

Table 1: Value index and value of retail sales by broad type of retail outlet for December 2008 and January 2009

Broad type of retail outlet	Value Index of Retail Sales (Points) (Monthly average of Oct. 2004 – Sep. 2005 = 100)		Value of Retail Sales (HK\$ million)		Percentage Change (%)	
	Dec 2008 (Revised figures)	Jan 2009 (Provisional figures)	Dec 2008 (Revised figures)	Jan 2009 (Provisional figures)	Dec 2008 over Dec 2007	Jan 2009 over Jan 2008
All retail outlets	150.7	163.7	25,333	27,521	+1.1	+7.4
By broad type of retail outlet						
Food, alcoholic drinks and tobacco (other than supermarkets)	143.3	158.3	2,538	2,802	+9.2	+13.0
• Fish, livestock and poultry, fresh or frozen	154.2	177.3	810	931	+15.4	+16.6
• Fruits and vegetables, fresh	87.2	96.7	145	161	-6.4	-6.9
• Bread, pastry, confectionery and biscuits	127.7	130.3	519	530	+4.6	+14.8
• Alcoholic drinks and tobacco	173.1	200.0	317	367	+7.1	+18.4
• Other foodstuffs	152.7	166.4	746	813	+10.6	+10.2
Supermarkets⁽¹⁾	130.0	153.9	2,956	3,497	+8.0	+25.7
Fuels	131.8	123.6	660	619	-6.1	-8.7
Clothing, footwear and allied products	165.9	180.1	3,722	4,041	-1.1	+10.0
• Wearing apparel	164.4	166.9	3,163	3,211	-0.8	+7.2
• Footwear, allied products and other clothing accessories	175.0	259.8	559	830	-2.9	+22.7
Consumer durable goods	126.8	118.6	3,564	3,334	-3.8	-8.2
• Motor vehicles and parts	111.9	90.3	815	658	-21.6	-36.0
• Electrical goods and photographic equipment	141.4	138.1	1,924	1,880	+1.9	+8.0
• Furniture and fixtures	129.6	141.5	539	588	+4.2	-6.6
• Other consumer durable goods, not elsewhere classified	93.6	68.0	286	208	+9.5	-10.8
Department stores	188.4	173.7	3,248	2,996	+2.6	+11.8
Jewellery, watches and clocks, and valuable gifts	178.7	201.9	3,868	4,369	-8.0	+0.8
Other consumer goods	143.6	176.2	4,777	5,863	+7.3	+9.1
• Books, newspapers, stationery and gifts	109.9	134.0	514	627	-4.2	-3.7
• Chinese drugs and herbs	163.3	168.9	397	411	+5.0	+0.9
• Optical shops	121.0	125.5	159	165	-1.2	-8.5
• Medicines and cosmetics	144.4	181.3	1,772	2,225	+15.1	+16.5
• Other consumer goods, not elsewhere classified	153.8	193.7	1,934	2,435	+5.3	+9.3

(1) These figures do not include sales in supermarket sections of department stores. Supplementary statistics that include such sales are shown below :

<i>Supermarkets and supermarket sections of department stores</i>	<i>133.7</i>	<i>157.5</i>	<i>3,309</i>	<i>3,898</i>	<i>+7.5</i>	<i>+26.5</i>
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(2) The underlined '5' denotes rounded up figure.

(3) The sum of individual items and the total shown might not exactly tally because of rounding.

(4) All the retail sales statistics, unless otherwise specified, are compiled based on the HSIC Version 2.0.

Table 2: Volume index of retail sales by broad type of retail outlet for December 2008 and January 2009

