

Table 1 : Value index and value of retail sales by broad type of retail outlet for October and November 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 ⁽²⁾ (HK\$ million)		Percentage change (%)		
	Oct 2013 (Revised figures)	Nov 2013 (Provisional figures)	Oct 2013 (Revised figures)	Nov 2013 (Provisional figures)	Oct 2013 over Oct 2012	Nov 2013 over Nov 2012	Jan - Nov 2013 over Jan - Nov 2012
All retail outlets	146.1	153.1	37,783	39,607	+6.3	+8.5	+11.6
By broad type of retail outlet							
Food, alcoholic drinks and tobacco (other than supermarkets)	122.8	117.0	3,151	3,002	+5.1	+6.5	+3.2
• Fish, livestock and poultry, fresh or frozen	106.5	106.4	827	826	+5.1	+6.3	+3.4
• Fruits and vegetables, fresh	119.3	90.2	211	160	+8.1	+6.4	+4.4
• Bread, pastry, confectionery and biscuits	147.8	121.5	799	657	+19.6	+6.9	+15.8
• Other food, not elsewhere classified	128.7	132.1	877	900	+10.9	+12.1	+9.6
• Alcoholic drinks and tobacco	112.2	117.8	437	459	-21.4	-3.3	-20.2
Supermarkets⁽¹⁾	137.6	132.0	4,153	3,983	+8.6	+6.7	+7.0
Fuels	121.1	116.3	839	806	-2.9	-2.2	-0.2
Clothing, footwear and allied products	151.9	153.5	5,080	5,133	+7.3	+9.5	+8.6
• Wearing apparel	153.3	153.4	4,416	4,418	+6.4	+9.5	+8.1
• Footwear, allied products and other clothing accessories	142.9	153.8	664	715	+13.6	+9.3	+11.6
Consumer durable goods	143.4	169.4	5,751	6,792	-5.5	+8.6	+4.1
• Motor vehicles and parts	124.6	114.7	1,365	1,256	+13.3	-4.4	+0.3
• Electrical goods and photographic equipment	129.8	135.4	2,600	2,712	-19.5	-8.4	-7.6
• Furniture and fixtures	89.0	104.5	509	598	-4.4	-2.5	-1.4
• Other consumer durable goods, not elsewhere classified	375.6	654.5	1,277	2,225	+14.0	+62.7	+49.1
Department stores	147.0	187.7	3,863	4,933	+12.4	+12.1	+19.1
Jewellery, watches and clocks, and valuable gifts	177.3	181.2	8,341	8,525	+10.8	+8.6	+24.6
Other consumer goods	134.7	131.2	6,605	6,434	+9.0	+8.2	+9.4
• Books, newspapers, stationery and gifts	107.2	102.8	572	548	+4.0	+11.4	+5.5
• Chinese drugs and herbs	137.5	121.0	474	417	+12.0	+6.5	+13.9
• Optical shops	123.6	125.4	216	219	+12.4	+11.8	+14.4
• Medicines and cosmetics	153.1	155.0	2,971	3,007	+10.7	+11.3	+11.6
• Other consumer goods, not elsewhere classified	124.2	117.4	2,373	2,243	+7.4	+3.7	+6.5

(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>138.1</i>	<i>134.9</i>	<i>4,562</i>	<i>4,457</i>	<i>+9.8</i>	<i>+3.7</i>	<i>+7.5</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 October and November 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 (%)		
	Oct 2013 (Revised figures)	Nov 2013 (Provisional figures)	Oct 2013 over Oct 2012	Nov 2013 over Nov 2012	Jan - Nov 2013 over Jan - Nov 2012
All retail outlets	133.4	139.8	+5.9	+9.0	+11.1
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	99.2	94.3	+2.0	+3.2	+0.2
• Fish, livestock and poultry, fresh or frozen	79.0	78.6	+1.1	+1.8	-1.1
• Fruits and vegetables, fresh	92.2	71.5	-4.5	-4.2	-6.0
• Bread, pastry, confectionery and biscuits	122.9	100.9	+16.0	+3.4	+11.6
• Other food, not elsewhere classified	110.3	112.8	+9.3	+10.2	+8.9
• Alcoholic drinks and tobacco	90.0	94.4	-23.0	-5.2	-20.9
Supermarkets⁽¹⁾	119.5	114.5	+5.6	+3.6	+3.7
Fuels	103.4	99.1	+1.0	-0.5	+0.7
Clothing, footwear and allied products	132.5	126.3	+5.6	+7.4	+7.4
• Wearing apparel	134.0	125.4	+4.9	+7.6	+7.5
• Footwear, allied products and other clothing accessories	123.3	132.4	+10.8	+6.4	+7.1
Consumer durable goods	161.5	194.0	-3.0	+14.2	+9.3
• Motor vehicles and parts	110.9	102.8	+9.3	-7.4	-2.8
• Electrical goods and photographic equipment	163.5	169.8	-13.7	-1.8	-0.5
• Furniture and fixtures	75.3	88.1	-10.0	-7.5	-5.7
• Other consumer durable goods, not elsewhere classified	457.8	809.1	+20.9	+73.1	+60.1
Department stores	133.5	166.1	+9.6	+9.7	+18.1
Jewellery, watches and clocks, and valuable gifts	153.9	157.2	+17.0	+13.3	+26.0
Other consumer goods	122.2	118.8	+4.7	+5.2	+5.8
• Books, newspapers, stationery and gifts	94.9	90.6	-1.9	+4.9	+1.5
• Chinese drugs and herbs	117.8	103.1	+8.8	+3.1	+11.3
• Optical shops	113.0	114.7	+9.6	+8.0	+13.4
• Medicines and cosmetics	140.9	142.6	+7.4	+8.0	+9.0
• Other consumer goods, not elsewhere classified	112.5	105.7	+1.8	+1.7	+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>120.4</i>	<i>117.3</i>	<i>+6.8</i>	<i>+0.7</i>	<i>+4.6</i>
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Table 3 : Movement of the value and volume of total retail sales, September 2012 to November 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 ⁽¹⁾⁽²⁾ (%)		
	Value	Volume			Value	Volume	
2012 Sep	+9.4	+8.5	2012 Sep	2012 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	+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	+5.9	Oct	Jul	-3.3	-3.1	
Nov ⁽³⁾	+8.5*	+9.0*	Nov	Aug	-0.6*	+0.2*	

* 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 jewellery sold in “Jewellery, watches and clocks, and valuable gifts” outlets, and electronic and electrical products sold in “Electrical goods and photographic equipment” outlets.