

Table 1: Value index and value of retail sales by broad type of retail outlet for February and March 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 (%)		
	Feb 2010 (Revised figures)	Mar 2010 (Provisional figures)	Feb 2010 (Revised figures)	Mar 2010 (Provisional figures)	Feb 2010 over Feb 2009	Mar 2010 over Mar 2009	Jan - Mar 2010 over Jan - Mar 2009
<u>All retail outlets</u>	160.1	147.1	26,925	24,739	+35.8	+19.0	+18.8
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	155.8	137.2	2,758	2,430	+37.7	+6.8	+13.3
• Fish, livestock and poultry, fresh or frozen	182.5	158.9	959	835	+28.9	+3.9	+10.2
• Fruits and vegetables, fresh	75.3	110.2	126	184	+2.4	+3.3	+3.0
• Bread, pastry, confectionery and biscuits	134.2	114.6	545	466	+35.7	+10.8	+11.0
• Alcoholic drinks and tobacco	243.2	200.2	446	367	+55.5	+15.0	+29.4
• Other foodstuffs	139.7	118.4	683	579	+52.2	+4.5	+13.3
Supermarkets⁽¹⁾	141.5	125.5	3,217	2,853	+27.0	+1.6	+3.3
Fuels	116.5	138.6	583	694	+9.9	+16.6	+12.5
Clothing, footwear and allied products	167.5	139.6	3,758	3,132	+44.8	+21.4	+19.6
• Wearing apparel	166.1	142.3	3,196	2,738	+40.9	+22.8	+21.4
• Footwear, allied products and other clothing accessories	176.1	123.4	563	394	+71.3	+12.8	+10.8
Consumer durable goods	130.2	151.7	3,659	4,263	+37.8	+27.6	+28.9
• Motor vehicles and parts	116.4	159.8	848	1,164	+54.6	+48.2	+53.7
• Electrical goods and photographic equipment	155.1	167.8	2,111	2,284	+37.7	+23.3	+22.3
• Furniture and fixtures	112.2	127.9	466	531	+17.7	+8.2	+15.4
• Other consumer durable goods, not elsewhere classified	76.4	92.7	233	283	+32.2	+33.4	+37.8
Department stores	162.2	132.4	2,797	2,283	+49.3	+17.5	+18.2
Jewellery, watches and clocks, and valuable gifts	223.2	197.3	4,829	4,269	+47.2	+41.3	+37.1
Other consumer goods	160.0	144.7	5,323	4,816	+22.0	+13.8	+11.6
• Books, newspapers, stationery and gifts	99.7	101.0	466	473	-5.0	+5.2	+0.1
• Chinese drugs and herbs	148.8	135.3	362	329	+32.8	+14.0	+11.2
• Optical shops	156.7	137.1	206	180	+6.4	+11.5	+7.8
• Medicines and cosmetics	174.1	158.6	2,137	1,946	+33.6	+14.8	+16.7
• Other consumer goods, not elsewhere classified	171.1	150.2	2,152	1,888	+19.2	+15.2	+10.2

(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>	144.6	125.1	3,577	3,096	+29.0	+1.5	+3.0
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(2) The sum of individual items might not exactly tally with the respective total shown above 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 February and March 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 (%)		
	Feb 2010 (Revised figures)	Mar 2010 (Provisional figures)	Feb 2010 over Feb 2009	Mar 2010 over Mar 2009	Jan - Mar 2010 over Jan - Mar 2009
<u>All retail outlets</u>	142.9	132.4	+31.5	+17.2	+15.8
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	118.6	106.2	+31.2	+6.6	+10.6
• Fish, livestock and poultry, fresh or frozen	120.4	111.0	+25.6	+4.6	+11.7
• Fruits and vegetables, fresh	47.0	74.9	-17.0	-2.8	-5.1
• Bread, pastry, confectionery and biscuits	114.8	97.8	+36.1	+10.8	+11.4
• Alcoholic drinks and tobacco	205.8	169.4	+31.3	+15.5	+14.2
• Other foodstuffs	111.6	94.8	+46.3	+3.1	+10.2
Supermarkets⁽¹⁾	119.4	104.4	+23.8	+0.3	+0.8
Fuels	104.2	123.0	-0.1	+5.2	+1.9
Clothing, footwear and allied products	158.3	127.1	+40.6	+23.7	+17.9
• Wearing apparel	154.1	127.2	+35.5	+25.6	+18.9
• Footwear, allied products and other clothing accessories	183.4	126.1	+73.7	+13.5	+13.5
Consumer durable goods	161.5	190.2	+42.2	+32.0	+32.2
• Motor vehicles and parts	117.4	169.2	+52.5	+49.7	+52.8
• Electrical goods and photographic equipment	217.4	240.1	+44.3	+30.1	+28.7
• Furniture and fixtures	103.4	117.5	+16.2	+6.9	+13.8
• Other consumer durable goods, not elsewhere classified	96.9	117.2	+39.6	+38.8	+43.7
Department stores	153.9	124.5	+45.7	+15.9	+16.8
Jewellery, watches and clocks, and valuable gifts	150.7	131.9	+36.2	+27.7	+25.3
Other consumer goods	140.7	126.3	+16.4	+9.5	+6.8
• Books, newspapers, stationery and gifts	89.0	90.2	-7.6	+4.2	-2.0
• Chinese drugs and herbs	121.4	110.1	+26.5	+8.2	+6.1
• Optical shops	137.3	118.9	+5.4	+9.3	+6.4
• Medicines and cosmetics	151.6	137.9	+30.6	+11.7	+13.8
• Other consumer goods, not elsewhere classified	153.4	132.3	+10.7	+8.9	+3.1

(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>123.5</i>	<i>105.1</i>	<i>+26.0</i>	<i>+0.1</i>	<i>+0.6</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, January 2009 to March 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⁾ (%)
2009 Jan	+5.4	2009 Jan	2008 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
Mar	+17.2*	Mar	Dec	+5.3*

* 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 become 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.