

Table 1 : Value index and value of retail sales by broad type of retail outlet for September and October 2022

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 2022 (Revised figures)	Oct 2022 (Provisional figures*)	Sep 2022 (Revised figures)	Oct 2022 (Provisional figures*)	Jan - Oct 2022 (Provisional figures*)	Sep 2022 over Sep 2021	Oct 2022 over Oct 2021	Jan - Oct 2022 over Jan - Oct 2021
All retail outlets	100.7	114.4	28,113	31,943	286,753	+0.3	+3.9	-0.7
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	96.5	95.1	3,090	3,043	30,310	-9.6	+2.1	-0.5
• Fish, livestock and poultry, fresh or frozen	73.5	69.2	799	751	9,509	-7.1	-5.9	-7.3
• Fruits and vegetables, fresh	136.1	134.0	366	361	3,534	+4.9	+4.2	+9.9
• Bread, pastry, confectionery and biscuits	136.3	95.1	1,120	782	8,213	-20.3	-0.4	-1.3
• Other food not elsewhere classified	84.3	126.2	691	1,035	8,055	-0.1	+8.2	+5.8
• Alcoholic drinks and tobacco	55.5	56.1	114	115	1,000	+2.1	+23.2	-3.9
Supermarkets⁽¹⁾	91.1	94.2	4,388	4,537	45,561	-1.6	-2.7	+1.5
Fuels	126.0	121.7	1,078	1,041	9,737	+5.2	+5.3	+2.5
Clothing, footwear and allied products	83.4	98.6	2,346	2,775	28,107	-7.1	-5.4	-9.6
• Wearing apparel	83.5	97.6	1,969	2,300	23,922	-7.6	-5.8	-9.3
• Footwear, allied products and other clothing accessories	82.7	104.2	376	474	4,185	-4.5	-3.7	-11.4
Consumer durable goods	136.3	160.2	6,340	7,452	52,637	+16.4	+17.2	+0.2
• Motor vehicles and parts	151.7	135.0	1,773	1,578	13,281	+33.8	+57.6	-1.6
• Furniture and fixtures	99.0	87.3	590	520	6,069	-7.5	-5.7	-5.1
• Electrical goods and other consumer durable goods not elsewhere classified	137.8	185.4	3,978	5,353	33,287	+14.1	+11.4	+2.1
Department stores	71.0	91.7	2,174	2,810	25,284	-17.6	-17.1	-9.3
Jewellery, watches and clocks, and valuable gifts	118.9	140.5	3,386	4,003	32,266	+6.8	+13.6	+1.5
Other consumer goods	93.6	110.8	5,311	6,282	62,850	-0.4	+6.6	+3.4
• Books, newspapers, stationery and gifts	135.9	162.7	568	680	4,143	+10.0	+36.3	-2.0
• Chinese drugs and herbs	94.6	100.3	338	358	3,574	-3.2	+8.3	+2.2
• Optical shops	84.7	102.8	146	177	1,804	-3.5	+3.8	-3.7
• Medicines and cosmetics	78.6	91.5	1,614	1,879	18,847	+0.6	+5.9	+2.8
• Other consumer goods not elsewhere classified	99.0	119.3	2,645	3,188	34,482	-2.6	+2.2	+4.9

* 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>	90.9	94.1	4,929	5,102	51,423	-2.0	-2.6	+1.7
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(2) Figures may not add up to the total due to rounding.

Table 2 : Value of online retail sales⁽¹⁾ for September and October 2022

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Sep 2022 (Revised figures)	Oct 2022 (Provisional figures*)	Sep 2022 over Sep 2021	Oct 2022 over Oct 2021	Jan - Oct 2022 over Jan - Oct 2021
<u>All retail outlets</u>	2,859 (10.2)	3,419 (10.7)	+26.8	+34.7	+23.8
Non-store retailing	873 (3.1)	938 (2.9)	-14.6	-8.5	+5.9
Other retail outlets	1,986 (7.1)	2,481 (7.8)	+61.2	+64.0	+38.8

* 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) Figures may not add up to the total due to rounding.

Table 3 : Volume index of retail sales by broad type of retail outlet for September and October 2022

