

**Table 1 : Value index and value of retail sales by broad type of retail outlet for August and September 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 <sup>(2)</sup> (HK\$ million)		Percentage change (%)		
	Aug 2014 (Revised figures)	Sep 2014 (Provisional figures)	Aug 2014 (Revised figures)	Sep 2014 (Provisional figures)	Aug 2014 over Aug 2013	Sep 2014 over Sep 2013	Jan - Sep 2014 over Jan - Sep 2013
<b>All retail outlets</b>	<b>154.9</b>	<b>145.2</b>	<b>40,057</b>	<b>37,567</b>	<b>+3.5</b>	<b>+4.8</b>	<b>-0.4</b>
<b>By broad type of retail outlet</b>							
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>138.0</b>	<b>130.1</b>	<b>3,541</b>	<b>3,336</b>	<b>+20.0</b>	<b>-9.1</b>	<b>+6.3</b>
• Fish, livestock and poultry, fresh or frozen	100.5	100.7	781	783	+2.8	-2.8	+0.9
• Fruits and vegetables, fresh	130.8	126.4	231	224	+3.4	+6.5	+4.3
• Bread, pastry, confectionery and biscuits	222.7	225.4	1,205	1,219	+52.9	-19.6	+10.1
• Other food, not elsewhere classified	118.1	95.7	805	652	+11.4	-6.6	+9.2
• Alcoholic drinks and tobacco	133.4	117.9	520	459	+13.4	+4.3	+6.2
<b>Supermarkets<sup>(1)</sup></b>	<b>148.9</b>	<b>142.7</b>	<b>4,494</b>	<b>4,307</b>	<b>+5.8</b>	<b>+2.1</b>	<b>+5.5</b>
<b>Fuels</b>	<b>125.9</b>	<b>125.5</b>	<b>872</b>	<b>870</b>	<b>+2.5</b>	<b>+0.8</b>	<b>#</b>
<b>Clothing, footwear and allied products</b>	<b>148.1</b>	<b>131.0</b>	<b>4,954</b>	<b>4,382</b>	<b>+5.7</b>	<b>+7.6</b>	<b>+7.5</b>
• Wearing apparel	143.9	131.8	4,145	3,794	+5.7	+7.9	+7.5
• Footwear, allied products and other clothing accessories	174.1	126.3	810	587	+5.7	+5.4	+7.4
<b>Consumer durable goods</b>	<b>143.2</b>	<b>172.8</b>	<b>5,741</b>	<b>6,929</b>	<b>-1.4</b>	<b>+17.5</b>	<b>-1.5</b>
• Motor vehicles and parts	117.6	135.1	1,288	1,479	+12.9	+15.0	+7.4
• Electrical goods and photographic equipment	130.2	137.6	2,609	2,756	-10.5	+0.2	-12.5
• Furniture and fixtures	123.2	106.7	705	611	+8.5	-4.4	-0.6
• Other consumer durable goods, not elsewhere classified	335.2	612.6	1,140	2,083	+1.8	+70.3	+12.6
<b>Department stores</b>	<b>164.2</b>	<b>141.8</b>	<b>4,316</b>	<b>3,728</b>	<b>+2.7</b>	<b>-2.8</b>	<b>+1.9</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>182.7</b>	<b>164.6</b>	<b>8,596</b>	<b>7,743</b>	<b>-6.1</b>	<b>+2.7</b>	<b>-14.7</b>
<b>Other consumer goods</b>	<b>153.8</b>	<b>128.0</b>	<b>7,542</b>	<b>6,273</b>	<b>+11.1</b>	<b>+9.4</b>	<b>+7.6</b>
• Books, newspapers, stationery and gifts	153.4	103.1	817	549	+7.1	+8.9	+4.5
• Chinese drugs and herbs	164.1	131.7	566	454	+10.9	+0.4	+5.8
• Optical shops	183.6	130.2	321	228	+12.1	+7.6	+10.7
• Medicines and cosmetics	176.4	148.2	3,422	2,876	+17.1	+9.0	+10.0
• Other consumer goods, not elsewhere classified	126.5	113.4	2,416	2,166	+4.8	+12.2	+5.5

(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>151.0</i>	<i>144.6</i>	<i>4,988</i>	<i>4,776</i>	<i>+6.7</i>	<i>+2.1</i>	<i>+6.0</i>
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(2) The sum of individual items might not add up to the respective total because of rounding.

