

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

Broad type of retail outlet	Value Index of Retail Sales (Points) (Average of monthly indices from Oct. 2004 to Sep. 2005 = 100)		Value of Retail Sales (HK\$ million)		Percentage Change (%)		
	Aug 2009 (Revised figures)	Sep 2009 (Provisional figures)	Aug 2009 (Revised figures)	Sep 2009 (Provisional figures)	Aug 2009 over Aug 2008	Sep 2009 over Sep 2008	Jan - Sep 2009 over Jan - Sep 2008
<b><u>All retail outlets</u></b>	<b>134.9</b>	<b>127.3</b>	<b>22,682</b>	<b>21,410</b>	<b>-0.1</b>	<b>+2.4</b>	<b>-3.4</b>
<b><u>By broad type of retail outlet</u></b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>130.0</b>	<b>154.5</b>	<b>2,302</b>	<b>2,735</b>	<b>-0.5</b>	<b>+7.2</b>	<b>+3.3</b>
• Fish, livestock and poultry, fresh or frozen	126.1	127.4	663	669	+0.8	+0.2	+5.3
• Fruits and vegetables, fresh	117.1	102.5	195	171	-2.2	+0.9	-2.6
• Bread, pastry, confectionery and biscuits	103.5	239.5	421	973	-19.1	+8.6	-1.3
• Alcoholic drinks and tobacco	191.0	187.8	350	344	+27.1	+25.7	+13.5
• Other foodstuffs	137.7	118.0	673	577	+1.7	+6.1	+1.6
<b>Supermarkets<sup>(1)</sup></b>	<b>133.5</b>	<b>128.5</b>	<b>3,034</b>	<b>2,920</b>	<b>+0.9</b>	<b>+0.6</b>	<b>+4.1</b>
<b>Fuels</b>	<b>139.0</b>	<b>139.0</b>	<b>696</b>	<b>696</b>	<b>-9.5</b>	<b>-4.2</b>	<b>-13.2</b>
<b>Clothing, footwear and allied products</b>	<b>122.5</b>	<b>102.9</b>	<b>2,748</b>	<b>2,309</b>	<b>+1.1</b>	<b>+1.0</b>	<b>-5.6</b>
• Wearing apparel	118.7	102.9	2,283	1,980	+0.9	+1.1	-6.1
• Footwear, allied products and other clothing accessories	145.8	103.1	466	330	+2.3	+0.4	-2.5
<b>Consumer durable goods</b>	<b>125.8</b>	<b>131.4</b>	<b>3,537</b>	<b>3,692</b>	<b>-10.3</b>	<b>-1.7</b>	<b>-11.9</b>
• Motor vehicles and parts	98.8	136.9	720	997	-28.7	-8.4	-30.2
• Electrical goods and photographic equipment	137.2	133.2	1,868	1,813	-6.0	+1.1	-4.0
• Furniture and fixtures	142.3	137.4	591	571	+0.2	+1.1	-4.7
• Other consumer durable goods, not elsewhere classified	117.2	101.8	358	311	+1.0	+0.5	-6.0
<b>Department stores</b>	<b>132.7</b>	<b>115.7</b>	<b>2,288</b>	<b>1,995</b>	<b>+4.1</b>	<b>+4.1</b>	<b>-2.8</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>173.1</b>	<b>159.0</b>	<b>3,746</b>	<b>3,441</b>	<b>+6.3</b>	<b>+7.4</b>	<b>-3.3</b>
<b>Other consumer goods</b>	<b>130.2</b>	<b>108.9</b>	<b>4,330</b>	<b>3,622</b>	<b>+2.6</b>	<b>+1.8</b>	<b>-1.7</b>
• Books, newspapers, stationery and gifts	131.0	92.4	613	432	+0.6	+1.2	-5.7
• Chinese drugs and herbs	141.2	116.3	343	283	+6.0	+4.6	-1.2
• Optical shops	132.8	103.8	174	136	+0.5	-3.8	-6.8
• Medicines and cosmetics	134.4	116.3	1,650	1,428	+8.2	+3.6	+7.2
• Other consumer goods, not elsewhere classified	123.3	106.8	1,550	1,343	-2.5	+0.2	-7.5

(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>132.7</i>	<i>128.9</i>	<i>3,283</i>	<i>3,189</i>	<i>+0.1</i>	<i>#</i>	<i>+3.4</i>
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(2) # Denotes change within  $\pm 0.05$ .

