

Table 1 : Value index and value of retail sales by broad type of retail outlet for October and November 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 ⁽²⁾ (HK\$ million)			Percentage change (%)		
	Oct 2019 (Revised figures)	Nov 2019 (Provisional figures*)	Oct 2019 (Revised figures)	Nov 2019 (Provisional figures*)	Jan - Nov 2019 (Provisional figures*)	Oct 2019 over Oct 2018	Nov 2019 over Nov 2018	Jan - Nov 2019 over Jan - Nov 2018
All retail outlets	74.6	74.4	30,059	29,970	395,028	-24.4	-23.6	-10.3
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	96.9	94.8	3,244	3,174	39,032	-11.9	-11.0	-3.5
• Fish, livestock and poultry, fresh or frozen	95.2	104.3	850	932	10,606	+5.2	+7.4	+3.5
• Fruits and vegetables, fresh	144.5	97.6	291	197	2,708	+10.5	+9.5	+8.5
• Bread, pastry, confectionery and biscuits	86.9	79.3	813	742	10,558	-13.8	-14.7	-5.6
• Other food, not elsewhere classified	117.9	118.5	962	967	10,475	-23.5	-20.7	-6.8
• Alcoholic drinks and tobacco	65.4	67.3	327	337	4,686	-19.5	-21.6	-11.0
Supermarkets⁽¹⁾	104.0	99.7	4,488	4,302	49,017	+0.5	+2.6	+1.0
Fuels	123.9	118.7	942	903	9,473	+4.5	+11.2	+2.1
Clothing, footwear and allied products	56.8	62.4	2,962	3,252	48,642	-37.3	-31.8	-13.3
• Wearing apparel	56.1	61.4	2,498	2,731	41,068	-37.3	-31.9	-13.8
• Footwear, allied products and other clothing accessories	60.9	68.4	464	521	7,574	-37.7	-31.5	-10.2
Consumer durable goods	77.4	74.5	5,737	5,524	57,958	-16.7	-16.7	-12.0
• Motor vehicles and parts	73.1	79.3	1,067	1,159	14,501	-19.0	-11.9	-6.3
• Furniture and fixtures	76.9	94.0	465	569	6,640	-8.7	-12.2	-3.2
• Electrical goods and other consumer durable goods, not elsewhere classified	78.6	71.0	4,204	3,797	36,817	-16.9	-18.6	-15.4
Department stores	67.2	87.5	2,866	3,732	42,410	-31.1	-32.9	-11.6
Jewellery, watches and clocks, and valuable gifts	51.7	44.1	3,914	3,336	61,008	-43.0	-43.5	-20.9
Other consumer goods	79.6	77.4	5,908	5,746	87,487	-27.0	-26.4	-8.0
• Books, newspapers, stationery and gifts	82.5	70.5	513	438	6,318	-10.8	-20.8	-5.4
• Chinese drugs and herbs	78.5	67.9	376	325	4,982	-19.4	-23.4	-8.8
• Optical shops	57.9	60.0	160	166	2,658	-27.0	-27.9	-13.3
• Medicines and cosmetics	74.7	72.0	2,596	2,502	39,940	-33.2	-33.4	-11.5
• Other consumer goods, not elsewhere classified	88.1	90.1	2,262	2,315	33,589	-23.3	-18.6	-3.3

* 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>103.1</i>	<i>101.8</i>	<i>4,945</i>	<i>4,885</i>	<i>54,402</i>	<i>-0.4</i>	<i>+1.6</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 October and November 2019

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Oct 2019 (Revised figures)	Nov 2019 (Provisional figures*)	Oct 2019 over Oct 2018	Nov 2019 over Nov 2018	Jan - Nov 2019 over Jan - Nov 2018
<u>All retail outlets</u>	72.9	72.6	-26.4	-25.4	-11.4
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	82.0	80.0	-17.8	-17.3	-8.6
• Fish, livestock and poultry, fresh or frozen	66.8	73.2	-18.7	-16.6	-10.3
• Fruits and vegetables, fresh	125.4	85.0	+13.3	+6.5	+2.9
• Bread, pastry, confectionery and biscuits	77.9	70.8	-15.9	-16.9	-8.1
• Other food, not elsewhere classified	101.9	103.3	-24.3	-20.7	-8.4
• Alcoholic drinks and tobacco	64.9	67.4	-18.6	-20.4	-11.8
Supermarkets⁽¹⁾	89.7	85.7	-6.6	-4.8	-4.4
Fuels	108.0	103.2	+1.1	+2.9	-1.0
Clothing, footwear and allied products	58.7	62.7	-34.6	-28.8	-12.1
• Wearing apparel	57.7	61.0	-33.9	-28.9	-12.0
• Footwear, allied products and other clothing accessories	65.2	72.7	-38.1	-28.4	-12.5
Consumer durable goods	89.9	86.6	-15.3	-15.6	-10.2
• Motor vehicles and parts	72.3	78.6	-20.0	-13.0	-6.8
• Furniture and fixtures	72.2	88.4	-8.9	-13.7	-3.8
• Electrical goods and other consumer durable goods, not elsewhere classified	99.2	89.8	-14.3	-16.4	-12.5
Department stores	65.5	84.9	-31.8	-33.0	-11.0
Jewellery, watches and clocks, and valuable gifts	49.1	42.6	-46.9	-46.5	-22.0
Other consumer goods	77.9	75.9	-28.4	-27.6	-9.2
• Books, newspapers, stationery and gifts	71.2	60.8	-14.5	-24.2	-9.2
• Chinese drugs and herbs	74.4	64.4	-19.6	-23.4	-10.1
• Optical shops	56.4	58.4	-25.4	-26.4	-13.7
• Medicines and cosmetics	71.1	68.5	-34.3	-34.6	-12.9
• Other consumer goods, not elsewhere classified	92.1	94.7	-25.2	-19.8	-3.8

* 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>	88.9	87.5	-7.5	-5.7	-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 ⁽¹⁾⁽²⁾ (%)				
	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	Dec	-2.9	-2.9	2016	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	-24.4	-26.4		Oct		Jul	-17.3	-18.5
	Nov	-23.6*	-25.4*		Nov		Aug	-11.2*	-11.2*

- 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.