15.6	15.7	15.7
Keski-Suomen lääni	254 732	255 989	256 744	16 249	15.7	15.8	15.8
Vaasan lääni	447 022	448 384	449 282	26 418	16.9	17.0	17.0
Oulun lääni	442 914	445 706	447 820	56 868	7.8	7.8	7.9
Lapin lääni	201 652	202 433	202 895	93 057	2.2	2.2	2.2
Åland	24 847	24 993	25 102	1 527	16.3	16.4	16.4
Total	5 029 002	5 054 982	5 077 912	304 594	16.5	16.6	16.7

¹ At 31 december.

Source: Statistics Finland (REE), Population Statistics.

Table SF9: Geographical distribution of retail outlets in Finland (Number of outlets) (1991-1993)



Province	Number of outlets								
	1991			1992			1993		
	Total	Per 10 000 inhabitants	Per km ²	Total	Per 10 000 inhabitants	Per km ²	Total	Per 10 000 inhabitants	Per km ²
Uudenmaan lääni	8 826	70	0.89	8 529	67	0.86	7 923	61	0.80
Turun ja Porin lääni	6 155	84	0.27	5 932	81	0.26	5 043	72	0.25
Hämeen lääni	5 209	76	0.32	5 025	73	0.31	4 953	68	0.26
Kymen lääni	2 430	72	0.23	2 342	70	0.22	2 164	65	0.20
Mikkelin lääni	1 656	80	0.10	1 578	76	0.10	1 465	71	0.09
Pohjois-Karjalan lääni	1 314	74	0.07	1 265	71	0.07	1 176	66	0.07
Kuopion lääni	1 830	71	0.11	1 838	71	0.11	1 694	65	0.10
Keski-Suomen lääni	1 891	74	0.12	1 876	73	0.12	1 727	67	0.11
Vaasan lääni	3 774	84	0.14	3 685	82	0.14	3 375	75	0.13
Oulun lääni	3 107	70	0.05	3 086	69	0.05	2 801	63	0.05
Lapin lääni	1 721	85	0.02	1 677	83	0.02	1 488	73	0.02
Åland	278	112	0.18	264	106	0.17	234	93	0.15
Total	38 191	76	0.13	37 097	73	0.12	34 043	67	0.11

Source: Statistics Finland (REE), Population Statistics

Table SF10: Sales by department store chains in Finland (1992-1994)



Chain	1992		1993		1994	
	Number of department stores ¹	Sales (Mio FMK)	Number of department stores ¹	Sales (Mio FMK)	Number of department stores ¹	Sales (Mio FMK)
CitySokos	22	2 288.1	23	2 235.6	23	2 297.4
Prisma	28	3 306.8	26	3 600.0	29	3 974.0
Citymarket	22	3 443.6	25	3 954.4	28	4 561.3
CM-tavaratalot	11	1 156.2	12	1 258.4	11	1 178.0
K-suuryksiköt	23	1 583.3	-	-	-	-
Anttila	29	3 026.6	31	3 263.7	31	3 528.4
Stockmann	5	1 763.3	5	1 988.1	5	2 124.5
Seslo	11	532.5	-	-	-	-
Maxi and Elanto	7	863.9	7	848.8	4	718.2
Eka-market	25	1 808.6	25	1 746.3	20	1 395.0
Independent retailers	7	729.2	27	1 816.2	23	1 706.3
Total	191	20 502.1	181	20 711.5	174	21 483.1

¹ Due to different definitions of "sales area", the number of department stores differs from that in the REE, adopted in former tables.

Source: Market Paper.

Table SF11-1: Top 20 department stores in Finland (1992)



Rank	Department stores (location)	Group	Sales (Mio FMK)
1	Stockmann, Helsinki	T	1 059.0
2	Prisma, Kouvola	S	351.8
3	Citymarket, Helsinki	K	290.6
4	CitySokos, Helsinki	S	249.9
5	CitySokos, Tampere	S	247.8
6	Prisma, Jyväskylä	S	246.1
7	Citymarket, Turku Länsikeskus	K	236.6
8	Citymarket, Oulu	K	230.7
9	Maxi-Market, Espoo	Tradeka	227.0
10	Maxi-Market, Helsinki	Tradeka	226.7
11	Stockmann, Tampere	Ta	224.3
12	Stockmann, Espoo	Ta	222.7
13	Veljekset Keskinen Oy, Tuuri	Independent	222.0
14	Prisma, Joensuu	S	215.2
15	Citymarket, Turku Kupittaa	K	211.2
16	Citymarket, Espoo	K	204.2
17	Stockmann, Turku	Ta	202.9
18	Citymarket, Kotka	K	192.1
19	Wiklund CitySokos, Turku	S	189.7
20	Prisma, Oulu	S	185.0

Source: Market Paper.

Table SF11-2: Top 20 department stores in Finland (1993)



Rank	Department stores (location)	Group	Sales (Mio FMK)
1	Stockmann, Helsinki	T	1 108.6
2	Prisma, Kouvola	S	350.0
3	Citymarket, Helsinki	K	296.6
4	CitySokos, Helsinki	S	252.9
5	CitySokos, Tampere	S	243.0
6	Prisma, Jyväskylä	S	310.0
7	Citymarket, Turku Länsikeskus	K	292.4
8	Citymarket, Oulu	K	234.3
9	Maxi-Market, Espoo	Tradeka	223.1
10	Maxi-Market, Helsinki	Tradeka	226.6
11	Stockmann, Tampere	Ta	231.5
12	Stockmann, Espoo	Ta	230.8
13	Veljekset Keskinen Oy, Tuuri	Independent	228.6
14	Prisma, Joensuu	S	225.0
15	Citymarket, Turku Kupittaa	K	213.6
16	Citymarket, Espoo	K	196.9
17	Stockmann, Turku	Ta	217.0
18	Citymarket, Kotka	K	196.2
19	Wiklund CitySokos, Turku	S	200.0
20	Prisma, Oulu	S	229.5

Table SF11-3: Top 20 department stores in Finland (1994)



Rank	Department stores (location)	Group	Sales (Mio FMK)
1	Stockmann, Helsinki	T	1 180.4
2	Prisma, Kouvola	S	390.0
3	Citymarket, Helsinki	K	309.2
4	CitySokos, Helsinki	S	273.1
5	CitySokos, Tampere	S	253.6
6	Prisma, Jyväskylä	S	354.0
7	Citymarket, Turku Länsikeskus	K	340.7
8	Citymarket, Oulu	K	238.6
9	Maxi-Market, Espoo	Tradeka	230.8
10	Maxi-Market, Helsinki	Tradeka	232.7
11	Stockmann, Tampere	Ta	251.9
12	Stockmann, Espoo	Ta	253.6
13	Veljekset Keskinen Oy, Tuuri	Independent	240.0
14	Prisma, Joensuu	S	234.0
15	Citymarket, Turku Kupittaa	K	253.9
16	Citymarket, Espoo	K	233.0
17	Stockmann, Turku	Ta	201.9
18	Citymarket, Kotka	K	235.0
19	Wiklund CitySokos, Turku	S	279.3
20	Prisma, Oulu	S	205.6

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Table S1: Key statistics for Swedish retailing (1991-1994)



Variable	Value			
	1991	1992	1993	1994 *
Number of enterprises	64 934	62 929	61 352	54 459
Number of outlets	72 504	70 463	68 794	60 641
Total employment	305 000	303 000	288 000	288 000
<i>Employees</i>	241 850	233 828	229 885	188 302
<i>Self-employed</i>	63 150	69 172	58 115	99 698
<i>Female</i>	187 000	185 000	175 000	171 000
<i>Part-time</i>	188 950	116 049	110 016	108 000
Turnover (excluding VAT) (Mio SKR)	379	347	308	:
Value added	61	57	49	:

* NACE REV.1 excluding motorcars, gasoline and lubricants.

Source: Statistics Sweden, Nordic Statistical Secretariat.

Table S2: Share of commerce in the Swedish economy (1990-1994)



	1990	1991	1992	1993	1994
(a) Number of enterprises (1 000)					
Total enterprises (excluding agricultural enterprises)	421.8	421.1	424.4	426.1	467.7
Total distributive trade enterprises	103.6	104.0	103.1	101.1	108.9
<i>Wholesale trade</i>	38.7	39.1	40.2	39.7	54.5 ¹
<i>Retail trade</i>	64.9	64.9	62.9	61.4	54.4
(b) Employment (1 000) ²					
Total employment	4 511	4 430	4 250	3 964	3 927
Total persons employed in distributive trades	526	526	514	479	479
<i>Wholesale trade and intermediaries</i>	221	221	211	191	191
<i>Retail trade</i>	305	305	303	288	288
(c) Value added (Mio SKR)					
Gross domestic product	1 360	1 447	1 442	1 442	:
Gross value added of all sectors	953	991	986	1 015	:
Gross value added of the distributive trades	121	123	120	117	:
(d) Total private consumption	692 668	771 310	777 324	796 370	827 850

¹ Including motor trades.² Source: Labour Force Survey.

Source: Statistics Sweden, Nordic Statistical Secretariat.

Table S3-1: Retail enterprises by sector of activity in Sweden (1991-1993)

Sectors of activity	Number of enterprises		
	1991	1992	1993
Department stores	46	37	34
Food, beverages	14 799	14 892	14 151
Paints, cosmetics, toilet articles	3 327	2 930	2 650
Tobacco, books	3 096	3 058	3 244
Flowers	2 036	2 027	2 103
Apparel	10 472	10 203	9 683
Furnishings	11 842	11 364	11 179
Recreation equipment	8 782	8 709	8 680
Infrequently purchase goods	2 257	1 885	2 045
Motor vehicles	5 690	5 277	5 038
Petrol, lubricants	2 586	2 544	2 541
Alcoholic beverages	1	2	3
Total	64 934	62 929	61 352

Source: Statistics Sweden according to Swedish standardized classification.

Table S3-2: Retail enterprises by sector of activity in Sweden (1994)

Sectors of activity	Number of enterprises
Retail sale in non specialized stores (52.11)	7 191
Other retail sale in non specialized stores (52.12)	52
Retail sale in specialized stores excl 52.25 and 52.26 (52.2)	5 273
Alcoholic and other beverages	24
Tobacco products	1 933
Pharmaceutical and medical, cosmetics etc excl 52.31 (52.3)	907
Dispensing chemists	1
Textiles (52.41)	2 070
Clothing (52.42)	5 949
Footwear and leather goods (52.43)	1 212
Furniture, lighting equipment and household articles n. e. c. (52.44)	4 120
Electrical household appliances, radio and television goods (52.45)	3 399
Hardware, paints etc. (52.46)	2 141
Books, newspaper etc. (52.47)	1 384
Other retail sale (52.48 + 52.49)	13 527
Retail sale of second-hand goods in stores (52.5)	1 069
Retail sale not in stores (52.6)	1 387
Repair of personal and household goods (52.7)	2 821
Total	54 459

Source: Statistics Sweden according to Nace Rev. 1 adopted since 1994.

Table S4-1: Retail enterprises by legal status in Sweden (1992)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Limited company	Non-profit organization	Others
Department stores	37	:	:	20	17	:
Food, beverages	14 892	5 105	3 922	5 519	307	39
Paints, cosmetics, toilet articles	2 930	701	1 120	1 103	3	3
Tobacco, books	3 058	1 150	734	1 121	47	6
Flowers	2 027	848	513	663	2	1
Apparel	10 203	3 048	2 463	4 654	18	20
Furnishings	11 364	2 901	2 908	5 458	74	23
Recreation equipment	8 709	2 125	2 267	4 281	25	11
Infrequently purchase goods	1 885	563	623	695	1	3
Motor vehicles	5 277	1 248	801	3 222	1	5
Petrol, lubricants	2 544	474	569	1 471	25	5
Pharmaceuticals	1	:	:	1	:	:
Alcoholic beverages	2	:	1	1	:	:
Total	62 929	18 163	15 921	28 209	520	116
Number of employees	233 828	6 094	6 493	188 039	33 117	85

Source: Statistics Sweden.