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

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

**Table 2: Volume index of retail sales by broad type of retail outlet for August and September 2009**

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Average of monthly indices from Oct. 2004 to Sep. 2005 = 100)		Percentage Change (%)		
	Aug 2009 (Revised figures)	Sep 2009 (Provisional figures)	Aug 2009 over Aug 2008	Sep 2009 over Sep 2008	Jan - Sep 2009 over Jan - Sep 2008
<b><u>All retail outlets</u></b>	<b>122.9</b>	<b>114.9</b>	<b>-0.9</b>	<b>+1.0</b>	<b>-4.2</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>103.4</b>	<b>124.7</b>	<b>-2.8</b>	<b>+5.9</b>	<b>-0.6</b>
• Fish, livestock and poultry, fresh or frozen	90.3	91.6	+4.0	+3.6	+2.4
• Fruits and vegetables, fresh	88.6	76.5	+1.0	+4.1	-1.1
• Bread, pastry, confectionery and biscuits	88.9	205.5	-20.0	+9.0	-3.6
• Alcoholic drinks and tobacco	161.1	158.6	+4.8	+3.6	-1.2
• Other foodstuffs	113.1	96.7	+0.8	+5.1	-0.7
<b>Supermarkets<sup>(1)</sup></b>	<b>112.4</b>	<b>107.9</b>	<b>-1.7</b>	<b>-3.0</b>	<b>-1.2</b>
<b>Fuels</b>	<b>127.2</b>	<b>127.3</b>	<b>+7.5</b>	<b>+11.6</b>	<b>+4.4</b>
<b>Clothing, footwear and allied products</b>	<b>117.4</b>	<b>94.7</b>	<b>-1.2</b>	<b>-4.2</b>	<b>-8.1</b>
• Wearing apparel	111.3	92.9	-3.3	-5.6	-9.2
• Footwear, allied products and other clothing accessories	154.3	105.3	+9.0	+4.0	-2.0
<b>Consumer durable goods</b>	<b>155.6</b>	<b>158.8</b>	<b>-4.9</b>	<b>+2.6</b>	<b>-6.7</b>
• Motor vehicles and parts	97.9	139.3	-28.9	-7.8	-28.2
• Electrical goods and photographic equipment	196.4	186.7	+2.4	+8.3	+3.1
• Furniture and fixtures	130.2	125.8	-2.1	-1.3	-6.8
• Other consumer durable goods, not elsewhere classified	146.2	126.0	+3.1	+2.3	-2.9
<b>Department stores</b>	<b>129.0</b>	<b>109.3</b>	<b>+4.3</b>	<b>+1.9</b>	<b>-3.9</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>119.0</b>	<b>108.6</b>	<b>+3.7</b>	<b>+2.7</b>	<b>-3.0</b>
<b>Other consumer goods</b>	<b>115.2</b>	<b>96.2</b>	<b>-1.4</b>	<b>-1.2</b>	<b>-4.5</b>
• Books, newspapers, stationery and gifts	117.3	82.6	-4.2	-1.3	-9.7
• Chinese drugs and herbs	120.5	98.9	+4.7	+3.3	-4.0
• Optical shops	118.6	91.0	-0.3	-4.5	-7.9
• Medicines and cosmetics	119.3	103.0	+6.1	+1.7	+3.6
• Other consumer goods, not elsewhere classified	109.1	94.7	-8.4	-4.5	-9.4

(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>113.0</i>	<i>109.4</i>	<i>-2.3</i>	<i>-3.5</i>	<i>-1.6</i>
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(2) All the retail sales statistics are compiled based on the HSIC Version 2.0.

**Table 3 : Movement of the volume of total retail sales, July 2008 to September 2009**

Original Series		Seasonally Adjusted Series		
Year / Month	Year-on-year rate of change (%)	3 months ending Year / Month	Compared with the 3 months ending Year / Month	Rate of change <sup>(1)(2)</sup> (%)
2008 Jul	+6.5	2008 Jul	2008 Apr	-1.4
Aug	+3.8	Aug	May	+0.2
Sep	+2.0	Sep	Jun	+0.9
Oct	-4.2	Oct	Jul	-1.4
Nov	-2.6	Nov	Aug	-2.7
Dec	-0.5	Dec	Sep	-2.9
2009 Jan	+5.4	2009 Jan	Oct	+0.2
Feb	-13.9	Feb	Nov	-1.1
Mar	-9.2	Mar	Dec	-3.6
Apr	-5.4	Apr	2009 Jan	-5.7
May	-6.4	May	Feb	-3.4
Jun	-4.1	Jun	Mar	+0.4
Jul	-5.2	Jul	Apr	+1.7
Aug	-0.9	Aug	May	+3.9
Sep	+1.0*	Sep	Jun	+4.5*

\* 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 Jun. 2009 is the percentage change of the average monthly index for Apr., May and Jun. 2009 compared with the average monthly index for Jan., Feb. and Mar. 2009.
- (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 are compiled based on the HSIC Version 2.0.