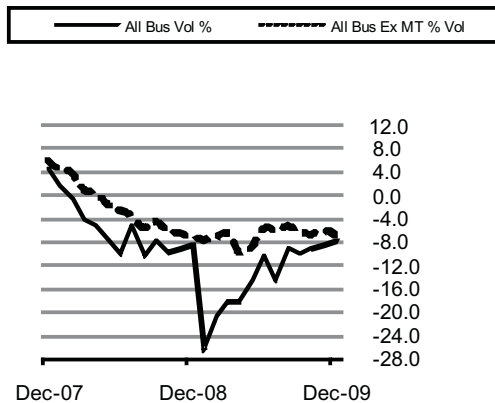




**Retail Sales Index -  
Volume  
Annual % Change**



## Retail Sales Index

December 2009 (First Estimates)

November 2009 (Final Figures)

### Seasonally Adjusted Retail Sales Index – All Businesses

(Base year 2005 = 100)

	Volume Index	Value Index
December 2008	104.7	105.7
December 2009	96.8	92.5
% change	-7.5%	-12.5%

### Retail Sales volume decreases by 7.5%

The volume of retail sales (i.e. excluding price effects) decreased by 7.5% in December 2009 compared to December 2008. There was a monthly increase of 0.4%. If Motor Trades are excluded the volume of retail sales decreased by 6.7% year on year and the monthly change was -0.9%.

The value of retail sales decreased by 12.5% in December 2009 compared to December 2008 and there was no change in the month. However, if Motor Trades are excluded, the year on year decrease in December was 11.6% and the monthly change was -1.5%.

All sectors showed year on year declines in both the value and volume indices in December. The most significant declines in the volume indices were in:

- Motor Trades down 15.1% and
- Non-Specialised Stores (includes supermarkets) down 3.5%

Provisional estimates are now available for the final quarter of 2009 and these figures show the volume of retail sales declined by 8.2% year on year in the fourth quarter, with the value of retail sales declining by 13.1%. There was a quarter on quarter increase of 1.6% in the volume of retail sales and there was a quarterly decline of 0.6% in value terms.

If Motor Trades are excluded the volume of retail sales decreased by 6.4% year on year in the final quarter of 2009 and the value of retail sales declined by 11.6%. There was a quarter on quarter decrease of 1.5% in the volume of retail sales and in value terms the decline was 3.4%.

Annual estimates show that the volume of retail sales decreased by 14.1% in 2009 when compared to 2008 and decreased by 18.0% in value terms. If Motor Trades are excluded the volume of retail sales decreased by 6.8% in 2009 and decreased by 11.2% in value terms.

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**Table 1 Seasonally Adjusted Indices of Total Retail Sales <sup>1</sup>****Base Year: 2005=100**

Total Retail Sales for all Businesses Combined						
Period	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
2006 Year	108.1	8.1	8.1	107.3	7.3	7.3
2007 Year	116.0	7.3	7.3	114.7	6.9	6.9
2008 Year	110.8	-4.5	-4.5	107.7	-6.1	-6.1
2009 Year <sup>2</sup>	90.9	-18.0	-18.0	92.5	-14.1	-14.1
2008 1st quarter	114.9	-2.1	0.9	111.9	-3.0	-1.3
2nd quarter	110.5	-3.8	-5.1	106.4	-4.9	-7.6
3rd quarter	110.2	-0.3	-5.5	106.4	0.0	-7.5
4th quarter	106.5	-3.4	-9.3	104.9	-1.4	-9.1
2009 1st quarter	87.2	-18.1	-24.1	87.8	-16.3	-21.5
2nd quarter	90.7	4.0	-17.9	91.6	4.3	-13.9
3rd quarter	93.1	2.6	-15.5	94.7	3.4	-11.0
4th quarter <sup>2</sup>	92.6	-0.6	-13.1	96.2	1.6	-8.2
2008 July	115.2	6.6	-2.4	110.5	6.8	-4.9
August	106.6	-7.5	-8.0	103.0	-6.7	-10.0
September	109.2	2.5	-6.0	105.9	2.7	-7.6
October	107.5	-1.5	-8.8	104.9	-0.9	-9.5
November	106.4	-1.0	-9.6	105.2	0.2	-9.2
December	105.7	-0.7	-9.5	104.7	-0.5	-8.5
2009 January	84.6	-20.0	-27.7	84.2	-19.6	-26.5
February	88.7	4.9	-23.3	89.4	6.2	-20.7
March	88.2	-0.6	-21.5	89.4	0.0	-18.1
April	89.0	0.9	-21.5	90.1	0.7	-17.9
May	90.6	1.8	-18.2	91.3	1.4	-14.4
June	92.1	1.6	-14.7	93.1	1.9	-10.0
July	93.5	1.5	-18.8	94.5	1.5	-14.5
August	92.3	-1.3	-13.4	93.8	-0.8	-9.0
September	93.3	1.1	-14.6	95.6	1.9	-9.7
October	92.6	-0.7	-13.9	95.4	-0.2	-9.1
November	92.6	-0.1	-13.0	96.4	1.1	-8.3
December <sup>2</sup>	92.5	0.0	-12.5	96.8	0.4	-7.5

