

RETAIL TRADE AND CATERING

*The secret of successful retailing
is to give your customers what they
want.*

Samuel Walton
(American businessman, 1918-1992)

In recent years retail trade has been developing at a rapid pace. The number of trade facilities has increased 1.6 times over 13 years, and the number of people engaged in trade grew from 458 thousand in 2000 to 648.4 thousand in 2013.

Retail trade is the sale of goods for personal, family or household consumption and other similar use not connected with business activities.

NUMBER OF SHOPS AND THEIR SHOPPING SPACE

Indicator	1990	2000	2010	2012	2013
Number of shops	22 325	25 887	40 402	42 947	44 346
in urban areas	8 746	13 738	29 731	32 714	34 378
in rural areas	13 579	12 149	10 671	10 233	9 968
Shopping space, thous. m²	2 367	2 696	3 705	4 165	4 504
in urban areas	1 407	1 824	2 938	3 411	3 757
in rural areas	960	872	767	754	747
Average shopping space per shop, m²	106	104	92	97	102

Average shopping space per shop is calculated as a ratio of shopping space of all shops to the number of shops.

NUMBER OF SHOPS AND THEIR SHOPPING SPACE in 2013, (by region)

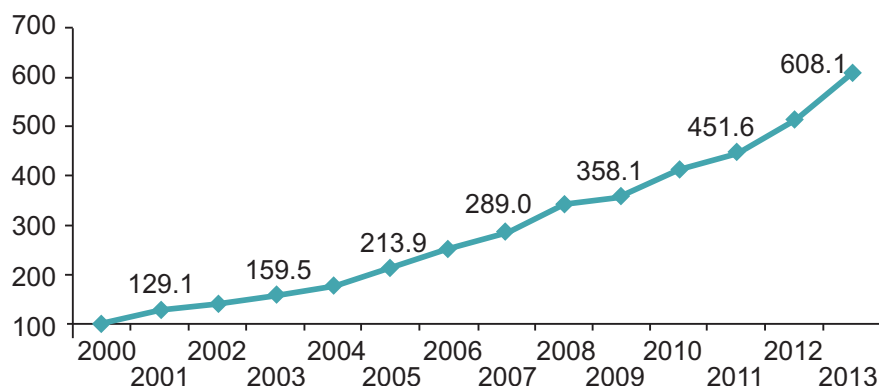


Along with shops, 389 markets and 397 shopping centres were involved in sales in 2013.

Over the recent years, electronic commerce has become widespread. In 2013, 1 988 Internet shops functioning in the country sold goods to the amount of about BYR 3.1 trillion.

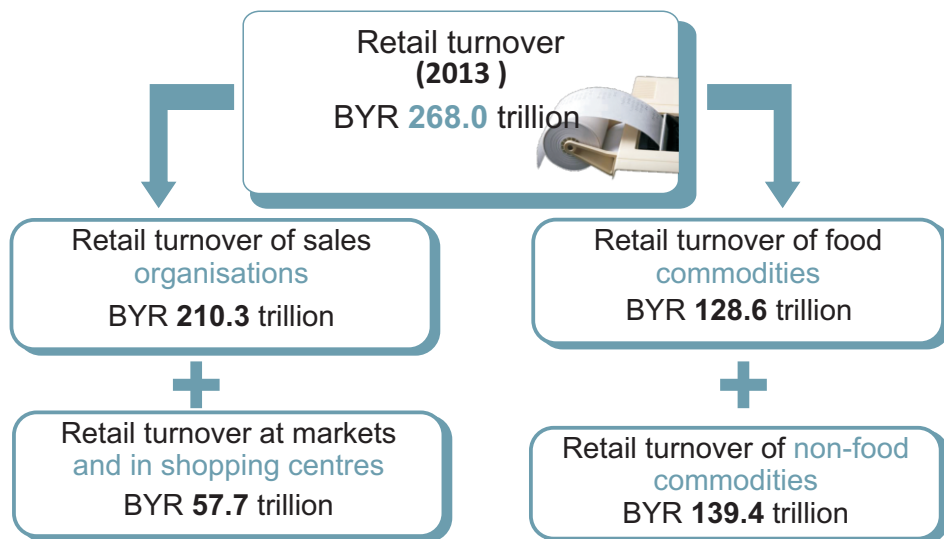
Retail turnover is the retail turnover of trade organisations plus the retail turnover at markets and in shopping centres. It comprises the retail turnover of food commodities (foodstuffs, beverages, tobacco products) and retail turnover of non-food commodities.

RETAIL TURNOVER (percent of 2000)



The **retail turnover of sales organisations** is the value of consumer goods sold to the population by sales organisations through retail network, or by organisations engaged in other activities with payment made via their cash register, for personal consumption or household use.

Retail turnover at markets and in shopping centres is the value of consumer goods sold to the population at markets and in shopping centres for personal consumption or household use.

