

Table 1 : Value index and value of retail sales by broad type of retail outlet for February and March 2021

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 (%)		
	Feb 2021 (Revised figures)	Mar 2021 (Provisional figures*)	Feb 2021 (Revised figures)	Mar 2021 (Provisional figures*)	Jan - Mar 2021 (Provisional figures*)	Jan - Feb 2021 over Jan - Feb 2020	Mar 2021 over Mar 2020	Jan - Mar 2021 over Jan - Mar 2020
All retail outlets	73.3	68.5	29,531	27,597	89,676	+2.7	+20.1	+7.5
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	110.9	79.1	3,713	2,647	10,033	-5.7	-1.8	-4.7
• Fish, livestock and poultry, fresh or frozen	186.2	116.3	1,664	1,039	4,105	+1.8	-4.4	+0.2
• Fruits and vegetables, fresh	127.0	138.0	256	278	842	+30.1	+20.8	+26.9
• Bread, pastry, confectionery and biscuits	93.0	72.4	871	678	2,411	-6.8	-4.3	-6.1
• Other food, not elsewhere classified	94.9	68.9	775	563	2,316	-3.7	-4.3	-3.9
• Alcoholic drinks and tobacco	29.7	17.8	148	89	359	-61.7	+8.0	-54.4
Supermarkets⁽¹⁾	104.1	99.3	4,492	4,283	13,475	-8.6	-16.1	-11.1
Fuels	102.4	120.9	778	919	2,484	-1.2	+18.8	+5.3
Clothing, footwear and allied products	61.7	60.6	3,214	3,158	9,862	+7.4	+75.5	+22.6
• Wearing apparel	61.0	61.6	2,713	2,740	8,339	+10.5	+77.4	+26.1
• Footwear, allied products and other clothing accessories	65.8	55.0	501	419	1,523	-6.1	+64.1	+6.4
Consumer durable goods	71.3	70.6	5,287	5,232	16,860	+27.9	+33.5	+29.6
• Motor vehicles and parts	92.2	104.4	1,347	1,525	4,245	+13.8	+23.1	+17.0
• Furniture and fixtures	84.5	101.2	511	612	1,856	+25.1	+12.5	+20.7
• Electrical goods and other consumer durable goods, not elsewhere classified	64.1	57.9	3,429	3,096	10,759	+34.3	+44.8	+37.1
Department stores	61.5	57.5	2,620	2,452	8,000	+4.1	+2.2	+3.5
Jewellery, watches and clocks, and valuable gifts	43.9	39.4	3,321	2,983	9,677	+3.3	+81.0	+19.0
Other consumer goods	82.3	79.8	6,105	5,923	19,286	-3.5	+27.8	+4.4
• Books, newspapers, stationery and gifts	49.5	58.3	308	362	1,076	-7.0	+19.2	+0.4
• Chinese drugs and herbs	67.3	74.1	323	355	1,074	-11.9	+27.7	-1.8
• Optical shops	73.2	67.2	203	186	544	-11.2	+29.1	-0.6
• Medicines and cosmetics	56.2	52.0	1,953	1,807	6,038	-23.1	+18.0	-14.1
• Other consumer goods, not elsewhere classified	129.2	125.1	3,319	3,212	10,554	+15.5	+35.2	+20.8

* 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>	<i>108.1</i>	<i>98.3</i>	<i>5,184</i>	<i>4,715</i>	<i>15,245</i>	<i>-7.2</i>	<i>-15.0</i>	<i>-9.8</i>
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(2) The sum of individual items may not add up to the total because of rounding.

Table 2 : Value of online retail sales⁽¹⁾ for February and March 2021

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Feb 2021 (Revised figures)	Mar 2021 (Provisional figures*)	Jan - Feb 2021 over Jan - Feb 2020	Mar 2021 over Mar 2020	Jan - Mar 2021 over Jan - Mar 2020
<u>All retail outlets</u>	1,809 (6.1)	2,120 (7.7)	+74.6	+43.3	+62.6
Non-store retailing	777 (2.6)	916 (3.3)	+33.4	+17.7	+27.6
Other retail outlets	1,033 (3.5)	1,205 (4.4)	+126.2	+71.7	+104.5

* The provisional figures are subject to revision later on.

- (1) Online retail sales refer to the sales of goods to customers through computer networks specially operated by local retail establishments for the purpose of receiving or placing of orders. The goods are ordered by those methods, but the payment and the ultimate delivery of goods do not have to be conducted online. On the other hand, orders made by manually typed e-mails, telephone calls or facsimiles are not regarded as online sales. In the case where a retail establishment provides an online platform for use by other businesses in selling goods, the value of online sales refers to the commissions and service charges.
- (2) Figures in brackets refer to the percentage share of online retail sales in total retail sales value.
- (3) The sum of individual items may not add up to the total because of rounding.

