

**Table 1 : Value index and value of retail sales by broad type of retail outlet for November and December 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 <sup>(2)</sup> (HK\$ million)			Percentage change (%)		
	Nov 2014 (Revised figures)	Dec 2014 (Provisional figures)	Nov 2014 (Revised figures)	Dec 2014 (Provisional figures)	Jan - Dec 2014 (Provisional figures)	Nov 2014 over Nov 2013	Dec 2014 over Dec 2013	Jan - Dec 2014 over Jan - Dec 2013
<b>All retail outlets</b>	<b>159.6</b>	<b>184.7</b>	<b>41,294</b>	<b>47,771</b>	<b>493,293</b>	<b>+4.2</b>	<b>-3.9</b>	<b>-0.2</b>
<b>By broad type of retail outlet</b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>129.0</b>	<b>139.9</b>	<b>3,308</b>	<b>3,588</b>	<b>38,131</b>	<b>+10.3</b>	<b>+7.4</b>	<b>+6.6</b>
• Fish, livestock and poultry, fresh or frozen	111.9	132.2	869	1,027	10,247	+5.2	+11.1	+1.7
• Fruits and vegetables, fresh	93.0	98.7	164	175	2,486	+3.7	+5.3	+4.7
• Bread, pastry, confectionery and biscuits	150.6	167.7	815	907	10,440	+24.0	+15.1	+11.6
• Other food, not elsewhere classified	143.0	132.3	974	901	9,224	+8.2	+1.3	+8.0
• Alcoholic drinks and tobacco	124.7	148.7	486	579	5,734	+6.0	+0.7	+5.4
<b>Supermarkets<sup>(1)</sup></b>	<b>136.6</b>	<b>141.8</b>	<b>4,123</b>	<b>4,279</b>	<b>51,380</b>	<b>+3.5</b>	<b>#</b>	<b>+4.6</b>
<b>Fuels</b>	<b>111.4</b>	<b>111.1</b>	<b>772</b>	<b>770</b>	<b>9,999</b>	<b>-4.5</b>	<b>-10.4</b>	<b>-1.4</b>
<b>Clothing, footwear and allied products</b>	<b>149.0</b>	<b>204.4</b>	<b>4,983</b>	<b>6,836</b>	<b>65,526</b>	<b>-2.9</b>	<b>-3.7</b>	<b>+4.1</b>
• Wearing apparel	146.7	203.0	4,225	5,846	56,160	-4.4	-3.8	+4.0
• Footwear, allied products and other clothing accessories	163.0	212.9	758	990	9,366	+6.0	-3.1	+5.3
<b>Consumer durable goods</b>	<b>194.0</b>	<b>216.0</b>	<b>7,779</b>	<b>8,664</b>	<b>83,091</b>	<b>+14.2</b>	<b>+4.1</b>	<b>+2.3</b>
• Motor vehicles and parts	116.9	129.9	1,280	1,423	17,413	+1.9	+0.5	+5.9
• Electrical goods and photographic equipment	141.4	166.7	2,832	3,340	34,310	+3.7	-4.4	-8.1
• Furniture and fixtures	114.3	110.7	654	633	7,306	+9.3	-3.2	-0.2
• Other consumer durable goods, not elsewhere classified	886.2	961.2	3,013	3,268	24,062	+35.3	+18.6	+19.4
<b>Department stores</b>	<b>199.0</b>	<b>218.2</b>	<b>5,229</b>	<b>5,735</b>	<b>52,288</b>	<b>+6.0</b>	<b>-5.3</b>	<b>+1.4</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>177.4</b>	<b>205.1</b>	<b>8,349</b>	<b>9,649</b>	<b>102,098</b>	<b>-2.1</b>	<b>-16.3</b>	<b>-13.7</b>
<b>Other consumer goods</b>	<b>137.7</b>	<b>168.2</b>	<b>6,751</b>	<b>8,249</b>	<b>90,781</b>	<b>+4.9</b>	<b>+0.7</b>	<b>+6.4</b>
• Books, newspapers, stationery and gifts	109.0	115.7	581	616	7,604	+5.6	+0.1	+4.3
• Chinese drugs and herbs	126.1	169.3	435	584	5,975	+4.2	-2.1	+4.2
• Optical shops	128.4	144.6	224	253	3,421	+2.4	-2.0	+8.4
• Medicines and cosmetics	171.0	195.3	3,317	3,790	41,877	+10.3	+4.2	+9.3
• Other consumer goods, not elsewhere classified	114.9	157.4	2,194	3,006	31,904	-2.3	-2.6	+3.4

(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>141.4</i>	<i>147.5</i>	<i>4,670</i>	<i>4,874</i>	<i>57,098</i>	<i>+4.8</i>	<i>+0.8</i>	<i>+5.2</i>
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(2) The sum of individual items might not add up to the respective total because of rounding.

