

18 December 2015

**Annual Trade Survey
Statistics on Products in the Trade Sector
Year 2014**

Turnover in trade increases 2.9% in 2014, standing at 656,527 million euros

The invoice of *Sale and repair of vehicles* increases by 7.7%, and *Wholesale trade* did so by 4.0%. In turn, *Retail trade* decreases by 0.3%.

Trade sales abroad account for 11.2% of total sales in 2014, as compared with 10.4% the previous year

Turnover of companies in the Trade sector¹ reached 656,527 million euros in 2014, which represents an increase of 2.9% as compared with the previous year.

In 2014, gross added value by companies in this sector increased by 1.7%, standing at 92,506 million euros.

Main variables². Year 2014

Variables	Million euros	Annual variation (%)
Turnover	656,527	2.9
Purchases and works carried out by other companies	514,899	3.9
External services	61,225	2.4
Personnel costs	60,576	-0.5
Investment in tangible assets	8,548	1.6
Gross added value at factor cost	92,506	1.7

¹ The population studied comprises the total number of companies whose main activity is described in Section G of the CNAE-2009 classification, that is, *Repair of motor vehicles and motorcycles, Wholesale trade and Retail trade*.

² All the economic variables are calculated at current prices

Results by activity group³

60.0% of the invoicing for the sector in 2014 corresponded to *Wholesale trade, except vehicles*. Wholesale companies occupied 34.8% of employed personnel in the Trade sector.

Retail trade, except vehicles accounted for 31.1% of the total turnover for the sector and for 56.0% of the employed personnel. It is worth mentioning that 6 out of every 10 companies in the sector were in retail trade.

In turn, *Sale and repair of vehicles* recorded a 9.0% of the total of invoice and employed personnel.

Turnover and employed personnel by activity group. Year 2014

Activity group	Turnover		Employed personnel	
	Million euros	% over the total	Annual average	% over the total
Sale and repair of vehicles	58,335	8.9	263,055	9.2
Wholesale trade (*)	393,931	60.0	997,134	34.8
Retail trade (*)	204,260	31.1	1,602,044	56.0
TOTAL	656,527	100.0	2,862,233	100.0

Results by branch of activity

At a more disaggregated level, the branches of activity with the greatest contribution to total turnover in 2014 were *Other specialised wholesale trade*⁴ (19.5%) and *Wholesale trade of food, beverages and tobacco* (16.4% of the total).

The activity branches that registered the greatest increases in their turnover in 2014 were *Other specialised wholesale trade* (19.3%) and *Retail trade not in stores, stalls or markets*⁵ (13.0%).

In contrast, the branches that registered the greatest decreases were *Retail trade in stores, stalls or markets* (-7.2%) and *Sale, maintenance and repair of motorcycles and related parts and accessories* (-6.9%).

³ Researched companies are classified according to their main activity. Likewise, all the variables studied referring to the company are allocated to said activity.

⁴ *Other specialised wholesale trade* includes wholesale trade of solid, liquid and gaseous fuels and related products, metals and metal ores, wood, construction materials and sanitary equipment, hardware, plumbing and heating equipment and supplies, chemical products, other intermediate products, waste and scrap.

⁵ *Retail trade not in stores, stalls or markets* includes trade carried out by post, via Internet, doorstep selling, vending machines, etc.

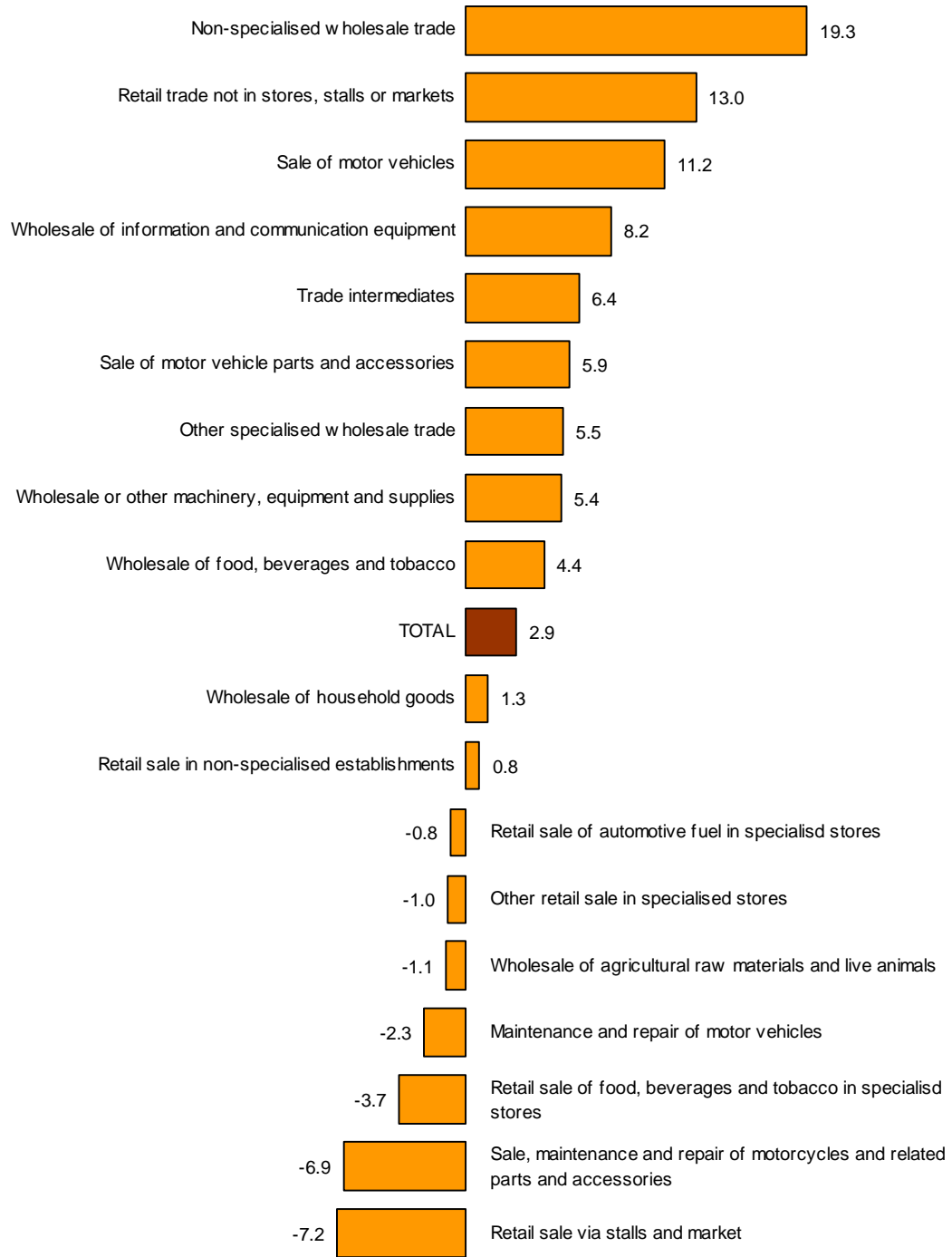
In terms of added gross value, the branches of activity with the greatest contribution were *Other retail sales in specialised establishments*⁶ (19.2%), *Retail sale in non-specialised establishments* (15.4%) and *Wholesale of household goods* (14.6%).

