

Table 1 : Value index and value of retail sales by broad type of retail outlet for September and October 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 (%)		
	Sep 2014 (Revised figures)	Oct 2014 (Provisional figures)	Sep 2014 (Revised figures)	Oct 2014 (Provisional figures)	Sep 2014 over Sep 2013	Oct 2014 over Oct 2013	Jan - Oct 2014 over Jan - Oct 2013
<u>All retail outlets</u>	145.2	148.2	37,556	38,328	+4.8	+1.4	-0.2
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	130.0	128.0	3,335	3,284	-9.1	+4.2	+6.1
• Fish, livestock and poultry, fresh or frozen	100.8	100.1	783	778	-2.8	-6.0	+0.2
• Fruits and vegetables, fresh	126.3	130.4	223	230	+6.4	+9.2	+4.8
• Bread, pastry, confectionery and biscuits	225.2	164.6	1,218	890	-19.7	+11.3	+10.2
• Other food, not elsewhere classified	95.7	136.7	652	931	-6.6	+6.2	+8.8
• Alcoholic drinks and tobacco	117.9	116.7	459	455	+4.3	+4.0	+5.9
Supermarkets⁽¹⁾	142.7	140.9	4,307	4,251	+2.1	+2.4	+5.2
Fuels	125.5	119.6	870	829	+0.8	-1.2	-0.2
Clothing, footwear and allied products	131.0	139.7	4,382	4,674	+7.6	-8.0	+6.0
• Wearing apparel	131.7	139.9	3,794	4,029	+7.9	-8.8	+5.9
• Footwear, allied products and other clothing accessories	126.3	138.7	587	645	+5.4	-2.9	+6.5
Consumer durable goods	172.8	180.4	6,929	7,234	+17.5	+25.8	+0.8
• Motor vehicles and parts	135.1	127.0	1,479	1,390	+15.0	+1.9	+6.9
• Electrical goods and photographic equipment	137.6	160.5	2,756	3,214	+0.2	+23.6	-9.5
• Furniture and fixtures	106.7	86.9	610	497	-4.4	-2.4	-0.8
• Other consumer durable goods, not elsewhere classified	612.4	627.1	2,082	2,132	+70.2	+67.0	+17.2
Department stores	141.8	148.3	3,728	3,899	-2.8	+0.9	+1.8
Jewellery, watches and clocks, and valuable gifts	164.7	156.8	7,748	7,377	+2.8	-11.6	-14.4
Other consumer goods	127.7	138.3	6,259	6,780	+9.1	+2.7	+7.2
• Books, newspapers, stationery and gifts	103.2	112.5	550	599	+9.0	+4.9	+4.6
• Chinese drugs and herbs	131.9	133.1	455	459	+0.5	-3.2	+4.9
• Optical shops	129.1	124.5	226	218	+6.7	+0.7	+9.9
• Medicines and cosmetics	148.1	164.7	2,874	3,196	+8.9	+7.6	+9.7
• Other consumer goods, not elsewhere classified	112.8	120.9	2,155	2,309	+11.6	-2.7	+4.7

(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>	144.6	143.4	4,776	4,737	+2.1	+3.8	+5.7
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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 September and October 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 (%)		
	Sep 2014 (Revised figures)	Oct 2014 (Provisional figures)	Sep 2014 over Sep 2013	Oct 2014 over Oct 2013	Jan - Oct 2014 over Jan - Oct 2013
<u>All retail outlets</u>	135.5	139.2	+6.6	+4.3	+0.1
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	100.2	99.2	-13.2	+0.1	+2.2
• Fish, livestock and poultry, fresh or frozen	70.6	71.2	-7.6	-9.9	-3.1
• Fruits and vegetables, fresh	95.5	100.1	+12.9	+8.6	+0.4
• Bread, pastry, confectionery and biscuits	179.3	130.5	-23.2	+6.3	+6.0
• Other food, not elsewhere classified	79.5	113.1	-9.8	+2.5	+6.0
• Alcoholic drinks and tobacco	87.6	86.8	-3.7	-3.5	-1.0
Supermarkets⁽¹⁾	119.4	116.8	-1.9	-2.2	+1.8
Fuels	105.7	102.3	+1.1	-1.0	-1.2
Clothing, footwear and allied products	119.4	122.8	+7.7	-7.3	+4.4
• Wearing apparel	119.9	122.3	+7.0	-8.7	+3.9
• Footwear, allied products and other clothing accessories	116.0	126.0	+12.5	+2.2	+7.3
Consumer durable goods	210.1	227.2	+27.2	+40.6	+6.0
• Motor vehicles and parts	122.8	115.7	+17.1	+4.3	+7.4
• Electrical goods and photographic equipment	189.3	227.4	+10.1	+39.1	-2.6
• Furniture and fixtures	87.5	71.7	-7.5	-4.8	-5.3
• Other consumer durable goods, not elsewhere classified	820.4	846.3	+87.2	+84.9	+26.5
Department stores	129.9	134.5	-3.5	+0.8	+0.5
Jewellery, watches and clocks, and valuable gifts	143.5	136.9	+4.6	-11.1	-12.5
Other consumer goods	113.3	123.1	+6.8	+0.7	+4.9
• Books, newspapers, stationery and gifts	88.5	96.2	+5.3	+1.4	-0.1
• Chinese drugs and herbs	111.3	112.2	-1.4	-4.7	+2.5
• Optical shops	117.2	113.1	+6.0	+0.1	+7.9
• Medicines and cosmetics	132.1	147.7	+5.3	+4.9	+6.7
• Other consumer goods, not elsewhere classified	101.3	108.3	+11.2	-3.7	+3.9

(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>	<i>122.1</i>	<i>120.0</i>	<i>-1.6</i>	<i>-0.3</i>	<i>+2.6</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			
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	Nov	+23.4	+16.9	2011	Nov	2011	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	+5.7
	Oct	+1.4*	+4.3*		Oct		Jul	+7.2*	+9.5*

- 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 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.