

Table 1 : Value index and value of retail sales by broad type of retail outlet for September and October 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 (%)		
	Sep 2021 (Revised figures)	Oct 2021 (Provisional figures*)	Sep 2021 (Revised figures)	Oct 2021 (Provisional figures*)	Jan - Oct 2021 (Provisional figures*)	Sep 2021 over Sep 2020	Oct 2021 over Oct 2020	Jan - Oct 2021 over Jan - Oct 2020
All retail outlets	100.3	110.0	28,018	30,720	288,889	+7.4	+12.0	+8.5
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	106.7	93.1	3,417	2,980	30,453	+0.7	-1.7	-2.5
• Fish, livestock and poultry, fresh or frozen	79.2	73.5	860	798	10,259	-14.5	-12.8	-7.1
• Fruits and vegetables, fresh	129.7	128.7	349	347	3,215	+4.1	-1.7	+11.5
• Bread, pastry, confectionery and biscuits	170.9	95.4	1,405	784	8,325	+10.7	+1.1	+1.3
• Other food, not elsewhere classified	84.4	116.7	692	957	7,615	+0.1	+6.1	-1.2
• Alcoholic drinks and tobacco	54.4	45.5	111	93	1,040	+18.3	+8.9	-25.0
Supermarkets⁽¹⁾	92.6	96.8	4,461	4,662	44,873	-4.9	+1.3	-9.0
Fuels	119.7	115.6	1,025	990	9,501	+15.1	+7.5	+12.3
Clothing, footwear and allied products	89.8	104.3	2,525	2,934	31,108	+6.3	+10.9	+22.9
• Wearing apparel	90.4	103.6	2,131	2,443	26,382	+8.5	+10.1	+24.5
• Footwear, allied products and other clothing accessories	86.6	108.0	394	492	4,726	-4.2	+15.5	+14.5
Consumer durable goods	117.1	136.3	5,449	6,341	52,492	+30.2	+29.5	+19.7
• Motor vehicles and parts	113.4	84.1	1,325	983	13,485	+10.8	-18.6	+15.2
• Furniture and fixtures	106.9	92.6	637	552	6,398	-1.3	+4.1	+7.1
• Electrical goods and other consumer durable goods, not elsewhere classified	120.7	166.5	3,486	4,806	32,609	+48.8	+52.1	+24.6
Department stores	86.1	110.7	2,637	3,392	27,875	-11.6	+5.5	-5.3
Jewellery, watches and clocks, and valuable gifts	111.2	123.7	3,169	3,525	31,777	+15.8	+23.1	+29.2
Other consumer goods	94.1	104.0	5,335	5,897	60,812	+10.6	+12.3	+12.3
• Books, newspapers, stationery and gifts	123.6	119.5	516	499	4,229	-6.3	-3.0	+5.5
• Chinese drugs and herbs	97.7	92.6	349	331	3,496	-11.1	+3.9	+4.6
• Optical shops	87.8	98.9	151	170	1,873	+17.0	+23.9	+13.8
• Medicines and cosmetics	78.1	86.7	1,604	1,780	18,336	+9.4	+13.2	+1.5
• Other consumer goods, not elsewhere classified	101.6	116.7	2,715	3,117	32,878	+18.9	+15.0	+21.3

* 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>	92.7	96.6	5,030	5,241	50,566	-5.9	+0.7	-8.9
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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 September and October 2021

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Sep 2021 (Revised figures)	Oct 2021 (Provisional figures*)	Sep 2021 over Sep 2020	Oct 2021 over Oct 2020	Jan - Oct 2021 over Jan - Oct 2020
<u>All retail outlets</u>	2,254 (8.0)	2,454 (8.0)	+30.7	+29.4	+41.7
Non-store retailing	1,022 (3.6)	1,025 (3.3)	+31.6	+24.4	+29.1
Other retail outlets	1,232 (4.4)	1,429 (4.7)	+30.0	+33.3	+54.6

* 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 September and October 2021

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Sep 2021 (Revised figures)	Oct 2021 (Provisional figures*)	Sep 2021 over Sep 2020	Oct 2021 over Oct 2020	Jan - Oct 2021 over Jan - Oct 2020
<u>All retail outlets</u>	98.2	107.5	+4.9	+9.4	+7.1
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	104.9	90.8	-1.4	-3.7	-3.8
• Fish, livestock and poultry, fresh or frozen	79.1	73.7	-15.3	-13.0	-8.3
• Fruits and vegetables, fresh	126.3	119.6	+2.4	-6.5	+9.6
• Bread, pastry, confectionery and biscuits	167.3	92.8	+7.6	-1.6	-0.1
• Other food, not elsewhere classified	82.1	113.3	-2.0	+3.7	-2.6
• Alcoholic drinks and tobacco	53.9	45.4	+19.1	+9.4	-25.1
Supermarkets⁽¹⁾	91.6	95.3	-5.1	+0.1	-9.3
Fuels	111.1	106.5	+6.3	-1.1	+4.9
Clothing, footwear and allied products	85.9	98.8	-1.6	+4.6	+19.8
• Wearing apparel	85.1	96.6	-0.7	+3.5	+20.3
• Footwear, allied products and other clothing accessories	89.8	111.2	-6.1	+10.9	+17.3
Consumer durable goods	117.3	136.7	+29.5	+28.6	+19.4
• Motor vehicles and parts	110.0	81.6	+9.9	-19.4	+11.9
• Furniture and fixtures	104.4	90.1	-4.0	+1.3	+6.9
• Electrical goods and other consumer durable goods, not elsewhere classified	123.0	169.9	+48.1	+51.8	+25.6
Department stores	84.6	108.7	-14.1	+3.5	-6.8
Jewellery, watches and clocks, and valuable gifts	103.0	115.2	+9.6	+16.4	+22.9
Other consumer goods	93.6	103.1	+9.6	+10.9	+13.2
• Books, newspapers, stationery and gifts	118.4	114.8	-9.6	-6.1	+3.0
• Chinese drugs and herbs	97.9	92.9	-10.1	+5.0	+4.8
• Optical shops	88.5	99.7	+17.6	+24.7	+14.0
• Medicines and cosmetics	82.0	91.1	+14.3	+17.6	+8.5
• Other consumer goods, not elsewhere classified	98.3	112.2	+14.0	+10.2	+18.7

* 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>	<i>91.7</i>	<i>95.2</i>	<i>-6.0</i>	<i>-0.4</i>	<i>-9.2</i>
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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	Nov	+1.4	+1.2	2018	Nov	2018	Aug	-0.5	-1.6
	Dec	+0.1	+0.1	Dec		Sep		-0.2	-0.7
2019	Jan	+7.0	+6.9	2019	Jan	2019	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	2020	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	2021	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	+7.4	+4.9	Sep		Jun		+3.7	+1.6
	Oct	+12.0*	+9.4*	Oct		Jul		+7.9*	+3.8*

- 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.