

**Table 1: Value index and value of retail sales by broad type of retail outlet for November and December 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 (%)		
	Nov 2009 (Revised figures)	Dec 2009 (Provisional figures)	Nov 2009 (Revised figures)	Dec 2009 (Provisional figures)	Nov 2009 over Nov 2008	Dec 2009 over Dec 2008	Jan - Dec 2009 over Jan - Dec 2008
<b><u>All retail outlets</u></b>	<b>136.2</b>	<b>174.8</b>	<b>22,899</b>	<b>29,390</b>	<b>+11.9</b>	<b>+16.0</b>	<b>+0.6</b>
<b><u>By broad type of retail outlet</u></b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>138.6</b>	<b>150.2</b>	<b>2,453</b>	<b>2,660</b>	<b>+3.8</b>	<b>+4.8</b>	<b>+3.6</b>
• Fish, livestock and poultry, fresh or frozen	137.9	155.8	724	819	+0.9	+1.1	+4.1
• Fruits and vegetables, fresh	79.4	89.5	132	149	+1.5	+2.7	-1.7
• Bread, pastry, confectionery and biscuits	115.2	132.4	468	538	+3.8	+3.7	-0.2
• Alcoholic drinks and tobacco	189.6	229.2	348	420	+23.3	+32.4	+17.3
• Other foodstuffs	159.8	150.2	781	734	-0.3	-1.6	+1.3
<b>Supermarkets<sup>(1)</sup></b>	<b>121.3</b>	<b>129.8</b>	<b>2,757</b>	<b>2,951</b>	<b>-0.7</b>	<b>-0.2</b>	<b>+3.3</b>
<b>Fuels</b>	<b>129.3</b>	<b>137.6</b>	<b>647</b>	<b>689</b>	<b>+4.4</b>	<b>+4.4</b>	<b>-9.7</b>
<b>Clothing, footwear and allied products</b>	<b>137.7</b>	<b>188.4</b>	<b>3,088</b>	<b>4,227</b>	<b>+12.2</b>	<b>+13.6</b>	<b>-0.8</b>
• Wearing apparel	138.9	190.6	2,673	3,668	+13.6	+16.0	-0.9
• Footwear, allied products and other clothing accessories	130.0	175.1	415	559	+4.1	#	-0.7
<b>Consumer durable goods</b>	<b>122.9</b>	<b>148.3</b>	<b>3,455</b>	<b>4,167</b>	<b>+20.9</b>	<b>+16.9</b>	<b>-5.8</b>
• Motor vehicles and parts	140.6	146.4	1,024	1,067	+52.1	+30.9	-18.8
• Electrical goods and photographic equipment	120.0	164.3	1,633	2,236	+11.4	+16.2	-0.2
• Furniture and fixtures	130.1	136.4	541	567	+7.8	+5.3	-1.8
• Other consumer durable goods, not elsewhere classified	83.8	97.2	256	297	+19.0	+3.8	-2.3
<b>Department stores</b>	<b>163.4</b>	<b>206.9</b>	<b>2,819</b>	<b>3,568</b>	<b>+10.0</b>	<b>+9.9</b>	<b>+1.2</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>174.9</b>	<b>263.5</b>	<b>3,786</b>	<b>5,703</b>	<b>+26.5</b>	<b>+47.4</b>	<b>+5.0</b>
<b>Other consumer goods</b>	<b>117.0</b>	<b>163.0</b>	<b>3,894</b>	<b>5,424</b>	<b>+9.8</b>	<b>+13.6</b>	<b>+1.2</b>
• Books, newspapers, stationery and gifts	92.1	111.7	431	522	-1.5	+1.6	-4.3
• Chinese drugs and herbs	120.6	165.8	293	403	+13.2	+1.5	+0.9
• Optical shops	103.2	128.8	136	169	+3.0	+6.4	-4.3
• Medicines and cosmetics	130.1	168.5	1,597	2,068	+13.1	+16.7	+9.3
• Other consumer goods, not elsewhere classified	114.3	179.9	1,438	2,262	+10.0	+17.0	-3.7

