

Table 1: Value index and value of retail sales by broad type of retail outlet for August and September 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 (%)		
	Aug 2010 (Revised figures)	Sep 2010 (Provisional figures)	Aug 2010 (Revised figures)	Sep 2010 (Provisional figures)	Aug 2010 over Aug 2009	Sep 2010 over Sep 2009	Jan - Sep 2010 over Jan - Sep 2009
All retail outlets	158.0	149.5	26,564	25,128	+17.1	+17.2	+17.9
By broad type of retail outlet							
Food, alcoholic drinks and tobacco (other than supermarkets)	139.8	166.0	2,476	2,939	+7.6	+7.5	+10.4
• Fish, livestock and poultry, fresh or frozen	130.2	133.6	684	702	+3.2	+5.3	+5.9
• Fruits and vegetables, fresh	119.4	112.0	199	187	+2.0	+9.1	+2.6
• Bread, pastry, confectionery and biscuits	124.4	262.4	505	1,066	+20.2	+9.1	+13.0
• Alcoholic drinks and tobacco	207.6	216.9	381	398	+8.6	+15.5	+22.7
• Other foodstuffs	144.7	120.0	707	587	+5.1	+1.9	+9.6
Supermarkets⁽¹⁾	140.1	138.1	3,184	3,139	+4.9	+7.5	+4.0
Fuels	146.9	147.9	736	740	+5.7	+6.4	+9.3
Clothing, footwear and allied products	139.1	125.5	3,120	2,816	+13.5	+21.0	+16.4
• Wearing apparel	135.4	125.5	2,605	2,414	+14.1	+20.9	+16.8
• Footwear, allied products and other clothing accessories	161.1	125.9	515	402	+10.5	+22.0	+14.3
Consumer durable goods	158.6	161.5	4,457	4,540	+26.0	+22.5	+26.8
• Motor vehicles and parts	151.9	151.0	1,107	1,100	+53.7	+9.4	+49.6
• Electrical goods and photographic equipment	159.2	164.5	2,167	2,239	+16.0	+23.4	+20.3
• Furniture and fixtures	158.0	157.5	657	655	+11.0	+13.6	+13.5
• Other consumer durable goods, not elsewhere classified	172.5	179.0	527	547	+47.2	+75.8	+29.6
Department stores	147.1	132.7	2,537	2,288	+10.8	+14.7	+17.2
Jewellery, watches and clocks, and valuable gifts	238.3	211.0	5,158	4,566	+37.7	+32.9	+36.9
Other consumer goods	147.2	123.2	4,898	4,098	+13.1	+12.9	+11.9
• Books, newspapers, stationery and gifts	153.2	94.3	717	441	+17.0	+1.4	+4.9
• Chinese drugs and herbs	151.3	134.0	368	326	+7.2	+15.2	+9.8
• Optical shops	143.8	110.9	189	146	+8.3	+6.8	+9.2
• Medicines and cosmetics	157.0	139.3	1,927	1,710	+16.8	+19.6	+16.2
• Other consumer goods, not elsewhere classified	135.0	117.4	1,697	1,476	+9.5	+9.7	+10.5

(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>	139.3	138.8	3,446	3,435	+5.0	+7.7	+4.2
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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 August and September 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 (%)		
	Aug 2010 (Revised figures)	Sep 2010 (Provisional figures)	Aug 2010 over Aug 2009	Sep 2010 over Sep 2009	Jan - Sep 2010 over Jan - Sep 2009
All retail outlets	141.2	133.3	+14.9	+15.8	+15.0
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	108.1	128.1	+4.6	+2.7	+7.7
• Fish, livestock and poultry, fresh or frozen	90.5	91.4	+0.2	+0.1	+5.2
• Fruits and vegetables, fresh	84.0	74.8	-5.2	-2.4	-6.7
• Bread, pastry, confectionery and biscuits	103.8	214.6	+16.8	+4.0	+10.9
• Alcoholic drinks and tobacco	174.3	181.3	+8.2	+14.3	+17.1
• Other foodstuffs	114.2	93.8	+1.0	-2.8	+6.3
Supermarkets⁽¹⁾	117.2	114.5	+4.2	+6.1	+2.2
Fuels	131.6	132.3	+3.5	+3.9	+2.3
Clothing, footwear and allied products	131.2	115.6	+11.7	+21.2	+14.9
• Wearing apparel	125.2	113.0	+12.5	+20.6	+15.0
• Footwear, allied products and other clothing accessories	166.8	130.7	+8.1	+24.0	+14.3
Consumer durable goods	199.3	202.8	+28.1	+27.2	+29.6
• Motor vehicles and parts	146.9	147.2	+50.1	+4.6	+47.0
• Electrical goods and photographic equipment	238.2	242.8	+21.3	+29.9	+26.6
• Furniture and fixtures	143.1	143.0	+9.8	+12.8	+11.4
• Other consumer durable goods, not elsewhere classified	227.9	238.9	+55.9	+89.6	+35.9
Department stores	135.4	121.4	+4.9	+11.0	+14.1
Jewellery, watches and clocks, and valuable gifts	154.8	135.9	+30.1	+25.4	+25.6
Other consumer goods	128.4	107.0	+11.4	+11.0	+8.0
• Books, newspapers, stationery and gifts	136.6	83.9	+16.5	+0.9	+3.8
• Chinese drugs and herbs	120.4	105.9	-0.1	+7.1	+3.7
• Optical shops	123.8	95.6	+4.4	+5.1	+6.7
• Medicines and cosmetics	134.1	118.7	+12.4	+15.1	+12.7
• Other consumer goods, not elsewhere classified	121.7	105.6	+11.6	+11.3	+5.6

(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>	<i>117.4</i>	<i>116.1</i>	<i>+3.8</i>	<i>+6.1</i>	<i>+2.3</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, July 2009 to September 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	Jul	-5.2	2009 Jul	2009 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	+14.9	Aug	May	+2.2
	Sep	+15.8*	Sep	Jun	+5.5*

* 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.