



Lifelong
Learning
Programme



formação para o sucesso

The Trade Sector in Portugal*

* Results from the National Integrated Business Accounts System 2011

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DISTRIBUTIVE TRADE ENTERPRISES

TRADE ENTERPRISES

Main data

- **253,835** enterprises - 22.3% for the total of the Business sector working within 3 sub sectors:
 - Trade, maintenance and repair of motor vehicles and motorcycles - 30,143 enterprises, 11.9% of the Total
 - Wholesale Trade, excluding motor vehicles and motorcycles (66,988 enterprises, 26.4% of the Total
 - Retail Trade, excluding motor vehicles and motorcycles (156,704 enterprises, 61.7 % of the Total
- **801,544** persons employed - 21.4% for the total of the Business sector

DISTRIBUTIVE TRADE ENTERPRISES - Turnover

- Total turnover of EUR 127,968 million - 36.8% for the total of the Business sector:
 - More than half (**52.1%**) of the total turnover from the Trade sector was originated in **wholesale trade**
 - **Retail trade** accounted for a **35.8%** share
 - while the remaining (**12.1%**) came from **trade, maintenance and repair of motor vehicles**.
- The region of **Lisbon** generated **46.5%** of the turnover from the global business trade sector.
- In 2011, only 118 trade enterprises were very large companies (with 250 or more persons employed) - having originated 19.1% of the total turnover of this sector.

DISTRIBUTIVE TRADE ENTERPRISES - Turnover

- **Within the Wholesale and retail trade and repair of motor vehicles and motorcycle - “the sale of motor vehicles”** were responsible for 59.1% of the global turnover and accounted for a 8.3 p.p. decrease in relation to its relative weight in 2010
- Turnover from **wholesale trade** mainly concentrated in 3 groups of products:
 - ‘fuels, construction materials, chemical products and intermediate products’ (30.5%)
 - ‘food, beverages and tobacco’ (25.5%)
 - ‘household goods’ (21.5%)

DISTRIBUTIVE TRADE ENTERPRISES - Turnover

- In **Retail trade** food products:
 - *beverages and tobacco* accounted for the largest share of the turnover (31.2%)
 - *automotive fuel and other new goods n.e.c.' - 24.5%*
 - *private use goods*, such as clothing, pharmaceutical and medical goods, toilet articles, plants and pet animals - 22.5%.

DISTRIBUTIVE TRADE ENTERPRISES - Products

- In **Retail sale**:
 - concentration of 'food products' in enterprises with non-specialized stores - 77.5% of sales of this type of products.
 - 'construction materials', 'household goods', 'cultural products and clothing', 'pharmaceutical products', among others, were traded mainly by enterprises with specialized establishments.

LARGE-SIZED COMMERCIAL UNITS

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- **3,234 establishments :**
 - 50% **food retail trade** or **food-predominant retail trade**
 - 50% **non-food** or non-food predominant retail trade units
- 70.2% of the total number of employees
- The **turnover** reached **EUR 15,772 million** - 99.3% of which from sales of goods; the remaining from rendered services.
- **Regional distribution** of the total sales:
 - Predominance of Lisbon (34.9%),
 - followed by the North (29.2%) and the Centre (19.7%).

84% of the total number of establishments.

LARGE-SIZED COMMERCIAL UNITS

From the **total sales of EUR 15,667 million**, around 2/3 were originated in **food retail**, while the remaining came from non-food retail:

- On average, each food retail trade unit originated annually EUR 6.8 million of sales
 - In non-food retail trade, the annual average sales per establishment reached EUR 2.9 million.
- In 2011, the **nº of transactions** reached **845 million** :
 - average of 16 € per transaction for food retail trade
 - 28 € per transaction for non-food retail trade.

LARGE-SIZED COMMERCIAL UNITS

Predominant sales:

- **In food-predominant retail establishments**, ‘food products, beverages and tobacco’ weighted 71.8% in the total of sales:
 - ‘rice, pasta and cereals’ (12.9%),
 - ‘milk, dairy products and eggs’ (12.2%);
 - ‘meat and meat based products’ (11.1%).

From the non-food products, the most important were ‘cosmetic and toilet articles’ (7.9%) and ‘cleaning materials’ (3.9%).

- **In non-food retail trade**, sales of ‘clothes’ were predominant (24.6%), followed by sales of ‘computers and optical material, photographic and telecommunications products’ (12.2%), ‘furniture and domestic articles’ (10.7%).

LARGE-SIZED COMMERCIAL UNITS

- **Sales of own brand products** occurred in:
 - 93.6% of the food retail establishments – originating 31.7% of sales for each segment
 - 82% of the non-food retail establishments, originating 45.3% of sales for each segment.
- **Means of payment:** the use of debit and credit cards was predominant in relation to the use of cash both in:
 - food retail trade (48% and 43.6%, respectively)
 - non-food retail trade (57.3% and 26.5%, respectively).

THANK YOU!



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