

**Table 1 : Value index and value of retail sales by broad type of retail outlet for November and December 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 <sup>(2)</sup> (HK\$ million)			Percentage change (%)		
	Nov 2018 (Revised figures)	Dec 2018 (Provisional figures*)	Nov 2018 (Revised figures)	Dec 2018 (Provisional figures*)	Jan - Dec 2018 (Provisional figures*)	Nov 2018 over Nov 2017	Dec 2018 over Dec 2017	Jan - Dec 2018 over Jan - Dec 2017
<b>All retail outlets</b>	<b>97.4</b>	<b>111.5</b>	<b>39,248</b>	<b>44,914</b>	<b>485,201</b>	<b>+1.4</b>	<b>+0.1</b>	<b>+8.8</b>
<b>By broad type of retail outlet</b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>106.5</b>	<b>116.2</b>	<b>3,566</b>	<b>3,890</b>	<b>44,324</b>	<b>+1.9</b>	<b>+1.0</b>	<b>+4.7</b>
• Fish, livestock and poultry, fresh or frozen	97.1	121.9	867	1,089	11,339	-3.4	+1.9	+1.8
• Fruits and vegetables, fresh	89.2	97.2	180	196	2,692	+2.6	+2.2	+3.5
• Bread, pastry, confectionery and biscuits	93.0	106.5	871	997	12,177	+0.4	+0.6	+5.8
• Other food, not elsewhere classified	149.3	132.9	1,219	1,085	12,329	+12.2	+6.5	+8.7
• Alcoholic drinks and tobacco	85.9	104.6	429	523	5,787	-9.5	-9.9	+0.4
<b>Supermarkets<sup>(1)</sup></b>	<b>97.2</b>	<b>103.0</b>	<b>4,194</b>	<b>4,444</b>	<b>52,971</b>	<b>-0.1</b>	<b>+2.4</b>	<b>+1.2</b>
<b>Fuels</b>	<b>106.8</b>	<b>103.4</b>	<b>812</b>	<b>786</b>	<b>10,063</b>	<b>+3.1</b>	<b>+1.0</b>	<b>+8.6</b>
<b>Clothing, footwear and allied products</b>	<b>91.5</b>	<b>119.4</b>	<b>4,771</b>	<b>6,222</b>	<b>62,299</b>	<b>-2.6</b>	<b>+0.7</b>	<b>+6.7</b>
• Wearing apparel	90.1	117.7	4,011	5,237	52,877	-3.4	-0.3	+6.0
• Footwear, allied products and other clothing accessories	99.8	129.3	760	985	9,421	+1.7	+5.8	+10.5
<b>Consumer durable goods</b>	<b>89.5</b>	<b>86.7</b>	<b>6,631</b>	<b>6,426</b>	<b>72,273</b>	<b>-2.6</b>	<b>-9.3</b>	<b>+7.1</b>
• Motor vehicles and parts	90.1	91.5	1,316	1,337	16,816	+6.8	+8.9	+7.6
• Furniture and fixtures	107.1	113.5	648	686	7,543	+2.8	+2.5	+4.6
• Electrical goods and other consumer durable goods, not elsewhere classified	87.3	82.3	4,667	4,403	47,913	-5.7	-15.2	+7.3
<b>Department stores</b>	<b>130.4</b>	<b>124.5</b>	<b>5,561</b>	<b>5,309</b>	<b>53,265</b>	<b>+3.9</b>	<b>+4.9</b>	<b>+9.6</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>78.1</b>	<b>109.3</b>	<b>5,908</b>	<b>8,270</b>	<b>85,357</b>	<b>-3.4</b>	<b>-4.9</b>	<b>+13.7</b>
<b>Other consumer goods</b>	<b>105.2</b>	<b>128.9</b>	<b>7,806</b>	<b>9,568</b>	<b>104,650</b>	<b>+10.7</b>	<b>+8.0</b>	<b>+13.0</b>
• Books, newspapers, stationery and gifts	89.1	105.9	554	658	7,340	+6.1	+6.7	+2.5
• Chinese drugs and herbs	88.6	128.2	425	615	6,077	-1.3	+10.5	+5.3
• Optical shops	83.1	102.3	231	284	3,351	+5.4	+6.2	+5.1
• Medicines and cosmetics	108.1	126.0	3,754	4,378	49,528	+10.5	+6.9	+14.3
• Other consumer goods, not elsewhere classified	110.7	141.5	2,843	3,633	38,354	+14.4	+9.4	+15.7

