

Table 1 : Value index and value of retail sales by broad type of retail outlet for December 2014 and January 2015

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 (%)	
	Dec 2014 (Revised figures)	Jan 2015 (Provisional figures)	Dec 2014 (Revised figures)	Jan 2015 (Provisional figures)	Dec 2014 over Dec 2013	Jan 2015 over Jan 2014
<u>All retail outlets</u>	184.5	180.0	47,713	46,560	-4.0	-14.6
<u>By broad type of retail outlet</u>						
Food, alcoholic drinks and tobacco (other than supermarkets)	139.9	145.2	3,589	3,726	+7.4	-8.7
• Fish, livestock and poultry, fresh or frozen	132.3	129.8	1,028	1,008	+11.2	-8.0
• Fruits and vegetables, fresh	98.6	105.8	174	187	+5.2	-9.8
• Bread, pastry, confectionery and biscuits	167.7	175.5	907	949	+15.1	-5.4
• Other food, not elsewhere classified	132.3	140.6	901	958	+1.3	-12.5
• Alcoholic drinks and tobacco	148.7	159.9	579	623	+0.7	-8.0
Supermarkets⁽¹⁾	141.8	148.7	4,278	4,486	#	-13.1
Fuels	111.1	99.3	770	688	-10.4	-21.4
Clothing, footwear and allied products	203.8	188.4	6,818	6,303	-4.0	-13.8
• Wearing apparel	202.4	184.4	5,828	5,311	-4.1	-12.8
• Footwear, allied products and other clothing accessories	212.7	213.2	989	991	-3.2	-19.0
Consumer durable goods	215.4	216.1	8,640	8,667	+3.8	-20.3
• Motor vehicles and parts	129.8	136.1	1,422	1,490	+0.4	+6.1
• Electrical goods and photographic equipment	165.7	171.8	3,319	3,441	-5.0	+1.3
• Furniture and fixtures	110.7	126.6	633	724	-3.2	+5.9
• Other consumer durable goods, not elsewhere classified	960.6	885.7	3,266	3,011	+18.5	-44.1
Department stores	217.6	169.7	5,720	4,461	-5.6	-11.3
Jewellery, watches and clocks, and valuable gifts	205.1	193.6	9,649	9,111	-16.3	-21.4
Other consumer goods	168.2	186.0	8,249	9,119	+0.7	-5.0
• Books, newspapers, stationery and gifts	115.8	134.3	617	716	+0.2	-3.3
• Chinese drugs and herbs	168.6	163.4	581	563	-2.5	-9.6
• Optical shops	144.6	154.4	253	270	-2.0	-5.6
• Medicines and cosmetics	195.4	225.6	3,791	4,378	+4.2	-0.1
• Other consumer goods, not elsewhere classified	157.4	167.1	3,007	3,192	-2.5	-10.5

(1) These figures do not include 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>147.2</i>	<i>150.8</i>	<i>4,863</i>	<i>4,980</i>	<i>+0.6</i>	<i>-13.3</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 ± 0.05 .

Table 2 : Volume index of retail sales by broad type of retail outlet for December 2014 and January 2015

Broad type of retail outlet	Volume index of retail sales (points) (Average of monthly indices from Oct 2009 to Sep 2010 = 100)		Percentage change (%)	
	Dec 2014 (Revised figures)	Jan 2015 (Provisional figures)	Dec 2014 over Dec 2013	Jan 2015 over Jan 2014
<u>All retail outlets</u>	174.5	171.5	-1.4	-13.9
<u>By broad type of retail outlet</u>				
Food, alcoholic drinks and tobacco (other than supermarkets)	107.2	110.5	+2.6	-12.5
• Fish, livestock and poultry, fresh or frozen	93.1	90.2	+7.0	-10.6
• Fruits and vegetables, fresh	76.2	83.1	+6.7	-6.8
• Bread, pastry, confectionery and biscuits	133.1	138.0	+9.8	-9.9
• Other food, not elsewhere classified	108.4	113.8	-3.1	-16.2
• Alcoholic drinks and tobacco	111.2	119.1	-6.1	-14.5
Supermarkets⁽¹⁾	118.4	123.9	-4.1	-17.1
Fuels	103.3	97.7	-0.9	-7.1
Clothing, footwear and allied products	178.0	172.3	-0.3	-11.2
• Wearing apparel	175.1	167.6	-1.0	-10.9
• Footwear, allied products and other clothing accessories	196.2	201.5	+3.6	-12.6
Consumer durable goods	274.9	277.2	+14.9	-13.6
• Motor vehicles and parts	117.8	122.5	+1.5	+7.6
• Electrical goods and photographic equipment	234.7	248.7	+7.7	+17.2
• Furniture and fixtures	91.2	103.9	-5.1	+4.2
• Other consumer durable goods, not elsewhere classified	1 327.6	1 234.8	+32.4	-38.3
Department stores	197.0	155.3	-5.5	-12.2
Jewellery, watches and clocks, and valuable gifts	181.3	170.2	-16.1	-22.5
Other consumer goods	151.2	166.2	-0.3	-6.3
• Books, newspapers, stationery and gifts	99.1	114.8	-2.8	-6.3
• Chinese drugs and herbs	141.6	137.0	-3.9	-10.9
• Optical shops	132.0	140.5	-2.4	-6.2
• Medicines and cosmetics	177.6	204.2	+3.0	-1.6
• Other consumer goods, not elsewhere classified	142.3	149.6	-3.0	-11.5