Table S4-2: Retail enterprises by legal status in Sweden (1993)



Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Limited company	Non-profit organization	Others
Department stores	34	:	:	20	13	:
Food, beverages	14 152	4 870	3 596	5 393	260	33
Paints, cosmetics, toilet articles	2 650	601	957	1 085	3	4
Tobacco, books	3 244	1 226	774	1 197	42	5
Flowers	2 103	907	505	688	2	1
Apparel	9 683	2 912	2 307	4 423	19	22
Furnishings	11 179	2 895	2 885	5 308	71	20
Recreation equipment	8 680	2 114	2 239	4 304	14	9
Infrequently purchase goods	2 045	594	688	760	:	3
Motor vehicles	5 038	1 200	740	3 094	:	4
Petrol, lubricants	2 541	464	524	1 524	24	5
Pharmaceuticals	1	:	:	1	:	:
Alcoholic beverages	3	:	:	3	:	:
Total	61 353	17 783	15 215	27 800	448	106
Number of employees	229 885	5 648	5 828	194 136	24 190	83

Source: Statistics Sweden.

Table S4-3: Retail enterprises by legal status in Sweden (1994)

Sectors of activity	Number of enterprises	Sole proprietorship	Partnership	Limited company	Non-profit organization	Others
Retail sale in non specialized stores (52.11)	7 191	2 052	1 386	3 570	162	21
Other retail sale in non specialized stores (52.12)	52	19	8	25	:	:
Retail sale in specialized stores excl 52.25 and 52.26 (52.2)	5 273	2 201	1 490	1 494	82	6
Alcoholic and other beverages	24	9	4	11	:	:
Tobacco products	1 933	881	467	578	6	1
Pharmaceutical and medical, cosmetics etc excl 52.31 (52.3)	906	277	289	338	2	:
Dispensing chemists	1	:	:	1	:	:
Textiles (52.41)	2 070	911	591	562	3	3
Clothing (52.42)	5 949	1 670	1 188	3 071	6	14
Footwear and leather goods (52.43)	1 212	258	207	743	3	1
Furniture, lighting equipment and household articles n. e. c. (52.44)	4 120	1 058	970	2 078	10	4
Electrical household appliances, radio and television goods (52.45)	3 399	798	778	1 816	1	6
Hardware, paints etc. (52.46)	2 141	396	295	1 440	5	5
Books, newspaper etc. (52.47)	1 384	350	298	703	25	8
Other retail sale (52.48-52.49)	13 527	3 952	3 537	5 973	67	15
Retail sale of second-hand goods in stores (52.5)	1 069	465	347	248	9	:
Retail sale not in stores (52.6)	1 387	484	538	353	5	7
Repair of personal and household goods (52.7)	2 821	1 595	435	789	1	1
Total	54 459	17 376	12 828	23 793	387	92
Number of employees	188 302	4 456	4 434	160 730	18 248	434

Source: Statistics Sweden.

Table S5-1: Number of retail outlets by sector of activity in Sweden (1992)

Sectors of activity	Number of enterprises	Number of outlets
Department stores	37	231
Food, beverages	14 892	16 615
Paints, cosmetics, toilet articles	2 930	3 036
Tobacco, books	3 058	3 368
Flowers	2 027	2 078
Apparel	10 203	11 768
Furnishings	11 364	11 897
Recreation equipment	8 709	9 144
Infrequently purchase goods	1 885	2 030
Motor vehicles	5 277	5 682
Petrol, lubricants	2 544	3 322
Pharmaceuticals	1	930
Alcoholic beverages	2	362
Total	62 929	70 464

Source: Statistics Sweden.

Table S5-2: Number of retail outlets by sector of activity in Sweden (1993)



Sectors of activity	Number of enterprises	Number of outlets
Department stores	34	206
Food, beverages	14 151	15 792
Paints, cosmetics, toilet articles	2 650	2 781
Tobacco, books	3 244	3 535
Flowers	2 103	2 150
Apparel	9 683	11 245
Furnishings	11 179	11 723
Recreation equipment	8 680	9 117
Infrequently purchase goods	2 045	2 188
Motor vehicles	5 038	5 435
Petrol, lubricants	2 541	3 318
Pharmaceuticals	1	934
Alcoholic beverages	3	370
Total	61 352	68 794

Source: Statistics Sweden.

Table S5-3: Number of retail outlets by sector of activity in Sweden (1994)



Sectors of activity	Number of enterprises	Number of outlets
Retail sale in non specialized stores (52.11)	7 191	8 558
Other retail sale in non specialized stores (52.12)	52	146
Retail sale in specialized stores excl 52.25 and 52.26 (52.2)	5 273	5 430
Alcoholic and other beverages	24	398
Tobacco products	1 933	2 138
Pharmaceutical and medical, cosmetics etc excl 52.31 (52.3)	906	948
Dispensing chemists	1	932
Textiles (52.41)	2 070	2 143
Clothing (52.42)	5 949	6 976
Footwear and leather goods (52.43)	1 212	1 631
Furniture, lighting equipment and household articles n. e. c. (52.44)	4 120	4 381
Electrical household appliances, radio and television goods (52.45)	3 399	3 571
Hardware, paints etc. (52.46)	2 141	2 245
Books, newspaper etc. (52.47)	1 384	1 475
Other retail sale (52.48+52.49)	13 527	14 182
Retail sale of second-hand goods in stores (52.5)	1 069	1 115
Retail sale not in stores (52.6)	1 387	1 421
Repair of personal and household goods (52.7)	2 821	2 951
Total	54 459	60 641

Source: Statistics Sweden.

Table S6: Geographical distribution of retail outlets in Sweden (1992-1994)



Länd	Number of outlets		
	1992	1993	1994
Stockholms län	11 802	11 699	11 233
Uppsala län	1 859	1 817	1 638
Södermanlands län	1 906	1 862	1 646
Östergötlands län	3 065	3 019	2 643
Jönköpings län	2 752	2 680	2 246
Kronobergs län	1 482	1 479	1 252
Kalmar län	2 082	2 069	1 759
Gotlands län	488	490	426
Blekinge län	1 235	1 228	1 049
Kristianstad län	2 757	2 647	2 156
Malmöhus län	7 267	7 082	6 473
Hallands län	2 350	2 290	2 027
Göteborg och Bohus län	6 592	6 410	5 913
Älvsborgs län	3 981	3 837	3 243
Skaraborgs län	2 300	2 262	2 036
Värmlands län	2 435	2 355	1 913
Örebro län	2 097	2 031	1 733
Västmanlands län	1 826	1 768	1 575
Kopparbergs län	2 450	2 384	1 952
Gävleborgs län	2 314	2 212	1 811
Västernorrlands län	2 109	2 092	1 678
Jämtlands län	1 220	1 166	987
Västerbottens län	2 008	1 934	1 606
Norrbottens län	2 077	1 981	1 646
Total	70 464	68 794	60 641

Source: Statistics Sweden.

Table S7-1: Number of employees by retail sector in Sweden (1991-1993)



Sectors of activity	Number of employees		
	1991	1992	1993
Department stores	23 724	16 793	16 653
Food, beverages	73 959	76 460	74 192
Paints, cosmetics, toilet articles	4 711	4 606	4 653
Tobacco, books	6 379	6 344	6 518
Flowers	3 199	3 098	3 127
Apparel	29 831	29 922	28 943
Furnishings	25 159	23 794	23 979
Recreation equipment	14 933	15 003	15 298
Infrequently purchase goods	2 544	1 976	2 254
Motor vehicles	28 457	26 662	24 890
Petrol, lubricants	11 870	12 022	12 136
Pharmaceuticals	12 094	12 060	12 079
Alcoholic beverages	4 990	5 088	5 163
Total	241 850	233 828	229 885

Source: Statistics Sweden.

Table S7-2: Number of employees by retail sector in Sweden (1994) *



Sectors of activity	1994
Retail sale in non specialized stores (52.11)	72 046
Other retail sale in non specialized stores (52.12)	5 947
Retail sale in specialized stores excl 52.25 and 52.26 (52.2)	13 945
Alcoholic and other beverages	5 261
Tobacco products	2 981
Pharmaceutical and medical, cosmetics etc excl 52.31 (52.3)	13 087
Dispensing chemists	12 039
Textiles (52.41)	1 761
Clothing (52.42)	20 484
Footwear and leather goods (52.43)	4 344
Furniture, lighting equipment and household articles n. e. c. (52.44)	11 221
Electrical household appliances, radio and television goods (52.45)	6 442
Hardware, paints etc. (52.46)	7 075
Books, newspaper etc. (52.47)	4 042
Other retail sale (52.48)	20 443
Retail sale of second-hand goods in stores (52.5)	424
Retail sale not in stores (52.6)	3 675
Repair of personal and household goods (52.7)	3 366
Total	188 302

* NACE REV.1 excluding motor cars, gasoline and lubricants.
Source: Statistics Sweden.

Table S8: Labour costs by retail sector in Sweden (1991-1993)



Sectors of activity	Labour costs (Mio SKR)		
	1991 *	1992	1993
Department stores	6 906	6 538	3 038
Daily-use products	12 814	11 767	14 608
Durable goods	14 757	14 184	13 198
Motor trades ¹	8 646	8 349	8 365
Pharmaceuticals, alcoholic beverages	3 466	3 891	3 261
Total	46 589	44 729	42 470

* Revised.

¹ Including petrol and lubricants.

Source: Statistics Sweden.

Table S9:
Turnover (excluding VAT) and value-added (at market prices) by retail sector in Sweden (1991-93)



Sectors of activity	Turnover (Mio SKR)			Value-added (Mio SKR)		
	1991	1992	1993	1991	1992	1993
Department stores	44 911	40 294	20 508	7 367	6 826	3 502
Daily-use products	107 516	97 563	126 028	16 042	15 631	18 562
Durable goods	106 125	97 672	93 378	21 710	19 703	19 025
Motor trades ¹	90 706	80 152	88 557	12 240	10 887	11 477
Pharmaceuticals, alcoholic beverages	29 598	31 346	32 930	4 106	4 390	4 591
Total	378 856	347 027	361 401	61 465	57 437	57 157

¹ Including petrol and lubricants.

Source: Statistics Sweden.

Table S10: Retail market shares by type of ownership in Sweden (1991-1994)



	Turnover (Mio SKR) *			
	1991	1992	1993	1994
Consumer cooperatives	49 500	46 300	47 600	46 800
Multiples (minimum 25 units)	31 800	29 700	25 700	29 200
Voluntary chains	106 100	103 300	105 500	109 700
Independent retailers	97 600	92 300	91 700	91 700
Total	285 000	271 600	270 500	277 400

* Including VAT.

Source: The Swedish wholesale and retail trade research institute.

Table S11-1: The leading Swedish retail group (1993)



Group	Retail sales (Mio SKR) *	Number of stores	Activity
KF	47 637	1 514	Food, convenience goods
Axel Johnson AB	10 943	570	Food, convenience goods
Ikea	4 366	14	Furniture
ICA	4 215	179	Apparel
Hennes & Mauritz AB (H&M)	3 854	121	Apparel
Spar Inn Distribution AB	1 500	20	Food
AG:s Favörmarknad AB	1 300	11	Food
ONOFF AB	1 262	21	Radio, TV
LL:s Livs Lars Lundin AB	927	5	Food
Ge-Käs Lagerförsäljning AB	891	1	Apparel

* Including V.A.T.

Source: The Swedish wholesale and retail research institute.

Table S11-2: The leading Swedish retail group (1994)



Group	Retail sales (Mio SKR) *	Number of stores	Activity
KF	46 785	1 478	Food, convenience goods
Axel Johnson AB	11 018	547	Food, convenience goods
Ikea	4 473	14	Furniture
Hennes & Mauritz AB (H&M)	4 066	119	Apparel
AB Lindex	1 955	128	Apparel
ONOFF AB	1 600	23	Radio, TV
Spar Inn Distribution AB	1 550	19	Food
ICA ¹	1 500	2	Mail order
AG:s Favörmarknad AB	1 472	11	Food
SIBA AB	1 102	17	Radio, TV

* Including V.A.T.

¹ ICA is the largest voluntary chain in food retailing and is owner of Ellos AB.

Source: The Swedish wholesale and retail research institute.

Table S12: Department stores in city centres and out of town (1991-1994)



Year	Number of department stores		Market share (%) of retail sales	
	City centres	Out of town	City centres	Out of town
1991	150	63	5.5	5.8
1992	134	71	4.6	6.2
1993	110	74	3.0	6.7
1994	102	77	2.7	7.1

Source: The Swedish wholesale and retail research institute.