\* 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>100.2</i>	<i>105.8</i>	<i>4,807</i>	<i>5,074</i>	<i>59,445</i>	<i>+0.1</i>	<i>+2.4</i>	<i>+1.8</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 November and December 2018**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Nov 2018 (Revised figures)	Dec 2018 (Provisional figures*)	Nov 2018 over Nov 2017	Dec 2018 over Dec 2017	Jan - Dec 2018 over Jan - Dec 2017
<b><u>All retail outlets</u></b>	<b>97.2</b>	<b>112.2</b>	<b>+1.2</b>	<b>+0.2</b>	<b>+7.6</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>96.8</b>	<b>105.2</b>	<b>-1.4</b>	<b>-2.4</b>	<b>+1.2</b>
• Fish, livestock and poultry, fresh or frozen	87.8	108.9	-7.3	-2.9	-2.3
• Fruits and vegetables, fresh	79.8	86.3	+1.4	+0.7	-1.5
• Bread, pastry, confectionery and biscuits	85.2	96.9	-2.6	-3.0	+3.1
• Other food, not elsewhere classified	130.3	115.9	+8.5	+3.8	+3.9
• Alcoholic drinks and tobacco	84.7	103.9	-11.8	-11.5	+0.3
<b>Supermarkets<sup>(1)</sup></b>	<b>90.0</b>	<b>95.3</b>	<b>-3.0</b>	<b>-0.8</b>	<b>-1.9</b>
<b>Fuels</b>	<b>100.3</b>	<b>100.3</b>	<b>-0.8</b>	<b>+0.8</b>	<b>+0.7</b>
<b>Clothing, footwear and allied products</b>	<b>88.0</b>	<b>121.2</b>	<b>-2.7</b>	<b>+2.5</b>	<b>+4.3</b>
• Wearing apparel	85.8	119.4	-2.8	+2.5	+3.1
• Footwear, allied products and other clothing accessories	101.5	132.0	-1.4	+2.5	+11.5
<b>Consumer durable goods</b>	<b>102.7</b>	<b>99.3</b>	<b>#</b>	<b>-7.0</b>	<b>+9.5</b>
• Motor vehicles and parts	90.4	91.6	+6.9	+8.8	+6.8
• Furniture and fixtures	102.4	106.9	+3.8	+1.4	+3.5
• Electrical goods and other consumer durable goods, not elsewhere classified	107.4	101.3	-1.9	-11.5	+11.3
<b>Department stores</b>	<b>126.6</b>	<b>124.2</b>	<b>+3.9</b>	<b>+6.7</b>	<b>+8.6</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>79.7</b>	<b>110.3</b>	<b>+0.2</b>	<b>-3.7</b>	<b>+13.0</b>
<b>Other consumer goods</b>	<b>104.8</b>	<b>128.9</b>	<b>+8.2</b>	<b>+6.3</b>	<b>+12.2</b>
• Books, newspapers, stationery and gifts	80.2	95.3	+3.3	+3.9	+0.1
• Chinese drugs and herbs	84.1	121.8	-4.4	+7.9	+2.6
• Optical shops	79.3	97.5	+0.6	+2.0	+2.1
• Medicines and cosmetics	104.9	123.1	+8.0	+5.0	+13.2
• Other consumer goods, not elsewhere classified	118.0	150.7	+12.4	+8.6	+16.2

\* 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>	92.8	97.8	-2.8	-0.8	-1.3
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# Denotes change within  $\pm 0.05$ .

**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 <sup>(1)(2)</sup> (%)				
	Value	Volume			Value	Volume			
2014	-0.2	-0.2	-	-	-	-			
2015	-3.7	-1.5	-	-	-	-			
2016	-8.1	-7.1	-	-	-	-			
2017	+2.2	+1.9	-	-	-	-			
2018	+8.8*	+7.6*	-	-	-	-			
2016	Jan	-6.6	-3.6	2016	Jan	2015	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	2016	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	2017	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		-2.6	-1.8
	Dec	+0.1*	+0.2*	Dec		Sep		-1.8*	-1.1*

- 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 Dec 2018 is the percentage change of the average monthly index for Oct, Nov and Dec 2018 compared with the average monthly index for Jul, Aug and Sep 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  $\pm 0.05$ .