

**Table 1: Value index and value of retail sales by broad type of retail outlet  
for September and October 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 (%)		
	Sep 2009 (Revised figures)	Oct 2009 (Provisional figures)	Sep 2009 (Revised figures)	Oct 2009 (Provisional figures)	Sep 2009 over Sep 2008	Oct 2009 over Oct 2008	Jan - Oct 2009 over Jan - Oct 2008
<b><u>All retail outlets</u></b>	<b>127.5</b>	<b>135.8</b>	<b>21,442</b>	<b>22,826</b>	<b>+2.6</b>	<b>+9.8</b>	<b>-2.2</b>
<b><u>By broad type of retail outlet</u></b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>154.5</b>	<b>145.2</b>	<b>2,735</b>	<b>2,571</b>	<b>+7.2</b>	<b>+4.7</b>	<b>+3.4</b>
• Fish, livestock and poultry, fresh or frozen	127.0	140.8	667	740	-0.1	+1.0	+4.8
• Fruits and vegetables, fresh	102.6	108.6	171	181	+1.0	+0.6	-2.3
• Bread, pastry, confectionery and biscuits	240.5	136.2	977	553	+9.0	+0.8	-1.0
• Alcoholic drinks and tobacco	187.8	193.0	344	354	+25.7	+28.2	+15.0
• Other foodstuffs	117.7	152.1	576	743	+5.8	+3.3	+1.8
<b>Supermarkets<sup>(1)</sup></b>	<b>128.5</b>	<b>130.4</b>	<b>2,920</b>	<b>2,963</b>	<b>+0.6</b>	<b>+4.1</b>	<b>+4.1</b>
<b>Fuels</b>	<b>139.0</b>	<b>133.5</b>	<b>696</b>	<b>668</b>	<b>-4.2</b>	<b>-2.2</b>	<b>-12.1</b>
<b>Clothing, footwear and allied products</b>	<b>103.7</b>	<b>133.8</b>	<b>2,327</b>	<b>3,001</b>	<b>+1.8</b>	<b>+13.6</b>	<b>-3.9</b>
• Wearing apparel	103.8	137.6	1,997	2,647	+2.0	+13.5	-4.3
• Footwear, allied products and other clothing accessories	103.2	110.9	330	354	+0.4	+14.4	-1.3
<b>Consumer durable goods</b>	<b>131.9</b>	<b>120.5</b>	<b>3,707</b>	<b>3,387</b>	<b>-1.3</b>	<b>+8.3</b>	<b>-10.1</b>
• Motor vehicles and parts	138.0	122.5	1,006	893	-7.7	+8.8	-27.1
• Electrical goods and photographic equipment	133.3	130.5	1,814	1,776	+1.2	+6.7	-3.0
• Furniture and fixtures	138.6	108.8	576	452	+2.0	+10.8	-3.5
• Other consumer durable goods, not elsewhere classified	101.8	86.9	311	265	+0.5	+13.7	-4.4
<b>Department stores</b>	<b>115.7</b>	<b>136.2</b>	<b>1,995</b>	<b>2,349</b>	<b>+4.1</b>	<b>+15.9</b>	<b>-1.1</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>158.7</b>	<b>173.2</b>	<b>3,435</b>	<b>3,748</b>	<b>+7.3</b>	<b>+17.9</b>	<b>-1.4</b>
<b>Other consumer goods</b>	<b>109.1</b>	<b>124.4</b>	<b>3,628</b>	<b>4,138</b>	<b>+2.0</b>	<b>+8.1</b>	<b>-0.8</b>
• Books, newspapers, stationery and gifts	92.9	108.1	435	506	+1.8	+1.6	-5.0
• Chinese drugs and herbs	116.3	124.4	283	302	+4.6	+10.9	-0.2
• Optical shops	103.8	102.4	136	134	-3.8	+5.5	-5.9
• Medicines and cosmetics	116.5	130.0	1,430	1,595	+3.7	+18.4	+8.2
• Other consumer goods, not elsewhere classified	107.0	127.2	1,345	1,600	+0.4	+1.0	-6.8

