

**Table 1 : Value index and value of retail sales by broad type of retail outlet for September and October 2020**

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 2020 (Revised figures)	Oct 2020 (Provisional figures*)	Sep 2020 (Revised figures)	Oct 2020 (Provisional figures*)	Jan - Oct 2020 (Provisional figures*)	Sep 2020 over Sep 2019	Oct 2020 over Oct 2019	Jan - Oct 2020 over Jan - Oct 2019
<b>All retail outlets</b>	<b>64.7</b>	<b>68.1</b>	<b>26,076</b>	<b>27,423</b>	<b>266,373</b>	<b>-12.8</b>	<b>-8.8</b>	<b>-27.0</b>
<b>By broad type of retail outlet</b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>101.4</b>	<b>90.6</b>	<b>3,395</b>	<b>3,034</b>	<b>31,236</b>	<b>-11.3</b>	<b>-6.5</b>	<b>-12.9</b>
• Fish, livestock and poultry, fresh or frozen	112.5	102.5	1,005	916	11,041	+12.3	+7.7	+14.1
• Fruits and vegetables, fresh	166.6	175.5	336	354	2,885	+17.1	+21.4	+14.9
• Bread, pastry, confectionery and biscuits	135.6	83.1	1,269	778	8,221	-12.8	-4.4	-16.2
• Other food, not elsewhere classified	84.7	110.7	691	903	7,705	-13.4	-6.1	-19.0
• Alcoholic drinks and tobacco	18.8	16.8	94	84	1,384	-76.0	-74.4	-68.2
<b>Supermarkets<sup>(1)</sup></b>	<b>108.8</b>	<b>106.7</b>	<b>4,691</b>	<b>4,602</b>	<b>49,316</b>	<b>+3.8</b>	<b>+2.6</b>	<b>+10.3</b>
<b>Fuels</b>	<b>117.1</b>	<b>119.3</b>	<b>890</b>	<b>907</b>	<b>8,445</b>	<b>-4.5</b>	<b>-3.7</b>	<b>-1.5</b>
<b>Clothing, footwear and allied products</b>	<b>45.6</b>	<b>50.7</b>	<b>2,375</b>	<b>2,643</b>	<b>25,309</b>	<b>-19.5</b>	<b>-10.8</b>	<b>-44.2</b>
• Wearing apparel	44.1	49.8	1,964	2,217	21,181	-20.6	-11.2	-44.8
• Footwear, allied products and other clothing accessories	54.0	55.9	411	426	4,128	-13.9	-8.2	-41.5
<b>Consumer durable goods</b>	<b>56.4</b>	<b>66.2</b>	<b>4,184</b>	<b>4,910</b>	<b>43,871</b>	<b>-22.8</b>	<b>-14.4</b>	<b>-16.3</b>
• Motor vehicles and parts	81.9	82.6	1,196	1,207	11,705	+18.6	+13.1	-12.3
• Furniture and fixtures	106.8	86.9	646	525	5,967	+8.5	+13.0	-1.7
• Electrical goods and other consumer durable goods, not elsewhere classified	43.8	59.4	2,342	3,178	26,199	-38.6	-24.4	-20.7
<b>Department stores</b>	<b>70.0</b>	<b>75.1</b>	<b>2,982</b>	<b>3,202</b>	<b>29,434</b>	<b>+5.0</b>	<b>+11.7</b>	<b>-23.9</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>36.2</b>	<b>38.0</b>	<b>2,736</b>	<b>2,875</b>	<b>24,610</b>	<b>-25.6</b>	<b>-26.6</b>	<b>-57.3</b>
<b>Other consumer goods</b>	<b>65.0</b>	<b>70.7</b>	<b>4,822</b>	<b>5,250</b>	<b>54,151</b>	<b>-16.1</b>	<b>-11.1</b>	<b>-33.8</b>
• Books, newspapers, stationery and gifts	88.7	82.7	551	514	4,008	+5.9	+0.2	-31.8
• Chinese drugs and herbs	81.8	66.4	392	318	3,343	-5.5	-15.4	-28.2
• Optical shops	46.5	49.3	129	137	1,645	-26.9	-14.7	-34.0
• Medicines and cosmetics	42.2	45.2	1,467	1,570	18,060	-45.3	-39.5	-51.8
• Other consumer goods, not elsewhere classified	88.9	105.5	2,282	2,711	27,095	+16.9	+19.8	-13.4

\* 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>	<i>111.4</i>	<i>108.5</i>	<i>5,344</i>	<i>5,203</i>	<i>55,508</i>	<i>+6.8</i>	<i>+5.2</i>	<i>+12.1</i>
---	--------------	--------------	--------------	--------------	---------------	-------------	-------------	--------------

