

**Table 1: Value index and value of retail sales by broad type of retail outlet for March and April 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 (%)		
	Mar 2010 (Revised figures)	Apr 2010 (Provisional figures)	Mar 2010 (Revised figures)	Apr 2010 (Provisional figures)	Mar 2010 over Mar 2009	Apr 2010 over Apr 2009	Jan - Apr 2010 over Jan - Apr 2009
<b><u>All retail outlets</u></b>	<b>147.2</b>	<b>149.3</b>	<b>24,753</b>	<b>25,096</b>	<b>+19.0</b>	<b>+15.6</b>	<b>+18.0</b>
<b><u>By broad type of retail outlet</u></b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>137.3</b>	<b>143.6</b>	<b>2,431</b>	<b>2,543</b>	<b>+6.9</b>	<b>+9.4</b>	<b>+12.4</b>
• Fish, livestock and poultry, fresh or frozen	158.9	160.3	835	842	+3.9	+3.2	+8.4
• Fruits and vegetables, fresh	110.2	117.0	184	195	+3.3	+4.5	+3.4
• Bread, pastry, confectionery and biscuits	114.6	110.4	466	449	+10.8	+10.8	+10.9
• Alcoholic drinks and tobacco	200.2	209.8	367	385	+15.0	+22.6	+27.7
• Other foodstuffs	118.7	137.6	580	672	+4.8	+11.6	+13.0
<b>Supermarkets<sup>(1)</sup></b>	<b>125.5</b>	<b>124.4</b>	<b>2,853</b>	<b>2,829</b>	<b>+1.6</b>	<b>+2.9</b>	<b>+3.2</b>
<b>Fuels</b>	<b>138.5</b>	<b>138.9</b>	<b>693</b>	<b>695</b>	<b>+16.5</b>	<b>+11.4</b>	<b>+12.2</b>
<b>Clothing, footwear and allied products</b>	<b>139.5</b>	<b>138.9</b>	<b>3,129</b>	<b>3,117</b>	<b>+21.3</b>	<b>+11.0</b>	<b>+17.6</b>
• Wearing apparel	142.1	144.1	2,735	2,773	+22.6	+10.3	+18.6
• Footwear, allied products and other clothing accessories	123.3	107.8	394	344	+12.7	+16.7	+11.7
<b>Consumer durable goods</b>	<b>152.3</b>	<b>145.5</b>	<b>4,280</b>	<b>4,091</b>	<b>+28.1</b>	<b>+26.0</b>	<b>+28.3</b>
• Motor vehicles and parts	159.8	161.2	1,164	1,175	+48.2	+56.7	+54.5
• Electrical goods and photographic equipment	168.9	147.9	2,299	2,013	+24.1	+19.8	+21.9
• Furniture and fixtures	128.1	139.9	532	581	+8.3	+11.8	+14.5
• Other consumer durable goods, not elsewhere classified	93.1	105.3	284	321	+34.0	+8.9	+28.4
<b>Department stores</b>	<b>132.2</b>	<b>128.3</b>	<b>2,280</b>	<b>2,212</b>	<b>+17.4</b>	<b>+13.2</b>	<b>+17.0</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>197.3</b>	<b>201.5</b>	<b>4,269</b>	<b>4,359</b>	<b>+41.3</b>	<b>+35.8</b>	<b>+36.8</b>
<b>Other consumer goods</b>	<b>144.8</b>	<b>157.8</b>	<b>4,817</b>	<b>5,250</b>	<b>+13.8</b>	<b>+9.3</b>	<b>+11.0</b>
• Books, newspapers, stationery and gifts	101.1	122.6	473	574	+5.2	+2.3	+0.7
• Chinese drugs and herbs	135.1	140.0	328	340	+13.9	+16.2	+12.4
• Optical shops	137.1	147.5	180	194	+11.5	+7.4	+7.7
• Medicines and cosmetics	158.6	170.5	1,947	2,093	+14.8	+11.5	+15.4
• Other consumer goods, not elsewhere classified	150.2	162.9	1,889	2,049	+15.3	+8.4	+9.7

(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>	125.1	124.5	3,096	3,080	+1.5	+3.4	+3.1
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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 March and April 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 (%)		
	Mar 2010 (Revised figures)	Apr 2010 (Provisional figures)	Mar 2010 over Mar 2009	Apr 2010 over Apr 2009	Jan - Apr 2010 over Jan - Apr 2009
<b><u>All retail outlets</u></b>	<b>132.6</b>	<b>131.0</b>	<b>+17.3</b>	<b>+12.4</b>	<b>+15.0</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>106.2</b>	<b>111.5</b>	<b>+6.7</b>	<b>+8.5</b>	<b>+10.1</b>
• Fish, livestock and poultry, fresh or frozen	111.0	112.9	+4.6	+4.1	+9.8
• Fruits and vegetables, fresh	74.9	82.3	-2.8	-7.4	-5.8
• Bread, pastry, confectionery and biscuits	97.8	93.6	+10.8	+10.1	+11.1
• Alcoholic drinks and tobacco	169.4	177.5	+15.5	+23.1	+16.2
• Other foodstuffs	95.1	109.9	+3.3	+9.6	+10.1
<b>Supermarkets<sup>(1)</sup></b>	<b>104.4</b>	<b>103.8</b>	<b>+0.3</b>	<b>+0.8</b>	<b>+0.8</b>
<b>Fuels</b>	<b>122.9</b>	<b>121.8</b>	<b>+5.1</b>	<b>-0.7</b>	<b>+1.2</b>
<b>Clothing, footwear and allied products</b>	<b>126.9</b>	<b>116.8</b>	<b>+23.6</b>	<b>+9.2</b>	<b>+16.0</b>
• Wearing apparel	127.1	118.4	+25.4	+8.4	+16.5
• Footwear, allied products and other clothing accessories	126.0	107.4	+13.4	+14.6	+13.6
<b>Consumer durable goods</b>	<b>191.0</b>	<b>178.0</b>	<b>+32.5</b>	<b>+28.4</b>	<b>+31.4</b>
• Motor vehicles and parts	169.2	164.5	+49.7	+54.0	+53.1
• Electrical goods and photographic equipment	241.5	210.5	+30.8	+26.1	+28.2
• Furniture and fixtures	117.7	127.3	+7.1	+9.8	+12.8
• Other consumer durable goods, not elsewhere classified	117.8	134.7	+39.6	+12.5	+33.4
<b>Department stores</b>	<b>124.4</b>	<b>117.2</b>	<b>+15.8</b>	<b>+9.9</b>	<b>+15.3</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>131.9</b>	<b>131.6</b>	<b>+27.7</b>	<b>+22.1</b>	<b>+24.6</b>
<b>Other consumer goods</b>	<b>126.3</b>	<b>137.8</b>	<b>+9.5</b>	<b>+5.4</b>	<b>+6.5</b>
• Books, newspapers, stationery and gifts	90.2	109.4	+4.3	+1.8	-1.0
• Chinese drugs and herbs	109.9	113.6	+8.1	+10.3	+7.0
• Optical shops	118.9	127.9	+9.3	+5.1	+6.0
• Medicines and cosmetics	138.0	147.1	+11.7	+8.1	+12.4
• Other consumer goods, not elsewhere classified	132.4	145.0	+9.0	+3.2	+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>105.1</i>	<i>104.6</i>	<i>+0.1</i>	<i>+1.2</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, February 2009 to April 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> (%)
2009 Feb	-13.9	2009 Feb	2008 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	+17.3	Mar	Dec	+5.3
Apr	+12.4*	Apr	2010 Jan	+0.1*

\* 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.