<sup>1</sup> Based on Seasonal Patterns up to December 2009<sup>2</sup> Provisional value and volume of sales indices based on early returns from sample retailers

**Table 2 Seasonally Adjusted Indices of Total Retail Sales (Excluding Motor Trades)<sup>1</sup>****Base Year: 2005=100**

Total Retail Sales for all Businesses Combined (Excl Motor Trades)						
Period	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
2006 Year	108.1	8.1	8.1	107.6	7.6	7.6
2007 Year	115.8	7.1	7.1	115.0	6.9	6.9
2008 Year	114.9	-0.8	-0.8	111.8	-2.8	-2.8
2009 Year <sup>2</sup>	102.0	-11.2	-11.2	104.2	-6.8	-6.8
2008 1st quarter	118.4	0.2	5.9	115.1	-1.5	2.9
2nd quarter	117.2	-1.0	2.0	112.5	-2.3	-1.3
3rd quarter	113.6	-3.1	-1.9	110.0	-2.2	-4.5
4th quarter	110.2	-3.0	-6.8	109.1	-0.8	-6.6
2009 1st quarter	106.8	-3.1	-9.8	107.0	-1.9	-7.0
2nd quarter	103.0	-3.6	-12.1	103.5	-3.3	-8.0
3rd quarter	100.9	-2.0	-11.2	103.7	0.2	-5.7
4th quarter <sup>2</sup>	97.4	-3.4	-11.6	102.1	-1.5	-6.4
2008 July	115.2	-0.2	-0.6	111.0	0.3	-3.5
August	112.1	-2.7	-2.9	108.5	-2.3	-5.6
September	113.4	1.1	-2.2	110.4	1.8	-4.4
October	112.0	-1.2	-5.1	109.9	-0.5	-5.9
November	109.9	-1.9	-7.0	108.8	-1.0	-6.8
December	109.0	-0.8	-7.9	108.7	-0.1	-6.9
2009 January	107.5	-1.4	-9.4	107.2	-1.4	-7.7
February	107.2	-0.2	-9.6	107.4	0.2	-7.2
March	105.8	-1.3	-10.3	106.4	-1.0	-6.4
April	103.7	-2.0	-12.6	102.7	-3.4	-9.7
May	102.3	-1.3	-13.2	103.3	0.6	-8.9
June	103.1	0.8	-10.7	104.4	1.0	-5.7
July	102.1	-1.0	-11.4	104.5	0.2	-5.8
August	100.5	-1.6	-10.4	102.7	-1.7	-5.3
September	100.2	-0.3	-11.6	103.8	1.0	-6.0
October	98.4	-1.8	-12.2	102.6	-1.1	-6.6
November	97.8	-0.6	-11.0	102.4	-0.2	-5.9
December <sup>2</sup>	96.3	-1.5	-11.6	101.5	-0.9	-6.7

<sup>1</sup> Based on Seasonal Patterns up to December 2009<sup>2</sup> Provisional value and volume of sales indices based on early returns from sample retailers

**Table 3 Seasonally Adjusted<sup>1</sup> Value and Volume Indices of Retail Sales for 13 Retail Businesses**  
**(Preliminary Estimates) Base Year: 2005=100**

