

Table 1: Value index and value of retail sales by broad type of retail outlet for October and November 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 (%)		
	Oct 2010 (Revised figures)	Nov 2010 (Provisional figures)	Oct 2010 (Revised figures)	Nov 2010 (Provisional figures)	Oct 2010 over Oct 2009	Nov 2010 over Nov 2009	Jan - Nov 2010 over Jan - Nov 2009
<u>All retail outlets</u>	165.3	160.5	27,801	26,991	+21.8	+17.9	+18.2
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	154.9	147.8	2,742	2,617	+6.4	+6.7	+9.7
• Fish, livestock and poultry, fresh or frozen	145.4	138.1	764	726	+3.3	+0.2	+5.2
• Fruits and vegetables, fresh	116.2	82.4	194	137	+7.0	+3.8	+3.1
• Bread, pastry, confectionery and biscuits	150.9	132.2	613	537	+10.5	+14.7	+12.9
• Alcoholic drinks and tobacco	215.7	221.7	395	407	+11.7	+17.0	+21.1
• Other foodstuffs	158.8	165.8	776	811	+3.9	+3.7	+8.3
Supermarkets⁽¹⁾	140.8	133.3	3,201	3,030	+8.0	+9.9	+4.9
Fuels	147.6	146.1	739	731	+10.6	+13.0	+9.8
Clothing, footwear and allied products	166.4	156.4	3,733	3,508	+24.3	+13.6	+16.8
• Wearing apparel	169.8	155.6	3,266	2,995	+23.2	+12.0	+16.9
• Footwear, allied products and other clothing accessories	146.2	160.8	467	514	+31.8	+23.7	+16.6
Consumer durable goods	160.6	153.4	4,514	4,312	+33.4	+24.8	+27.2
• Motor vehicles and parts	158.5	161.8	1,155	1,179	+29.8	+15.1	+43.5
• Electrical goods and photographic equipment	172.8	154.7	2,352	2,106	+32.5	+28.9	+22.2
• Furniture and fixtures	131.5	143.1	546	595	+20.5	+10.0	+13.7
• Other consumer durable goods, not elsewhere classified	150.9	141.5	461	432	+73.7	+68.8	+36.8
Department stores	160.8	184.3	2,773	3,178	+18.1	+12.7	+16.7
Jewellery, watches and clocks, and valuable gifts	242.9	236.1	5,255	5,108	+40.3	+34.9	+37.1
Other consumer goods	145.6	135.5	4,843	4,507	+16.9	+15.7	+12.7
• Books, newspapers, stationery and gifts	110.7	99.9	518	467	+3.0	+8.4	+5.0
• Chinese drugs and herbs	142.6	130.8	347	318	+14.3	+8.5	+10.1
• Optical shops	111.1	113.2	146	149	+8.4	+9.7	+9.1
• Medicines and cosmetics	161.7	158.9	1,985	1,950	+24.4	+22.2	+17.4
• Other consumer goods, not elsewhere classified	147.0	129.1	1,848	1,623	+15.1	+12.9	+11.1

(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>141.0</i>	<i>134.5</i>	<i>3,488</i>	<i>3,327</i>	<i>+8.3</i>	<i>+9.2</i>	<i>+5.0</i>
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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 October and November 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 (%)		
	Oct 2010 (Revised figures)	Nov 2010 (Provisional figures)	Oct 2010 over Oct 2009	Nov 2010 over Nov 2009	Jan - Nov 2010 over Jan - Nov 2009
<u>All retail outlets</u>	144.7	138.2	+19.7	+15.2	+15.5
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	117.6	112.0	+1.9	+1.2	+6.5
• Fish, livestock and poultry, fresh or frozen	99.4	93.2	-0.4	-6.8	+3.6
• Fruits and vegetables, fresh	75.9	56.4	-6.7	-4.7	-6.6
• Bread, pastry, confectionery and biscuits	122.6	107.2	+5.5	+8.7	+10.2
• Alcoholic drinks and tobacco	180.1	185.1	+10.2	+15.5	+16.3
• Other foodstuffs	123.7	127.6	-1.0	-2.4	+4.5
Supermarkets⁽¹⁾	115.7	109.9	+4.8	+7.7	+2.9
Fuels	129.2	125.7	+0.2	+0.6	+2.0
Clothing, footwear and allied products	146.0	128.2	+25.4	+12.8	+15.6
• Wearing apparel	145.5	122.2	+24.1	+10.4	+15.4
• Footwear, allied products and other clothing accessories	149.0	164.6	+33.9	+24.9	+16.8
Consumer durable goods	203.0	190.7	+38.0	+29.2	+30.4
• Motor vehicles and parts	154.9	153.7	+24.3	+8.3	+40.3
• Electrical goods and photographic equipment	254.6	229.8	+39.3	+35.9	+28.7
• Furniture and fixtures	119.7	127.4	+19.8	+7.3	+11.7
• Other consumer durable goods, not elsewhere classified	201.4	191.3	+89.3	+82.6	+44.5
Department stores	143.6	160.7	+13.6	+7.1	+13.3
Jewellery, watches and clocks, and valuable gifts	153.1	148.2	+30.6	+26.1	+26.1
Other consumer goods	126.4	117.4	+14.8	+13.7	+9.0
• Books, newspapers, stationery and gifts	98.3	88.9	+2.3	+7.8	+4.0
• Chinese drugs and herbs	111.9	101.6	+6.1	+0.3	+3.7
• Optical shops	94.3	95.8	+5.0	+5.9	+6.5
• Medicines and cosmetics	137.0	133.8	+19.4	+16.6	+13.6
• Other consumer goods, not elsewhere classified	132.6	117.3	+16.7	+15.5	+7.2

(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>	<i>116.7</i>	<i>111.5</i>	<i>+5.0</i>	<i>+6.7</i>	<i>+2.9</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, September 2009 to November 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 Sep	+1.2	2009 Sep	2009 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	+19.7	Oct	Jul	+7.4	
Nov	+15.2*	Nov	Aug	+8.4*	

* 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.