Table 1 : Value index and value of retail sales by broad type of retail outlet for October and November 2017

Broad type of retail outlet	Value index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Value of retail sales[2] (HK$ million)			Percentage change (%)		
	Oct 2017 (Revised figures)	Nov 2017 (Provisional Figures*)	Oct 2017 (Revised figures)	Nov 2017 (Provisional Figures*)	Jan - Nov 2017 (Provisional Figures*)	Oct 2017 over Oct 2016	Nov 2017 over Nov 2016	Jan - Nov 2017 over Jan - Nov 2016
All retail outlets	**93.1**	**96.1**	**37,525**	**38,715**	**401,281**	**+3.9**	**+7.5**	**+1.8**
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	**112.3**	**104.8**	**3,759**	**3,509**	**38,511**	**+8.9**	**+3.8**	**+3.4**
• Fish, livestock and poultry, fresh or frozen	94.2	101.4	842	906	10,075	+5.5	+3.2	+1.8
• Fruits and vegetables, fresh	130.4	86.9	263	175	2,410	+8.6	+3.8	+3.2
• Bread, pastry, confectionery and biscuits	105.3	92.7	986	867	10,517	+8.1	+6.5	+0.4
• Other food, not elsewhere classified	149.4	133.1	1,219	1,087	10,328	+15.6	+3.6	+11.2
• Alcoholic drinks and tobacco	89.9	94.9	450	474	5,182	+0.7	+0.7	-1.2
Supermarkets[1]	**104.3**	**97.7**	**4,499**	**4,213**	**48,005**	**+0.7**	**+1.9**	**#**
Fuels	**107.5**	**103.5**	**817**	**787**	**8,488**	**+8.3**	**+4.0**	**+4.3**
Clothing, footwear and allied products	**87.7**	**94.0**	**4,568**	**4,898**	**52,224**	**+6.2**	**+3.8**	**-0.5**
• Wearing apparel	87.3	93.3	3,886	4,151	44,627	+7.0	+3.5	-0.1
• Footwear, allied products and other clothing accessories	89.5	98.2	681	748	7,598	+2.1	+5.6	-2.7
Consumer durable goods	**81.1**	**92.0**	**6,014**	**6,820**	**60,426**	**-8.4**	**+15.0**	**-4.6**
• Motor vehicles and parts	79.5	84.5	1,161	1,233	14,405	+1.2	+5.3	+3.2
• Electrical goods and photographic equipment	72.0	66.4	2,177	2,009	21,978	-2.3	+9.8	-10.9
• Furniture and fixtures	83.7	105.2	506	636	6,550	+3.3	+2.1	+2.3
• Other consumer durable goods, not elsewhere classified	93.4	126.6	2,170	2,942	17,493	-19.6	+27.4	-4.6
Department stores	**94.2**	**125.5**	**4,014**	**5,352**	**43,553**	**+6.2**	**+5.7**	**+3.4**
Jewellery, watches and clocks, and valuable gifts	**87.8**	**80.9**	**6,648**	**6,121**	**66,350**	**+8.5**	**+7.9**	**+5.0**
Other consumer goods	**97.1**	**94.5**	**7,205**	**7,015**	**83,724**	**+8.0**	**+10.6**	**+5.0**
• Books, newspapers, stationery and gifts	87.8	83.2	545	517	6,540	-2.4	+0.5	+0.8
• Chinese drugs and herbs	96.9	89.8	465	430	5,216	+5.8	+8.0	+4.8
• Optical shops	76.6	78.7	212	218	2,921	+1.4	+5.5	+0.9
• Medicines and cosmetics	97.0	96.9	3,372	3,365	39,207	+10.0	+12.5	+4.8
• Other consumer goods, not elsewhere classified	101.7	96.7	2,612	2,484	29,839	+8.8	+11.3	+6.7

* The provisional figures are subject to revision later on. The revisions for figures of certain retail outlet types may be larger due to relatively higher non-response rates in the survey month of November 2017.

(1) These figures do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are shown below :

| *Supermarkets and supermarket sections of department stores* | *104.8* | *100.4* | *5,026* | *4,816* | *53,463* | *+1.1* | *+2.4* | *#* |

