

Table 1 : Value index and value of retail sales by broad type of retail outlet for October and November 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 (%)		
	Oct 2021 (Revised figures)	Nov 2021 (Provisional figures*)	Oct 2021 (Revised figures)	Nov 2021 (Provisional figures*)	Jan - Nov 2021 (Provisional figures*)	Oct 2021 over Oct 2020	Nov 2021 over Nov 2020	Jan - Nov 2021 over Jan - Nov 2020
<u>All retail outlets</u>	110.1	110.0	30,735	30,723	319,627	+12.1	+7.1	+8.3
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	93.1	86.7	2,980	2,774	33,227	-1.7	-3.9	-2.6
• Fish, livestock and poultry, fresh or frozen	73.5	78.6	798	854	11,112	-12.8	-14.6	-7.7
• Fruits and vegetables, fresh	128.6	94.6	346	255	3,469	-1.8	+1.2	+10.6
• Bread, pastry, confectionery and biscuits	95.5	86.3	785	709	9,034	+1.2	+0.6	+1.2
• Other food, not elsewhere classified	116.7	102.9	957	844	8,458	+6.0	+3.0	-0.8
• Alcoholic drinks and tobacco	45.5	55.5	93	114	1,154	+8.9	+0.8	-23.0
Supermarkets⁽¹⁾	96.8	87.7	4,662	4,227	49,100	+1.3	-3.2	-8.5
Fuels	115.6	111.2	989	952	10,452	+7.5	+11.6	+12.2
Clothing, footwear and allied products	104.3	115.5	2,934	3,248	34,356	+10.9	+16.6	+22.3
• Wearing apparel	103.6	118.4	2,441	2,792	29,173	+10.0	+17.9	+23.9
• Footwear, allied products and other clothing accessories	108.2	100.3	493	457	5,183	+15.7	+9.6	+14.1
Consumer durable goods	136.7	145.4	6,359	6,762	59,273	+29.8	+1.1	+17.3
• Motor vehicles and parts	85.7	126.5	1,001	1,479	14,983	-17.1	+4.2	+14.1
• Furniture and fixtures	92.6	109.0	552	650	7,047	+4.1	-1.0	+6.3
• Electrical goods and other consumer durable goods, not elsewhere classified	166.4	160.5	4,806	4,634	37,243	+52.1	+0.5	+21.0
Department stores	110.7	116.2	3,392	3,562	31,437	+5.5	+9.3	-3.9
Jewellery, watches and clocks, and valuable gifts	123.7	111.4	3,525	3,173	34,949	+23.1	+14.4	+27.7
Other consumer goods	103.9	106.2	5,895	6,024	66,834	+12.2	+18.4	+12.8
• Books, newspapers, stationery and gifts	119.4	88.4	499	369	4,598	-3.0	+2.0	+5.2
• Chinese drugs and herbs	92.6	86.4	331	308	3,804	+3.9	+11.4	+5.1
• Optical shops	99.1	87.9	170	151	2,024	+24.2	+9.1	+13.5
• Medicines and cosmetics	86.4	90.2	1,775	1,853	20,183	+12.9	+12.9	+2.4
• Other consumer goods, not elsewhere classified	116.8	125.1	3,121	3,343	36,224	+15.1	+25.2	+21.7

* 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>	96.6	89.5	5,241	4,856	55,422	+0.7	-3.0	-8.4
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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 October and November 2021

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Oct 2021 (Revised figures)	Nov 2021 (Provisional figures*)	Oct 2021 over Oct 2020	Nov 2021 over Nov 2020	Jan - Nov 2021 over Jan - Nov 2020
<u>All retail outlets</u>	2,538 (8.3)	3,429 (11.2)	+33.9	+27.6	+40.1
Non-store retailing	1,026 (3.3)	1,277 (4.2)	+24.5	+34.8	+29.7
Other retail outlets	1,513 (4.9)	2,152 (7.0)	+41.1	+23.6	+49.7

* 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 October and November 2021

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Oct 2021 (Revised figures)	Nov 2021 (Provisional figures*)	Oct 2021 over Oct 2020	Nov 2021 over Nov 2020	Jan - Nov 2021 over Jan - Nov 2020
<u>All retail outlets</u>	107.5	106.9	+9.4	+4.2	+6.8
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	90.8	84.8	-3.7	-5.9	-4.0
• Fish, livestock and poultry, fresh or frozen	73.7	79.3	-13.0	-13.9	-8.7
• Fruits and vegetables, fresh	119.5	88.2	-6.6	-6.0	+8.3
• Bread, pastry, confectionery and biscuits	92.9	84.1	-1.5	-2.3	-0.2
• Other food, not elsewhere classified	113.2	99.1	+3.6	+0.1	-2.3
• Alcoholic drinks and tobacco	45.4	55.0	+9.4	-0.4	-23.2
Supermarkets⁽¹⁾	95.3	86.4	+0.1	-3.9	-8.9
Fuels	106.4	102.1	-1.2	+2.3	+4.7
Clothing, footwear and allied products	98.8	106.6	+4.6	+9.3	+18.8
• Wearing apparel	96.5	107.6	+3.4	+10.1	+19.3
• Footwear, allied products and other clothing accessories	111.4	101.4	+11.1	+4.9	+16.1
Consumer durable goods	137.0	145.4	+29.0	-0.1	+16.8
• Motor vehicles and parts	83.1	123.0	-18.0	+3.1	+11.1
• Furniture and fixtures	90.1	104.9	+1.3	-4.0	+5.8
• Electrical goods and other consumer durable goods, not elsewhere classified	169.8	163.4	+51.8	-0.1	+21.7
Department stores	108.7	112.3	+3.5	+4.5	-5.6
Jewellery, watches and clocks, and valuable gifts	115.2	103.2	+16.4	+9.6	+21.6
Other consumer goods	103.1	105.3	+10.9	+17.5	+13.6
• Books, newspapers, stationery and gifts	114.7	85.0	-6.1	-0.9	+2.7
• Chinese drugs and herbs	92.9	86.4	+4.9	+12.3	+5.4
• Optical shops	99.9	88.7	+24.9	+9.9	+13.7
• Medicines and cosmetics	90.8	94.4	+17.2	+15.9	+9.1
• Other consumer goods, not elsewhere classified	112.3	120.6	+10.4	+22.0	+19.0

* 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>	95.2	88.2	-0.4	-3.7	-8.7
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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 Dec	+0.1	+0.1	2018 Dec	2018 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	+7.4	+4.9	Sep	Jun	+3.7	+1.6
Oct	+12.1	+9.4	Oct	Jul	+7.9	+3.8
Nov	+7.1*	+4.2*	Nov	Aug	+5.9*	+3.0*

- 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.