

**Table 1: Value index and value of retail sales by broad type of retail outlet for February and March 2009**

Broad type of retail outlet	Value Index of Retail Sales (Points) (Average of monthly index of Oct. 2004 – Sep. 2005 = 100)		Value of Retail Sales (HK\$ million)		Percentage Change (%)		
	Feb 2009 (Revised figures)	Mar 2009 (Provisional figures)	Feb 2009 (Revised figures)	Mar 2009 (Provisional figures)	Feb 2009 over Feb 2008	Mar 2009 over Mar 2008	Jan - Mar 2009 over Jan - Mar 2008
<b><u>All retail outlets</u></b>	<b>118.0</b>	<b>123.7</b>	<b>19,834</b>	<b>20,797</b>	<b>-12.7</b>	<b>-7.7</b>	<b>-3.9</b>
<b><u>By broad type of retail outlet</u></b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>113.2</b>	<b>128.3</b>	<b>2,004</b>	<b>2,271</b>	<b>-6.2</b>	<b>+4.2</b>	<b>+4.1</b>
• Fish, livestock and poultry, fresh or frozen	141.6	152.8	744	803	+2.6	+7.9	+9.3
• Fruits and vegetables, fresh	73.5	106.5	123	178	-4.1	-1.2	-4.1
• Bread, pastry, confectionery and biscuits	98.9	103.5	402	421	-14.8	+1.9	+0.6
• Alcoholic drinks and tobacco	156.3	174.1	287	319	-6.8	+10.5	+7.4
• Other foodstuffs	91.8	112.7	449	551	-10.9	-0.5	+0.7
<b>Supermarkets<sup>(1)</sup></b>	<b>111.4</b>	<b>123.5</b>	<b>2,532</b>	<b>2,807</b>	<b>-11.3</b>	<b>+5.0</b>	<b>+6.3</b>
<b>Fuels</b>	<b>106.0</b>	<b>118.9</b>	<b>531</b>	<b>595</b>	<b>-11.0</b>	<b>-12.1</b>	<b>-10.5</b>
<b>Clothing, footwear and allied products</b>	<b>115.7</b>	<b>115.9</b>	<b>2,596</b>	<b>2,601</b>	<b>-22.7</b>	<b>-13.0</b>	<b>-7.9</b>
• Wearing apparel	117.9	116.9	2,268	2,249	-20.9	-14.4	-9.1
• Footwear, allied products and other clothing accessories	102.8	109.9	329	351	-32.9	-3.1	-1.2
<b>Consumer durable goods</b>	<b>94.5</b>	<b>118.7</b>	<b>2,655</b>	<b>3,336</b>	<b>-14.0</b>	<b>-16.1</b>	<b>-12.8</b>
• Motor vehicles and parts	75.3	107.8	549	786	-34.6	-33.7	-34.7
• Electrical goods and photographic equipment	112.7	135.7	1,534	1,847	-6.6	-5.5	-1.4
• Furniture and fixtures	95.3	118.2	396	491	-5.6	-13.0	-8.6
• Other consumer durable goods, not elsewhere classified	57.8	69.6	177	212	-5.9	-22.0	-13.7
<b>Department stores</b>	<b>108.6</b>	<b>112.6</b>	<b>1,873</b>	<b>1,942</b>	<b>-23.0</b>	<b>-6.3</b>	<b>-5.2</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>151.6</b>	<b>139.7</b>	<b>3,280</b>	<b>3,023</b>	<b>-7.3</b>	<b>-13.3</b>	<b>-6.0</b>
<b>Other consumer goods</b>	<b>131.1</b>	<b>126.9</b>	<b>4,363</b>	<b>4,222</b>	<b>-7.4</b>	<b>-5.9</b>	<b>-0.8</b>
• Books, newspapers, stationery and gifts	104.9	95.9	491	449	+1.1	-11.4	-4.6
• Chinese drugs and herbs	112.0	118.9	272	289	-13.4	+1.1	-3.5
• Optical shops	147.3	123.0	193	161	-2.2	-17.8	-9.5
• Medicines and cosmetics	130.4	138.2	1,600	1,696	-4.5	+7.3	+6.9
• Other consumer goods, not elsewhere classified	143.6	129.4	1,806	1,627	-11.4	-15.0	-5.1

(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>112.0</i>	<i>123.2</i>	<i>2,772</i>	<i>3,049</i>	<i>-13.1</i>	<i>+4.0</i>	<i>+5.6</i>
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(2) The sum of individual items and the total shown might not exactly tally because of rounding.

