STATISTICAL OFFICE OF
MONTENEGRO

# METHODOLOGICAL GUIDELINES

TURNOVER IN RETAIL TRADE BY COMMODITY GROUPS



Podgorica, November 2026

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### Legal basis

The legal basis for the implementation of the survey on turnover in retail trade by commodity groups is the Law on Official Statistics and Official Statistical System of Montenegro (Official Gazette of Montenegro No 18/12, 47/19 and 23/25) and the Annual Plan of Statistical Surveys.

## METHODOLOGICAL GUIDELINES

### The aim of the statistical survey

The aim of the survey is to present data on the total turnover in retail trade by commodity groups and branches of activity. The data obtained are used to monitor the volume and dynamics of turnover movements, to analyze the volume and changes in the structure of personal consumption, to analyze the seasonal characteristics of consumption, and to view the overall economic trends in retail trade.

### Sources and methods of data collection

The survey method is sampling.

The data are collected through a three-year survey on the turnover index in retail trade by commodity groups (TRG-16), on a sample of reporting units representing the movement of total goods turnover.

The reporting unit receives questionnaires and instructions from the competent statistical office.

The reporting method is used for data collection.

### Observation units

Observation units are all companies whose main activity is retail trade and which are in the statistical business register classified in area 47 of activity classification (NACE Rev.2) as well as companies (KAU) whose business units are engaged in retail trade.

### Coverage of the survey

The sample frame is formed on the basis of data from the Statistical Business Register. The frame covers all active retail businesses as well as companies (KAU) whose business units are engaged in retail trade (area 47, activity classification NACE Rev.2).

Sample: Stratified sample.

Sampling and methods of estimation:

Initial weight W, W = 1/f, where f = nh/Nh (nh – sample size in a certain class of reporting units, Nh – total number of reporting units in that class obtained from the database). Depending on the results obtained from the fields, the initial weight is adjusted for the non-response rate.

The sample stratification is done according to the size of turnover and by groups of activities of the enterprise. Companies are classified into five classes according to the size of turnover. The turnover classes are shown in Table 1.

**Table 1. Class by turnover**

| Class | Turnover, EUR |
|---|---|
| 1 | 0 - 24 999 |
| 2 | 25 000 - 199 999 |
| 3 | 200 000 - 999 999 |
| 4 | 1 000 000 - 4 999 999 |
| 5 | More than 5 000 000 |

The sample includes all companies in classes 4 and 5, and the rest is determined by random sampling. Groups by activity are shown in Table 2.

**Table 2. Groups by activity**

| Group | Name of the activity group |
|---|---|
| 1 | 4730 - Retail sale of automotive fuel in specialised stores |
| 2 | 4711 - Retail sale in non-specialised stores with food, beverages or tobacco predominating |
| 3 | 4721 - Retail sale of fruit and vegetables in specialised stores<br>4722 - Retail sale of meat and meat products in specialised stores<br>4723 - Retail sale of fish, crustaceans and molluscs in specialised stores<br>4724 - Retail sale of bread, cakes, flour confectionery, and sugar confectionery in specialised stores<br>4725 - Retail sale of beverages in specialised stores<br>4726 - Retail sale of tobacco products in specialised stores<br>4729 - Other retail sale of food in specialised stores |
| 4 | 4773 - Dispensing chemist in specialised stores<br>4774 - Retail sale of medical and orthopaedic goods in specialised stores<br>4775 - Retail sale of cosmetic and toilet articles in specialised stores |

| | |
|---|---|
| 5 | 4751 - Retail sale of textiles in specialised stores<br>4771 - Retail sale of clothing in specialised stores<br>4772 - Retail sale of footwear and leather goods in specialised stores<br>4759 - Retail sale of furniture, lighting equipment, and other household articles in specialised stores<br>4753 - Retail sale of carpets, rugs, wall and floor coverings in specialised stores<br>4763 - Retail sale of music and video recordings in specialised stores<br>4743 - Retail sale of audio and video equipment in specialised stores<br>4754 - Retail sale of electrical household appliances in specialised stores<br>4752 - Retail sale of hardware, paints, and glass in specialised stores<br>4761 - Retail sale of books in specialised stores<br>4762 - Retail sale of newspapers and stationery in specialised stores<br>4764 - Retail sale of sporting equipment in specialised stores<br>4765 - Retail sale of games and toys in specialised stores<br>4776 - Retail sale of flowers, plants, seeds, fertilisers, pet animals, and pet food in specialised stores<br>4777 - Retail sale of watches and jewellery in specialised stores<br>4778 - Other retail sale of new goods in specialised stores<br>4741 - Retail sale of computers, peripheral units, and software in specialised stores<br>4742 - Retail sale of telecommunications equipment in specialised stores |
| 6 | 4779 - Retail sale of second-hand goods in stores |
| 7 | 4791 - Retail sale via mail order houses or via the Internet<br>4781 - Retail sale via stalls and markets of food, beverages, and tobacco products<br>4782 - Retail sale via stalls and markets of textiles, clothing, and footwear<br>4789 - Retail sale via stalls and markets of other goods<br>4799 - Other retail sale not in stores, stalls or markets |
| 8 | 4719 - Other retail sale in non-specialised stores |

The allocation was done by Neyman's algorithm.

**Definitions of main indicators**

*Total Turnover without VAT* represents the value of the total turnover that a company recorded in retail trade during the reporting year in Montenegro, and it is expressed in euros. The total turnover the company recorded is without VAT.

**Harmonization with EU regulations and recommendations**

The survey on retail trade turnover index by commodity groups is harmonized with Regulation EU No 2019/2152 and the NACE Rev.2 activity classification.

**Confidentiality**

Data obtained from reporting units represents an official secret and is used only for statistical purposes, and cannot be published or made available to any user. The results of the survey are published at the aggregated level, and the privacy of the individual data is completely ensured.

**Organisation of the survey**

In accordance with the Plan and Program of Statistical Surveys, the organization of the survey refers to the preparation of questionnaires and instructions to the reporting units, the collection, processing, and dissemination of data.

**Dissemination**

Turnover index in retail trade by commodity groups is published according to the Statistical Release Calendar in a Three-year release on turnover index in retail trade by commodity groups and the Statistical Yearbook on the website of the Statistical Office of Montenegro.

**Revision of data**

The Statistical Office has adopted the Revision policy, and it is available on the website. Survey on Turnover Index in retail by commodity groups uses regular revisions. Large and unplanned audits are only used in the specific cases defined by the revision policy.

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