

**Table 1 : Value index and value of retail sales by broad type of retail outlet  
for September and October 2013**

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 <sup>(2)</sup> (HK\$ million)		Percentage change (%)		
	Sep 2013 (Revised figures)	Oct 2013 (Provisional figures)	Sep 2013 (Revised figures)	Oct 2013 (Provisional figures)	Sep 2013 over Sep 2012	Oct 2013 over Oct 2012	Jan - Oct 2013 over Jan - Oct 2012
<b>All retail outlets</b>	<b>138.5</b>	<b>146.0</b>	<b>35,831</b>	<b>37,770</b>	<b>+5.0</b>	<b>+6.3</b>	<b>+11.9</b>
<b>By broad type of retail outlet</b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>143.1</b>	<b>123.2</b>	<b>3,670</b>	<b>3,160</b>	<b>+0.9</b>	<b>+5.4</b>	<b>+2.9</b>
• Fish, livestock and poultry, fresh or frozen	103.7	106.5	805	827	+7.5	+5.1	+3.1
• Fruits and vegetables, fresh	118.7	119.3	210	211	+2.4	+8.0	+4.2
• Bread, pastry, confectionery and biscuits	280.4	147.9	1,517	800	+6.1	+19.7	+16.6
• Other food, not elsewhere classified	102.4	129.8	698	884	+3.6	+11.8	+9.4
• Alcoholic drinks and tobacco	113.0	112.2	440	437	-24.2	-21.4	-21.6
<b>Supermarkets<sup>(1)</sup></b>	<b>139.7</b>	<b>137.6</b>	<b>4,217</b>	<b>4,153</b>	<b>+7.1</b>	<b>+8.6</b>	<b>+7.0</b>
<b>Fuels</b>	<b>124.5</b>	<b>120.7</b>	<b>862</b>	<b>837</b>	<b>-5.0</b>	<b>-3.2</b>	<b>-0.1</b>
<b>Clothing, footwear and allied products</b>	<b>121.8</b>	<b>151.8</b>	<b>4,073</b>	<b>5,078</b>	<b>+3.7</b>	<b>+7.2</b>	<b>+8.5</b>
• Wearing apparel	122.1	153.3	3,515	4,414	+3.5	+6.4	+8.0
• Footwear, allied products and other clothing accessories	119.8	142.8	557	664	+5.4	+13.5	+11.8
<b>Consumer durable goods</b>	<b>147.1</b>	<b>143.2</b>	<b>5,898</b>	<b>5,743</b>	<b>-2.8</b>	<b>-5.7</b>	<b>+3.7</b>
• Motor vehicles and parts	117.4	124.3	1,286	1,362	-2.5	+13.0	+0.8
• Electrical goods and photographic equipment	137.3	129.7	2,750	2,598	-9.2	-19.6	-7.5
• Furniture and fixtures	111.6	89.0	639	509	-5.1	-4.4	-1.3
• Other consumer durable goods, not elsewhere classified	359.8	374.6	1,223	1,274	+16.8	+13.7	+47.2
<b>Department stores</b>	<b>145.9</b>	<b>147.1</b>	<b>3,834</b>	<b>3,866</b>	<b>+23.2</b>	<b>+12.5</b>	<b>+20.0</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>160.3</b>	<b>177.0</b>	<b>7,540</b>	<b>8,330</b>	<b>+5.6</b>	<b>+10.7</b>	<b>+26.2</b>
<b>Other consumer goods</b>	<b>117.0</b>	<b>134.7</b>	<b>5,736</b>	<b>6,604</b>	<b>+6.6</b>	<b>+9.0</b>	<b>+9.5</b>
• Books, newspapers, stationery and gifts	94.7	107.4	504	572	+2.1	+4.1	+5.0
• Chinese drugs and herbs	131.1	137.5	452	474	+8.4	+12.0	+14.6
• Optical shops	121.0	123.2	211	215	+9.2	+12.1	+14.6
• Medicines and cosmetics	136.0	153.1	2,638	2,971	+7.1	+10.7	+11.7
• Other consumer goods, not elsewhere classified	101.1	124.2	1,930	2,372	+6.5	+7.3	+6.7

(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>141.6</i>	<i>138.1</i>	<i>4,679</i>	<i>4,563</i>	<i>+8.7</i>	<i>+9.8</i>	<i>+7.9</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 September and October 2013**