Turnover and gross added value by branch of activity. Year 2014

Branch of activity	Turnover			Gross added value at factor cost		
	Million euros	% over the total	(%) Annual variation	Million euros	% over the total	(%) Annual variation
Sale of motor vehicles	58,335	8.9	7.7	8,155	8.8	0.2
- Sale of motor vehicles	38,231	5.8	11.2	3,603	3.9	6.0
- Maintenance and repair of motor vehicles	8,281	1.3	-2.3	2,690	2.9	-6.8
- Sale of motor vehicle parts and accessories	10,603	1.6	5.9	1,702	1.8	1.8
- Sale, maintenance and repair of motorcycles and related parts and accessories	1,219	0.2	-6.9	159	0.2	-11.6
Wholesale trade, except motor vehicles	393,931	60.0	4.0	45,700	49.4	3.6
- Trade intermediaries	4,916	0.7	6.4	2,909	3.1	7.7
- Wholesale of agricultural raw materials and live animals	21,493	3.3	-1.1	1,252	1.4	1.4
- Wholesale of food, beverages and tobacco	107,777	16.4	4.4	10,967	11.9	3.2
- Wholesale of household goods	83,977	12.8	1.3	13,461	14.6	3.4
- Wholesale of information and communication equipment	19,843	3.0	8.2	2,841	3.1	-2.2
- Wholesale or other machinery, equipment and supplies	27,096	4.1	5.4	5,491	5.9	8.8
- Other specialised w holesale trade	127,763	19.5	5.5	8,602	9.3	2.1
- Non-specialised w holesale trade	1,066	0.2	19.3	177	0.2	30.9
Retail trade, except motor vehicles	204,260	31.1	-0.3	38,652	41.8	-0.2
- Retail sale in non-specialised establishments	83,374	12.7	0.8	14,247	15.4	0.8
- Retail sale of food, beverages and tobacco in specialisd stores	21,913	3.3	-3.7	3,908	4.2	-5.3
- Retail sale of automotive fuel in specialised stores	16,428	2.5	-0.8	1,560	1.7	-0.5
- Other retail sale in specialised stores	76,568	11.7	-1.0	17,726	19.2	0.1
- Retail sale via stalls and market	1,500	0.2	-7.2	440	0.5	-7.2
- Retail trade not in stores, stalls or markets	4,478	0.7	13.0	770	0.8	6.9
TOTAL	656,527	100.0	2.9	92,506	100.0	1.7

⁶ *Other retail sales in specialized establishments*, includes retail sale of information and communication equipment in specialised stores, other household articles, cultural and recreation goods and other articles (clothing, footwear and leather goods, dispensing chemist, medical and orthopaedic goods, cosmetic and toilet articles, flowers, plants, seeds, fertilisers, pet animals and pet food, watches and jewellery, and other retail sale of new or second-hand goods in specialised stores).

Annual variation (%) of invoicing by branch of activity. Year 2014



Productivity and employed personnel

Productivity (added value per employed person) for the Trade sector in the year 2014 was 32,320 euros, that is, 2.8% more than in the previous year. Employed personnel in the sector stood at 2,862 million persons, 1.1% less than the previous year.

The activity branches that employed the biggest number of persons were *Other retail sales in specialised establishments* (26.9% of the total) and *Retail sale in non-specialised establishments* (16.7%).

