

**Table 1 : Value index and value of retail sales by broad type of retail outlet  
for August and September 2013**

| Broad type of retail outlet   | Value index of retail sales (Points)<br>(Average of monthly indices from Oct. 2009 to Sep. 2010 = 100) |                                   | Value of retail sales <sup>(2)</sup><br>(HK\$ million) |                                   | Percentage change (%)  |                        |                                    |
|---|--|-----------------------------------|--|-----------------------------------|------------------------|------------------------|------------------------------------|
|   | Aug 2013<br>(Revised figures)  | Sep 2013<br>(Provisional figures) | Aug 2013<br>(Revised figures)                          | Sep 2013<br>(Provisional figures) | Aug 2013 over Aug 2012 | Sep 2013 over Sep 2012 | Jan - Sep 2013 over Jan - Sep 2012 |
| <b><u>All retail outlets</u></b>                                    | <b>149.7</b>   | <b>138.5</b>                      | <b>38,711</b>  | <b>35,834</b>                     | <b>+8.1</b>            | <b>+5.1</b>            | <b>+12.5</b>                       |
| <b><u>By broad type of retail outlet</u></b>                        |  |                                   |  |                                   |                        |                        |                                    |
| <b>Food, alcoholic drinks and tobacco (other than supermarkets)</b> | <b>115.1</b>   | <b>143.0</b>                      | <b>2,951</b>   | <b>3,669</b>                      | <b>+5.6</b>            | <b>+0.9</b>            | <b>+2.6</b>                        |
| • Fish, livestock and poultry, fresh or frozen                      | 97.7   | 103.7                             | 759  | 805                               | +1.9                   | +7.5                   | +2.9                               |
| • Fruits and vegetables, fresh                                      | 126.5  | 118.7                             | 224  | 210                               | +0.4                   | +2.4                   | +3.8                               |
| • Bread, pastry, confectionery and biscuits                         | 145.7  | 280.1                             | 788  | 1,515                             | +26.7                  | +6.0                   | +16.2                              |
| • Other food, not elsewhere classified                              | 106.0  | 102.6                             | 722  | 699                               | +13.4                  | +3.7                   | +9.1                               |
| • Alcoholic drinks and tobacco                                      | 117.6  | 113.0                             | 458  | 440                               | -19.2                  | -24.2                  | -21.7                              |
| <b>Supermarkets<sup>(1)</sup></b>                                   | <b>140.8</b>   | <b>139.7</b>                      | <b>4,248</b>   | <b>4,217</b>                      | <b>+6.3</b>            | <b>+7.1</b>            | <b>+6.8</b>                        |
| <b>Fuels</b>  | <b>122.8</b>   | <b>124.5</b>                      | <b>851</b>   | <b>862</b>                        | <b>-4.6</b>            | <b>-5.0</b>            | <b>+0.3</b>                        |
| <b>Clothing, footwear and allied products</b>                       | <b>140.1</b>   | <b>121.7</b>                      | <b>4,688</b>   | <b>4,071</b>                      | <b>+8.5</b>            | <b>+3.7</b>            | <b>+8.6</b>                        |
| • Wearing apparel   | 136.2  | 122.0                             | 3,922  | 3,513                             | +8.1                   | +3.4                   | +8.2                               |
| • Footwear, allied products and other clothing accessories          | 164.8  | 119.8                             | 766  | 557                               | +10.5                  | +5.4                   | +11.6                              |
| <b>Consumer durable goods</b>                                       | <b>145.2</b>   | <b>146.8</b>                      | <b>5,825</b>   | <b>5,889</b>                      | <b>-10.3</b>           | <b>-3.0</b>            | <b>+4.7</b>                        |
| • Motor vehicles and parts  | 104.1  | 116.8                             | 1,140  | 1,279                             | -15.9                  | -3.0                   | -0.5                               |
| • Electrical goods and photographic equipment                       | 145.5  | 137.2                             | 2,915  | 2,748                             | -14.3                  | -9.3                   | -6.3                               |
| • Furniture and fixtures  | 113.6  | 111.8                             | 650  | 640                               | -1.9                   | -5.0                   | -0.9                               |
| • Other consumer durable goods, not elsewhere classified            | 329.1  | 359.5                             | 1,119  | 1,222                             | +4.4                   | +16.7                  | +51.3                              |
| <b>Department stores</b>  | <b>159.9</b>   | <b>146.3</b>                      | <b>4,202</b>   | <b>3,846</b>                      | <b>+23.1</b>           | <b>+23.5</b>           | <b>+20.9</b>                       |
| <b>Jewellery, watches and clocks, and valuable gifts</b>            | <b>194.6</b>   | <b>160.2</b>                      | <b>9,158</b>   | <b>7,540</b>                      | <b>+19.9</b>           | <b>+5.6</b>            | <b>+27.9</b>                       |
| <b>Other consumer goods</b>   | <b>138.5</b>   | <b>117.1</b>                      | <b>6,788</b>   | <b>5,741</b>                      | <b>+8.1</b>            | <b>+6.7</b>            | <b>+9.6</b>                        |
| • Books, newspapers, stationery and gifts                           | 143.2  | 95.2                              | 763  | 508                               | +2.1                   | +2.8                   | +5.1                               |
| • Chinese drugs and herbs   | 148.0  | 131.2                             | 510  | 452                               | +14.5                  | +8.4                   | +14.9                              |
| • Optical shops   | 163.8  | 120.8                             | 286  | 211                               | +16.1                  | +9.1                   | +14.9                              |
| • Medicines and cosmetics   | 150.7  | 136.0                             | 2,923  | 2,638                             | +8.6                   | +7.1                   | +11.8                              |
| • Other consumer goods, not elsewhere classified                    | 120.7  | 101.1                             | 2,306  | 1,932                             | +7.4                   | +6.6                   | +6.7                               |

