

Table 1 : Value index and value of retail sales by broad type of retail outlet for July and August 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 (%)		
	Jul 2014 (Revised figures)	Aug 2014 (Provisional figures)	Jul 2014 (Revised figures)	Aug 2014 (Provisional figures)	Jul 2014 over Jul 2013	Aug 2014 over Aug 2013	Jan - Aug 2014 over Jan - Aug 2013
<u>All retail outlets</u>	149.5	154.8	38,666	40,035	-3.2	+3.4	-1.0
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	105.2	138.0	2,698	3,541	+7.3	+20.0	+8.8
• Fish, livestock and poultry, fresh or frozen	77.8	100.6	604	781	-3.4	+2.9	+1.4
• Fruits and vegetables, fresh	127.6	130.5	226	231	+7.1	+3.1	+4.0
• Bread, pastry, confectionery and biscuits	140.9	222.7	762	1,205	+13.1	+52.9	+18.2
• Other food, not elsewhere classified	95.4	118.1	650	805	+10.9	+11.4	+11.4
• Alcoholic drinks and tobacco	117.2	133.4	457	520	+8.9	+13.4	+6.4
Supermarkets⁽¹⁾	143.9	148.9	4,342	4,494	+5.8	+5.8	+5.9
Fuels	123.5	125.9	856	872	+1.3	+2.5	-0.2
Clothing, footwear and allied products	165.7	148.1	5,542	4,953	+5.9	+5.7	+7.5
• Wearing apparel	165.1	143.9	4,755	4,144	+5.1	+5.7	+7.5
• Footwear, allied products and other clothing accessories	169.2	174.1	787	810	+10.8	+5.7	+7.6
Consumer durable goods	140.9	143.1	5,652	5,739	-6.3	-1.5	-3.6
• Motor vehicles and parts	138.6	117.3	1,518	1,284	+4.9	+12.6	+6.5
• Electrical goods and photographic equipment	126.9	130.3	2,543	2,610	-10.4	-10.5	-13.9
• Furniture and fixtures	111.7	123.2	639	705	+5.4	+8.5	-0.1
• Other consumer durable goods, not elsewhere classified	279.8	335.1	951	1,140	-16.6	+1.8	+7.1
Department stores	153.0	163.2	4,020	4,290	-1.1	+2.1	+2.3
Jewellery, watches and clocks, and valuable gifts	166.3	182.7	7,824	8,598	-22.4	-6.1	-16.3
Other consumer goods	157.7	154.0	7,731	7,548	+9.5	+11.2	+7.5
• Books, newspapers, stationery and gifts	130.3	153.4	695	818	+4.1	+7.1	+4.1
• Chinese drugs and herbs	141.3	164.3	487	567	+7.5	+11.0	+6.5
• Optical shops	187.5	183.6	328	321	+8.5	+12.1	+11.0
• Medicines and cosmetics	185.8	176.6	3,604	3,427	+14.2	+17.2	+10.1
• Other consumer goods, not elsewhere classified	137.0	126.5	2,618	2,416	+5.4	+4.8	+4.9

(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>	144.3	150.8	4,768	4,980	+5.9	+6.6	+6.4
---	-------	-------	-------	-------	------	------	------

(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 July and August 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 (%)		
	Jul 2014 (Revised figures)	Aug 2014 (Provisional figures)	Jul 2014 over Jul 2013	Aug 2014 over Aug 2013	Jan - Aug 2014 over Jan - Aug 2013
<u>All retail outlets</u>	136.0	141.8	-4.5	+2.8	-1.0
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	81.9	107.6	+3.0	+15.6	+5.0
• Fish, livestock and poultry, fresh or frozen	55.3	72.2	-6.8	-0.3	-1.7
• Fruits and vegetables, fresh	100.5	102.2	+3.7	+2.3	-2.1
• Bread, pastry, confectionery and biscuits	113.2	178.3	+8.5	+46.3	+13.7
• Other food, not elsewhere classified	79.5	98.2	+7.6	+8.1	+8.8
• Alcoholic drinks and tobacco	87.0	99.1	-0.1	+4.2	-0.3
Supermarkets⁽¹⁾	120.2	124.7	+1.7	+1.4	+2.7
Fuels	100.6	105.1	-1.3	+2.0	-1.5
Clothing, footwear and allied products	149.4	137.8	+3.9	+5.4	+5.4
• Wearing apparel	149.2	133.9	+2.7	+4.8	+5.1
• Footwear, allied products and other clothing accessories	150.4	161.9	+11.8	+8.5	+7.4
Consumer durable goods	160.4	167.4	-3.0	+3.4	#
• Motor vehicles and parts	122.8	105.6	+5.9	+13.7	+6.6
• Electrical goods and photographic equipment	166.4	173.8	-3.7	-2.4	-8.4
• Furniture and fixtures	92.6	101.5	+0.5	+3.8	-5.1
• Other consumer durable goods, not elsewhere classified	360.0	439.3	-10.7	+10.8	+14.4
Department stores	140.0	150.6	-3.3	+1.0	+0.9
Jewellery, watches and clocks, and valuable gifts	142.6	156.9	-24.1	-6.8	-14.2
Other consumer goods	141.7	138.2	+7.5	+9.5	+5.2
• Books, newspapers, stationery and gifts	114.1	134.2	-0.5	+2.7	-0.8
• Chinese drugs and herbs	119.1	138.7	+4.9	+8.6	+3.9
• Optical shops	169.7	167.5	+6.5	+11.1	+8.8
• Medicines and cosmetics	166.7	158.2	+10.5	+14.0	+7.0
• Other consumer goods, not elsewhere classified	125.5	116.2	+6.2	+6.0	+4.1

(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>121.6</i>	<i>127.4</i>	<i>+2.0</i>	<i>+2.6</i>	<i>+3.5</i>
---	--------------	--------------	-------------	-------------	-------------

Denotes change within ± 0.05 .

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 Sep	+24.0	+15.1	2011 Sep	2011 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	-2.2	-2.1	Feb	Nov	+3.4	+4.6
Mar	-1.5	-2.5	Mar	Dec	+0.8	+1.5
Apr	-9.9	-9.6	Apr	2014 Jan	-5.5	-6.4
May	-3.9	-4.5	May	Feb	-7.5	-8.8
Jun	-6.9	-7.5	Jun	Mar	-7.0	-8.4
Jul	-3.2	-4.5	Jul	Apr	-2.7	-4.1
Aug	+3.4*	+2.8*	Aug	May	+1.8*	+0.7*

- 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 Jun. 2014 is the percentage change of the average monthly index for Apr., May and Jun. 2014 compared with the average monthly index for Jan., Feb. and Mar. 2014.
- (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.