

**Table 1: Value index and value of retail sales by broad type of retail outlet for December 2009 and January 2010**

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 (%)	
	Dec 2009 (Revised figures)	Jan 2010 (Provisional figures)	Dec 2009 (Revised figures)	Jan 2010 (Provisional figures)	Dec 2009 over Dec 2008	Jan 2010 over Jan 2009
<b><u>All retail outlets</u></b>	<b>174.9</b>	<b>174.4</b>	<b>29,409</b>	<b>29,329</b>	<b>+16.1</b>	<b>+6.6</b>
<b><u>By broad type of retail outlet</u></b>						
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>150.5</b>	<b>160.3</b>	<b>2,665</b>	<b>2,838</b>	<b>+5.0</b>	<b>+1.3</b>
• Fish, livestock and poultry, fresh or frozen	156.3	178.8	821	939	+1.4	+0.7
• Fruits and vegetables, fresh	89.5	99.7	149	166	+2.7	+3.1
• Bread, pastry, confectionery and biscuits	132.6	120.3	539	489	+3.8	-7.9
• Alcoholic drinks and tobacco	229.2	244.1	420	447	+32.4	+21.7
• Other foodstuffs	150.7	162.9	736	796	-1.3	-1.5
<b>Supermarkets<sup>(1)</sup></b>	<b>129.8</b>	<b>134.4</b>	<b>2,951</b>	<b>3,056</b>	<b>-0.2</b>	<b>-12.6</b>
<b>Fuels</b>	<b>137.6</b>	<b>136.8</b>	<b>689</b>	<b>685</b>	<b>+4.4</b>	<b>+10.6</b>
<b>Clothing, footwear and allied products</b>	<b>188.4</b>	<b>184.0</b>	<b>4,226</b>	<b>4,129</b>	<b>+13.5</b>	<b>+2.4</b>
• Wearing apparel	190.5	177.5	3,666	3,414	+15.9	+6.7
• Footwear, allied products and other clothing accessories	175.3	223.6	560	715	+0.2	-14.0
<b>Consumer durable goods</b>	<b>148.4</b>	<b>146.0</b>	<b>4,171</b>	<b>4,104</b>	<b>+17.0</b>	<b>+23.0</b>
• Motor vehicles and parts	146.4	143.9	1,067	1,049	+30.9	+59.3
• Electrical goods and photographic equipment	164.5	150.2	2,238	2,044	+16.3	+8.7
• Furniture and fixtures	136.9	169.6	569	705	+5.6	+19.8
• Other consumer durable goods, not elsewhere classified	97.3	100.4	297	307	+3.9	+46.6
<b>Department stores</b>	<b>206.9</b>	<b>172.7</b>	<b>3,568</b>	<b>2,978</b>	<b>+9.9</b>	<b>-0.6</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>263.8</b>	<b>256.2</b>	<b>5,709</b>	<b>5,544</b>	<b>+47.6</b>	<b>+26.6</b>
<b>Other consumer goods</b>	<b>163.2</b>	<b>180.2</b>	<b>5,430</b>	<b>5,995</b>	<b>+13.7</b>	<b>+2.3</b>
• Books, newspapers, stationery and gifts	111.5	134.8	522	631	+1.5	+0.4
• Chinese drugs and herbs	165.7	159.9	403	389	+1.5	-5.3
• Optical shops	128.8	133.1	169	175	+6.4	+6.0
• Medicines and cosmetics	169.1	192.0	2,075	2,356	+17.1	+5.9
• Other consumer goods, not elsewhere classified	179.8	194.4	2,261	2,445	+16.9	+0.5

(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>134.1</i>	<i>135.0</i>	<i>3,319</i>	<i>3,341</i>	<i>+0.3</i>	<i>-14.3</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 are compiled based on the HSIC Version 2.0.

