

Table 1 : Value index and value of retail sales by broad type of retail outlet for November and December 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 (%)		
	Nov 2019 (Revised figures)	Dec 2019 (Provisional figures*)	Nov 2019 (Revised figures)	Dec 2019 (Provisional figures*)	Jan - Dec 2019 (Provisional figures*)	Nov 2019 over Nov 2018	Dec 2019 over Dec 2018	Jan - Dec 2019 over Jan - Dec 2018
All retail outlets	74.3	89.8	29,929	36,188	431,174	-23.7	-19.4	-11.1
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	94.6	113.8	3,168	3,809	42,834	-11.2	-1.9	-3.4
• Fish, livestock and poultry, fresh or frozen	104.0	126.1	929	1,126	11,729	+7.1	+4.0	+3.5
• Fruits and vegetables, fresh	97.4	105.4	196	212	2,920	+9.2	+7.8	+8.4
• Bread, pastry, confectionery and biscuits	79.0	92.4	740	865	11,420	-15.0	-13.2	-6.2
• Other food, not elsewhere classified	118.4	136.5	966	1,114	11,588	-20.7	+2.6	-6.0
• Alcoholic drinks and tobacco	67.3	98.3	337	491	5,177	-21.6	-6.1	-10.5
Supermarkets⁽¹⁾	99.7	99.8	4,302	4,305	53,322	+2.6	-3.1	+0.7
Fuels	118.7	117.3	903	892	10,365	+11.2	+13.5	+3.0
Clothing, footwear and allied products	62.4	93.4	3,251	4,867	53,508	-31.9	-21.8	-14.1
• Wearing apparel	61.4	91.8	2,732	4,087	45,155	-31.9	-22.1	-14.6
• Footwear, allied products and other clothing accessories	68.2	102.5	519	780	8,353	-31.7	-20.4	-11.3
Consumer durable goods	74.5	75.7	5,525	5,613	63,572	-16.7	-12.6	-12.0
• Motor vehicles and parts	80.1	89.1	1,170	1,301	15,814	-11.1	-2.5	-5.9
• Furniture and fixtures	94.3	111.9	570	676	7,318	-12.0	-1.4	-3.0
• Electrical goods and other consumer durable goods, not elsewhere classified	70.8	68.0	3,785	3,636	40,441	-18.9	-17.4	-15.6
Department stores	87.2	92.8	3,717	3,958	46,353	-33.2	-25.3	-13.0
Jewellery, watches and clocks, and valuable gifts	43.7	68.9	3,310	5,215	66,196	-44.0	-36.7	-22.4
Other consumer goods	77.5	101.4	5,754	7,528	95,023	-26.3	-21.4	-9.2
• Books, newspapers, stationery and gifts	70.7	90.7	439	564	6,882	-20.7	-14.8	-6.3
• Chinese drugs and herbs	68.1	115.6	327	554	5,537	-23.1	-9.8	-8.9
• Optical shops	59.9	82.5	166	229	2,887	-28.0	-19.3	-13.8
• Medicines and cosmetics	72.0	88.2	2,501	3,066	43,005	-33.4	-29.9	-13.2
• Other consumer goods, not elsewhere classified	90.4	121.3	2,322	3,115	36,711	-18.3	-14.5	-4.3

* 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>101.8</i>	<i>103.5</i>	<i>4,885</i>	<i>4,963</i>	<i>59,365</i>	<i>+1.6</i>	<i>-2.2</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 November and December 2019

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Nov 2019 (Revised figures)	Dec 2019 (Provisional figures*)	Nov 2019 over Nov 2018	Dec 2019 over Dec 2018	Jan - Dec 2019 over Jan - Dec 2018
<u>All retail outlets</u>	72.5	88.5	-25.5	-21.0	-12.3
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	79.9	95.6	-17.5	-9.0	-8.6
• Fish, livestock and poultry, fresh or frozen	73.0	88.4	-16.9	-18.4	-11.1
• Fruits and vegetables, fresh	84.7	89.8	+6.2	+3.3	+2.9
• Bread, pastry, confectionery and biscuits	70.6	82.5	-17.2	-14.8	-8.7
• Other food, not elsewhere classified	103.3	118.0	-20.7	+1.8	-7.6
• Alcoholic drinks and tobacco	67.4	98.5	-20.4	-5.2	-11.2
Supermarkets⁽¹⁾	85.7	86.1	-4.8	-9.7	-4.8
Fuels	103.2	102.1	+2.9	+1.8	-0.7
Clothing, footwear and allied products	62.7	98.3	-28.8	-19.0	-12.7
• Wearing apparel	61.0	96.4	-28.9	-19.4	-12.7
• Footwear, allied products and other clothing accessories	72.4	109.4	-28.7	-16.8	-13.0
Consumer durable goods	86.6	87.9	-15.6	-11.4	-10.3
• Motor vehicles and parts	79.4	87.9	-12.1	-3.9	-6.5
• Furniture and fixtures	88.7	105.4	-13.4	-1.4	-3.5
• Electrical goods and other consumer durable goods, not elsewhere classified	89.5	86.0	-16.7	-15.1	-12.8
Department stores	84.5	91.4	-33.2	-26.3	-12.6
Jewellery, watches and clocks, and valuable gifts	42.3	66.6	-46.9	-39.4	-23.7
Other consumer goods	76.0	100.8	-27.5	-21.9	-10.3
• Books, newspapers, stationery and gifts	60.9	78.2	-24.0	-18.3	-10.0
• Chinese drugs and herbs	64.6	109.7	-23.2	-10.0	-10.0
• Optical shops	58.3	80.4	-26.5	-17.5	-14.0
• Medicines and cosmetics	68.5	84.5	-34.7	-31.3	-14.5
• Other consumer goods, not elsewhere classified	95.0	130.8	-19.5	-13.4	-4.7

* 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>	87.5	89.2	-5.7	-8.8	-5.6
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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			
2015	-3.7	-1.5	-	-	-	-			
2016	-8.1	-7.1	-	-	-	-			
2017	+2.2	+1.9	-	-	-	-			
2018	+8.7	+7.6	-	-	-	-			
2019	-11.1*	-12.3*	-	-	-	-			
2017	Jan	-1.0	-1.4	2017	Jan	2016	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	2017	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	2018	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	-23.7	-25.5	Nov		Aug		-11.2	-11.2
	Dec	-19.4*	-21.0*	Dec		Sep		-7.1*	-6.7*

- 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 2019 is the percentage change of the average monthly index for Oct, Nov and Dec 2019 compared with the average monthly index for Jul, Aug and Sep 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.