

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

Broad type of retail outlet	Value index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Value of retail sales ⁽²⁾ (HK\$ million)			Percentage change (%)		
	Aug 2021 (Revised figures)	Sep 2021 (Provisional figures*)	Aug 2021 (Revised figures)	Sep 2021 (Provisional figures*)	Jan - Sep 2021 (Provisional figures*)	Aug 2021 over Aug 2020	Sep 2021 over Sep 2020	Jan - Sep 2021 over Jan - Sep 2020
All retail outlets	102.4	100.2	28,586	27,985	258,137	+11.9	+7.3	+8.0
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	93.4	106.6	2,990	3,413	27,469	+1.0	+0.5	-2.6
• Fish, livestock and poultry, fresh or frozen	76.1	79.2	826	860	9,460	-17.9	-14.5	-6.6
• Fruits and vegetables, fresh	126.3	129.4	340	349	2,867	-2.4	+3.8	+13.3
• Bread, pastry, confectionery and biscuits	108.6	171.0	893	1,406	7,541	+21.7	+10.8	+1.3
• Other food, not elsewhere classified	102.5	84.4	840	692	6,658	+5.9	+0.2	-2.1
• Alcoholic drinks and tobacco	44.1	52.5	90	107	943	+13.2	+14.3	-27.5
Supermarkets⁽¹⁾	98.5	92.6	4,745	4,461	40,211	-8.0	-4.9	-10.1
Fuels	117.4	119.7	1,005	1,025	8,511	+21.0	+15.1	+12.9
Clothing, footwear and allied products	101.6	90.0	2,859	2,530	28,179	+40.8	+6.5	+24.3
• Wearing apparel	97.8	90.6	2,307	2,136	23,945	+36.5	+8.8	+26.3
• Footwear, allied products and other clothing accessories	121.3	86.5	553	394	4,234	+62.3	-4.2	+14.4
Consumer durable goods	106.9	116.2	4,975	5,404	46,107	+7.0	+29.2	+18.3
• Motor vehicles and parts	98.7	110.7	1,154	1,293	12,470	-0.8	+8.1	+18.8
• Furniture and fixtures	124.6	107.0	742	638	5,847	+7.7	-1.3	+7.4
• Electrical goods and other consumer durable goods, not elsewhere classified	106.7	120.3	3,079	3,473	27,790	+10.1	+48.3	+20.7
Department stores	92.4	86.1	2,831	2,637	24,484	+7.5	-11.6	-6.7
Jewellery, watches and clocks, and valuable gifts	111.2	111.6	3,168	3,179	28,262	+28.1	+16.2	+30.0
Other consumer goods	106.0	94.1	6,013	5,336	54,916	+24.9	+10.7	+12.3
• Books, newspapers, stationery and gifts	152.0	123.5	635	516	3,730	+27.4	-6.4	+6.7
• Chinese drugs and herbs	96.7	97.8	345	349	3,166	+26.7	-10.9	+4.6
• Optical shops	125.7	88.0	216	151	1,703	+60.9	+17.3	+12.9
• Medicines and cosmetics	89.4	78.4	1,837	1,610	16,563	+13.5	+9.8	+0.4
• Other consumer goods, not elsewhere classified	111.5	101.4	2,979	2,709	29,754	+30.1	+18.7	+22.0

* 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>	97.9	92.7	5,311	5,030	45,325	-8.9	-5.9	-9.9
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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 August and September 2021

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Aug 2021 (Revised figures)	Sep 2021 (Provisional figures*)	Aug 2021 over Aug 2020	Sep 2021 over Sep 2020	Jan - Sep 2021 over Jan - Sep 2020
<u>All retail outlets</u>	2,144 (7.5)	2,251 (8.0)	+17.6	+30.5	+43.5
Non-store retailing	1,080 (3.8)	1,013 (3.6)	+27.9	+30.4	+29.5
Other retail outlets	1,064 (3.7)	1,238 (4.4)	+8.8	+30.6	+58.2

* 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 August and September 2021

