

**Turnover in Retail Trade, December 2009:****Retail trade increased in December**

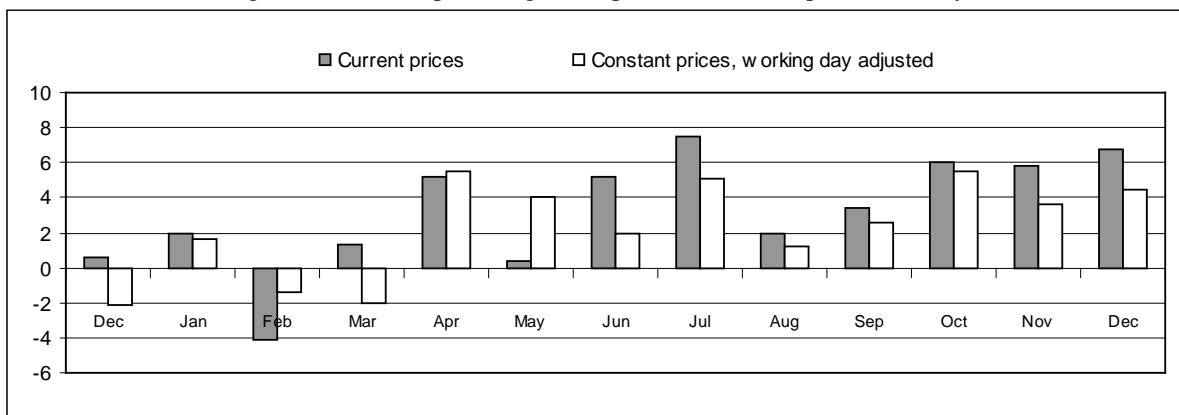
The retail trade sales volume increased by 4.5 percent in December compared to the same month of last year. Retail sales for consumables increased by 1.1 percent while retail sales for durables increased by 7.2 percent. The information above is working day adjusted.

The turnover for retail trade measured in current prices increased by 6.8 percent from December of 2008 to December of 2009. Retail trade for consumables (for example, department stores and specialised grocery stores) showed an increase of 4.2 percent while durables (for example, clothing stores, stores for furniture, stores for second-hand goods and mail order houses) increased by 8.7 percent.

The retail trade sales volume increased by 0.2 percent from November to December of 2009. During the last three-month period (October to December), the sales volume increased by 0.4 percent compared to the latest, prior three-month period (July to September). Both of these figures are working day adjusted and seasonally adjusted.

**Turnover development in retail trade December 2008 – December 2009**

Changes are shown as percentages compared to the same period of last year.

**Comments from the Swedish Retail Institute:**

December retail sales ended the year 2009 with a new and powerful record. December reached a total retail turnover of SEK 63.5 billion, and thus by far surpassed most expectations. Rising optimism among households in combination with weak sales last year explains the strong growth. A snowy and cold weather also favored industries such as footwear and sports trade, both of which had a sales growth higher than 20 percent.

The outcome of the full year 2009 can now be summarised. The retail sector grew by an impressive 3.6 percent, which means that the year was actually better than 2008. The result is an effect of the incentives that has been added to the economy during the year, mainly through large reductions in interest rates. This has freed up large sums of money that have been placed on consumption.

Despite overall strong growth, the development varies between retail trade industries during 2009. Within the food sector and parts of the durable goods sector growth has been good but heavy industries such as furniture, electronics and construction trade have all had weak performances. Measured in constant prices, the development has been negative for six of the various retail sub-sectors.

