

**Table 1 : Value index and value of retail sales by broad type of retail outlet for July and August 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 <sup>(2)</sup> (HK\$ million)			Percentage change (%)		
	Jul 2021 (Revised figures)	Aug 2021 (Provisional figures*)	Jul 2021 (Revised figures)	Aug 2021 (Provisional figures*)	Jan - Aug 2021 (Provisional figures*)	Jul 2021 over Jul 2020	Aug 2021 over Aug 2020	Jan - Aug 2021 over Jan - Aug 2020
<b>All retail outlets</b>	<b>67.5</b>	<b>71.0</b>	<b>27,203</b>	<b>28,598</b>	<b>230,164</b>	<b>+2.8</b>	<b>+11.9</b>	<b>+8.1</b>
<b>By broad type of retail outlet</b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>75.3</b>	<b>89.6</b>	<b>2,520</b>	<b>2,998</b>	<b>24,065</b>	<b>-5.6</b>	<b>+1.3</b>	<b>-3.0</b>
• Fish, livestock and poultry, fresh or frozen	84.3	92.4	753	826	8,600	-15.6	-17.9	-5.7
• Fruits and vegetables, fresh	150.7	169.6	304	342	2,520	+8.6	-1.9	+14.8
• Bread, pastry, confectionery and biscuits	77.9	96.2	729	900	6,143	-0.8	+22.8	-0.5
• Other food, not elsewhere classified	80.5	103.0	657	840	5,966	-5.3	+5.8	-2.4
• Alcoholic drinks and tobacco	15.3	18.1	77	90	836	+11.3	+13.2	-30.7
<b>Supermarkets<sup>(1)</sup></b>	<b>103.2</b>	<b>110.1</b>	<b>4,452</b>	<b>4,749</b>	<b>35,754</b>	<b>-19.4</b>	<b>-8.0</b>	<b>-10.7</b>
<b>Fuels</b>	<b>133.7</b>	<b>132.2</b>	<b>1,017</b>	<b>1,005</b>	<b>7,486</b>	<b>+11.8</b>	<b>+21.0</b>	<b>+12.6</b>
<b>Clothing, footwear and allied products</b>	<b>62.1</b>	<b>54.6</b>	<b>3,237</b>	<b>2,846</b>	<b>25,635</b>	<b>+30.9</b>	<b>+40.1</b>	<b>+26.3</b>
• Wearing apparel	63.8	51.5	2,840	2,293	21,795	+31.0	+35.7	+28.2
• Footwear, allied products and other clothing accessories	52.2	72.6	397	553	3,840	+30.7	+62.3	+16.7
<b>Consumer durable goods</b>	<b>61.5</b>	<b>67.1</b>	<b>4,560</b>	<b>4,974</b>	<b>40,701</b>	<b>+5.2</b>	<b>+7.0</b>	<b>+17.0</b>
• Motor vehicles and parts	100.4	79.3	1,467	1,158	11,181	+23.9	-0.4	+20.2
• Furniture and fixtures	103.9	121.4	628	734	5,201	+0.6	+6.5	+8.4
• Electrical goods and other consumer durable goods, not elsewhere classified	46.1	57.6	2,465	3,082	24,319	-2.4	+10.1	+17.6
<b>Department stores</b>	<b>59.4</b>	<b>66.4</b>	<b>2,534</b>	<b>2,831</b>	<b>21,846</b>	<b>-9.6</b>	<b>+7.5</b>	<b>-6.0</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>42.0</b>	<b>41.8</b>	<b>3,179</b>	<b>3,167</b>	<b>25,081</b>	<b>+26.3</b>	<b>+28.0</b>	<b>+32.0</b>
<b>Other consumer goods</b>	<b>76.9</b>	<b>81.2</b>	<b>5,706</b>	<b>6,029</b>	<b>49,596</b>	<b>+9.0</b>	<b>+25.3</b>	<b>+12.5</b>
• Books, newspapers, stationery and gifts	66.6	102.6	414	638	3,216	+9.8	+27.9	+9.3
• Chinese drugs and herbs	68.9	72.0	330	345	2,816	-2.3	+26.7	+7.0
• Optical shops	61.7	77.7	171	216	1,551	+8.9	+60.4	+12.5
• Medicines and cosmetics	48.8	52.9	1,696	1,838	14,953	+0.3	+13.6	-0.5
• Other consumer goods, not elsewhere classified	120.5	116.5	3,094	2,992	27,059	+15.9	+30.7	+22.4