(1) These figures do not include 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>124.2</i>	<i>126.8</i>	<i>-3.0</i>	<i>-17.0</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
2010		+18.3	+15.5	-		-		-	-
2011		+24.9	+18.4	-		-		-	-
2012		+9.8	+7.2	-		-		-	-
2013		+11.0	+10.6	-		-		-	-
2014		-0.2	+0.6	-		-		-	-
2012	Feb	+15.6	+10.1	2012	Feb	2011	Nov	-1.4	-1.4
	Mar	+17.1	+13.2		Mar		Dec	-1.6	-2.1
	Apr	+11.4	+7.6		Apr	2012	Jan	+3.1	+2.9
	May	+8.7	+5.7		May		Feb	+4.2	+4.0
	Jun	+11.0	+8.5		Jun		Mar	+2.9	+3.1
	Jul	+3.9	+1.4		Jul		Apr	+1.2	+1.2
	Aug	+4.6	+3.2		Aug		May	+0.9	+1.1
	Sep	+9.4	+8.5		Sep		Jun	+2.2	+1.7
	Oct	+3.9	+3.6		Oct		Jul	+2.5	+2.2
	Nov	+9.4	+8.1		Nov		Aug	+3.2	+2.4
	Dec	+9.1	+8.5		Dec		Sep	+3.4	+3.1
2013	Jan	+10.5	+10.4	2013	Jan		Oct	+4.1	+3.7
	Feb	+22.7	+21.9		Feb		Nov	+4.4	+4.5
	Mar	+9.8	+10.1		Mar		Dec	+4.5	+4.8
	Apr	+20.7	+19.4		Apr	2013	Jan	+6.2	+6.5
	May	+12.9	+12.2		May		Feb	+5.3	+5.4
	Jun	+14.7	+13.3		Jun		Mar	+5.2	+4.9
	Jul	+9.3	+8.7		Jul		Apr	-0.6	-0.8
	Aug	+8.1	+7.2		Aug		May	-2.1	-2.2
	Sep	+5.0	+4.9		Sep		Jun	-5.1	-5.2
	Oct	+6.3	+5.9		Oct		Jul	-3.0	-3.1
	Nov	+8.5	+9.1		Nov		Aug	-1.0	-1.2
	Dec	+5.7	+6.1		Dec		Sep	+2.3	+2.6
2014	Jan	+14.4	+16.7	2014	Jan		Oct	+4.6	+5.5
	Feb	-2.2	-2.1		Feb		Nov	+3.4	+4.4
	Mar	-1.5	-2.5		Mar		Dec	+0.9	+1.4
	Apr	-9.9	-9.6		Apr	2014	Jan	-3.8	-4.6
	May	-3.9	-4.5		May		Feb	-5.4	-6.4
	Jun	-6.9	-7.5		Jun		Mar	-5.0	-5.8
	Jul	-3.2	-4.5		Jul		Apr	-2.1	-2.8
	Aug	+3.5	+2.8		Aug		May	+1.1	+0.6
	Sep	+4.8	+6.6		Sep		Jun	+3.9	+4.0
	Oct	+1.4	+4.3		Oct		Jul	+4.9	+7.0
	Nov	+4.2	+7.6		Nov		Aug	+4.5	+7.8
	Dec	-4.0	-1.4		Dec		Sep	+0.9	+3.9
2015	Jan	-14.6*	-13.9*	2015	Jan		Oct	+0.7*	+2.5*

- 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 2014 is the percentage change of the average monthly index for Oct, Nov and Dec 2014 compared with the average monthly index for Jul, Aug and Sep 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.