

**Table 1 : Value index and value of retail sales by broad type of retail outlet for December 2015 and January 2016**

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 (%)	
	Dec 2015 (Revised figures)	Jan 2016 (Provisional figures)	Dec 2015 (Revised figures)	Jan 2016 (Provisional figures)	Dec 2015 over Dec 2014	Jan 2016 over Jan 2015
<b><u>All retail outlets</u></b>	<b>168.8</b>	<b>168.4</b>	<b>43,658</b>	<b>43,567</b>	<b>-8.5</b>	<b>-6.5</b>
<b><u>By broad type of retail outlet</u></b>						
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>141.2</b>	<b>156.2</b>	<b>3,622</b>	<b>4,006</b>	<b>+0.9</b>	<b>+7.2</b>
• Fish, livestock and poultry, fresh or frozen	130.9	147.5	1,017	1,146	-1.1	+13.5
• Fruits and vegetables, fresh	102.7	110.2	182	195	+4.1	+4.2
• Bread, pastry, confectionery and biscuits	174.2	186.6	942	1,009	+3.9	+5.4
• Other food, not elsewhere classified	136.1	147.4	927	1,005	+2.9	+4.6
• Alcoholic drinks and tobacco	142.3	167.4	554	652	-4.3	+4.7
<b>Supermarkets<sup>(1)</sup></b>	<b>146.9</b>	<b>160.6</b>	<b>4,431</b>	<b>4,845</b>	<b>+3.6</b>	<b>+8.0</b>
<b>Fuels</b>	<b>107.2</b>	<b>103.2</b>	<b>743</b>	<b>715</b>	<b>-3.5</b>	<b>+3.9</b>
<b>Clothing, footwear and allied products</b>	<b>180.8</b>	<b>182.0</b>	<b>6,049</b>	<b>6,088</b>	<b>-11.3</b>	<b>-3.2</b>
• Wearing apparel	178.7	175.0	5,146	5,040	-11.7	-4.9
• Footwear, allied products and other clothing accessories	194.2	225.2	903	1,047	-8.7	+5.7
<b>Consumer durable goods</b>	<b>197.3</b>	<b>173.8</b>	<b>7,911</b>	<b>6,971</b>	<b>-8.4</b>	<b>-19.9</b>
• Motor vehicles and parts	126.4	122.0	1,384	1,336	-2.6	-10.5
• Electrical goods and photographic equipment	150.2	137.3	3,008	2,750	-9.4	-19.7
• Furniture and fixtures	107.1	125.8	613	720	-3.3	-0.5
• Other consumer durable goods, not elsewhere classified	854.7	636.8	2,906	2,165	-11.0	-29.3
<b>Department stores</b>	<b>190.9</b>	<b>163.6</b>	<b>5,016</b>	<b>4,298</b>	<b>-12.3</b>	<b>-3.6</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>170.2</b>	<b>162.3</b>	<b>8,008</b>	<b>7,637</b>	<b>-17.0</b>	<b>-16.3</b>
<b>Other consumer goods</b>	<b>160.7</b>	<b>183.7</b>	<b>7,878</b>	<b>9,006</b>	<b>-4.5</b>	<b>-1.2</b>
• Books, newspapers, stationery and gifts	114.1	121.1	608	645	-1.5	-9.7
• Chinese drugs and herbs	158.0	163.3	545	563	-6.3	-0.2
• Optical shops	139.1	144.6	243	253	-3.8	-6.3
• Medicines and cosmetics	180.8	217.1	3,507	4,213	-7.5	-3.6
• Other consumer goods, not elsewhere classified	155.7	174.5	2,975	3,332	-1.1	+4.4

(1) These figures do not include 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>153.1</i>	<i>163.6</i>	<i>5,059</i>	<i>5,403</i>	<i>+4.0</i>	<i>+8.5</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 December 2015 and January 2016**