(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 October and November 2017

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Oct 2017 (Revised figures)	Nov 2017 (Provisional Figures*)	Oct 2017 over Oct 2016	Nov 2017 over Nov 2016	Jan - Nov 2017 over Jan - Nov 2016
All retail outlets	**94.0**	**96.0**	**+3.6**	**+6.9**	**+1.7**
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	**105.2**	**98.4**	**+5.9**	**+1.7**	**+1.9**
• Fish, livestock and poultry, fresh or frozen	89.4	95.6	+4.1	+1.8	+0.2
• Fruits and vegetables, fresh	114.2	78.7	-1.3	+5.8	+4.6
• Bread, pastry, confectionery and biscuits	99.7	87.5	+6.6	+4.0	-0.9
• Other food, not elsewhere classified	134.8	120.1	+9.6	-1.6	+7.5
• Alcoholic drinks and tobacco	90.6	96.1	+2.6	+2.6	-0.7
Supermarkets[1]	**100.0**	**93.2**	**-0.9**	**+0.1**	**-1.8**
Fuels	**106.3**	**101.1**	**+3.6**	**-2.7**	**-1.0**
Clothing, footwear and allied products	**89.4**	**90.4**	**+8.0**	**+2.8**	**+0.8**
• Wearing apparel	88.4	88.3	+9.0	+2.0	+1.2
• Footwear, allied products and other clothing accessories	94.9	103.1	+3.1	+7.1	-1.3
Consumer durable goods	**90.6**	**102.9**	**-7.0**	**+16.5**	**-2.3**
• Motor vehicles and parts	79.7	84.7	-0.8	+2.5	+1.3
• Electrical goods and photographic equipment	84.8	78.6	+2.2	+14.8	-5.9
• Furniture and fixtures	79.4	99.6	-0.1	-0.9	-0.4
• Other consumer durable goods, not elsewhere classified	110.6	150.2	-17.1	+30.6	-1.0
Department stores	**93.0**	**121.9**	**+4.4**	**+4.1**	**+2.1**
Jewellery, watches and clocks, and valuable gifts	**87.3**	**79.6**	**+7.4**	**+6.5**	**+4.2**
Other consumer goods	**98.4**	**96.3**	**+9.3**	**+12.2**	**+5.3**
• Books, newspapers, stationery and gifts	81.3	77.0	-5.2	-2.4	-2.7
• Chinese drugs and herbs	95.0	88.0	+4.8	+6.8	+4.1
• Optical shops	76.3	78.7	+1.7	+6.2	+1.0
• Medicines and cosmetics	96.2	96.2	+10.4	+13.0	+4.0
• Other consumer goods, not elsewhere classified	108.9	105.0	+12.8	+15.9	+9.4

* The provisional figures are subject to revision later on.   The revisions for figures of certain retail outlet types may be larger due to relatively higher non-response rates in the survey month of November 2017.

(1) These figures do not include retail sales in supermarket sections of department stores.   Supplementary statistics that include such sales are shown below :

| *Supermarkets and supermarket sections of department stores* | *100.5* | *95.8* | *-0.5* | *+0.6* | *-1.8* |

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
2012	+9.8	+6.8	-	-	-	-
2013	+11.0	+11.0	-	-	-	-
2014	-0.2	-0.2	-	-	-	-
2015	-3.7	-1.5	-	-	-	-
2016	-8.1	-7.1	-	-	-	-
2014 Dec	-4.0	-2.9	2014 Dec	2014 Sep	-0.4	+2.2
2015 Jan	-14.5	-14.2	2015 Jan	Oct	+1.1	+2.9
Feb	+14.8	+15.8	Feb	Nov	+0.4	+0.8
Mar	-2.9	-1.4	Mar	Dec	+1.0	+1.4
Apr	-2.1	+0.1	Apr	2015 Jan	-3.3	-2.9
May	-0.1	+2.6	May	Feb	-4.1	-3.1
Jun	-0.4	+2.3	Jun	Mar	-4.0	-3.0
Jul	-2.9	+0.5	Jul	Apr	-1.7	-0.9
Aug	-5.3	-1.8	Aug	May	-0.8	-0.1
Sep	-6.3	-4.0	Sep	Jun	-1.6	-0.9
Oct	-3.0	-0.2	Oct	Jul	-1.4	-0.6
Nov	-7.8	-5.8	Nov	Aug	-2.0	-1.6
Dec	-8.5	-5.9	Dec	Sep	-2.4	-2.0
2016 Jan	-6.6	-3.6	2016 Jan	Oct	-4.9	-4.4
Feb	-20.6	-18.5	Feb	Nov	-5.8	-5.2
Mar	-9.8	-7.8	Mar	Dec	-5.3	-4.7
Apr	-7.5	-6.2	Apr	2016 Jan	-2.2	-2.2
May	-8.3	-7.3	May	Feb	+0.2	-0.1
Jun	-8.9	-7.9	Jun	Mar	+1.1	+0.7
Jul	-7.7	-7.0	Jul	Apr	+0.2	-0.1
Aug	-10.5	-11.0	Aug	May	-1.5	-1.7
Sep	-4.0	-3.8	Sep	Jun	-1.0	-1.4
Oct	-2.9	-2.7	Oct	Jul	+0.7	+0.5
Nov	-5.4	-5.5	Nov	Aug	+2.6	+2.6
Dec	-2.9	-2.9	Dec	Sep	+1.3	+1.6
2017 Jan	-1.0	-1.4	2017 Jan	Oct	-3.3	-2.9
Feb	-5.8	-6.2	Feb	Nov	-4.2	-4.0
Mar	+3.0	+2.6	Mar	Dec	-2.3	-2.2
Apr	+0.1	-0.1	Apr	2017 Jan	+3.3	+3.2
May	+0.4	+0.6	May	Feb	+4.7	+4.5
Jun	+0.1	+0.5	Jun	Mar	+2.5	+2.5
Jul	+4.0	+4.5	Jul	Apr	+0.8	+1.3
Aug	+2.7	+3.2	Aug	May	-0.5	-0.1
Sep	+5.7	+5.6	Sep	Jun	+2.8	+2.5
Oct	+3.9	+3.6	Oct	Jul	+3.1	+2.3
Nov	+7.5*	+6.9*	Nov	Aug	+5.6*	+4.7*

\-   Not applicable.

*   These are provisional figures which are subject to revision later on.

(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 2017 is the percentage change of the average monthly index for Jul, Aug and Sep 2017 compared with the average monthly index for Apr, May and Jun 2017.

(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 the value and volume indices of total retail sales, the seasonally adjusted series for the preceding 3 years are revised each year when the figures for January are published.