

Press release: 13 531-024/25

Retail achieves turnover growth in 2024

After a negative turnover development in the first half of 2024, the domestic retail sector recovered in the second half of the year

Vienna, 2025-02-06 – According to preliminary results by Statistics Austria, in 2024 the Austrian retail sector (excluding motor vehicle trade; including service stations) achieved nominal increase in turnover of 2.1% compared to the previous year. In real (price-adjusted) terms, turnover was 0.5% above the previous year’s level.

“After a noticeable decline in real turnover in the first half of 2024, the Austrian retail sector was able to increase its clock rate at the end of last year. In the fourth quarter, retail turnover rose by 3.2% in nominal terms compared to the last quarter of 2023, with inflation-adjusted growth of 2.5%. The balance for 2024 as a whole is also slightly positive as a result. Nominally, turnover was 2.1% higher than in 2023, in real terms by 0.5%. Food retail achieved the highest growth rates”, says Statistics Austria Director General Tobias Thomas.

In the **year 2024**, the retail trade in food, beverages and tobacco generated an increase in turnover of 4.3% compared with the previous year; in real terms, this corresponds to an increase of 1.7%. The non-food retail sector recorded a 1.4% increase in turnover, which is an increase of 0.2% in real terms (see table 1).

Table 1: Retail trade January to December 2024, preliminary and unadjusted results

| Selected sectors | Change of turnover compared to the period last year | |
|--|---|---------------|
| | In nominal terms | In real terms |
| Retail trade (excluding automotive retail; incl. service stations) | 2.1 | 0.5 |
| Retail trade (excluding automotive retail and service stations) | 2.7 | 0.9 |
| Food | 4.3 | 1.7 |
| Non-Food | 1.4 | 0.2 |

S: STATISTICS AUSTRIA, Short-Term Statistics Trade.

Retail trade turnover in the **fourth quarter 2024** rose by 3.2% in nominal terms and by 2.5% in real (price-adjusted) terms compared with the previous year. The retail trade in food, beverages and tobacco products generated a year-on-year increase in turnover of 5.5% in the fourth quarter 2024; adjusted for inflation, turnover rose by 3.4%. Compared with the fourth quarter of the previous year, non-food trade was up both in nominal (+3.1%) and in real terms (+2.7%; see table 2).

Table 2: Retail trade fourth quarter 2024, preliminary and unadjusted results

| Selected sectors | Change of turnover compared to the period last year | |
|--|---|---------------|
| | In nominal terms | In real terms |
| Retail trade (excluding automotive retail; incl. service stations) | 3.2 | 2.5 |
| Retail trade (excluding automotive retail and service stations) | 4.2 | 3.0 |
| Food | 5.5 | 3.4 |
| Non-Food | 3.1 | 2.7 |

S: STATISTICS AUSTRIA, Short-Term Statistics Trade.

Trade with negative result, service sector with turnover growth

In **November 2024**, the **trade** sector recorded a year-on-year drop in turnover of 1.3%, which corresponds to a real decline of 3.1%. Wholesale trade suffered the biggest losses in turnover with -4.2% in nominal terms and -6.3% in real terms. The motor vehicle trade is also in the red at -2.4% in nominal terms and -4.5% in real terms. Only the retail trade can report positive changes in turnover compared with the previous year: an increase of 4.1% in nominal terms and 3.3% in real terms. This applies to both food retailing with +6.0% in nominal terms and +3.9% in real terms, as well as non-food retailing with +4.2% in nominal terms and +3.8% in real terms (see table 3).

Services recorded an increase in turnover of 1.6% in **November 2024** compared with the respective month of the previous year. The highest increases in turnover were recorded by the accommodation and food services sector with 7.9% and transport with an increase of 4.3% compared to the previous year. The information and communication sector recorded an increase of 1.9% (see table 4).

Table 3: Trade November 2024, unadjusted

| Selected sectors | Change of turnover compared to the period last year | |
|---|---|---------------|
| | In nominal terms | In real terms |
| Trade | -1.3 | -3.1 |
| Wholesale and retail trade and repair of motor vehicles and motorcycles | -2.4 | -4.5 |
| Wholesale trade, except motor vehicles and motorcycles | -4.2 | -6.3 |
| Retail trade, except motor vehicles and motorcycles | 4.1 | 3.3 |

S: STATISTICS AUSTRIA, Short-Term Statistics Trade.

Table 4: Services November 2024, unadjusted

| Selected sectors | Change of turnover compared to the period last year |
|---|---|
| | In nominal terms |
| Services | 1.6 |
| Transportation and storage | 4.3 |
| Accommodation and food service activities | 7.9 |
| Information and communication | 1.9 |
| Real estate activities | -3.4 |
| Professional, scientific and technical activities | -0.9 |
| Administrative and support service activities | 0.1 |

S: STATISTICS AUSTRIA, Short-Term Statistics Services.

The preliminary calculations of retail sales for December 2024 were carried out based on 52% of turnover volume. For detailed results and further information please refer to our [website](#).

Information on methodology, definitions: The short-term statistics for trade and services switched to the base year 2021 (annual average 2021=100) as of January 2024. With this base year change, major changes have been made in the short-term statistics, as the new EU Regulation 2019/2152 had to be implemented. For users, the level of detail has changed in trade, the publication is now based on NACE 3-digit codes. For services, additional areas have been included and the turnover index is now available on a monthly basis. Furthermore, a price-adjusted turnover index (Index of Services Production) is calculated in services, which is based on the services producer price index. Since this price index is published after the short-term statistics, revisions are possible whenever new data is available.

The new time series and methodological notes are available on our website. Statistics Austria's evaluations are based on turnover already collected from companies and on advance VAT returns. Statistics Austria publishes economic data for trade and services together with Eurostat approximately 60 days after the end of the respective reporting month. These data revise the previously published preliminary retail trade figures (after around 30 days).

Rates of change are based on unrounded index values.

Statistics Austria is the central organisation for official data and statistics on society, the economy, the state and the environment. As a national statistical institute, it is committed to the statutory principles of independence, impartiality and objectivity. Statistics Austria is headed by Tobias Thomas, Director General Statistics, and Franz Haslauer, Director General Finance.

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