



PRESS RELEASE

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Sales at Chain Stores* - 2004

In 2004, chain stores recorded a 4.2% increase in total sales and a stable rate of food sales compared with 2003.

According to trend data, between October and December 2004, there was a 1.5% increase in total sales of goods at chain stores in annual terms, following a 5.2% increase in sales between July and September 2004.

Regarding food sales at chain stores, trend data revealed a decline of 1.2% in annual terms between October and December 2004, following an increase of 2.9% between July and September 2004.

The trend data are adjusted to account for irregularities, in addition to being adjusted for seasonal factors, business days, and holidays.

Data are collected from chain stores every month by enumerators from the Central Bureau of Statistics, and are an indicator of private consumption. These data are received one month earlier than data on retail trade revenue received from VAT sources, which are used as an additional indicator of private consumption.

- The next press release on "Sales at Chain Stores in December 2004" will appear on February 22, 2004.

* Chain stores: Several stores (at least three) that belong to a chain, and sell commodities from all commercial industries (including food).

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The press release is also published on the CBS Website: http://www.cbs.gov.il/hodaot2004/23_04_18e.pdf

For explanations and clarifications regarding the contents of this Press Release,

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