

Table 1 : Value index and value of retail sales by broad type of retail outlet for October and November 2018

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 ⁽²⁾ (HK\$ million)			Percentage change (%)		
	Oct 2018 (Revised figures)	Nov 2018 (Provisional figures*)	Oct 2018 (Revised figures)	Nov 2018 (Provisional figures*)	Jan - Nov 2018 (Provisional figures*)	Oct 2018 over Oct 2017	Nov 2018 over Nov 2017	Jan - Nov 2018 over Jan - Nov 2017
All retail outlets	98.7	97.4	39,771	39,241	440,280	+6.0	+1.4	+9.7
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	110.0	106.6	3,680	3,567	40,435	-2.1	+1.9	+5.0
• Fish, livestock and poultry, fresh or frozen	90.5	97.3	808	869	10,252	-4.0	-3.2	+1.8
• Fruits and vegetables, fresh	130.8	89.2	263	180	2,496	+0.3	+2.6	+3.6
• Bread, pastry, confectionery and biscuits	100.8	93.0	944	871	11,180	-4.3	+0.4	+6.3
• Other food, not elsewhere classified	154.2	149.2	1,258	1,218	11,243	+3.2	+12.1	+8.9
• Alcoholic drinks and tobacco	81.3	85.9	406	429	5,264	-9.6	-9.5	+1.6
Supermarkets⁽¹⁾	103.5	97.3	4,464	4,195	48,528	-0.8	-0.1	+1.1
Fuels	118.6	106.8	902	812	9,277	+10.3	+3.1	+9.3
Clothing, footwear and allied products	90.7	91.4	4,726	4,761	56,067	+3.5	-2.8	+7.4
• Wearing apparel	89.5	89.9	3,982	4,001	47,631	+2.5	-3.6	+6.7
• Footwear, allied products and other clothing accessories	97.7	99.8	744	760	8,437	+9.2	+1.7	+11.1
Consumer durable goods	92.9	90.0	6,885	6,669	65,886	+14.5	-2.1	+9.1
• Motor vehicles and parts	90.2	90.2	1,317	1,318	15,481	+13.5	+7.0	+7.5
• Furniture and fixtures	84.3	107.1	510	648	6,858	+0.7	+2.8	+4.8
• Electrical goods and other consumer durable goods, not elsewhere classified	94.6	88.0	5,058	4,704	43,547	+16.3	-4.9	+10.3
Department stores	97.5	130.4	4,156	5,561	47,956	+3.5	+3.9	+10.1
Jewellery, watches and clocks, and valuable gifts	90.7	77.7	6,863	5,882	77,062	+3.2	-3.9	+16.1
Other consumer goods	109.1	105.0	8,096	7,794	95,070	+12.4	+10.5	+13.5
• Books, newspapers, stationery and gifts	92.5	89.1	575	554	6,682	+5.4	+6.2	+2.1
• Chinese drugs and herbs	97.3	89.4	466	428	5,466	+0.4	-0.4	+4.8
• Optical shops	79.2	83.1	220	231	3,067	+3.5	+5.4	+5.0
• Medicines and cosmetics	111.8	107.7	3,884	3,742	45,138	+15.2	+10.1	+15.0
• Other consumer goods, not elsewhere classified	114.9	110.5	2,951	2,839	34,717	+13.0	+14.3	+16.3

* The provisional figures are subject to revision later on.

(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>103.5</i>	<i>100.2</i>	<i>4,962</i>	<i>4,807</i>	<i>54,371</i>	<i>-1.3</i>	<i>+0.1</i>	<i>+1.7</i>
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(2) The sum of individual items may not add up to the total because of rounding.

Table 2 : Volume index of retail sales by broad type of retail outlet for October and November 2018

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Oct 2018 (Revised figures)	Nov 2018 (Provisional figures*)	Oct 2018 over Oct 2017	Nov 2018 over Nov 2017	Jan - Nov 2018 over Jan - Nov 2017
<u>All retail outlets</u>	99.0	97.2	+5.3	+1.2	+8.4
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	99.7	96.8	-5.2	-1.3	+1.6
• Fish, livestock and poultry, fresh or frozen	82.1	88.0	-8.1	-7.1	-2.2
• Fruits and vegetables, fresh	110.8	79.8	-3.1	+1.4	-1.6
• Bread, pastry, confectionery and biscuits	92.6	85.2	-7.1	-2.6	+3.7
• Other food, not elsewhere classified	134.6	130.2	-0.2	+8.4	+3.9
• Alcoholic drinks and tobacco	79.6	84.7	-12.1	-11.8	+1.6
Supermarkets⁽¹⁾	96.1	90.1	-3.9	-3.0	-2.0
Fuels	106.8	100.3	+0.5	-0.8	+0.7
Clothing, footwear and allied products	89.8	87.9	+0.5	-2.8	+4.5
• Wearing apparel	87.3	85.6	-1.3	-3.1	+3.1
• Footwear, allied products and other clothing accessories	105.3	101.5	+10.9	-1.4	+12.6
Consumer durable goods	106.1	103.3	+17.2	+0.5	+11.5
• Motor vehicles and parts	90.4	90.5	+13.5	+7.1	+6.6
• Furniture and fixtures	79.2	102.4	-0.2	+3.8	+3.7
• Electrical goods and other consumer durable goods, not elsewhere classified	115.7	108.2	+20.6	-1.2	+14.4
Department stores	96.1	126.6	+3.4	+3.9	+8.8
Jewellery, watches and clocks, and valuable gifts	92.5	79.3	+5.9	-0.3	+15.2
Other consumer goods	108.8	104.7	+10.6	+8.1	+12.8
• Books, newspapers, stationery and gifts	83.3	80.3	+2.4	+3.4	-0.2
• Chinese drugs and herbs	92.6	84.9	-2.6	-3.6	+2.1
• Optical shops	75.6	79.3	-0.9	+0.6	+2.1
• Medicines and cosmetics	108.2	104.5	+12.5	+7.6	+14.0
• Other consumer goods, not elsewhere classified	123.0	117.9	+13.0	+12.2	+17.1