Table S13: Mail-order sales in Sweden (1991-1994)



Year	Sales (Mio SKR) *	Share (%) of retail sales
1991	7 600	2.7
1992	8 000	2.9
1993	7 600	2.8
1994	7 500	2.7

* Including V.A.T.

Source: The Swedish wholesale and retail research institute.

UNITED KINGDOM

Table UK1-1: Key statistics for retailing in Great Britain (excluding motor trades) (1989-1992)



Variable	1989	1990	1991	1992	Statistical source
Number of enterprises	:	:	232 045	:	SDA25 1991
Number of local outlets	350 015	348 920	342 321	318 751	SDA25 1989-92
Turnover (Mio UKL) including VAT	118 842	126 482	132 544	137 526	SDA25 1989-92
Value added (Mio UKL)	32 717	36 055	39 182	39 682	CSO 1989
Capital expenditure excluding VAT (Mio UKL)	4 555	4 555	4 599	4 398	SDA25 1989-92

Note: definitions of retailing vary - SDA25 based on SIC 1968.
 - EG based on SIC 1980.

Source: Central Statistical Office.

Table UK1-2: Key statistics for retailing in Great Britain (including motor trades) (1989-1992)



Variable	1989	1990	1991	1992
Number of enterprises	:	:	347 874	:
Number of local outlets	424 240	425 653	416 463	390 297
Turnover (Mio UKL) including VAT	192 472	200 481	202 500	208 867
Value added (Mio UKL)	:	:	:	51 794
Capital expenditure excluding VAT (Mio UKL)	5 484	5 449	5 312	4 993

Source: Central Statistical Office.

Table UK2: Role of commerce in the British economy (1991-1992)



	1991	1992
(a) Number of enterprises		
Total enterprises	1795 360	:
Total distributive trade enterprises	458 777	:
Wholesale and dealing	142 707	:
Retailing	232 045	:
Motor trades	84 025	:
(b) Employment (1 000) *		
Total resident population	57 417	:
Total employment	21 667	:
Employees in distributive trades	3 878	:
Wholesale trade and dealing	921	:
Retail trade ¹	2 368	:
Motor trade ²	589	:
(c) Gross domestic products (Mio UKL)		
Gross domestic product (average estimate)	494 824	514 594
Value added of the distributive sector ³	71 865	72 549
(d) Consumer expenditure (Mio UKL)		
Total household expenditure ⁴	356 819	374 492
Food	44 048	45 264
Alcoholic drinks	23 629	24 612
Tobacco	9 536	10 104
Clothing and footwear	21 125	21 246
Housing	52 234	57 598
Fuel and power	14 202	14 404
Household goods and service	23 116	24 266
Transport and communications	61 737	64 358
Recreation, entertainment and education	35 686	37 674
Other goods, services	70 762	73 542

* Source: Employment Gazette.

¹ Excluding motor trades.² Estimate based on 1988 figures.³ Very broad definition including repairs, hotels and catering.⁴ Excluding expenditure by foreign tourists in the UK and including household expenditure abroad.

Source: Central Statistical Office, PA1003, SDA25 retailing, SDA27 Motor Trades, UK National Accounts, EG.

Table UK3: Number of retail enterprises ¹ by sector of activity in Great Britain (1989-1992)

Sectors of activity	Number of enterprises			
	1989	1990	1991	1992
Food	67 849	65 169	62 009	60 119
Drink, confectionery and tobacco	48 744	48 376	49 109	46 671
Clothing, footwear and leather goods	31 429	30 688	27 321	24 923
Household goods ²	48 735	51 374	49 248	45 532
Other non-food	39 156	41 707	38 322	36 737
Mixed retailing	4 149	2 877	4 163	3 720
Hire and repair	2 294	1 508	1 873	1 430
Total retail business ³	242 356	241 699	232 045	219 132
Motor trades	74 225	76 733	74 142	71 546

1 V.A.T. registered enterprises.

2 Including furniture, electrical equipment and DIY.

3 Definition based on SIC 1968, excluding motor trades.

Source: Central Statistical Office, SDA25 Retailing, SDA27 Motor Trades.

Table UK 4-1: Retail enterprises by size category in Great Britain (1990)



Sectors of activity	Size category				
	Single-outlet retailers	Small multiple retailers (2-9 outlets)	10-99	Large multiple retailers (100-499 outlets)	500
Food	59 238	5 757	159	10	5
Drink, confectionery and tobacco	45 981	2 322	54	12	7
Clothing, footwear and leather goods	24 775	5 651	220	-	42
Household goods	45 817	5 601	148	-	16
Other non food	38 291	5 259	-	156	-
Mixed retailing	2 299	518	47	9	4
Hire and repair	1 256	239	-	14	-
Total	215 457	25 347	626	201	74

Source: Central Statistical Office, SDA25 Retailing

Table UK 4-2: Retail enterprises by size category in Great Britain (1991)



Sectors of activity	Size category				
	Single-outlet retailers	Small multiple retailers (2-9 outlets)	10-99	Large multiple retailers (100-499 outlets)	500
Food	56 440	5 394	161	8	6
Drink, confectionery and tobacco	46 269	2 776	45	11	7
Clothing, footwear and leather goods	22 059	5 000	222	35	5
Household goods	42 754	6 344	-	150	-
Other non food	33 136	5 034	141	-	11
Mixed retailing	3 486	617	43	12	4
Hire and repair	1 496	345	-	32	-
Total	205 640	25 510	612	248	33

Source: Central Statistical Office, SDA25 Retailing.

Table UK 4-3: Retail enterprises by size category in Great Britain (1992)



Sectors of activity	Size category			
	Single-outlet retailers	Small multiple retailers (2-9 outlets)	10-99	Large multiple retailers (100 or more outlets)
Food	55 416	4 554	133	16
Drink, confectionery and tobacco	44 758	1 859	39	15
Clothing, footwear and leather goods	20 037	4 641	207	38
Household goods	40 065	5 338	102	26
Other non food	31 841	4 896	:	:
Mixed retailing	2 883	784	39	15
Hire and repair	1 106	324	:	:
Total	196 106	22 396	520	110

Source: Central Statistical Office, SDA25 Retailing.

Table UK5: Number of retail outlets by sector of activity in Great Britain (1989-1992)



Sectors of activity	Number of outlets			
	1989	1990	1991	1992
Food	90 075	85 085	82 572	78 606
Drink, confectionery and tobacco	61 641	60 584	61 528	57 999
Clothing, footwear and leather goods	58 538	60 236	56 571	51 319
Household goods	69 599	68 880	67 987	62 648
Other non-food	52 543	56 993	54 033	52 214
Mixed retailing	11 542	11 451	13 145	11 087
Hire and repair	6 079	5 691	6 485	4 868
Total	350 017	348 920	342 321	318 751

Source: Central Statistical Office, SDA25 Retailing.

Table UK6: Employment by sector of activity in British retailing (1989-1992)



Sectors of activity	Persons employed			
	1989	1990	1991	1992
Food	845 000	852 000	813 000	854 000
Drink, confectionery and tobacco	328 000	289 000	274 000	254 000
Clothing, footwear and leather goods	304 000	312 000	289 000	264 000
Household goods	319 000	318 000	322 000	299 000
Other non-food	248 000	273 000	261 000	254 000
Mixed retailing	383 000	391 000	376 000	368 000
Hire and repair	35 000	33 000	33 000	31 000
Total	2 462 000	2 468 000	2 368 000	2 324 000

Source: Central Statistical Office according to retailing enquiry. Narrow definition (excluding motor trades).

Table UK7: Retail turnover by sector of activity in Great Britain at current prices (1989-1992)



Sectors of activity	Retail turnover in mio UKL (including VAT)			
	1989	1990	1991	1992
Food	41 743	45 641	48 718	51 462
Drink, confectionery and tobacco	11 885	12 626	13 497	13 810
Clothing, footwear and leather goods	11 830	12 422	12 446	12 428
Household goods	19 872	19 920	21 035	20 881
Other non-food	11 014	12 345	12 404	12 945
Mixed retailing	21 231	22 222	23 178	24 509
Hire and repair	1 268	1 307	1 268	1 490
Total retail business ¹	118 843	126 483	132 546	137 525
Motor trades	73 630	73 999	69 956	71 341
Total retailing, including motor trades	192 473	200 482	202 502	208 866

¹ Definition based on SIC 1968.

Source: Central Statistical Office, SDA25 Retailing, SDA27 Motor Trades.

Table UK8: Retail sales index in Great Britain (1991-92) ¹

	1991	1992
All retailers	119.5	120.3
Food retailers	119.1	121.3
Mixed retail businesses	109.7	111.0
Non food retailers of which:	123.7	123.3
Clothing and footwear	117.0	116.0
Household goods	136.0	140.0
Other non-food retailers	116.0	112.0

¹ Based year 1985 = 100, at constant prices.

Source: Central Statistical Office, SDM28 Retail Sales.

Table UK9-1: Concentration by turnover category in British retailing (1990)



Turnover category (Mio UKL)	% of enterprises	% of outlets	% of retail turnover
< 1	97.68	77.12	26.95
1-10	2.12	6.83	8.61
10-100	0.16	5.67	9.03
100-500	0.03	5.73	13.28
> 500	0.01	4.65	42.13

Source: Central Statistical Office, SDA25 Retailing.

Table UK9-2: Concentration by turnover category in British retailing (1991)



Turnover category (Mio UKL)	% of enterprises	% of outlets	% of retail turnover
< 1	97.65	76.29	26.04
1-10	2.14	6.70	8.18
10-100	0.16	5.69	8.35
100-500	0.03	5.77	12.21
> 500	0.02	5.55	45.22

Source: Central Statistical Office, SDA25 Retailing.

Table UK9-3: Concentration by turnover category in British retailing (1992)



Turnover category (Mio UKL)	% of enterprises	% of outlets	% of retail turnover
< 1	97.43	75.64	24.39
1-10	2.34	6.54	8.12
10-100	0.17	5.87	8.10
100-500	0.04	6.30	12.69
> 500	0.02	5.65	46.70

Source: Central Statistical Office, SDA25 Retailing.

Table UK10-1: Retail turnover by type of organization in Great Britain (1990)



Sectors of activity	Retail turnover in Mio UKL, including VAT			
	Single outlet retailers	Small multiple retailers ¹	Large multiple retailers ²	All retailers
Food	7 639	2 996	35 006	45 641
Drink, confectionery and tobacco	7 607	1 077	3 941	12 625
Clothing, footwear and leather goods	2 802	2 514	7 105	12 421
Household goods	7 332	3 417	9 170	19 919
Other non-food	5 959	3 113	3 273	12 345
Mixed retailing	2 925	1 501	17 796	22 222
Hire and repair	112	87	1 108	1 307
Total retail businesses ³	34 376	14 705	77 399	126 480

¹ 2 to 9 outlets.² 10 or more outlets.³ Definition based on SIC 1968.

Source: Central Statistical Office, SDA25 Retailing.

Table UK10-2: Retail turnover by type of organization in Great Britain (1991)



Sectors of activity	Retail turnover in Mio UKL, including VAT			
	Single outlet retailers	Small multiple retailers ¹	Large multiple retailers ²	All retailers
Food	7 463	2 874	38 382	48 719
Drink, confectionery and tobacco	8 016	1 387	4 094	13 497
Clothing, footwear and leather goods	2 629	2 432	7 384	12 445
Household goods	7 199	3 879	9 956	21 034
Other non-food	5 624	3 376	3 403	12 403
Mixed retailing	3 098	1 481	18 598	23 177
Hire and repair	130	76	1 061	1 267
Total retail businesses ³	34 159	15 505	82 878	132 542

1 2 to 9 outlets.

2 10 or more outlets.

3 Definition based on SIC 1968.

Source: Central Statistical Office, SDA25 Retailing.

Table UK10-3: Retail turnover by type of organization in Great Britain (1992)



Sectors of activity	Retail turnover in Mio UKL, including VAT			
	Single outlet retailers	Small multiple retailers ¹	Large multiple retailers ²	All retailers
Food	7 566	2 879	41 017	51 462
Drink, confectionery and tobacco	8 656	1 046	4 107	13 809
Clothing, footwear and leather goods	2 488	2 382	7 559	12 429
Household goods	6 770	3 547	10 564	20 881
Other non-food	5 995	6 950	:	12 945
Mixed retailing	3 252	1 648	19 609	24 509
Hire and repair	112	1 378	:	1 490
Total retail businesses ³	34 839	102 686	:	137 525

1 2 to 9 outlets.

