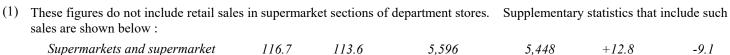# Table 1 : Value index and value of retail sales by broad type of retail outlet for December 2020 and January 2021

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 (%)	
	Dec 2020 (Revised figures)	Jan 2021 (Provisional figures*)	Dec 2020 (Revised figures)	Jan 2021 (Provisional figures*)	Dec 2020 over Dec 2019	Jan 2021 over Jan 2020
All retail outlets	**77.9**	**80.9**	**31,372**	**32,595**	**-13.3**	**-13.6**
By broad type of retail outlet						
Food, alcoholic drinks and tobacco (other than supermarkets)	**97.7**	**109.9**	**3,270**	**3,677**	**-14.1**	**-16.3**
• Fish, livestock and poultry, fresh or frozen	134.6	157.3	1,202	1,405	+6.8	+12.0
• Fruits and vegetables, fresh	139.4	152.5	281	307	+32.2	+34.1
• Bread, pastry, confectionery and biscuits	86.6	92.2	810	863	-6.4	-20.4
• Other food, not elsewhere classified	101.9	120.0	832	980	-25.2	-22.7
• Alcoholic drinks and tobacco	29.0	24.4	145	122	-70.5	-78.1
Supermarkets[1]	**111.5**	**111.3**	**4,811**	**4,802**	**+11.7**	**-9.0**
Fuels	**105.5**	**103.4**	**802**	**786**	**-9.9**	**-11.0**
Clothing, footwear and allied products	**66.1**	**66.8**	**3,442**	**3,481**	**-29.4**	**-23.4**
• Wearing apparel	66.5	64.7	2,959	2,877	-27.8	-20.4
• Footwear, allied products and other clothing accessories	63.6	79.3	484	604	-38.0	-35.1
Consumer durable goods	**88.5**	**85.8**	**6,563**	**6,358**	**+17.1**	**+21.8**
• Motor vehicles and parts	97.6	93.8	1,426	1,370	+10.5	+4.2
• Furniture and fixtures	118.2	124.0	715	750	+6.0	+25.0
• Electrical goods and other consumer durable goods, not elsewhere classified	82.7	79.3	4,423	4,239	+21.5	+28.2
Department stores	**75.9**	**68.7**	**3,235**	**2,927**	**-18.3**	**-17.4**
Jewellery, watches and clocks, and valuable gifts	**40.7**	**44.5**	**3,083**	**3,369**	**-41.0**	**-31.7**
Other consumer goods	**83.1**	**97.0**	**6,166**	**7,195**	**-17.8**	**-19.5**
• Books, newspapers, stationery and gifts	72.9	65.2	453	405	-20.2	-15.0
• Chinese drugs and herbs	98.5	82.5	472	395	-15.1	-22.7
• Optical shops	56.8	55.7	157	155	-31.3	-25.5
• Medicines and cosmetics	52.0	64.3	1,807	2,232	-41.0	-40.1
• Other consumer goods, not elsewhere classified	127.5	156.0	3,276	4,008	+6.2	-0.3

*   The provisional figures are subject to revision later on.

(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	*116.7*	*113.6*	*5,596*	*5,448*	*+12.8*	*-9.1*

(2)   The sum of individual items may not add up to the total because of rounding.

Table 2 : Value of online retail sales[1] for January 2021

Selected type of retail outlet	Value of online retail sales[2][3] (HK$ million)	Percentage change (%)
	Jan 2021 (Provisional figures*)	Jan 2021 over Jan 2020
All retail outlets	**2,371** **(7.3)**	**+92.1**
Non-store retailing	996 (3.1)	+53.9
Other retail outlets	1,375 (4.2)	+134.3

*   The provisional figures are subject to revision later on.

(1)   Online retail sales refer to the sales of goods to customers through computer networks specially operated by local retail establishments for the purpose of receiving or placing of orders.   The goods are ordered by those methods, but the payment and the ultimate delivery of goods do not have to be conducted online.   On the other hand, orders made by manually typed e-mails, telephone calls or facsimiles are not regarded as online sales.   In the case where a retail establishment provides an online platform for use by other businesses in selling goods, the value of online sales refers to the commissions and service charges.

(2)   Figures in brackets refer to the percentage share of online retail sales in total retail sales value.

(3)   The sum of individual items may not add up to the total because of rounding.

Table 3 : Volume index of retail sales by broad type of retail outlet for December 2020 and January 2021

