

Table 1 : Value index and value of retail sales by broad type of retail outlet for October and November 2015

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 (%)		
	Oct 2015 (Revised figures)	Nov 2015 (Provisional figures)	Oct 2015 (Revised figures)	Nov 2015 (Provisional figures)	Jan - Nov 2015 (Provisional figures)	Oct 2015 over Oct 2014	Nov 2015 over Nov 2014	Jan - Nov 2015 over Jan - Nov 2014
<u>All retail outlets</u>	143.8	147.2	37,186	38,083	431,508	-3.0	-7.8	-3.1
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	133.0	130.8	3,411	3,356	36,741	+3.6	+1.4	+6.4
• Fish, livestock and poultry, fresh or frozen	101.5	112.7	788	875	9,704	+0.5	+0.8	+5.2
• Fruits and vegetables, fresh	132.5	94.5	234	167	2,251	+2.3	+1.7	-2.6
• Bread, pastry, confectionery and biscuits	172.3	156.2	932	845	10,397	+4.8	+3.7	+9.1
• Other food, not elsewhere classified	145.8	145.9	993	994	8,970	+6.2	+2.0	+7.8
• Alcoholic drinks and tobacco	118.9	121.8	463	475	5,419	+1.9	-2.3	+5.1
Supermarkets⁽¹⁾	143.1	138.6	4,316	4,181	47,604	+1.5	+1.4	+1.1
Fuels	103.2	106.6	715	739	8,207	-13.7	-4.3	-11.1
Clothing, footwear and allied products	133.2	136.3	4,455	4,560	55,079	-4.6	-8.5	-6.2
• Wearing apparel	132.6	134.1	3,819	3,863	47,001	-5.1	-8.6	-6.6
• Footwear, allied products and other clothing accessories	136.8	149.9	636	697	8,078	-1.3	-8.1	-3.6
Consumer durable goods	190.6	180.4	7,643	7,234	80,185	+5.8	-7.0	+7.7
• Motor vehicles and parts	130.1	126.0	1,425	1,379	16,243	+3.0	+7.8	+1.6
• Electrical goods and photographic equipment	142.8	125.9	2,860	2,522	32,315	-11.0	-10.9	+4.3
• Furniture and fixtures	83.2	107.0	476	612	6,558	-4.2	-6.4	-1.7
• Other consumer durable goods, not elsewhere classified	847.5	800.2	2,882	2,721	25,069	+35.2	-9.7	+20.6
Department stores	145.0	189.4	3,811	4,978	45,107	-2.2	-4.8	-3.1
Jewellery, watches and clocks, and valuable gifts	130.2	141.0	6,127	6,633	78,206	-17.0	-20.6	-15.4
Other consumer goods	136.8	130.6	6,708	6,402	80,381	-1.0	-5.2	-2.6
• Books, newspapers, stationery and gifts	111.7	102.6	595	547	6,800	-1.1	-5.8	-2.7
• Chinese drugs and herbs	125.4	112.6	432	388	5,098	-5.8	-10.7	-5.4
• Optical shops	121.9	120.4	213	210	3,057	-2.1	-6.2	-3.5
• Medicines and cosmetics	160.8	158.9	3,120	3,084	37,589	-2.4	-7.0	-1.3
• Other consumer goods, not elsewhere classified	122.9	113.7	2,347	2,172	27,836	+1.9	-1.0	-3.7

(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>145.8</i>	<i>143.9</i>	<i>4,816</i>	<i>4,753</i>	<i>52,855</i>	<i>+1.7</i>	<i>+1.8</i>	<i>+1.2</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 October and November 2015

