

Table 1 : Value index and value of retail sales by broad type of retail outlet for March and April 2014

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 (%)		
	Mar 2014 (Revised figures)	Apr 2014 (Provisional figures)	Mar 2014 (Revised figures)	Apr 2014 (Provisional figures)	Mar 2014 over Mar 2013	Apr 2014 over Apr 2013	Jan - Apr 2014 over Jan - Apr 2013
All retail outlets	153.0	150.2	39,568	38,839	-1.5	-9.8	+0.7
By broad type of retail outlet							
Food, alcoholic drinks and tobacco (other than supermarkets)	113.0	113.9	2,898	2,923	+9.7	+5.2	+6.8
• Fish, livestock and poultry, fresh or frozen	112.4	109.4	873	849	+5.6	-4.7	+0.8
• Fruits and vegetables, fresh	109.7	124.0	194	219	+4.9	-4.4	+1.8
• Bread, pastry, confectionery and biscuits	139.5	137.3	754	743	+12.0	+17.5	+12.7
• Other food, not elsewhere classified	93.9	101.4	640	691	+22.1	+12.9	+10.9
• Alcoholic drinks and tobacco	112.0	107.9	436	420	+0.9	+1.4	+6.5
Supermarkets⁽¹⁾	136.2	134.0	4,110	4,044	+7.9	+6.8	+6.1
Fuels	121.1	120.2	839	833	-5.9	-0.6	-0.8
Clothing, footwear and allied products	166.2	165.5	5,558	5,536	+4.7	+11.6	+8.9
• Wearing apparel	170.2	167.3	4,902	4,819	+5.4	+11.3	+9.4
• Footwear, allied products and other clothing accessories	141.1	154.2	656	717	-0.2	+13.9	+5.4
Consumer durable goods	166.5	145.3	6,677	5,826	-15.2	-6.5	-2.3
• Motor vehicles and parts	138.9	121.0	1,521	1,325	-12.1	+15.0	+1.2
• Electrical goods and photographic equipment	155.0	136.7	3,105	2,738	-15.6	-8.3	-14.9
• Furniture and fixtures	112.6	107.6	645	616	+1.6	-0.6	-3.6
• Other consumer durable goods, not elsewhere classified	413.7	337.3	1,406	1,147	-23.0	-22.3	+18.1
Department stores	148.2	143.3	3,894	3,765	+1.9	-1.3	+4.7
Jewellery, watches and clocks, and valuable gifts	168.3	167.5	7,917	7,882	-8.8	-39.9	-11.8
Other consumer goods	156.5	163.8	7,673	8,032	+7.6	+6.2	+7.6
• Books, newspapers, stationery and gifts	106.0	122.4	565	652	#	+4.7	+4.7
• Chinese drugs and herbs	152.4	142.1	525	490	+11.1	+4.2	+5.6
• Optical shops	164.3	188.1	287	329	+6.6	+15.6	+12.0
• Medicines and cosmetics	183.1	192.2	3,553	3,729	+7.5	+8.6	+8.8
• Other consumer goods, not elsewhere classified	143.6	148.3	2,743	2,833	+8.8	+3.0	+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>	136.4	134.7	4,506	4,450	+8.3	+6.9	+6.8
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(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 March and April 2014

Broad type of retail outlet	Volume index of retail sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Percentage change (%)		
	Mar 2014 (Revised figures)	Apr 2014 (Provisional figures)	Mar 2014 over Mar 2013	Apr 2014 over Apr 2013	Jan - Apr 2014 over Jan - Apr 2013
<u>All retail outlets</u>	140.9	135.8	-2.5	-9.5	+1.2
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	87.5	88.0	+5.0	+1.9	+3.6
• Fish, livestock and poultry, fresh or frozen	80.6	77.7	+2.6	-8.6	-1.6
• Fruits and vegetables, fresh	78.5	86.0	-12.2	-6.2	-8.0
• Bread, pastry, confectionery and biscuits	114.7	112.3	+9.0	+13.9	+8.9
• Other food, not elsewhere classified	78.6	85.4	+19.1	+11.0	+8.4
• Alcoholic drinks and tobacco	83.3	80.3	-7.6	-6.8	+1.6
Supermarkets⁽¹⁾	115.6	113.1	+4.7	+4.6	+3.4
Fuels	100.4	99.4	-5.6	-2.6	-0.9
Clothing, footwear and allied products	150.9	139.1	+1.8	+9.6	+6.5
• Wearing apparel	154.7	140.1	+2.0	+9.0	+6.8
• Footwear, allied products and other clothing accessories	127.1	132.5	+0.8	+13.8	+4.1
Consumer durable goods	189.7	166.8	-12.8	-4.0	+1.6
• Motor vehicles and parts	123.7	106.9	-11.3	+15.7	+0.6
• Electrical goods and photographic equipment	196.1	177.5	-12.0	-2.7	-10.3
• Furniture and fixtures	93.2	88.9	-3.8	-6.2	-8.8
• Other consumer durable goods, not elsewhere classified	526.7	427.7	-17.8	-17.4	+26.0
Department stores	138.4	129.3	+1.2	-3.3	+3.8
Jewellery, watches and clocks, and valuable gifts	144.2	145.0	-6.9	-37.7	-7.7
Other consumer goods	141.6	147.1	+5.0	+3.4	+4.9
• Books, newspapers, stationery and gifts	93.5	107.6	-5.5	#	-0.9
• Chinese drugs and herbs	129.5	120.4	+8.4	+2.0	+2.9
• Optical shops	149.9	172.0	+3.0	+13.1	+8.8
• Medicines and cosmetics	167.3	173.9	+4.2	+5.2	+5.8
• Other consumer goods, not elsewhere classified	130.4	133.3	+7.9	+1.2	+5.1