(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>141.5</i> | <i>141.7</i> | <i>4,673</i> | <i>4,680</i> | <i>+8.0</i> | <i>+8.7</i> | <i>+7.7</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 August and September 2013**

| Broad type of retail outlet   | Volume index of retail sales (Points)<br>(Average of monthly indices<br>from Oct. 2009 to Sep. 2010 = 100) |                                      | Percentage change<br>(%)     |                              |  |
|---|--|--------------------------------------|------------------------------|------------------------------|--|
|   | Aug 2013<br>(Revised<br>figures)   | Sep 2013<br>(Provisional<br>figures) | Aug 2013<br>over<br>Aug 2012 | Sep 2013<br>over<br>Sep 2012 | Jan - Sep 2013<br>over<br>Jan - Sep 2012 |
| <b>All retail outlets</b>   | <b>138.0</b>   | <b>127.1</b>                         | <b>+7.2</b>                  | <b>+4.9</b>                  | <b>+11.9</b>                             |
| <b>By broad type of retail outlet</b>                               |  |                                      |                              |                              |  |
| <b>Food, alcoholic drinks and tobacco (other than supermarkets)</b> | <b>93.1</b>  | <b>115.4</b>                         | <b>+2.7</b>                  | <b>-3.3</b>                  | <b>-0.3</b>                              |
| • Fish, livestock and poultry, fresh or frozen                      | 72.4   | 76.4                                 | -3.9                         | +1.4                         | -1.7                                     |
| • Fruits and vegetables, fresh                                      | 99.9   | 84.6                                 | -7.4                         | -17.2                        | -6.3                                     |
| • Bread, pastry, confectionery and biscuits                         | 121.8  | 233.2                                | +22.2                        | +2.1                         | +11.9                                    |
| • Other food, not elsewhere classified                              | 90.9   | 88.3                                 | +13.1                        | +2.8                         | +8.6                                     |
| • Alcoholic drinks and tobacco                                      | 95.1   | 91.0                                 | -20.1                        | -25.4                        | -22.2                                    |
| <b>Supermarkets<sup>(1)</sup></b>                                   | <b>122.9</b>   | <b>121.7</b>                         | <b>+3.4</b>                  | <b>+4.1</b>                  | <b>+3.6</b>                              |
| <b>Fuels</b>  | <b>103.0</b>   | <b>104.5</b>                         | <b>-2.5</b>                  | <b>-2.4</b>                  | <b>+0.8</b>                              |
| <b>Clothing, footwear and allied products</b>                       | <b>130.8</b>   | <b>110.8</b>                         | <b>+6.9</b>                  | <b>+2.4</b>                  | <b>+7.6</b>                              |
| • Wearing apparel   | 127.8  | 112.0                                | +6.7                         | +3.1                         | +7.8                                     |
| • Footwear, allied products and other clothing accessories          | 149.3  | 103.1                                | +7.9                         | -1.9                         | +6.8                                     |
| <b>Consumer durable goods</b>                                       | <b>161.9</b>   | <b>164.9</b>                         | <b>-6.2</b>                  | <b>+2.0</b>                  | <b>+10.0</b>                             |
| • Motor vehicles and parts  | 92.9   | 104.3                                | -18.2                        | -6.1                         | -3.5                                     |
| • Electrical goods and photographic equipment                       | 178.1  | 171.8                                | -7.8                         | -1.3                         | +1.1                                     |
| • Furniture and fixtures  | 97.8   | 94.7                                 | -6.0                         | -10.2                        | -5.1                                     |
| • Other consumer durable goods, not elsewhere classified            | 396.3  | 437.9                                | +11.1                        | +26.7                        | +63.0                                    |
| <b>Department stores</b>  | <b>149.1</b>   | <b>135.0</b>                         | <b>+21.4</b>                 | <b>+21.5</b>                 | <b>+20.2</b>                             |
| <b>Jewellery, watches and clocks, and valuable gifts</b>            | <b>168.4</b>   | <b>137.2</b>                         | <b>+22.4</b>                 | <b>+8.7</b>                  | <b>+28.3</b>                             |
| <b>Other consumer goods</b>   | <b>126.2</b>   | <b>106.2</b>                         | <b>+4.0</b>                  | <b>+2.8</b>                  | <b>+5.9</b>                              |
| • Books, newspapers, stationery and gifts                           | 130.6  | 84.5                                 | -2.2                         | -3.1                         | +1.6                                     |
| • Chinese drugs and herbs   | 127.7  | 112.9                                | +11.9                        | +5.6                         | +12.4                                    |
| • Optical shops   | 150.7  | 110.5                                | +15.1                        | +7.6                         | +14.2                                    |
| • Medicines and cosmetics   | 138.8  | 125.4                                | +5.5                         | +4.7                         | +9.3                                     |
| • Other consumer goods, not elsewhere classified                    | 109.7  | 91.2                                 | +1.6                         | +0.6                         | +1.2                                     |

