

Table 1 : Value index and value of retail sales by broad type of retail outlet for October and November 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 (%)		
	Oct 2014 (Revised figures)	Nov 2014 (Provisional figures)	Oct 2014 (Revised figures)	Nov 2014 (Provisional figures)	Oct 2014 over Oct 2013	Nov 2014 over Nov 2013	Jan - Nov 2014 over Jan - Nov 2013
<u>All retail outlets</u>	148.2	159.5	38,323	41,263	+1.4	+4.1	+0.2
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	128.3	128.9	3,292	3,307	+4.5	+10.2	+6.5
• Fish, livestock and poultry, fresh or frozen	100.9	111.9	784	869	-5.2	+5.2	+0.8
• Fruits and vegetables, fresh	129.5	93.6	229	166	+8.5	+4.5	+4.7
• Bread, pastry, confectionery and biscuits	164.4	150.6	889	815	+11.3	+24.0	+11.3
• Other food, not elsewhere classified	137.3	142.6	935	972	+6.7	+7.9	+8.8
• Alcoholic drinks and tobacco	116.7	124.9	455	486	+4.0	+6.1	+6.0
Supermarkets⁽¹⁾	140.9	136.6	4,252	4,123	+2.4	+3.5	+5.0
Fuels	119.6	111.5	829	773	-1.2	-4.4	-0.5
Clothing, footwear and allied products	139.6	149.4	4,668	4,998	-8.1	-2.6	+5.2
• Wearing apparel	139.7	147.2	4,024	4,240	-8.9	-4.0	+5.0
• Footwear, allied products and other clothing accessories	138.5	163.0	644	758	-3.0	+6.0	+6.4
Consumer durable goods	180.1	194.2	7,224	7,788	+25.6	+14.3	+2.1
• Motor vehicles and parts	126.3	117.1	1,383	1,282	+1.3	+2.1	+6.4
• Electrical goods and photographic equipment	160.4	141.6	3,212	2,836	+23.5	+3.8	-8.4
• Furniture and fixtures	86.9	114.6	497	656	-2.4	+9.6	+0.2
• Other consumer durable goods, not elsewhere classified	627.1	886.6	2,132	3,014	+66.9	+35.4	+19.5
Department stores	148.3	196.8	3,897	5,171	+0.9	+4.9	+2.1
Jewellery, watches and clocks, and valuable gifts	156.9	177.5	7,383	8,351	-11.5	-2.0	-13.4
Other consumer goods	138.3	137.7	6,778	6,753	+2.6	+4.9	+7.0
• Books, newspapers, stationery and gifts	113.0	108.9	602	580	+5.4	+5.6	+4.7
• Chinese drugs and herbs	133.1	126.2	459	435	-3.2	+4.3	+4.9
• Optical shops	124.5	128.2	218	224	+0.7	+2.2	+9.3
• Medicines and cosmetics	164.7	171.0	3,196	3,317	+7.6	+10.3	+9.8
• Other consumer goods, not elsewhere classified	120.6	115.0	2,304	2,196	-2.9	-2.2	+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>	143.4	141.4	4,737	4,669	+3.8	+4.8	+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 October and November 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 (%)		
	Oct 2014 (Revised figures)	Nov 2014 (Provisional figures)	Oct 2014 over Oct 2013	Nov 2014 over Nov 2013	Jan - Nov 2014 over Jan - Nov 2013
<u>All retail outlets</u>	139.2	150.4	+4.3	+7.5	+0.8
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	99.5	99.6	+0.3	+5.7	+2.6
• Fish, livestock and poultry, fresh or frozen	71.8	79.3	-9.1	+1.0	-2.7
• Fruits and vegetables, fresh	99.4	72.4	+7.8	+1.9	+0.4
• Bread, pastry, confectionery and biscuits	130.5	119.9	+6.2	+18.9	+6.9
• Other food, not elsewhere classified	113.6	117.4	+3.0	+4.0	+5.8
• Alcoholic drinks and tobacco	86.8	93.0	-3.5	-1.4	-1.0
Supermarkets⁽¹⁾	116.8	113.4	-2.2	-0.9	+1.5
Fuels	102.3	97.6	-1.0	-1.8	-1.2
Clothing, footwear and allied products	122.7	125.1	-7.4	-1.0	+3.9
• Wearing apparel	122.1	121.3	-8.8	-3.3	+3.3
• Footwear, allied products and other clothing accessories	125.8	149.0	+2.0	+12.6	+7.8
Consumer durable goods	227.0	246.4	+40.5	+26.6	+8.0
• Motor vehicles and parts	115.3	106.1	+3.9	+3.3	+7.0
• Electrical goods and photographic equipment	227.3	202.9	+39.0	+18.7	-0.8
• Furniture and fixtures	71.7	94.4	-4.8	+7.1	-4.3
• Other consumer durable goods, not elsewhere classified	846.2	1 209.7	+84.8	+49.4	+29.5
Department stores	134.5	176.9	+0.7	+6.5	+1.1
Jewellery, watches and clocks, and valuable gifts	137.0	159.4	-11.0	+1.4	-11.3
Other consumer goods	123.0	123.0	+0.7	+3.5	+4.8
• Books, newspapers, stationery and gifts	96.7	92.9	+1.9	+2.2	+0.1
• Chinese drugs and herbs	112.2	106.3	-4.7	+3.1	+2.6
• Optical shops	113.1	117.1	+0.1	+2.1	+7.4
• Medicines and cosmetics	147.7	153.9	+4.9	+8.0	+6.8
• Other consumer goods, not elsewhere classified	108.1	103.6	-3.9	-2.1	+3.4

(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>120.1</i>	<i>118.5</i>	<i>-0.3</i>	<i>+1.0</i>	<i>+2.4</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 Dec	+23.5	+17.1	2011 Dec	2011 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
Nov	+4.1*	+7.5*	Nov	Aug	+6.2*	+10.6*

- 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 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.