\* 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>103.7</i>	<i>110.8</i>	<i>4,972</i>	<i>5,315</i>	<i>40,299</i>	<i>-19.2</i>	<i>-8.9</i>	<i>-10.4</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<sup>(1)</sup> for July and August 2021**

Selected type of retail outlet	Value of online retail sales <sup>(2)(3)</sup> (HK\$ million)		Percentage change (%)		
	Jul 2021 (Revised figures)	Aug 2021 (Provisional figures*)	Jul 2021 over Jul 2020	Aug 2021 over Aug 2020	Jan - Aug 2021 over Jan - Aug 2020
<b><u>All retail outlets</u></b>	<b>2,054</b> <b>(7.5)</b>	<b>2,123</b> <b>(7.4)</b>	<b>+28.8</b>	<b>+16.5</b>	<b>+45.2</b>
Non-store retailing	1,002 (3.7)	1,089 (3.8)	+9.9	+29.0	+29.5
Other retail outlets	1,052 (3.9)	1,034 (3.6)	+54.1	+5.8	+62.4

\* 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 July and August 2021**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2014 to Sep 2015 = 100)		Percentage change (%)		
	Jul 2021 (Revised figures)	Aug 2021 (Provisional figures*)	Jul 2021 over Jul 2020	Aug 2021 over Aug 2020	Jan - Aug 2021 over Jan - Aug 2020
<b><u>All retail outlets</u></b>	<b>64.7</b>	<b>68.4</b>	<b>+0.7</b>	<b>+10.6</b>	<b>+6.8</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>61.0</b>	<b>72.7</b>	<b>-7.4</b>	<b>-0.1</b>	<b>-3.9</b>
• Fish, livestock and poultry, fresh or frozen	57.7	63.5	-16.9	-19.3	-6.9
• Fruits and vegetables, fresh	119.2	133.3	+4.5	-4.7	+11.4
• Bread, pastry, confectionery and biscuits	68.7	84.8	-1.4	+21.9	-0.9
• Other food, not elsewhere classified	67.3	86.6	-8.1	+4.2	-4.2
• Alcoholic drinks and tobacco	14.8	17.7	+10.0	+13.0	-31.5
<b>Supermarkets<sup>(1)</sup></b>	<b>85.9</b>	<b>91.5</b>	<b>-20.4</b>	<b>-7.8</b>	<b>-11.5</b>
<b>Fuels</b>	<b>111.0</b>	<b>110.1</b>	<b>+2.4</b>	<b>+11.1</b>	<b>+5.6</b>
<b>Clothing, footwear and allied products</b>	<b>67.9</b>	<b>59.8</b>	<b>+27.8</b>	<b>+31.6</b>	<b>+24.8</b>
• Wearing apparel	68.6	55.3	+26.5	+25.4	+25.1
• Footwear, allied products and other clothing accessories	63.2	87.2	+35.6	+62.8	+23.4
<b>Consumer durable goods</b>	<b>71.4</b>	<b>78.3</b>	<b>+5.2</b>	<b>+6.2</b>	<b>+17.2</b>
• Motor vehicles and parts	93.9	74.3	+20.9	-3.4	+16.7
• Furniture and fixtures	97.4	113.9	+1.8	+5.9	+9.0
• Electrical goods and other consumer durable goods, not elsewhere classified	60.0	75.1	-1.6	+10.1	+19.2
<b>Department stores</b>	<b>57.5</b>	<b>65.1</b>	<b>-10.5</b>	<b>+8.3</b>	<b>-7.2</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>36.4</b>	<b>36.8</b>	<b>+18.9</b>	<b>+25.9</b>	<b>+26.3</b>
<b>Other consumer goods</b>	<b>74.9</b>	<b>79.6</b>	<b>+6.8</b>	<b>+24.0</b>	<b>+11.4</b>
• Books, newspapers, stationery and gifts	56.5	87.0	+7.8	+25.8	+7.6
• Chinese drugs and herbs	64.6	67.6	-2.1	+27.2	+7.8
• Optical shops	61.5	77.6	+8.3	+60.0	+12.7
• Medicines and cosmetics	46.8	51.4	+1.1	+16.3	+1.3
• Other consumer goods, not elsewhere classified	125.0	121.2	+11.5	+26.5	+19.3

\* 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>	86.3	92.1	-20.2	-8.7	-11.2
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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 <sup>(1)(2)</sup> (%)				
	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	Sep	+2.4	+1.4	2018	Sep	2018	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	+2.8	+0.7		Jul		Apr	+3.9	+4.2
	Aug	+11.9*	+10.6*		Aug		May	+4.1*	+3.9*

- 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.