Retail Business - NACE REV 2	December 2009					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	67.4	5.4	-20.1	70.5	8.3	-15.1
Non-Specialised Stores (excluding Department Stores)	110.3	-3.1	-9.2	109.6	-2.4	-3.5
Department Stores	87.0	7.8	-14.6	109.6	8.9	-1.9
Food beverages & Tobacco	97.4	0.9	-11.9	90.6	-0.5	-6.8
Fuel	102.2	-0.2	-4.1	91.2	2.5	-12.2
Pharmaceuticals Medical & Cosmetic Articles	109.8	-2.5	-10.1	115.3	-2.1	-4.3
Clothing, Footwear & Textiles	88.0	0.4	-14.1	114.3	1.0	-1.0
Furniture and Lighting	66.3	-0.4	-19.8	76.7	3.0	-13.0
Hardware, Paints & Glass	85.8	4.2	-13.9	87.7	4.6	-10.4
Electrical Goods	77.6	-0.2	-14.9	119.9	0.6	-4.7
Books, Newspapers and Stationery	80.2	0.5	-15.4	75.7	1.3	-11.7
Other Retail Sales	85.0	0.1	-17.6	103.7	0.9	-11.2
Bars	89.3	2.4	-9.9	80.3	2.5	-8.4
All Businesses excl. Motor Trades	96.3	-1.5	-11.6	101.5	-0.9	-6.7
<b>All Businesses</b>	92.5	0.0	-12.5	96.8	0.4	-7.5
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	97.3	-1.2	-11.7	104.2	-1.2	-6.4
Motors & Fuel	80.4	5.7	-13.1	79.7	5.7	-11.5
All Bus. Excl. Motor Trades, Fuel & Bars	97.2	-1.4	-12.3	105.7	-2.7	-5.4
Food Businesses	109.0	-2.8	-9.5	108.2	-2.2	-3.7
Non-Food (Excl Motor Trades, Fuel & Bars)	85.9	-0.5	-15.1	103.3	0.1	-6.6
Household Equipment	77.1	1.4	-15.5	95.9	2.2	-8.8
Books, Newspapers Stationery & Other Goods	84.2	-0.1	-17.3	98.0	1.4	-11.5

<sup>1</sup> Based on Seasonal Patterns up to December 2009, individual series are independently adjusted

**Table 4 Seasonally Adjusted<sup>1</sup> Value and Volume Indices of Retail Sales for 13 Retail Businesses**  
**Base Year: 2005=100**

Retail Business - NACE REV 2	November 2009					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	64.0	4.6	-26.3	65.1	5.2	-23.3
Non-Specialised Stores (excluding Department Stores)	113.8	-0.9	-7.9	112.3	-0.2	-2.6
Department Stores	80.7	-4.2	-21.8	100.6	-3.3	-11.0
Food beverages & Tobacco	96.5	-0.6	-10.4	91.0	0.0	-5.5
Fuel	102.3	-0.1	0.8	89.0	-2.7	-2.8
Pharmaceuticals Medical & Cosmetic Articles	112.6	-0.1	-6.8	117.8	0.6	-0.9
Clothing, Footwear & Textiles	87.6	-0.7	-15.5	113.2	0.2	-3.2
Furniture and Lighting	66.6	-3.4	-23.6	74.5	-7.1	-18.8
Hardware, Paints & Glass	82.3	-2.6	-18.8	83.8	-2.5	-15.9
Electrical Goods	77.8	0.6	-17.0	119.2	1.6	-7.1
Books, Newspapers and Stationery	79.8	-1.0	-15.5	74.7	-0.7	-13.9
Other Retail Sales	84.9	-1.3	-15.9	102.8	-0.9	-7.5
Bars	87.3	-1.0	-12.2	78.3	-1.1	-11.2
All Businesses excl. Motor Trades	97.8	-0.6	-11.0	102.4	-0.2	-5.9
<b>All Businesses</b>	92.6	-0.1	-13.0	96.4	1.1	-8.3
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	98.5	-1.8	-11.0	105.5	0.6	-5.1
Motors & Fuel	76.1	6.5	-17.5	75.4	6.0	-15.3
All Bus. Excl. Motor Trades, Fuel & Bars	98.6	-1.2	-11.9	108.6	2.1	-4.6
Food Businesses	112.2	-0.9	-8.2	110.6	-0.3	-2.8
Non-Food (Excl Motor Trades, Fuel & Bars)	86.3	-1.2	-15.9	103.3	0.0	-8.0
Household Equipment	76.0	-2.2	-19.3	93.9	-1.8	-13.2
Books, Newspapers Stationery & Other Goods	84.3	-1.2	-15.8	96.7	-0.7	-9.0

<sup>1</sup> Based on Seasonal Patterns up to December 2009, individual series are independently adjusted

**Table 5 Seasonally Adjusted<sup>1</sup> Value and Volume Indices of Retail Sales for 13 Retail Businesses**  
**Base Year: 2005=100**

