

Table 1 : Value index and value of retail sales by broad type of retail outlet for December 2011 and January 2012

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 (%)	
	Dec 2011 (Revised figures)	Jan 2012 (Provisional figures)	Dec 2011 (Revised figures)	Jan 2012 (Provisional figures)	Dec 2011 over Dec 2010	Jan 2012 over Jan 2011
<u>All retail outlets</u>	166.5	166.8	43,063	43,154	+23.5	+14.9
<u>By broad type of retail outlet</u>						
Food, alcoholic drinks and tobacco (other than supermarkets)	126.2	134.4	3,237	3,449	+11.8	+1.1
• Fish, livestock and poultry, fresh or frozen	114.5	126.8	889	985	+3.0	-6.1
• Fruits and vegetables, fresh	90.7	96.7	160	171	+4.6	+0.5
• Bread, pastry, confectionery and biscuits	126.9	138.6	686	749	+11.5	+14.4
• Other food, not elsewhere classified	125.0	117.2	852	799	+13.0	-14.7
• Alcoholic drinks and tobacco	166.8	191.3	650	745	+27.4	+24.4
Supermarkets⁽¹⁾	125.7	147.0	3,793	4,437	+14.2	+21.0
Fuels	120.8	119.3	837	827	+9.8	+5.0
Clothing, footwear and allied products	189.1	193.1	6,324	6,458	+24.3	+16.3
• Wearing apparel	188.5	188.3	5,430	5,422	+24.7	+20.9
• Footwear, allied products and other clothing accessories	192.4	222.8	895	1,036	+21.6	-3.3
Consumer durable goods	177.4	154.2	7,115	6,182	+37.7	+20.5
• Motor vehicles and parts	118.6	100.5	1,299	1,101	+5.5	-14.6
• Electrical goods and photographic equipment	184.7	172.2	3,699	3,449	+36.6	+38.8
• Furniture and fixtures	127.3	115.9	729	663	+8.7	-19.8
• Other consumer durable goods, not elsewhere classified	408.4	285.0	1,388	969	+149.7	+82.5
Department stores	191.4	166.5	5,030	4,376	+23.2	+13.8
Jewellery, watches and clocks, and valuable gifts	201.7	197.9	9,491	9,313	+29.0	+18.4
Other consumer goods	147.6	165.5	7,235	8,112	+16.8	+11.3
• Books, newspapers, stationery and gifts	110.9	129.9	591	692	+5.8	+5.9
• Chinese drugs and herbs	147.9	141.4	510	487	+13.1	-3.1
• Optical shops	121.1	125.5	212	219	+15.3	+9.9
• Medicines and cosmetics	158.3	178.6	3,070	3,465	+21.2	+14.4
• Other consumer goods, not elsewhere classified	149.3	170.0	2,852	3,248	+15.5	+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>	<i>128.3</i>	<i>149.0</i>	<i>4,237</i>	<i>4,921</i>	<i>+13.4</i>	<i>+21.0</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 December 2011 and January 2012

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Percentage Change (%)	
	Dec 2011 (Revised figures)	Jan 2012 (Provisional figures)	Dec 2011 over Dec 2010	Jan 2012 over Jan 2011
<u>All retail outlets</u>	153.7	154.5	+17.1	+9.1
<u>By broad type of retail outlet</u>				
Food, alcoholic drinks and tobacco (other than supermarkets)	106.0	111.0	-2.4	-11.8
• Fish, livestock and poultry, fresh or frozen	90.9	95.4	-14.1	-23.7
• Fruits and vegetables, fresh	81.7	86.7	-2.9	+0.5
• Bread, pastry, confectionery and biscuits	113.2	123.0	+4.0	+7.7
• Other food, not elsewhere classified	108.2	101.1	+2.0	-23.0
• Alcoholic drinks and tobacco	133.6	153.6	+3.0	+0.9
Supermarkets⁽¹⁾	114.5	134.1	+6.0	+13.2
Fuels	106.6	101.0	+4.6	-2.5
Clothing, footwear and allied products	166.8	178.6	+16.5	+9.8
• Wearing apparel	164.7	174.0	+17.1	+14.6
• Footwear, allied products and other clothing accessories	179.7	207.2	+13.2	-9.6
Consumer durable goods	188.4	162.8	+43.2	+24.6
• Motor vehicles and parts	111.1	91.4	+0.2	-20.0
• Electrical goods and photographic equipment	204.6	192.2	+46.0	+47.7
• Furniture and fixtures	121.5	107.1	+4.6	-24.9
• Other consumer durable goods, not elsewhere classified	453.6	312.9	+163.2	+89.4
Department stores	177.5	155.9	+18.7	+9.5
Jewellery, watches and clocks, and valuable gifts	171.2	168.9	+15.8	+7.7
Other consumer goods	142.9	159.7	+11.9	+6.9
• Books, newspapers, stationery and gifts	106.7	123.8	+2.2	+1.5
• Chinese drugs and herbs	132.8	125.7	+6.1	-9.4
• Optical shops	115.6	119.7	+12.1	+6.7
• Medicines and cosmetics	153.2	173.5	+19.5	+13.8
• Other consumer goods, not elsewhere classified	146.8	165.4	+7.6	+4.1

(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>117.1</i>	<i>136.2</i>	<i>+5.7</i>	<i>+13.6</i>
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Table 3 : Movement of the volume of total retail sales, November 2010 to January 2012

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 Nov	+15.1	2010 Nov	2010 Aug	+6.8	
Dec	+16.0	Dec	Sep	+6.5	
2011 Jan	+24.2	2011 Jan	Oct	+4.4	
Feb	+4.8	Feb	Nov	+3.6	
Mar	+20.6	Mar	Dec	+3.7	
Apr	+21.9	Apr	2011 Jan	+5.0	
May	+21.1	May	Feb	+5.9	
Jun	+22.2	Jun	Mar	+5.2	
Jul	+22.4	Jul	Apr	+4.9	
Aug	+20.7	Aug	May	+4.1	
Sep	+15.1	Sep	Jun	+2.9	
Oct	+15.0	Oct	Jul	+1.8	
Nov	+16.9	Nov	Aug	+1.4	
Dec	+17.1	Dec	Sep	+3.4	
2012 Jan	+9.1*	2012 Jan	Oct	+0.9*	

* 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 Dec. 2011 is the percentage change of the average monthly index for Oct., Nov. and Dec. 2011 compared with the average monthly index for Jul., Aug. and Sep. 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.