

**Table 1 : Value index and value of retail sales by broad type of retail outlet for February and March 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 (%)		
	Feb 2016 (Revised figures)	Mar 2016 (Provisional figures)	Feb 2016 (Revised figures)	Mar 2016 (Provisional figures)	Jan - Mar 2016 (Provisional figures)	Jan - Feb 2016 over Jan - Feb 2015 <sup>(3)</sup>	Mar 2016 over Mar 2015	Jan - Mar 2016 over Jan - Mar 2015
<b><u>All retail outlets</u></b>	<b>142.9</b>	<b>134.0</b>	<b>36,963</b>	<b>34,666</b>	<b>115,168</b>	<b>-13.6</b>	<b>-9.8</b>	<b>-12.5</b>
<b><u>By broad type of retail outlet</u></b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>147.2</b>	<b>120.6</b>	<b>3,775</b>	<b>3,093</b>	<b>10,876</b>	<b>-1.9</b>	<b>+2.6</b>	<b>-0.6</b>
• Fish, livestock and poultry, fresh or frozen	167.2	123.9	1,299	962	3,407	+3.6	+2.9	+3.4
• Fruits and vegetables, fresh	91.2	109.8	161	194	551	+6.6	+6.0	+6.4
• Bread, pastry, confectionery and biscuits	182.2	148.4	985	802	2,797	-0.9	+1.3	-0.3
• Other food, not elsewhere classified	122.5	100.3	834	683	2,522	-8.4	+4.6	-5.2
• Alcoholic drinks and tobacco	127.2	115.8	496	451	1,599	-5.7	+0.3	-4.1
<b>Supermarkets<sup>(1)</sup></b>	<b>144.8</b>	<b>135.3</b>	<b>4,368</b>	<b>4,083</b>	<b>13,296</b>	<b>+0.2</b>	<b>+0.1</b>	<b>+0.1</b>
<b>Fuels</b>	<b>92.3</b>	<b>98.7</b>	<b>639</b>	<b>684</b>	<b>2,038</b>	<b>#</b>	<b>-2.0</b>	<b>-0.7</b>
<b>Clothing, footwear and allied products</b>	<b>153.4</b>	<b>144.1</b>	<b>5,130</b>	<b>4,820</b>	<b>16,038</b>	<b>-10.7</b>	<b>-10.3</b>	<b>-10.6</b>
• Wearing apparel	150.9	148.2	4,346	4,268	13,654	-11.4	-11.0	-11.3
• Footwear, allied products and other clothing accessories	168.7	118.7	784	552	2,384	-7.4	-4.7	-6.8
<b>Consumer durable goods</b>	<b>150.1</b>	<b>153.4</b>	<b>6,020</b>	<b>6,151</b>	<b>19,139</b>	<b>-26.1</b>	<b>-22.6</b>	<b>-25.0</b>
• Motor vehicles and parts	121.1	126.2	1,326	1,382	4,044	-21.2	-8.0	-17.1
• Electrical goods and photographic equipment	122.6	127.4	2,457	2,552	7,758	-26.7	-20.0	-24.6
• Furniture and fixtures	76.0	101.0	435	578	1,735	-6.5	-3.8	-5.6
• Other consumer durable goods, not elsewhere classified	530.2	481.9	1,803	1,639	5,602	-32.3	-38.2	-34.2
<b>Department stores</b>	<b>140.3</b>	<b>130.2</b>	<b>3,688</b>	<b>3,422</b>	<b>11,409</b>	<b>-12.3</b>	<b>-5.4</b>	<b>-10.3</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>124.2</b>	<b>109.1</b>	<b>5,842</b>	<b>5,134</b>	<b>18,602</b>	<b>-24.2</b>	<b>-20.3</b>	<b>-23.2</b>
<b>Other consumer goods</b>	<b>152.9</b>	<b>148.5</b>	<b>7,499</b>	<b>7,280</b>	<b>23,770</b>	<b>-6.5</b>	<b>+0.4</b>	<b>-4.5</b>
• Books, newspapers, stationery and gifts	98.7	99.6	526	531	1,697	-8.9	-8.1	-8.7
• Chinese drugs and herbs	129.1	145.7	445	502	1,511	-7.7	+4.4	-4.0
• Optical shops	172.7	149.5	302	261	816	-8.3	-3.9	-6.9
• Medicines and cosmetics	184.0	179.6	3,570	3,484	11,268	-7.6	+1.5	-5.0
• Other consumer goods, not elsewhere classified	139.0	130.9	2,656	2,501	8,478	-4.2	+0.6	-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>149.9</i>	<i>133.9</i>	<i>4,951</i>	<i>4,424</i>	<i>14,776</i>	<i>-0.1</i>	<i>+0.4</i>	<i>+0.1</i>
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(2) The sum of individual items might not add up to the respective total because of rounding.

