

Table 1: Value index and value of retail sales by broad type of retail outlet for February and March 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 (%)		
	Feb 2011 (Revised figures)	Mar 2011 (Provisional figures)	Feb 2011 (Revised figures)	Mar 2011 (Provisional figures)	Feb 2011 over Feb 2010	Mar 2011 over Mar 2010	Jan - Mar 2011 over Jan - Mar 2010
All retail outlets	173.7	185.5	29,209	31,194	+8.5	+26.0	+21.0
By broad type of retail outlet							
Food, alcoholic drinks and tobacco (other than supermarkets)	143.5	154.0	2,541	2,726	-7.9	+12.1	+8.2
• Fish, livestock and poultry, fresh or frozen	181.8	166.5	955	875	-0.4	+4.8	+5.4
• Fruits and vegetables, fresh	73.4	114.0	122	190	-2.6	+3.4	+1.5
• Bread, pastry, confectionery and biscuits	133.6	126.7	543	515	-0.5	+10.5	+14.0
• Alcoholic drinks and tobacco	242.0	236.3	444	433	-0.5	+18.0	+17.2
• Other foodstuffs	97.7	145.9	477	713	-30.1	+23.0	+3.6
Supermarkets⁽¹⁾	138.9	142.3	3,156	3,236	-1.9	+13.4	+10.2
Fuels	126.7	158.4	634	793	+8.7	+14.4	+12.8
Clothing, footwear and allied products	175.7	180.6	3,941	4,052	+4.9	+29.5	+23.0
• Wearing apparel	178.6	185.5	3,436	3,568	+7.5	+30.5	+23.0
• Footwear, allied products and other clothing accessories	158.2	151.5	505	484	-10.2	+22.9	+23.3
Consumer durable goods	144.7	187.1	4,066	5,259	+11.1	+22.9	+20.0
• Motor vehicles and parts	124.1	218.7	904	1,594	+6.6	+36.9	+23.7
• Electrical goods and photographic equipment	163.8	184.7	2,230	2,514	+5.6	+9.4	+12.0
• Furniture and fixtures	112.0	158.3	466	658	-0.2	+23.6	+14.4
• Other consumer durable goods, not elsewhere classified	152.9	161.5	467	493	+100.1	+73.4	+80.7
Department stores	163.9	161.1	2,826	2,779	+1.0	+21.9	+17.5
Jewellery, watches and clocks, and valuable gifts	298.0	304.1	6,448	6,580	+33.5	+54.1	+42.7
Other consumer goods	168.2	173.4	5,595	5,768	+5.1	+19.8	+15.6
• Books, newspapers, stationery and gifts	105.6	101.7	494	476	+6.0	+0.6	+3.4
• Chinese drugs and herbs	137.7	175.4	335	426	-7.4	+29.8	+17.1
• Optical shops	165.9	145.6	218	191	+5.9	+6.2	+8.6
• Medicines and cosmetics	191.3	207.1	2,348	2,542	+9.8	+30.6	+22.9
• Other consumer goods, not elsewhere classified	175.0	169.6	2,201	2,133	+2.3	+12.9	+11.8

(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>	140.6	143.2	3,479	3,544	-2.7	+14.5	+10.8
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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 February and March 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 (%)		
	Feb 2011 (Revised figures)	Mar 2011 (Provisional figures)	Feb 2011 over Feb 2010	Mar 2011 over Mar 2010	Jan - Mar 2011 over Jan - Mar 2010
All retail outlets	150.0	159.1	+5.0	+20.0	+16.3
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	101.1	105.9	-14.7	-0.3	-0.2
• Fish, livestock and poultry, fresh or frozen	108.0	101.3	-10.3	-8.7	-5.4
• Fruits and vegetables, fresh	45.7	72.4	-2.9	-3.3	-6.4
• Bread, pastry, confectionery and biscuits	106.3	101.0	-7.4	+3.3	+6.3
• Alcoholic drinks and tobacco	193.8	160.2	-5.8	-5.5	+7.8
• Other foodstuffs	73.6	106.0	-34.0	+11.4	-3.3
Supermarkets⁽¹⁾	112.1	111.1	-6.1	+6.5	+5.4
Fuels	103.4	125.7	-0.7	+2.2	+2.3
Clothing, footwear and allied products	159.1	155.8	+0.5	+22.7	+17.4
• Wearing apparel	158.9	156.7	+3.1	+23.3	+16.9
• Footwear, allied products and other clothing accessories	160.4	149.8	-12.5	+18.9	+20.0
Consumer durable goods	189.2	239.0	+17.1	+25.1	+23.7
• Motor vehicles and parts	127.3	223.9	+8.5	+32.3	+20.5
• Electrical goods and photographic equipment	244.9	282.5	+12.6	+17.0	+19.1
• Furniture and fixtures	99.1	138.0	-4.2	+17.3	+9.6
• Other consumer durable goods, not elsewhere classified	211.0	219.0	+117.7	+85.9	+95.1
Department stores	147.3	141.7	-4.3	+13.9	+9.5
Jewellery, watches and clocks, and valuable gifts	187.9	187.7	+24.7	+42.3	+33.1
Other consumer goods	146.3	150.3	+3.9	+19.0	+14.6
• Books, newspapers, stationery and gifts	93.5	88.1	+5.1	-2.3	+2.0
• Chinese drugs and herbs	105.5	132.6	-13.1	+20.6	+9.3
• Optical shops	139.8	122.4	+1.8	+3.0	+4.9
• Medicines and cosmetics	161.0	173.8	+6.1	+26.0	+18.5
• Other consumer goods, not elsewhere classified	160.1	156.7	+4.4	+18.4	+15.5

(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>114.8</i>	<i>113.0</i>	<i>-7.1</i>	<i>+7.6</i>	<i>+5.6</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, January 2010 to March 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⁾ (%)	
2010	Jan	+3.2	2010 Jan	2009 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	+5.0	Feb	Nov	+2.7
	Mar	+20.0*	Mar	Dec	+3.7*

* 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.