2 10 or more outlets.

3 Definition based on SIC 1968.

Source: Central Statistical Office, SDA25 Retailing.

Table UK11: Large food store in Great Britain (1989-1994)



Year (at 1 Feb)	Number	Superstores	Sales area (1 000 ft ²) ¹	Large supermarkets	
				Number	Sales area (1 000 ft ²)
1989	578		22 249.3	1 077	17 316.6
1990	644		24 845.3	1 093	17 568.2
1991	733		28 411.6	1 110	17 980.8
1992	798		30 140.8	1 112	18 108.9
1993	862		32 362.9	1 135	18 539.5
1994	936		34 890.9	1 127	18 493.5

¹ Large supermarkets = 10 000 - 24 999 ft²; Superstores = 25 000 ft²

Source: Institute of grocery distribution.

Table UK12: Size profile of multiple grocery stores in Great Britain (1991-1994)



Sales area (m ²)	1991	1992	1993	1994
< 2 000	8.2			
2 000 - 3 999	18.2	26.5	30.0	15.4
4 000 - 9 999	24.3	22.5	25.7	32.2
10 000 - 14 999	12.4			
15 000 - 19 999	10.1	29.0	24.8	28.5
20 000 - 24 999	6.9			
> 25 000	20.0	22.0	19.5	24.1
Total	100.0	100.0	100.0	100.0

Source: Institute of grocery distribution.

Table UK13: Geographical distribution of British grocery superstores (at 31 March)



Region	1992		1993		1994	
	Number of superstores	Number of large super markets	Number of superstores	Number of large super markets	Number of superstores	Number of large super markets
South-East	224	387	252	394	284	393
of which: Greater London	73	133			84	123
North-West	106	65	109	64	116	64
West Midlands	82	76	87	81	91	75
Yorkshire and Humberside	83	83	86	82	93	83
South-West	66	119	77	123	86	128
East Midlands	59	78	66	78	68	78
Scotland	58	142	59	149	64	151
North	49	64	49	66	46	57
Wales	37	48	37	47	38	46
East Anglia	34	49	38	51	39	52
Total	871	1 244	860	1 135	1 009	1 250

Source: Institute of grocery distribution.

Table UK14-1: The leading 8 superstore operators in Great Britain (at 31 March 1992)



Company	Number	Sales area (1 000 ft ²)	Average store size (ft ²)
Asda	189	7 918	41 891
Tesco	199	7 971	40 058
J Sainsbury	155	4 917	31 725
Safeway	76	2 295	30 206
Wm Morrison	48	1 809	37 696
Gateway	29	969	33 418
CRS	20	603	30 186
United Co-operative	18	770	42 794
Total superstores	734		

Source: Institute of grocery distribution.

Table UK14-2: The leading 8 superstore operators in Great Britain (at 31 March 1993)



Company	Number	Sales area (1 000 ft ²)	Average store size (ft ²)
Asda	183	:	:
Tesco	229	:	:
J Sainsbury	188	:	:
Safeway	108	:	:
Wm Morrison	48	:	:
Gateway	28	:	:
CRS	:	:	:
United Co-operative	:	:	:
Total superstores	:		

Source: Institute of grocery distribution.

Table UK14-3: The leading 8 superstore operators in Great Britain (at 31 March 1994)



Company	Number	Sales area (1 000 ft ²)	Average store size (ft ²)
Asda	189	7 900	41 801
Tesco	237	9 440	39 831
J Sainsbury	195	6 299	32 301
Safeway	117	3 500	29 914
Wm Morrison	61	2 250	37 540
Gateway	28	673	35 415
CRS	19	582	30 631
United Co-operative	18	770	42 794
Total superstores	864		

Source: Institute of grocery distribution.

ISLAND

Table IS1: Key statistics for Icelandic retailing (1990-1992)



Variable	1990	1991	1992
Number of enterprises	1 519	1 643	1 635
Number of outlets	1 719	1 680	1 662
Total employment (man-years) ¹	7 896	7 775	7 092
<i>Employees</i>	7 085	6 744	6 088
<i>Self-employed</i>	811	1 031	1 004
Turnover excluding VAT (Mio IKR)	72 918	79 731	78 695
Payroll (1 000 IKR)	8 433	10 024	10 357
Value added (1 000 IKR)	12 996	13 794	14 900
Gross fixed capital formation (1 000 IKR) ²	4 721	4 330	4 397
<i>Compensations of employees (Mio IKR)</i>	8 433	10 024	10 357
<i>Turnover per person employed</i>	9 235	10 255	10 049
<i>Value added per person employed</i>	1 646	1 774	1 903
<i>Investment per person employed</i>	223	226	225

1 Full time equivalent.

2 Including wholesale and hotels.

Source: National Economic Institute.

Table IS2: Share of commerce in the Icelandic economy (1990-1992)



	1990	1991	1992
(a) Number of enterprises			
Total enterprises (excluding agricultural businesses) ¹	21 064	23 828	24 762
Total distributive trade enterprises	2 910	3 104	3 078
<i>Wholesale trade</i>	1 391	1 461	1 443
<i>Retail trade</i> ²	1 519	1 643	1 635
(b) Employment			
Total resident population	255 708	259 577	262 193
Total employment (man-years)	124 914	124 840	123 044
Distributive trade	14 792	14 999	14 923
<i>Wholesale trade and intermediaries</i>	6 896	7 224	7 092
<i>Retail trade</i>	7 896	7 775	7 831
(c) Value added (Mio IKR)			
Gross domestic product (at current prices)	363 829	396 628	397 917
Gross value added of all sectors (at factor value)	276 634	305 883	314 319
Gross value added of the distributive trades (at factor value)	31 059	34 206	36 313
(d1) Household expenditure (Mio IKR): Household consumption			
Food drinks Tobacco	56 808	59 910	61 046
Clothing, footwear	17 426	19 864	19 322
Rent	33 804	37 066	37 450
Energy (excluding lubricants)	5 500	6 082	6 399
Furniture and household equipment	17 694	20 131	19 244
Pharmaceuticals, cosmetics	4 515	5 265	5 200
Transport and telecommunications	30 876	37 051	35 038
Education, entertainment and leisure	22 931	25 148	25 464
Other	34 175	38 482	39 881
Total	223 729	248 999	249 044
(d2) Household expenditure (Mio IKR): Tradable consumption			
Food drinks Tobacco	52 881	55 702	56 724
Clothing, footwear	17 322	19 730	19 178
Rent	0	0	0
Energy (excluding lubricants)	209	280	258
Furniture and household equipment	15 296	17 580	16 613
Pharmaceuticals, cosmetics	4 515	5 265	5 200
Transport and communication	19 022	23 819	21 185
Education, entertainment and leisure	10 645	12 476	12 180
Other	2 828	3 010	2 995
Total	122 718	137 862	134 333

1 Excluding producers of government services and related activities. Including these enterprises brings total number to 27 987 enterprises in 1990, 30 916 in 1991 and 31 610 in 1992.

2 Excluding motor trades, which are classified as wholesale trades.

Source: National Economic Institute.

Table IS3: Number of retail outlets by sector of activity in Iceland (1990-92)



Sectors of activity	Number of outlets		
	1990	1991	1992
Food, drink and tobacco	577	540	511
Textiles, clothing, footwear, leather goods	331	325	315
Non-electrical household equipment, electrical appliances	157	152	152
Stationery, books and office supplies	91	86	87
Pharmaceuticals and cosmetics	98	90	97
Others	465	487	500
Total	1 719	1 680	1 662

Source: National Economic Institute.

Table IS4-1: Number of retail outlets by legal status and sector of activity in Iceland (1991)



Sectors of activity	Number of outlets	Sole proprietors	Partnership	Limited company	Cooperative society	Others
Food, drink and tobacco	511	161	246	97	1	6
Textiles, clothing, footwear, leather goods	315	73	146	93	3	0
Non-electrical household equipment, electrical appliances	152	39	32	79	1	1
Stationery, books and office supplies	87	23	33	25	0	6
Pharmaceuticals and cosmetics	97	20	64	7	2	4
Others	500	152	201	111	26	10
Total	1 662	468	722	412	33	27
<i>Share in number of outlets (%)</i>	100.0	28.2	43.4	24.8	2.0	1.6
<i>Share in income (including calculated owner's income) (%)</i>	100.0	3.2	30.1	44.9	19.0	2.8

Source: National Economic Institute.

Table IS4-2: Number of retail outlets by legal status and sector of activity in Iceland (1992)



Sectors of activity	Number of outlets	Sole proprietors	Partnership	Limited company	Cooperative society	Others
Food, drink and tobacco	540	167	265	99	8	1
Textiles, clothing, footwear, leather goods	325	85	140	92	7	1
Non-electrical household equipment, electrical appliances	152	43	38	69	2	0
Stationery, books and office supplies	86	27	33	21	0	5
Pharmaceuticals and cosmetics	90	20	58	6	2	4
Others	487	151	196	108	24	8
Total	1 680	493	730	395	43	19
<i>Share in number of outlets (%)</i>	100.0	29.3	43.5	23.5	2.6	1.1
<i>Share in income (including calculated owner's income) (%)</i>	100.0	3.2	28.4	46.0	19.5	2.9

Source: National Economic Institute.

Table IS5-1: Geographic distribution of retail outlets in Iceland (1991)



Region ¹	Population (at 1 December 1990)	Total number of outlets	Number of outlets/ 10 000 inhabitants
Reykjavik	99 623	788	79
Reykjanes	65 216	284	44
Western Iceland	14 532	92	63
West Fjord	9 756	74	76
Northwest	10 340	69	67
Northeast	26 382	178	67
East	13 180	88	67
South	20 548	107	52
Total	259 577	1 680	65

¹ Geographic breakdown by tax district.

Source: National Economic Institute and Statistical Bureau of Iceland.

Table IS5-2: Geographic distribution of retail outlets in Iceland (1992)



Region ¹	Population (at 1 December 1990)	Total number of outlets	Number of outlets/ 10 000 inhabitants
Reykjavik	100 850	764	76
Reykjanes	66 416	279	42
Western Iceland	14 476	100	69
West Fjord	9 685	79	82
Northwest	10 359	71	69
Northeast	26 678	180	67
East	13 058	84	64
South	20 671	105	51
Total	262 193	1 662	63

¹ Geographic breakdown by tax district.

Source: National Economic Institute and Statistical Bureau of Iceland.

Table IS6: Employment by sector of retail in Iceland (1990-1992)



Sectors of activity	Man-years worked		
	1990	1991	1992
Food, drink and tobacco	2 122	2 054	1 852
Textiles, clothing, footwear, leather goods	764	776	751
Non-electrical household equipment, electrical appliances	665	690	763
Stationery, books and office supplies	338	340	352
Pharmaceuticals and cosmetics	469	486	485
Others	3 538	3 429	3 628
Total	7 896	7 775	7 831

Source: National Economic Institute.

Table IS7: Retail turnover (excluding VAT) by sector of activity in Iceland (1990-1992)



Sectors of activity	Retail turnover (Mio IKR)		
	1990	1991	1992
Food, drink and tobacco	22 472	24 441	24 287
Textiles, clothing, footwear, leather goods	6 357	7 011	6 769
Non-electrical household equipment, electrical appliances	7 837	8 477	8 306
Stationery, books and office supplies	2 361	2 918	2 771
Pharmaceuticals and cosmetics	3 863	3 889	4 073
Others	30 227	32 995	32 490
Total	72 917	79 731	78 696
Volume index ¹	100.0	102.8	98.5

¹ Volume index 1988 = 104.7

Volume index 1989 = 100.5

Source: National Economic Institute.

Table IS8-1: Concentration in Icelandic retailing by turnover category (1992)



Turnover category (Mio IKR)	Number of enterprises	Turnover (Mio IKR)	Share (cumulative %) in	
			Enterprise	Total turnover
< 10	1 040	3 623	53.0	3.7
10-49	662	15 135	86.7	19.3
50-99	129	8 801	93.2	28.4
100 - 499	110	20 624	98.8	49.6
500 - 999	8	5 352	99.2	55.1
1 000 - 2 999	11	19 273	99.8	74.9
3 000 - 4 999	1	3 150	99.8	78.1
> 5 000	3	21 254		
All categories	1 964	97 212	100.0	100.0

Source: National Economic Institute.