(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>	116.8	114.4	+5.4	+4.7	+4.3
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Denotes change within ± 0.05 .

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			
2009	+0.6	-0.8	-	-	-	-			
2010	+18.3	+15.5	-	-	-	-			
2011	+24.9	+18.4	-	-	-	-			
2012	+9.8	+7.2	-	-	-	-			
2013	+11.0	+10.6	-	-	-	-			
2011	May	+27.8	+21.1	2011	May	2011	Feb	+8.5	+5.9
	Jun	+28.8	+22.2		Jun		Mar	+7.3	+5.1
	Jul	+29.1	+22.4		Jul		Apr	+7.7	+6.0
	Aug	+29.0	+20.7		Aug		May	+6.2	+4.9
	Sep	+24.0	+15.1		Sep		Jun	+6.3	+4.7
	Oct	+23.0	+15.0		Oct		Jul	+5.0	+3.0
	Nov	+23.4	+16.9		Nov		Aug	+3.2	+1.6
	Dec	+23.5	+17.1		Dec		Sep	+2.9	+2.4
2012	Jan	+14.9	+9.1	2012	Jan		Oct	-0.5	-0.6
	Feb	+15.6	+10.1		Feb		Nov	-1.0	-0.9
	Mar	+17.1	+13.2		Mar		Dec	-1.4	-1.8
	Apr	+11.4	+7.6		Apr	2012	Jan	+2.4	+2.3
	May	+8.7	+5.7		May		Feb	+3.1	+2.7
	Jun	+11.0	+8.5		Jun		Mar	+1.8	+1.7
	Jul	+3.9	+1.4		Jul		Apr	+0.8	+0.5
	Aug	+4.6	+3.2		Aug		May	+1.3	+1.2
	Sep	+9.4	+8.5		Sep		Jun	+3.1	+2.7
	Oct	+3.9	+3.6		Oct		Jul	+3.7	+3.5
	Nov	+9.4	+8.1		Nov		Aug	+4.2	+3.9
	Dec	+9.1	+8.5		Dec		Sep	+3.8	+3.9
2013	Jan	+10.5	+10.4	2013	Jan		Oct	+4.4	+4.4
	Feb	+22.7	+21.9		Feb		Nov	+4.4	+4.8
	Mar	+9.8	+10.1		Mar		Dec	+4.4	+4.7
	Apr	+20.7	+19.4		Apr	2013	Jan	+4.9	+5.0
	May	+12.9	+12.2		May		Feb	+3.3	+3.1
	Jun	+14.7	+13.3		Jun		Mar	+3.4	+2.6
	Jul	+9.3	+8.7		Jul		Apr	-1.1	-1.8
	Aug	+8.1	+7.2		Aug		May	-1.5	-2.1
	Sep	+5.0	+4.9		Sep		Jun	-3.7	-3.9
	Oct	+6.3	+5.9		Oct		Jul	-1.2	-1.3
	Nov	+8.5	+9.1		Nov		Aug	+0.4	+0.9
	Dec	+5.7	+6.1		Dec		Sep	+2.8	+3.6
2014	Jan	+14.4	+16.7	2014	Jan		Oct	+4.9	+6.5
	Feb	-2.2	-2.1		Feb		Nov	+3.4	+4.6
	Mar	-1.5	-2.5		Mar		Dec	+0.8	+1.5
	Apr	-9.8*	-9.5*		Apr	2014	Jan	-5.5*	-6.4*

- Not applicable.

* 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. 2013 is the percentage change of the average monthly index for Oct., Nov. and Dec. 2013 compared with the average monthly index for Jul., Aug. and Sep. 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.