Broad type of retail outlet	Volume index of retail sales (Points) (Average of monthly indices from Oct 2009 to Sep 2010 = 100)		Percentage change (%)		
	Oct 2015 (Revised figures)	Nov 2015 (Provisional figures)	Oct 2015 over Oct 2014	Nov 2015 over Nov 2014	Jan - Nov 2015 over Jan - Nov 2014
<u>All retail outlets</u>	140.8	141.5	+1.2	-6.0	+0.4
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	99.0	97.2	-0.4	-2.4	+2.2
• Fish, livestock and poultry, fresh or frozen	68.2	75.4	-5.1	-4.9	-0.2
• Fruits and vegetables, fresh	95.6	70.2	-3.8	-2.3	-4.0
• Bread, pastry, confectionery and biscuits	131.0	118.2	+0.4	-1.4	+3.9
• Other food, not elsewhere classified	115.8	116.1	+1.9	-1.4	+3.3
• Alcoholic drinks and tobacco	88.5	90.6	+1.9	-2.4	+3.6
Supermarkets⁽¹⁾	116.8	113.4	#	#	-0.9
Fuels	99.8	104.4	-2.5	+7.0	+1.2
Clothing, footwear and allied products	120.7	117.3	-1.6	-5.9	-3.6
• Wearing apparel	119.4	113.9	-2.3	-5.8	-4.4
• Footwear, allied products and other clothing accessories	128.7	138.9	+2.3	-6.8	+1.4
Consumer durable goods	262.6	242.9	+15.7	-1.3	+19.4
• Motor vehicles and parts	122.0	118.0	+5.9	+11.4	+4.3
• Electrical goods and photographic equipment	230.8	199.4	+1.5	-1.5	+20.2
• Furniture and fixtures	66.7	86.2	-7.0	-8.4	-3.7
• Other consumer durable goods, not elsewhere classified	1 232.1	1 164.7	+45.6	-3.7	+30.8
Department stores	131.0	169.4	-2.6	-5.3	-3.5
Jewellery, watches and clocks, and valuable gifts	121.4	130.9	-11.4	-17.8	-11.9
Other consumer goods	121.2	116.0	-1.4	-5.7	-3.8
• Books, newspapers, stationery and gifts	93.5	85.9	-3.3	-7.6	-5.1
• Chinese drugs and herbs	104.7	93.9	-6.8	-11.5	-6.5
• Optical shops	111.3	109.5	-1.6	-6.6	-3.9
• Medicines and cosmetics	143.6	142.5	-2.8	-7.4	-2.1
• Other consumer goods, not elsewhere classified	110.2	102.1	+1.9	-1.3	-5.2

(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>120.4</i>	<i>119.1</i>	<i>+0.2</i>	<i>+0.5</i>	<i>-0.6</i>
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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		
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	Dec	+9.1	+8.5	2012	Dec	2012	Sep	+3.4	+3.1
2013	Jan	+10.5	+10.4	2013	Jan		Oct	+4.1	+3.7
	Feb	+22.7	+21.9		Feb		Nov	+4.4	+4.5
	Mar	+9.8	+10.1		Mar		Dec	+4.5	+4.8
	Apr	+20.7	+19.4		Apr	2013	Jan	+6.2	+6.5
	May	+12.9	+12.2		May		Feb	+5.3	+5.4
	Jun	+14.7	+13.3		Jun		Mar	+5.2	+4.9
	Jul	+9.3	+8.7		Jul		Apr	-0.6	-0.8
	Aug	+8.1	+7.2		Aug		May	-2.1	-2.2
	Sep	+5.0	+4.9		Sep		Jun	-5.1	-5.2
	Oct	+6.3	+5.9		Oct		Jul	-3.0	-3.1
	Nov	+8.5	+9.1		Nov		Aug	-1.0	-1.2
	Dec	+5.7	+6.1		Dec		Sep	+2.3	+2.6
2014	Jan	+14.4	+16.7	2014	Jan		Oct	+4.6	+5.5
	Feb	-2.2	-2.1		Feb		Nov	+3.4	+4.4
	Mar	-1.5	-2.5		Mar		Dec	+0.9	+1.4
	Apr	-9.9	-9.6		Apr	2014	Jan	-3.8	-4.6
	May	-3.9	-4.5		May		Feb	-5.4	-6.4
	Jun	-6.9	-7.5		Jun		Mar	-5.0	-5.8
	Jul	-3.2	-4.5		Jul		Apr	-2.1	-2.8
	Aug	+3.5	+2.8		Aug		May	+1.1	+0.6
	Sep	+4.8	+6.6		Sep		Jun	+3.9	+4.0
	Oct	+1.4	+4.3		Oct		Jul	+4.9	+7.0
	Nov	+4.2	+7.6		Nov		Aug	+4.5	+7.8
	Dec	-4.0	-1.4		Dec		Sep	+0.9	+3.9
2015	Jan	-14.5	-13.8	2015	Jan		Oct	+0.7	+2.6
	Feb	+14.8	+18.1		Feb		Nov	-1.7	-1.2
	Mar	-2.9	+0.8		Mar		Dec	-1.0	-0.8
	Apr	-2.1	+2.5		Apr	2015	Jan	-5.0	-4.5
	May	-0.1	+4.7		May		Feb	-5.3	-4.1
	Jun	-0.4	+4.3		Jun		Mar	-4.4	-3.1
	Jul	-2.9	+1.8		Jul		Apr	-1.4	-0.9
	Aug	-5.3	-0.1		Aug		May	-0.1	#
	Sep	-6.3	-3.0		Sep		Jun	-0.3	-0.3
	Oct	-3.0	+1.2		Oct		Jul	+0.8	+2.4
	Nov	-7.8*	-6.0*		Nov		Aug	+1.3*	+2.6*

- 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 Sep 2015 is the percentage change of the average monthly index for Jul, Aug and Sep 2015 compared with the average monthly index for Apr, May and Jun 2015.

(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.

Denotes change within ± 0.05 .