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Aug 2021 (Revised figures)	Sep 2021 (Provisional figures*)	Aug 2021 over Aug 2020	Sep 2021 over Sep 2020	Jan - Sep 2021 over Jan - Sep 2020
<u>All retail outlets</u>	101.0	98.1	+10.0	+4.7	+6.8
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	92.1	104.7	-0.1	-1.5	-3.8
• Fish, livestock and poultry, fresh or frozen	75.5	79.1	-19.0	-15.3	-7.8
• Fruits and vegetables, fresh	126.2	126.0	-1.7	+2.1	+11.8
• Bread, pastry, confectionery and biscuits	106.5	167.4	+20.1	+7.7	+0.1
• Other food, not elsewhere classified	100.6	82.1	+4.8	-2.0	-3.4
• Alcoholic drinks and tobacco	43.9	52.0	+13.9	+15.1	-27.6
Supermarkets⁽¹⁾	97.5	91.6	-7.6	-5.1	-10.3
Fuels	109.0	111.1	+11.1	+6.3	+5.7
Clothing, footwear and allied products	102.0	86.0	+32.7	-1.4	+21.5
• Wearing apparel	97.3	85.3	+27.4	-0.4	+22.2
• Footwear, allied products and other clothing accessories	126.2	89.8	+59.4	-6.1	+18.0
Consumer durable goods	107.2	116.4	+5.9	+28.4	+18.1
• Motor vehicles and parts	95.6	107.4	-3.2	+7.3	+15.1
• Furniture and fixtures	123.9	104.4	+6.3	-3.9	+7.4
• Electrical goods and other consumer durable goods, not elsewhere classified	108.4	122.5	+9.5	+47.5	+21.9
Department stores	92.7	84.6	+6.1	-14.1	-8.0
Jewellery, watches and clocks, and valuable gifts	102.8	103.3	+21.8	+9.9	+23.8
Other consumer goods	105.9	93.6	+24.7	+9.6	+13.5
• Books, newspapers, stationery and gifts	148.5	118.4	+24.5	-9.6	+4.4
• Chinese drugs and herbs	97.2	98.1	+28.3	-10.0	+4.8
• Optical shops	126.7	88.7	+61.7	+17.9	+13.0
• Medicines and cosmetics	93.9	82.3	+20.4	+14.8	+7.7
• Other consumer goods, not elsewhere classified	108.3	98.1	+25.2	+13.8	+19.6

* 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>	96.9	91.7	-8.5	-6.0	-10.1
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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	Oct	+6.0	+5.3	2018	Oct	2018	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	-11.7
	Dec	-19.4	-21.1		Dec		Sep	-6.2	-6.3
2020	Jan	-21.5	-23.1	2020	Jan		Oct	-3.1	-2.3
	Feb	-44.0	-46.7		Feb		Nov	-9.4	-8.9
	Mar	-42.1	-44.0		Mar		Dec	-18.4	-18.7
	Apr	-36.1	-37.5		Apr	2020	Jan	-22.4	-22.6
	May	-32.9	-34.0		May		Feb	-12.4	-11.9
	Jun	-24.7	-25.3		Jun		Mar	+3.7	+5.4
	Jul	-23.1	-23.8		Jul		Apr	+13.9	+16.0
	Aug	-13.1	-13.4		Aug		May	+11.0	+11.8
	Sep	-12.8	-13.3		Sep		Jun	+5.3	+3.9
	Oct	-8.7	-8.9		Oct		Jul	+3.5	+0.1
	Nov	-4.1	-4.3		Nov		Aug	+3.8	+1.6
	Dec	-13.3	-14.0		Dec		Sep	+2.6	+2.0
2021	Jan	-13.7	-14.0	2021	Jan		Oct	+1.4	+2.6
	Feb	+30.0	+31.0		Feb		Nov	-2.8	-2.1
	Mar	+20.2	+20.0		Mar		Dec	-2.2	-1.7
	Apr	+12.1	+11.5		Apr	2021	Jan	-2.8	-2.3
	May	+10.4	+8.9		May		Feb	+1.7	+1.8
	Jun	+5.8	+3.5		Jun		Mar	+3.3	+3.3
	Jul	+2.8	+0.8		Jul		Apr	+3.9	+3.8
	Aug	+11.9	+10.0		Aug		May	+4.1	+3.3
	Sep	+7.3*	+4.7*		Sep		Jun	+3.7*	+1.6*

- 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 2021 is the percentage change of the average monthly index for Jul, Aug and Sep 2021 compared with the average monthly index for Apr, May and Jun 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.