**Sales development 2009/2008:****Sweden**

	Current prices		Constant prices, working day adjusted		Price change	Working day effect <sup>2</sup>
	Dec. %	2009 <sup>1</sup> %	Dec. %	2009 <sup>1</sup> %	Dec. %	Dec. %
Retail sales for consumables	4.2	4.8	1.1	1.9	1.8	1.3
Retail sales for durables	8.7	2.6	7.2	3.4	1.2	0.1
Total retail trade	6.8	3.6	4.5	2.8	1.6	0.6

**International comparisons 2008-2009 (constant prices, working day adjusted)**

	June %	July %	Aug. %	Sept. %	Oct. %	Nov. %
EU	-1.0	-0.5	-1.3	-1.7	0.2	-1.6
Euro zone	-1.7	-1.2	-1.8	-2.5	-0.6	-3.4
Sweden	0.7	1.0	0.9	1.2	1.7	2.1

**Time series:****Current prices**

	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>^</sup>
Turnover 2005=100	145.2	106.7	99.6	112.7	123.2	124.5	128.3	130.3	123.5	119.4	127.7	119.7	155.0
Monthly development %*	0.6	2.0	-4.1	1.3	5.2	0.4	5.2	7.5	1.9	3.4	5.8	5.7	6.8
3-month development %**	0.1	-0.2	-0.4	-0.2	1.0	2.3	3.5	4.3	4.9	4.3	3.7	5.0	6.2
12-month development %**	3.4	3.0	2.0	2.0	2.0	1.5	1.8	2.0	1.9	1.9	2.2	2.9	3.6

**Constant prices, working day adjusted**

	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>^</sup>
Turnover 2005=100	143.4	101.9	96.9	108.6	120.4	122.4	124.2	124.4	122.0	116.4	118.0	116.3	149.8
Monthly development %*	-2.1	1.6	-1.4	-2.0	5.5	4.1	1.9	5.0	1.2	2.6	5.2	3.6	4.5
3-month development %**	-1.3	-0.5	-0.8	-0.6	0.8	2.6	3.8	3.7	2.7	3.0	3.0	3.8	4.4
12-month development %**	1.1	1.0	0.6	0.2	0.6	0.8	0.7	1.0	0.9	1.2	1.7	2.1	2.8

**Seasonally adjusted series**

	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec. <sup>^</sup>
Turnover 2005=100	114.2	116.0	115.4	114.7	119.2	119.4	118.8	121.0	118.2	118.5	120.1	119.4	119.6
Development %***	-0.6	1.6	-0.5	-0.6	3.9	0.2	-0.5	1.9	-2.3	0.2	1.4	-0.6	0.2
Development for the latest 3 month %****	-1.4	-0.3	0.4	0.9	1.2	2.2	3.2	2.8	1.3	0.1	-0.7	0.0	0.4
Development for the latest 6 month %****	-0.2	-0.5	-0.6	-0.5	0.1	0.8	1.8	2.5	3.1	3.7	3.1	2.4	1.9

<sup>1</sup> The period of January up to and including the given month compared to the same period of last year.

<sup>2</sup> The working day effect shows the basic conditions for sales during the period of the present year compared to last year.  
A working day effect of 1.0 percent negatively affects the sales development by 1.0 percentage points.

<sup>^</sup> The given month's results are preliminary.

\* Comparison to same month of last year.

\*\* Comparison among the latest 3 or 12 month period and the same period of last year.

\*\*\* Comparison to last month (only for seasonally adjusted series).

\*\*\*\* Latest 3 or 6 month period compared to the most recent previous 3 or 6 month period (seasonally adjusted series).

**Facts about figures**

**Total retail trade** refers to NACE 47. excluding 47.3.

**Trade in consumables** here refers to NACE 47.11 and 47.2.

**Durables** here refer to NACE 47.19 and 47.4-47.7.

All time series use the year prior to the year of the survey as their base year. Preliminary results for December are based on the response rate of 79 percent. The weighted response rate considers the size of the turnover for the responding companies, which amounted to 92 percent. Results for November are based on the response rate of 87 percent unweighted and 95 percent weighted. *Contact the Swedish Research Institute of Trade for more detailed reports of the retail trade activities.*

**MORE INFORMATION**

**Swedish Research Institute of Trade**

[www.hui.se](http://www.hui.se)

**Statistics Sweden**

[www.scb.se](http://www.scb.se)

**Time series for turnover statistics**

<http://www.scb.se>

**Sweden's Statistical Databases**

<http://www.ssd.scb.se/databaser/makro/start.asp>

**Next publication**

Data for January will be published on 26 February.