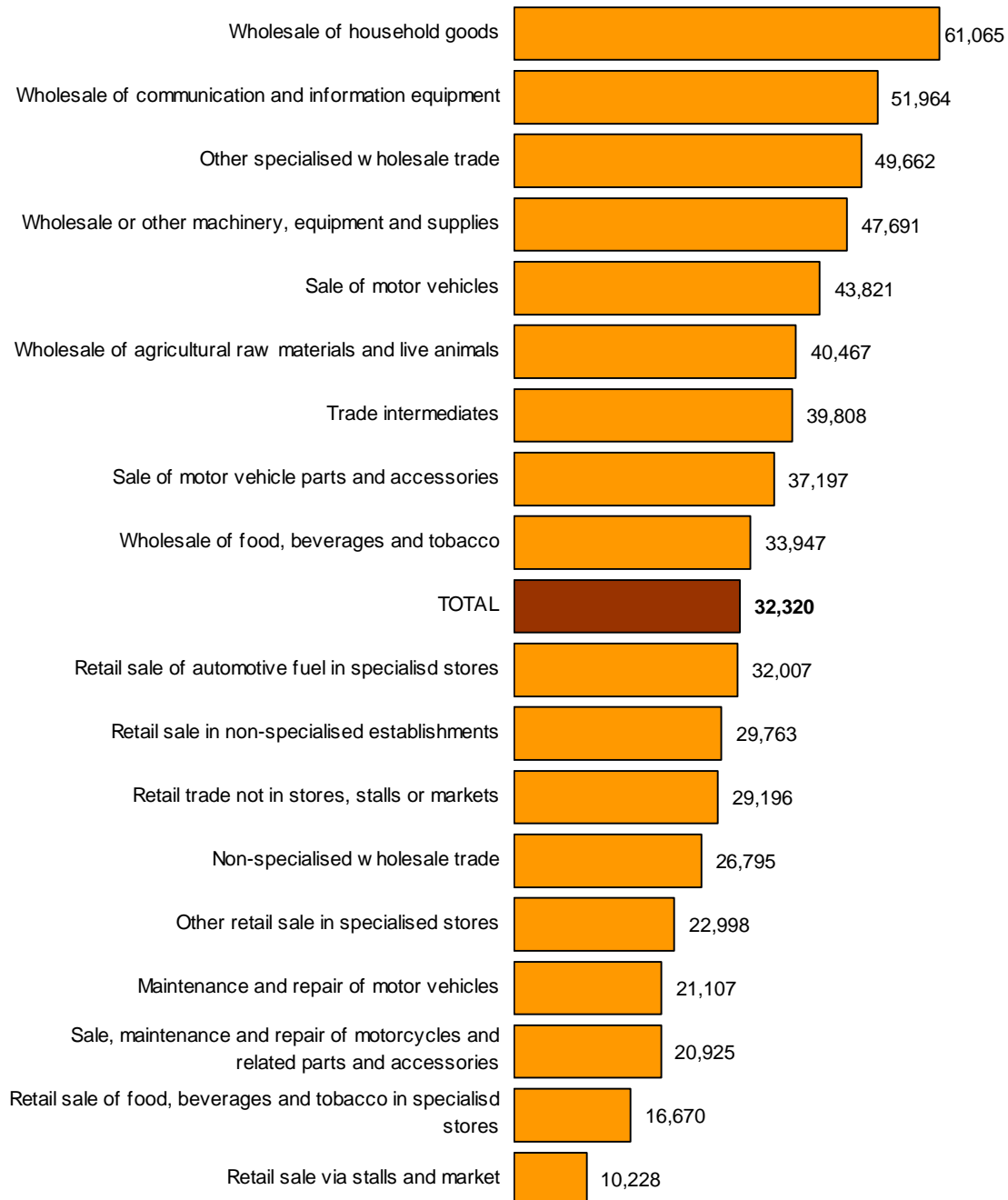
Employed personnel and productivity by branch of activity. Year 2014

Branch of activity	Employed personnel			Productivity	
	Annual average	% of the total	Annual variation (%)	Euros	Annual variation (%)
Sale of motor vehicles	263,055	9.2	-4.6	31,000	5.0
- Sale of motor vehicles	82,222	2.9	-5.2	43,821	11.8
- Maintenance and repair of motor vehicles	127,468	4.5	-4.1	21,107	-2.8
- Sale of motor vehicle parts and accessories	45,757	1.6	-2.5	37,197	4.4
- Sale, maintenance and repair of motorcycles and related parts and accessories	7,608	0.3	-15.9	20,925	5.1
Wholesale, excluding vehicles	997,133	34.8	0.4	45,831	3.3
- Trade intermediates	73,065	2.6	-0.3	39,808	8.0
- Wholesale of agricultural raw materials and live animals	30,934	1.1	1.5	40,467	-0.1
- Wholesale of food, beverages and tobacco	323,073	11.3	2.3	33,947	0.8
- Wholesale of household goods	220,443	7.7	-0.4	61,065	3.8
- Wholesale of information and communication equipment	54,664	1.9	-3.3	51,964	1.2
- Wholesale or other machinery, equipment and supplies	115,128	4.0	1.2	47,691	7.5
- Other specialised w wholesale trade	173,220	6.1	-2.0	49,662	4.2
- Non-specialised w wholesale trade	6,606	0.2	18.2	26,796	10.7
Retail sale, excluding vehicles	1,602,044	56.0	-1.4	24,126	1.2
- Retail sale in non-specialised establishments	478,690	16.7	0.0	29,763	0.8
- Retail sale of food, beverages and tobacco in specialised stores	234,438	8.2	-2.5	16,670	-2.9
- Retail sale of automotive fuel in specialised stores	48,729	1.7	-0.7	32,007	0.1
- Other retail sale in specialised stores	770,777	26.9	-2.0	22,998	2.1
- Retail sale via stalls and market	43,028	1.5	-4.5	10,228	-2.9
- Retail trade not in stores, stalls or markets	26,382	0.9	2.1	29,196	4.7
TOTAL	2,862,233	100.0	-1.1	32,320	2.8

The branches of activity that registered the greatest productivity were *Wholesale of domestic goods* and *Wholesale of information and communication equipment*, both with more than 50,000 euros.

In turn, the least productive branches were *Retail trade in stores, stalls or markets* (10,228 euros) and *Retail sale of food, beverages and tobacco in specialised establishments* (16,670 euros).

Productivity (in euros) by branch of activity in the Trade sector. Year 2014



Geographical destination of the goods

88.8% of sales by Trade companies in 2014 were within Spain, 6.8% were to European Union countries, and 4.4% were to the rest of the world.

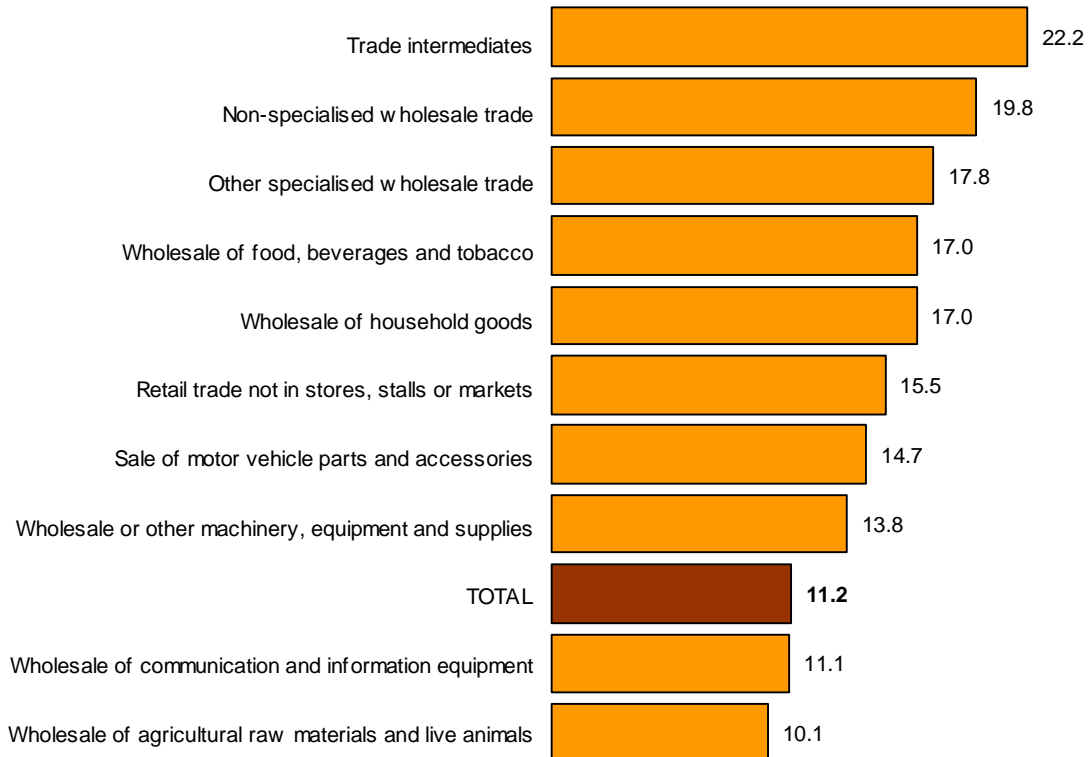
The activity branches with the greatest percentage of sales outside Spain were *Trade intermediaries* (22.2%) *Non-specialised wholesale trade* (19.8%), and *Other specialised wholesale trade* (17.8%).

