

**Table 1: Value index and value of retail sales by broad type of retail outlet for January and February 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 (%)		
	Jan 2009 (Revised figures)	Feb 2009 (Provisional figures)	Jan 2009 (Revised figures)	Feb 2009 (Provisional figures)	Jan 2009 over Jan 2008	Feb 2009 over Feb 2008	Jan - Feb 2009 over Jan - Feb 2008
<b>All retail outlets</b>	<b>163.7</b>	<b>118.1</b>	<b>27,522</b>	<b>19,851</b>	<b>+7.4</b>	<b>-12.6</b>	<b>-2.0</b>
<b>By broad type of retail outlet</b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>158.2</b>	<b>113.1</b>	<b>2,800</b>	<b>2,002</b>	<b>+12.9</b>	<b>-6.3</b>	<b>+4.0</b>
• Fish, livestock and poultry, fresh or frozen	177.4	141.6	932	744	+16.7	+2.6	+10.0
• Fruits and vegetables, fresh	96.7	73.4	161	122	-6.9	-4.4	-5.8
• Bread, pastry, confectionery and biscuits	130.7	98.9	531	402	+15.1	-14.8	#
• Alcoholic drinks and tobacco	200.5	156.3	368	287	+18.7	-6.8	+6.0
• Other foodstuffs	165.3	91.4	808	447	+9.5	-11.2	+1.1
<b>Supermarkets<sup>(1)</sup></b>	<b>153.9</b>	<b>111.4</b>	<b>3,497</b>	<b>2,532</b>	<b>+25.7</b>	<b>-11.3</b>	<b>+7.0</b>
<b>Fuels</b>	<b>123.7</b>	<b>106.0</b>	<b>619</b>	<b>531</b>	<b>-8.6</b>	<b>-11.0</b>	<b>-9.7</b>
<b>Clothing, footwear and allied products</b>	<b>179.7</b>	<b>116.5</b>	<b>4,031</b>	<b>2,613</b>	<b>+9.8</b>	<b>-22.2</b>	<b>-5.5</b>
• Wearing apparel	166.3	118.7	3,200	2,283	+6.8	-20.4	-6.5
• Footwear, allied products and other clothing accessories	260.0	103.2	831	330	+22.8	-32.6	-0.5
<b>Consumer durable goods</b>	<b>118.7</b>	<b>94.2</b>	<b>3,336</b>	<b>2,649</b>	<b>-8.2</b>	<b>-14.3</b>	<b>-11.0</b>
• Motor vehicles and parts	90.3	75.3	658	549	-36.0	-34.6	-35.4
• Electrical goods and photographic equipment	138.2	112.1	1,881	1,526	+8.1	-7.1	+0.7
• Furniture and fixtures	141.5	95.6	588	397	-6.6	-5.3	-6.1
• Other consumer durable goods, not elsewhere classified	68.5	57.8	209	177	-10.2	-5.9	-8.3
<b>Department stores</b>	<b>173.7</b>	<b>108.6</b>	<b>2,996</b>	<b>1,873</b>	<b>+11.8</b>	<b>-23.0</b>	<b>-4.8</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>202.4</b>	<b>152.2</b>	<b>4,380</b>	<b>3,293</b>	<b>+1.1</b>	<b>-7.0</b>	<b>-2.5</b>
<b>Other consumer goods</b>	<b>176.2</b>	<b>131.0</b>	<b>5,863</b>	<b>4,359</b>	<b>+9.0</b>	<b>-7.5</b>	<b>+1.3</b>
• Books, newspapers, stationery and gifts	134.3	104.7	628	490	-3.4	+0.9	-1.6
• Chinese drugs and herbs	168.9	112.0	411	272	+0.9	-13.4	-5.3
• Optical shops	125.5	146.9	165	193	-8.5	-2.5	-5.4
• Medicines and cosmetics	181.3	130.4	2,226	1,600	+16.5	-4.5	+6.7
• Other consumer goods, not elsewhere classified	193.5	143.5	2,433	1,804	+9.2	-11.5	-0.7

(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>157.5</i>	<i>112.0</i>	<i>3,898</i>	<i>2,772</i>	<i>+26.5</i>	<i>-13.1</i>	<i>+6.4</i>
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(2) The sum of individual items and the total shown might not exactly tally because of rounding.

