

Table 1 : Value index and value of retail sales by broad type of retail outlet for June and July 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 (%)		
	Jun 2014 (Revised figures)	Jul 2014 (Provisional figures)	Jun 2014 (Revised figures)	Jul 2014 (Provisional figures)	Jun 2014 over Jun 2013	Jul 2014 over Jul 2013	Jan - Jul 2014 over Jan - Jul 2013
<u>All retail outlets</u>	143.5	149.6	37,130	38,694	-6.9	-3.1	-1.5
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	106.3	105.4	2,727	2,705	+8.6	+7.5	+7.1
• Fish, livestock and poultry, fresh or frozen	98.2	77.8	763	604	+4.6	-3.4	+1.2
• Fruits and vegetables, fresh	141.2	128.5	250	227	+11.1	+7.8	+4.2
• Bread, pastry, confectionery and biscuits	129.6	140.9	701	762	+10.7	+13.1	+12.5
• Other food, not elsewhere classified	88.6	96.1	604	655	+16.6	+11.7	+11.5
• Alcoholic drinks and tobacco	105.4	117.2	410	457	+1.3	+8.9	+5.4
Supermarkets⁽¹⁾	141.2	143.9	4,259	4,342	+5.1	+5.8	+5.9
Fuels	125.7	123.5	871	856	-1.8	+1.3	-0.5
Clothing, footwear and allied products	142.2	165.5	4,757	5,535	+7.2	+5.7	+7.7
• Wearing apparel	137.6	164.9	3,962	4,750	+6.5	+5.0	+7.7
• Footwear, allied products and other clothing accessories	171.0	168.8	795	785	+10.7	+10.5	+7.9
Consumer durable goods	140.3	141.1	5,629	5,661	-7.8	-6.2	-3.8
• Motor vehicles and parts	155.4	139.3	1,702	1,526	+17.5	+5.4	+5.9
• Electrical goods and photographic equipment	119.0	127.0	2,384	2,544	-15.1	-10.4	-14.3
• Furniture and fixtures	106.3	111.7	608	639	-2.0	+5.4	-1.4
• Other consumer durable goods, not elsewhere classified	274.8	279.8	934	951	-23.6	-16.6	+7.6
Department stores	145.3	152.7	3,818	4,014	-3.5	-1.3	+2.4
Jewellery, watches and clocks, and valuable gifts	163.0	166.7	7,670	7,844	-28.5	-22.2	-17.5
Other consumer goods	150.9	157.8	7,399	7,739	+2.5	+9.6	+7.0
• Books, newspapers, stationery and gifts	117.6	130.5	627	696	+3.2	+4.3	+3.6
• Chinese drugs and herbs	136.7	141.6	471	488	+6.0	+7.7	+5.8
• Optical shops	173.2	187.5	303	328	+5.2	+8.5	+10.9
• Medicines and cosmetics	167.8	185.9	3,256	3,607	+6.9	+14.3	+9.2
• Other consumer goods, not elsewhere classified	143.6	137.2	2,743	2,621	-3.1	+5.5	+4.9

(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>	<i>141.1</i>	<i>144.3</i>	<i>4,662</i>	<i>4,768</i>	<i>+5.5</i>	<i>+5.9</i>	<i>+6.4</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 June and July 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 (%)		
	Jun 2014 (Revised figures)	Jul 2014 (Provisional figures)	Jun 2014 over Jun 2013	Jul 2014 over Jul 2013	Jan - Jul 2014 over Jan - Jul 2013
All retail outlets	130.0	136.1	-7.5	-4.5	-1.5
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	82.3	82.1	+4.2	+3.3	+3.5
• Fish, livestock and poultry, fresh or frozen	69.4	55.3	+0.1	-6.8	-1.9
• Fruits and vegetables, fresh	110.2	101.2	+7.3	+4.4	-2.7
• Bread, pastry, confectionery and biscuits	104.3	113.2	+6.1	+8.5	+8.5
• Other food, not elsewhere classified	74.7	80.1	+14.2	+8.4	+9.0
• Alcoholic drinks and tobacco	78.2	87.0	-7.2	-0.1	-1.0
Supermarkets⁽¹⁾	118.6	120.2	+2.0	+1.7	+3.0
Fuels	102.6	100.6	-5.2	-1.4	-2.0
Clothing, footwear and allied products	123.2	149.2	+5.5	+3.7	+5.4
• Wearing apparel	119.5	149.0	+4.1	+2.6	+5.1
• Footwear, allied products and other clothing accessories	146.5	150.1	+12.7	+11.6	+7.2
Consumer durable goods	157.6	160.6	-6.0	-2.8	-0.4
• Motor vehicles and parts	137.5	123.4	+17.8	+6.4	+5.8
• Electrical goods and photographic equipment	155.2	166.5	-9.5	-3.7	-9.1
• Furniture and fixtures	87.9	92.6	-6.9	+0.5	-6.5
• Other consumer durable goods, not elsewhere classified	353.1	360.0	-18.4	-10.7	+14.8
Department stores	132.9	139.8	-5.2	-3.4	+0.8
Jewellery, watches and clocks, and valuable gifts	141.3	143.0	-27.4	-23.9	-15.1
Other consumer goods	135.6	141.8	+0.7	+7.6	+4.6
• Books, newspapers, stationery and gifts	103.3	114.2	-0.9	-0.3	-1.4
• Chinese drugs and herbs	115.5	119.4	+3.5	+5.2	+3.2
• Optical shops	157.0	169.7	+3.7	+6.5	+8.4
• Medicines and cosmetics	151.8	166.8	+3.8	+10.6	+6.2
• Other consumer goods, not elsewhere classified	129.8	125.6	-3.0	+6.4	+3.9

(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>	119.5	121.6	+2.5	+2.0	+3.6
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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	Aug	+29.0	+20.7	2011	Aug	2011	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	-9.9	-9.6		Apr	2014	Jan	-5.5	-6.4
	May	-3.9	-4.5		May		Feb	-7.5	-8.8
	Jun	-6.9	-7.5		Jun		Mar	-7.0	-8.4
	Jul	-3.1*	-4.5*		Jul		Apr	-2.6*	-4.0*

- 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 Jun. 2014 is the percentage change of the average monthly index for Apr., May and Jun. 2014 compared with the average monthly index for Jan., Feb. and Mar. 2014.
- (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.