

**Table 1 : Value index and value of retail sales by broad type of retail outlet for September and October 2016**

Broad type of retail outlet	Value index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Value of retail sales <sup>(2)</sup> (HK\$ million)			Percentage change (%)		
	Sep 2016 (Revised figures)	Oct 2016 (Provisional figures)	Sep 2016 (Revised figures)	Oct 2016 (Provisional figures)	Jan - Oct 2016 (Provisional figures)	Sep 2016 over Sep 2015	Oct 2016 over Oct 2015	Jan - Oct 2016 over Jan - Oct 2015
<b><u>All retail outlets</u></b>	<b>83.8</b>	<b>89.6</b>	<b>33,785</b>	<b>36,116</b>	<b>358,231</b>	<b>-4.0</b>	<b>-2.9</b>	<b>-8.9</b>
<b><u>By broad type of retail outlet</u></b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>118.5</b>	<b>102.9</b>	<b>3,967</b>	<b>3,445</b>	<b>33,856</b>	<b>-3.1</b>	<b>+1.0</b>	<b>+1.4</b>
• Fish, livestock and poultry, fresh or frozen	90.7	89.3	810	798	9,022	+0.8	+1.2	+2.2
• Fruits and vegetables, fresh	119.5	120.6	241	243	2,168	+2.8	+3.7	+4.0
• Bread, pastry, confectionery and biscuits	173.9	96.6	1,627	904	9,652	-11.2	-3.0	+1.0
• Other food, not elsewhere classified	96.9	129.2	791	1,054	8,242	+8.7	+6.1	+3.3
• Alcoholic drinks and tobacco	99.6	89.3	498	447	4,772	+0.4	-3.6	-3.5
<b>Supermarkets<sup>(1)</sup></b>	<b>101.2</b>	<b>103.6</b>	<b>4,364</b>	<b>4,468</b>	<b>43,854</b>	<b>-0.4</b>	<b>+3.5</b>	<b>+1.0</b>
<b>Fuels</b>	<b>102.6</b>	<b>99.3</b>	<b>780</b>	<b>755</b>	<b>7,383</b>	<b>+1.3</b>	<b>+5.5</b>	<b>-1.1</b>
<b>Clothing, footwear and allied products</b>	<b>75.9</b>	<b>82.4</b>	<b>3,957</b>	<b>4,293</b>	<b>47,743</b>	<b>+1.8</b>	<b>-3.6</b>	<b>-5.5</b>
• Wearing apparel	76.6	81.5	3,410	3,626	40,641	+2.0	-5.1	-5.8
• Footwear, allied products and other clothing accessories	71.9	87.6	548	667	7,101	+0.3	+4.9	-3.8
<b>Consumer durable goods</b>	<b>80.2</b>	<b>88.6</b>	<b>5,942</b>	<b>6,570</b>	<b>57,442</b>	<b>-9.2</b>	<b>-14.0</b>	<b>-21.3</b>
• Motor vehicles and parts	82.1	78.4	1,198	1,145	12,782	-11.2	-19.6	-14.0
• Electrical goods and photographic equipment	73.8	74.0	2,231	2,239	22,860	-12.6	-21.7	-23.3
• Furniture and fixtures	98.4	81.0	595	489	5,778	-0.7	+2.8	-2.8
• Other consumer durable goods, not elsewhere classified	82.5	116.1	1,917	2,697	16,022	-6.1	-6.4	-28.3
<b>Department stores</b>	<b>81.0</b>	<b>88.6</b>	<b>3,451</b>	<b>3,779</b>	<b>37,076</b>	<b>-2.4</b>	<b>-0.8</b>	<b>-7.6</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>69.3</b>	<b>80.9</b>	<b>5,241</b>	<b>6,122</b>	<b>57,485</b>	<b>-12.3</b>	<b>-0.1</b>	<b>-19.7</b>
<b>Other consumer goods</b>	<b>81.9</b>	<b>90.1</b>	<b>6,081</b>	<b>6,684</b>	<b>73,392</b>	<b>+1.2</b>	<b>-0.4</b>	<b>-0.8</b>
• Books, newspapers, stationery and gifts	83.9	91.7	522	570	5,986	-2.5	-4.3	-4.3
• Chinese drugs and herbs	93.0	92.1	446	441	4,580	-0.3	+2.1	-2.8
• Optical shops	77.0	75.2	213	209	2,687	+1.7	-2.1	-5.6
• Medicines and cosmetics	83.2	88.2	2,890	3,064	34,406	+1.2	-1.8	-0.3
• Other consumer goods, not elsewhere classified	78.3	93.4	2,010	2,400	25,733	+2.6	+2.2	+0.3

