

Table 1: Value index and value of retail sales by broad type of retail outlet for January and February 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 (%)		
	Jan 2011 (Revised figures)	Feb 2011 (Provisional figures)	Jan 2011 (Revised figures)	Feb 2011 (Provisional figures)	Jan 2011 over Jan 2010	Feb 2011 over Feb 2010	Jan - Feb 2011 over Jan - Feb 2010
<u>All retail outlets</u>	223.4	173.9	37,555	29,242	+28.1	+8.6	+18.8
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	192.6	143.6	3,410	2,542	+20.4	-7.8	+6.5
• Fish, livestock and poultry, fresh or frozen	199.7	181.7	1,049	955	+11.9	-0.4	+5.7
• Fruits and vegetables, fresh	102.0	73.4	170	122	+2.3	-2.5	+0.2
• Bread, pastry, confectionery and biscuits	161.2	133.6	655	543	+33.4	-0.4	+15.6
• Alcoholic drinks and tobacco	326.7	242.0	599	444	+34.1	-0.5	+16.8
• Other foodstuffs	191.6	97.8	936	478	+18.5	-30.0	-4.0
Supermarkets⁽¹⁾	161.3	138.8	3,668	3,156	+20.0	-1.9	+8.8
Fuels	157.4	126.7	788	634	+14.7	+8.8	+12.0
Clothing, footwear and allied products	247.6	175.7	5,554	3,941	+34.7	+4.9	+20.4
• Wearing apparel	233.0	178.6	4,483	3,437	+31.4	+7.5	+19.9
• Footwear, allied products and other clothing accessories	335.2	157.6	1,071	504	+50.0	-10.5	+23.4
Consumer durable goods	182.6	144.8	5,131	4,071	+24.9	+11.2	+18.5
• Motor vehicles and parts	176.8	124.6	1,288	908	+22.8	+7.1	+15.8
• Electrical goods and photographic equipment	182.6	163.9	2,485	2,230	+21.5	+5.6	+13.5
• Furniture and fixtures	199.0	112.0	827	466	+17.2	-0.2	+10.3
• Other consumer durable goods, not elsewhere classified	173.8	152.8	531	467	+72.7	+100.0	+84.5
Department stores	223.1	163.9	3,847	2,826	+29.6	+1.0	+15.7
Jewellery, watches and clocks, and valuable gifts	363.6	299.7	7,868	6,486	+41.9	+34.3	+38.4
Other consumer goods	219.1	167.9	7,290	5,587	+21.7	+5.0	+13.8
• Books, newspapers, stationery and gifts	139.7	105.4	654	493	+3.5	+5.8	+4.5
• Chinese drugs and herbs	206.9	137.7	503	335	+29.0	-7.4	+11.5
• Optical shops	152.0	165.9	199	218	+14.2	+5.9	+9.7
• Medicines and cosmetics	246.8	191.1	3,029	2,345	+28.3	+9.7	+19.5
• Other consumer goods, not elsewhere classified	231.0	174.6	2,904	2,196	+19.3	+2.0	+11.2

(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>	164.3	140.6	4,066	3,479	+21.7	-2.7	+9.1
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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 January and February 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 (%)		
	Jan 2011 (Revised figures)	Feb 2011 (Provisional figures)	Jan 2011 over Jan 2010	Feb 2011 over Feb 2010	Jan - Feb 2011 over Jan - Feb 2010
<u>All retail outlets</u>	190.7	150.1	+23.6	+5.1	+14.7
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	142.2	101.2	+13.7	-14.7	-0.2
• Fish, livestock and poultry, fresh or frozen	128.3	107.9	+2.4	-10.4	-3.8
• Fruits and vegetables, fresh	63.9	45.7	-11.9	-2.9	-8.4
• Bread, pastry, confectionery and biscuits	128.6	106.3	+24.3	-7.4	+7.6
• Alcoholic drinks and tobacco	272.5	193.8	+32.3	-5.8	+13.3
• Other foodstuffs	146.1	73.7	+12.1	-33.9	-9.1
Supermarkets⁽¹⁾	131.5	112.1	+16.5	-6.1	+4.9
Fuels	130.2	103.5	+4.9	-0.7	+2.4
Clothing, footwear and allied products	218.1	159.1	+29.3	+0.5	+15.4
• Wearing apparel	197.7	158.9	+25.2	+3.1	+14.3
• Footwear, allied products and other clothing accessories	341.2	159.9	+46.1	-12.8	+20.2
Consumer durable goods	226.4	189.3	+28.3	+17.2	+23.0
• Motor vehicles and parts	168.9	127.7	+16.3	+8.8	+13.0
• Electrical goods and photographic equipment	270.4	244.9	+28.3	+12.7	+20.4
• Furniture and fixtures	176.2	99.1	+12.8	-4.2	+6.0
• Other consumer durable goods, not elsewhere classified	236.2	210.9	+86.4	+117.6	+99.9
Department stores	194.8	147.3	+19.2	-4.3	+7.8
Jewellery, watches and clocks, and valuable gifts	227.0	189.2	+33.3	+25.6	+29.7
Other consumer goods	191.5	146.0	+20.6	+3.8	+12.7
• Books, newspapers, stationery and gifts	124.1	93.4	+3.0	+4.9	+3.8
• Chinese drugs and herbs	159.0	105.5	+20.5	-13.1	+4.4
• Optical shops	129.0	139.8	+10.6	+1.8	+5.8
• Medicines and cosmetics	207.0	160.8	+23.6	+6.0	+15.2
• Other consumer goods, not elsewhere classified	214.3	159.7	+23.2	+4.1	+14.3

(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>134.9</i>	<i>114.7</i>	<i>+17.6</i>	<i>-7.1</i>	<i>+4.8</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, December 2009 to February 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 ⁽¹⁾⁽²⁾ (%)	
2009 Dec	+11.4	2009 Dec	2009 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	
Feb	+5.1*	Feb	Nov	+2.7*	

* 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.