

Table 1 : Value index and value of retail sales by broad type of retail outlet for January and February 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 (%)		
	Jan 2015 (Revised figures)	Feb 2015 (Provisional figures)	Jan 2015 (Revised figures)	Feb 2015 (Provisional figures)	Jan to Feb 2015 (Provisional figures)	Jan 2015 over Jan 2014	Feb 2015 over Feb 2014	Jan to Feb 2015 over Jan to Feb 2014
<u>All retail outlets</u>	180.1	180.1	46,598	46,584	93,182	-14.5	+14.9	-2.0
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	145.7	163.6	3,737	4,196	7,933	-8.4	+49.8	+15.3
• Fish, livestock and poultry, fresh or frozen	129.9	174.0	1,009	1,352	2,361	-8.0	+34.8	+12.4
• Fruits and vegetables, fresh	105.7	83.7	187	148	335	-9.8	+3.7	-4.3
• Bread, pastry, confectionery and biscuits	177.0	194.9	957	1,054	2,011	-4.6	+52.0	+18.5
• Other food, not elsewhere classified	140.9	153.8	960	1,048	2,008	-12.3	+91.7	+22.3
• Alcoholic drinks and tobacco	159.9	152.6	623	595	1,218	-8.0	+43.4	+11.6
Supermarkets⁽¹⁾	148.7	156.1	4,486	4,711	9,197	-13.1	+27.3	+3.7
Fuels	99.3	96.0	688	665	1,354	-21.4	-10.9	-16.6
Clothing, footwear and allied products	188.0	187.8	6,290	6,281	12,571	-14.0	+10.4	-3.3
• Wearing apparel	184.0	183.8	5,299	5,294	10,593	-13.0	+5.3	-4.7
• Footwear, allied products and other clothing accessories	213.2	212.2	991	987	1,978	-19.0	+49.4	+5.0
Consumer durable goods	217.0	221.1	8,703	8,868	17,571	-19.9	+36.7	+1.2
• Motor vehicles and parts	136.3	171.6	1,493	1,879	3,372	+6.3	+16.6	+11.8
• Electrical goods and photographic equipment	171.0	183.7	3,425	3,679	7,104	+0.9	+26.6	+12.7
• Furniture and fixtures	126.5	89.8	724	514	1,237	+5.8	+13.6	+8.9
• Other consumer durable goods, not elsewhere classified	900.4	822.3	3,062	2,796	5,857	-43.1	+84.3	-15.1
Department stores	169.7	177.2	4,461	4,657	9,117	-11.3	+11.9	-0.8
Jewellery, watches and clocks, and valuable gifts	193.8	183.9	9,120	8,654	17,773	-21.4	-9.2	-15.9
Other consumer goods	185.9	174.4	9,113	8,552	17,665	-5.0	+15.1	+3.7
• Books, newspapers, stationery and gifts	134.1	106.0	715	565	1,279	-3.4	-4.1	-3.8
• Chinese drugs and herbs	163.7	153.4	564	529	1,093	-9.5	+24.6	+4.3
• Optical shops	154.3	191.7	270	335	605	-5.7	+2.4	-1.4
• Medicines and cosmetics	225.3	210.0	4,372	4,075	8,447	-0.2	+19.2	+8.3
• Other consumer goods, not elsewhere classified	167.2	159.6	3,193	3,048	6,241	-10.5	+14.1	#

(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>	150.8	162.8	4,980	5,378	10,358	-13.3	+30.2	+4.9
---	-------	-------	-------	-------	--------	-------	-------	------

(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 January and February 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 (%)		
	Jan 2015 (Revised figures)	Feb 2015 (Provisional figures)	Jan 2015 over Jan 2014	Feb 2015 over Feb 2014	Jan to Feb 2015 over Jan to Feb 2014
<u>All retail outlets</u>	171.7	171.5	-13.8	+18.2	-0.3
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	110.8	121.1	-12.2	+43.7	+10.2
• Fish, livestock and poultry, fresh or frozen	90.3	113.3	-10.6	+25.7	+6.5
• Fruits and vegetables, fresh	83.1	62.0	-6.8	+10.3	-0.2
• Bread, pastry, confectionery and biscuits	139.2	153.3	-9.1	+45.1	+13.0
• Other food, not elsewhere classified	114.1	123.9	-16.0	+83.8	+17.1
• Alcoholic drinks and tobacco	119.1	113.7	-14.5	+33.7	+3.8
Supermarkets⁽¹⁾	123.9	131.0	-17.1	+24.4	+0.1
Fuels	97.7	93.0	-7.1	+3.6	-2.2
Clothing, footwear and allied products	171.9	176.6	-11.4	+11.8	-0.9
• Wearing apparel	167.2	172.8	-11.1	+6.1	-3.1
• Footwear, allied products and other clothing accessories	201.5	200.3	-12.6	+57.7	+12.4
Consumer durable goods	278.5	282.0	-13.2	+53.5	+11.1
• Motor vehicles and parts	122.8	154.5	+7.8	+18.8	+13.7
• Electrical goods and photographic equipment	247.7	262.8	+16.7	+44.7	+29.6
• Furniture and fixtures	103.8	74.0	+4.1	+12.2	+7.3
• Other consumer durable goods, not elsewhere classified	1 255.6	1 155.5	-37.2	+103.8	-6.1
Department stores	155.3	163.7	-12.2	+11.0	-1.6
Jewellery, watches and clocks, and valuable gifts	170.4	159.5	-22.4	-9.5	-16.7
Other consumer goods	166.1	155.5	-6.4	+13.1	+2.1
• Books, newspapers, stationery and gifts	114.7	90.9	-6.4	-7.2	-6.8
• Chinese drugs and herbs	137.2	128.4	-10.7	+22.7	+2.8
• Optical shops	140.4	174.4	-6.2	+1.4	-2.1
• Medicines and cosmetics	203.9	190.6	-1.7	+18.4	+7.1
• Other consumer goods, not elsewhere classified	149.6	141.1	-11.5	+10.8	-1.9

(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>126.8</i>	<i>138.3</i>	<i>-17.0</i>	<i>+27.8</i>	<i>+1.6</i>
---	--------------	--------------	--------------	--------------	-------------

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	Mar	+17.1	+13.2	2012	Mar	2011	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	-14.5	-13.8	2015	Jan		Oct	+0.7	+2.6
	Feb	+14.9*	+18.2*		Feb		Nov	-1.6*	-1.1*

- 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.