

Table 1 : Value index and value of retail sales by broad type of retail outlet for December 2013 and January 2014

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 2013 (Revised figures)	Jan 2014 (Provisional figures)	Dec 2013 (Revised figures)	Jan 2014 (Provisional figures)	Dec 2013 over Dec 2012	Jan 2014 over Jan 2013
<u>All retail outlets</u>	192.1	211.1	49,686	54,599	+5.7	+14.5
<u>By broad type of retail outlet</u>						
Food, alcoholic drinks and tobacco (other than supermarkets)	130.3	159.1	3,342	4,080	+7.0	+20.0
• Fish, livestock and poultry, fresh or frozen	119.0	141.2	924	1,097	-0.2	+12.5
• Fruits and vegetables, fresh	93.7	117.4	166	208	-2.5	+2.7
• Bread, pastry, confectionery and biscuits	145.6	185.5	788	1,003	+10.9	+30.8
• Other food, not elsewhere classified	130.5	160.8	889	1,096	+16.6	+23.9
• Alcoholic drinks and tobacco	147.6	173.8	575	677	+3.5	+18.5
Supermarkets⁽¹⁾	141.8	171.3	4,280	5,168	+5.2	+20.1
Fuels	124.1	126.4	860	876	+3.9	+1.7
Clothing, footwear and allied products	212.2	220.2	7,099	7,365	+5.8	+16.0
• Wearing apparel	211.0	213.3	6,077	6,141	+5.9	+14.6
• Footwear, allied products and other clothing accessories	219.8	263.1	1,022	1,223	+5.5	+23.6
Consumer durable goods	207.5	271.0	8,322	10,867	-3.0	+16.2
• Motor vehicles and parts	129.3	128.2	1,416	1,404	+10.3	-13.7
• Electrical goods and photographic equipment	174.5	169.5	3,495	3,396	-17.6	-18.2
• Furniture and fixtures	114.4	119.4	654	683	-8.6	-8.8
• Other consumer durable goods, not elsewhere classified	810.8	1,583.6	2,757	5,384	+18.0	+90.5
Department stores	230.5	191.4	6,058	5,031	+8.8	+13.4
Jewellery, watches and clocks, and valuable gifts	245.1	247.0	11,534	11,623	+9.2	+10.8
Other consumer goods	167.1	195.6	8,192	9,590	+8.3	+13.2
• Books, newspapers, stationery and gifts	115.6	138.9	616	740	+2.7	+6.8
• Chinese drugs and herbs	172.9	180.8	596	623	+10.8	+12.9
• Optical shops	147.5	163.5	258	286	+11.8	+16.4
• Medicines and cosmetics	187.4	225.5	3,636	4,376	+14.7	+13.9
• Other consumer goods, not elsewhere classified	161.5	186.6	3,086	3,565	+2.1	+13.6

(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>146.4</i>	<i>174.1</i>	<i>4,835</i>	<i>5,750</i>	<i>+6.6</i>	<i>+22.5</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 December 2013 and January 2014

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 2013 (Revised figures)	Jan 2014 (Provisional figures)	Dec 2013 over Dec 2012	Jan 2014 over Jan 2013
<u>All retail outlets</u>	177.0	199.4	+6.1	+16.8
<u>By broad type of retail outlet</u>				
Food, alcoholic drinks and tobacco (other than supermarkets)	104.5	126.2	+4.7	+16.7
• Fish, livestock and poultry, fresh or frozen	87.0	101.0	-3.4	+9.1
• Fruits and vegetables, fresh	71.4	89.3	-8.1	-4.2
• Bread, pastry, confectionery and biscuits	121.2	153.1	+7.7	+25.9
• Other food, not elsewhere classified	111.8	135.8	+15.1	+20.6
• Alcoholic drinks and tobacco	118.4	139.3	+1.7	+16.5
Supermarkets⁽¹⁾	123.5	149.6	+2.4	+17.8
Fuels	104.2	105.2	+1.5	+1.2
Clothing, footwear and allied products	178.6	195.3	+4.0	+13.6
• Wearing apparel	176.9	189.6	+4.4	+12.5
• Footwear, allied products and other clothing accessories	189.3	230.5	+1.8	+19.1
Consumer durable goods	239.3	320.9	+0.6	+24.3
• Motor vehicles and parts	116.0	113.8	+7.9	-15.0
• Electrical goods and photographic equipment	218.0	212.2	-12.6	-13.4
• Furniture and fixtures	96.1	99.6	-13.8	-13.6
• Other consumer durable goods, not elsewhere classified	1,002.8	2,000.0	+25.0	+104.7
Department stores	208.5	176.8	+7.6	+13.0
Jewellery, watches and clocks, and valuable gifts	216.0	220.0	+15.1	+18.5
Other consumer goods	151.6	177.3	+5.8	+10.6
• Books, newspapers, stationery and gifts	101.9	122.6	-3.3	+0.5
• Chinese drugs and herbs	147.3	153.7	+7.3	+9.6
• Optical shops	135.2	149.8	+8.3	+12.8
• Medicines and cosmetics	172.4	207.2	+11.3	+11.2
• Other consumer goods, not elsewhere classified	146.7	168.9	+1.2	+12.0

