

Revenue in the retail trade sector reached €1.7 billion in 2019, its highest ever level. Retail trade accounts for 11.5% of the Principality's total revenue, excluding financial and insurance activities and is the fourth largest sector behind construction.

The number of employees increased (+2.0%), while the number of employers fell (-0.2%) compared with the previous year. The number of businesses remained stable at around 800, accounting for 8.1% of businesses in the Principality.

Retail trade is the eighth highest contributor to GDP, at more than €357 million.

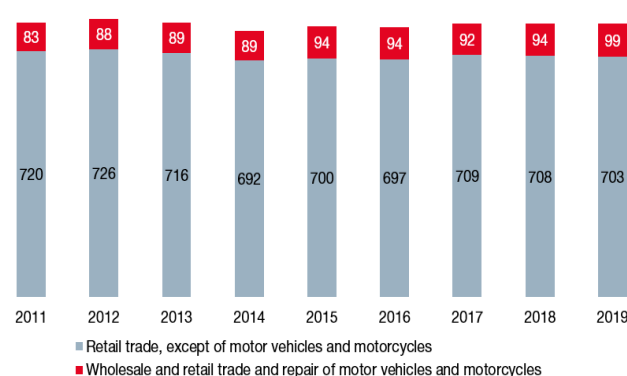
Increase in number of businesses in motor vehicle sector, decline in retail trade

Retail trade comprises two NAF categories: wholesale and retail trade and repair of motor vehicles and motorcycles; and retail trade, except of motor vehicles and motorcycles. The latter is the best represented in Monaco, with nearly 700 businesses in 2019. In contrast to wholesale and retail trade and repair of motor vehicles and motorcycles, the number of businesses in this second category is falling slightly.

Retail trade is the fifth largest sector in terms of number of businesses in Monaco. At the end of 2019, there were 802 businesses in the sector, as in 2018. A total of 38 new businesses were started and 38 closures were recorded. The average age of a business is 13.6 years, slightly higher than the overall average (12.8 years).

The majority of businesses are located in the Monte-Carlo district (45.5%).

FIGURE 1: Change in number of businesses by NAF category



Sources: Business Development Agency, Monaco Statistics

Slight increase in employment in 2019

This major economic sector (MES) includes 465 employers (down 0.2% compared with 2018). The trade of motor vehicles saw an increase in the number of employers (+2.5%) while traditional retail experienced a slight decline (-0.5%).

With 2,946 employees in 2019, 2.0% more than last year, the number of employees in the MES rose less than the total number of employees in the Principality (+2.9%). There was a stronger increase in the trade of motor vehicles category (+3.4%) than in traditional retail (+1.8%).

Table 2: Breakdown of retail trade employees by nationality and gender

	Men		Women		Total	Proportion
	No.	%	No.	%		
French	1,070	51.4%	1,009	48.6%	2,079	70.6%
Italian	180	41.1%	258	58.9%	438	14.9%
Portuguese	26	31.2%	57	68.8%	83	2.8%
Russian	2	5.7%	33	94.3%	35	1.2%
Monegasque	15	44.1%	19	55.9%	34	1.2%
Other *	76	27.4%	202	72.6%	278	9.4%
Total	1,368	46.4%	1,578	53.6%	2,946	100%

Sources: Monaco Social Security Funds, Monaco Statistics

More women than men work in the sector (53.6%). They dominate in traditional retail (58.2%), where they work primarily in sales of clothing, food and jewellery. They represent a minority in the motor vehicles sector (22.3%), although their numbers here have risen since 2015 (+11.7%).

Table 1: Breakdown of employees and employers

	Employers		Employees	
	No.	Change 2018/2019	No.	Change 2018/2019
Retail trade, except of motor vehicles and motorcycles	424	-0.5%	2,563	1.8%
Wholesale and retail trade and repair of motor vehicles and motorcycles	41	2.5%	383	3.4%
Total for retail trade	465	-0.2%	2,946	2.0%
Total for Principality	6,182	1.1%	53,091	2.9%

Sources: Monaco Social Security Funds, Monaco Statistics

French employees are over-represented in this MES (70.6% compared with 62.8% overall). Monegasque nationals, on the other hand, are less well represented: 34 are employed in this sector (1.2% of the workforce compared with 1.9% of the overall workforce). In 2018, 43 Monegasque nationals were employed in the sector.

An overwhelming majority of employees live in the Alpes-Maritimes region (79.9%, of whom 25.4% live in neighbouring communes).

This is a young sector, with an average employee age of 40.5 years. Only two of the twelve MES have a lower average age: accommodation and food service activities (39.8 years) and scientific and technical activities, administrative and support services activities (40.4 years).

