

**Table 1: Value index and value of retail sales by broad type of retail outlet  
for September and October 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 (%)		
	Sep 2010 (Revised figures)	Oct 2010 (Provisional figures)	Sep 2010 (Revised figures)	Oct 2010 (Provisional figures)	Sep 2010 over Sep 2009	Oct 2010 over Oct 2009	Jan - Oct 2010 over Jan - Oct 2009
<b><u>All retail outlets</u></b>	<b>149.5</b>	<b>165.2</b>	<b>25,135</b>	<b>27,772</b>	<b>+17.2</b>	<b>+21.6</b>	<b>+18.3</b>
<b><u>By broad type of retail outlet</u></b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>165.9</b>	<b>154.8</b>	<b>2,938</b>	<b>2,740</b>	<b>+7.4</b>	<b>+6.4</b>	<b>+10.0</b>
• Fish, livestock and poultry, fresh or frozen	133.6	145.4	702	764	+5.3	+3.3	+5.7
• Fruits and vegetables, fresh	112.0	116.2	187	194	+9.1	+7.1	+3.0
• Bread, pastry, confectionery and biscuits	262.2	150.8	1,065	613	+9.0	+10.5	+12.7
• Alcoholic drinks and tobacco	216.9	215.7	398	395	+15.5	+11.7	+21.5
• Other foodstuffs	119.9	158.5	586	775	+1.8	+3.7	+8.9
<b>Supermarkets<sup>(1)</sup></b>	<b>138.1</b>	<b>140.8</b>	<b>3,139</b>	<b>3,201</b>	<b>+7.5</b>	<b>+8.0</b>	<b>+4.4</b>
<b>Fuels</b>	<b>147.9</b>	<b>147.6</b>	<b>740</b>	<b>739</b>	<b>+6.4</b>	<b>+10.6</b>	<b>+9.4</b>
<b>Clothing, footwear and allied products</b>	<b>124.7</b>	<b>166.2</b>	<b>2,798</b>	<b>3,729</b>	<b>+20.3</b>	<b>+24.1</b>	<b>+17.2</b>
• Wearing apparel	124.5	169.6	2,396	3,262	+20.0	+23.1	+17.4
• Footwear, allied products and other clothing accessories	125.9	146.1	402	467	+22.0	+31.8	+15.9
<b>Consumer durable goods</b>	<b>161.8</b>	<b>160.4</b>	<b>4,548</b>	<b>4,508</b>	<b>+22.7</b>	<b>+33.2</b>	<b>+27.5</b>
• Motor vehicles and parts	151.5	158.5	1,104	1,155	+9.8	+29.8	+47.3
• Electrical goods and photographic equipment	164.6	172.6	2,241	2,349	+23.5	+32.3	+21.5
• Furniture and fixtures	157.8	131.1	656	545	+13.9	+20.1	+14.1
• Other consumer durable goods, not elsewhere classified	179.3	150.4	548	459	+76.2	+73.1	+33.8
<b>Department stores</b>	<b>132.7</b>	<b>160.8</b>	<b>2,288</b>	<b>2,773</b>	<b>+14.7</b>	<b>+18.1</b>	<b>+17.3</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>212.0</b>	<b>242.4</b>	<b>4,587</b>	<b>5,245</b>	<b>+33.5</b>	<b>+40.0</b>	<b>+37.3</b>
<b>Other consumer goods</b>	<b>123.1</b>	<b>145.4</b>	<b>4,096</b>	<b>4,837</b>	<b>+12.9</b>	<b>+16.8</b>	<b>+12.4</b>
• Books, newspapers, stationery and gifts	94.2	110.7	441	518	+1.4	+3.0	+4.7
• Chinese drugs and herbs	133.9	142.7	326	347	+15.1	+14.4	+10.3
• Optical shops	110.5	111.1	145	146	+6.4	+8.4	+9.1
• Medicines and cosmetics	139.4	161.7	1,711	1,985	+19.6	+24.4	+17.0
• Other consumer goods, not elsewhere classified	117.2	146.4	1,474	1,841	+9.6	+14.7	+10.9

(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>	138.8	141.0	3,435	3,488	+7.7	+8.3	+4.6
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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 September and October 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 (%)		
	Sep 2010 (Revised figures)	Oct 2010 (Provisional figures)	Sep 2010 over Sep 2009	Oct 2010 over Oct 2009	Jan - Oct 2010 over Jan - Oct 2009
<b><u>All retail outlets</u></b>	<b>133.4</b>	<b>144.5</b>	<b>+15.8</b>	<b>+19.6</b>	<b>+15.5</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>128.0</b>	<b>117.5</b>	<b>+2.6</b>	<b>+1.9</b>	<b>+7.1</b>
• Fish, livestock and poultry, fresh or frozen	91.4	99.4	+0.1	-0.4	+4.7
• Fruits and vegetables, fresh	74.8	75.9	-2.4	-6.7	-6.7
• Bread, pastry, confectionery and biscuits	214.4	122.6	+3.9	+5.5	+10.3
• Alcoholic drinks and tobacco	181.3	180.1	+14.3	+10.2	+16.4
• Other foodstuffs	93.7	123.5	-2.9	-1.2	+5.3
<b>Supermarkets<sup>(1)</sup></b>	<b>114.5</b>	<b>115.7</b>	<b>+6.1</b>	<b>+4.8</b>	<b>+2.5</b>
<b>Fuels</b>	<b>132.3</b>	<b>129.2</b>	<b>+3.9</b>	<b>+0.2</b>	<b>+2.1</b>
<b>Clothing, footwear and allied products</b>	<b>114.8</b>	<b>145.8</b>	<b>+20.4</b>	<b>+25.3</b>	<b>+15.8</b>
• Wearing apparel	112.2	145.3	+19.7	+23.9	+15.8
• Footwear, allied products and other clothing accessories	130.6	148.9	+23.9	+33.8	+16.0
<b>Consumer durable goods</b>	<b>203.3</b>	<b>202.6</b>	<b>+27.5</b>	<b>+37.7</b>	<b>+30.5</b>
• Motor vehicles and parts	148.2	154.9	+5.3	+24.3	+44.5
• Electrical goods and photographic equipment	243.1	254.1	+30.1	+39.0	+27.9
• Furniture and fixtures	143.3	119.3	+13.0	+19.4	+12.1
• Other consumer durable goods, not elsewhere classified	239.2	200.6	+89.8	+88.5	+40.9
<b>Department stores</b>	<b>121.4</b>	<b>143.6</b>	<b>+11.0</b>	<b>+13.6</b>	<b>+14.1</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>136.5</b>	<b>152.7</b>	<b>+25.9</b>	<b>+30.2</b>	<b>+26.1</b>
<b>Other consumer goods</b>	<b>106.9</b>	<b>126.2</b>	<b>+10.9</b>	<b>+14.7</b>	<b>+8.6</b>
• Books, newspapers, stationery and gifts	83.8	98.3	+0.9	+2.3	+3.6
• Chinese drugs and herbs	105.9	112.0	+7.1	+6.1	+4.0
• Optical shops	95.3	94.3	+4.7	+5.0	+6.5
• Medicines and cosmetics	118.7	137.0	+15.1	+19.4	+13.3
• Other consumer goods, not elsewhere classified	105.4	132.1	+11.1	+16.3	+6.5

(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>	<i>116.1</i>	<i>116.7</i>	<i>+6.1</i>	<i>+5.0</i>	<i>+2.5</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, August 2009 to October 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	Aug	-0.9	2009 Aug	2009 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
	Oct	+19.6*	Oct	Jul	+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 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.