(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>128.0</i>	<i>152.9</i>	<i>+3.9</i>	<i>+20.5</i>
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Table 3 : Movement of the value and volume of total retail sales

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			Value	Volume	Value	Volume
2009		+0.6	-0.8	-		-		-	-
2010		+18.3	+15.5	-		-		-	-
2011		+24.9	+18.4	-		-		-	-
2012		+9.8	+7.2	-		-		-	-
2013		+11.0	+10.6	-		-		-	-
2011	Feb	+8.5	+4.8	2011	Feb	2010	Nov	+4.7	+3.2
	Mar	+26.2	+20.6		Mar		Dec	+5.3	+3.3
	Apr	+27.8	+21.9		Apr	2011	Jan	+6.0	+4.1
	May	+27.8	+21.1		May		Feb	+8.5	+5.9
	Jun	+28.8	+22.2		Jun		Mar	+7.3	+5.1
	Jul	+29.1	+22.4		Jul		Apr	+7.7	+6.0
	Aug	+29.0	+20.7		Aug		May	+6.2	+4.9
	Sep	+24.0	+15.1		Sep		Jun	+6.3	+4.7
	Oct	+23.0	+15.0		Oct		Jul	+5.0	+3.0
	Nov	+23.4	+16.9		Nov		Aug	+3.2	+1.6
	Dec	+23.5	+17.1		Dec		Sep	+2.9	+2.4
2012	Jan	+14.9	+9.1	2012	Jan		Oct	-0.5	-0.6
	Feb	+15.6	+10.1		Feb		Nov	-1.0	-0.9
	Mar	+17.1	+13.2		Mar		Dec	-1.4	-1.8
	Apr	+11.4	+7.6		Apr	2012	Jan	+2.4	+2.3
	May	+8.7	+5.7		May		Feb	+3.1	+2.7
	Jun	+11.0	+8.5		Jun		Mar	+1.8	+1.7
	Jul	+3.9	+1.4		Jul		Apr	+0.8	+0.5
	Aug	+4.6	+3.2		Aug		May	+1.3	+1.2
	Sep	+9.4	+8.5		Sep		Jun	+3.1	+2.7
	Oct	+3.9	+3.6		Oct		Jul	+3.7	+3.5
	Nov	+9.4	+8.1		Nov		Aug	+4.2	+3.9
	Dec	+9.1	+8.5		Dec		Sep	+3.8	+3.9
2013	Jan	+10.5	+10.4	2013	Jan		Oct	+4.4	+4.4
	Feb	+22.7	+21.9		Feb		Nov	+4.4	+4.8
	Mar	+9.8	+10.1		Mar		Dec	+4.4	+4.7
	Apr	+20.7	+19.4		Apr	2013	Jan	+4.9	+5.0
	May	+12.9	+12.2		May		Feb	+3.3	+3.1
	Jun	+14.7	+13.3		Jun		Mar	+3.4	+2.6
	Jul	+9.3	+8.7		Jul		Apr	-1.1	-1.8
	Aug	+8.1	+7.2		Aug		May	-1.5	-2.1
	Sep	+5.0	+4.9		Sep		Jun	-3.7	-3.9
	Oct	+6.3	+5.9		Oct		Jul	-1.2	-1.3
	Nov	+8.5	+9.1		Nov		Aug	+0.4	+0.9
	Dec	+5.7	+6.1		Dec		Sep	+2.8	+3.6
2014	Jan	+14.5*	+16.8*	2014	Jan		Oct	+4.9*	+6.6*

- Not applicable.

* 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. 2013 is the percentage change of the average monthly index for Oct., Nov. and Dec. 2013 compared with the average monthly index for Jul., Aug. and Sep. 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.