

**Table 1: Value index and value of retail sales by broad type of retail outlet for July and August 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 (%)		
	Jul 2010 (Revised figures)	Aug 2010 (Provisional figures)	Jul 2010 (Revised figures)	Aug 2010 (Provisional figures)	Jul 2010 over Jul 2009	Aug 2010 over Aug 2009	Jan - Aug 2010 over Jan - Aug 2009
<b><u>All retail outlets</u></b>	<b>162.1</b>	<b>157.7</b>	<b>27,258</b>	<b>26,523</b>	<b>+19.2</b>	<b>+16.9</b>	<b>+17.9</b>
<b><u>By broad type of retail outlet</u></b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>131.3</b>	<b>139.8</b>	<b>2,324</b>	<b>2,475</b>	<b>+10.3</b>	<b>+7.5</b>	<b>+10.9</b>
• Fish, livestock and poultry, fresh or frozen	122.3	130.1	643	683	+5.8	+3.2	+6.0
• Fruits and vegetables, fresh	117.4	119.5	196	199	-2.2	+2.1	+1.8
• Bread, pastry, confectionery and biscuits	116.0	124.4	471	505	+17.1	+20.2	+14.1
• Alcoholic drinks and tobacco	212.8	207.6	390	381	+20.9	+8.6	+23.7
• Other foodstuffs	127.6	144.5	624	707	+8.7	+5.0	+10.5
<b>Supermarkets<sup>(1)</sup></b>	<b>139.9</b>	<b>140.1</b>	<b>3,180</b>	<b>3,184</b>	<b>+6.4</b>	<b>+4.9</b>	<b>+3.6</b>
<b>Fuels</b>	<b>147.1</b>	<b>146.9</b>	<b>736</b>	<b>736</b>	<b>+8.1</b>	<b>+5.7</b>	<b>+9.7</b>
<b>Clothing, footwear and allied products</b>	<b>164.5</b>	<b>139.1</b>	<b>3,691</b>	<b>3,120</b>	<b>+17.1</b>	<b>+13.5</b>	<b>+16.0</b>
• Wearing apparel	166.8	135.5	3,208	2,607	+16.5	+14.2	+16.4
• Footwear, allied products and other clothing accessories	151.2	160.4	483	513	+20.6	+10.1	+13.5
<b>Consumer durable goods</b>	<b>155.5</b>	<b>158.4</b>	<b>4,372</b>	<b>4,451</b>	<b>+29.3</b>	<b>+25.8</b>	<b>+27.4</b>
• Motor vehicles and parts	197.3	151.1	1,438	1,101	+73.4	+52.9	+56.4
• Electrical goods and photographic equipment	143.5	159.2	1,952	2,167	+15.7	+16.0	+19.8
• Furniture and fixtures	148.0	158.0	615	657	+11.8	+11.0	+13.4
• Other consumer durable goods, not elsewhere classified	120.1	172.3	367	526	+16.3	+47.1	+23.1
<b>Department stores</b>	<b>149.0</b>	<b>147.1</b>	<b>2,569</b>	<b>2,537</b>	<b>+20.2</b>	<b>+10.8</b>	<b>+17.4</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>238.6</b>	<b>237.4</b>	<b>5,163</b>	<b>5,138</b>	<b>+36.7</b>	<b>+37.2</b>	<b>+37.3</b>
<b>Other consumer goods</b>	<b>157.0</b>	<b>146.8</b>	<b>5,223</b>	<b>4,883</b>	<b>+12.4</b>	<b>+12.8</b>	<b>+11.8</b>
• Books, newspapers, stationery and gifts	133.1	153.2	622	717	+9.2	+17.0	+5.2
• Chinese drugs and herbs	141.8	151.3	345	368	+0.1	+7.2	+9.2
• Optical shops	150.9	143.8	198	189	+16.0	+8.3	+9.4
• Medicines and cosmetics	164.9	156.0	2,024	1,914	+18.2	+16.0	+15.8
• Other consumer goods, not elsewhere classified	161.7	134.8	2,033	1,695	+10.0	+9.4	+10.6

