



Definitions

Turnover

The sampling unit's turnover includes the sale of goods and services to third parties during the reference period. The term "third party" covers all enterprises which do not correspond to the sampling unit, i.e. also other enterprises of the same corporation or the same group of companies.

Furthermore, turnover includes all additional costs (transport, packaging etc.) which are passed on to customers, even if these costs are invoiced separately. VAT, other, similarly deductible taxes directly linked to turnover, price rebates, reductions and discounts granted to customers are to be deducted. Price rebates, reductions and bonuses awarded to customers at a later date, e.g. at the end of the year, as well as the value of returned goods should not be taken into consideration.

Retail trade

The sampling unit's turnover includes the sale of goods and services as well as repairs for private households. This excludes revenue from the lottery and charges (e.g. motorway tax stickers) etc. Retail turnover is always seen as domestic turnover.

Stationary / Non-stationary

Stationary turnover is defined by the sales made in a shop.

Non-stationary sales are defined by the fact that the sale does not take place in a shop but, for example, online (e.g. via a website, app) or by telephone. The product may also be collected in the shop (click & collect).

Excluding retail trade

Domestic/foreign

The domestic market is defined by the fact that both partners are located in Switzerland. The foreign market is defined by the goods and services purchasing partner being located abroad.

Foreign turnover

Foreign turnover is comprised of (a) export turnover and (b) foreign-foreign turnover:

- (a) Export of goods or services from Switzerland;
- (b) Goods or services do not cross the Swiss border but are traded from Germany to France for instance. The transaction (e.g. receipt of order or award of contract) however, is conducted via the sampling unit in Switzerland.

Product nomenclature (retail trade)

1. Food, beverages, tobacco	
1.1. Milk, milk products and milk substitutes	1.9. Sauces, salt, spices, cooking fat, oils
1.2. Meat, fish, fishery products	1.10. Baby food
1.3. Frozen food	1.11. Tinned food
1.4. Fresh produce (incl. fruit and vegetables)	1.12. Coffee, tea, cocoa
1.5. Breads	1.13. Restaurateur
1.6. Cereals	1.14. Functional food and health store products
1.7. Sugar, preserves, honey	1.15. Beverages (incl. alcoholic beverages)
1.8. Chocolate, confectioneries	1.16. Tobacco, smoking products

2. Clothing, footwear	
2.1. Wearing apparel	2.3. Footwear
2.2. Accessories (e.g. scarves, ties, belts, hats, ...)	2.4. Leather goods, travel goods

3. Automotive fuel
3.1. Vehicle fuels, lubricants and coolants for motor vehicles

4. Other retail trade commodity groups	
4.1. Computers, peripheral equipment and software	4.18. Bikes, bike accessories
4.2. Telecommunications equipment	4.19. Games and toys
4.3. Consumer electronics	4.20. Pharmaceutical products and medical supplies
4.4. Textiles	4.21. Medical and orthopaedic articles
4.5. DIY items (e.g. tools, handicraft material, ...)	4.22. Perfumery, cosmetics
4.6. Curtains, carpets, floor coverings and wallpapers	4.23. Toiletries, personal care
4.7. Electric domestic appliances	4.24. Flowers, plants, garden
4.8. Musical instruments and accessories	4.25. Pets, pet food, pet supplies
4.9. Furnishings, mattresses	4.26. Jewellery, watches
4.10. Furnishing accessories, order	4.27. Optical glasses and optical contact lenses
4.11. Lighting fixtures, lamps	4.28. Car shop items (e.g. car battery, antifreeze, car care products, ...)
4.12. Cookware, kitchen accessories, tableware	4.29. Fuels and heating material
4.13. Non-durable products for the kitchen and household	4.30. Cleaning and care products
4.14. Books, newspapers, magazines	4.31. Baby products
4.15. Stationery, writing and drawing materials	4.32. Art objects
4.16. Music and video recordings	4.33. Antiques, second-hand goods
4.17. Leisure and sporting goods (excluding clothing and footwear)	