(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>101.9</i>	<i>103.7</i>	<i>4,887</i>	<i>4,973</i>	<i>48,748</i>	<i>-0.5</i>	<i>+3.3</i>	<i>+1.3</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 September and October 2016**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Sep 2016 (Revised figures)	Oct 2016 (Provisional figures)	Sep 2016 over Sep 2015	Oct 2016 over Oct 2015	Jan - Oct 2016 over Jan - Oct 2015
<b><u>All retail outlets</u></b>	<b>85.3</b>	<b>90.8</b>	<b>-3.8</b>	<b>-2.7</b>	<b>-7.8</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>114.1</b>	<b>99.0</b>	<b>-5.0</b>	<b>-1.0</b>	<b>-1.4</b>
• Fish, livestock and poultry, fresh or frozen	86.8	85.8	-2.1	-1.3	-1.0
• Fruits and vegetables, fresh	114.2	116.2	+1.6	+4.9	-3.4
• Bread, pastry, confectionery and biscuits	166.3	92.6	-13.2	-5.0	-1.7
• Other food, not elsewhere classified	92.7	122.9	+5.6	+2.8	+0.3
• Alcoholic drinks and tobacco	100.4	88.2	+1.7	-4.4	-3.5
<b>Supermarkets<sup>(1)</sup></b>	<b>98.9</b>	<b>100.9</b>	<b>-2.2</b>	<b>+2.0</b>	<b>-0.4</b>
<b>Fuels</b>	<b>107.7</b>	<b>102.6</b>	<b>+3.1</b>	<b>+4.8</b>	<b>+3.6</b>
<b>Clothing, footwear and allied products</b>	<b>80.6</b>	<b>82.6</b>	<b>+4.7</b>	<b>-3.6</b>	<b>-2.9</b>
• Wearing apparel	81.3	81.0	+4.5	-5.5	-3.4
• Footwear, allied products and other clothing accessories	77.0	92.2	+5.6	+7.9	-0.2
<b>Consumer durable goods</b>	<b>87.6</b>	<b>97.5</b>	<b>-3.5</b>	<b>-9.1</b>	<b>-16.5</b>
• Motor vehicles and parts	83.6	80.1	-10.4	-18.7	-12.6
• Electrical goods and photographic equipment	82.7	83.4	-5.7	-16.0	-17.3
• Furniture and fixtures	97.1	79.4	-0.6	+2.4	-3.7
• Other consumer durable goods, not elsewhere classified	93.9	133.3	+2.8	+2.0	-21.1
<b>Department stores</b>	<b>81.9</b>	<b>89.1</b>	<b>-2.2</b>	<b>+0.8</b>	<b>-6.7</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>68.6</b>	<b>81.2</b>	<b>-17.3</b>	<b>-3.7</b>	<b>-19.2</b>
<b>Other consumer goods</b>	<b>82.1</b>	<b>90.2</b>	<b>+2.0</b>	<b>+0.4</b>	<b>-0.1</b>
• Books, newspapers, stationery and gifts	79.9	87.4	-5.3	-6.5	-6.6
• Chinese drugs and herbs	92.4	91.2	-0.5	+1.6	-3.3
• Optical shops	76.9	74.8	+1.6	-3.1	-5.7
• Medicines and cosmetics	82.2	87.1	+1.1	-2.1	-0.7
• Other consumer goods, not elsewhere classified	81.3	96.5	+5.9	+5.4	+3.5