# Denotes change within  $\pm 0.05$ .

**Table 2 : Volume index of retail sales by broad type of retail outlet for August and September 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 (%)		
	Aug 2014 (Revised figures)	Sep 2014 (Provisional figures)	Aug 2014 over Aug 2013	Sep 2014 over Sep 2013	Jan - Sep 2014 over Jan - Sep 2013
<b>All retail outlets</b>	<b>141.9</b>	<b>135.5</b>	<b>+2.8</b>	<b>+6.6</b>	<b>-0.3</b>
<b>By broad type of retail outlet</b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>107.6</b>	<b>100.2</b>	<b>+15.6</b>	<b>-13.2</b>	<b>+2.5</b>
• Fish, livestock and poultry, fresh or frozen	72.1	70.6	-0.4	-7.6	-2.4
• Fruits and vegetables, fresh	102.5	95.6	+2.6	+13.0	-0.5
• Bread, pastry, confectionery and biscuits	178.2	179.5	+46.3	-23.1	+6.0
• Other food, not elsewhere classified	98.2	79.5	+8.0	-9.9	+6.5
• Alcoholic drinks and tobacco	99.0	87.6	+4.2	-3.7	-0.7
<b>Supermarkets<sup>(1)</sup></b>	<b>124.7</b>	<b>119.4</b>	<b>+1.4</b>	<b>-1.8</b>	<b>+2.2</b>
<b>Fuels</b>	<b>105.1</b>	<b>105.7</b>	<b>+2.0</b>	<b>+1.1</b>	<b>-1.2</b>
<b>Clothing, footwear and allied products</b>	<b>137.8</b>	<b>119.4</b>	<b>+5.4</b>	<b>+7.7</b>	<b>+5.6</b>
• Wearing apparel	133.9	119.9	+4.8	+7.0	+5.3
• Footwear, allied products and other clothing accessories	161.9	116.0	+8.5	+12.5	+7.8
<b>Consumer durable goods</b>	<b>167.4</b>	<b>210.1</b>	<b>+3.4</b>	<b>+27.2</b>	<b>+2.7</b>
• Motor vehicles and parts	105.9	122.8	+14.0	+17.1	+7.7
• Electrical goods and photographic equipment	173.7	189.3	-2.5	+10.1	-6.5
• Furniture and fixtures	101.5	87.5	+3.8	-7.5	-5.4
• Other consumer durable goods, not elsewhere classified	439.3	820.6	+10.8	+87.2	+21.0
<b>Department stores</b>	<b>151.5</b>	<b>129.9</b>	<b>+1.6</b>	<b>-3.5</b>	<b>+0.5</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>156.9</b>	<b>143.5</b>	<b>-6.8</b>	<b>+4.6</b>	<b>-12.6</b>
<b>Other consumer goods</b>	<b>138.1</b>	<b>113.6</b>	<b>+9.4</b>	<b>+7.1</b>	<b>+5.3</b>
• Books, newspapers, stationery and gifts	134.2	88.3	+2.7	+5.2	-0.3
• Chinese drugs and herbs	138.5	111.2	+8.5	-1.5	+3.3
• Optical shops	167.4	118.2	+11.1	+6.9	+8.6
• Medicines and cosmetics	158.0	132.2	+13.8	+5.4	+6.9
• Other consumer goods, not elsewhere classified	116.2	101.8	+5.9	+11.7	+4.8

(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>	127.6	122.1	+2.7	-1.6	+2.9
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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 <sup>(1)(2)</sup> (%)				
	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	Oct	+23.0	+15.0	2011	Oct	2011	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	+3.5	+2.8		Aug		May	+1.9	+0.7
	Sep	+4.8*	+6.6*		Sep		Jun	+5.7*	+5.8*

- 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.