

**Table 1: Value index and value of retail sales by broad type of retail outlet for December 2010 and January 2011**

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 (%)	
	Dec 2010 (Revised figures)	Jan 2011 (Provisional figures)	Dec 2010 (Revised figures)	Jan 2011 (Provisional figures)	Dec 2010 over Dec 2009	Jan 2011 over Jan 2010
<b><u>All retail outlets</u></b>	<b>207.4</b>	<b>223.4</b>	<b>34,872</b>	<b>37,566</b>	<b>+18.6</b>	<b>+28.2</b>
<b><u>By broad type of retail outlet</u></b>						
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>163.6</b>	<b>192.4</b>	<b>2,896</b>	<b>3,406</b>	<b>+8.6</b>	<b>+20.3</b>
• Fish, livestock and poultry, fresh or frozen	164.4	199.6	864	1,048	+5.2	+11.9
• Fruits and vegetables, fresh	91.9	102.0	153	170	+2.7	+2.3
• Bread, pastry, confectionery and biscuits	151.4	161.3	615	655	+14.2	+33.5
• Alcoholic drinks and tobacco	278.2	326.7	510	599	+21.4	+34.1
• Other foodstuffs	154.2	190.9	754	933	+2.4	+18.1
<b>Supermarkets<sup>(1)</sup></b>	<b>146.1</b>	<b>161.3</b>	<b>3,321</b>	<b>3,667</b>	<b>+12.5</b>	<b>+20.0</b>
<b>Fuels</b>	<b>152.3</b>	<b>157.4</b>	<b>762</b>	<b>788</b>	<b>+10.6</b>	<b>+14.7</b>
<b>Clothing, footwear and allied products</b>	<b>226.9</b>	<b>248.3</b>	<b>5,089</b>	<b>5,569</b>	<b>+20.4</b>	<b>+35.0</b>
• Wearing apparel	226.3	233.8	4,353	4,498	+18.8	+31.9
• Footwear, allied products and other clothing accessories	230.3	335.3	736	1,071	+31.4	+50.0
<b>Consumer durable goods</b>	<b>183.8</b>	<b>182.9</b>	<b>5,165</b>	<b>5,140</b>	<b>+23.8</b>	<b>+25.2</b>
• Motor vehicles and parts	168.9	177.6	1,231	1,294	+15.4	+23.4
• Electrical goods and photographic equipment	199.0	182.9	2,708	2,489	+21.0	+21.7
• Furniture and fixtures	161.2	199.0	670	827	+17.8	+17.2
• Other consumer durable goods, not elsewhere classified	182.1	173.4	556	530	+87.0	+72.2
<b>Department stores</b>	<b>236.8</b>	<b>223.1</b>	<b>4,084</b>	<b>3,847</b>	<b>+14.4</b>	<b>+29.6</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>340.0</b>	<b>363.6</b>	<b>7,358</b>	<b>7,868</b>	<b>+28.9</b>	<b>+41.9</b>
<b>Other consumer goods</b>	<b>186.3</b>	<b>218.9</b>	<b>6,197</b>	<b>7,281</b>	<b>+14.1</b>	<b>+21.5</b>
• Books, newspapers, stationery and gifts	119.4	139.5	559	652	+7.1	+3.3
• Chinese drugs and herbs	185.5	207.1	451	503	+11.9	+29.1
• Optical shops	139.8	151.4	183	199	+8.5	+13.8
• Medicines and cosmetics	206.4	246.6	2,534	3,027	+22.1	+28.2
• Other consumer goods, not elsewhere classified	196.4	230.6	2,470	2,900	+9.2	+19.1

(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>151.0</i>	<i>164.3</i>	<i>3,737</i>	<i>4,066</i>	<i>+12.6</i>	<i>+21.7</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 December 2010 and January 2011**

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Average of monthly indices from Oct. 2004 to Sep. 2005 = 100)		Percentage Change (%)	
	Dec 2010 (Revised figures)	Jan 2011 (Provisional figures)	Dec 2010 over Dec 2009	Jan 2011 over Jan 2010
<b><u>All retail outlets</u></b>	<b>178.0</b>	<b>190.7</b>	<b>+16.0</b>	<b>+23.6</b>
<b><u>By broad type of retail outlet</u></b>				
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>123.0</b>	<b>142.0</b>	<b>+3.1</b>	<b>+13.6</b>
• Fish, livestock and poultry, fresh or frozen	109.2	128.2	-1.9	+2.3
• Fruits and vegetables, fresh	61.9	63.9	-7.5	-11.9
• Bread, pastry, confectionery and biscuits	122.5	128.7	+7.8	+24.4
• Alcoholic drinks and tobacco	232.2	272.5	+19.8	+32.3
• Other foodstuffs	118.0	145.5	-3.5	+11.7
<b>Supermarkets<sup>(1)</sup></b>	<b>119.7</b>	<b>131.5</b>	<b>+9.4</b>	<b>+16.5</b>
<b>Fuels</b>	<b>128.1</b>	<b>130.2</b>	<b>-3.2</b>	<b>+4.9</b>
<b>Clothing, footwear and allied products</b>	<b>190.2</b>	<b>218.7</b>	<b>+16.9</b>	<b>+29.6</b>
• Wearing apparel	182.4	198.4	+14.4	+25.6
• Footwear, allied products and other clothing accessories	237.0	341.2	+29.8	+46.1
<b>Consumer durable goods</b>	<b>230.3</b>	<b>226.3</b>	<b>+27.4</b>	<b>+28.2</b>
• Motor vehicles and parts	160.4	168.0	+7.5	+15.7
• Electrical goods and photographic equipment	290.5	270.7	+27.8	+28.5
• Furniture and fixtures	144.0	176.2	+13.0	+12.8
• Other consumer durable goods, not elsewhere classified	246.1	235.6	+103.9	+85.9
<b>Department stores</b>	<b>206.7</b>	<b>194.8</b>	<b>+7.2</b>	<b>+19.2</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>214.8</b>	<b>227.0</b>	<b>+24.7</b>	<b>+33.3</b>
<b>Other consumer goods</b>	<b>163.6</b>	<b>191.3</b>	<b>+14.3</b>	<b>+20.5</b>
• Books, newspapers, stationery and gifts	106.1	123.9	+6.5	+2.8
• Chinese drugs and herbs	143.4	159.1	+4.1	+20.6
• Optical shops	118.6	128.5	+5.1	+10.2
• Medicines and cosmetics	174.1	206.8	+18.2	+23.5
• Other consumer goods, not elsewhere classified	183.3	214.0	+15.0	+23.0

- (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>124.7</i>	<i>134.9</i>	<i>+8.9</i>	<i>+17.6</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, November 2009 to January 2011**

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 Nov	+10.0	2009 Nov	2009 Aug	+5.0	
Dec	+11.4	Dec	Sep	+5.3	
2010 Jan	+3.2	2010 Jan	Oct	+5.4	
Feb	+31.5	Feb	Nov	+5.1	
Mar	+17.3	Mar	Dec	+4.2	
Apr	+12.4	Apr	2010 Jan	+2.4	
May	+16.3	May	Feb	+1.4	
Jun	+11.9	Jun	Mar	+0.4	
Jul	+16.2	Jul	Apr	+1.9	
Aug	+14.9	Aug	May	+2.7	
Sep	+15.8	Sep	Jun	+5.2	
Oct	+19.7	Oct	Jul	+6.2	
Nov	+15.4	Nov	Aug	+6.7	
Dec	+16.0	Dec	Sep	+5.8	
2011 Jan	+23.6*	2011 Jan	Oct	+3.5*	

\* 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 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.