

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

| Broad type of retail outlet   | Value index of retail sales (Points)<br>(Average monthly index from Oct 2014 to Sep 2015 = 100) |                                    | Value of retail sales <sup>(2)</sup><br>(HK\$ million) |                                    |  | Percentage change (%)  |                        |                                    |
|---|---|------------------------------------|--|------------------------------------|--|------------------------|------------------------|------------------------------------|
|   | Oct 2020<br>(Revised figures)   | Nov 2020<br>(Provisional figures*) | Oct 2020<br>(Revised figures)                          | Nov 2020<br>(Provisional figures*) | Jan - Nov 2020<br>(Provisional figures*) | Oct 2020 over Oct 2019 | Nov 2020 over Nov 2019 | Jan - Nov 2020 over Jan - Nov 2019 |
| <b><u>All retail outlets</u></b>  | <b>68.1</b>   | <b>71.3</b>                        | <b>27,430</b>  | <b>28,728</b>                      | <b>295,108</b>                           | <b>-8.7</b>            | <b>-4.0</b>            | <b>-25.3</b>                       |
| <b><u>By broad type of retail outlet</u></b>                                  |   |                                    |  |                                    |  |                        |                        |                                    |
| <b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>           | <b>90.6</b>   | <b>86.3</b>                        | <b>3,031</b>   | <b>2,889</b>                       | <b>34,122</b>                            | <b>-6.6</b>            | <b>-8.8</b>            | <b>-12.6</b>                       |
| • Fish, livestock and poultry, fresh or frozen                                | 102.4   | 112.1                              | 915  | 1,001                              | 12,042                                   | +7.6                   | +7.8                   | +13.6                              |
| • Fruits and vegetables, fresh  | 174.9   | 125.0                              | 352  | 252                                | 3,136                                    | +21.1                  | +28.4                  | +15.8                              |
| • Bread, pastry, confectionery and biscuits                                   | 82.9  | 75.2                               | 776  | 704                                | 8,923                                    | -4.6                   | -4.8                   | -15.5                              |
| • Other food, not elsewhere classified  | 110.5   | 100.3                              | 902  | 818                                | 8,522                                    | -6.2                   | -15.3                  | -18.6                              |
| • Alcoholic drinks and tobacco  | 17.1  | 22.6                               | 86   | 113                                | 1,499                                    | -73.8                  | -66.4                  | -68.0                              |
| <b>Supermarkets<sup>(1)</sup></b>   | <b>106.7</b>  | <b>101.3</b>                       | <b>4,604</b>   | <b>4,370</b>                       | <b>53,688</b>                            | <b>+2.6</b>            | <b>+1.6</b>            | <b>+9.5</b>                        |
| <b>Fuels</b>  | <b>121.1</b>  | <b>112.2</b>                       | <b>920</b>   | <b>853</b>                         | <b>9,312</b>                             | <b>-2.3</b>            | <b>-5.5</b>            | <b>-1.7</b>                        |
| <b>Clothing, footwear and allied products</b>                                 | <b>50.8</b>   | <b>53.6</b>                        | <b>2,645</b>   | <b>2,792</b>                       | <b>28,103</b>                            | <b>-10.7</b>           | <b>-14.1</b>           | <b>-42.2</b>                       |
| • Wearing apparel   | 49.9  | 53.2                               | 2,219  | 2,368                              | 23,551                                   | -11.2                  | -13.3                  | -42.7                              |
| • Footwear, allied products and other clothing accessories                    | 55.9  | 55.7                               | 426  | 424                                | 4,552                                    | -8.2                   | -18.3                  | -39.9                              |
| <b>Consumer durable goods</b>   | <b>66.1</b>   | <b>90.4</b>                        | <b>4,897</b>   | <b>6,703</b>                       | <b>50,562</b>                            | <b>-14.6</b>           | <b>+21.3</b>           | <b>-12.8</b>                       |
| • Motor vehicles and parts  | 82.7  | 97.9                               | 1,208  | 1,430                              | 13,136                                   | +13.2                  | +22.2                  | -9.5                               |
| • Furniture and fixtures  | 87.6  | 108.5                              | 530  | 656                                | 6,628                                    | +13.9                  | +15.1                  | -0.2                               |
| • Electrical goods and other consumer durable goods, not elsewhere classified | 59.1  | 86.3                               | 3,160  | 4,617                              | 30,797                                   | -24.8                  | +22.0                  | -16.3                              |
| <b>Department stores</b>  | <b>75.4</b>   | <b>76.4</b>                        | <b>3,215</b>   | <b>3,258</b>                       | <b>32,705</b>                            | <b>+12.2</b>           | <b>-12.4</b>           | <b>-22.9</b>                       |
| <b>Jewellery, watches and clocks, and valuable gifts</b>                      | <b>37.8</b>   | <b>36.7</b>                        | <b>2,864</b>   | <b>2,778</b>                       | <b>27,378</b>                            | <b>-26.8</b>           | <b>-16.1</b>           | <b>-55.1</b>                       |
| <b>Other consumer goods</b>   | <b>70.8</b>   | <b>68.5</b>                        | <b>5,253</b>   | <b>5,085</b>                       | <b>59,240</b>                            | <b>-11.1</b>           | <b>-11.6</b>           | <b>-32.3</b>                       |
| • Books, newspapers, stationery and gifts                                     | 82.8  | 58.1                               | 515  | 361                                | 4,370                                    | +0.3                   | -17.7                  | -30.8                              |
| • Chinese drugs and herbs   | 66.4  | 57.7                               | 318  | 277                                | 3,620                                    | -15.4                  | -15.2                  | -27.3                              |
| • Optical shops   | 49.5  | 50.0                               | 137  | 139                                | 1,784                                    | -14.5                  | -16.5                  | -32.9                              |
| • Medicines and cosmetics   | 45.3  | 46.9                               | 1,572  | 1,631                              | 19,693                                   | -39.4                  | -34.8                  | -50.7                              |
| • Other consumer goods, not elsewhere classified                              | 105.5   | 104.2                              | 2,711  | 2,677                              | 29,772                                   | +19.8                  | +15.3                  | -11.4                              |

