

**Table 1: Value index and value of retail sales by broad type of retail outlet
for November and December 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 (%) | | |
|---|---|--------------------------------------|---|--------------------------------------|------------------------------|------------------------------|--|
| | Nov 2010 (Revised figures) | Dec 2010 (Provisional figures) | Nov 2010 (Revised figures) | Dec 2010 (Provisional figures) | Nov 2010 over Nov 2009 | Dec 2010 over Dec 2009 | Jan - Dec 2010 over Jan - Dec 2009 |
| <u>All retail outlets</u> | 160.8 | 207.3 | 27,033 | 34,852 | +18.1 | +18.5 | +18.3 |
| <u>By broad type of retail outlet</u> | | | | | | | |
| Food, alcoholic drinks and tobacco (other than supermarkets) | 147.9 | 163.5 | 2,618 | 2,895 | +6.7 | +8.6 | +9.6 |
| • Fish, livestock and poultry, fresh or frozen | 138.2 | 164.3 | 726 | 863 | +0.2 | +5.2 | +5.2 |
| • Fruits and vegetables, fresh | 82.4 | 91.9 | 137 | 153 | +3.8 | +2.7 | +3.0 |
| • Bread, pastry, confectionery and biscuits | 132.4 | 151.5 | 538 | 615 | +14.9 | +14.2 | +13.0 |
| • Alcoholic drinks and tobacco | 221.7 | 278.2 | 406 | 510 | +16.9 | +21.4 | +21.1 |
| • Other foodstuffs | 165.9 | 154.0 | 811 | 753 | +3.8 | +2.2 | +7.8 |
| Supermarkets⁽¹⁾ | 133.6 | 146.1 | 3,036 | 3,321 | +10.1 | +12.5 | +5.6 |
| Fuels | 146.1 | 152.3 | 731 | 762 | +13.0 | +10.6 | +9.8 |
| Clothing, footwear and allied products | 157.1 | 226.4 | 3,524 | 5,080 | +14.1 | +20.2 | +17.3 |
| • Wearing apparel | 156.5 | 225.8 | 3,011 | 4,344 | +12.6 | +18.5 | +17.1 |
| • Footwear, allied products and other clothing accessories | 160.8 | 230.3 | 514 | 736 | +23.7 | +31.4 | +18.2 |
| Consumer durable goods | 153.4 | 183.6 | 4,312 | 5,161 | +24.8 | +23.7 | +26.9 |
| • Motor vehicles and parts | 161.8 | 168.5 | 1,179 | 1,228 | +15.1 | +15.1 | +40.4 |
| • Electrical goods and photographic equipment | 154.6 | 199.0 | 2,105 | 2,708 | +28.8 | +21.0 | +22.1 |
| • Furniture and fixtures | 143.4 | 161.2 | 596 | 670 | +10.2 | +17.8 | +14.1 |
| • Other consumer durable goods, not elsewhere classified | 141.6 | 181.8 | 432 | 555 | +69.0 | +86.8 | +41.3 |
| Department stores | 184.2 | 236.0 | 3,177 | 4,069 | +12.7 | +14.0 | +16.4 |
| Jewellery, watches and clocks, and valuable gifts | 236.8 | 340.0 | 5,125 | 7,358 | +35.4 | +28.9 | +36.1 |
| Other consumer goods | 135.5 | 186.5 | 4,508 | 6,205 | +15.8 | +14.3 | +12.8 |
| • Books, newspapers, stationery and gifts | 99.9 | 120.0 | 467 | 561 | +8.4 | +7.6 | +5.2 |
| • Chinese drugs and herbs | 130.8 | 185.5 | 318 | 451 | +8.5 | +11.9 | +10.3 |
| • Optical shops | 113.2 | 139.0 | 149 | 183 | +9.7 | +8.0 | +9.0 |
| • Medicines and cosmetics | 159.1 | 207.1 | 1,952 | 2,542 | +22.3 | +22.5 | +18.0 |
| • Other consumer goods, not elsewhere classified | 129.0 | 196.3 | 1,622 | 2,469 | +12.8 | +9.2 | +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> | 134.7 | 150.9 | 3,334 | 3,733 | +9.5 | +12.5 | +5.6 |
|---|-------|-------|-------|-------|------|-------|------|

