

Table 1 : Value index and value of retail sales by broad type of retail outlet for November and December 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 (%)		
	Nov 2015 (Revised figures)	Dec 2015 (Provisional figures)	Nov 2015 (Revised figures)	Dec 2015 (Provisional figures)	Jan - Dec 2015 (Provisional figures)	Nov 2015 over Nov 2014	Dec 2015 over Dec 2014	Jan - Dec 2015 over Jan - Dec 2014
All retail outlets	147.2	168.8	38,073	43,665	475,164	-7.8	-8.5	-3.7
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	130.6	141.5	3,350	3,630	40,365	+1.3	+1.1	+5.9
• Fish, livestock and poultry, fresh or frozen	111.9	130.9	869	1,017	10,714	#	-1.1	+4.5
• Fruits and vegetables, fresh	94.7	102.7	168	182	2,433	+1.9	+4.1	-2.1
• Bread, pastry, confectionery and biscuits	156.2	174.2	845	942	11,339	+3.7	+3.9	+8.6
• Other food, not elsewhere classified	145.8	137.4	994	936	9,905	+2.0	+3.8	+7.4
• Alcoholic drinks and tobacco	121.8	142.3	475	554	5,973	-2.3	-4.3	+4.2
Supermarkets⁽¹⁾	138.6	146.9	4,181	4,431	52,036	+1.4	+3.6	+1.3
Fuels	106.6	107.2	739	743	8,949	-4.3	-3.6	-10.5
Clothing, footwear and allied products	136.0	180.1	4,549	6,025	61,093	-8.7	-11.6	-6.7
• Wearing apparel	133.7	177.9	3,852	5,122	52,112	-8.8	-12.1	-7.2
• Footwear, allied products and other clothing accessories	149.9	194.2	697	903	8,981	-8.0	-8.7	-4.1
Consumer durable goods	180.4	197.7	7,236	7,927	88,113	-7.0	-8.3	+6.1
• Motor vehicles and parts	126.0	126.5	1,379	1,385	17,628	+7.8	-2.6	+1.2
• Electrical goods and photographic equipment	126.0	150.3	2,523	3,010	35,326	-10.9	-9.3	+3.0
• Furniture and fixtures	106.9	107.1	612	613	7,171	-6.4	-3.3	-1.8
• Other consumer durable goods, not elsewhere classified	800.3	858.6	2,721	2,919	27,989	-9.7	-10.6	+16.3
Department stores	189.4	190.9	4,978	5,016	50,123	-4.8	-12.3	-4.1
Jewellery, watches and clocks, and valuable gifts	141.0	170.3	6,632	8,012	86,217	-20.6	-17.0	-15.6
Other consumer goods	130.7	160.7	6,409	7,880	88,268	-5.1	-4.5	-2.8
• Books, newspapers, stationery and gifts	102.7	114.0	547	608	7,409	-5.8	-1.6	-2.6
• Chinese drugs and herbs	112.6	158.4	388	546	5,644	-10.7	-6.1	-5.5
• Optical shops	120.0	139.1	210	243	3,299	-6.5	-3.8	-3.6
• Medicines and cosmetics	158.9	180.8	3,083	3,508	41,097	-7.1	-7.5	-1.9
• Other consumer goods, not elsewhere classified	114.2	155.8	2,181	2,975	30,820	-0.6	-1.1	-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>143.9</i>	<i>153.1</i>	<i>4,753</i>	<i>5,059</i>	<i>57,914</i>	<i>+1.8</i>	<i>+4.0</i>	<i>+1.4</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 ± 0.05 .

Table 2 : Volume index of retail sales by broad type of retail outlet for November and December 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 (%)		
	Nov 2015 (Revised figures)	Dec 2015 (Provisional figures)	Nov 2015 over Nov 2014	Dec 2015 over Dec 2014	Jan - Dec 2015 over Jan - Dec 2014
<u>All retail outlets</u>	141.5	163.9	-6.0	-6.1	-0.3
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	97.0	104.2	-2.6	-2.8	+1.7
• Fish, livestock and poultry, fresh or frozen	74.9	86.7	-5.6	-6.9	-0.9
• Fruits and vegetables, fresh	70.4	73.9	-2.0	-2.9	-3.9
• Bread, pastry, confectionery and biscuits	118.2	132.4	-1.4	-0.6	+3.5
• Other food, not elsewhere classified	116.0	108.2	-1.4	-0.2	+2.9
• Alcoholic drinks and tobacco	90.6	106.4	-2.4	-4.3	+2.8
Supermarkets⁽¹⁾	113.4	120.5	#	+1.8	-0.7
Fuels	104.4	105.6	+7.0	+2.3	+1.3
Clothing, footwear and allied products	117.1	159.9	-6.2	-10.2	-4.3
• Wearing apparel	113.5	156.4	-6.0	-10.7	-5.1
• Footwear, allied products and other clothing accessories	139.0	181.7	-6.7	-7.4	+0.5
Consumer durable goods	242.9	270.1	-1.3	-1.8	+17.0
• Motor vehicles and parts	118.0	119.2	+11.4	+1.2	+4.0
• Electrical goods and photographic equipment	199.5	236.7	-1.5	+0.9	+18.2
• Furniture and fixtures	86.2	86.1	-8.4	-5.5	-3.8
• Other consumer durable goods, not elsewhere classified	1 165.0	1 261.7	-3.7	-5.0	+25.7
Department stores	169.4	172.3	-5.3	-12.5	-4.4
Jewellery, watches and clocks, and valuable gifts	130.9	161.6	-17.9	-10.8	-11.8
Other consumer goods	116.2	143.5	-5.5	-5.1	-3.9
• Books, newspapers, stationery and gifts	86.0	95.8	-7.5	-3.4	-4.9
• Chinese drugs and herbs	93.9	132.0	-11.5	-6.8	-6.5
• Optical shops	109.2	126.7	-6.9	-4.0	-3.9
• Medicines and cosmetics	142.4	162.7	-7.5	-8.4	-2.7
• Other consumer goods, not elsewhere classified	102.6	140.9	-0.9	-1.0	-4.8

(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>119.1</i>	<i>127.2</i>	<i>+0.5</i>	<i>+2.4</i>	<i>-0.4</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		
2011	+24.9	+18.4	-	-	-	-	-		
2012	+9.8	+7.2	-	-	-	-	-		
2013	+11.0	+10.6	-	-	-	-	-		
2014	-0.2	+0.6	-	-	-	-	-		
2015	-3.7*	-0.3*	-	-	-	-	-		
2013	Jan	+10.5	+10.4	2013	Jan	2012	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
	Dec	-8.5*	-6.1*		Dec		Sep	-0.9*	+0.4*

- 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 2015 is the percentage change of the average monthly index for Oct, Nov and Dec 2015 compared with the average monthly index for Jul, Aug and Sep 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 .