Table 3 : Volume index of retail sales by broad type of retail outlet for February and March 2021

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Feb 2021 (Revised figures)	Mar 2021 (Provisional figures*)	Jan - Feb 2021 over Jan - Feb 2020	Mar 2021 over Mar 2020	Jan - Mar 2021 over Jan - Mar 2020
<u>All retail outlets</u>	71.3	65.9	+2.5	+19.8	+7.2
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	88.5	63.5	-5.2	-3.2	-4.7
• Fish, livestock and poultry, fresh or frozen	122.3	77.9	+3.3	-7.9	+0.2
• Fruits and vegetables, fresh	89.9	101.9	+27.5	+14.9	+23.1
• Bread, pastry, confectionery and biscuits	83.1	64.3	-6.0	-4.7	-5.7
• Other food, not elsewhere classified	80.9	58.2	-4.8	-6.2	-5.1
• Alcoholic drinks and tobacco	29.1	17.6	-62.3	+7.5	-55.1
Supermarkets⁽¹⁾	86.1	82.0	-10.3	-16.8	-12.4
Fuels	89.2	104.0	-1.2	+13.2	+3.7
Clothing, footwear and allied products	70.5	64.2	+10.7	+72.5	+24.3
• Wearing apparel	69.0	63.9	+12.2	+72.6	+26.0
• Footwear, allied products and other clothing accessories	79.7	65.9	+3.9	+71.8	+16.5
Consumer durable goods	83.8	82.1	+29.5	+34.7	+31.1
• Motor vehicles and parts	87.6	96.8	+10.4	+18.7	+13.2
• Furniture and fixtures	80.0	95.3	+26.1	+14.0	+21.8
• Electrical goods and other consumer durable goods, not elsewhere classified	84.0	75.6	+38.2	+48.1	+40.9
Department stores	60.8	56.1	+3.7	+1.9	+3.2
Jewellery, watches and clocks, and valuable gifts	39.0	35.8	-2.5	+78.6	+13.6
Other consumer goods	81.4	78.5	-3.6	+28.4	+4.4
• Books, newspapers, stationery and gifts	42.3	49.8	-8.2	+17.7	-0.9
• Chinese drugs and herbs	63.2	69.8	-11.3	+29.2	-1.0
• Optical shops	73.0	67.0	-10.1	+28.9	+0.3
• Medicines and cosmetics	53.8	49.9	-22.1	+21.1	-12.8
• Other consumer goods, not elsewhere classified	138.0	132.0	+14.2	+34.6	+19.7

* 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>	89.4	81.2	-9.0	-15.7	-11.1
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Table 4 : 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			
2016	-8.1	-7.1	-	-	-	-			
2017	+2.2	+1.9	-	-	-	-			
2018	+8.7	+7.6	-	-	-	-			
2019	-11.1	-12.3	-	-	-	-			
2020	-24.3	-25.5	-	-	-	-			
2018	Apr	+12.2	+11.0	2018	Apr	2018	Jan	+2.4	+2.5
	May	+12.9	+11.5		May		Feb	+1.1	+1.8
	Jun	+11.9	+9.8		Jun		Mar	-0.3	+0.3
	Jul	+7.8	+5.9		Jul		Apr	-1.1	-0.6
	Aug	+9.4	+7.9		Aug		May	-0.5	-0.3
	Sep	+2.4	+1.4		Sep		Jun	-0.5	-1.0
	Oct	+6.0	+5.3		Oct		Jul	+0.7	-0.2
	Nov	+1.4	+1.2		Nov		Aug	-0.5	-1.6
	Dec	+0.1	+0.1		Dec		Sep	-0.2	-0.7
2019	Jan	+7.0	+6.9	2019	Jan		Oct	-2.0	-2.1
	Feb	-10.2	-10.5		Feb		Nov	-1.3	-1.2
	Mar	-0.2	-0.8		Mar		Dec	-0.6	-0.6
	Apr	-4.5	-5.0		Apr	2019	Jan	-0.1	-0.1
	May	-1.4	-1.8		May		Feb	-0.1	+0.4
	Jun	-6.7	-7.6		Jun		Mar	-3.3	-2.8
	Jul	-11.5	-13.1		Jul		Apr	-5.7	-5.5
	Aug	-22.9	-25.2		Aug		May	-12.1	-13.1
	Sep	-18.2	-20.3		Sep		Jun	-13.8	-15.9
	Oct	-24.4	-26.4		Oct		Jul	-15.2	-17.6
	Nov	-23.7	-25.5		Nov		Aug	-10.0	-11.9
	Dec	-19.4	-21.1		Dec		Sep	-6.2	-6.8
2020	Jan	-21.5	-23.1	2020	Jan		Oct	-3.1	-2.7
	Feb	-44.0	-46.7		Feb		Nov	-9.4	-9.5
	Mar	-42.1	-44.0		Mar		Dec	-18.4	-19.0
	Apr	-36.1	-37.5		Apr	2020	Jan	-22.4	-23.2
	May	-32.9	-34.0		May		Feb	-12.4	-11.4
	Jun	-24.7	-25.3		Jun		Mar	+3.7	+6.1
	Jul	-23.1	-23.8		Jul		Apr	+13.9	+16.7
	Aug	-13.1	-13.4		Aug		May	+11.0	+11.5
	Sep	-12.8	-13.3		Sep		Jun	+5.3	+3.5
	Oct	-8.7	-9.2		Oct		Jul	+3.5	+0.9
	Nov	-4.1	-4.7		Nov		Aug	+3.8	+1.5
	Dec	-13.3	-14.0		Dec		Sep	+2.6	+1.8
2021	Jan	-13.7	-14.6	2021	Jan		Oct	+1.4	+1.6
	Feb	+30.0	+31.6		Feb		Nov	-2.8	-2.6
	Mar	+20.1*	+19.8*		Mar		Dec	-2.2*	-2.2*

- 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 Mar 2021 is the percentage change of the average monthly index for Jan, Feb and Mar 2021 compared with the average monthly index for Oct, Nov and Dec 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.