Sales outside Spain by branch of activity in the Trade sector. Year 2014

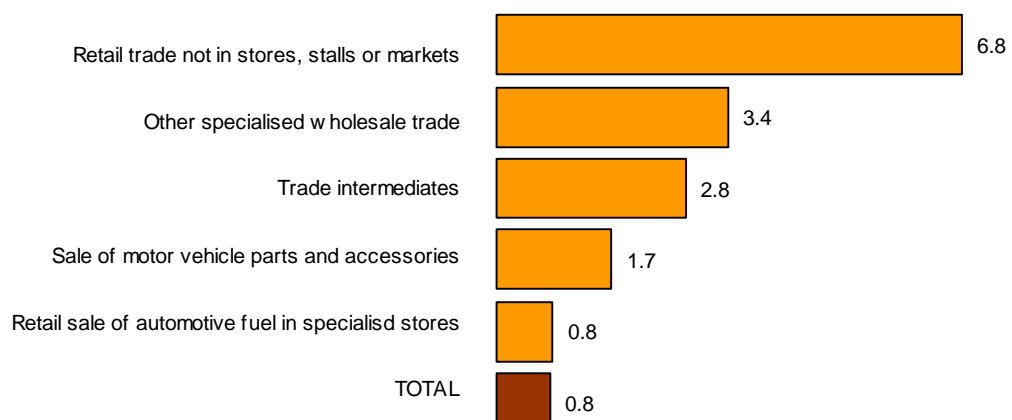
Branch of activity	Sales out of Spain		
	Millions of euros	% of the total sales	Difference of % 2014-2013
Trade intermediates	1,091	22.2	2.8
Non-specialised wholesale trade	211	19.8	-6.8
Other specialised wholesale trade	22,758	17.8	3.4
Wholesale of food, beverages and tobacco	18,343	17.0	-0.6
Wholesale of household goods	14,282	17.0	0.3
Retail trade not in stores, stalls or markets	696	15.5	6.8
Sale of motor vehicle parts and accessories	1,557	14.7	1.7
Wholesale or other machinery, equipment and supplies	3,732	13.8	-2.4
Wholesale of communication and information equipment	2,195	11.1	-0.4
Wholesale of agricultural raw materials and live animals	2,163	10.1	-2.1
Sale, maintenance and repair of motorcycles and related parts and accessories	80	6.6	-0.3
Other retail sale in specialised stores	3,868	5.1	0.3
Sale of motor vehicles	1,387	3.6	-0.3
Retail sale of automotive fuel in specialised stores	278	1.7	0.8
Maintenance and repair of motor vehicles	90	1.1	0.1
Retail sale in non-specialised establishments	608	0.7	0.2
Retail sale of food, beverages and tobacco in specialised stores	43	0.2	-0.1
Retail sale via stalls and market	1	0.1	0.0
TOTAL	73,383	11.2	0.8

The graphs below show the branches of activity with a percentage of sales outside Spain over 10% during 2014, as well as those that experienced the greatest increase in their percentage of exports as compared to the previous year.

Branches of activity with the greatest percentage of sales outside Spain. Year 2014



Branches of activity with the greatest difference in the percentage of exports. Year 2014-2013