# Denotes change within  $\pm 0.05$ .

**Table 2 : Volume index of retail sales by broad type of retail outlet for November and December 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 (%)		
	Nov 2014 (Revised figures)	Dec 2014 (Provisional figures)	Nov 2014 over Nov 2013	Dec 2014 over Dec 2013	Jan - Dec 2014 over Jan - Dec 2013
<b>All retail outlets</b>	<b>150.5</b>	<b>174.7</b>	<b>+7.6</b>	<b>-1.3</b>	<b>+0.6</b>
<b>By broad type of retail outlet</b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>99.6</b>	<b>107.2</b>	<b>+5.7</b>	<b>+2.6</b>	<b>+2.6</b>
• Fish, livestock and poultry, fresh or frozen	79.3	93.0	+1.0	+6.9	-1.8
• Fruits and vegetables, fresh	71.9	76.2	+1.1	+6.8	+0.8
• Bread, pastry, confectionery and biscuits	119.9	133.1	+18.9	+9.8	+7.2
• Other food, not elsewhere classified	117.7	108.4	+4.3	-3.1	+4.9
• Alcoholic drinks and tobacco	92.9	111.2	-1.5	-6.1	-1.6
<b>Supermarkets<sup>(1)</sup></b>	<b>113.4</b>	<b>118.4</b>	<b>-0.9</b>	<b>-4.1</b>	<b>+1.0</b>
<b>Fuels</b>	<b>97.6</b>	<b>103.3</b>	<b>-1.9</b>	<b>-0.9</b>	<b>-1.2</b>
<b>Clothing, footwear and allied products</b>	<b>124.7</b>	<b>178.5</b>	<b>-1.3</b>	<b>-0.1</b>	<b>+3.5</b>
• Wearing apparel	120.8	175.6	-3.6	-0.7	+2.8
• Footwear, allied products and other clothing accessories	149.0	196.3	+12.6	+3.7	+7.3
<b>Consumer durable goods</b>	<b>246.0</b>	<b>275.7</b>	<b>+26.4</b>	<b>+15.2</b>	<b>+8.8</b>
• Motor vehicles and parts	106.0	117.8	+3.1	+1.6	+6.5
• Electrical goods and photographic equipment	202.5	236.0	+18.5	+8.3	#
• Furniture and fixtures	94.1	91.2	+6.8	-5.1	-4.3
• Other consumer durable goods, not elsewhere classified	1 209.2	1 328.4	+49.4	+32.5	+29.9
<b>Department stores</b>	<b>178.9</b>	<b>197.5</b>	<b>+7.7</b>	<b>-5.3</b>	<b>+0.5</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>159.3</b>	<b>181.3</b>	<b>+1.4</b>	<b>-16.1</b>	<b>-11.8</b>
<b>Other consumer goods</b>	<b>123.0</b>	<b>151.2</b>	<b>+3.5</b>	<b>-0.3</b>	<b>+4.3</b>
• Books, newspapers, stationery and gifts	93.0	98.9	+2.3	-2.9	-0.2
• Chinese drugs and herbs	106.2	142.2	+3.0	-3.5	+1.9
• Optical shops	117.2	132.0	+2.2	-2.4	+6.7
• Medicines and cosmetics	153.9	177.6	+8.0	+3.0	+6.4
• Other consumer goods, not elsewhere classified	103.5	142.3	-2.2	-3.0	+2.8

(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>118.5</i>	<i>124.5</i>	<i>+1.0</i>	<i>-2.7</i>	<i>+2.0</i>
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# Denotes change within  $\pm 0.05$ .

**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 <sup>(1)(2)</sup> (%)			
	Value	Volume				Value	Volume		
2010	+18.3	+15.5	-	-	-	-	-		
2011	+24.9	+18.4	-	-	-	-	-		
2012	+9.8	+7.2	-	-	-	-	-		
2013	+11.0	+10.6	-	-	-	-	-		
2014	-0.2*	+0.6*	-	-	-	-	-		
2012	Jan	+14.9	+9.1	2012	Jan	2011	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	-3.2	-4.5		Jul		Apr	-2.7	-4.1
	Aug	+3.5	+2.8		Aug		May	+1.9	+0.7
	Sep	+4.8	+6.6		Sep		Jun	+5.7	+5.7
	Oct	+1.4	+4.3		Oct		Jul	+7.2	+9.5
	Nov	+4.2	+7.6		Nov		Aug	+6.3	+10.6
	Dec	-3.9*	-1.3*		Dec		Sep	+1.5*	+5.2*

- 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.