

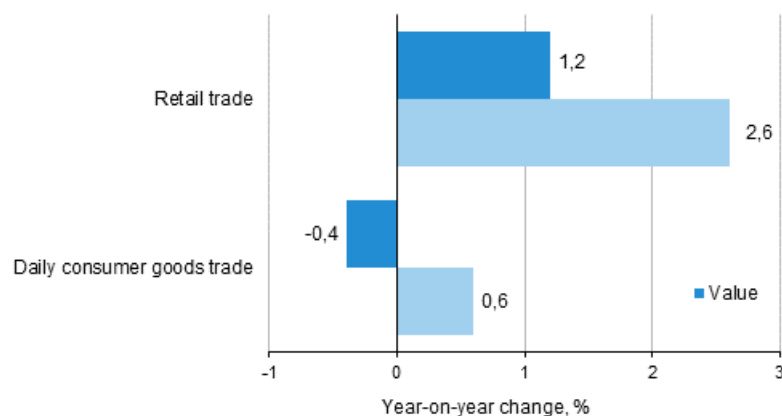
# Turnover of trade

2015, November

## Retail trade flash estimate: sales grew by 1.2 per cent year-on-year in November

According to Statistics Finland's retail trade flash estimate, the sales of retail trade increased by 1.2 per cent in November from November 2014. Over the same period, the volume of retail trade sales, from which the impact of prices has been eliminated, grew by 2.6 per cent. In daily consumer goods trade, sales contracted by 0.4 per cent in November but the volume of sales went up by 0.6 per cent from the corresponding period of the previous year. Turnover developed weaker than sales volume both in retail trade and in daily consumer goods trade due to fallen prices.

### Development of value and volume of retail trade sales, November 2015, % (TOL 2008)



Source: Statistics

Annual changes in trade sales and sales volumes are given unadjusted for seasonal variation. There were 25 weekday trading days in November 2015, which is one day more than in November 2014. Weekday trading days refer to the weekdays of a calendar month (Monday to Saturday) excluding mid-week holidays.

According to the Structural business and financial statement statistics, daily consumer goods accounted for 48.9 per cent of turnover in retail trade in 2014.

The retail trade flash estimate is based on a sample covering, on the average, 60 per cent of retail trade turnover. Data on trade sales by industry will next be released on 14 January 2016.

Flash estimates on retail trade are published at a lag of just under one month from the end of the statistical reference month. The preliminary data on motor vehicle, wholesale and retail trade based on a larger sample will be published at a lag of roughly six weeks from the end of the statistical reference month and the revised data based on total data are published at a lag of roughly ten weeks.

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## Appendix tables

**Appendix table 1. Development of value and volume of retail trade sales, November 2015, (TOL 2008)**

|  |        | Index   | Year-on-year change in the latest month, % <sup>1)</sup> | Cumulative year-on-year change, % <sup>1)</sup> |
|--|--------|---------|--|---|
|  |        | 11/2015 | 11/2015  | 01-11/2015                                      |
| Retail trade (47)                      | Value  | 103,4   | 1,2  | -1,1  |
|  | Volume | 98,0    | 2,6  | 0,1   |
| Daily consumer goods trade (4711, 472) | Value  | 104,5   | -0,4   | -1,9  |
|  | Volume | 92,9    | 0,6  | -0,8  |

1) Year-on-year change compares the value for an examined time period to the value for the corresponding time period twelve months back.

## Revisions in these statistics

The data of the statistics have become revised according to the table below. For more information about data revisions, see Section 3 of the quality description (only in Finnish).

### Revisions to data on annual changes in retail trade<sup>1)</sup>

| Time of publishing  |                                | 2015 |      |      |      |      |
|---|--------------------------------|------|------|------|------|------|
|   |                                | 05   | 06   | 07   | 08   | 09   |
| 47 Retail trade, except of motor vehicles and motorcycles | Flash estimate, %              | -3,6 | 0,3  | -0,3 | -3,0 | -1,7 |
|   | 1st release, %                 | -2,7 | 0,6  | 0,4  | -2,4 | -1,7 |
|   | Latest release (2015-12-23), % | -3,1 | 1,3  | 0,4  | -1,9 | -1,5 |
|   | Revision, percentage point     | 0,5  | 1,0  | 0,7  | 1,1  | 0,2  |
| Retail sale in non-specialised stores (4711, 472)         | Flash estimate, %              | -4,8 | -0,7 | -2,8 | -3,1 | -1,9 |
|   | 1st release, %                 | -3,6 | -0,6 | -2,2 | -3,0 | -1,6 |
|   | Latest release (2015-12-23), % | -4,3 | -0,7 | -2,7 | -2,0 | -1,2 |
|   | Revision, percentage point     | 0,5  | 0,0  | 0,1  | 1,1  | 0,7  |

1) The revision describes the difference of annual change percentages between the flash estimate and the latest release.

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Source: Turnover of trade, Statistics Finland