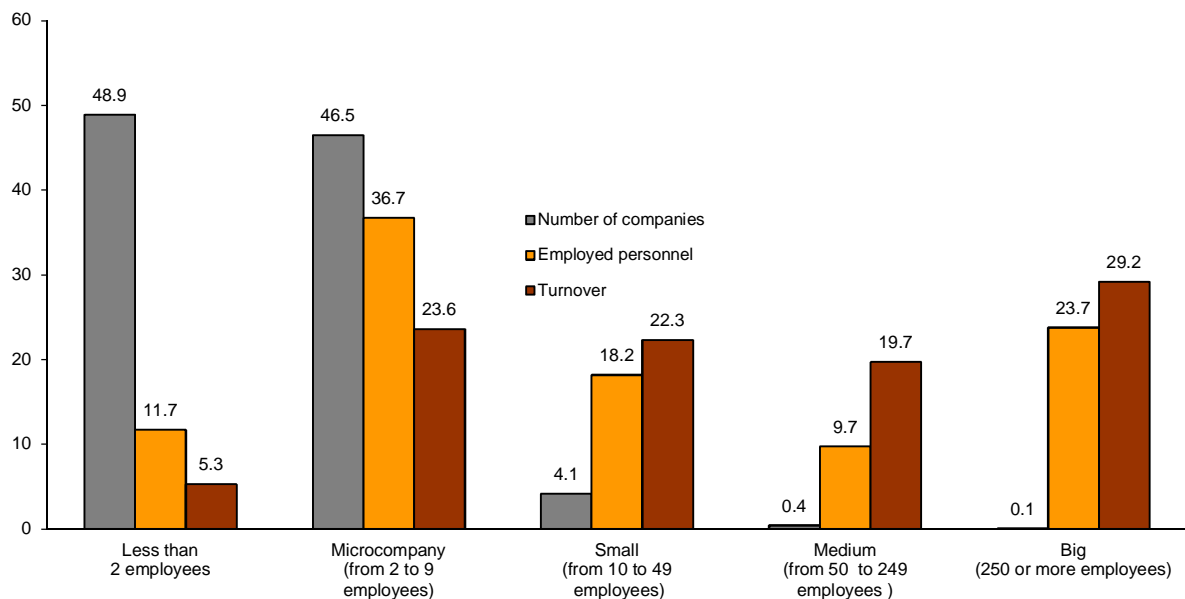


Results by company size

Trade is characterized by the predominance of very small companies. In fact, in 2014 more than 95% of companies within the sector had less than 10 employees. These companies provided work for 48.4% of employed personnel, but their invoicing scarcely represented a third of the total turnover of the sector.

In turn, large companies (with 250 or more wage earners) represented 0.1% of companies in the sector, and their turnover accounted for 29.2% of the total trade turnover. These companies employed 23.7% of the personnel.

Distribution (%) of the number of companies, employed persons and turnover by size of the company. Year 2014



This fragmented structure is repeated to a greater or a lesser extent in several activity branches within the sector, except for the companies of *Retail sale in non-specialised stores*, in which large companies, despite being only a few, generate most of the turnover (more than 85%).

In four branches of activity the companies with less than 10 employees generated more than 65% of the total turnover: *Retail sale via stalls and markets* (98.4%), *Retail sale of food, beverages and tobacco in specialised stores* (85.3%), *Non-specialised wholesale trade* (70.6%) and *Maintenance and repair of motor vehicles* (67.5%)

Distribution (%) of the turnover in the Trade sector by size of the company and branch of activity. Year 2014

Branch of activity	Less than 2 employees	Micro company (2 to 9 employees)	Small (10 to 49 employees)	Medium (50 to 249 employees)	Big (250 or more)
Sale of motor vehicles					
- Sale of motor vehicles	2.8	7.6	29.6	38.5	21.6
- Maintenance and repair of motor vehicles	7.7	59.8	26.8	5.7	(1)
- Sale of motor vehicle parts and accessories	7.8	26.9	30.0	21.1	14.1
- Sale, maintenance and repair of motorcycles and related parts and accessories	5.5	45.6	45.2	3.8	-
Wholesale, excluding vehicles					
- Trade intermediates	34.2	29.2	13.4	11.6	11.7
- Wholesale of agricultural raw materials and live animals	9.5	40.2	39.3	10.9	(1)
- Wholesale of food, beverages and tobacco	5.6	25.4	31.3	21.9	15.8
- Wholesale of household goods	3.3	15.7	22.8	23.4	34.8
- Wholesale of equipment for information technology	1.0	12.1	29.0	25.8	32.1
- Wholesale or other machinery, equipment and supplies	4.2	29.2	38.3	19.7	8.6
- Other specialised wholesale trade	4.0	14.8	22.6	34.6	23.9
- Non-specialised wholesale trade	23.2	47.4	29.4	(1)	-
Retail sale, excluding vehicles					
- Retail sale in non-specialised establishments	1.4	7.2	3.4	2.7	85.2
- Retail sale of food, beverages and tobacco in specialised stores	17.6	67.7	11.1	2.5	1.1
- Retail sale of automotive fuel in specialised stores	3.1	41.3	35.8	9.2	10.6
- Other retail sale in specialised stores	7.7	44.4	12.3	8.1	27.4
- Retail sale via stalls and market	62.6	35.8	1.2	0.4	(1)
- Retail trade not carried out in stores, stalls nor markets	6.4	21.3	26.9	14.1	31.4
TOTAL	5.3	23.6	22.3	19.7	29.2

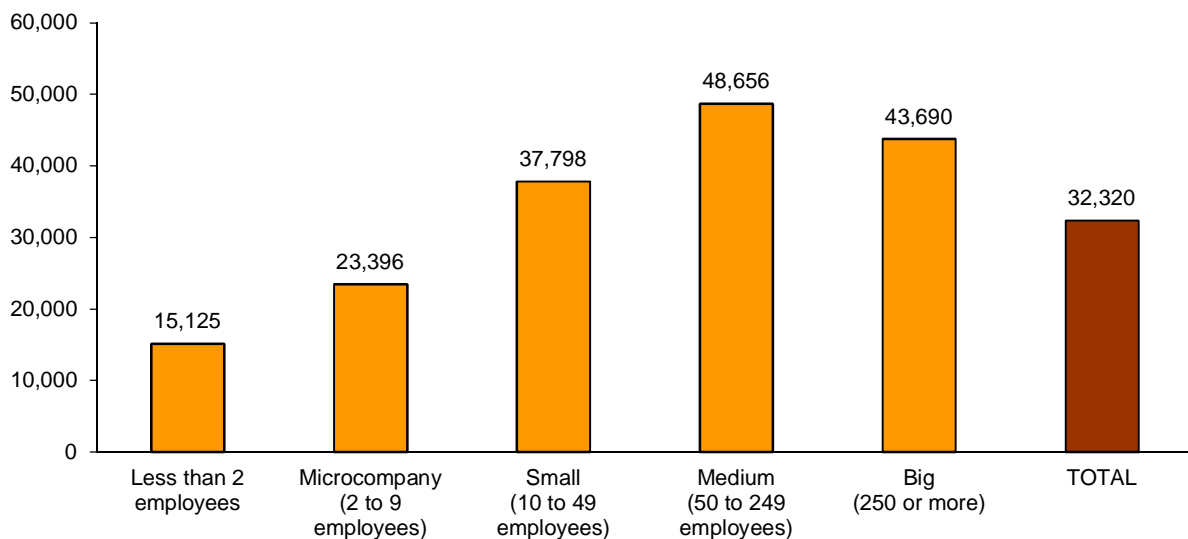
(1) For confidentiality reasons, these are grouped within the previous section

Size of the company and productivity

In medium sized and large companies (with 50 or more wage earners), productivity surpassed 40,000 euros in 2014.

In turn, companies with less than 2 employees were the less productive, with 15,125 euros.

