

Table 1 : Value index and value of retail sales by broad type of retail outlet for January and February 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 (%)		
	Jan 2014 (Revised figures)	Feb 2014 (Provisional figures)	Jan 2014 (Revised figures)	Feb 2014 (Provisional figures)	Jan 2014 over Jan 2013	Feb 2014 over Feb 2013	Jan - Feb 2014 over Jan - Feb 2013
<u>All retail outlets</u>	210.8	156.6	54,530	40,504	+14.4	-2.3	+6.6
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	159.1	109.1	4,080	2,798	+20.0	-8.8	+6.4
• Fish, livestock and poultry, fresh or frozen	141.2	129.0	1,097	1,002	+12.5	-9.0	+1.1
• Fruits and vegetables, fresh	117.3	80.8	207	143	+2.6	+6.9	+4.3
• Bread, pastry, confectionery and biscuits	185.5	128.3	1,003	694	+30.9	-9.0	+11.0
• Other food, not elsewhere classified	160.8	80.0	1,095	545	+23.9	-17.3	+6.3
• Alcoholic drinks and tobacco	173.8	106.4	677	415	+18.5	+0.7	+11.1
Supermarkets⁽¹⁾	171.1	122.7	5,164	3,702	+20.0	-10.8	+4.9
Fuels	126.4	107.8	876	747	+1.8	+2.1	+1.9
Clothing, footwear and allied products	218.7	168.7	7,316	5,643	+15.2	+2.3	+9.2
• Wearing apparel	211.5	173.1	6,092	4,984	+13.7	+5.9	+10.1
• Footwear, allied products and other clothing accessories	263.1	141.7	1,223	659	+23.6	-18.9	+4.4
Consumer durable goods	271.0	162.1	10,868	6,502	+16.2	-8.5	+5.5
• Motor vehicles and parts	128.2	147.9	1,404	1,620	-13.7	+26.1	+3.9
• Electrical goods and photographic equipment	169.5	145.3	3,396	2,912	-18.2	-15.9	-17.2
• Furniture and fixtures	119.5	79.1	684	453	-8.8	-6.3	-7.8
• Other consumer durable goods, not elsewhere classified	1 583.6	446.5	5,384	1,518	+90.5	-19.2	+46.7
Department stores	191.4	157.7	5,031	4,145	+13.4	+3.2	+8.5
Jewellery, watches and clocks, and valuable gifts	246.5	203.0	11,598	9,552	+10.6	-0.5	+5.3
Other consumer goods	195.8	151.2	9,598	7,415	+13.3	+2.2	+8.2
• Books, newspapers, stationery and gifts	138.9	110.5	740	589	+6.7	+6.9	+6.8
• Chinese drugs and herbs	180.8	123.4	623	425	+12.9	-7.2	+3.8
• Optical shops	163.5	187.3	286	327	+16.4	+10.0	+12.9
• Medicines and cosmetics	225.7	175.3	4,380	3,401	+14.0	+3.8	+9.3
• Other consumer goods, not elsewhere classified	186.8	139.9	3,569	2,673	+13.7	+0.1	+7.5

(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>173.9</i>	<i>125.1</i>	<i>5,745</i>	<i>4,131</i>	<i>+22.4</i>	<i>-10.6</i>	<i>+6.0</i>
---	--------------	--------------	--------------	--------------	--------------	--------------	-------------

(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 January and February 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 (%)		
	Jan 2014 (Revised figures)	Feb 2014 (Provisional figures)	Jan 2014 over Jan 2013	Feb 2014 over Feb 2013	Jan - Feb 2014 over Jan - Feb 2013
<u>All retail outlets</u>	199.1	144.9	+16.7	-2.3	+7.9
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	126.2	84.2	+16.7	-11.3	+3.6
• Fish, livestock and poultry, fresh or frozen	101.0	90.0	+9.0	-9.2	-0.4
• Fruits and vegetables, fresh	89.2	56.3	-4.3	-10.2	-6.7
• Bread, pastry, confectionery and biscuits	153.1	105.7	+26.0	-12.4	+6.9
• Other food, not elsewhere classified	135.8	67.2	+20.6	-19.1	+3.7
• Alcoholic drinks and tobacco	139.3	85.0	+16.5	-1.0	+9.2
Supermarkets⁽¹⁾	149.4	105.3	+17.7	-13.7	+2.3
Fuels	105.2	89.8	+1.2	+4.3	+2.6
Clothing, footwear and allied products	194.0	156.7	+12.8	+0.6	+7.0
• Wearing apparel	188.1	161.5	+11.6	+3.8	+7.9
• Footwear, allied products and other clothing accessories	230.5	126.7	+19.1	-19.1	+2.0
Consumer durable goods	320.9	184.1	+24.3	-6.9	+10.8
• Motor vehicles and parts	113.9	130.7	-15.0	+23.6	+2.0
• Electrical goods and photographic equipment	212.2	182.0	-13.4	-11.2	-12.4
• Furniture and fixtures	99.7	66.0	-13.5	-11.1	-12.6
• Other consumer durable goods, not elsewhere classified	2 000.1	567.4	+104.7	-13.9	+56.9
Department stores	176.8	146.9	+13.0	+2.3	+7.9
Jewellery, watches and clocks, and valuable gifts	219.6	176.5	+18.2	+4.3	+11.6
Other consumer goods	177.4	137.2	+10.7	-0.3	+5.6
• Books, newspapers, stationery and gifts	122.6	97.9	+0.5	+0.8	+0.6
• Chinese drugs and herbs	153.7	104.9	+9.5	-9.8	+0.8
• Optical shops	149.8	171.9	+12.8	+6.8	+9.5
• Medicines and cosmetics	207.5	160.2	+11.3	+1.1	+6.6
• Other consumer goods, not elsewhere classified	169.1	127.4	+12.1	-1.6	+5.8

(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>152.8</i>	<i>108.3</i>	<i>+20.4</i>	<i>-13.3</i>	<i>+3.7</i>
---	--------------	--------------	--------------	--------------	-------------

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		
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	Mar	+26.2	+20.6	2011	Mar	2010	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	+14.4	+16.7	2014	Jan		Oct	+4.9	+6.5
	Feb	-2.3*	-2.3*		Feb		Nov	+3.4*	+4.5*

- 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.