(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>	139.4	139.3	3,450	3,446	+6.8	+5.0	+3.7
---	-------	-------	-------	-------	------	------	------

(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 July and August 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 (%)		
	Jul 2010 (Revised figures)	Aug 2010 (Provisional figures)	Jul 2010 over Jul 2009	Aug 2010 over Aug 2009	Jan - Aug 2010 over Jan - Aug 2009
<b><u>All retail outlets</u></b>	<b>143.9</b>	<b>141.0</b>	<b>+16.2</b>	<b>+14.7</b>	<b>+14.9</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>101.4</b>	<b>108.1</b>	<b>+7.3</b>	<b>+4.5</b>	<b>+8.5</b>
• Fish, livestock and poultry, fresh or frozen	84.4	90.4	+3.3	+0.1	+5.8
• Fruits and vegetables, fresh	81.8	84.0	-11.9	-5.1	-7.2
• Bread, pastry, confectionery and biscuits	96.8	103.8	+14.3	+16.8	+12.9
• Alcoholic drinks and tobacco	178.7	174.3	+20.2	+8.2	+17.5
• Other foodstuffs	101.3	114.1	+4.7	+0.9	+7.3
<b>Supermarkets<sup>(1)</sup></b>	<b>116.7</b>	<b>117.2</b>	<b>+4.7</b>	<b>+4.2</b>	<b>+1.7</b>
<b>Fuels</b>	<b>132.2</b>	<b>131.6</b>	<b>+4.0</b>	<b>+3.5</b>	<b>+2.1</b>
<b>Clothing, footwear and allied products</b>	<b>150.5</b>	<b>131.2</b>	<b>+15.2</b>	<b>+11.7</b>	<b>+14.2</b>
• Wearing apparel	149.3	125.4	+14.7	+12.6	+14.4
• Footwear, allied products and other clothing accessories	157.1	166.0	+18.6	+7.6	+13.3
<b>Consumer durable goods</b>	<b>192.9</b>	<b>199.2</b>	<b>+30.1</b>	<b>+28.0</b>	<b>+30.0</b>
• Motor vehicles and parts	209.4	146.4	+69.8	+49.6	+54.1
• Electrical goods and photographic equipment	210.8	238.2	+21.5	+21.3	+26.2
• Furniture and fixtures	133.8	143.1	+7.1	+9.8	+11.2
• Other consumer durable goods, not elsewhere classified	154.7	227.7	+21.3	+55.7	+28.3
<b>Department stores</b>	<b>138.3</b>	<b>135.4</b>	<b>+15.9</b>	<b>+4.9</b>	<b>+14.5</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>154.2</b>	<b>154.2</b>	<b>+24.4</b>	<b>+29.6</b>	<b>+25.5</b>
<b>Other consumer goods</b>	<b>137.5</b>	<b>128.0</b>	<b>+10.0</b>	<b>+11.1</b>	<b>+7.6</b>
• Books, newspapers, stationery and gifts	118.7	136.6	+8.8	+16.5	+4.1
• Chinese drugs and herbs	113.5	120.4	-6.1	-0.1	+3.4
• Optical shops	130.0	123.8	+13.9	+4.4	+6.9
• Medicines and cosmetics	141.1	133.2	+14.3	+11.7	+12.4
• Other consumer goods, not elsewhere classified	146.3	121.5	+8.9	+11.4	+5.1

(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>117.3</i>	<i>117.4</i>	<i>+5.0</i>	<i>+3.8</i>	<i>+1.8</i>
---	--------------	--------------	-------------	-------------	-------------

(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, June 2009 to August 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 Jun	-4.1	2009 Jun	2009 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	
May	+16.3	May	Feb	-1.7	
Jun	+11.9	Jun	Mar	-2.6	
Jul	+16.2	Jul	Apr	+0.6	
Aug	+14.7*	Aug	May	+2.2*	

\* 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. 2010 is the percentage change of the average monthly index for Apr., May and Jun. 2010 compared with the average monthly index for Jan., Feb. and Mar. 2010.
- (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.