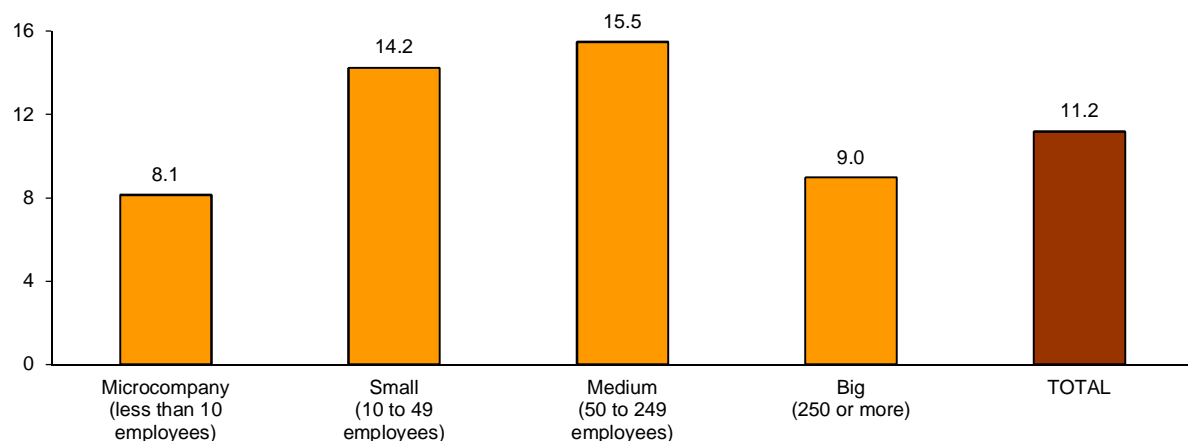
Productivity (in euros) in the Trade sector by size of the company. Year 2014



Size of the company and sales outside Spain

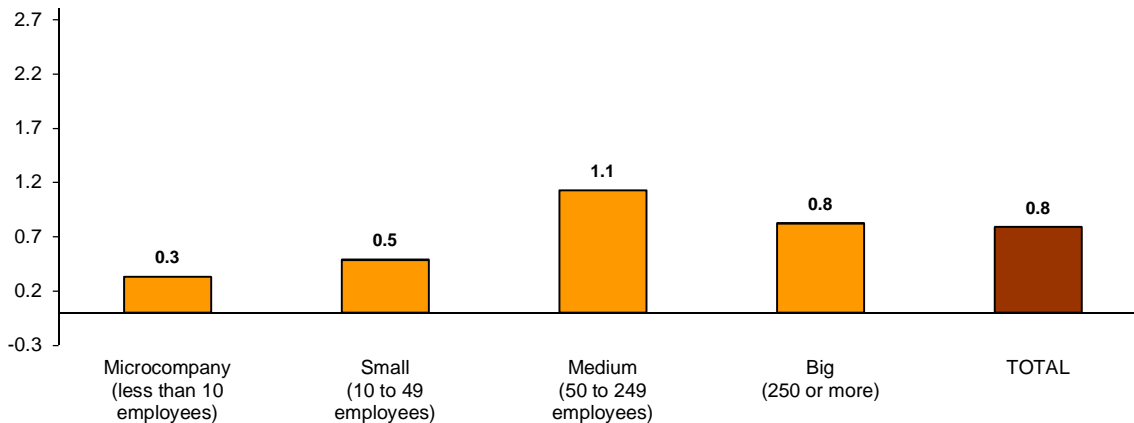
Small and medium sized companies (between 10 and 249 employees), were those with the greatest propensity to export in 2014, with more than 14% of their total invoicing with a destination outside Spain.

Percentage of sales outside Spain with respect to the total invoicing by size of the company. Year 2014



Companies with 50 or more employees were the ones with biggest foreign dynamism, increasing their exports percentage by nearly 1 point as compared with the previous year.

Percentage participation of sales outside Spain by size of the company. Year 2014-2013



Investment

The total investment (in tangible and non-tangible assets) carried out by the sector in 2014 reached 9,316 million euros. 49.2% came from *Wholesale trade, except for motor vehicles companies*, and 38.4% from *Retail trade, excluding vehicles companies*.

Regarding turnover, investment accounted for 1.2% of the invoicing for *Wholesale trade, excluding vehicles companies*, 1.7% for *Retail trade, excluding vehicles companies* and 2.0% for *Sale and repair of motor vehicles companies*.

Investment by activity group. Year 2014

Activity group	Million euros	% over the total	% over the turnover
Sale and repair of vehicles	1,159	12.4	2.0
Wholesale trade (*)	4,582	49.2	1.2
Retail trade (*)	3,575	38.4	1.7
TOTAL	9,316	100.0	1.4