(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>	99.6	101.0	-2.3	+1.7	-0.1
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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	+6.8	-	-	-	-			
2013	+11.0	+11.0	-	-	-	-			
2014	-0.2	-0.2	-	-	-	-			
2015	-3.7	-1.5	-	-	-	-			
2013	Nov	+8.5	+9.0	2013	Nov	2013	Aug	-1.9	-2.2
	Dec	+5.7	+6.6	Dec	Dec	Sep	Sep	+1.9	+1.9
2014	Jan	+14.4	+15.9	2014	Jan	2014	Oct	+3.8	+4.5
	Feb	-2.2	-1.6	Feb	Feb	Nov	Nov	+3.2	+4.0
	Mar	-1.5	-2.0	Mar	Mar	Dec	Dec	+0.6	+1.1
	Apr	-9.9	-10.7	Apr	Apr	2014	Jan	-2.5	-3.0
	May	-3.9	-4.8	May	May	Feb	Feb	-3.8	-4.7
	Jun	-6.9	-7.6	Jun	Jun	Mar	Mar	-3.7	-4.6
	Jul	-3.2	-4.9	Jul	Jul	Apr	Apr	-2.0	-2.7
	Aug	+3.5	+2.9	Aug	Aug	May	May	+0.6	+0.2
	Sep	+4.8	+5.5	Sep	Sep	Jun	Jun	+3.2	+3.3
	Oct	+1.4	+1.7	Oct	Oct	Jul	Jul	+4.0	+4.7
	Nov	+4.2	+5.6	Nov	Nov	Aug	Aug	+3.2	+4.6
	Dec	-4.0	-2.9	Dec	Dec	Sep	Sep	+0.3	+1.5
2015	Jan	-14.5	-14.2	2015	Jan	2015	Oct	-0.2	+1.2
	Feb	+14.8	+15.8	Feb	Feb	Nov	Nov	-1.7	-1.1
	Mar	-2.9	-1.4	Mar	Mar	Dec	Dec	-1.2	-0.7
	Apr	-2.1	+0.1	Apr	Apr	2015	Jan	-3.2	-3.2
	May	-0.1	+2.6	May	May	Feb	Feb	-3.3	-2.8
	Jun	-0.4	+2.3	Jun	Jun	Mar	Mar	-2.7	-2.0
	Jul	-2.9	+0.5	Jul	Jul	Apr	Apr	-1.2	-0.5
	Aug	-5.3	-1.8	Aug	Aug	May	May	-0.8	#
	Sep	-6.3	-4.0	Sep	Sep	Jun	Jun	-1.2	-0.4
	Oct	-3.0	-0.2	Oct	Oct	Jul	Jul	-0.5	+0.2
	Nov	-7.8	-5.8	Nov	Nov	Aug	Aug	-0.4	#
	Dec	-8.5	-5.9	Dec	Dec	Sep	Sep	-1.6	-1.1
2016	Jan	-6.6	-3.6	2016	Jan	2016	Oct	-6.4	-5.3
	Feb	-20.6	-18.5	Feb	Feb	Nov	Nov	-8.4	-7.3
	Mar	-9.8	-7.8	Mar	Mar	Dec	Dec	-8.0	-7.3
	Apr	-7.5	-6.2	Apr	Apr	2016	Jan	-2.1	-2.7
	May	-8.3	-7.3	May	May	Feb	Feb	+1.2	+0.4
	Jun	-8.9	-7.9	Jun	Jun	Mar	Mar	+2.8	+2.0
	Jul	-7.7	-7.0	Jul	Jul	Apr	Apr	+0.8	+0.5
	Aug	-10.5	-11.0	Aug	Aug	May	May	-1.4	-1.7
	Sep	-4.0	-3.8	Sep	Sep	Jun	Jun	-0.5	-0.8
	Oct	-2.9*	-2.7*	Oct	Oct	Jul	Jul	+1.9*	+1.5*

- 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 Sep 2016 is the percentage change of the average monthly index for Jul, Aug and Sep 2016 compared with the average monthly index for Apr, May and Jun 2016.
- (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 the value and volume indices of total retail sales, the seasonally adjusted series for the preceding 3 years are revised each year when the figures for January are published.

# Denotes change within  $\pm 0.05$ .