

**Table 1: Value index and value of retail sales by broad type of retail outlet  
for October and November 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 (%)		
	Oct 2009 (Revised figures)	Nov 2009 (Provisional figures)	Oct 2009 (Revised figures)	Nov 2009 (Provisional figures)	Oct 2009 over Oct 2008	Nov 2009 over Nov 2008	Jan - Nov 2009 over Jan - Nov 2008
<b><u>All retail outlets</u></b>	<b>135.8</b>	<b>136.0</b>	<b>22,833</b>	<b>22,870</b>	<b>+9.8</b>	<b>+11.7</b>	<b>-1.0</b>
<b><u>By broad type of retail outlet</u></b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>145.5</b>	<b>138.5</b>	<b>2,576</b>	<b>2,452</b>	<b>+4.8</b>	<b>+3.7</b>	<b>+3.5</b>
• Fish, livestock and poultry, fresh or frozen	140.7	137.6	739	723	+1.0	+0.7	+4.4
• Fruits and vegetables, fresh	108.5	79.3	181	132	+0.6	+1.3	-2.1
• Bread, pastry, confectionery and biscuits	136.5	115.3	555	468	+1.0	+3.9	-0.6
• Alcoholic drinks and tobacco	193.1	189.6	354	348	+28.2	+23.3	+15.7
• Other foodstuffs	152.8	159.7	747	781	+3.8	-0.4	+1.6
<b>Supermarkets<sup>(1)</sup></b>	<b>130.4</b>	<b>121.2</b>	<b>2,964</b>	<b>2,756</b>	<b>+4.1</b>	<b>-0.8</b>	<b>+3.7</b>
<b>Fuels</b>	<b>133.5</b>	<b>129.3</b>	<b>668</b>	<b>647</b>	<b>-2.2</b>	<b>+4.4</b>	<b>-10.8</b>
<b>Clothing, footwear and allied products</b>	<b>133.9</b>	<b>137.5</b>	<b>3,004</b>	<b>3,084</b>	<b>+13.7</b>	<b>+12.0</b>	<b>-2.5</b>
• Wearing apparel	137.7	138.8	2,650	2,670	+13.7	+13.5	-2.8
• Footwear, allied products and other clothing accessories	110.9	129.4	354	413	+14.4	+3.6	-0.8
<b>Consumer durable goods</b>	<b>120.4</b>	<b>122.6</b>	<b>3,384</b>	<b>3,447</b>	<b>+8.2</b>	<b>+20.7</b>	<b>-7.9</b>
• Motor vehicles and parts	122.1	140.9	890	1,027	+8.4	+52.5	-22.3
• Electrical goods and photographic equipment	130.4	119.5	1,775	1,626	+6.7	+10.9	-1.9
• Furniture and fixtures	109.1	129.5	453	538	+11.1	+7.3	-2.5
• Other consumer durable goods, not elsewhere classified	86.9	83.8	265	256	+13.7	+19.0	-2.8
<b>Department stores</b>	<b>136.2</b>	<b>163.4</b>	<b>2,349</b>	<b>2,819</b>	<b>+15.9</b>	<b>+10.0</b>	<b>+0.1</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>173.1</b>	<b>174.3</b>	<b>3,746</b>	<b>3,773</b>	<b>+17.9</b>	<b>+26.1</b>	<b>+0.7</b>
<b>Other consumer goods</b>	<b>124.5</b>	<b>117.0</b>	<b>4,141</b>	<b>3,894</b>	<b>+8.2</b>	<b>+9.8</b>	<b>#</b>
• Books, newspapers, stationery and gifts	107.5	92.6	503	433	+1.0	-1.0	-4.7
• Chinese drugs and herbs	124.7	120.4	303	293	+11.2	+13.0	+0.8
• Optical shops	102.5	103.2	135	136	+5.6	+3.0	-5.3
• Medicines and cosmetics	130.0	130.1	1,595	1,597	+18.4	+13.1	+8.6
• Other consumer goods, not elsewhere classified	127.7	114.2	1,606	1,436	+1.4	+9.8	-5.7