* The provisional figures are subject to revision later on.

(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>	96.0	92.8	-4.4	-2.8	-1.4
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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 ⁽¹⁾⁽²⁾ (%)				
	Value	Volume			Value	Volume			
2013	+11.0	+11.0	-	-	-	-			
2014	-0.2	-0.2	-	-	-	-			
2015	-3.7	-1.5	-	-	-	-			
2016	-8.1	-7.1	-	-	-	-			
2017	+2.2	+1.9	-	-	-	-			
2015	Dec	-8.5	-5.9	2015	Dec	2015	Sep	-2.8	-2.1
2016	Jan	-6.6	-3.6	2016	Jan		Oct	-4.4	-3.9
	Feb	-20.6	-18.5		Feb		Nov	-4.7	-4.1
	Mar	-9.8	-7.8		Mar		Dec	-4.6	-4.3
	Apr	-7.5	-6.2		Apr	2016	Jan	-2.6	-2.8
	May	-8.3	-7.3		May		Feb	-0.6	-1.1
	Jun	-8.9	-7.9		Jun		Mar	+0.9	+0.4
	Jul	-7.7	-7.0		Jul		Apr	+0.4	#
	Aug	-10.5	-11.0		Aug		May	-0.8	-1.1
	Sep	-4.0	-3.8		Sep		Jun	-1.3	-1.5
	Oct	-2.9	-2.7		Oct		Jul	+0.2	+0.2
	Nov	-5.4	-5.5		Nov		Aug	+1.1	+1.5
	Dec	-2.9	-2.9		Dec		Sep	+0.8	+1.3
2017	Jan	-1.0	-1.4	2017	Jan		Oct	-2.6	-2.2
	Feb	-5.8	-6.2		Feb		Nov	-2.6	-2.4
	Mar	+3.0	+2.6		Mar		Dec	-1.3	-1.5
	Apr	+0.1	-0.1		Apr	2017	Jan	+2.8	+2.4
	May	+0.4	+0.6		May		Feb	+3.5	+3.2
	Jun	+0.1	+0.5		Jun		Mar	+2.2	+2.2
	Jul	+4.0	+4.5		Jul		Apr	+1.1	+1.5
	Aug	+2.7	+3.2		Aug		May	+0.5	+0.7
	Sep	+5.7	+5.6		Sep		Jun	+2.4	+2.3
	Oct	+3.9	+3.6		Oct		Jul	+2.4	+2.1
	Nov	+7.6	+7.0		Nov		Aug	+3.7	+3.4
	Dec	+5.8	+4.3		Dec		Sep	+2.1	+1.7
2018	Jan	+4.2	+2.3	2018	Jan		Oct	+3.3	+2.4
	Feb	+29.9	+28.3		Feb		Nov	+4.9	+3.8
	Mar	+11.5	+10.1		Mar		Dec	+7.6	+6.6
	Apr	+12.2	+11.0		Apr	2018	Jan	+6.0	+5.7
	May	+12.9	+11.5		May		Feb	+2.6	+2.6
	Jun	+11.9	+9.8		Jun		Mar	-0.2	-0.1
	Jul	+7.8	+5.9		Jul		Apr	-1.2	-1.4
	Aug	+9.4	+7.9		Aug		May	-1.6	-2.0
	Sep	+2.4	+1.4		Sep		Jun	-2.9	-3.0
	Oct	+6.0	+5.3		Oct		Jul	-2.2	-1.8
	Nov	+1.4*	+1.2*		Nov		Aug	-2.7*	-1.8*

- Not applicable.

* These are provisional figures which are subject to revision later on.

(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 2018 is the percentage change of the average monthly index for Jul, Aug and Sep 2018 compared with the average monthly index for Apr, May and Jun 2018.

(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. The series may be revised as more data become available. 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 ± 0.05 .