

Table 1 : Value index and value of retail sales by broad type of retail outlet for June and July 2011

Broad type of retail outlet	Value Index of Retail Sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Value of Retail Sales ⁽²⁾ (HK\$ million)		Percentage Change (%)		
	Jun 2011 (Revised figures)	Jul 2011 (Provisional figures)	Jun 2011 (Revised figures)	Jul 2011 (Provisional figures)	Jun 2011 over Jun 2010	Jul 2011 over Jul 2010	Jan - Jul 2011 over Jan - Jul 2010
<u>All retail outlets</u>	121.1	136.1	31,329	35,194	+28.8	+29.1	+25.1
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	91.0	96.9	2,335	2,486	+1.7	+7.0	+6.0
• Fish, livestock and poultry, fresh or frozen	87.7	86.4	681	671	-1.4	+4.4	+2.8
• Fruits and vegetables, fresh	122.1	113.6	216	201	+2.7	+2.6	+2.6
• Bread, pastry, confectionery and biscuits	91.9	97.5	497	527	+9.9	+11.8	+11.7
• Other food, not elsewhere classified	75.7	91.2	516	621	-10.6	-0.4	+0.2
• Alcoholic drinks and tobacco	108.9	119.7	424	466	+16.7	+19.5	+16.7
Supermarkets⁽¹⁾	112.2	119.7	3,385	3,613	+12.6	+13.6	+11.3
Fuels	122.2	122.8	847	851	+21.2	+15.5	+15.2
Clothing, footwear and allied products	107.0	147.3	3,577	4,926	+28.1	+33.4	+28.7
• Wearing apparel	105.5	150.2	3,039	4,324	+28.3	+34.8	+28.8
• Footwear, allied products and other clothing accessories	115.8	129.3	538	601	+26.8	+24.5	+28.0
Consumer durable goods	131.8	149.9	5,285	6,010	+40.3	+37.5	+28.4
• Motor vehicles and parts	103.9	130.7	1,138	1,431	-0.2	-0.5	+10.4
• Electrical goods and photographic equipment	147.1	161.1	2,947	3,228	+70.9	+65.3	+33.3
• Furniture and fixtures	108.8	125.2	623	717	+13.7	+16.5	+12.8
• Other consumer durable goods, not elsewhere classified	169.5	186.8	576	635	+62.0	+73.2	+91.0
Department stores	107.6	122.8	2,828	3,226	+22.6	+25.6	+21.1
Jewellery, watches and clocks, and valuable gifts	155.2	166.6	7,302	7,840	+59.0	+51.8	+50.6
Other consumer goods	117.7	127.3	5,771	6,241	+18.5	+19.5	+17.4
• Books, newspapers, stationery and gifts	102.9	131.2	548	699	+4.9	+12.3	+5.8
• Chinese drugs and herbs	110.3	115.9	380	400	+15.0	+15.9	+15.9
• Optical shops	123.8	138.7	216	242	+23.7	+22.3	+15.6
• Medicines and cosmetics	114.2	131.2	2,215	2,546	+19.0	+25.8	+22.8
• Other consumer goods, not elsewhere classified	126.2	123.3	2,411	2,355	+21.7	+15.8	+15.5

(1) These figures do not include retail 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>	110.6	118.5	3,654	3,915	+11.7	+13.5	+11.4
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(2) The sum of individual items might not add up to the respective total because of rounding.

Table 2 : Volume index of retail sales by broad type of retail outlet for June and July 2011

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Percentage Change (%)		
	Jun 2011 (Revised figures)	Jul 2011 (Provisional figures)	Jun 2011 over Jun 2010	Jul 2011 over Jul 2010	Jan - Jul 2011 over Jan - Jul 2010
<u>All retail outlets</u>	114.3	129.3	+22.2	+22.4	+19.6
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	79.9	84.4	-10.4	-6.0	-4.4
• Fish, livestock and poultry, fresh or frozen	75.0	72.7	-15.2	-11.3	-9.4
• Fruits and vegetables, fresh	118.6	107.6	-2.5	-1.7	-3.3
• Bread, pastry, confectionery and biscuits	83.7	88.7	+0.4	+3.3	+3.6
• Other food, not elsewhere classified	67.9	81.2	-19.2	-10.7	-7.4
• Alcoholic drinks and tobacco	88.0	96.8	-5.4	-2.9	+0.5
Supermarkets⁽¹⁾	103.3	110.3	+3.5	+4.8	+4.7
Fuels	104.2	103.7	+3.8	-0.9	+1.7
Clothing, footwear and allied products	97.9	140.1	+19.9	+23.8	+20.6
• Wearing apparel	96.2	142.5	+19.2	+24.7	+20.3
• Footwear, allied products and other clothing accessories	108.9	125.1	+24.2	+17.8	+22.4
Consumer durable goods	136.2	155.1	+43.9	+40.8	+32.0
• Motor vehicles and parts	97.7	124.4	-5.7	-5.0	+6.1
• Electrical goods and photographic equipment	157.4	173.1	+79.9	+73.3	+41.2
• Furniture and fixtures	106.4	122.6	+11.3	+15.3	+10.3
• Other consumer durable goods, not elsewhere classified	185.1	202.7	+74.5	+84.6	+104.8
Department stores	101.4	117.2	+15.9	+19.2	+15.8
Jewellery, watches and clocks, and valuable gifts	139.9	148.5	+45.7	+37.0	+37.6
Other consumer goods	116.3	127.8	+17.1	+19.8	+17.1
• Books, newspapers, stationery and gifts	100.7	128.6	+2.6	+10.2	+4.1
• Chinese drugs and herbs	100.5	105.0	+5.7	+6.4	+8.1
• Optical shops	119.7	134.0	+20.6	+19.2	+12.5
• Medicines and cosmetics	109.3	126.4	+14.5	+22.4	+19.0
• Other consumer goods, not elsewhere classified	130.2	132.7	+24.8	+22.4	+20.5

(1) These figures do not include retail 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>102.0</i>	<i>109.5</i>	<i>+2.9</i>	<i>+4.9</i>	<i>+4.9</i>
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Table 3 : Movement of the volume of total retail sales, May 2010 to July 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 May	+16.3	2010 May	2010 Feb	+1.0
Jun	+11.9	Jun	Mar	+0.6
Jul	+16.2	Jul	Apr	+2.3
Aug	+14.9	Aug	May	+3.0
Sep	+15.8	Sep	Jun	+4.9
Oct	+19.2	Oct	Jul	+5.7
Nov	+15.1	Nov	Aug	+6.3
Dec	+16.0	Dec	Sep	+5.9
2011 Jan	+24.2	2011 Jan	Oct	+4.1
Feb	+4.8	Feb	Nov	+3.3
Mar	+20.6	Mar	Dec	+4.0
Apr	+21.9	Apr	2011 Jan	+5.4
May	+21.1	May	Feb	+7.4
Jun	+22.2	Jun	Mar	+5.6
Jul	+22.4*	Jul	Apr	+5.3*

* Provisional figures.

- (1) The rate of change 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 Jun. 2011 is the percentage change of the average monthly index for Apr., May and Jun. 2011 compared with the average monthly index for Jan., Feb. and Mar. 2011.
- (2) The seasonally adjusted series is compiled using the X-12 ARIMA method, which is a standard method applied in compiling seasonally adjusted statistical data series. For retail sales index, the seasonally adjusted series for the preceding three years are revised each year when the figures for January are published.