

**Table 1 : Value index and value of retail sales by broad type of retail outlet for September and October 2019**

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 2019 (Revised figures)	Oct 2019 (Provisional figures*)	Sep 2019 (Revised figures)	Oct 2019 (Provisional figures*)	Jan - Oct 2019 (Provisional figures*)	Sep 2019 over Sep 2018	Oct 2019 over Oct 2018	Jan - Oct 2019 over Jan - Oct 2018
<b>All retail outlets</b>	<b>74.2</b>	<b>74.7</b>	<b>29,912</b>	<b>30,117</b>	<b>365,115</b>	<b>-18.2</b>	<b>-24.3</b>	<b>-9.0</b>
<b>By broad type of retail outlet</b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>114.3</b>	<b>97.2</b>	<b>3,826</b>	<b>3,253</b>	<b>35,866</b>	<b>-14.0</b>	<b>-11.6</b>	<b>-2.7</b>
• Fish, livestock and poultry, fresh or frozen	100.2	95.3	895	851	9,675	+1.8	+5.3	+3.1
• Fruits and vegetables, fresh	142.3	144.6	287	291	2,512	+8.6	+10.6	+8.4
• Bread, pastry, confectionery and biscuits	155.4	87.4	1,454	818	9,820	-22.3	-13.3	-4.7
• Other food, not elsewhere classified	97.8	118.5	798	967	9,513	-17.6	-23.1	-5.1
• Alcoholic drinks and tobacco	78.3	65.0	392	325	4,347	-16.2	-20.0	-10.1
<b>Supermarkets<sup>(1)</sup></b>	<b>104.8</b>	<b>104.0</b>	<b>4,518</b>	<b>4,488</b>	<b>44,715</b>	<b>-2.6</b>	<b>+0.5</b>	<b>+0.9</b>
<b>Fuels</b>	<b>122.5</b>	<b>123.9</b>	<b>932</b>	<b>942</b>	<b>8,571</b>	<b>+5.1</b>	<b>+4.5</b>	<b>+1.3</b>
<b>Clothing, footwear and allied products</b>	<b>56.6</b>	<b>57.2</b>	<b>2,950</b>	<b>2,981</b>	<b>45,410</b>	<b>-24.6</b>	<b>-36.9</b>	<b>-11.5</b>
• Wearing apparel	55.6	56.5	2,472	2,513	38,352	-25.9	-36.9	-12.1
• Footwear, allied products and other clothing accessories	62.7	61.5	478	469	7,058	-17.0	-37.0	-8.1
<b>Consumer durable goods</b>	<b>73.1</b>	<b>77.8</b>	<b>5,420</b>	<b>5,770</b>	<b>52,467</b>	<b>-4.8</b>	<b>-16.2</b>	<b>-11.4</b>
• Motor vehicles and parts	69.1	72.3	1,009	1,055	13,331	-15.2	-19.9	-5.9
• Furniture and fixtures	98.4	77.3	595	467	6,074	-6.8	-8.2	-2.2
• Electrical goods and other consumer durable goods, not elsewhere classified	71.4	79.4	3,817	4,247	33,063	-1.3	-16.0	-14.9
<b>Department stores</b>	<b>66.6</b>	<b>67.2</b>	<b>2,840</b>	<b>2,866</b>	<b>38,678</b>	<b>-26.1</b>	<b>-31.1</b>	<b>-8.8</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>48.6</b>	<b>51.7</b>	<b>3,679</b>	<b>3,916</b>	<b>57,673</b>	<b>-40.0</b>	<b>-42.9</b>	<b>-19.0</b>
<b>Other consumer goods</b>	<b>77.4</b>	<b>79.5</b>	<b>5,747</b>	<b>5,901</b>	<b>81,734</b>	<b>-18.1</b>	<b>-27.1</b>	<b>-6.4</b>
• Books, newspapers, stationery and gifts	83.8	82.6	521	513	5,880	-9.2	-10.7	-4.0
• Chinese drugs and herbs	86.6	78.9	415	378	4,658	-18.6	-18.9	-7.5
• Optical shops	63.6	58.2	176	161	2,493	-16.2	-26.5	-12.1
• Medicines and cosmetics	77.2	74.4	2,682	2,584	37,427	-21.6	-33.5	-9.6
• Other consumer goods, not elsewhere classified	76.0	88.1	1,952	2,264	31,276	-15.2	-23.3	-1.9