**Table 2: Volume index of retail sales by broad type of retail outlet for December 2009 and January 2010**

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Average of monthly indices from Oct. 2004 to Sep. 2005 = 100)		Percentage Change (%)	
	Dec 2009 (Revised figures)	Jan 2010 (Provisional figures)	Dec 2009 over Dec 2008	Jan 2010 over Jan 2009
<b><u>All retail outlets</u></b>	<b>153.5</b>	<b>154.2</b>	<b>+11.4</b>	<b>+3.2</b>
<b><u>By broad type of retail outlet</u></b>				
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>119.2</b>	<b>125.4</b>	<b>+2.3</b>	<b>-0.7</b>
• Fish, livestock and poultry, fresh or frozen	111.3	125.5	+2.9	+7.0
• Fruits and vegetables, fresh	66.9	72.5	-0.9	+1.9
• Bread, pastry, confectionery and biscuits	113.6	103.1	+4.4	-7.3
• Alcoholic drinks and tobacco	193.8	206.4	+9.8	+0.4
• Other foodstuffs	122.3	131.3	-3.2	-4.4
<b>Supermarkets<sup>(1)</sup></b>	<b>109.5</b>	<b>112.9</b>	<b>-3.8</b>	<b>-15.5</b>
<b>Fuels</b>	<b>132.3</b>	<b>123.7</b>	<b>+1.1</b>	<b>+0.2</b>
<b>Clothing, footwear and allied products</b>	<b>162.7</b>	<b>168.9</b>	<b>+8.6</b>	<b>-0.5</b>
• Wearing apparel	159.4	158.1	+9.6	+2.4
• Footwear, allied products and other clothing accessories	182.6	233.7	+3.7	-10.8
<b>Consumer durable goods</b>	<b>180.7</b>	<b>176.4</b>	<b>+20.6</b>	<b>+24.5</b>
• Motor vehicles and parts	149.1	145.1	+29.8	+56.8
• Electrical goods and photographic equipment	227.4	210.7	+23.0	+14.5
• Furniture and fixtures	127.4	156.0	+4.3	+17.8
• Other consumer durable goods, not elsewhere classified	120.7	126.3	+4.8	+51.6
<b>Department stores</b>	<b>192.9</b>	<b>162.4</b>	<b>+9.0</b>	<b>-1.7</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>172.2</b>	<b>170.3</b>	<b>+30.6</b>	<b>+15.5</b>
<b>Other consumer goods</b>	<b>143.1</b>	<b>158.9</b>	<b>+8.5</b>	<b>-2.1</b>
• Books, newspapers, stationery and gifts	99.6	120.4	-1.4	-2.2
• Chinese drugs and herbs	137.8	131.6	-1.7	-9.2
• Optical shops	112.8	116.6	+5.3	+4.6
• Medicines and cosmetics	147.3	167.2	+14.2	+3.2
• Other consumer goods, not elsewhere classified	159.3	174.7	+8.3	-6.0

(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>114.4</i>	<i>114.6</i>	<i>-3.0</i>	<i>-17.1</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, November 2008 to January 2010**

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	Nov	-2.6	2008 Nov	2008 Aug	-3.7
	Dec	-0.5	Dec	Sep	-4.3
2009	Jan	+5.4	2009 Jan	Oct	-0.9
	Feb	-13.9	Feb	Nov	-0.5
	Mar	-9.2	Mar	Dec	-1.2
	Apr	-5.4	Apr	2009 Jan	-3.4
	May	-6.4	May	Feb	-2.5
	Jun	-4.1	Jun	Mar	+0.1
	Jul	-5.2	Jul	Apr	+1.6
	Aug	-0.9	Aug	May	+3.4
	Sep	+1.2	Sep	Jun	+3.8
	Oct	+8.3	Oct	Jul	+5.6
	Nov	+10.0	Nov	Aug	+6.1
	Dec	+11.4	Dec	Sep	+6.8
2010	Jan	+3.2*	2010 Jan	Oct	+8.0*

\* 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. 2009 is the percentage change of the average monthly index for Oct., Nov. and Dec. 2009 compared with the average monthly index for Jul., Aug. and Sep. 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.