(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>	<i>128.9</i>	<i>130.2</i>	<i>3,189</i>	<i>3,221</i>	<i>#</i>	<i>+3.4</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 September and October 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 (%)		
	Sep 2009 (Revised figures)	Oct 2009 (Provisional figures)	Sep 2009 over Sep 2008	Oct 2009 over Oct 2008	Jan - Oct 2009 over Jan - Oct 2008
<b><u>All retail outlets</u></b>	<b>115.1</b>	<b>120.8</b>	<b>+1.2</b>	<b>+8.2</b>	<b>-3.1</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>124.7</b>	<b>115.2</b>	<b>+6.0</b>	<b>+3.0</b>	<b>-0.2</b>
• Fish, livestock and poultry, fresh or frozen	91.3	99.9	+3.2	+4.5	+2.5
• Fruits and vegetables, fresh	76.6	81.4	+4.2	+4.1	-0.6
• Bread, pastry, confectionery and biscuits	206.3	116.0	+9.4	+0.4	-3.1
• Alcoholic drinks and tobacco	158.6	163.3	+3.6	+6.3	-0.5
• Other foodstuffs	96.5	124.4	+4.9	+2.1	-0.4
<b>Supermarkets<sup>(1)</sup></b>	<b>107.9</b>	<b>110.4</b>	<b>-3.0</b>	<b>+1.5</b>	<b>-1.0</b>
<b>Fuels</b>	<b>127.3</b>	<b>129.0</b>	<b>+11.6</b>	<b>+14.9</b>	<b>+5.4</b>
<b>Clothing, footwear and allied products</b>	<b>95.4</b>	<b>116.3</b>	<b>-3.5</b>	<b>+7.1</b>	<b>-6.8</b>
• Wearing apparel	93.7	117.1	-4.8	+5.5	-7.8
• Footwear, allied products and other clothing accessories	105.4	111.3	+4.1	+17.8	-0.6
<b>Consumer durable goods</b>	<b>159.4</b>	<b>147.2</b>	<b>+3.0</b>	<b>+12.2</b>	<b>-5.0</b>
• Motor vehicles and parts	140.7	124.9	-6.8	+9.4	-25.2
• Electrical goods and photographic equipment	186.9	182.9	+8.5	+13.7	+4.1
• Furniture and fixtures	126.9	99.7	-0.5	+8.2	-5.6
• Other consumer durable goods, not elsewhere classified	126.0	106.4	+2.3	+15.2	-1.5
<b>Department stores</b>	<b>109.4</b>	<b>126.4</b>	<b>+2.0</b>	<b>+13.8</b>	<b>-2.3</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>108.4</b>	<b>117.3</b>	<b>+2.5</b>	<b>+11.9</b>	<b>-1.7</b>
<b>Other consumer goods</b>	<b>96.4</b>	<b>109.9</b>	<b>-1.0</b>	<b>+5.9</b>	<b>-3.7</b>
• Books, newspapers, stationery and gifts	83.1	96.7	-0.7	-0.8	-8.9
• Chinese drugs and herbs	98.9	105.3	+3.3	+9.4	-2.9
• Optical shops	91.0	89.8	-4.5	+4.6	-7.0
• Medicines and cosmetics	103.1	114.8	+1.8	+16.5	+4.7
• Other consumer goods, not elsewhere classified	94.9	113.1	-4.4	-1.4	-8.7

(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>109.4</i>	<i>111.1</i>	<i>-3.5</i>	<i>+0.8</i>	<i>-1.3</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, August 2008 to October 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	Aug	+3.8	2008 Aug	2008 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	+1.2	Sep	Jun	+4.6
	Oct	+8.2*	Oct	Jul	+6.9*

\* 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.