Table IS8-2: Concentration in Icelandic retailing by turnover category (1993)



Turnover category (Mio IKR)	Number of enterprises	Turnover (Mio IKR)	Share (cumulative %) in	
			Enterprise	Total turnover
< 10	1 166	3 760	56.7	4.0
10-49	643	14 425	88.0	19.2
50-99	120	8 247	93.9	28.0
100 - 499	102	19 613	98.8	48.7
500 - 999	8	4 908	99.2	53.9
1 000 - 2 999	13	24 218	99.9	76.6
3 000 - 4 999	1	3 146	99.9	82.9
> 5 000	2	16 158		
All categories	2 055	94 475	100.0	100.0

Source: National Economic Institute.

Table IS9: Concentration in Icelandic retailing by distributed income (1990-92)



Year	Distributed income			
	Share in the number of outlets (cumulative %)	Number of outlets	(cumulative %)	Mio IKR
1990	5	87	48	4 034
	10	174	61	5 164
	25	430	79	6 662
	100	1 719	100	8 369
1991	5	85	49	4 604
	10	169	62	5 834
	25	422	80	7 493
	100	1 680	100	9 320
1991	5	84	48	4 725
	10	166	62	6 095
	25	417	80	7 845
	100	1 662	100	9 722

Source: National Economic Institute.

NORGE

Table N1: Key statistics for Norwegian retailing (1990-1993)



Variable	1990	1991	1992	1993
Number of enterprises	32 000 ¹			
Number of establishments	38 763	39 596	40 154	38 270
Total employments ²	123 374	122 191	121 677	122 553
Total employment (annual average) ³	181 000	174 000	174 000	177 000
Employees (%) ³	88	88	89	89
Self-employed (%) ³	12	12	11	10
Women (%) ³	66	67	65	63
Part-time workers (%) ³	48	48	46	47
Sales (excluding VAT) (Mio NKR)	176 686	183 770	194 290	199 771
Share in value added (%)				

1 Eurostat estimates.

2 Full-time equivalent.

3 Part-time employment not converted to full-time.

Source: Statistics Norway.

Table N2: Share of commerce in the Norwegian economy (1990-1993)



	1990	1991	1992	1993
(a) Number of establishment				
Total number of establishments *	242 880	235 489	243 754	223 660
Total distributive trade establishments	58 637	60 461	60 147	58 429
<i>Wholesale trade</i>	17 931	19 072	18 390	18 398
<i>Retail trade</i>	38 763	39 596	40 154	38 270
<i>Intermediaries</i>	1 943	1 793	1 603	1 761
(b) Employment (1 000)				
Total resident population ¹	4 241	4 262	4 286	4 312
Total employment (annual average) **	2 030	2 010	2 004	2 004
<i>Part-time workers</i>	532	537	534	540
<i>Female</i>	915	914	914	918
Total employment in distributive trade ²	233	234	230	230
<i>Wholesale trade ²</i>	106	107	104	104
<i>Retail trade ²</i>	123	123	122	123
<i>Intermediaries ²</i>	4	3	3	3
(c) Value added (Mio NKR)				
Gross domestic product	722 071	762 774	784 296	821 352
Gross value added of the distributive trades	71 194	75 602	78 309	78 850
(d) Consumption (Mio NKR) ³				
Private final consumption expenditure ***	357 100	376 275	394 949	412 248
Expenditure on goods	193 289	203 060	211 900	220 717
<i>Durable consumer goods</i>	34 824	33 741	36 027	:
<i>Semi-durable consumer goods</i>	36 811	39 891	41 737	:
<i>Non-durable consumer goods</i>	121 654	129 428	134 136	:
Services ***	160 076	171 091	180 275	189 525
Correction item (national versus territorial purchase)				
Tourist consumption, net	3 735	2 124	2 774	2 005
Tradable consumption	178 165	186 516	195 222	:
Private consumption				
Households	338 236	356 054	373 649	390 401
<i>of which services</i>	141 212	150 870	158 975	167 679
Non-profit institutions	18 864	20 221	21 300	21 846

* Excluding agriculture, forestry and fishing.

** Part-time employment not oriented to full-time.

*** Including final consumption expenditure of non-profit institutions serving households.

¹ Mean population.² Full-time equivalent.³ Figures for National Economy and external trades are revised in 1995.

Source: Statistics Norway.

Table N3: Retail establishments by sector of activity in Norway (1990-1993)



Sectors of activity	Number			
	1990	1991	1992	1993
Department stores	123	116	118	112
Food, beverages, tobacco	11 497	11 548	11 737	11 161
Textiles, clothing	6 297	6 485	6 464	6 244
Furniture, furnishing (non textile)	3 181	3 271	3 390	3 177
Hardware, household articles, sports goods	2 889	2 995	3 033	2 874
Watches, optical articles, musical instruments, gold and silver, photographic supplies	2 842	2 879	2 843	2 699
Motor vehicles and petrol	4 587	4 671	4 771	4 633
Others	7 347	7 631	7 798	7 370
Total	38 763	39 596	40 154	38 270

Source: Statistic Norway

Table N4-1: Number of Norwegian retail establishments by legal status (1991)



Sectors of activity	Total number of establishment	Sole proprietorship	Joint-stock companies	Cooperatives	Others
Department stores	116	1	58	96	1
Food, beverages, tobacco	11 548	5 544	3 864	1 181	959
Textiles, clothing	6 485	2 200	3 683	21	581
Furniture, furnishing (non textile)	3 271	1 222	1 725	47	277
Hardware, household articles, sports goods	2 995	1 008	1 722	16	249
Watches, optical articles, musical instruments, gold and silver, photographic supplies	2 879	1 233	1 450	4	192
Motor vehicles and petrol	4 671	1 470	2 854	41	306
Others	7 631	4 531	2 276	11	813
Total	39 596	17 209	17 592	1 417	3 378
Share in sales (%)	100.0	17.7	69.0	9.7	3.6

Source: Statistics Norway.

Table N4-2: Number of Norwegian retail establishments by legal status (1992)



Sectors of activity	Total number of establishment	Sole proprietorship	Joint-stock companies	Cooperatives	Others
Department stores	118	1	21	95	1
Food, beverages, tobacco	11 737	5 489	4 137	1 148	963
Textiles, clothing	6 464	2 228	3 680	22	534
Furniture, furnishing (non textile)	3 390	1 299	1 787	43	261
Hardware, household articles, sports goods	3 033	1 038	1 765	16	214
Watches, optical articles, musical instruments, gold and silver, photographic supplies	2 843	1 224	1 429	3	187
Motor vehicles and petrol	4 771	1 502	2 910	41	318
Others	7 798	4 432	2 585	12	769
Total	40 154	17 213	18 314	1 380	3 247
Share in sales (%)	100.0	16.9	70.1	9.5	3.5

Source: Statistics Norway.

Table N5: Employment in retailing by sector of activity in Norway (1990-1993)



Sectors of activity	Employment ¹			
	1990	1991	1992	1993
Department stores	5 144	4 872	4 574	4 175
Food, beverages, tobacco	40 117	40 175	41 477	38 475
Textiles, clothing	18 662	18 849	17 516	18 716
Furniture, furnishing (non textile)	9 680	9 845	9 665	9 871
Hardware, household articles, sports goods	7 712	7 822	7 830	8 065
Watches, optical articles, musical instruments, gold and silver, photographic supplies	6 670	6 763	6 418	6 621
Motor vehicles and petrol	19 742	19 180	19 263	19 513
Others	15 647	15 928	15 448	17 117
Total	123 374	123 434	122 191	122 553

¹ Full-time equivalent.

Source: Statistics Norway.

Table N6: Retail turnover by sector of activity in Norway (1990-1993)



Sectors of activity	Sales (Mio NKR)			
	1990	1991	1992	1993
Department stores	7 581	7 723	7 763	7 600
Food, beverages, tobacco	61 300	64 745	67 790	48 390
Textiles, clothing	17 642	19 020	19 275	19 949
Furniture, furnishing (non textile)	12 670	13 162	14 147	14 087
Hardware, household articles, sports goods	8 385	8 774	9 307	9 797
Watches, optical articles, musical instruments, gold and silver, photographic supplies	5 298	5 556	5 995	6 483
Motor vehicles and petrol	48 722	48 864	52 516	54 970
Others	15 088	15 927	17 497	18 495
Total	176 686	183 770	194 290	199 771

Source: Statistics Norway

Table N7: Concentration in Norwegian retailing (1991-1993)



Turnover category (Mio NKR)	Cumulative % share					
	1991		1992		1993	
	Establishment	Turnover	Establishment	Turnover	Establishment	Turnover
< 0.5	25.5	0.9	27.9	1.0	24.4	0.9
< 1	38.5	3.0	40.2	2.9	37.0	2.7
< 5	78.0	23.4	77.2	21.4	75.6	20.6
< 10	88.6	39.4	87.9	37.0	86.7	35.7
< 20	95.5	60.1	95.0	57.6	94.5	56.5
< 50	99.1	83.4	99.0	81.8	98.9	81.7
All categories	100.0	100.0	100.0	100.0	100.0	100.0

Source: Statistics Norway.

Table N8: Geographic distribution of retail outlets in Norway (1991-1993)



Sectors of activity	1991	1992	1993	
	Number	Number	Number	Per Km ²
Ostfold	2 493	2 470	2 341	0.56
Akershus	3 185	3 260	3 072	0.63
Oslo	4 631	4 885	4 645	10.23
Hedmark	1 831	1 816	1 753	0.06
Oppland	1 801	1 804	1 786	0.07
Buskerud	2 336	2 382	2 257	0.15
Vestfold	1 886	1 871	1 732	0.78
Telemark	1 706	1 706	1 576	0.10
Aust-Agder	991	965	920	0.10
Vest-Agder	1 474	1 511	1 414	0.19
Rogaland	2 866	2 976	2 859	0.31
Hordaland	3 350	3 320	3 148	0.20
Sogn of Fjordane	1 095	1 101	1 057	0.06
More og Romsdal	2 463	2 464	2 360	0.16
Sor-Trondelag	1 930	1 977	1 940	0.10
Nord-Trondelag	1 133	1 129	1 095	0.05
Nordland	2 234	2 273	2 143	0.06
Troms	1 407	1 444	1 390	0.05
Finnmark	781	799	780	0.02
Svalbard	3	1	2	0.00
Total	39 599	40 155	38 270	0.12

Source: Statistics Norway.

Table N9-1: Retail chains in Norway (1992)



Sectors of activity	Number of chains	Share in sales value (%)	Share in total number of outlets (%)
Food, beverages, tobacco	42	95	62
Textiles, clothing	89	66	31
Furniture, furnishing (non textile)	29	68	38
Hardware, household articles, sports goods	25	72	38
Watches, optical articles, musical instruments, gold and silver, photographic supplies	26	30	25
Others ¹	36	36	19
Total	247	79	42

¹ Excluding motor trades.

Source: ANDØY Report.

Table N9-2: Retail chains in Norway (1993)



Sectors of activity	Number of chains	Share in sales value (%)	Share in total number of outlets (%)
Food, beverages, tobacco	38	97	62
Textiles, clothing	57	78	41
Furniture, furnishing (non textile)	18	63	49
Hardware, household articles, sports goods	29	81	41
Watches, optical articles, musical instruments, gold and silver, photographic supplies	20	24	23
Others ¹	28	36	23
Total	190	78	43

¹ Excluding motor trades.

Source: ANDØY Report.

SCHWEIZ/SUISSE/SVIZZERA

Table CH1: Key statistics of Swiss retailing (1991-1992)



Variable	1991	1992	Statistical source
Number of enterprises	39 208	:	BFS-BZ 1985
Number of enterprises	41 935	:	BFS-BZ 1991
Number of outlets	55 080	:	
Total employment ¹	320 950 ²	314 590	BFS 1991-1992
Total employment ³	391 909	:	BFS-BZ 1991
<i>Female</i>	244 128	:	BFS-BZ 1991
<i>Part-time workers</i>	140 697	:	BFS-BZ 1991
Turnover (Mio SFR)	88 900	:	BAK1991
Value added (Mio SFR)	20 370	21 680	BSF-VGR 1991-1992

1 Full-time equivalent.

2 Estimate.

3 Part-time employment not converted to full-time.

Source:

Bundesamt für Statistik, Betriebszählung (National Statistical Office, Census of Establishments) (BFS-BZ);

Bundesamt für Statistik, Volkswirtschaftliche Gesamtrechnung (NSO, National Accounts) (BFS-VGR);

Basler Arbeitsgruppe für Konjunkturforschung (Basle Business Research Group) (BAK).

