

Table 1 : Value index and value of retail sales by broad type of retail outlet for June and July 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 (%)		
	Jun 2021 (Revised figures)	Jul 2021 (Provisional figures*)	Jun 2021 (Revised figures)	Jul 2021 (Provisional figures*)	Jan - Jul 2021 (Provisional figures*)	Jun 2021 over Jun 2020	Jul 2021 over Jul 2020	Jan - Jul 2021 over Jan - Jul 2020
All retail outlets	69.7	67.6	28,074	27,238	201,601	+5.8	+2.9	+7.6
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	81.8	75.3	2,737	2,519	21,066	-1.6	-5.7	-3.6
• Fish, livestock and poultry, fresh or frozen	102.5	84.2	915	752	7,773	-6.0	-15.8	-4.2
• Fruits and vegetables, fresh	176.5	150.6	356	303	2,178	+14.0	+8.5	+18.0
• Bread, pastry, confectionery and biscuits	71.3	77.9	668	729	5,243	-5.8	-0.8	-3.7
• Other food, not elsewhere classified	84.0	80.6	685	658	5,126	-0.5	-5.2	-3.6
• Alcoholic drinks and tobacco	22.6	15.3	113	77	745	+16.7	+11.2	-33.8
Supermarkets⁽¹⁾	100.4	103.2	4,332	4,452	31,005	-7.0	-19.4	-11.1
Fuels	136.5	134.9	1,037	1,026	6,490	+5.1	+12.8	+11.6
Clothing, footwear and allied products	59.6	62.0	3,104	3,230	22,782	+15.4	+30.6	+24.8
• Wearing apparel	59.6	63.7	2,652	2,834	19,496	+18.8	+30.7	+27.3
• Footwear, allied products and other clothing accessories	59.4	52.1	452	396	3,286	-1.3	+30.5	+11.4
Consumer durable goods	65.6	61.7	4,863	4,571	35,739	+16.0	+5.5	+18.6
• Motor vehicles and parts	112.8	101.4	1,648	1,480	10,037	+37.2	+25.0	+23.3
• Furniture and fixtures	103.9	103.9	628	628	4,467	-3.6	+0.6	+8.8
• Electrical goods and other consumer durable goods, not elsewhere classified	48.4	46.1	2,587	2,463	21,235	+10.6	-2.5	+18.8
Department stores	62.4	59.4	2,660	2,534	19,016	-20.6	-9.6	-7.8
Jewellery, watches and clocks, and valuable gifts	43.7	42.3	3,310	3,200	21,936	+31.9	+27.1	+32.7
Other consumer goods	81.3	76.9	6,031	5,706	43,567	+12.4	+9.0	+11.0
• Books, newspapers, stationery and gifts	52.1	66.6	324	414	2,578	+6.8	+9.8	+5.5
• Chinese drugs and herbs	78.4	68.9	376	330	2,471	+10.3	-2.3	+4.7
• Optical shops	61.8	61.7	171	171	1,335	-2.7	+8.9	+7.3
• Medicines and cosmetics	48.7	48.9	1,691	1,699	13,118	+8.9	+0.5	-2.1
• Other consumer goods, not elsewhere classified	135.1	120.4	3,469	3,092	24,064	+16.0	+15.8	+21.5

* 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>102.4</i>	<i>103.7</i>	<i>4,913</i>	<i>4,972</i>	<i>34,985</i>	<i>-8.1</i>	<i>-19.2</i>	<i>-10.6</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 June and July 2021

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Jun 2021 (Revised figures)	Jul 2021 (Provisional figures*)	Jun 2021 over Jun 2020	Jul 2021 over Jul 2020	Jan - Jul 2021 over Jan - Jul 2020
<u>All retail outlets</u>	2,273 (8.1)	2,056 (7.5)	+64.0	+29.0	+50.6
Non-store retailing	1,076 (3.8)	1,002 (3.7)	+45.0	+9.9	+29.6
Other retail outlets	1,197 (4.3)	1,054 (3.9)	+85.9	+54.5	+74.6

* 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 June and July 2021

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Jun 2021 (Revised figures)	Jul 2021 (Provisional figures*)	Jun 2021 over Jun 2020	Jul 2021 over Jul 2020	Jan - Jul 2021 over Jan - Jul 2020
<u>All retail outlets</u>	66.4	64.8	+2.9	+0.9	+6.2
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	66.1	61.0	-3.5	-7.4	-4.4
• Fish, livestock and poultry, fresh or frozen	69.4	57.6	-7.8	-17.1	-5.4
• Fruits and vegetables, fresh	140.1	119.1	+9.6	+4.5	+14.5
• Bread, pastry, confectionery and biscuits	62.8	68.7	-7.1	-1.4	-4.0
• Other food, not elsewhere classified	70.1	67.4	-3.5	-8.0	-5.5
• Alcoholic drinks and tobacco	22.2	14.8	+16.1	+9.9	-34.6
Supermarkets⁽¹⁾	83.7	85.9	-8.4	-20.4	-12.1
Fuels	115.1	112.0	-3.2	+3.3	+4.9
Clothing, footwear and allied products	63.3	67.8	+12.0	+27.5	+24.0
• Wearing apparel	62.0	68.5	+14.4	+26.3	+25.0
• Footwear, allied products and other clothing accessories	71.2	63.1	+1.2	+35.3	+18.6
Consumer durable goods	75.9	71.5	+15.5	+5.4	+19.0
• Motor vehicles and parts	105.4	94.8	+34.0	+22.1	+19.7
• Furniture and fixtures	97.5	97.5	-3.0	+1.8	+9.6
• Electrical goods and other consumer durable goods, not elsewhere classified	62.8	59.9	+10.7	-1.6	+20.6
Department stores	59.5	57.5	-22.6	-10.5	-9.1
Jewellery, watches and clocks, and valuable gifts	37.9	36.7	+23.4	+19.7	+26.5
Other consumer goods	78.4	74.9	+9.2	+6.8	+9.9
• Books, newspapers, stationery and gifts	44.1	56.5	+5.2	+7.8	+3.8
• Chinese drugs and herbs	73.6	64.6	+10.9	-2.1	+5.5
• Optical shops	61.6	61.5	-3.5	+8.3	+7.5
• Medicines and cosmetics	46.6	46.9	+10.7	+1.3	-0.5
• Other consumer goods, not elsewhere classified	138.4	124.9	+9.9	+11.4	+18.5

* 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>	85.4	86.3	-9.5	-20.2	-11.6
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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	Aug	+9.4	+7.9	2018	Aug	2018	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	+20.2	+19.9		Mar		Dec	-2.2	-2.2
	Apr	+12.1	+11.0		Apr	2021	Jan	-2.8	-3.0
	May	+10.4	+7.7		May		Feb	+1.7	+2.0
	Jun	+5.8	+2.9		Jun		Mar	+3.3	+3.6
	Jul	+2.9*	+0.9*		Jul		Apr	+4.0*	+4.2*

- 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 Jun 2021 is the percentage change of the average monthly index for Apr, May and Jun 2021 compared with the average monthly index for Jan, Feb and Mar 2021.
- (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.