(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>123.1</i>	<i>134.1</i>	<i>3,046</i>	<i>3,319</i>	<i>-1.4</i>	<i>+0.3</i>	<i>+2.7</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 November and December 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 (%)		
	Nov 2009 (Revised figures)	Dec 2009 (Provisional figures)	Nov 2009 over Nov 2008	Dec 2009 over Dec 2008	Jan - Dec 2009 over Jan - Dec 2008
<b>All retail outlets</b>	<b>119.9</b>	<b>153.4</b>	<b>+10.0</b>	<b>+11.3</b>	<b>-0.8</b>
<b>By broad type of retail outlet</b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>110.6</b>	<b>119.0</b>	<b>+2.2</b>	<b>+2.1</b>	<b>+0.2</b>
• Fish, livestock and poultry, fresh or frozen	100.0	111.0	+4.5	+2.6	+2.7
• Fruits and vegetables, fresh	59.2	66.9	+4.2	-0.9	-0.3
• Bread, pastry, confectionery and biscuits	98.6	113.5	+4.0	+4.2	-1.9
• Alcoholic drinks and tobacco	160.3	193.8	+2.3	+9.8	+0.7
• Other foodstuffs	130.8	121.9	-1.1	-3.5	-0.7
<b>Supermarkets<sup>(1)</sup></b>	<b>102.1</b>	<b>109.5</b>	<b>-3.8</b>	<b>-3.8</b>	<b>-1.4</b>
<b>Fuels</b>	<b>124.9</b>	<b>132.3</b>	<b>+11.3</b>	<b>+1.1</b>	<b>+5.5</b>
<b>Clothing, footwear and allied products</b>	<b>113.7</b>	<b>162.8</b>	<b>+8.3</b>	<b>+8.6</b>	<b>-4.2</b>
• Wearing apparel	110.6	159.5	+7.8	+9.6	-5.0
• Footwear, allied products and other clothing accessories	131.8	182.4	+10.8	+3.6	+0.7
<b>Consumer durable goods</b>	<b>147.6</b>	<b>180.6</b>	<b>+24.2</b>	<b>+20.5</b>	<b>-0.8</b>
• Motor vehicles and parts	141.9	149.1	+51.8	+29.8	-17.1
• Electrical goods and photographic equipment	169.0	227.3	+19.5	+23.0	+7.0
• Furniture and fixtures	118.7	127.0	+5.3	+4.0	-3.9
• Other consumer durable goods, not elsewhere classified	104.8	120.6	+21.1	+4.7	+0.5
<b>Department stores</b>	<b>150.0</b>	<b>193.3</b>	<b>+10.5</b>	<b>+9.3</b>	<b>+0.2</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>117.5</b>	<b>172.0</b>	<b>+14.7</b>	<b>+30.4</b>	<b>+2.5</b>
<b>Other consumer goods</b>	<b>103.3</b>	<b>142.9</b>	<b>+7.8</b>	<b>+8.4</b>	<b>-1.9</b>
• Books, newspapers, stationery and gifts	82.4	99.7	-3.8	-1.3	-8.0
• Chinese drugs and herbs	101.3	137.8	+10.9	-1.7	-1.8
• Optical shops	90.5	112.8	+2.0	+5.3	-5.5
• Medicines and cosmetics	114.7	146.8	+10.9	+13.8	+6.0
• Other consumer goods, not elsewhere classified	101.6	159.4	+8.3	+8.4	-6.2

(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>104.5</i>	<i>114.5</i>	<i>-4.2</i>	<i>-2.9</i>	<i>-1.7</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, October 2008 to December 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 Oct	-4.2	2008 Oct	2008 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	+10.0	Nov	Aug	+7.3	
Dec	+11.3*	Dec	Sep	+8.6*	

\* 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.