\* 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>104.4</i>	<i>103.1</i>	<i>5,005</i>	<i>4,945</i>	<i>49,518</i>	<i>-4.5</i>	<i>-0.4</i>	<i>-0.1</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 September and October 2019**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Sep 2019 (Revised figures)	Oct 2019 (Provisional figures*)	Sep 2019 over Sep 2018	Oct 2019 over Oct 2018	Jan - Oct 2019 over Jan - Oct 2018
<b><u>All retail outlets</u></b>	<b>72.8</b>	<b>73.0</b>	<b>-20.3</b>	<b>-26.2</b>	<b>-10.0</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>97.7</b>	<b>82.2</b>	<b>-19.5</b>	<b>-17.5</b>	<b>-7.7</b>
• Fish, livestock and poultry, fresh or frozen	70.5	66.8	-21.2	-18.6	-9.7
• Fruits and vegetables, fresh	122.4	125.5	+11.3	+13.4	+2.7
• Bread, pastry, confectionery and biscuits	140.5	78.3	-24.0	-15.4	-7.4
• Other food, not elsewhere classified	84.5	102.4	-18.9	-23.9	-6.9
• Alcoholic drinks and tobacco	78.1	64.5	-15.4	-19.0	-11.1
<b>Supermarkets<sup>(1)</sup></b>	<b>91.0</b>	<b>89.7</b>	<b>-9.0</b>	<b>-6.6</b>	<b>-4.4</b>
<b>Fuels</b>	<b>108.8</b>	<b>108.0</b>	<b>+3.3</b>	<b>+1.1</b>	<b>-1.3</b>
<b>Clothing, footwear and allied products</b>	<b>59.5</b>	<b>59.1</b>	<b>-22.8</b>	<b>-34.2</b>	<b>-10.6</b>
• Wearing apparel	58.1	58.0	-23.5	-33.6	-10.5
• Footwear, allied products and other clothing accessories	67.4	65.9	-18.8	-37.4	-11.0
<b>Consumer durable goods</b>	<b>85.3</b>	<b>90.4</b>	<b>-2.6</b>	<b>-14.8</b>	<b>-9.6</b>
• Motor vehicles and parts	68.7	71.5	-16.1	-20.9	-6.3
• Furniture and fixtures	94.5	72.6	-5.0	-8.4	-2.7
• Electrical goods and other consumer durable goods, not elsewhere classified	90.0	100.2	+2.0	-13.4	-11.9
<b>Department stores</b>	<b>65.8</b>	<b>65.5</b>	<b>-25.9</b>	<b>-31.8</b>	<b>-8.2</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>46.1</b>	<b>49.1</b>	<b>-44.3</b>	<b>-46.9</b>	<b>-19.9</b>
<b>Other consumer goods</b>	<b>75.7</b>	<b>77.8</b>	<b>-19.7</b>	<b>-28.5</b>	<b>-7.6</b>
• Books, newspapers, stationery and gifts	72.6	71.2	-12.4	-14.5	-7.9
• Chinese drugs and herbs	81.9	74.8	-19.1	-19.2	-8.9
• Optical shops	61.9	56.7	-14.9	-25.0	-12.7
• Medicines and cosmetics	73.7	70.8	-22.8	-34.6	-11.0
• Other consumer goods, not elsewhere classified	79.1	92.2	-17.7	-25.1	-2.4

\* 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>	90.7	88.9	-10.8	-7.5	-5.3
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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			
2014	-0.2	-0.2	-	-	-	-			
2015	-3.7	-1.5	-	-	-	-			
2016	-8.1	-7.1	-	-	-	-			
2017	+2.2	+1.9	-	-	-	-			
2018	+8.7	+7.6	-	-	-	-			
2016	Nov	-5.4	-5.5	2016	Nov	2016	Aug	+2.0	+2.1
	Dec	-2.9	-2.9	Dec		2016	Sep	+1.2	+1.5
2017	Jan	-1.0	-1.4	2017	Jan		Oct	-2.3	-1.9
	Feb	-5.8	-6.2	Feb			Nov	-3.3	-3.1
	Mar	+3.0	+2.6	Mar			Dec	-2.9	-2.9
	Apr	+0.1	-0.1	Apr		2017	Jan	+1.3	+1.0
	May	+0.4	+0.6	May			Feb	+2.9	+2.6
	Jun	+0.1	+0.5	Jun			Mar	+2.3	+2.4
	Jul	+4.0	+4.5	Jul			Apr	+1.5	+1.9
	Aug	+2.7	+3.2	Aug			May	+1.1	+1.4
	Sep	+5.7	+5.6	Sep			Jun	+3.7	+3.6
	Oct	+3.9	+3.6	Oct			Jul	+3.4	+2.9
	Nov	+7.6	+7.0	Nov			Aug	+4.8	+4.2
	Dec	+5.8	+4.3	Dec			Sep	+2.7	+1.9
2018	Jan	+4.2	+2.3	2018	Jan		Oct	+3.8	+2.8
	Feb	+29.9	+28.3	Feb			Nov	+3.8	+2.8
	Mar	+11.5	+10.1	Mar			Dec	+5.3	+4.6
	Apr	+12.2	+11.0	Apr		2018	Jan	+3.7	+3.6
	May	+12.9	+11.5	May			Feb	+1.7	+1.8
	Jun	+11.9	+9.8	Jun			Mar	+0.1	+0.2
	Jul	+7.8	+5.9	Jul			Apr	-0.5	-0.7
	Aug	+9.4	+7.9	Aug			May	-0.8	-1.1
	Sep	+2.4	+1.4	Sep			Jun	-1.5	-1.5
	Oct	+6.0	+5.3	Oct			Jul	-1.1	-0.9
	Nov	+1.4	+1.2	Nov			Aug	-1.5	-0.9
	Dec	+0.1	+0.1	Dec			Sep	-1.1	-0.8
2019	Jan	+7.0	+6.9	2019	Jan		Oct	-2.0	-2.1
	Feb	-10.2	-10.5	Feb			Nov	-0.6	-1.2
	Mar	-0.2	-0.8	Mar			Dec	+1.0	+0.2
	Apr	-4.5	-5.0	Apr		2019	Jan	+1.4	+0.9
	May	-1.4	-1.8	May			Feb	+0.7	+0.5
	Jun	-6.7	-7.6	Jun			Mar	-2.7	-2.8
	Jul	-11.5	-13.1	Jul			Apr	-4.9	-5.5
	Aug	-22.9	-25.2	Aug			May	-12.4	-13.8
	Sep	-18.2	-20.3	Sep			Jun	-15.1	-16.7
	Oct	-24.3*	-26.2*	Oct			Jul	-17.3*	-18.5*

- 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 2019 is the percentage change of the average monthly index for Jul, Aug and Sep 2019 compared with the average monthly index for Apr, May and Jun 2019.
- (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.