\* 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>108.5</i> | <i>104.4</i> | <i>5,206</i> | <i>5,008</i> | <i>60,520</i> | <i>+5.3</i> | <i>+2.5</i> | <i>+11.2</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 October and November 2020**

| Broad type of retail outlet   | Volume index of retail sales (Points)<br>(Average monthly index<br>from Oct 2014 to Sep 2015 = 100) |                                       | Percentage change<br>(%)     |                              |  |
|---|---|---------------------------------------|------------------------------|------------------------------|--|
|   | Oct 2020<br>(Revised<br>figures)  | Nov 2020<br>(Provisional<br>figures*) | Oct 2020<br>over<br>Oct 2019 | Nov 2020<br>over<br>Nov 2019 | Jan - Nov 2020<br>over<br>Jan - Nov 2019 |
| <b><u>All retail outlets</u></b>  | <b>66.1</b>   | <b>69.1</b>                           | <b>-9.2</b>                  | <b>-4.7</b>                  | <b>-26.6</b>                             |
| <b><u>By broad type of retail outlet</u></b>                                  |   |                                       |                              |                              |  |
| <b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>           | <b>74.4</b>   | <b>71.2</b>                           | <b>-9.3</b>                  | <b>-10.9</b>                 | <b>-17.7</b>                             |
| • Fish, livestock and poultry, fresh or frozen                                | 71.0  | 77.6                                  | +6.3                         | +6.2                         | -0.9                                     |
| • Fruits and vegetables, fresh  | 138.4   | 101.4                                 | +10.3                        | +19.7                        | +10.4                                    |
| • Bread, pastry, confectionery and biscuits                                   | 73.9  | 67.5                                  | -5.1                         | -4.4                         | -16.5                                    |
| • Other food, not elsewhere classified  | 94.5  | 85.8                                  | -7.2                         | -16.9                        | -19.7                                    |
| • Alcoholic drinks and tobacco  | 16.7  | 22.2                                  | -74.2                        | -67.1                        | -68.1                                    |
| <b>Supermarkets<sup>(1)</sup></b>   | <b>89.5</b>   | <b>84.9</b>                           | <b>-0.2</b>                  | <b>-1.0</b>                  | <b>+3.6</b>                              |
| <b>Fuels</b>  | <b>108.8</b>  | <b>100.8</b>                          | <b>+0.7</b>                  | <b>-2.3</b>                  | <b>-1.5</b>                              |
| <b>Clothing, footwear and allied products</b>                                 | <b>55.0</b>   | <b>56.6</b>                           | <b>-6.3</b>                  | <b>-9.6</b>                  | <b>-38.9</b>                             |
| • Wearing apparel   | 52.9  | 55.1                                  | -8.2                         | -9.8                         | -39.8                                    |
| • Footwear, allied products and other clothing accessories                    | 67.5  | 66.1                                  | +3.6                         | -8.8                         | -33.8                                    |
| <b>Consumer durable goods</b>   | <b>77.2</b>   | <b>106.0</b>                          | <b>-14.1</b>                 | <b>+22.3</b>                 | <b>-11.6</b>                             |
| • Motor vehicles and parts  | 78.5  | 92.7                                  | +8.5                         | +16.8                        | -11.8                                    |
| • Furniture and fixtures  | 82.4  | 101.5                                 | +14.2                        | +14.5                        | -1.0                                     |
| • Electrical goods and other consumer durable goods, not elsewhere classified | 76.8  | 112.6                                 | -22.5                        | +25.8                        | -13.4                                    |
| <b>Department stores</b>  | <b>74.0</b>   | <b>74.2</b>                           | <b>+12.9</b>                 | <b>-12.2</b>                 | <b>-23.8</b>                             |
| <b>Jewellery, watches and clocks, and valuable gifts</b>                      | <b>33.8</b>   | <b>32.8</b>                           | <b>-31.2</b>                 | <b>-22.4</b>                 | <b>-58.2</b>                             |
| <b>Other consumer goods</b>   | <b>69.7</b>   | <b>67.2</b>                           | <b>-10.4</b>                 | <b>-11.5</b>                 | <b>-32.4</b>                             |
| • Books, newspapers, stationery and gifts                                     | 71.0  | 49.7                                  | -0.3                         | -18.5                        | -32.4                                    |
| • Chinese drugs and herbs   | 62.1  | 54.1                                  | -16.6                        | -16.3                        | -28.4                                    |
| • Optical shops   | 49.6  | 49.9                                  | -12.1                        | -14.5                        | -30.7                                    |
| • Medicines and cosmetics   | 43.1  | 45.1                                  | -39.4                        | -34.2                        | -51.4                                    |
| • Other consumer goods, not elsewhere classified                              | 112.3   | 109.4                                 | +21.9                        | +15.2                        | -10.4                                    |

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(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>91.1</i> | <i>87.5</i> | <i>+2.5</i> | <i>-0.1</i> | <i>+5.2</i> |
|---|-------------|-------------|-------------|-------------|-------------|

**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            | Dec                             | +5.8   | +4.3                         | 2017   | 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                             | -8.7   | -9.2                         |  | Oct                                  |        | Jul | +4.1  | +3.4  |
|                 | Nov                             | -4.0*  | -4.7*                        |  | Nov                                  |        | Aug | +5.6* | +5.4* |

- 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.