(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>130.2</i>	<i>123.0</i>	<i>3,221</i>	<i>3,044</i>	<i>+3.4</i>	<i>-1.5</i>	<i>+3.0</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 October and November 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 (%)		
	Oct 2009 (Revised figures)	Nov 2009 (Provisional figures)	Oct 2009 over Oct 2008	Nov 2009 over Nov 2008	Jan - Nov 2009 over Jan - Nov 2008
<b><u>All retail outlets</u></b>	<b>120.9</b>	<b>119.7</b>	<b>+8.3</b>	<b>+9.8</b>	<b>-2.0</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>115.4</b>	<b>110.5</b>	<b>+3.2</b>	<b>+2.1</b>	<b>#</b>
• Fish, livestock and poultry, fresh or frozen	99.8	99.8	+4.4	+4.3	+2.7
• Fruits and vegetables, fresh	81.4	59.1	+4.0	+4.1	-0.3
• Bread, pastry, confectionery and biscuits	116.2	98.7	+0.6	+4.1	-2.5
• Alcoholic drinks and tobacco	163.3	160.3	+6.4	+2.3	-0.2
• Other foodstuffs	125.0	130.7	+2.6	-1.2	-0.4
<b>Supermarkets<sup>(1)</sup></b>	<b>110.4</b>	<b>102.0</b>	<b>+1.5</b>	<b>-3.9</b>	<b>-1.2</b>
<b>Fuels</b>	<b>129.0</b>	<b>124.9</b>	<b>+14.9</b>	<b>+11.3</b>	<b>+5.9</b>
<b>Clothing, footwear and allied products</b>	<b>116.4</b>	<b>113.5</b>	<b>+7.2</b>	<b>+8.2</b>	<b>-5.6</b>
• Wearing apparel	117.2	110.6	+5.7	+7.8	-6.6
• Footwear, allied products and other clothing accessories	111.3	131.2	+17.8	+10.3	+0.3
<b>Consumer durable goods</b>	<b>147.2</b>	<b>147.2</b>	<b>+12.2</b>	<b>+23.9</b>	<b>-2.9</b>
• Motor vehicles and parts	124.6	142.2	+9.1	+52.1	-20.5
• Electrical goods and photographic equipment	182.8	168.3	+13.6	+19.0	+5.3
• Furniture and fixtures	99.9	118.2	+8.5	+4.9	-4.7
• Other consumer durable goods, not elsewhere classified	106.4	104.7	+15.2	+21.1	+0.1
<b>Department stores</b>	<b>126.4</b>	<b>150.0</b>	<b>+13.8</b>	<b>+10.5</b>	<b>-1.0</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>117.3</b>	<b>116.8</b>	<b>+11.8</b>	<b>+14.0</b>	<b>-0.4</b>
<b>Other consumer goods</b>	<b>110.1</b>	<b>103.3</b>	<b>+6.0</b>	<b>+7.7</b>	<b>-2.9</b>
• Books, newspapers, stationery and gifts	96.1	82.8	-1.3	-3.4	-8.6
• Chinese drugs and herbs	105.5	101.1	+9.7	+10.7	-1.8
• Optical shops	89.9	90.5	+4.6	+2.0	-6.4
• Medicines and cosmetics	114.8	114.7	+16.5	+10.9	+5.2
• Other consumer goods, not elsewhere classified	113.6	101.4	-1.0	+8.1	-7.7

(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>111.1</i>	<i>104.4</i>	<i>+0.8</i>	<i>-4.2</i>	<i>-1.6</i>
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(2) # Denotes change within  $\pm 0.05$ .

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

**Table 3 : Movement of the volume of total retail sales, September 2008 to November 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 Sep	+2.0	2008 Sep	2008 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	+8.3	Oct	Jul	+6.9	
Nov	+9.8*	Nov	Aug	+7.3*	

\* 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.