Table CH2: Share of commerce in the Swiss economy (1991-1994)



	1991	1992	1993	1994
(a) Number of businesses				
Total enterprises (excluding agriculture)	281 664	:	:	:
Total distributive trade	61 664	:	:	:
Wholesale trade	18 460	:	:	:
<i>Food</i>	1 602	:	:	:
<i>Non-food</i>	16 858	:	:	:
Retail trade	41 935	:	:	:
<i>Food</i>	11 214	:	:	:
<i>Non-food</i>	30 721	:	:	:
Dealers and intermediaries	1 269	:	:	:
(b) Employment (1 000)				
Total resident population	6 843	6 908	6 969	:
Total employment ¹	3 564	3 475	:	:
Persons employed in distributive trades	517	507	:	:
Wholesale trade and intermediaries	196	193	:	:
Retail trades	321	314	:	:
(c) Value added (bn SFR)				
Gross domestic product	331.1	338.8	342.9	351.2
Gross value added of the distributive trade	46.0	47.9	:	:
Gross value added of retail trade	20.4	21.7	:	:
(d) Household consumption (bn SFR)				
Food and drink, tobacco	49.4	50.0	50.0	50.7
Clothing and footwear	8.7	8.8	8.5	8.2
Rent	27.6	29.9	31.7	32.2
Energy (excluding petrol)	8.7	8.9	9.0	8.6
Furniture, household equipment	6.3	6.2	6.2	6.3
Health services, pharmaceuticals, personal care products	22.7	24.9	26.8	28.4
Transports, motor trade, petroleum, telecommunications	21.3	22.1	22.6	23.4
Education, entertainment, leisure	18.7	19.2	19.4	19.9
Other	27.1	28.1	28.8	29.3
Total	190.5	198.1	203.0	207.0

¹ Part-time employment converted to full-time.

Source: BFS-BZ, BFS-VGR.

Table CH3: Number of retail enterprises by sector of activity in Switzerland (1975, 1985, 1991)



Sectors of activity	Number of enterprises			Share (%)			Growth (%)		Average annual (%)
	1975	1985	1991	1975	1985	1991	1975-1985	1985-1991	1985-1991
Agricultural products, flowers and plants, live animals	1 275	1 686	1 903	3.0	4.3	4.5	32.2	12.9	2.0
Food, drink, tobacco	16 369	12 214	10 735	37.9	31.2	25.6	- 25.4	- 12.1	- 2.1
Textiles, clothing, footwear	5 204	5 362	5 640	12.1	13.7	13.4	3.0	5.2	0.8
Furniture, bedding, carpets, household equipment	*	1 585	2 263	:	4.0	5.4	-	42.8	6.1
Paper and printed products	*	2 193	2 151	:	5.6	5.1	-	- 1.9	- 0.3
Fuel, rubber goods	1 196	738	664	2.8	1.9	1.6	- 38.3	- 10.0	- 1.7
Iron and metal goods, household appliances	*	1 679	2 145	:	4.3	5.1	-	27.8	4.2
Motor vehicles, machinery	*	963	1 678	:	2.5	4.0	-	74.2	9.7
Precision and optical instruments, radio, television, audio equipment	3 175	4 366	5 003	7.4	11.1	11.9	37.5	14.6	2.3
Office machinery and equipment	*	680	1 179	:	1.7	2.8	-	73.4	9.6
Pharmaceuticals, cosmetics, medical goods	2 398	2 538	2 740	5.6	6.5	6.5	5.8	8.0	1.3
Other specialized retailing	202	553	442	0.5	1.4	1.1	173.8	- 20.1	- 3.7
Miscellaneous goods	*	4 651	5 392	:	11.9	12.9	-	15.9	2.5
Total	43 139	39 208	41 935	100.0	100.0	100.0	- 9.1	7.0	1.1

* Due to changes in the national classification the comparison between 1975 and 1985 can only be made for the total and for certain branches.

Source: BFS-BZ 1975, 1985, 1991

Table CH4: Number of retail outlets by sector of activity in Switzerland (1975, 1985, 1991)



Sectors of activity	Number of outlets			Share (%)			Growth (%)		Average annual growth (%)
	1975	1985	1991	1975	1985	1991	1975-1985	1985-1991	1985-1991
Agricultural products, flowers and plants, live animals	2 131	1 948	2 164	3.6	3.6	3.9	- 8.6	11.1	1.8
Food, drink, tobacco	19 337	14 884	12 699	32.6	27.8	23.1	- 23.0	- 14.7	- 2.6
Textiles, clothing, footwear	7 425	8 186	8 375	12.5	15.3	15.2	10.2	2.3	0.4
Furniture, bedding, carpets, household goods	*	1 978	2 640	:	3.7	4.8	-	33.5	4.9
Paper and printed products	*	4 381	3 758	:	8.2	6.8	-	- 14.2	- 2.5
Fuel, rubber goods	1 646	972	896	2.8	1.8	1.6	- 40.9	- 7.8	- 1.3
Iron and metal goods, household appliances	*	2 204	2 542	:	4.1	4.6	-	15.3	2.4
Motor vehicles, machinery	*	1 148	1 858	:	2.1	4.6	-	61.8	8.4
Precision and optical instruments, radio, television, audio equipment	3 998	5 337	6 146	6.7	10.0	11.2	33.5	15.2	2.4
Office machinery and equipment	*	871	1 428	:	1.6	2.6	-	63.9	8.6
Pharmaceuticals, cosmetics and medical goods	2 677	2 884	3 097	4.5	5.4	5.6	7.0	8.1	1.3
Other specialized retailing	263	690	482	0.4	1.3	0.9	162.4	- 30.1	- 5.8
Miscellaneous goods	*	8 002	8 995	:	15.0	16.3	-	12.4	2.0
Total	59 260	53 465	55 080	100.0	100.0	100.0	- 9.8	3.0	0.5

* Due to changes in the national classification the comparison between 1975 and 1985 can only be made for the total and for certain branches.

Source: BFS-BZ 1975, 1985, 1991

Table CH5: Employment characteristics in Swiss retailing (1991)



Employment	Number	Share (%)
Total	391 909	100.0
Female	244 128	62.3
Part-time	140 697	35.9
Women	119 047	18.9
Full-time	251 212	64.1
Women	125 081	31.9

Source: BFS.

Table CH6. Employment ¹ by sector of activity in Swiss retailing (1975-1991).

Sectors of activity	Employment ¹			Share (%)			Growth (%)		Average annual growth (%)
	1975	1985	1991	1975	1985	1991	1975-85	1985-91	1985-91
Agricultural products, flowers and plants, live animals	4 811	7 193	9 138	1.8	2.7	3.6	49.5	27.0	4.1
Food, drink, tobacco	61 455	53 321	44 689	22.7	20.2	17.8	-13.2	-16.2	-2.9
Textiles, clothing, footwear	30 085	32 325	27 489	11.1	12.2	10.8	7.4	-15.0	-2.7
Furniture, bedding, carpets, household goods	*	10 272	11 282	:	3.9	4.5	:	9.8	1.6
Paper and printed products	*	13 338	9 008	:	5.0	3.6	:	-32.5	-6.3
Fuel, rubber goods	3 851	3 116	2 846	1.4	1.2	1.1	-19.1	-8.7	-1.5
Iron and metal goods, household appliances	*	7 581	8 624	:	2.9	3.4	:	13.8	2.2
Motor vehicles, machinery	*	3 294	5 255	:	1.2	2.1	:	59.5	8.1
Precision and optical instruments, radio, television, audio equipment	16 223	19 904	20 872	6.0	7.5	8.3	22.7	4.9	0.8
Office machinery and equipment	*	8 328	7 518	:	2.4	3.0	:	18.8	2.9
Pharmaceuticals, cosmetics, medical goods	12 193	14 229	12 727	4.5	5.4	5.1	16.7	-10.6	-1.8
Other specialized retailing	1 043	1 707	956	0.4	0.6	0.4	63.7	-44.0	-9.2
Miscellaneous goods	*	91 784	90 808	:	34.7	36.1	:	-1.1	-0.2
Total	276 225	264 392	251 212	100.0	100.0	100.0	-4.3	-5.0	-0.8

* Due to changes in the national classification the comparison between 1975 and 1985 can only be made for the total and for certain branches.

¹ Full-time on the basis of enterprise censuses.

Source: BFS-BZ.

Table CH7: Turnover by product category in Swiss retailing (1990-1991)



Sectors of activity	Retail sales (Mio SFR)	
	1990	1991
Food, drinks, tobacco	53 700	35 500
Textiles, clothing, footwear	11 200	11 700
Fuel	4 000	4 300
Wooden, stone and glassware, pottery	5 500	5 800
Pharmaceuticals, cosmetics, medical goods	4 400	4 700
Iron and metal goods, household appliances	11 900	12 100
Motor vehicles	7 400	7 400
Books, art, collectors' items	2 200	2 300
Other	4 800	5 100
Total	85 100	88 900

Source: Basle Business Cycle Research Group.

Table CH8: Supermarkets turnover and sales area in Switzerland (1985-1991)



Year	Turnover (Mio SFR)	Sales area (m ²)
1985	2 699.3	327 483
1990	4 385.6	452 482
1991	4 594.0	459 170

Source: Basle Business Cycle Research Group.

Table CH9: The 10 leading Swiss retail groups (1990-1991)



Rank	Group	Turnover (Mio SFR)		Change (%)
		1990	1991	1990-1991
1	Migros	10 596	11 145	5.2
2	Coop-group	7 234	7 641	5.6
3	Manor AG	2 159	2 280	5.6
4	Distributa	1 843	1 928	4.6
5	Denner	1 327	1 371	3.3
6	USEGO/Waro	1 335	1 336	0.0
7	Jumbo Markt AG	925	1 000	8.1
8	Jelmoli Department Stores	944	913	-3.3
9	EPA/Neue Warenhaus AG	867	882	1.7
10	Volg Konsumwaren AG	717	771	7.5

Source: Basle Business Cycle Research Group.

Part III

Annexes

Distributive trades

Two main categories of commercial enterprise can be distinguished: wholesale trade and retail trade, which in turn divide into three forms: independent non-affiliated trade, independent affiliated trade and integrated or concentrated trade. The term 'non-concentrated trade' is sometimes used to describe independent trading of both the affiliated and non-affiliated types. These forms of trade are practised either via a fixed point of sale or as non-sedentary or itinerant trading and are either specialized or non-specialized in nature. Commission agents (e.g. commercial representatives) also fall within the distributive trade sector. D.C.

1. Retail trade

Form of trade in which goods are mainly purchased and resold to the consumer or end-user, generally in small quantities and in the state in which they were purchased (or following minor transformations). D.C.

2. Wholesale trade

Form of trade in which goods are purchased and stored in large quantities and sold, in batches of a designated quantity, to resellers, professional users or groups, but not to final consumers. D.C.

3. Cash and carry

Form of trade in which goods are sold from a wholesale warehouse operated either on a self-service basis, or on the basis of samples (with the customer selecting from specimen articles using a manual or computerized ordering system but not serving himself) or a combination of the two. Customers (retailers, professional users, caterers, tradesmen, institutional buyers, etc.) settle the invoice on the spot and in cash, and carry the goods away themselves. D.C.

4. Inter-industry wholesale trade

Wholesale trade in which intermediate goods are purchased from manufacturers and resold to processing industries. D.C.

5. Independent trade

Form of retail trade in which enterprises are financially and legally independent, although they may be affiliated to central purchasing and services units. This form of trade encompasses independent affiliated trading and independent non-affiliated trading. D.C.

6. Independent affiliated trade

Form of trade in which independent enterprises join forces in order to form, for example, buying groups, central buying offices (both may be legally constituted as retail cooperatives) or voluntary chains. Franchise systems tend nowadays to be included under this heading. D.C.

