

Table 1 : Value index and value of retail sales by broad type of retail outlet for February and March 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 (%)		
	Feb 2015 (Revised figures)	Mar 2015 (Provisional figures)	Feb 2015 (Revised figures)	Mar 2015 (Provisional figures)	Jan to Mar 2015 (Provisional figures)	Jan to Feb 2015 over Jan to Feb 2014 ⁽³⁾	Mar 2015 over Mar 2014	Jan to Mar 2015 over Jan to Mar 2014
<u>All retail outlets</u>	179.9	148.6	46,546	38,425	131,569	-2.0	-2.9	-2.3
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	163.5	117.4	4,194	3,013	10,944	+15.3	+4.0	+11.9
• Fish, livestock and poultry, fresh or frozen	174.0	120.4	1,351	935	3,295	+12.4	+7.0	+10.8
• Fruits and vegetables, fresh	83.6	103.6	148	183	518	-4.4	-5.5	-4.8
• Bread, pastry, confectionery and biscuits	194.9	146.5	1,054	792	2,804	+18.5	+5.0	+14.4
• Other food, not elsewhere classified	153.8	95.8	1,048	652	2,660	+22.3	+2.0	+16.6
• Alcoholic drinks and tobacco	152.4	115.5	594	450	1,667	+11.5	+3.2	+9.1
Supermarkets⁽¹⁾	156.1	135.3	4,711	4,081	13,278	+3.7	-0.7	+2.3
Fuels	96.0	101.3	665	702	2,055	-16.6	-16.4	-16.5
Clothing, footwear and allied products	187.7	160.6	6,279	5,373	17,942	-3.3	-3.3	-3.3
• Wearing apparel	183.8	166.5	5,292	4,794	15,385	-4.8	-2.2	-4.0
• Footwear, allied products and other clothing accessories	212.2	124.5	987	579	2,557	+5.0	-11.7	+0.7
Consumer durable goods	221.1	198.1	8,867	7,945	25,514	+1.2	+19.0	+6.2
• Motor vehicles and parts	172.0	137.2	1,883	1,503	4,878	+11.9	-1.2	+7.5
• Electrical goods and photographic equipment	183.4	159.3	3,673	3,191	10,290	+12.6	+2.8	+9.4
• Furniture and fixtures	89.8	105.0	514	601	1,838	+8.9	-6.8	+3.2
• Other consumer durable goods, not elsewhere classified	822.4	779.5	2,796	2,650	8,508	-15.1	+88.4	+2.4
Department stores	176.9	137.6	4,649	3,616	12,726	-0.9	-7.1	-2.8
Jewellery, watches and clocks, and valuable gifts	183.9	137.0	8,654	6,445	24,218	-15.9	-18.6	-16.6
Other consumer goods	173.9	147.9	8,527	7,251	24,892	+3.6	-5.5	+0.8
• Books, newspapers, stationery and gifts	106.0	108.4	565	578	1,857	-3.7	+2.3	-1.9
• Chinese drugs and herbs	153.5	139.5	529	481	1,574	+4.3	-8.4	+0.1
• Optical shops	191.7	155.6	335	272	876	-1.4	-5.3	-2.6
• Medicines and cosmetics	208.8	177.1	4,051	3,436	11,858	+8.0	-3.3	+4.5
• Other consumer goods, not elsewhere classified	159.5	130.1	3,047	2,485	8,725	#	-9.4	-2.9

(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>	162.8	133.4	5,378	4,406	14,764	+4.9	-2.2	+2.7
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(2) The sum of individual items might not add up to the respective total because of rounding.

(3) As retail sales tend to show greater volatility in the first two months of a year due to the timing of the Lunar New Year, it is more appropriate to analyse the retail sales figures for January and February taken together in making year-on-year comparison.

Denotes change within ± 0.05 .

Table 2 : Volume index of retail sales by broad type of retail outlet for February and March 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 (%)		
	Feb 2015 (Revised figures)	Mar 2015 (Provisional figures)	Jan to Feb 2015 over Jan to Feb 2014 ⁽²⁾	Mar 2015 over Mar 2014	Jan to Mar 2015 over Jan to Mar 2014
<u>All retail outlets</u>	171.3	142.0	-0.3	+0.8	#
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	121.0	87.5	+10.1	-0.1	+7.1
• Fish, livestock and poultry, fresh or frozen	113.3	81.7	+6.5	+1.3	+5.0
• Fruits and vegetables, fresh	62.0	73.3	-0.2	-6.7	-2.5
• Bread, pastry, confectionery and biscuits	153.3	114.8	+13.0	+0.1	+9.1
• Other food, not elsewhere classified	123.9	76.8	+17.1	-2.2	+11.7
• Alcoholic drinks and tobacco	113.5	86.0	+3.7	+3.2	+3.5
Supermarkets⁽¹⁾	131.0	111.6	+0.1	-3.4	-1.0
Fuels	93.0	96.1	-2.2	-4.3	-2.9
Clothing, footwear and allied products	176.5	145.6	-1.0	-3.5	-1.7
• Wearing apparel	172.7	150.2	-3.2	-2.9	-3.1
• Footwear, allied products and other clothing accessories	200.3	116.7	+12.4	-8.1	+7.0
Consumer durable goods	281.8	253.9	+11.0	+33.8	+17.3
• Motor vehicles and parts	154.7	124.9	+13.7	+0.9	+9.4
• Electrical goods and photographic equipment	262.4	232.2	+29.5	+18.4	+25.8
• Furniture and fixtures	74.0	85.6	+7.3	-8.1	+1.8
• Other consumer durable goods, not elsewhere classified	1 155.6	1 080.2	-6.1	+105.1	+12.9
Department stores	163.4	125.9	-1.7	-9.0	-3.9
Jewellery, watches and clocks, and valuable gifts	159.5	120.5	-16.7	-16.4	-16.6
Other consumer goods	155.1	131.2	+2.0	-7.3	-0.9
• Books, newspapers, stationery and gifts	90.9	92.8	-6.8	-0.7	-5.0
• Chinese drugs and herbs	128.4	116.7	+2.8	-9.9	-1.4
• Optical shops	174.4	141.1	-2.1	-5.8	-3.3
• Medicines and cosmetics	189.5	159.5	+6.8	-4.6	+3.2
• Other consumer goods, not elsewhere classified	141.1	114.9	-1.9	-11.9	-5.0

(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>138.3</i>	<i>111.0</i>	<i>+1.6</i>	<i>-5.0</i>	<i>-0.5</i>
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(2) As retail sales tend to show greater volatility in the first two months of a year due to the timing of the Lunar New Year, it is more appropriate to analyse the retail sales figures for January and February taken together in making year-on-year comparison.

Denotes change within ± 0.05 .

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	Apr	+11.4	+7.6	2012	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	+14.8	+18.1		Feb		Nov	-1.7	-1.2
	Mar	-2.9*	+0.8*		Mar		Dec	-1.0*	-0.8*

- 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 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.