(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>124.3</i> | <i>124.1</i> | <i>+5.3</i> | <i>+5.8</i> | <i>+4.7</i> |
|---|--------------|--------------|-------------|-------------|-------------|

**Table 3 : Movement of the value and volume of total retail sales, July 2012 to September 2013**

| 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 <sup>(1)(2)</sup> (%) |        |
|                 |                    | Value                           | Volume |                              |     |  |     | Value                                | Volume |
| 2012            | Jul                | +3.9                            | +1.4   | 2012                         | Jul | 2012   | Apr | +0.1                                 | -0.4   |
|                 | Aug                | +4.6                            | +3.2   |                              | Aug |  | May | +0.4                                 | #      |
|                 | Sep                | +9.4                            | +8.5   |                              | Sep |  | Jun | +1.1                                 | +0.5   |
|                 | Oct                | +3.9                            | +3.6   |                              | Oct |  | Jul | +1.9                                 | +1.9   |
|                 | Nov                | +9.4                            | +8.1   |                              | Nov |  | Aug | +3.2                                 | +3.2   |
|                 | Dec                | +9.1                            | +8.5   |                              | Dec |  | Sep | +4.1                                 | +4.6   |
| 2013            | Jan                | +10.5                           | +10.4  | 2013                         | Jan |  | Oct | +6.3                                 | +6.2   |
|                 | Feb                | +22.7                           | +21.9  |                              | Feb |  | Nov | +6.5                                 | +6.4   |
|                 | Mar <sup>(3)</sup> | +9.8                            | +10.1  |                              | Mar |  | Dec | +6.3                                 | +6.5   |
|                 | Apr                | +20.7                           | +19.4  |                              | Apr | 2013   | Jan | +5.9                                 | +6.2   |
|                 | May                | +12.9                           | +12.2  |                              | May |  | Feb | +3.6                                 | +3.6   |
|                 | Jun                | +14.7                           | +13.3  |                              | Jun |  | Mar | +3.6                                 | +2.7   |
|                 | Jul                | +9.3                            | +8.7   |                              | Jul |  | Apr | -2.1                                 | -3.0   |
|                 | Aug                | +8.1                            | +7.2   |                              | Aug |  | May | -2.8                                 | -3.5   |
|                 | Sep                | +5.1*                           | +4.9*  |                              | Sep |  | Jun | -6.2*                                | -6.5*  |

\* 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 Jun. 2013 is the percentage change of the average monthly index for Apr., May and Jun. 2013 compared with the average monthly index for Jan., Feb. and Mar. 2013.
- (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.
- (3) The year-on-year rate of increase for volume of total retail sales was slightly higher than that for value. This was mainly attributed to the drop in prices of electronic and electrical products sold in "Electrical goods and photographic equipment" outlets.

# Denotes change within  $\pm 0.05$ .