7. Independent non-affiliated trade

Form of trade in which the independent (wholesale or retail) enterprise is not linked to coordinating or centralizing bodies or to other enterprises as regards its buying and selling activities or any other services. D.C.

8. Integrated or concentrated trade

Form of trade in which the enterprise acts as both wholesaler and retailer and, in some cases, as producer (e.g. department stores, variety stores, chain stores, consumer cooperatives). D.C.

9. Non-specialized trade (mixed retailing)

Non-specialist retailing of more than one family of products, sometimes including several types of service. D.C.

10. Non-concentrated trade

Independent trading of both the non-affiliated and affiliated types. D.C.

11. Non-sedentary or itinerant trading

Form of trade practised by commercial enterprises which do not have fixed points of sale (e.g. fairground traders, itinerant traders, stall-holders, street traders, pedlars). D.C.

12. Fixed-point-of-sale trading

Form of trade practised by commercial enterprises which operate out of fixed commercial premises (e.g. carry on their business in shops or at retail points of sale). D.C.

13. Specialized trade

Form of trade, either wholesale or retail, which revolves around the selling of a single family of products or products belonging to related families (e.g. clothing and footwear, perfumery, hardware). D.C.

14. Commission agents

Individuals or companies who bring together a seller and a buyer without themselves acquiring

ownership of the goods and who are remunerated other than through a wage or salary. Commission agents (e.g. brokers, commercial representatives, negotiators) are also known as trade 'intermediaries'. Commercial representatives are individuals who regularly and independently, without being bound by a service contract, negotiate and in some cases conclude agreements in respect of purchases, sales, rentals or the provision of services in the name and on behalf of the producers and traders for whom they act. The profession of commercial representative is often regulated by specific laws and conventions. D.C.

Consumption

That portion of disposable income (i.e. after tax which is spent on goods and services, durable or otherwise, and which thus constitutes the difference between disposable income and savings. D.C.

1. Household consumption

A term used in national accounts to refer to the value of goods and services used by households to satisfy their needs. It includes goods (food and non-food) and services, as well as goods produced for own consumption. D.C.

2. Tradable consumption

The tradable consumption of households comprises only those goods which, by their nature, are normally distributed via the retail trade. It therefore does not include services or the consumption of water, gas or electricity. E.S.

Employment

1. Independent proprietors

This category comprises all proprietors of enterprises - whether sole proprietors or partners - who play an active part in the activity of the unit in question, but excludes partners or proprietors whose principal activity is not carried on regularly in the unit. Shareholders, even if they are majority shareholders, or members of a company with limited liability who work in the unit and are paid for their work are not classified under this heading but are included under employees. R.P.

2. Family workers

This category includes all persons who live with the proprietor of an enterprise and who work regularly in the enterprise, but do not have a contract of service and do not receive a fixed sum for the work they perform. The term 'family worker' is applied

only to those persons who work regularly in a family business.

R.P.

3. Employees

The term 'employees' is applied to workers employed in the enterprise who have a contract of employment and whose pay depends on the amount of time worked or work performed. The number of employees equals the total number of persons engaged minus the number of proprietors and family workers. It therefore includes manual workers, salaried staff, and persons who work outside the unit but who belong to it and are paid by it (e.g. commercial representatives, delivery drivers, repair and maintenance teams). Included are persons absent for short periods (e.g. sick leave, paid leave, special leave) and also those on strike, but not those absent for an indefinite period. Also included are part-time workers (half-time or reduced-time) who are regarded as such under the laws of the country concerned and who are on the payroll, as well as seasonal workers and apprentices. Home workers (unless included on the enterprise's payroll), labour made available to the unit by other enterprises and charged for, persons carrying out repair and maintenance work in the unit in question on behalf of other enterprises, and persons doing their military service are not included.

R.P.

4. Part-time workers

Part-time workers are generally taken to be persons whose usual hours of work are less than the weekly or monthly number of hours normally worked in the enterprise or establishment. This definition therefore encompasses all forms of part-time work (half-day work, work limited to one, two or three days a week, etc.).

R.P.

Retail formats

A distinction is drawn between sales with food predominating and sales with non-food products predominating.

1. Sales with food predominating

1.1 Mini-market (superette)

Retail self-service shop selling almost exclusively food, with a floor space of:

- France, Spain: 120 to 400 m²;
- Germany: 100 to 400 m²;
- Belgium: 100 to 400 m²;
- United Kingdom: 186 m² (2 000 ft²) or more;
- Greece, Portugal: less than 200 m². E.S.

1.2 Supermarket

Retail self-service shop selling predominantly food but increasingly non-food products also, with a floor space of:

- Belgium, Denmark, France, Italy, Luxembourg, Spain: 400 to 2 500 m²;
- Germany: generally 400 to 1 000 m²;
- United Kingdom and Ireland: up to 2 323 m² (25 000 ft²);
- Netherlands: average of 300 m²;
- Greece, Portugal: 200 m² and more.

1.3 Hypermarket and superstore

Retail self-service establishment offering a broad range of food and non-food products, with car-parking facilities and a floor space of:

- Belgium, Denmark, France, Greece, Italy, Luxembourg, the Netherlands, Portugal, Spain: 2 500 m² or more;
- Germany: 1 500 m² to 4 999 m² (Verbrauchermarkt); 5 000 m² or more (SB-Warenhaus);
- United Kingdom and Ireland: 2 323 m² (25 000 ft²) or more. (These so-called 'superstores' have a very reduced non-food section compared with the Continental hypermarket.

E.S.

1.4 Discount store

Retailing establishment selling a range of rapid-turnover, cut-price goods and with virtually no floor-service at all.

1.5 Convenience store

Shop with a small or medium-sized floor space relying largely on customers from the immediate neighbourhood who generally come on foot. Such stores provide a range of products for fast or impromptu purchases of everyday consumer goods, mainly food products, and are usually open long hours in countries with favourable legislation.

E.S.

2. Sales with non-food products predominating

2.1 Department store

Retail establishment with a large floor space, readily accessible to the public (usually in town-centres) and offering under one and the same roof a very broad and relatively deep range of consumer goods (especially household equipment and clothing). Products (and certain services) are sold with the assistance of sales staff spread across a number of departments, each of which

functions as a specialized shop. Freedom to select the article of one's choice and assisted self-service are increasingly the norm. Food departments are generally operated on a self-service basis in a supermarket situated within the department store (except for confectionery and delicatessen products, which are sold by sales staff).

D.C.

2.2 Variety store

Retail outlet run on a self-service or preselection basis whose various departments offer a relatively broad but not very deep range of everyday consumer goods at low prices and with a reduced level of service. Outlets of this type used to be known in the USA, for example, as 'dime stores'. Food departments may constitute a supermarket within the variety store, depending on the floor space they occupy and their turnover.

D.C.

2.3 Mail-order or distance selling

Mail order selling is a form of trading in which goods are offered via catalogues, prospectuses, advertising (press, radio, television) or by representatives, and the goods ordered are sent to the purchaser by post or another method. This form of trading is practised by manufacturers (direct mail order sales), by retail enterprises for which this is their sole or near-sole activity (mail order houses) and by enterprises which, in addition to the facilities required for high-street retailing also operate departments suitably equipped for mail order selling (order-processing, dispatch, etc.). A distinction is drawn between general and specialist catalogue selling.

A.D.D.T.

2.4 Large-area specialist

In general, large retail store, usually with an area of 2 500 m² or more, which specializes in a specific range of products (e.g. furniture, DIY products, consumer electronics, sports goods, car accessories) or set of needs (e.g. leisure, transport, housing). In Germany, this category may also include smaller specialist chains, such as drugstores, cosmetics shops, apparel and footwear outlets (Fachmärkte).

E.S.

2.5 Shopping centre/mall

A complex made up of retail shops and various service enterprises which is usually designed, planned, constructed and managed as a single unit. In most cases such complexes have their own car park. The whole complex, including the type of trading and size of outlets, is designed to cater either for the population within a given radius or the specific customer base for which, with an eye to the existing commercial environment, it was established.

D.C.

Affiliations and cooperation

1. Affiliation to a voluntary chain

Grouping of one or more wholesalers and retailers, generally under a common sign or logo, in which each of the partners remains independent and which aims to organize certain services in such a way as to increase the commercial potential of its members and facilitate the management of their activities. W.P.

2. Affiliation to a franchising chain

Form of cooperation under agreements which consist essentially of licences of industrial or intellectual property rights relating to trade marks or signs and know-how, which can be combined with restrictions relating to supply or purchase of goods. Several types of franchise can be distinguished according to their object: industrial franchise concerns the manufacturing of goods, distribution franchise concerns the sale of goods, and service franchise concerns the supply of services (definition given in Commission Regulation No 4087/88 (EEC) of 30 November 1988).

3. Affiliation to a buying group or central buying office

- Buying group
Group of enterprises set up in order to obtain from suppliers more favourable terms than each business could obtain on its own. D.C.
- Central buying office
A central purchasing unit is a body in which a number of distribution enterprises (some large, some medium-sized or even small) join forces in order to obtain, as a result of their combined purchasing and selling power, the best possible terms from suppliers, both as regards purchasing (particularly prices and conditions) and in terms of the various aid and support mechanisms provided in respect of marketing (both retail and wholesale), management, paperwork and financing. D.C.

Margin

Difference between the selling or transfer price of a good or service and its cost price. The trading margin (sometimes wrongly referred to as 'profit margin') is defined in relation to the cost of acquisition only. In all cases a distinction is made between 'gross' and 'net' margins. As far as the gross margin is concerned, the cost price comprises no element other than the direct cost of production or acquisition (inclusive of taxes). As regards the net margin, the cost price incorporates all or part of the enterprise's operating costs and

overheads, which are applied to the product in question via rules of apportionment.

By definition, margins are expressed as absolute values; the proportional values, as percentages of the selling price or, more rarely, of the purchase price, are called 'mark-ups'. In distribution, a distinction is drawn between mark-ups as a percentage of the purchase price and mark-ups as a percentage of the selling price.

In a distribution channel which consists of several independent or self-sufficient levels, 'cumulative margins' reflect the difference between the cost price upstream of this channel and the final selling price to the consumer.

The margin is generally understood to apply to a specific product or unit of account and to a specific enterprise.

Economic and business statistics seek to determine 'average' values for the margin of a branch of activity encompassing all the enterprises marketing a particular set of products (e.g. hardware, footwear, groceries, etc.) D.C.

Services

A service may be defined as a change in the condition of an economic unit (person, enterprise, administration, etc.) or of a good belonging to this economic unit (e.g. repairs), which is brought about as the result of the activities of another economic unit, with the prior agreement of the former one. E.S.

1. Market services

Market services are all services which can be the object of purchases and sales on the market and which are produced by a unit whose resources are mainly (50% or more) derived from the sale of its output whatever the price charged may be called.

They comprise the following broad categories:

- Wholesale and retail trade, repair and recovery
- Hotels and restaurants
- Transport services (inland, maritime, air)
- Communication services
- Banking and insurance
- Other market services (business services, audiovisual services, renting, leasing and hiring, cleaning services, training, etc.) E.S.A.

2. Non-market services

Non-market services are:

- Domestic services produced for themselves by

households as employers of paid domestic staff;

Collective services, i.e. those provided without charge, or with a nominal charge, to the community as a whole or to particular groups of households.

The output of collective services covers services which, by convention, are always deemed to be non-market (e.g. services of general government, national defence, compulsory social security, social work, trade unions, religious organizations, etc.), as well as the following services which are non-market if the resources of the producer unit are mainly (50% or more) derived from sources other than the proceeds of sales (e.g. schools and infant schools, research and development, hospitals and clinics, professional associations and economic organizations, employers' federations, libraries, public archives, museums, botanical and zoological gardens, etc.).

Collective services are produced by the non-market branches of general government or private non-profit institutions, depending on whether the institutional unit producing them belongs to the general government sector or to the private non-profit institutions sector. E.S.A.

Legal status

1. Sole proprietorship

Enterprise owned exclusively by one natural person. A.D.D.T.

2. Partnership

Association of persons who conduct a business under a collective name. It usually takes the form of a limited partnership. A.D.D.T.