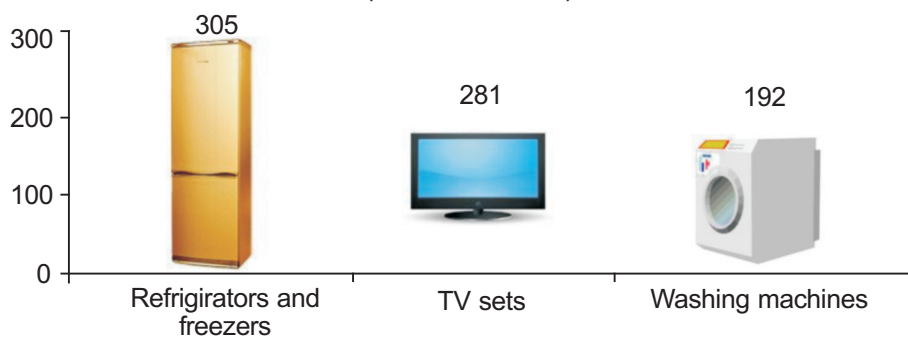


In 2013 the retail sales exceeded BYR 268 trillion, with food goods at BYR 129 trillion (48% of the total retail turnover), and non-food goods at BYR 139 trillion (52% of the total retail turnover).

SALES OF MAJOR FOODSTUFFS (thousand tonnes)

Foodstuff	1990	2000	2010	2012	2013
Meat and meat products in meat equivalent	682	532	756	797	841
Butter	77	41	33	34	32
Eggs, millions	1 544	1 387	1 278	1 432	1 408
Sugar	308	231	177	188	186
Vegetables	442	227	300	285	312
Fruits and citrus	110	213	255	304	347

SALES OF SELECTED NON-FOOD GOODS in 2013 (thousand units)



Catering is a commercial activity which involves the production and sale of cooked food through restaurants, cafes, canteens and other catering facilities.

NUMBER OF CATERING FACILITIES (end of year; units)

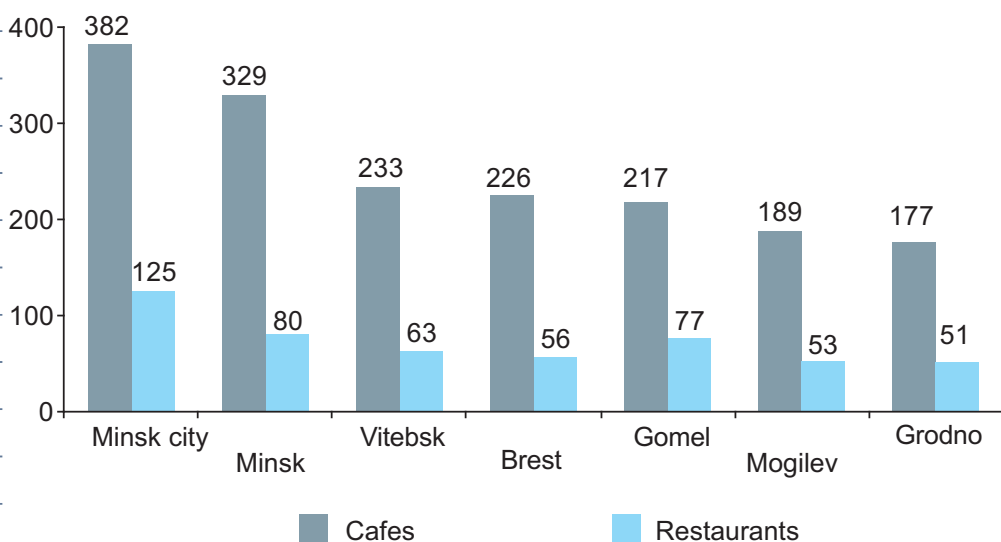
	1990	2000	2010	2012	2013
Total catering	13 773	8 721	11 965	12 065	12 011
restaurants	303	351	437	480	505
cafes	1 171	1 014	1 582	1 700	1 753
canteens	8 966	4 819	5 009	4 826	4 695
bars	523	802	1 168	1 221	1 218
fast food restaurants	30	43	55
mini cafes	741	742	752
cafeterias	695	797	838

In 2013 in Belarus there were 13 catering facilities, and 796 seats in them per 10 000 population.

The number of catering facilities per 10 000 population is calculated by dividing the total number of catering facilities by the number of the population and multiplying it by 10 000.

The number of seating places in catering facilities per 10 000 population is calculated by dividing the total number of seating places in all catering facilities by the number of the population and multiplying it by 10 000.

NUMBER OF CAFES AND RESTAURANTS AT 1ST JANUARY 2014,



Catering turnover is the value of catering products and goods sold to the population and companies either for cash or via a bank transfer in catering facilities (restaurants, cafes, bars, canteens, etc.) as well as delivered to orders.

CATERING TURNOVER (percent of 2000)

