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Retail turnover down in November 2025

Turnover declined nominally and in real terms compared with the previous year

Vienna, 2026-01-09 – According to preliminary data from Statistics Austria, Austrian retail turnover in November 2025 was 1.7% lower in nominal terms than in November of the previous year. Adjusted for inflation (in real terms), this corresponds to a decrease of 3.8%.

“In November 2025, Austrian retail turnover slipped into negative territory in both nominal and real terms. This was last the case in March 2025, since when the retail sector had generated nominal growth every month, with only August seeing a decline in real terms. Compared with November of the previous year, retail turnover was down 1.7% in nominal terms, which corresponds to a decline of 3.8% when adjusted for inflation, with both food retailers and non-food retailers recording a decline in turnover,” says Manuela Lenk, Director General Statistics at Statistics Austria.

Table 1: Turnover in retail trade November 2025

Selected sectors	Change turnover compared with the period last year in %	
	in nominal terms	in real terms
Retail trade (excluding automotive retail; incl. service stations)	-1.7	-3.8
Retail trade (excluding automotive retail and service stations)	-1.8	-3.9
Food	-1.1	-4.1
Non-Food	-2.4	-3.7

S: STATISTICS AUSTRIA, short-term statistics trade, preliminary and unadjusted data (neither seasonally nor working day adjusted).

The preliminary calculations of retail turnover for November 2025 were carried out based on 54% of turnover volume.

Trade turnover in October 2025 higher than previous year

According to final data, **trade** turnover in **October 2025** was up 1.9% in nominal terms compared with the previous year, which corresponds to an increase of 0.5% in real terms. The automotive trade recorded the strongest increase in turnover with +6.4% in nominal terms and +3.2% in real terms. Turnover for retail trade increased by 4.1% in nominal terms compared to the previous year, resulting in an increase of 1.8% in real terms. Wholesale trade recorded a decline of -0.5% in nominal terms and -0.9% in real terms compared with October of the previous year (see table 2).

Table 2: Turnover in trade October 2025

Selected sectors	Change turnover compared with the period last year in %	
	in nominal terms	in real terms
Trade	1.9	0.5
Wholesale and retail trade and repair of motor vehicles and motorcycles	6.4	3.2
Wholesale trade, except motor vehicles and motorcycles	-0.5	-0.9
Retail trade, except motor vehicles and motorcycles	4.1	1.8

S: STATISTICS AUSTRIA, short-term statistics trade, unadjusted data (neither seasonally nor working day adjusted).

Turnover increase for services in October 2025

In **October 2025**, Austrian **service enterprises** recorded a 1.9% increase in turnover compared with the same month last year. The highest increase in turnover was reported in transport and storage, with a rise of 3.5%. Accommodation and food service activities recorded a turnover increase of 2.7%. Only the administrative and support service activities had to report a decline in turnover of 0.8% (see table 3).

Table 3: Turnover in services October 2025

Selected sectors	Change turnover compared with the period last year in %
	in nominal terms
Services	1.9
Transportation and storage	3.5
Accommodation and food service activities	2.7
Information and communication	0.9
Real estate activities	2.2
Professional, scientific and technical activities	2.2
Administrative and support service activities	-0.8

S: STATISTICS AUSTRIA, short-term statistics services, unadjusted data (neither seasonally nor working day adjusted).

For detailed results and further information please refer to our [website](#).

Information on methodology, definitions:

The monthly short-term statistics for trade and services in Austria reflects turnover trends in these economic sectors. The base year for the index is 2021.

The nominal turnover index shows changes in revenue without adjustment for inflation, while the real turnover index takes inflation into account. Prices for trade are adjusted using the Wholesale Price Index and the Consumer Price Index. For services, the price-adjusted turnover index is based on the Producer Price Index for Services. As the latter is always published after the short-term statistics, revisions may occur as soon as new values become available. The turnover index for trade and services is calculated on the basis of enterprises' reported turnover and advance VAT returns.

Statistics Austria publishes the short-term statistics for trade and services at the same time as Eurostat, approximately 60 days after the end of the respective reporting month. In the retail sector, these data revise the preliminary retail turnover index published after around 30 days.

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 Manuela Lenk, Director General Statistics, and Franz Haslauer, Director General Finance.

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