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Monthly average of Oct. 2004 - Sep. 2005 = 100)		Percentage Change (%)	
	Dec 2008 (Revised figures)	Jan 2009 (Provisional figures)	Dec 2008 over Dec 2007	Jan 2009 over Jan 2008
All retail outlets	137.8	149.4	-0.5	+5.4
By broad type of retail outlet				
Food, alcoholic drinks and tobacco (other than supermarkets)	116.6	126.4	+0.9	+5.8
• Fish, livestock and poultry, fresh or frozen	108.2	117.2	+2.6	+1.0
• Fruits and vegetables, fresh	67.5	71.2	-15.4	-15.2
• Bread, pastry, confectionery and biscuits	108.9	110.9	-5.4	+9.5
• Alcoholic drinks and tobacco	176.4	205.1	+8.9	+21.0
• Other foodstuffs	126.4	138.3	+3.8	+5.0
Supermarkets⁽¹⁾	113.8	133.6	-0.6	+15.7
Fuels	130.8	123.4	+9.7	+8.0
Clothing, footwear and allied products	149.9	170.1	+0.3	+9.9
• Wearing apparel	145.5	154.9	+1.6	+8.1
• Footwear, allied products and other clothing accessories	176.1	261.7	-5.6	+17.2
Consumer durable goods	149.9	141.6	-0.4	-3.2
• Motor vehicles and parts	114.9	92.5	-21.7	-36.3
• Electrical goods and photographic equipment	184.9	184.0	+6.8	+15.1
• Furniture and fixtures	122.1	132.4	+1.2	-9.3
• Other consumer durable goods, not elsewhere classified	115.1	82.6	+16.5	-6.7
Department stores	176.9	165.2	+1.4	+9.9
Jewellery, watches and clocks, and valuable gifts	131.9	147.0	-9.9	-0.3
Other consumer goods	131.9	162.3	+2.4	+4.9
• Books, newspapers, stationery and gifts	101.0	122.8	-7.1	-6.8
• Chinese drugs and herbs	140.2	145.0	-0.7	-3.7
• Optical shops	107.2	111.5	-3.5	-10.4
• Medicines and cosmetics	129.0	162.0	+8.8	+10.6
• Other consumer goods, not elsewhere classified	147.1	186.0	+1.1	+6.1

(1) These figures do not include sales in supermarket sections of department stores. Supplementary statistics that include such sales are shown below :

<i>Supermarkets and supermarket sections of department stores</i>	<i>117.9</i>	<i>138.2</i>	<i>-0.4</i>	<i>+17.3</i>
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(2) The underlined '5' denotes rounded up figure.

(3) All the retail sales statistics, unless otherwise specified, are compiled based on the HSIC Version 2.0.

Table 3 : Movement of the volume of total retail sales, November 2007 - January 2009

Original Series		Seasonally Adjusted Series			
Year/Month	Year-on-year rate of change (%)	3 months ending Month/Year	Compared with the 3 months ending Month/Year	Rate of change (%) ⁽¹⁾⁽²⁾	
2007 Nov	+15.3	Nov 2007	Aug 2007	+3.3	
Dec	+12. <u>5</u>	Dec 2007	Sep 2007	+3.4	
2008 Jan	+17.8	Jan 2008	Oct 2007	+1.7	
Feb	+4. <u>5</u>	Feb 2008	Nov 2007	+0.8	
Mar	+13.0	Mar 2008	Dec 2007	+0.2	
Apr	+11.4	Apr 2008	Jan 2008	+1.7	
May	+5.6	May 2008	Feb 2008	+0.2	
Jun	+4.0	Jun 2008	Mar 2008	-0.5	
Jul	+6. <u>5</u>	Jul 2008	Apr 2008	-1.4	
Aug	+3.8	Aug 2008	May 2008	+0.2	
Sep	+2.0	Sep 2008	Jun 2008	+0.9	
Oct	-4.2	Oct 2008	Jul 2008	-1.4	
Nov	-2.6	Nov 2008	Aug 2008	-2.7	
Dec	-0. <u>5</u>	Dec 2008	Sep 2008	-2.9	
2009 Jan	+5.4*	Jan 2009	Oct 2008	+0.2*	

* Provisional figures.

- (1) The rate is calculated by comparing the monthly average index for the 3-month period ending the month in question with that for the preceding 3-month period, e.g. the rate for the 3 months ending Dec. 2008 is the percentage change of the average monthly index for Oct., Nov. and Dec. 2008 compared with the average monthly index for Jul., Aug. and Sep. 2008.
- (2) Seasonally adjusted series may be revised as more data become available. For retail sales index, the seasonally adjusted series for the preceding three years are revised each year when the figures for January become available.
- (3) Starting from January 2009, seasonal adjustment of the volume index of total retail sales is performed using the X-12 ARIMA method to replace the previous X-11 ARIMA method. Seasonally adjusted figures for past months have also been revised using the X-12 ARIMA method. The X-12 ARIMA method is an update to the X-11 ARIMA method with enhanced modelling and diagnostic capabilities. The X-12 ARIMA method has now been a standard method used by statistical offices for performing seasonal adjustment of statistical series in many countries/territories.
- (4) The underlined '5' denotes rounded up figure.
- (5) All the retail sales statistics, unless otherwise specified, are compiled based on the HSIC Version 2.0.