

**Table 1 : Value index and value of retail sales by broad type of retail outlet
for November and December 2011**

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 (%)		
	Nov 2011 (Revised figures)	Dec 2011 (Provisional figures)	Nov 2011 (Revised figures)	Dec 2011 (Provisional figures)	Nov 2011 over Nov 2010	Dec 2011 over Dec 2010	Jan - Dec 2011 over Jan - Dec 2010
<u>All retail outlets</u>	129.0	166.4	33,369	43,046	+23.4	+23.4	+24.8
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	107.8	126.3	2,766	3,241	+5.6	+11.9	+7.3
• Fish, livestock and poultry, fresh or frozen	95.4	114.5	741	889	+2.1	+3.0	+3.5
• Fruits and vegetables, fresh	77.1	90.7	136	160	-0.8	+4.7	+2.1
• Bread, pastry, confectionery and biscuits	105.1	126.9	569	686	+5.7	+11.6	+11.2
• Other food, not elsewhere classified	116.4	125.7	793	856	-2.2	+13.6	+0.4
• Alcoholic drinks and tobacco	135.1	166.6	526	649	+29.5	+27.3	+23.1
Supermarkets⁽¹⁾	113.3	125.4	3,420	3,785	+12.6	+13.9	+12.4
Fuels	119.8	120.8	830	837	+13.5	+9.8	+14.7
Clothing, footwear and allied products	129.7	189.0	4,337	6,322	+23.1	+24.2	+28.0
• Wearing apparel	129.5	188.4	3,731	5,427	+23.9	+24.7	+28.7
• Footwear, allied products and other clothing accessories	130.3	192.4	606	895	+18.0	+21.6	+24.1
Consumer durable goods	141.7	177.0	5,681	7,099	+31.7	+37.4	+28.6
• Motor vehicles and parts	125.0	118.6	1,369	1,299	+16.1	+5.5	+12.3
• Electrical goods and photographic equipment	132.7	183.8	2,659	3,683	+26.3	+36.0	+31.5
• Furniture and fixtures	112.5	127.3	644	729	+8.0	+8.7	+8.3
• Other consumer durable goods, not elsewhere classified	296.8	408.5	1,009	1,389	+133.4	+149.8	+90.8
Department stores	151.0	191.4	3,969	5,030	+24.9	+23.2	+21.6
Jewellery, watches and clocks, and valuable gifts	147.1	202.0	6,921	9,503	+35.0	+29.2	+46.6
Other consumer goods	111.1	147.5	5,446	7,230	+20.8	+16.7	+17.5
• Books, newspapers, stationery and gifts	94.1	110.4	501	589	+7.3	+5.3	+5.0
• Chinese drugs and herbs	101.1	147.8	348	510	+9.6	+13.0	+14.0
• Optical shops	97.7	121.1	171	212	+14.8	+15.3	+15.6
• Medicines and cosmetics	123.6	158.0	2,397	3,065	+22.8	+21.0	+21.5
• Other consumer goods, not elsewhere classified	106.2	149.5	2,028	2,855	+25.1	+15.6	+17.6

(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>114.5</i>	<i>128.0</i>	<i>3,781</i>	<i>4,229</i>	<i>+13.4</i>	<i>+13.2</i>	<i>+12.5</i>
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(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 November and December 2011

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Percentage Change (%)		
	Nov 2011 (Revised figures)	Dec 2011 (Provisional figures)	Nov 2011 over Nov 2010	Dec 2011 over Dec 2010	Jan - Dec 2011 over Jan - Dec 2010
<u>All retail outlets</u>	118.6	153.7	+16.9	+17.1	+18.4
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	91.4	106.2	-7.7	-2.3	-4.5
• Fish, livestock and poultry, fresh or frozen	77.2	90.9	-14.6	-14.1	-10.8
• Fruits and vegetables, fresh	71.5	81.7	-7.0	-2.8	-3.6
• Bread, pastry, confectionery and biscuits	93.7	113.2	-1.9	+4.0	+3.2
• Other food, not elsewhere classified	101.1	108.7	-12.0	+2.5	-8.6
• Alcoholic drinks and tobacco	108.3	133.5	+4.8	+2.9	+3.2
Supermarkets⁽¹⁾	103.7	114.3	+4.5	+5.8	+5.1
Fuels	103.2	106.6	+3.7	+4.6	+1.9
Clothing, footwear and allied products	111.1	166.7	+14.7	+16.4	+19.3
• Wearing apparel	109.0	164.6	+14.9	+17.0	+19.4
• Footwear, allied products and other clothing accessories	123.7	179.7	+13.4	+13.2	+18.3
Consumer durable goods	149.2	187.9	+36.1	+42.9	+32.4
• Motor vehicles and parts	117.6	111.2	+10.4	+0.2	+7.5
• Electrical goods and photographic equipment	147.6	203.8	+35.2	+45.4	+39.5
• Furniture and fixtures	106.1	121.5	+3.3	+4.6	+5.4
• Other consumer durable goods, not elsewhere classified	332.6	453.7	+148.2	+163.3	+103.6
Department stores	138.3	177.5	+19.1	+18.7	+16.1
Jewellery, watches and clocks, and valuable gifts	124.8	171.3	+21.1	+15.9	+32.1
Other consumer goods	107.8	142.7	+17.6	+11.8	+15.9
• Books, newspapers, stationery and gifts	90.9	106.2	+4.1	+1.8	+3.0
• Chinese drugs and herbs	90.8	132.7	+2.5	+6.0	+6.2
• Optical shops	93.3	115.6	+11.8	+12.1	+12.4
• Medicines and cosmetics	120.3	152.9	+22.1	+19.3	+18.4
• Other consumer goods, not elsewhere classified	104.0	146.9	+19.6	+7.7	+18.9

(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>	104.8	116.9	+5.5	+5.5	+5.3
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Table 3 : Movement of the volume of total retail sales, October 2010 to December 2011

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⁾ (%)
2010 Oct	+19.2	2010 Oct	2010 Jul	+5.7
Nov	+15.1	Nov	Aug	+6.3
Dec	+16.0	Dec	Sep	+5.9
2011 Jan	+24.2	2011 Jan	Oct	+4.1
Feb	+4.8	Feb	Nov	+3.3
Mar	+20.6	Mar	Dec	+4.0
Apr	+21.9	Apr	2011 Jan	+5.4
May	+21.1	May	Feb	+7.4
Jun	+22.2	Jun	Mar	+5.6
Jul	+22.4	Jul	Apr	+5.3
Aug	+20.7	Aug	May	+3.5
Sep	+15.1	Sep	Jun	+2.8
Oct	+15.0	Oct	Jul	+1.2
Nov	+16.9	Nov	Aug	+0.7
Dec	+17.1*	Dec	Sep	+2.8*

* 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. 2011 is the percentage change of the average monthly index for Oct., Nov. and Dec. 2011 compared with the average monthly index for Jul., Aug. and Sep. 2011.
- (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 index, the seasonally adjusted series for the preceding three years are revised each year when the figures for January are published.