(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 2020**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Sep 2020 (Revised figures)	Oct 2020 (Provisional figures*)	Sep 2020 over Sep 2019	Oct 2020 over Oct 2019	Jan - Oct 2020 over Jan - Oct 2019
<b><u>All retail outlets</u></b>	<b>63.1</b>	<b>66.1</b>	<b>-13.3</b>	<b>-9.3</b>	<b>-28.3</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>84.4</b>	<b>74.4</b>	<b>-13.6</b>	<b>-9.2</b>	<b>-18.3</b>
• Fish, livestock and poultry, fresh or frozen	78.6	71.0	+11.6	+6.4	-1.6
• Fruits and vegetables, fresh	133.1	138.8	+8.7	+10.7	+9.7
• Bread, pastry, confectionery and biscuits	121.8	74.1	-13.3	-4.9	-17.4
• Other food, not elsewhere classified	72.6	94.6	-14.1	-7.1	-20.0
• Alcoholic drinks and tobacco	18.5	16.4	-76.3	-74.7	-68.2
<b>Supermarkets<sup>(1)</sup></b>	<b>90.6</b>	<b>89.5</b>	<b>-0.5</b>	<b>-0.2</b>	<b>+4.0</b>
<b>Fuels</b>	<b>105.5</b>	<b>107.2</b>	<b>-3.0</b>	<b>-0.7</b>	<b>-1.6</b>
<b>Clothing, footwear and allied products</b>	<b>51.4</b>	<b>55.0</b>	<b>-13.5</b>	<b>-6.4</b>	<b>-40.9</b>
• Wearing apparel	49.3	52.9	-15.2	-8.3	-41.9
• Footwear, allied products and other clothing accessories	64.3	67.5	-4.7	+3.6	-35.7
<b>Consumer durable goods</b>	<b>65.8</b>	<b>77.4</b>	<b>-22.9</b>	<b>-13.8</b>	<b>-15.2</b>
• Motor vehicles and parts	77.9	78.4	+13.4	+8.4	-14.4
• Furniture and fixtures	100.9	81.8	+6.8	+13.2	-2.5
• Electrical goods and other consumer durable goods, not elsewhere classified	57.0	77.3	-36.7	-22.1	-17.9
<b>Department stores</b>	<b>68.2</b>	<b>73.7</b>	<b>+3.7</b>	<b>+12.4</b>	<b>-24.9</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>32.8</b>	<b>33.9</b>	<b>-28.9</b>	<b>-31.0</b>	<b>-60.2</b>
<b>Other consumer goods</b>	<b>64.2</b>	<b>69.7</b>	<b>-15.1</b>	<b>-10.5</b>	<b>-33.8</b>
• Books, newspapers, stationery and gifts	76.0	70.8	+4.7	-0.5	-33.4
• Chinese drugs and herbs	76.6	62.1	-6.5	-16.6	-29.2
• Optical shops	46.6	49.5	-24.7	-12.3	-31.9
• Medicines and cosmetics	40.2	43.1	-45.5	-39.5	-52.6
• Other consumer goods, not elsewhere classified	95.3	112.3	+20.5	+21.9	-12.3

\* 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>	92.8	91.0	+2.3	+2.4	+5.7
---	------	------	------	------	------

**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			
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	Nov	+7.6	+7.0	2017	Nov	2017	Aug	+6.4	+5.6
	Dec	+5.8	+4.3	Dec		2017	Sep	+3.8	+2.7
2018	Jan	+4.2	+2.3	2018	Jan		Oct	+3.5	+2.4
	Feb	+29.9	+28.3		Feb		Nov	+2.5	+1.7
	Mar	+11.5	+10.1		Mar		Dec	+3.2	+2.9
	Apr	+12.2	+11.0		Apr	2018	Jan	+1.9	+1.9
	May	+12.9	+11.5		May		Feb	+0.4	+0.4
	Jun	+11.9	+9.8		Jun		Mar	-0.5	-0.6
	Jul	+7.8	+5.9		Jul		Apr	-0.6	-0.7
	Aug	+9.4	+7.9		Aug		May	+0.2	+0.1
	Sep	+2.4	+1.4		Sep		Jun	+0.2	+0.3
	Oct	+6.0	+5.3		Oct		Jul	+1.5	+1.8
	Nov	+1.4	+1.2		Nov		Aug	+0.7	+1.0
	Dec	+0.1	+0.1		Dec		Sep	+0.2	+0.2
2019	Jan	+7.0	+6.9	2019	Jan		Oct	-2.4	-2.7
	Feb	-10.2	-10.5		Feb		Nov	-2.7	-3.1
	Mar	-0.2	-0.8		Mar		Dec	-1.9	-2.1
	Apr	-4.5	-5.0		Apr	2019	Jan	-1.4	-1.6
	May	-1.4	-1.8		May		Feb	-0.9	-1.1
	Jun	-6.7	-7.6		Jun		Mar	-3.2	-3.6
	Jul	-11.5	-13.1		Jul		Apr	-4.7	-5.4
	Aug	-22.9	-25.2		Aug		May	-11.3	-12.6
	Sep	-18.2	-20.3		Sep		Jun	-13.2	-14.6
	Oct	-24.4	-26.4		Oct		Jul	-14.5	-15.7
	Nov	-23.7	-25.5		Nov		Aug	-8.6	-8.9
	Dec	-19.4	-21.1		Dec		Sep	-5.6	-5.6
2020	Jan	-21.5	-23.1	2020	Jan		Oct	-2.7	-2.5
	Feb	-44.0	-46.7		Feb		Nov	-11.1	-11.7
	Mar	-42.1	-44.0		Mar		Dec	-19.6	-20.5
	Apr	-36.1	-37.5		Apr	2020	Jan	-25.2	-26.2
	May	-32.9	-34.0		May		Feb	-13.0	-12.8
	Jun	-24.7	-25.3		Jun		Mar	+4.0	+5.2
	Jul	-23.1	-23.8		Jul		Apr	+16.9	+18.6
	Aug	-13.1	-13.4		Aug		May	+12.2	+12.3
	Sep	-12.8	-13.3		Sep		Jun	+6.0	+5.1
	Oct	-8.8*	-9.3*		Oct		Jul	+4.1*	+3.4*

- 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 2020 is the percentage change of the average monthly index for Jul, Aug and Sep 2020 compared with the average monthly index for Apr, May and Jun 2020.
- (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.