(3) 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 February and March 2009**

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Average of monthly index of Oct. 2004 - Sep. 2005 = 100)		Percentage Change (%)		
	Feb 2009 (Revised figures)	Mar 2009 (Provisional figures)	Feb 2009 over Feb 2008	Mar 2009 over Mar 2008	Jan - Mar 2009 over Jan - Mar 2008
<b><u>All retail outlets</u></b>	<b>108.7</b>	<b>112.8</b>	<b>-13.9</b>	<b>-9.3</b>	<b>-5.5</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>90.4</b>	<b>99.5</b>	<b>-8.9</b>	<b>-2.5</b>	<b>-1.4</b>
• Fish, livestock and poultry, fresh or frozen	95.9	106.2	#	+2.9	+1.4
• Fruits and vegetables, fresh	56.6	76.8	+2.8	-7.1	-7.7
• Bread, pastry, confectionery and biscuits	84.3	88.3	-19.0	-2.3	-4.0
• Alcoholic drinks and tobacco	156.7	146.7	-6.8	-7.4	+2.6
• Other foodstuffs	76.3	91.6	-13.6	-4.5	-3.3
<b>Supermarkets<sup>(1)</sup></b>	<b>96.4</b>	<b>104.1</b>	<b>-17.2</b>	<b>-3.6</b>	<b>-1.7</b>
<b>Fuels</b>	<b>104.3</b>	<b>116.9</b>	<b>+3.7</b>	<b>+4.6</b>	<b>+5.5</b>
<b>Clothing, footwear and allied products</b>	<b>112.6</b>	<b>103.6</b>	<b>-23.7</b>	<b>-17.5</b>	<b>-9.8</b>
• Wearing apparel	113.7	102.2	-21.7	-19.6	-10.9
• Footwear, allied products and other clothing accessories	105.6	111.6	-34.4	-3.3	-4.1
<b>Consumer durable goods</b>	<b>113.6</b>	<b>143.3</b>	<b>-10.0</b>	<b>-11.5</b>	<b>-8.2</b>
• Motor vehicles and parts	77.0	113.0	-34.8	-32.6	-34.5
• Electrical goods and photographic equipment	150.7	183.0	-0.6	+0.6	+5.0
• Furniture and fixtures	89.0	109.9	-9.0	-14.9	-11.2
• Other consumer durable goods, not elsewhere classified	69.4	84.5	-3.5	-19.1	-10.5
<b>Department stores</b>	<b>105.7</b>	<b>107.4</b>	<b>-24.3</b>	<b>-7.9</b>	<b>-7.0</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>110.6</b>	<b>103.3</b>	<b>-6.5</b>	<b>-9.7</b>	<b>-4.9</b>
<b>Other consumer goods</b>	<b>120.9</b>	<b>114.9</b>	<b>-10.4</b>	<b>-10.0</b>	<b>-4.6</b>
• Books, newspapers, stationery and gifts	96.3	86.4	-2.2	-15.7	-8.1
• Chinese drugs and herbs	96.0	101.9	-17.2	-2.8	-7.7
• Optical shops	130.3	108.8	-3.7	-19.4	-11.2
• Medicines and cosmetics	116.1	123.6	-9.1	+2.9	+1.9
• Other consumer goods, not elsewhere classified	138.6	120.1	-12.8	-18.8	-7.8

(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>	98.0	104.9	-18.6	-4.0	-1.8
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(2) # Denotes change within  $\pm 0.05$ .

(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, January 2008 to March 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>
2008 Jan	+17.8	Jan 2008	Oct 2007	+1.7
Feb	+4.5	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	+6.5	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	-0.5	Dec 2008	Sep 2008	-2.9
2009 Jan	+5.4	Jan 2009	Oct 2008	+0.2
Feb	-13.9	Feb 2009	Nov 2008	-1.1
Mar	-9.3*	Mar 2009	Dec 2008	-3.7*

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