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)	
	Dec 2020 (Revised figures)	Jan 2021 (Provisional figures*)	Dec 2020 over Dec 2019	Jan 2021 over Jan 2020
All retail outlets	**76.1**	**78.9**	**-14.0**	**-14.5**
By broad type of retail outlet				
Food, alcoholic drinks and tobacco (other than supermarkets)	**80.5**	**89.9**	**-15.8**	**-16.9**
• Fish, livestock and poultry, fresh or frozen	92.9	107.9	+5.1	+16.1
• Fruits and vegetables, fresh	112.4	119.0	+25.2	+35.2
• Bread, pastry, confectionery and biscuits	77.7	82.5	-5.8	-20.3
• Other food, not elsewhere classified	87.0	102.2	-26.1	-23.6
• Alcoholic drinks and tobacco	28.5	24.0	-71.1	-78.6
Supermarkets[(1)]	**94.1**	**92.8**	**+9.3**	**-12.1**
Fuels	**93.2**	**90.7**	**-8.5**	**-9.9**
Clothing, footwear and allied products	**73.5**	**74.9**	**-25.3**	**-21.3**
• Wearing apparel	73.2	71.6	-24.3	-19.5
• Footwear, allied products and other clothing accessories	75.5	94.3	-31.0	-28.5
Consumer durable goods	**104.3**	**101.2**	**+18.8**	**+23.5**
• Motor vehicles and parts	93.1	89.2	+6.7	+0.7
• Furniture and fixtures	111.2	116.8	+5.8	+25.4
• Electrical goods and other consumer durable goods, not elsewhere classified	108.4	104.2	+25.9	+32.5
Department stores	**74.4**	**67.5**	**-18.6**	**-18.8**
Jewellery, watches and clocks, and valuable gifts	**36.7**	**39.7**	**-45.0**	**-35.7**
Other consumer goods	**81.6**	**95.6**	**-18.8**	**-20.1**
• Books, newspapers, stationery and gifts	62.2	55.5	-21.1	-16.1
• Chinese drugs and herbs	92.5	77.5	-16.0	-22.3
• Optical shops	56.6	55.6	-29.7	-24.5
• Medicines and cosmetics	49.9	61.9	-40.9	-39.3
• Other consumer goods, not elsewhere classified	134.4	165.2	+3.7	-2.6

*   The provisional figures are subject to revision later on.

(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	*98.4*	*94.6*	*+10.3*	*-12.2*

Table 4 : 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
2016	-8.1	-7.1	-	-	-	-
2017	+2.2	+1.9	-	-	-	-
2018	+8.7	+7.6	-	-	-	-
2019	-11.1	-12.3	-	-	-	-
2020	-24.3	-25.5	-	-	-	-
2018 Feb	+29.9	+28.3	2018 Feb	2017 Nov	+2.5	+1.4
Mar	+11.5	+10.1	Mar	Dec	+3.5	+3.1
Apr	+12.2	+11.0	Apr	2018 Jan	+2.4	+2.5
May	+12.9	+11.5	May	Feb	+1.1	+1.8
Jun	+11.9	+9.8	Jun	Mar	-0.3	+0.3
Jul	+7.8	+5.9	Jul	Apr	-1.1	-0.6
Aug	+9.4	+7.9	Aug	May	-0.5	-0.3
Sep	+2.4	+1.4	Sep	Jun	-0.5	-1.0
Oct	+6.0	+5.3	Oct	Jul	+0.7	-0.2
Nov	+1.4	+1.2	Nov	Aug	-0.5	-1.6
Dec	+0.1	+0.1	Dec	Sep	-0.2	-0.7
2019 Jan	+7.0	+6.9	2019 Jan	Oct	-2.0	-2.1
Feb	-10.2	-10.5	Feb	Nov	-1.3	-1.2
Mar	-0.2	-0.8	Mar	Dec	-0.6	-0.6
Apr	-4.5	-5.0	Apr	2019 Jan	-0.1	-0.1
May	-1.4	-1.8	May	Feb	-0.1	+0.4
Jun	-6.7	-7.6	Jun	Mar	-3.3	-2.8
Jul	-11.5	-13.1	Jul	Apr	-5.7	-5.5
Aug	-22.9	-25.2	Aug	May	-12.1	-13.1
Sep	-18.2	-20.3	Sep	Jun	-13.8	-15.9
Oct	-24.4	-26.4	Oct	Jul	-15.2	-17.6
Nov	-23.7	-25.5	Nov	Aug	-10.0	-11.9
Dec	-19.4	-21.1	Dec	Sep	-6.2	-6.8
2020 Jan	-21.5	-23.1	2020 Jan	Oct	-3.1	-2.7
Feb	-44.0	-46.7	Feb	Nov	-9.4	-9.5
Mar	-42.1	-44.0	Mar	Dec	-18.4	-19.0
Apr	-36.1	-37.5	Apr	2020 Jan	-22.4	-23.2
May	-32.9	-34.0	May	Feb	-12.4	-11.4
Jun	-24.7	-25.3	Jun	Mar	+3.7	+6.1
Jul	-23.1	-23.8	Jul	Apr	+13.9	+16.7
Aug	-13.1	-13.4	Aug	May	+11.0	+11.5
Sep	-12.8	-13.3	Sep	Jun	+5.3	+3.5
Oct	-8.7	-9.2	Oct	Jul	+3.5	+0.9
Nov	-4.1	-4.7	Nov	Aug	+3.8	+1.5
Dec	-13.3	-14.0	Dec	Sep	+2.6	+1.8
2021 Jan	-13.6*	-14.5*	2021 Jan	Oct	+1.5*	+1.6*

- 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 Dec 2020 is the percentage change of the average monthly index for Oct, Nov and Dec 2020 compared with the average monthly index for Jul, Aug and Sep 2020.

(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. The series may be revised as more data become available. 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.