Retail Business - NACE REV 2	September-November 2009					
	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
Motor Trades	61.8	9.8	-28.2	62.8	11.9	-25.5
Non-Specialised Stores (excluding Department Stores)	114.7	-3.0	-7.4	112.4	-1.0	-3.0
Department Stores	84.2	-6.4	-17.8	103.8	-3.1	-6.8
Food beverages & Tobacco	97.6	0.9	-9.0	92.0	0.4	-4.7
Fuel	103.4	2.6	-11.1	91.4	-1.2	-7.6
Pharmaceuticals Medical & Cosmetic Articles	112.7	-6.0	-6.9	117.3	-4.2	-2.4
Clothing, Footwear & Textiles	88.5	-2.1	-16.9	113.4	-0.5	-5.0
Furniture and Lighting	68.7	7.0	-20.5	80.1	3.9	-14.4
Hardware, Paints & Glass	84.1	-4.9	-18.7	85.4	-5.0	-15.7
Electrical Goods	78.1	-1.4	-19.2	118.5	1.8	-9.7
Books, Newspapers and Stationery	84.7	-2.0	-16.1	76.0	-3.8	-15.6
Other Retail Sales	86.8	-4.2	-19.2	105.0	-3.7	-8.7
Bars	88.7	-2.5	-10.1	79.3	-3.1	-10.0
All Businesses excl. Motor Trades	98.9	-3.0	-11.6	103.0	-0.9	-6.2
<b>All Businesses</b>	92.9	0.3	-13.8	95.8	2.2	-9.1
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	100.4	-2.6	-11.7	105.9	-1.4	-5.7
Motors & Fuel	73.0	9.9	-22.4	72.0	12.0	-19.1
All Bus. Excl. Motor Trades, Fuel & Bars	100.0	-3.6	-11.8	108.2	-1.1	-5.3
Food Businesses	113.2	-2.7	-7.6	110.6	-1.0	-3.1
Non-Food (Excl Motor Trades, Fuel & Bars)	87.8	-5.8	-16.5	104.1	-2.7	-8.4
Household Equipment	77.7	-3.7	-19.5	95.5	-1.7	-13.2
Books, Newspapers Stationery & Other Goods	86.1	-4.2	-18.7	98.5	-3.0	-10.4

<sup>1</sup> Based on Seasonal Patterns up to December 2009, individual series are independently adjusted

**Table 6**

**Volume of retail trade in the euro-zone, the EU27 and Member States<sup>1</sup>**  
**Annual % change compared with the same month of the previous year**

	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09 <sup>2</sup>
Austria	3.7	1.1	3.4	4.3	-0.3	2.7
Belgium	5.4	-1.8	-5.8	4.5	3.6	1.1
Finland	-1.3	-3.7	-2.0	-1.8	-0.1	1.6
France	-1.3	0.5	-1.7	1.7	0.6	-1.0
Germany	0.3	-2.6	-2.6	-0.7	-2.4	-2.5
Greece	-10.2	-4.5	-8.9	-15.4	-10.8	c
<b>Ireland</b>	<b>-5.0</b>	<b>-3.8</b>	<b>-5.3</b>	<b>-6.6</b>	<b>-3.7</b>	<b>-6.4</b>
Italy	-1.3	-2.1	-1.7	-0.3	-0.9	:
Luxembourg	:	:	:	:	:	:
Netherlands	-3.4	-5.1	-5.3	-5.1	-5.1	c
Portugal	-0.4	-1.8	-1.3	-1.4	-2.3	2.2
Slovenia	-12.0	-13.6	-17.1	-13.3	-14.5	-11.5
Slovakia	-10.6	-9.7	-9.2	-10.3	-9.8	-9.3
Spain	-4.6	-4.1	-3.4	-2.7	-5.4	-1.5
Cyprus	-2.2	-3.1	-6.1	-2.9	-4.9	c
Malta	-6.5	-11.6	-10.9	-7.9	-4.7	-9.8
<b>EA16</b>	<b>-1.5</b>	<b>-2.1</b>	<b>-2.8</b>	<b>-0.9</b>	<b>-2.0</b>	<b>-1.6</b>
Denmark	-3.0	-1.6	-5.8	-1.7	-3.3	-1.0
Sweden	4.1	0.4	1.3	3.9	2.8	3.1
United Kingdom	1.6	1.2	1.7	3.2	2.0	0.7
Czech Republic	0.9	-0.7	-2.5	-1.6	-3.6	c
Estonia	-20.4	-20.5	-21.3	-18.6	-21.2	-16.4
Latvia	-28.9	-29.2	-30.5	-28.5	-30.2	-30.2
Lithuania	-19.0	-19.9	-25.6	-24.5	-27.7	-27.2
Hungary	-6.6	-7.3	-7.4	-7.6	-7.8	c
Poland	3.8	2.7	0.2	3.9	4.6	4.6
Bulgaria	-9.2	-9.7	-8.3	-8.8	-10.1	-11.0
Romania	-12.8	-11.4	-12.8	-9.5	-9.1	-7.4
<b>EU27</b>	<b>-1.0</b>	<b>-1.6</b>	<b>-2.2</b>	<b>-0.3</b>	<b>-1.3</b>	<b>-1.0</b>