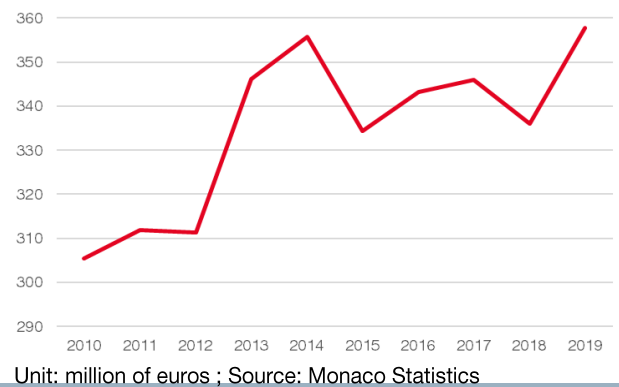
Retail trade GDP is increasing

The Principality's total GDP was €6.63 billion in 2019. GDP for the retail sector was over €357 million, or 5.4% of the Principality's figure.

Overall GDP growth was 7.5%. The GDP of the retail trade also rose by 6.4% compared with 2018.

The average annual GDP growth rate since 2010 is 4.7%, while the retail sector has averaged 0.9% annual growth over the same period. GDP in the retail sector has experienced inconsistent growth over the years: it reached its highest level in 2014 before declining until 2018 and then recovering in 2019.

FIGURE 2: Change in retail trade GDP



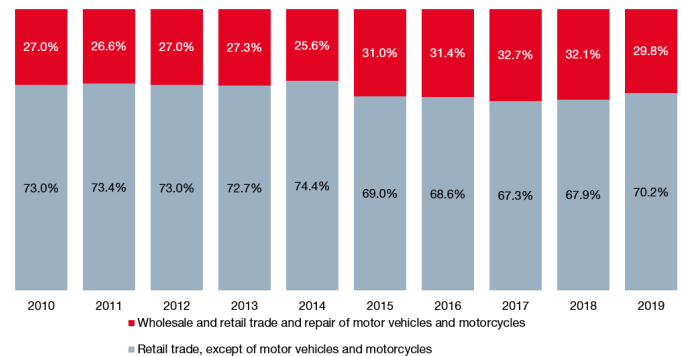
Revenue up by 10.1%

In 2019, revenue in the MES stood at €1.7 billion, out of a total of €15 billion for Monaco (excluding financial and insurance activities). MES revenue is up 10.1% from 2018.

Total revenue in Monaco (excluding financial and insurance activities) has grown by an average of 2.0% annually since 2010, while in the retail MES, revenue growth has averaged 5.4% over the same period.

Traditional retail accounts for 70.2% of revenue, and trade of motor vehicles for 29.8%. A similar trend, with traditional retail representing a higher share of revenue than the trade of motor vehicles can be seen across the decade.

FIGURE 3: Change in revenue breakdown by NAF category



Sources: Department of Tax Services, Monaco Statistics

In retail trade, except of motor vehicles and motorcycles, revenue has increased by 13.9% since 2018. Sales of jewellery, clothing and food accounted for 55.3% of revenue from retail trade, except of motor vehicles and motorcycles.

Revenue from the retail sale of watches and jewellery has been inconsistent but rising again since 2017. Revenue from the retail sale of clothing has fluctuated between €199 million and €235 million. Finally, retail sales in non-specialised stores with food, beverages or tobacco predominating have been stable (more than €160 million per year).

Revenue from the wholesale and retail trade and repair of motor vehicles and motorcycles increased slightly compared with 2018 (+2.1%).

Since 2010, the average rate of annual growth in the motor vehicles sector has been 6.6%, higher than that in the traditional retail sector over the same period (+5.0%).

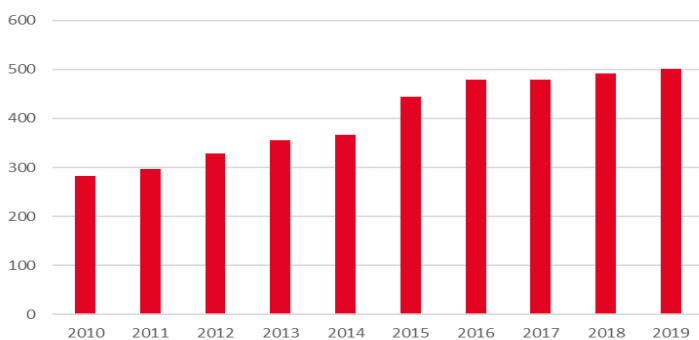
Two periods can be observed: 2010–2014, during which revenue initially rose, and 2015–2019, when it stagnated.

FIGURE 4: Change in revenue by NAF category



Sources: Department of Tax Services, Monaco Statistics

FIGURE 5: Change in revenue from wholesale and retail trade and repair of motor vehicles and motorcycles



Unit: million of euros ; Sources : Department of Tax Services, Monaco Statistics

Definition

Retail trade is defined as the resale (sale without making changes) to the public of new or second-hand goods. According to the French classification of activities (NAF 2008), this sector does not include restaurants, bars, hairdressers, etc. In the Principality, however, wholesale and retail trade and repair of motor vehicles and motorcycles are included.