Broad type of retail outlet	Volume index of retail sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Percentage change (%)		
	Sep 2013 (Revised figures)	Oct 2013 (Provisional figures)	Sep 2013 over Sep 2012	Oct 2013 over Oct 2012	Jan - Oct 2013 over Jan - Oct 2012
<b>All retail outlets</b>	<b>127.1</b>	<b>133.4</b>	<b>+4.9</b>	<b>+5.8</b>	<b>+11.3</b>
<b>By broad type of retail outlet</b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>115.5</b>	<b>99.4</b>	<b>-3.3</b>	<b>+2.3</b>	<b>-0.1</b>
• Fish, livestock and poultry, fresh or frozen	76.4	79.1	+1.4	+1.1	-1.4
• Fruits and vegetables, fresh	84.6	92.2	-17.2	-4.5	-6.1
• Bread, pastry, confectionery and biscuits	233.5	122.9	+2.3	+16.1	+12.3
• Other food, not elsewhere classified	88.2	111.3	+2.7	+10.3	+8.8
• Alcoholic drinks and tobacco	91.0	90.0	-25.4	-23.0	-22.3
<b>Supermarkets<sup>(1)</sup></b>	<b>121.7</b>	<b>119.5</b>	<b>+4.1</b>	<b>+5.6</b>	<b>+3.8</b>
<b>Fuels</b>	<b>104.6</b>	<b>103.1</b>	<b>-2.4</b>	<b>+0.8</b>	<b>+0.8</b>
<b>Clothing, footwear and allied products</b>	<b>110.8</b>	<b>132.5</b>	<b>+2.4</b>	<b>+5.6</b>	<b>+7.4</b>
• Wearing apparel	112.1	133.9	+3.1	+4.8	+7.5
• Footwear, allied products and other clothing accessories	103.1	123.3	-1.9	+10.7	+7.2
<b>Consumer durable goods</b>	<b>165.2</b>	<b>161.3</b>	<b>+2.2</b>	<b>-3.1</b>	<b>+8.8</b>
• Motor vehicles and parts	104.9	110.7	-5.5	+9.0	-2.3
• Electrical goods and photographic equipment	171.9	163.4	-1.2	-13.8	-0.4
• Furniture and fixtures	94.6	75.3	-10.4	-10.0	-5.5
• Other consumer durable goods, not elsewhere classified	438.3	456.5	+26.8	+20.6	+58.3
<b>Department stores</b>	<b>134.6</b>	<b>133.6</b>	<b>+21.1</b>	<b>+9.7</b>	<b>+19.1</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>137.2</b>	<b>153.7</b>	<b>+8.7</b>	<b>+16.8</b>	<b>+27.2</b>
<b>Other consumer goods</b>	<b>106.1</b>	<b>122.2</b>	<b>+2.7</b>	<b>+4.6</b>	<b>+5.8</b>
• Books, newspapers, stationery and gifts	84.0	95.0	-3.7	-1.8	+1.2
• Chinese drugs and herbs	112.9	117.8	+5.6	+8.8	+12.1
• Optical shops	110.6	112.7	+7.7	+9.2	+13.8
• Medicines and cosmetics	125.4	140.9	+4.7	+7.4	+9.1
• Other consumer goods, not elsewhere classified	91.1	112.5	+0.5	+1.8	+1.3

(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>124.0</i>	<i>120.5</i>	<i>+5.8</i>	<i>+6.9</i>	<i>+4.9</i>
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**Table 3 : Movement of the value and volume of total retail sales, August 2012 to October 2013**

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 <sup>(1)(2)</sup> (%)	
		Value	Volume					Value	Volume
2012	Aug	+4.6	+3.2	2012	Aug	2012	May	+0.4	#
	Sep	+9.4	+8.5		Sep		Jun	+1.1	+0.5
	Oct	+3.9	+3.6		Oct		Jul	+1.9	+1.9
	Nov	+9.4	+8.1		Nov		Aug	+3.2	+3.2
	Dec	+9.1	+8.5		Dec		Sep	+4.1	+4.6
2013	Jan	+10.5	+10.4	2013	Jan		Oct	+6.3	+6.2
	Feb	+22.7	+21.9		Feb		Nov	+6.5	+6.4
	Mar <sup>(3)</sup>	+9.8	+10.1		Mar		Dec	+6.3	+6.5
	Apr	+20.7	+19.4		Apr	2013	Jan	+5.9	+6.2
	May	+12.9	+12.2		May		Feb	+3.6	+3.6
	Jun	+14.7	+13.3		Jun		Mar	+3.6	+2.7
	Jul	+9.3	+8.7		Jul		Apr	-2.1	-3.0
	Aug	+8.1	+7.2		Aug		May	-2.8	-3.5
	Sep	+5.0	+4.9		Sep		Jun	-6.2	-6.5
	Oct	+6.3*	+5.8*		Oct		Jul	-3.3*	-3.1*

\* 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. 2013 is the percentage change of the average monthly index for Apr., May and Jun. 2013 compared with the average monthly index for Jan., Feb. and Mar. 2013.
- (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 indices, the seasonally adjusted series for the preceding 3 years is revised each year when the figures for January are published.
- (3) The year-on-year rate of increase for volume of total retail sales was slightly higher than that for value. This was mainly attributed to the drop in prices of electronic and electrical products sold in "Electrical goods and photographic equipment" outlets.

# Denotes change within  $\pm 0.05$ .