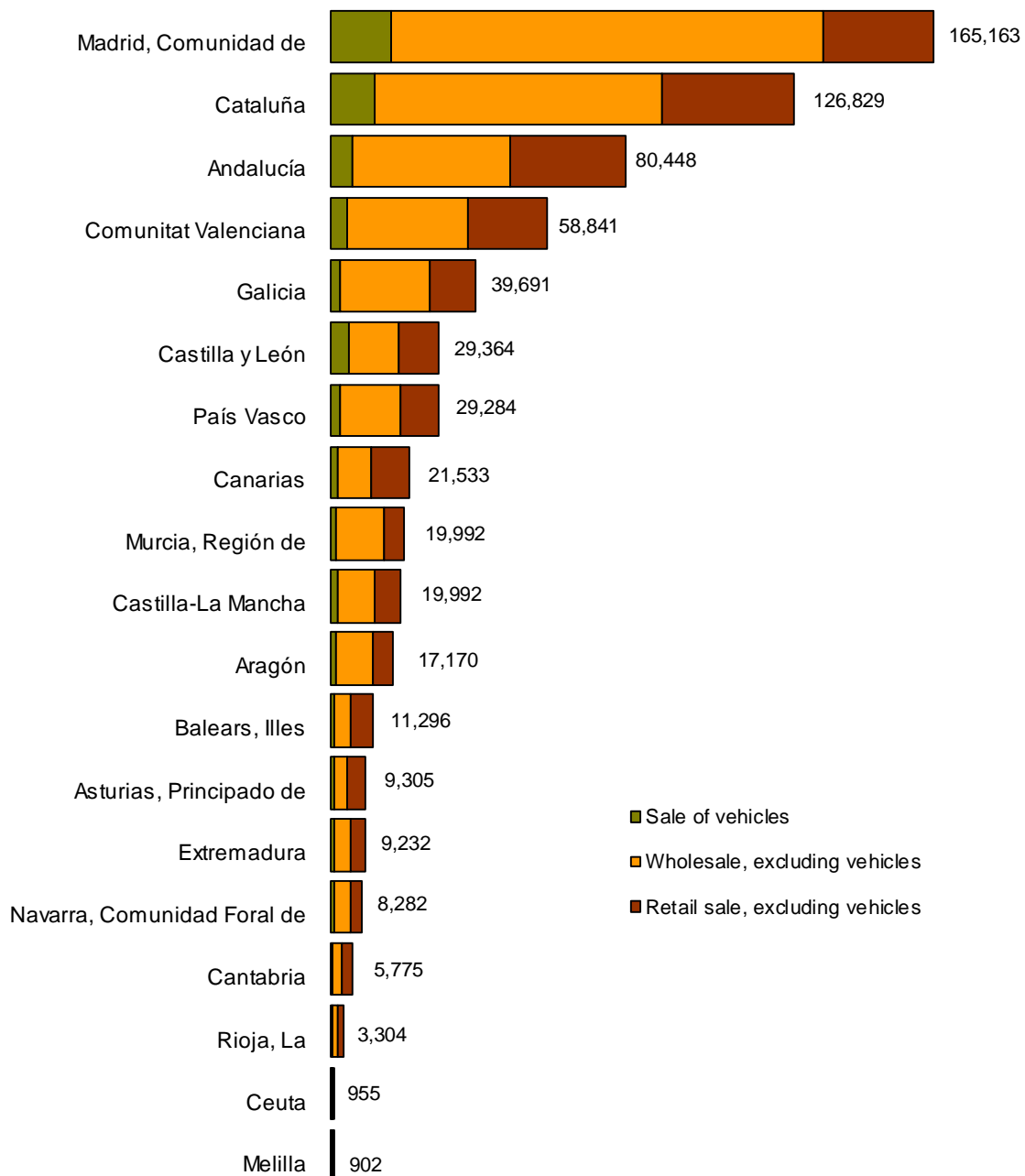
*Except of vehicles

Results by Autonomous Cities and Communities

The Autonomous Communities with the greatest participation in turnover for the Trade sector in the year 2014 were Comunidad de Madrid (with 25.2% of the total), Cataluña (19.3%) and Andalucía (12.3%).

In turn, those with the least weight in turnover were La Rioja (0.5%), Cantabria (0.9%) and Comunidad Foral de Navarra (1.3%).

Turnover (thousand euros) of the Trade sector by Autonomous Community. Year 2014



The Autonomous Communities that recorded the greatest increases in their turnover as compared to the previous year were Castilla y León (8.7%), Comunidad de Madrid (7.0%) and Región de Murcia (6.6%).

In turn, the Autonomous Communities that recorded the greatest decreases in their invoices as compared to the previous year were Canarias (-4.6%), Extremadura (-3.0%) and Castilla La Mancha (-2.7%).

Turnover index in the Trade sector by Autonomous Cities and Communities. Year 2014

Autonomous Community	Turnover		
	Million euros	% over the total	anual (%) variation
Andalucía	80,448	12.3	1.5
Aragón	17,170	2.6	0.2
Asturias, Principado de	9,305	1.4	-0.4
Balears, Illes	11,296	1.7	0.7
Canarias	21,533	3.3	-4.6
Cantabria	5,775	0.9	3.1
Castilla y León	29,364	4.5	8.7
Castilla-La Mancha	19,160	2.9	-2.7
Cataluña	126,829	19.3	2.7
Comunitat Valenciana	58,841	9.0	0.2
Extremadura	9,232	1.4	-3.0
Galicia	39,691	6.0	3.5
Madrid, Comunidad de	165,163	25.2	7.0
Murcia, Región de	19,992	3.0	6.6
Navarra, Comunidad Foral de	8,282	1.3	0.8
País Vasco	29,284	4.5	0.1
Rioja, La	3,304	0.5	3.4
Ceuta	955	0.1	-3.5
Melilla	902	0.1	9.7
TOTAL	656,527	100.0	2.9

Statistics on Products in the Trade Sector

Retail trade, except motor vehicles and motorcycles

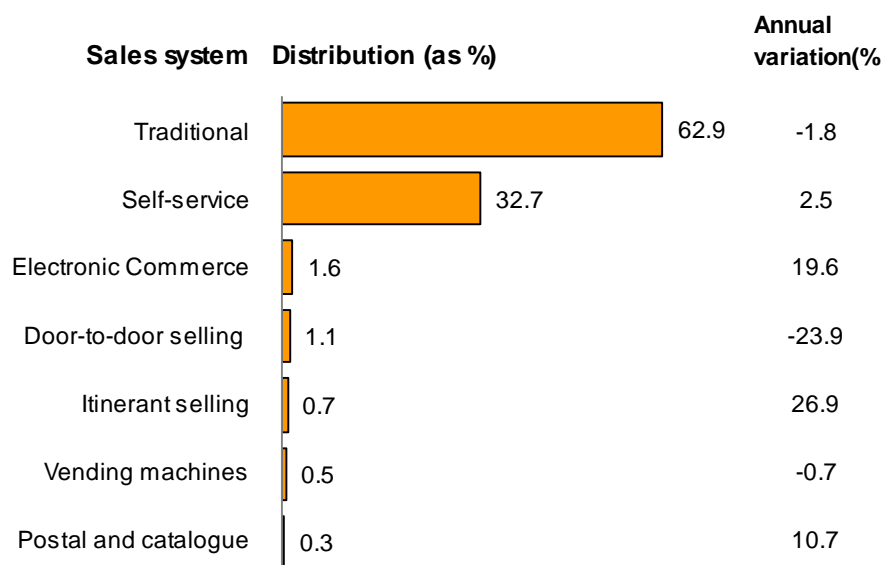
40.0% of Retail trade invoicing, except for motor vehicles and motorcycles, in the year 2014 corresponded to sales of *Food, beverages and tobacco*. Sales of *Textile products and footwear* represented 14.4% of the total, and those of *Medical, pharmaceutical and cosmetic products* represented 11.9%.

