

Table 1 : Value index and value of retail sales by broad type of retail outlet for November and December 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 (%)		
	Nov 2013 (Revised figures)	Dec 2013 (Provisional figures)	Nov 2013 (Revised figures)	Dec 2013 (Provisional figures)	Nov 2013 over Nov 2012	Dec 2013 over Dec 2012	Jan - Dec 2013 over Jan - Dec 2012
<u>All retail outlets</u>	153.2	192.1	39,629	49,692	+8.5	+5.7	+11.0
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	117.0	130.2	3,001	3,340	+6.4	+6.9	+3.5
• Fish, livestock and poultry, fresh or frozen	106.3	118.8	826	923	+6.2	-0.4	+3.0
• Fruits and vegetables, fresh	89.6	93.6	159	166	+5.7	-2.6	+3.8
• Bread, pastry, confectionery and biscuits	121.5	145.6	657	788	+6.9	+10.9	+15.3
• Other food, not elsewhere classified	132.2	130.5	901	889	+12.1	+16.6	+10.3
• Alcoholic drinks and tobacco	117.7	147.6	459	575	-3.4	+3.5	-18.2
Supermarkets⁽¹⁾	132.0	141.7	3,983	4,276	+6.7	+5.1	+6.8
Fuels	116.6	124.2	808	860	-1.9	+4.0	+0.1
Clothing, footwear and allied products	153.4	212.2	5,133	7,099	+9.5	+5.8	+8.3
• Wearing apparel	153.4	211.0	4,417	6,077	+9.5	+5.9	+7.9
• Footwear, allied products and other clothing accessories	153.8	219.8	715	1,022	+9.3	+5.5	+10.8
Consumer durable goods	169.8	207.6	6,811	8,327	+8.9	-2.9	+3.4
• Motor vehicles and parts	114.7	130.1	1,256	1,424	-4.4	+10.9	+1.2
• Electrical goods and photographic equipment	136.3	174.5	2,731	3,495	-7.8	-17.6	-8.6
• Furniture and fixtures	104.5	114.1	598	653	-2.5	-8.8	-2.1
• Other consumer durable goods, not elsewhere classified	654.9	810.4	2,227	2,755	+62.8	+18.0	+43.9
Department stores	187.6	230.8	4,931	6,065	+12.0	+8.9	+17.8
Jewellery, watches and clocks, and valuable gifts	181.2	245.1	8,525	11,531	+8.6	+9.1	+22.9
Other consumer goods	131.3	167.1	6,437	8,193	+8.3	+8.4	+9.3
• Books, newspapers, stationery and gifts	103.1	115.6	550	616	+11.7	+2.7	+5.3
• Chinese drugs and herbs	121.0	173.1	417	597	+6.5	+10.8	+13.6
• Optical shops	125.4	147.6	219	258	+11.8	+11.9	+14.2
• Medicines and cosmetics	154.9	187.4	3,006	3,636	+11.3	+14.7	+11.9
• Other consumer goods, not elsewhere classified	117.5	161.6	2,245	3,086	+3.9	+2.1	+6.0

(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>	134.9	146.5	4,457	4,838	+3.7	+6.6	+7.5
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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 November and December 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 (%)		
	Nov 2013 (Revised figures)	Dec 2013 (Provisional figures)	Nov 2013 over Nov 2012	Dec 2013 over Dec 2012	Jan - Dec 2013 over Jan - Dec 2012
<u>All retail outlets</u>	139.9	177.0	+9.1	+6.1	+10.6
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	94.2	104.4	+3.1	+4.6	+0.6
• Fish, livestock and poultry, fresh or frozen	78.5	86.8	+1.7	-3.6	-1.3
• Fruits and vegetables, fresh	71.0	71.3	-4.8	-8.2	-6.2
• Bread, pastry, confectionery and biscuits	100.9	121.2	+3.4	+7.7	+11.2
• Other food, not elsewhere classified	112.9	111.8	+10.3	+15.1	+9.5
• Alcoholic drinks and tobacco	94.2	118.4	-5.3	+1.7	-19.0
Supermarkets⁽¹⁾	114.5	123.4	+3.6	+2.3	+3.6
Fuels	99.4	104.3	-0.2	+1.5	+0.8
Clothing, footwear and allied products	126.3	178.6	+7.4	+4.0	+7.1
• Wearing apparel	125.4	176.9	+7.5	+4.4	+7.1
• Footwear, allied products and other clothing accessories	132.4	189.3	+6.4	+1.8	+6.5
Consumer durable goods	194.6	239.4	+14.5	+0.7	+8.3
• Motor vehicles and parts	102.8	116.6	-7.5	+8.5	-1.9
• Electrical goods and photographic equipment	170.9	218.0	-1.2	-12.6	-1.8
• Furniture and fixtures	88.1	95.8	-7.5	-14.0	-6.5
• Other consumer durable goods, not elsewhere classified	809.5	1002.4	+73.2	+25.0	+54.0
Department stores	166.1	208.8	+9.6	+7.8	+16.8
Jewellery, watches and clocks, and valuable gifts	157.2	215.9	+13.3	+15.0	+24.8
Other consumer goods	118.9	151.6	+5.3	+5.8	+5.8
• Books, newspapers, stationery and gifts	90.9	101.9	+5.3	-3.3	+1.1
• Chinese drugs and herbs	103.1	147.5	+3.1	+7.4	+10.9
• Optical shops	114.7	135.3	+8.0	+8.3	+13.0
• Medicines and cosmetics	142.5	172.4	+8.0	+11.3	+9.2
• Other consumer goods, not elsewhere classified	105.8	146.7	+1.9	+1.3	+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>117.3</i>	<i>128.1</i>	<i>+0.7</i>	<i>+4.0</i>	<i>+4.5</i>
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Table 3 : Movement of the value and volume of total retail sales, October 2012 to December 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	Oct	+3.9	+3.6	2012	Oct	+1.9	+1.9
	Nov	+9.4	+8.1		Nov	+3.2	+3.2
	Dec	+9.1	+8.5		Dec	+4.1	+4.6
2013	Jan	+10.5	+10.4	2013	Jan	+6.3	+6.2
	Feb	+22.7	+21.9		Feb	+6.5	+6.4
	Mar	+9.8	+10.1		Mar	+6.3	+6.5
	Apr	+20.7	+19.4		Apr	+5.9	+6.2
	May	+12.9	+12.2		May	+3.6	+3.6
	Jun	+14.7	+13.3		Jun	+3.6	+2.7
	Jul	+9.3	+8.7		Jul	-2.1	-3.0
	Aug	+8.1	+7.2		Aug	-2.8	-3.5
	Sep	+5.0	+4.9		Sep	-6.2	-6.5
	Oct	+6.3	+5.9		Oct	-3.3	-3.1
	Nov	+8.5	+9.1		Nov	-0.5	+0.2
	Dec ⁽³⁾	+5.7*	+6.1*		Dec	+3.5*	+4.7*

* 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.