(3) The underlined '5' denotes rounded up figure.

(4) # Denotes change within  $\pm 0.05$ .

(5) 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 January and February 2009**

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Monthly average of Oct. 2004 - Sep. 2005 = 100 )		Percentage Change (%)		
	Jan 2009 (Revised figures)	Feb 2009 (Provisional figures)	Jan 2009 over Jan 2008	Feb 2009 over Feb 2008	Jan - Feb 2009 over Jan - Feb 2008
<b><u>All retail outlets</u></b>	<b>149.4</b>	<b>108.7</b>	<b>+5.4</b>	<b>-13.8</b>	<b>-3.6</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>126.3</b>	<b>90.3</b>	<b>+5.7</b>	<b>-9.0</b>	<b>-1.0</b>
• Fish, livestock and poultry, fresh or frozen	117.4	95.9	+1.1	#	+0.6
• Fruits and vegetables, fresh	71.2	56.5	-15.2	+2.6	-8.1
• Bread, pastry, confectionery and biscuits	111.2	84.3	+9.8	-19.0	-4.8
• Alcoholic drinks and tobacco	205.6	156.7	+21.3	-6.8	+7.3
• Other foodstuffs	137.4	76.0	+4.3	-13.9	-3.0
<b>Supermarkets<sup>(1)</sup></b>	<b>133.6</b>	<b>96.4</b>	<b>+15.7</b>	<b>-17.2</b>	<b>-0.8</b>
<b>Fuels</b>	<b>123.5</b>	<b>104.3</b>	<b>+8.1</b>	<b>+3.7</b>	<b>+6.0</b>
<b>Clothing, footwear and allied products</b>	<b>169.7</b>	<b>113.3</b>	<b>+9.7</b>	<b>-23.2</b>	<b>-6.4</b>
• Wearing apparel	154.4	114.5	+7.7	-21.1	-6.8
• Footwear, allied products and other clothing accessories	261.9	106.0	+17.3	-34.2	-4.3
<b>Consumer durable goods</b>	<b>141.8</b>	<b>113.3</b>	<b>-3.1</b>	<b>-10.3</b>	<b>-6.4</b>
• Motor vehicles and parts	92.5	77.0	-36.3	-34.8	-35.6
• Electrical goods and photographic equipment	184.1	150.0	+15.2	-1.1	+7.3
• Furniture and fixtures	132.4	89.3	-9.3	-8.8	-9.1
• Other consumer durable goods, not elsewhere classified	83.3	69.4	-6.0	-3.5	-4.8
<b>Department stores</b>	<b>165.2</b>	<b>105.7</b>	<b>+9.9</b>	<b>-24.3</b>	<b>-6.6</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>147.4</b>	<b>111.1</b>	<b>#</b>	<b>-6.1</b>	<b>-2.7</b>
<b>Other consumer goods</b>	<b>162.3</b>	<b>120.8</b>	<b>+4.9</b>	<b>-10.4</b>	<b>-2.2</b>
• Books, newspapers, stationery and gifts	123.1	96.1	-6.6	-2.4	-4.8
• Chinese drugs and herbs	145.0	96.0	-3.7	-17.2	-9.6
• Optical shops	111.5	129.9	-10.4	-4.0	-7.0
• Medicines and cosmetics	162.0	116.1	+10.6	-9.1	+1.4
• Other consumer goods, not elsewhere classified	185.9	138.4	+6.1	-12.9	-3.0

(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>	138.2	98.0	+17.3	-18.6	-0.8
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(2) The underlined '5' denotes rounded up figure.

(3) # Denotes change within  $\pm 0.05$ .

(4) 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, December 2007 to February 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 (%) <sup>(1)(2)</sup>	
2007 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	
Feb	-13.8*	Feb 2009	Nov 2008	-1.0*	

\* 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.