3. Limited liability companies

Enterprises comprising the joint-stock company, the limited partnership with share capital and the private limited company (plc). Harmonized rules at European level governing this group of companies are laid down by the fourth Directive of 25 July 1978. A.D.D.T.

4. Cooperative societies

Bodies corresponding to the set of laws which in each country define the legal status of cooperation. They may be constituted in any one of the legal forms named above. They observe a number of general principles, for example they are only entitled to provide their services to members, profits are distributed in proportion to members' dealings with the society, etc. A.D.D.T.

5. Enterprises with other forms of legal constitution

Nationalized industries, publicly-owned enterprises, State or local-authority monopolies. A.D.D.T.

Sales area

Estimated surface area of that part of the premises set aside for selling and display, i.e. the overall area accessible to customers or occupied by counters, the display windows and fitting rooms, and the area behind counters occupied by sales staff. Generally speaking, sales area is used for selling and display only. It does not include offices, storage and handling area, workshops, stairways, cloakrooms and recreation areas. A.D.D.T.

Statistical units

The choice of statistical unit is determined by the type of data being collected. It has a direct influence on the significance of the results and hence on the ways in which they can be used.

P.C.R.

1. Enterprise

The enterprise is the smallest legal unit that keeps a complete record of all transactions in order to satisfy all commercial and legal requirements. As an organizational unit it produces goods and services, and 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. Adapted from P.C.R.

2. Enterprise group

An enterprise group is an association of enterprises bound together by legal and/or financial links. A group of enterprises can have more than one decision-making centre, especially for policy on production, sales, profits, etc. It may centralize certain aspects of financial management and taxation. It constitutes an economic entity which is empowered to make choices, particularly concerning the units which it comprises.

According to the seventh Directive (18 July 1983), a group is presumed to exist where 20% of the capital or voting rights are held or controlled by another enterprise. Provisions regarding the control of the power to appoint directors must be taken into account. Beyond financial (majority) control, the aim is to take into account where the control really lies.

P.C.R.

3. Local unit

The local unit is an enterprise or part thereof (e.g. a workshop, factory, warehouse, office, mine or depot) situated in a geographically identified place. At or from this place economic activity is carried out for which - save for certain exceptions - one or more persons work (even if only part-time) for one and the same enterprise.

P.C.R.

Sources of definitions

The above definitions have been drawn from a number of sources, which are identified by the following initials:

- ADDT: Annex to the draft Council Directive on Community surveys in the field of distributive trade, Eurostat, Luxembourg (1992).
- DC: Dictionnaire Commercial compiled by the Académie des Sciences Commerciales de Paris and published by the Conseil International de la Langue Française and l'Entreprise Moderne d'Édition (1987).
- ES: Eurostat, Division "Trade, Services, Transport".
- ESA: European system of integrated economic accounts, Eurostat, Luxembourg (1979).
- PCR: Proposal for a Council Regulation on statistical units (1992).
- RP: General reference programme for statistics on enterprises in wholesale and retail distribution in the countries of the EEC, Eurostat, Luxembourg (1978).
- WP: Working Party set up on the initiative of the EC Commission's Directorate-General XXIII, Brussels, Belgium (1991).

Council Regulation (EEC) No 3037/90 of 9 October 1990 on the statistical classification of economic activities in the European Community (NACE Rev. 1)

Section G: Wholesale and retail trade; repair of motor vehicles, motor cycles and personal and household goods

50	Sale, maintenance and repair of motor vehicles and motor cycles; retail sale of automotive fuel	51.14	<i>Agents involved in the sale of machinery, industrial equipment, ships and aircraft</i>	51.36	<i>Wholesale of sugar and chocolate and sugar confectionery</i>
50.1	<i>Sale of motor vehicles</i>	51.15	<i>Agents involved in the sale of furniture, household goods, hardware and ironmongery</i>	51.37	<i>Wholesale of coffee, tea, cocoa and spices</i>
50.10	<i>Sale of motor vehicles</i>	51.16	<i>Agents involved in the sale of textiles, clothing, footwear and leather goods</i>	51.38	<i>Non-specialized wholesale of food, beverages and tobacco</i>
50.2	<i>Maintenance and repair of motor vehicles</i>	51.17	<i>Agents involved in the sale of food, beverages and tobacco</i>	51.39	<i>Wholesale distribution of other food including fish, crustaceans and molluscs</i>
50.20	<i>Maintenance and repair of motor vehicles</i>	51.18	<i>Agents specializing in the sale of particular products or ranges of products</i>	51.4	<i>Wholesale of household goods</i>
50.3	<i>Sale of motor vehicle parts and accessories</i>	51.19	<i>Agents involved in the sale of a variety of goods</i>	51.41	<i>Wholesale of textiles</i>
50.30	<i>Sale of motor vehicle parts and accessories</i>	51.2	<i>Wholesale of agricultural raw materials and live animals</i>	51.42	<i>Wholesale of clothing and footwear</i>
50.4	<i>Sale, maintenance and repair of motorcycles and related parts and accessories</i>	51.21	<i>Wholesale of grain seeds and animal feeds</i>	51.43	<i>Wholesale of household appliances and radio and television goods</i>
50.40	<i>Sale, maintenance and repair of motorcycles and related parts and accessories</i>	51.22	<i>Wholesale of flowers and plants</i>	51.44	<i>Wholesale of china and glassware, varnish, paint, wallpaper and cleaning materials</i>
50.5	<i>Retail sale of automotive fuel</i>	51.23	<i>Wholesale of live animals</i>	51.45	<i>Wholesale of perfume and cosmetics</i>
50.50	<i>Retail sale of automotive fuel</i>	51.24	<i>Wholesale of hides, skins and leather</i>	51.46	<i>Wholesale of pharmaceutical goods</i>
51	Wholesale trade and commission trade except of motor vehicles and motor cycles	51.25	<i>Wholesale of unmanufactured tobacco</i>	51.47	<i>Wholesale of other household goods</i>
51.1	<i>Wholesale on a fee and contract basis</i>	51.3	<i>Wholesale of food, beverages and tobacco</i>	51.5	<i>Wholesale of non-agricultural intermediate products, waste and scrap</i>
51.11	<i>Agents involved in the sale of agricultural raw materials, live animals, textile raw materials and semi-finished goods</i>	51.31	<i>Wholesale of fruit and vegetables</i>	51.51	<i>Wholesale of solid, liquid and gaseous fuels and related products</i>
51.12	<i>Agents involved in the sale of fuels, ores, metals and industrial chemicals</i>	51.32	<i>Wholesale of meat and meat products</i>	51.52	<i>Wholesale of metals and metal ores</i>
51.13	<i>Agents involved in the sale of timber and building materials</i>	51.33	<i>Wholesale of dairy produce, eggs and edible oils and fats</i>	51.53	<i>Wholesale of wood and of construction materials</i>
		51.34	<i>Wholesale of alcoholic and other beverages</i>	51.54	<i>Wholesale of hardware, plumbing and heating equipment and supplies</i>
		51.35	<i>Wholesale of tobacco products</i>	51.55	<i>Wholesale of chemical products</i>
				51.56	<i>Wholesale of other intermediate products</i>
				51.57	<i>Wholesale of waste and scrap</i>
				51.6	<i>Wholesale of machinery, equipment and supplies</i>

51.61	Wholesale of machine tools for working metal and wood	52.21	Retail sale of fruit and vegetables	52.45	Retail sale of household appliances and radio and television goods
51.62	Wholesale of construction machinery	52.22	Retail sale of meat and meat products	52.46	Retail sale of hardware, paints and glass
51.63	Wholesale of machinery for the textile industry and of sewing and knitting machines	52.23	Retail sale of fish, crustaceans and molluscs	52.47	Retail sale of books, newspapers and stationery
51.64	Wholesale of office machinery and equipment	52.24	Retail sale of bread, cakes, flour confectionery and sugar confectionery	52.48	Other retail sale in specialized stores
51.65	Wholesale of other machinery for use in industry, trade and navigation	52.25	Retail sale of alcoholic and other beverages	52.5	Retail sale of second-hand goods in stores
51.66	Wholesale of agricultural machinery and accessories and implements, including tractors	52.27	Other retail sale of food, beverages and tobacco in specialized stores	52.50	Retail sale of second-hand goods in stores
51.7	Other wholesale	52.3	Retail sale of pharmaceutical and medical goods, cosmetic and toilet articles	52.6	Retail sale not in stores
51.70	Other wholesale	52.31	Dispensing chemists	52.61	Retail sale via mail-order houses
52	Retail trade, except of motor vehicles and motorcycles; repair of personal and household goods	52.32	Retail sale of medical and orthopaedic goods	52.62	Retail sale via stalls and markets
52.1	Retail sale in non-specialized stores	52.33	Retail sale of cosmetic and toilet articles	52.63	Other non-store retail sale
52.11	Retail sale in non-specialized stores with food, beverages and tobacco predominating	52.4	Other retail sale of new goods in specialized stores	52.7	Repair of personal and household goods
52.12	Other retail sale in non-specialized stores	52.41	Retail sale of textiles	52.71	Repair of boots, shoes and other articles of leather
52.2	Retail sale of food, beverages and tobacco in specialized stores	52.42	Retail sale of clothing	52.72	Repair of electrical household goods
		52.43	Retail sale of footwear and leather goods	52.73	Repair of watches, clocks and jewellery
		52.44	Retail sale of furniture and lighting equipment	52.74	Repairs

Symbols and abbreviations

1. Countries and regions

EC	European Communities
EEC	European Economic Community
EU	European Union
EUR 15	All Member States EU
B	Belgium
DK	Denmark
D	Germany
GR	Greece
E	Spain
F	France
IRL	Ireland
I	Italy
L	Luxembourg
NL	Netherlands
P	Portugal
UK	United Kingdom
EFTA	European Free Trade Association
A	Austria
SF	Finland
IS	Iceland
N	Norway
S	Sweden
CH	Switzerland
EEA	European Economic Area (EUR 12 + A, SF, IS, N, S)
USA	United States of America
JAP	Japan

2. Currencies

ECU	European currency unit
BFR	Belgian franc
DKR	Danish crown
DM	German mark
DR	Greek drachma
ESC	Portuguese escudo
FF	French franc
HFL	Dutch guilder
IRL	Irish pound (punt)
LFR	Luxembourg franc
LIT	Italian lira
PTA	Spanish peseta
UKL	Pound sterling
FMK	Finnish markka
IKR	Iceland crown
NKR	Norwegian crown
OS	Austrian schilling
SFR	Swiss franc
SKR	Swedish crown
USD	United States dollar
YEN	Japanese yen

3. Statistical Offices

Eurostat	Statistical Office of the EC
BFS	Bundesamt für Statistik (CH)
CBS	Central Bureau of Statistics (NL)
CSO	Central Statistical Office (IRL)
CSO	Central Statistical Office (UK)
DS	Danmarks Statistik (DK)
INE	Instituto Nacional de Estadística (E)
INE	Instituto Nacional de Estatística (P)
INS	Institut National des Statistiques (B)
INSEE	Institut National de la Statistique et des Etudes Economiques (F)
ISTAT	Istituto Nazionale di Statistica (I)
NEI	National Economic Institute (IS)
ÖSTAT	Österreichisches Statistisches Zentralamt (A)
NSSG	National Statistical Service of Greece (GR)
SCB	Statistiska Centralbyrån (Statistics Sweden) (S)
SF	Statistics Finland (SF)
STABU	Statistisches Bundesamt (D)
Statec	Service Central de la Statistique et des Etudes Economiques (L)

4. Public and private organizations

BAK	Basle Business Cycle Research Group (CH)
Cescom	Centro di studi sul commercio, Università Bocconi, Milan (I)
IRS	Institute for Retail Studies, University of Stirling (UK)
OECD	Organization for Economic Cooperation and Development

5. Other abbreviations

bn	billion (= thousand million)
C&C	cash-and-carry
DIY	do it yourself
EDI	electronic data interchange
ESA	European system of integrated economic accounts (Eurostat)
GDP	gross domestic product
GNP	gross national product
Mio	million
na	not available
NACE	general industrial classification of economic activities within the European Communities
nes	not elsewhere specified
NUTS	nomenclature of territorial units for statistics
NSO	national statistical offices
PPP	purchasing power parities
PPS	purchasing power standards
ISIC	international standard industrial classification
SME	small and medium-sized enterprise(s)
VAT	value-added tax

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