

Table 1: Value index and value of retail sales by broad type of retail outlet for January and February 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 (%)		
	Jan 2010 (Revised figures)	Feb 2010 (Provisional figures)	Jan 2010 (Revised figures)	Feb 2010 (Provisional figures)	Jan 2010 over Jan 2009	Feb 2010 over Feb 2009	Jan - Feb 2010 over Jan - Feb 2009
<u>All retail outlets</u>	174.3	160.2	29,308	26,932	+6.5	+35.8	+18.8
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	159.9	155.8	2,831	2,758	+1.1	+37.6	+16.3
• Fish, livestock and poultry, fresh or frozen	178.4	182.5	937	959	+0.5	+28.9	+13.1
• Fruits and vegetables, fresh	99.7	75.3	166	126	+3.1	+2.5	+2.8
• Bread, pastry, confectionery and biscuits	120.8	134.1	491	545	-7.6	+35.6	+11.0
• Alcoholic drinks and tobacco	243.6	243.2	447	446	+21.5	+55.5	+36.4
• Other foodstuffs	161.6	139.6	790	683	-2.3	+52.2	+17.2
Supermarkets⁽¹⁾	134.4	141.5	3,056	3,217	-12.6	+27.0	+4.0
Fuels	137.2	116.5	687	583	+10.9	+9.9	+10.4
Clothing, footwear and allied products	183.9	166.7	4,124	3,739	+2.3	+44.0	+18.7
• Wearing apparel	177.3	165.1	3,410	3,176	+6.6	+40.1	+20.5
• Footwear, allied products and other clothing accessories	223.5	176.1	714	563	-14.0	+71.3	+10.1
Consumer durable goods	146.1	130.2	4,107	3,661	+23.1	+37.9	+29.6
• Motor vehicles and parts	143.9	116.9	1,049	852	+59.3	+55.3	+57.5
• Electrical goods and photographic equipment	150.2	155.1	2,044	2,111	+8.7	+37.6	+21.7
• Furniture and fixtures	169.8	111.8	706	465	+20.0	+17.3	+18.9
• Other consumer durable goods, not elsewhere classified	100.7	76.4	307	233	+47.1	+32.1	+40.2
Department stores	172.2	162.2	2,969	2,797	-0.9	+49.3	+18.4
Jewellery, watches and clocks, and valuable gifts	256.2	224.1	5,543	4,849	+26.6	+47.8	+35.7
Other consumer goods	180.1	160.2	5,991	5,328	+2.2	+22.1	+10.7
• Books, newspapers, stationery and gifts	135.0	99.6	631	466	+0.5	-5.0	-1.9
• Chinese drugs and herbs	160.4	148.1	390	360	-5.0	+32.2	+9.8
• Optical shops	133.1	156.7	175	206	+6.0	+6.4	+6.2
• Medicines and cosmetics	192.3	174.2	2,360	2,137	+6.1	+33.6	+17.6
• Other consumer goods, not elsewhere classified	193.7	171.7	2,435	2,159	+0.1	+19.5	+8.4

(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>	135.0	144.6	3,341	3,577	-14.3	+29.0	+3.7
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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 January and February 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 (%)		
	Jan 2010 (Revised figures)	Feb 2010 (Provisional figures)	Jan 2010 over Jan 2009	Feb 2010 over Feb 2009	Jan - Feb 2010 over Jan - Feb 2009
<u>All retail outlets</u>	154.2	142.9	+3.2	+31.5	+15.1
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	125.0	118.6	-1.0	+31.2	+12.4
• Fish, livestock and poultry, fresh or frozen	125.3	120.4	+6.7	+25.6	+15.2
• Fruits and vegetables, fresh	72.5	47.0	+1.9	-16.9	-6.4
• Bread, pastry, confectionery and biscuits	103.5	114.7	-7.0	+36.0	+11.6
• Alcoholic drinks and tobacco	206.0	205.8	+0.2	+31.3	+13.7
• Other foodstuffs	130.3	111.6	-5.2	+46.3	+13.2
Supermarkets⁽¹⁾	112.9	119.4	-15.5	+23.8	+1.0
Fuels	124.0	104.2	+0.5	-0.1	+0.2
Clothing, footwear and allied products	168.7	157.5	-0.6	+39.9	+15.5
• Wearing apparel	157.9	153.1	+2.3	+34.7	+16.0
• Footwear, allied products and other clothing accessories	233.5	183.4	-10.8	+73.7	+13.4
Consumer durable goods	176.5	161.6	+24.5	+42.2	+32.4
• Motor vehicles and parts	145.2	117.9	+56.9	+53.2	+55.2
• Electrical goods and photographic equipment	210.7	217.4	+14.4	+44.3	+27.9
• Furniture and fixtures	156.2	103.0	+18.0	+15.7	+17.1
• Other consumer durable goods, not elsewhere classified	126.7	96.9	+52.1	+39.6	+46.4
Department stores	163.4	153.9	-1.1	+45.7	+17.2
Jewellery, watches and clocks, and valuable gifts	170.3	151.4	+15.6	+36.9	+24.7
Other consumer goods	158.7	141.0	-2.2	+16.6	+5.8
• Books, newspapers, stationery and gifts	120.5	88.9	-2.1	-7.6	-4.5
• Chinese drugs and herbs	132.0	120.9	-9.0	+25.9	+4.9
• Optical shops	116.6	137.3	+4.6	+5.4	+5.0
• Medicines and cosmetics	167.5	151.7	+3.4	+30.6	+14.8
• Other consumer goods, not elsewhere classified	174.0	154.2	-6.4	+11.3	+1.2

(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>114.7</i>	<i>123.5</i>	<i>-17.0</i>	<i>+26.0</i>	<i>+0.8</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, December 2008 to February 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 ⁽¹⁾⁽²⁾ (%)	
2008 Dec	-0.5	2008 Dec	2008 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	
Feb	+31.5*	Feb	Nov	+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 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.