

Table 1 : Value index and value of retail sales by broad type of retail outlet for July and August 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 (%)		
	Jul 2011 (Revised figures)	Aug 2011 (Provisional figures)	Jul 2011 (Revised figures)	Aug 2011 (Provisional figures)	Jul 2011 over Jul 2010	Aug 2011 over Aug 2010	Jan - Aug 2011 over Jan - Aug 2010
<u>All retail outlets</u>	136.0	132.4	35,182	34,258	+29.1	+29.0	+25.6
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	97.0	110.7	2,489	2,840	+7.1	+14.7	+7.1
• Fish, livestock and poultry, fresh or frozen	86.4	94.4	671	733	+4.4	+7.2	+3.3
• Fruits and vegetables, fresh	113.5	113.5	201	201	+2.5	+0.9	+2.4
• Bread, pastry, confectionery and biscuits	97.5	128.1	527	693	+11.9	+37.0	+15.1
• Other food, not elsewhere classified	91.3	100.9	622	687	-0.4	-2.8	-0.1
• Alcoholic drinks and tobacco	120.0	135.0	468	526	+19.9	+38.2	+19.3
Supermarkets⁽¹⁾	119.7	120.5	3,613	3,637	+13.6	+14.2	+11.7
Fuels	122.8	125.7	851	871	+15.5	+18.4	+15.6
Clothing, footwear and allied products	147.4	123.9	4,930	4,145	+33.6	+32.9	+29.2
• Wearing apparel	150.2	122.1	4,326	3,517	+34.8	+35.0	+29.5
• Footwear, allied products and other clothing accessories	129.9	134.9	604	627	+25.1	+21.8	+27.3
Consumer durable goods	149.9	148.5	6,013	5,954	+37.5	+33.6	+29.1
• Motor vehicles and parts	130.9	120.1	1,433	1,315	-0.3	+18.8	+11.5
• Electrical goods and photographic equipment	161.2	157.0	3,229	3,144	+65.4	+45.1	+34.9
• Furniture and fixtures	125.2	115.3	716	660	+16.5	+0.4	+11.0
• Other consumer durable goods, not elsewhere classified	186.7	245.6	635	835	+73.1	+58.5	+84.7
Department stores	122.8	119.3	3,226	3,135	+25.6	+23.6	+21.4
Jewellery, watches and clocks, and valuable gifts	166.1	168.0	7,813	7,903	+51.3	+53.2	+50.9
Other consumer goods	127.4	117.8	6,248	5,774	+19.6	+17.9	+17.5
• Books, newspapers, stationery and gifts	131.2	137.8	699	734	+12.4	+2.5	+5.2
• Chinese drugs and herbs	115.8	125.9	399	434	+15.8	+18.0	+16.2
• Optical shops	138.5	128.1	242	224	+22.1	+18.5	+16.0
• Medicines and cosmetics	131.2	118.2	2,545	2,294	+25.7	+19.0	+22.3
• Other consumer goods, not elsewhere classified	123.7	109.3	2,362	2,088	+16.2	+23.0	+16.4

(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>118.5</i>	<i>119.4</i>	<i>3,915</i>	<i>3,944</i>	<i>+13.5</i>	<i>+14.5</i>	<i>+11.8</i>
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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 July and August 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 (%)		
	Jul 2011 (Revised figures)	Aug 2011 (Provisional figures)	Jul 2011 over Jul 2010	Aug 2011 over Aug 2010	Jan - Aug 2011 over Jan - Aug 2010
<u>All retail outlets</u>	129.3	124.8	+22.4	+20.7	+19.7
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	84.5	96.0	-5.9	+0.2	-3.8
• Fish, livestock and poultry, fresh or frozen	72.8	79.4	-11.3	-9.5	-9.4
• Fruits and vegetables, fresh	107.4	105.4	-1.8	-6.6	-3.7
• Bread, pastry, confectionery and biscuits	88.8	116.5	+3.4	+26.5	+6.6
• Other food, not elsewhere classified	81.2	88.5	-10.6	-13.7	-8.2
• Alcoholic drinks and tobacco	97.1	109.2	-2.6	+12.3	+2.0
Supermarkets⁽¹⁾	110.3	110.7	+4.8	+5.0	+4.8
Fuels	103.7	106.8	-0.9	+2.6	+1.8
Clothing, footwear and allied products	140.2	120.1	+23.9	+22.4	+20.9
• Wearing apparel	142.5	118.2	+24.7	+23.6	+20.7
• Footwear, allied products and other clothing accessories	125.7	131.6	+18.3	+16.4	+21.7
Consumer durable goods	155.2	155.7	+40.9	+37.9	+32.8
• Motor vehicles and parts	124.6	114.7	-4.9	+14.0	+7.1
• Electrical goods and photographic equipment	173.2	171.1	+73.4	+53.7	+42.9
• Furniture and fixtures	122.6	111.9	+15.3	-1.8	+8.6
• Other consumer durable goods, not elsewhere classified	202.6	270.3	+84.5	+69.3	+97.8
Department stores	117.2	114.5	+19.2	+17.3	+16.0
Jewellery, watches and clocks, and valuable gifts	147.9	144.8	+36.5	+33.6	+37.0
Other consumer goods	128.0	115.2	+19.9	+15.2	+16.9
• Books, newspapers, stationery and gifts	128.6	135.0	+10.2	+0.6	+3.6
• Chinese drugs and herbs	104.8	113.5	+6.3	+8.4	+8.1
• Optical shops	133.8	122.9	+19.0	+15.1	+12.8
• Medicines and cosmetics	126.4	113.6	+22.3	+15.7	+18.6
• Other consumer goods, not elsewhere classified	133.2	110.9	+22.8	+22.2	+20.7

(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>109.5</i>	<i>110.1</i>	<i>+4.9</i>	<i>+5.5</i>	<i>+5.0</i>
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Table 3 : Movement of the volume of total retail sales, June 2010 to August 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 Jun	+11.9	2010 Jun	2010 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
Aug	+20.7*	Aug	May	+3.5*

* 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.