

Table 1: Value index and value of retail sales by broad type of retail outlet for March and April 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 (%)		
	Mar 2011 (Revised figures)	Apr 2011 (Provisional figures)	Mar 2011 (Revised figures)	Apr 2011 (Provisional figures)	Mar 2011 over Mar 2010	Apr 2011 over Apr 2010	Jan - Apr 2011 over Jan - Apr 2010
<u>All retail outlets</u>	185.7	190.5	31,227	32,028	+26.2	+27.7	+22.6
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	154.0	149.2	2,727	2,641	+12.2	+4.0	+7.2
• Fish, livestock and poultry, fresh or frozen	166.4	159.3	874	837	+4.7	-0.6	+4.0
• Fruits and vegetables, fresh	114.0	120.9	190	202	+3.4	+3.4	+2.0
• Bread, pastry, confectionery and biscuits	126.7	120.8	515	491	+10.6	+9.5	+13.0
• Alcoholic drinks and tobacco	236.3	238.7	433	438	+18.0	+13.8	+16.4
• Other foodstuffs	146.1	138.0	714	675	+23.1	+0.6	+2.9
Supermarkets⁽¹⁾	142.3	139.0	3,234	3,159	+13.3	+11.7	+10.6
Fuels	158.4	158.4	793	793	+14.4	+14.0	+13.1
Clothing, footwear and allied products	180.7	195.1	4,053	4,378	+29.5	+41.4	+27.1
• Wearing apparel	185.5	200.4	3,569	3,855	+30.5	+40.1	+26.9
• Footwear, allied products and other clothing accessories	151.5	163.6	484	523	+22.9	+51.5	+28.2
Consumer durable goods	187.3	180.6	5,264	5,076	+23.0	+23.8	+21.0
• Motor vehicles and parts	218.7	173.8	1,594	1,267	+36.9	+7.6	+19.2
• Electrical goods and photographic equipment	184.8	176.7	2,515	2,405	+9.4	+19.0	+13.7
• Furniture and fixtures	158.9	158.3	660	658	+24.0	+13.1	+14.2
• Other consumer durable goods, not elsewhere classified	161.8	244.4	494	746	+73.8	+133.1	+95.4
Department stores	161.5	165.2	2,785	2,850	+22.1	+28.8	+20.0
Jewellery, watches and clocks, and valuable gifts	304.8	312.8	6,595	6,768	+54.5	+55.3	+45.7
Other consumer goods	173.7	191.3	5,777	6,363	+19.9	+21.2	+17.0
• Books, newspapers, stationery and gifts	102.6	129.3	480	605	+1.5	+5.2	+4.1
• Chinese drugs and herbs	175.3	164.3	426	399	+29.7	+16.5	+16.9
• Optical shops	145.1	177.1	190	232	+5.8	+20.0	+11.4
• Medicines and cosmetics	207.0	218.5	2,541	2,681	+30.5	+28.1	+24.1
• Other consumer goods, not elsewhere classified	170.2	194.5	2,140	2,446	+13.3	+19.4	+13.7

(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>	143.2	138.7	3,543	3,432	+14.4	+11.5	+10.9
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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 March and April 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 (%)		
	Mar 2011 (Revised figures)	Apr 2011 (Provisional figures)	Mar 2011 over Mar 2010	Apr 2011 over Apr 2010	Jan - Apr 2011 over Jan - Apr 2010
<u>All retail outlets</u>	159.3	159.7	+20.2	+21.9	+17.7
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	105.9	102.3	-0.3	-8.1	-2.1
• Fish, livestock and poultry, fresh or frozen	101.3	97.0	-8.8	-14.0	-7.5
• Fruits and vegetables, fresh	72.4	79.0	-3.3	-4.0	-5.7
• Bread, pastry, confectionery and biscuits	101.1	95.7	+3.4	+2.4	+5.4
• Alcoholic drinks and tobacco	160.2	161.6	-5.5	-9.0	+3.9
• Other foodstuffs	106.1	99.1	+11.6	-9.6	-4.9
Supermarkets⁽¹⁾	111.0	107.6	+6.4	+3.8	+5.0
Fuels	125.7	123.2	+2.2	+1.2	+2.0
Clothing, footwear and allied products	155.8	156.2	+22.7	+34.5	+20.9
• Wearing apparel	156.8	156.6	+23.4	+33.3	+20.4
• Footwear, allied products and other clothing accessories	149.8	153.6	+18.9	+42.6	+23.7
Consumer durable goods	239.1	232.8	+25.2	+30.2	+25.4
• Motor vehicles and parts	223.9	171.3	+32.3	+3.6	+15.8
• Electrical goods and photographic equipment	282.5	270.7	+17.0	+27.9	+21.2
• Furniture and fixtures	138.6	139.4	+17.7	+9.4	+9.6
• Other consumer durable goods, not elsewhere classified	219.0	337.8	+85.9	+151.9	+111.1
Department stores	142.1	141.0	+14.3	+20.4	+11.9
Jewellery, watches and clocks, and valuable gifts	188.3	185.5	+42.8	+41.0	+34.9
Other consumer goods	150.5	164.9	+19.1	+19.6	+15.9
• Books, newspapers, stationery and gifts	88.9	112.1	-1.5	+2.3	+2.3
• Chinese drugs and herbs	132.5	122.7	+20.5	+7.2	+8.8
• Optical shops	122.0	148.5	+2.6	+16.1	+7.7
• Medicines and cosmetics	173.8	180.6	+25.9	+22.7	+19.5
• Other consumer goods, not elsewhere classified	157.2	179.0	+18.8	+23.5	+17.5

(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>113.0</i>	<i>108.3</i>	<i>+7.5</i>	<i>+3.6</i>	<i>+5.2</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, February 2010 to April 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 Feb	+31.5	2010 Feb	2009 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	+20.2	Mar	Dec	+3.8
Apr	+21.9*	Apr	2011 Jan	+5.9*

* 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.