(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 November and December 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 (%) | | |
|---|--|--------------------------------------|------------------------------|------------------------------|--|
| | Nov 2010 (Revised figures) | Dec 2010 (Provisional figures) | Nov 2010 over Nov 2009 | Dec 2010 over Dec 2009 | Jan - Dec 2010 over Jan - Dec 2009 |
| <u>All retail outlets</u> | 138.4 | 177.9 | +15.4 | +15.9 | +15.5 |
| <u>By broad type of retail outlet</u> | | | | | |
| Food, alcoholic drinks and tobacco (other than supermarkets) | 112.0 | 122.9 | +1.3 | +3.1 | +6.2 |
| • Fish, livestock and poultry, fresh or frozen | 93.2 | 109.2 | -6.8 | -1.9 | +3.1 |
| • Fruits and vegetables, fresh | 56.4 | 61.9 | -4.7 | -7.5 | -6.6 |
| • Bread, pastry, confectionery and biscuits | 107.3 | 122.5 | +8.8 | +7.9 | +10.0 |
| • Alcoholic drinks and tobacco | 185.0 | 232.2 | +15.4 | +19.8 | +16.7 |
| • Other foodstuffs | 127.7 | 117.8 | -2.4 | -3.6 | +3.7 |
| Supermarkets⁽¹⁾ | 110.2 | 119.7 | +8.0 | +9.4 | +3.5 |
| Fuels | 125.7 | 128.1 | +0.6 | -3.2 | +1.5 |
| Clothing, footwear and allied products | 128.8 | 189.9 | +13.3 | +16.7 | +15.8 |
| • Wearing apparel | 122.8 | 182.0 | +11.0 | +14.2 | +15.3 |
| • Footwear, allied products and other clothing accessories | 164.6 | 237.0 | +24.9 | +29.8 | +18.3 |
| Consumer durable goods | 190.8 | 230.2 | +29.3 | +27.4 | +30.1 |
| • Motor vehicles and parts | 153.7 | 160.2 | +8.3 | +7.4 | +36.8 |
| • Electrical goods and photographic equipment | 229.7 | 290.5 | +35.9 | +27.8 | +28.6 |
| • Furniture and fixtures | 127.6 | 144.0 | +7.5 | +13.0 | +11.9 |
| • Other consumer durable goods, not elsewhere classified | 191.5 | 245.7 | +82.8 | +103.6 | +49.8 |
| Department stores | 160.7 | 205.9 | +7.1 | +6.7 | +12.5 |
| Jewellery, watches and clocks, and valuable gifts | 148.8 | 214.8 | +26.6 | +24.7 | +26.0 |
| Other consumer goods | 117.4 | 163.8 | +13.7 | +14.5 | +9.5 |
| • Books, newspapers, stationery and gifts | 88.9 | 106.6 | +7.8 | +7.0 | +4.2 |
| • Chinese drugs and herbs | 101.6 | 143.4 | +0.3 | +4.1 | +3.7 |
| • Optical shops | 95.8 | 118.0 | +5.9 | +4.6 | +6.3 |
| • Medicines and cosmetics | 133.9 | 174.7 | +16.7 | +18.6 | +14.1 |
| • Other consumer goods, not elsewhere classified | 117.3 | 183.2 | +15.4 | +15.0 | +8.0 |

(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>111.7</i> | <i>124.5</i> | <i>+6.9</i> | <i>+8.8</i> | <i>+3.4</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, October 2009 to December 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 Oct | +8.3 | 2009 Oct | 2009 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 | +15.4 | Nov | Aug | +8.5 |
| Dec | +15.9* | Dec | Sep | +8.0* |

* 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. 2010 is the percentage change of the average monthly index for Oct., Nov. and Dec. 2010 compared with the average monthly index for Jul., Aug. and Sep. 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.