Broad type of retail outlet	Volume index of retail sales (points) (Average of monthly indices from Oct 2009 to Sep 2010 = 100)		Percentage change (%)	
	Dec 2015 (Revised figures)	Jan 2016 (Provisional figures)	Dec 2015 over Dec 2014	Jan 2016 over Jan 2015
<b><u>All retail outlets</u></b>	<b>163.8</b>	<b>162.9</b>	<b>-6.1</b>	<b>-5.2</b>
<b><u>By broad type of retail outlet</u></b>				
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>103.9</b>	<b>114.0</b>	<b>-3.1</b>	<b>+2.9</b>
• Fish, livestock and poultry, fresh or frozen	86.7	97.2	-6.9	+7.7
• Fruits and vegetables, fresh	73.9	75.2	-3.0	-9.5
• Bread, pastry, confectionery and biscuits	132.3	140.5	-0.6	+0.9
• Other food, not elsewhere classified	107.2	116.0	-1.1	+1.7
• Alcoholic drinks and tobacco	106.4	124.6	-4.3	+4.6
<b>Supermarkets<sup>(1)</sup></b>	<b>120.5</b>	<b>132.8</b>	<b>+1.8</b>	<b>+7.2</b>
<b>Fuels</b>	<b>105.6</b>	<b>103.5</b>	<b>+2.3</b>	<b>+5.9</b>
<b>Clothing, footwear and allied products</b>	<b>160.5</b>	<b>170.5</b>	<b>-9.8</b>	<b>-0.8</b>
• Wearing apparel	157.1	163.7	-10.3	-2.1
• Footwear, allied products and other clothing accessories	181.7	212.6	-7.4	+5.5
<b>Consumer durable goods</b>	<b>269.6</b>	<b>235.9</b>	<b>-2.0</b>	<b>-15.3</b>
• Motor vehicles and parts	119.5	113.0	+1.5	-8.0
• Electrical goods and photographic equipment	236.6	217.2	+0.8	-12.3
• Furniture and fixtures	86.1	101.9	-5.5	-1.8
• Other consumer durable goods, not elsewhere classified	1 255.9	967.6	-5.4	-22.9
<b>Department stores</b>	<b>172.3</b>	<b>152.0</b>	<b>-12.5</b>	<b>-2.1</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>161.5</b>	<b>153.9</b>	<b>-10.9</b>	<b>-9.6</b>
<b>Other consumer goods</b>	<b>143.4</b>	<b>164.7</b>	<b>-5.1</b>	<b>-0.9</b>
• Books, newspapers, stationery and gifts	95.8	101.3	-3.3	-11.7
• Chinese drugs and herbs	131.6	135.8	-7.1	-1.0
• Optical shops	126.7	131.5	-4.0	-6.4
• Medicines and cosmetics	162.7	196.1	-8.4	-3.9
• Other consumer goods, not elsewhere classified	140.8	158.7	-1.0	+6.1

(1) These figures do not include 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>	127.2	137.0	+2.4	+8.0
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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 <sup>(1)(2)</sup> (%)				
	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	Feb	+22.7	+21.9	2013	Feb	2012	Nov	+3.7	+4.0
	Mar	+9.8	+10.1		Mar		Dec	+4.1	+4.5
	Apr	+20.7	+19.4		Apr	2013	Jan	+7.2	+7.2
	May	+12.9	+12.2		May		Feb	+6.6	+6.3
	Jun	+14.7	+13.3		Jun		Mar	+6.2	+5.4
	Jul	+9.3	+8.7		Jul		Apr	-0.6	-0.7
	Aug	+8.1	+7.2		Aug		May	-2.3	-2.3
	Sep	+5.0	+4.9		Sep		Jun	-5.5	-5.2
	Oct	+6.3	+5.9		Oct		Jul	-3.5	-3.8
	Nov	+8.5	+9.1		Nov		Aug	-1.9	-2.0
	Dec	+5.7	+6.1		Dec		Sep	+1.9	+2.0
2014	Jan	+14.4	+16.7	2014	Jan		Oct	+3.8	+5.2
	Feb	-2.2	-2.1		Feb		Nov	+3.2	+4.4
	Mar	-1.5	-2.5		Mar		Dec	+0.6	+1.4
	Apr	-9.9	-9.6		Apr	2014	Jan	-2.5	-3.7
	May	-3.9	-4.5		May		Feb	-3.8	-5.2
	Jun	-6.9	-7.5		Jun		Mar	-3.7	-5.0
	Jul	-3.2	-4.5		Jul		Apr	-2.0	-2.5
	Aug	+3.5	+2.8		Aug		May	+0.6	+0.4
	Sep	+4.8	+6.6		Sep		Jun	+3.2	+3.9
	Oct	+1.4	+4.3		Oct		Jul	+4.0	+5.9
	Nov	+4.2	+7.6		Nov		Aug	+3.2	+6.4
	Dec	-4.0	-1.4		Dec		Sep	+0.3	+3.1
2015	Jan	-14.5	-13.8	2015	Jan		Oct	-0.2	+2.1
	Feb	+14.8	+18.1		Feb		Nov	-1.7	-1.1
	Mar	-2.9	+0.8		Mar		Dec	-1.2	-0.9
	Apr	-2.1	+2.5		Apr	2015	Jan	-3.2	-3.1
	May	-0.1	+4.7		May		Feb	-3.3	-2.5
	Jun	-0.4	+4.3		Jun		Mar	-2.7	-1.8
	Jul	-2.9	+1.8		Jul		Apr	-1.2	-0.6
	Aug	-5.3	-0.1		Aug		May	-0.8	-0.2
	Sep	-6.3	-3.0		Sep		Jun	-1.2	-0.6
	Oct	-3.0	+1.2		Oct		Jul	-0.5	+0.8
	Nov	-7.8	-6.0		Nov		Aug	-0.4	+0.7
	Dec	-8.5	-6.1		Dec		Sep	-1.6	-0.6
2016	Jan	-6.5*	-5.2*	2016	Jan		Oct	-6.4*	-6.5*

- 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.