

Table 1 : Value index and value of retail sales by broad type of retail outlet for September and October 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 (%)		
	Sep 2015 (Revised figures)	Oct 2015 (Provisional figures)	Sep 2015 (Revised figures)	Oct 2015 (Provisional figures)	Jan - Oct 2015 (Provisional figures)	Sep 2015 over Sep 2014	Oct 2015 over Oct 2014	Jan - Oct 2015 over Jan - Oct 2014
<u>All retail outlets</u>	136.1	143.7	35,200	37,175	393,414	-6.3	-3.0	-2.7
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	159.6	133.1	4,093	3,414	33,388	+22.7	+3.7	+6.9
• Fish, livestock and poultry, fresh or frozen	103.5	101.4	804	788	8,828	+2.7	+0.5	+5.7
• Fruits and vegetables, fresh	132.5	131.3	234	232	2,082	+4.9	+1.4	-3.0
• Bread, pastry, confectionery and biscuits	338.7	172.3	1,832	932	9,552	+50.4	+4.8	+9.6
• Other food, not elsewhere classified	106.8	146.6	728	998	7,981	+11.6	+6.8	+8.6
• Alcoholic drinks and tobacco	127.3	118.9	496	463	4,944	+8.0	+1.9	+5.9
Supermarkets⁽¹⁾	145.2	143.1	4,381	4,316	43,424	+1.7	+1.5	+1.0
Fuels	111.1	103.2	770	715	7,468	-11.4	-13.7	-11.7
Clothing, footwear and allied products	116.3	132.4	3,889	4,430	50,493	-11.2	-5.1	-6.0
• Wearing apparel	116.1	131.7	3,343	3,794	43,112	-11.9	-5.7	-6.5
• Footwear, allied products and other clothing accessories	117.4	136.8	546	636	7,381	-7.0	-1.3	-3.1
Consumer durable goods	163.2	191.1	6,545	7,663	72,971	-5.5	+6.1	+9.5
• Motor vehicles and parts	123.2	130.1	1,350	1,425	14,863	-8.8	+3.0	+1.0
• Electrical goods and photographic equipment	127.5	142.9	2,554	2,863	29,796	-7.3	-10.9	+5.9
• Furniture and fixtures	104.7	83.2	599	476	5,946	-1.9	-4.2	-1.2
• Other consumer durable goods, not elsewhere classified	600.5	852.6	2,042	2,899	22,366	-2.0	+36.0	+25.8
Department stores	134.6	145.0	3,537	3,811	40,128	-5.1	-2.2	-2.9
Jewellery, watches and clocks, and valuable gifts	127.0	130.2	5,977	6,124	71,570	-22.9	-17.0	-14.9
Other consumer goods	122.5	136.7	6,007	6,702	73,973	-4.0	-1.1	-2.4
• Books, newspapers, stationery and gifts	100.4	111.0	535	591	6,250	-2.7	-1.8	-2.5
• Chinese drugs and herbs	129.8	125.1	447	431	4,709	-1.6	-5.9	-5.0
• Optical shops	120.1	121.9	210	213	2,846	-6.9	-2.1	-3.3
• Medicines and cosmetics	147.2	160.8	2,857	3,120	34,506	-0.6	-2.4	-0.8
• Other consumer goods, not elsewhere classified	102.5	122.8	1,958	2,346	25,662	-9.1	+1.8	-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>148.6</i>	<i>145.8</i>	<i>4,909</i>	<i>4,816</i>	<i>48,102</i>	<i>+2.8</i>	<i>+1.7</i>	<i>+1.2</i>
---	--------------	--------------	--------------	--------------	---------------	-------------	-------------	-------------

(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 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 (%)		
	Sep 2015 (Revised figures)	Oct 2015 (Provisional figures)	Sep 2015 over Sep 2014	Oct 2015 over Oct 2014	Jan - Oct 2015 over Jan - Oct 2014
<u>All retail outlets</u>	131.4	140.8	-3.0	+1.2	+1.1
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	118.9	99.1	+18.7	-0.3	+2.7
• Fish, livestock and poultry, fresh or frozen	69.3	68.2	-1.8	-5.1	+0.3
• Fruits and vegetables, fresh	96.3	94.7	+0.9	-4.7	-4.2
• Bread, pastry, confectionery and biscuits	257.5	131.0	+43.6	+0.4	+4.4
• Other food, not elsewhere classified	85.0	116.3	+6.9	+2.4	+3.9
• Alcoholic drinks and tobacco	94.7	88.5	+8.0	+1.9	+4.2
Supermarkets⁽¹⁾	119.4	116.8	-0.1	#	-1.0
Fuels	106.6	99.8	+0.9	-2.5	+0.6
Clothing, footwear and allied products	108.2	120.0	-9.4	-2.2	-3.4
• Wearing apparel	107.9	118.6	-10.0	-2.9	-4.4
• Footwear, allied products and other clothing accessories	110.0	128.7	-5.1	+2.3	+2.3
Consumer durable goods	219.2	263.3	+4.3	+16.0	+22.1
• Motor vehicles and parts	115.2	122.0	-6.2	+5.9	+3.7
• Electrical goods and photographic equipment	205.5	231.0	+8.6	+1.6	+22.6
• Furniture and fixtures	84.1	66.7	-3.8	-7.0	-3.1
• Other consumer durable goods, not elsewhere classified	861.7	1 239.7	+5.0	+46.5	+37.1
Department stores	123.6	131.0	-4.8	-2.6	-3.2
Jewellery, watches and clocks, and valuable gifts	119.7	121.3	-16.6	-11.4	-11.3
Other consumer goods	108.3	121.1	-4.4	-1.5	-3.6
• Books, newspapers, stationery and gifts	84.2	92.9	-4.8	-3.9	-4.9
• Chinese drugs and herbs	108.4	104.5	-2.6	-6.9	-6.1
• Optical shops	109.0	111.3	-7.0	-1.6	-3.7
• Medicines and cosmetics	131.0	143.6	-0.8	-2.8	-1.6
• Other consumer goods, not elsewhere classified	91.9	110.1	-9.3	+1.9	-5.6

(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>123.7</i>	<i>120.4</i>	<i>+1.3</i>	<i>+0.2</i>	<i>-0.7</i>
---	--------------	--------------	-------------	-------------	-------------

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	Nov	+9.4	+8.1	2012	Nov	2012	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
	Apr	-2.1	+2.5		Apr	2015	Jan	-5.0	-4.5
	May	-0.1	+4.7		May		Feb	-5.3	-4.1
	Jun	-0.4	+4.3		Jun		Mar	-4.4	-3.1
	Jul	-2.9	+1.8		Jul		Apr	-1.4	-0.9
	Aug	-5.3	-0.1		Aug		May	-0.1	#
	Sep	-6.3	-3.0		Sep		Jun	-0.3	-0.3
	Oct	-3.0*	+1.2*		Oct		Jul	+0.8*	+2.4*

- 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 Sep 2015 is the percentage change of the average monthly index for Jul, Aug and Sep 2015 compared with the average monthly index for Apr, May and Jun 2015.
- (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.

Denotes change within ± 0.05 .