

Table 1 : Value index and value of retail sales by broad type of retail outlet for January and February 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 (%)		
	Jan 2021 (Revised figures)	Feb 2021 (Provisional figures*)	Jan 2021 (Revised figures)	Feb 2021 (Provisional figures*)	Jan - Feb 2021 (Provisional figures*)	Jan 2021 over Jan 2020	Feb 2021 over Feb 2020	Jan - Feb 2021 over Jan - Feb 2020
<u>All retail outlets</u>	80.8	73.3	32,549	29,548	62,097	-13.7	+30.0	+2.7
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	109.8	111.0	3,673	3,717	7,390	-16.4	+8.1	-5.6
• Fish, livestock and poultry, fresh or frozen	157.0	186.9	1,402	1,670	3,072	+11.8	-4.9	+2.1
• Fruits and vegetables, fresh	152.7	126.9	308	256	564	+34.3	+25.4	+30.1
• Bread, pastry, confectionery and biscuits	92.2	92.9	863	869	1,732	-20.4	+12.2	-6.8
• Other food, not elsewhere classified	120.0	94.7	979	773	1,752	-22.8	+39.6	-3.8
• Alcoholic drinks and tobacco	24.4	29.7	122	148	270	-78.1	+0.1	-61.7
Supermarkets⁽¹⁾	109.0	104.1	4,700	4,492	9,192	-10.9	-6.0	-8.6
Fuels	103.5	102.4	787	778	1,565	-10.9	+11.0	-1.2
Clothing, footwear and allied products	67.0	61.8	3,489	3,222	6,711	-23.2	+89.4	+7.5
• Wearing apparel	64.9	61.1	2,886	2,721	5,607	-20.1	+87.1	+10.6
• Footwear, allied products and other clothing accessories	79.3	65.8	604	501	1,105	-35.1	+103.4	-6.1
Consumer durable goods	85.5	71.5	6,341	5,302	11,643	+21.4	+37.0	+28.1
• Motor vehicles and parts	94.1	93.1	1,374	1,360	2,734	+4.5	+26.4	+14.4
• Furniture and fixtures	121.4	84.6	734	511	1,245	+22.4	+29.4	+25.2
• Electrical goods and other consumer durable goods, not elsewhere classified	79.2	64.2	4,233	3,431	7,664	+28.0	+43.0	+34.3
Department stores	68.7	61.5	2,927	2,620	5,548	-17.4	+47.0	+4.1
Jewellery, watches and clocks, and valuable gifts	44.6	43.8	3,372	3,316	6,689	-31.6	+114.1	+3.2
Other consumer goods	97.8	82.2	7,258	6,102	13,359	-18.8	+24.4	-3.5
• Books, newspapers, stationery and gifts	65.4	49.9	406	310	716	-14.8	+6.5	-6.7
• Chinese drugs and herbs	82.6	67.5	396	323	719	-22.6	+6.4	-11.8
• Optical shops	55.7	73.2	154	203	357	-25.5	+3.9	-11.2
• Medicines and cosmetics	65.6	56.1	2,278	1,950	4,228	-38.8	+9.8	-23.1
• Other consumer goods, not elsewhere classified	156.6	129.1	4,023	3,316	7,339	+0.1	+41.8	+15.4

* 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 :

<i>Supermarkets and supermarket sections of department stores</i>	<i>111.5</i>	<i>108.1</i>	<i>5,346</i>	<i>5,184</i>	<i>10,530</i>	<i>-10.8</i>	<i>-3.2</i>	<i>-7.2</i>
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(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 and February 2021

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Jan 2021 (Revised figures)	Feb 2021 (Provisional figures*)	Jan 2021 over Jan 2020	Feb 2021 over Feb 2020	Jan - Feb 2021 over Jan - Feb 2020
<u>All retail outlets</u>	2,361 (7.3)	1,807 (6.1)	+91.3	+56.5	+74.5
Non-store retailing	998 (3.1)	773 (2.6)	+54.2	+13.2	+33.1
Other retail outlets	1,363 (4.2)	1,035 (3.5)	+132.3	+119.1	+126.4

* 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 January and February 2021

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Jan 2021 (Revised figures)	Feb 2021 (Provisional figures*)	Jan 2021 over Jan 2020	Feb 2021 over Feb 2020	Jan - Feb 2021 over Jan - Feb 2020
<u>All retail outlets</u>	78.8	71.3	-14.6	+31.7	+2.5
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	89.8	88.6	-17.0	+10.9	-5.1
• Fish, livestock and poultry, fresh or frozen	107.7	122.8	+15.9	-5.4	+3.5
• Fruits and vegetables, fresh	119.1	89.9	+35.4	+18.3	+27.4
• Bread, pastry, confectionery and biscuits	82.4	83.0	-20.3	+14.1	-6.1
• Other food, not elsewhere classified	102.1	80.7	-23.6	+38.0	-4.9
• Alcoholic drinks and tobacco	24.0	29.1	-78.6	-0.4	-62.3
Supermarkets⁽¹⁾	90.8	86.1	-13.9	-6.1	-10.3
Fuels	90.7	89.2	-9.9	+9.7	-1.2
Clothing, footwear and allied products	75.1	70.7	-21.1	+94.3	+10.8
• Wearing apparel	71.9	69.1	-19.2	+89.5	+12.4
• Footwear, allied products and other clothing accessories	94.2	79.7	-28.5	+123.8	+3.9
Consumer durable goods	101.0	84.1	+23.2	+38.4	+29.7
• Motor vehicles and parts	89.5	88.4	+1.0	+23.1	+10.9
• Furniture and fixtures	114.4	80.1	+22.7	+31.3	+26.1
• Electrical goods and other consumer durable goods, not elsewhere classified	104.1	84.0	+32.4	+46.3	+38.3
Department stores	67.5	60.8	-18.8	+50.0	+3.7
Jewellery, watches and clocks, and valuable gifts	39.7	38.9	-35.6	+104.0	-2.6
Other consumer goods	96.4	81.3	-19.4	+25.6	-3.6
• Books, newspapers, stationery and gifts	55.7	42.6	-15.8	+5.0	-7.9
• Chinese drugs and herbs	77.6	63.4	-22.2	+7.2	-11.3
• Optical shops	55.5	73.0	-24.6	+5.3	-10.1
• Medicines and cosmetics	63.2	53.7	-38.1	+11.9	-22.1
• Other consumer goods, not elsewhere classified	165.8	137.8	-2.2	+42.9	+14.1

* 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 :

<i>Supermarkets and supermarket sections of department stores</i>	<i>92.9</i>	<i>89.4</i>	<i>-13.8</i>	<i>-3.3</i>	<i>-9.0</i>
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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	Mar	+11.5	+10.1	2018	Mar	2017	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	-13.7	-14.6	2021	Jan		Oct	+1.4	+1.6
	Feb	+30.0*	+31.7*		Feb		Nov	-2.8*	-2.5*

- 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.