Products sold	Distribution (%)	Annual Variation (%)
Food, beverages and tobacco	40.0	0.9
Non-food products	59.4	-1.1
- Medical, pharmaceutical and cosmetic products	11.9	-5.1
- Textiles and footwear	14.4	3.8
- Furniture and electric domestic appliances	7.4	1.5
- Other non-food products	25.7	-2.6
Other activities	0.6	2.8
TOTAL	100.0	-0.3

The sale of food products, beverages and tobacco registered an increase of 0.9%, whereas that of non food products decreased by 1.1%. Within the latter, *Medical, pharmaceutical and cosmetic products* registered the greatest decrease (-5.1%).

Regarding the sales system, itinerant selling was the one that grew the most in 2014 in retail trade (26.9%). In turn, door-to-door selling registered the greatest decrease (-23.9%).

Distribution (%) of the retail trade turnover according to the sales system and annual variation. Year 2014



Wholesale trade, except motor vehicles and motorcycles

32.6% of wholesale trade invoicing in the year 2014 corresponded to the sale of *Semi-processed non-agricultural products and scrap*.

In turn, the sale of *Food, beverages and tobacco* represented 26.0% of the total and *Consumer products other than food* represented 20.3%.

Wholesale trade, except motor vehicles and motorcycles: breakdown of turnover according to products sold. Year 2014

Products sold	%
Non-agricultural intermediate products and scrap	32.6
Food, beverages and tobacco	26.0
Consumer goods (other than food)	20.3
Machinery and information and communication equipment	10.7
Agricultural raw materials and live animals	5.3
Other products and activities	5.1
TOTAL	100.0

Regarding the type of customers, Wholesale trade divided its invoicing among producers, wholesalers and companies (76%), retailers (21%) and end consumers (3.0%). The distribution differs according to the branch of activity.

Distribution (%) of wholesale trade turnover by type of customers. Year 2014



Sale and repair of motor vehicles and motorcycles

Companies whose main activity was the *Maintenance and repair of motor vehicles (except for motorcycles)* were the most specialised ones, generating 91.0% of their turnover thanks to this activity.

In turn, *Sale, maintenance and repair of motorcycles* companies obtained 86.9% of their turnover in the distribution of these goods (54.5% of retail trade and 32.4% of wholesale trade), and around 12.1% thanks to maintenance and repair.

In companies whose main activity was *Sale of motor vehicle parts and accessories (except motorcycles)*, the greatest part of their invoicing (52.1%) came from retail trade. In turn, in *Parts and accessories of motor vehicles (except for motorcycles)* companies, the greatest percentage (71.1%) was generated by wholesale trade of said products.

Sale and repair of vehicles: breakdown of turnover according to the activity and the services rendered. Year 2014

Services rendered	Main activity			
	Maintenance and repair of motor vehicles (except motorcycles)			Motorcycles: sale, maintenance and repair
	Sale	Maintenance and repair	Parts and accessories	
Retail trade	52.1	6.5	24.0	54.5
- of cars, caravans and other vehicles	46.0	3.2	0.3	0.2
- of motor vehicle parts and accessories	5.8	3.3	23.5	2.5
- of motorcycles and related parts	0.3	0.1	0.2	51.8
Wholesale trade	42.1	1.3	71.1	32.4
- of trucks, trailers, semi-trailers and buses	5.2	0.2	0.1	0.2
- of cars, caravans and other vehicles	31.0	0.2	0.1	0.0
- of motor vehicle parts and accessories	5.5	0.9	70.8	0.5
- of motorcycles and related parts	0.4	0.0	0.1	31.6
Maintenance and repair	5.3	91.0	2.4	12.1
- of cars	4.7	74.6	1.9	0.2
- of other motor vehicles (except cars)	0.5	11.8	0.4	0.2
- of motorcycles	0.0	1.1	0.1	11.6
- other services related to maintenance and repair	0.1	3.5	0.1	0.1
Intermediation services	0.4	0.4	0.2	0.1
Other activities and services	0.2	0.7	2.2	0.9
TOTAL	100.0	100.0	100.0	100.0

Methodological note

The **Annual Trade Survey** is a survey of a structural nature, conducted annually, and aimed at all companies given over to Trade (Section G of CNAE2009), which includes the sale and repair of motor vehicles and motorcycles, wholesale trade and trade intermediaries (except motor vehicles and motorcycles) and retail trade (except motor vehicles and motorcycles).

This operation makes it possible to ascertain the structural and economic features of each activity included in the scope of study, such as company size, accounts data (purchases, expenditure, capital operations) and employment and investment structure.

The Annual Trade Survey targets a sample of approximately 57,000 units selected from a population of about 800,000 companies, and enables obtaining representative results at a detailed activity level, by Autonomous Community and by company size, according to the number of employed persons. This way, it complements the short-term surveys, whose information is more updated but less disaggregated.

In order to reduce the statistical burden on companies, since 2012 we implement the UFAES project (Use of Administrative Sources for Economic Surveys). By means of it, 23% of the sample selected for service and trade economic structure surveys is estimated from administrative data. Thus, the number of companies that have to fill in questionnaires has been reduced to 18,000.

The Statistics on Products in the Trade Sector is an operation of a structural nature, and conducted at annual intervals, integrated into the previous operation, and whose underlying objective is to provide a detailed breakdown of turnover, for each activity, according to the products sold in companies given over to Trade.

Other variables studied in this survey are the type of supplier and the type of customer in wholesale and retail trade, the structure of purchases of goods in the case of companies whose main activity is the sale and repair of vehicles, and the breakdown of turnover according to the sales system, and according to the area given over to sales in the case of companies whose activity is retail trade.

For further details, please see the methodological files of these surveys.

Annual Trade Survey:

<http://www.ine.es/jaxi/menu.do?type=pcaxis&path=%2Ft09%2Fe01&file=inebase&L=1>

Statistics on Products in the Trade Sector:

<http://www.ine.es/jaxi/menu.do?type=pcaxis&path=%2Ft09%2Fe01%2Fp01&file=inebase&L=1>