: Data not available,

<sup>1</sup> Data NACE 47 : All Business excluding Motor Trades & Bars

<sup>2</sup> Data for Ireland is December 2009 provisional data

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Source: Eurostat

## Background Notes

<b>Retail Sales Index</b>	<p><b>Introduction of updated series with base year 2005 = 100.</b></p> <p>An updated Retail Sales Index (RSI) was introduced in the February 2009 release. The underlying methodology remains unchanged. The index is primarily intended to measure short-term trends. For long term analysis allowance must be made for the fact that the series does not reflect changes in retail structures between updates.</p>
<b>Reference Period</b>	<p>The November 2009 period covers the 4 weeks from 25/10/09 to 21/11/09 and the December 2009 period covers the 5 weeks from 22/11/09 to 26/12/09.</p>
<b>New Base Year</b>	<p>The set of new monthly retail sales indices has been compiled with reference to base year 2005 = 100. The underlying structural weighting system is mainly based on the 2005 Annual Services Inquiry. Weights are updated from year to year using ratios of average weekly turnover by size class within business type.</p>
<b>Scope and Coverage</b>	<p>The Retail Sales Index covers, on a sample basis, the retail sales of retail businesses, wholesale businesses with sizeable retailing activity and the separate sales establishments of non-distribution enterprises. Excluded from the index coverage are the direct retail sales from non-distribution establishments together with the incidental retail sales of wholesale businesses. Also excluded are sales by hawkers, street stalls and other retailing activities not conducted from permanent business premises. The statistical unit used for reporting sales figures in this inquiry is the enterprise (i.e. complete business covering all branches).</p>
<b>Methodology</b>	<p>The business categories are based mainly on the Statistical Classification of Economic Activities in the European Community (NACE Rev. 2). The index system is structured on the retailing enterprises covered in the 2005 Annual Services Inquiry classified by 13 retail business categories and four turnover (excluding VAT) ranges.</p> <p>The value indices are calculated by updating the aggregate 2005 retail turnover (including VAT) of these enterprises in these cells using the monthly retail sales data provided by the enterprise respondent panel from 2005 onwards.</p> <p>The compilation of the index for a current month is based on the percentage change in average weekly sales in these cells over the corresponding monthly period of the previous year. The monthly volume indices are calculated by deflating the seasonally unadjusted value indices by specially constructed retail price indices derived from the Consumer Price Index (CPI). A copy of the Retail Sales Index methodology is available on our website (<a href="http://www.cso.ie">www.cso.ie</a>).</p>
<b>Seasonal Adjustment</b>	<p><i>All Retail Sales “unadjusted” series are trading day adjusted as they are based on either a standardised four or five week reporting period (see reference period note above). Seasonal adjustment is conducted using the direct seasonal adjustment approach. Under this approach each individual series is independently adjusted, e.g. aggregate series are adjusted without reference to the component series. Each individual seasonally adjusted series is calculated based on unadjusted data spanning from January 2000 to the current period.</i></p> <p>The adjustments are completed by applying the X-12-ARIMA model, developed by the U.S. Census Bureau to the unadjusted data. This methodology estimates seasonal factors while also taking into consideration factors that impact on the quality of the seasonal adjustment such as:</p> <ul style="list-style-type: none"> <li>• Calendar effects, e.g. the timing of Easter,</li> <li>• The phase shift effect, i.e. the fact the reporting period of the RSI does not coincide with the calendar month and</li> <li>• Outliers, temporary changes and level shifts in the series.</li> </ul> <p>For additional information on the use of X-12-ARIMA see (Findley, D.F., B.C. Monsell, W.R. Bell, M.C. Otto, and B. Chen (1998), “New Capabilities and Methods of the X-12-Arima Seasonal Adjustment Program”, <i>Journal of Business &amp; Economic Statistics</i>, 16, pp. 127-177.) and <a href="http://www.census.gov/srd/www/x12a/">www.census.gov/srd/www/x12a/</a>.</p>
<b>References</b>	<p>A detailed description of the Retail Sales Index is available on the CSO website <a href="http://www.cso.ie">www.cso.ie</a>. Retrospective details for the current and previous series are also available on the CSO website.</p>