(3) As retail sales tend to show greater volatility in the first two months of a year due to the timing of the Lunar New Year, it is more appropriate to analyse the retail sales figures for January and February taken together in making year-on-year comparison.

# Denotes change within  $\pm 0.05$ .

**Table 2 : Volume index of retail sales by broad type of retail outlet for February and March 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 (%)		
	Feb 2016 (Revised figures)	Mar 2016 (Provisional figures)	Jan - Feb 2016 over Jan - Feb 2015 <sup>(2)</sup>	Mar 2016 over Mar 2015	Jan - Mar 2016 over Jan - Mar 2015
<b><u>All retail outlets</u></b>	<b>137.8</b>	<b>129.5</b>	<b>-12.4</b>	<b>-8.8</b>	<b>-11.3</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>103.4</b>	<b>86.2</b>	<b>-6.2</b>	<b>-1.5</b>	<b>-4.9</b>
• Fish, livestock and poultry, fresh or frozen	103.7	80.4	-1.3	-1.5	-1.3
• Fruits and vegetables, fresh	48.3	64.6	-14.6	-11.9	-13.7
• Bread, pastry, confectionery and biscuits	136.5	111.3	-5.3	-3.0	-4.7
• Other food, not elsewhere classified	96.0	78.2	-10.9	+1.6	-7.9
• Alcoholic drinks and tobacco	94.9	86.6	-5.6	+0.6	-3.9
<b>Supermarkets<sup>(1)</sup></b>	<b>119.1</b>	<b>110.3</b>	<b>-1.2</b>	<b>-1.2</b>	<b>-1.2</b>
<b>Fuels</b>	<b>94.2</b>	<b>99.9</b>	<b>+3.6</b>	<b>+4.6</b>	<b>+3.9</b>
<b>Clothing, footwear and allied products</b>	<b>145.9</b>	<b>135.3</b>	<b>-9.2</b>	<b>-7.1</b>	<b>-8.6</b>
• Wearing apparel	143.5	139.0	-9.6	-7.5	-9.0
• Footwear, allied products and other clothing accessories	160.9	112.8	-7.0	-3.4	-6.2
<b>Consumer durable goods</b>	<b>205.7</b>	<b>208.9</b>	<b>-21.2</b>	<b>-17.7</b>	<b>-20.1</b>
• Motor vehicles and parts	115.2	122.6	-17.8	-1.8	-12.8
• Electrical goods and photographic equipment	194.9	203.1	-19.2	-12.6	-17.1
• Furniture and fixtures	61.3	82.6	-8.0	-3.6	-6.5
• Other consumer durable goods, not elsewhere classified	803.1	733.5	-26.6	-32.1	-28.3
<b>Department stores</b>	<b>130.2</b>	<b>121.5</b>	<b>-11.4</b>	<b>-3.5</b>	<b>-9.2</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>115.9</b>	<b>99.2</b>	<b>-18.3</b>	<b>-17.7</b>	<b>-18.1</b>
<b>Other consumer goods</b>	<b>137.7</b>	<b>132.7</b>	<b>-5.9</b>	<b>+1.2</b>	<b>-3.9</b>
• Books, newspapers, stationery and gifts	83.0	83.6	-10.8	-9.9	-10.5
• Chinese drugs and herbs	107.6	121.5	-8.3	+4.1	-4.5
• Optical shops	156.9	135.5	-8.4	-4.0	-7.0
• Medicines and cosmetics	166.2	161.5	-7.9	+1.3	-5.2
• Other consumer goods, not elsewhere classified	127.8	119.0	-1.7	+3.5	-0.2

(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>125.1</i>	<i>110.4</i>	<i>-1.2</i>	<i>-0.6</i>	<i>-1.0</i>
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(2) As retail sales tend to show greater volatility in the first two months of a year due to the timing of the Lunar New Year, it is more appropriate to analyse the retail sales figures for January and February taken together in making year-on-year comparison.

**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	Apr	+20.7	+19.4	2013	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	-6.6	-5.2	2016	Jan		Oct	-6.4	-6.5
	Feb	-20.6	-19.5		Feb		Nov	-8.4	-9.0
	Mar	-9.8*	-8.8*		Mar		Dec	-8.0*	-9.1*

- 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 Mar 2016 is the percentage change of the average monthly index for Jan, Feb and Mar 2016 compared with the average monthly index for Oct, Nov and Dec 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.