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Sep 2022 (Revised figures)	Oct 2022 (Provisional figures*)	Sep 2022 over Sep 2021	Oct 2022 over Oct 2021	Jan - Oct 2022 over Jan - Oct 2021
<u>All retail outlets</u>	96.9	110.1	-1.4	+2.4	-3.5
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	90.2	88.9	-14.0	-2.0	-4.8
• Fish, livestock and poultry, fresh or frozen	71.3	67.6	-9.9	-8.2	-8.4
• Fruits and vegetables, fresh	124.2	121.0	-1.6	+1.3	-1.5
• Bread, pastry, confectionery and biscuits	125.5	86.4	-24.9	-6.9	-6.9
• Other food not elsewhere classified	78.1	117.0	-4.9	+3.4	+1.3
• Alcoholic drinks and tobacco	52.9	53.4	-1.8	+17.5	-6.4
Supermarkets⁽¹⁾	87.3	90.0	-4.7	-5.5	-1.4
Fuels	102.3	99.8	-7.9	-6.2	-10.4
Clothing, footwear and allied products	77.2	89.3	-10.1	-9.6	-14.3
• Wearing apparel	75.9	86.3	-10.8	-10.6	-14.3
• Footwear, allied products and other clothing accessories	84.5	106.7	-5.9	-4.2	-14.2
Consumer durable goods	139.2	164.5	+18.6	+20.0	+0.7
• Motor vehicles and parts	147.4	131.8	+34.0	+58.6	-1.5
• Furniture and fixtures	92.7	81.5	-11.2	-9.6	-9.2
• Electrical goods and other consumer durable goods not elsewhere classified	145.5	196.4	+18.3	+15.7	+3.5
Department stores	67.8	87.8	-19.9	-19.2	-11.6
Jewellery, watches and clocks, and valuable gifts	112.5	133.6	+9.2	+15.9	-0.2
Other consumer goods	90.6	107.4	-3.2	+4.2	+0.6
• Books, newspapers, stationery and gifts	127.1	152.3	+7.4	+32.8	-4.6
• Chinese drugs and herbs	92.9	97.9	-5.1	+5.4	+0.8
• Optical shops	83.0	100.6	-6.2	+0.6	-4.7
• Medicines and cosmetics	82.0	94.9	-0.1	+4.5	+3.1
• Other consumer goods not elsewhere classified	91.8	112.0	-6.6	-0.3	+0.3

* 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>	87.1	89.9	-5.0	-5.5	-1.3
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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		
2017	+2.2	+1.9	-	-	-	-		
2018	+8.7	+7.6	-	-	-	-		
2019	-11.1	-12.3	-	-	-	-		
2020	-24.3	-25.5	-	-	-	-		
2021	+8.1	+6.5	-	-	-	-		
2019	Nov	-23.7	-25.5	Nov	Aug	-12.3	-12.9	
	Dec	-19.4	-21.1	Dec	Sep	-7.3	-7.4	
2020	Jan	-21.5	-23.1	2020	Jan	Oct	-2.5	-2.2
	Feb	-44.0	-46.7	Feb	Nov	-7.5	-8.2	
	Mar	-42.1	-44.0	Mar	Dec	-16.8	-18.2	
	Apr	-36.1	-37.5	Apr	2020	Jan	-20.7	-22.1
	May	-32.9	-34.0	May	Feb	-11.7	-11.9	
	Jun	-24.7	-25.3	Jun	Mar	+4.5	+5.6	
	Jul	-23.1	-23.8	Jul	Apr	+14.0	+16.1	
	Aug	-13.1	-13.4	Aug	May	+10.7	+11.6	
	Sep	-12.8	-13.3	Sep	Jun	+3.5	+3.7	
	Oct	-8.7	-8.9	Oct	Jul	#	-0.5	
	Nov	-4.1	-4.3	Nov	Aug	+0.7	+0.4	
	Dec	-13.3	-14.0	Dec	Sep	+1.1	+1.1	
2021	Jan	-13.7	-14.0	2021	Jan	Oct	+2.4	+2.6
	Feb	+30.0	+31.0	Feb	Nov	-0.1	-0.7	
	Mar	+20.2	+20.0	Mar	Dec	+0.5	-0.7	
	Apr	+12.1	+11.5	Apr	2021	Jan	-0.2	-1.7
	May	+10.4	+8.9	May	Feb	+2.6	+1.9	
	Jun	+5.8	+3.5	Jun	Mar	+3.8	+3.4	
	Jul	+2.8	+0.8	Jul	Apr	+3.8	+3.8	
	Aug	+11.9	+10.0	Aug	May	+3.4	+3.1	
	Sep	+7.4	+4.9	Sep	Jun	+1.8	+1.4	
	Oct	+12.1	+9.4	Oct	Jul	+4.0	+3.1	
	Nov	+7.1	+4.3	Nov	Aug	+2.5	+1.6	
	Dec	+6.1	+3.3	Dec	Sep	+2.0	+1.3	
2022	Jan	+4.0	+1.5	2022	Jan	Oct	-4.2	-4.6
	Feb	-14.6	-17.6	Feb	Nov	-9.4	-10.3	
	Mar	-13.8	-16.8	Mar	Dec	-14.8	-16.3	
	Apr	+11.7	+8.0	Apr	2022	Jan	-6.1	-8.2
	May	-1.6	-4.8	May	Feb	+3.1	+1.8	
	Jun	-1.3	-4.2	Jun	Mar	+16.3	+15.8	
	Jul	+4.1	+1.1	Jul	Apr	+7.3	+7.6	
	Aug	-0.2	-3.0	Aug	May	+5.3	+5.5	
	Sep	+0.3	-1.4	Sep	Jun	+0.3	+0.7	
	Oct	+3.9*	+2.4*	Oct	Jul	+5.0*	+5.3*	

- 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 2022 is the percentage change of the average monthly index for Jul, Aug and Sep 2022 compared with the average monthly index for Apr, May and Jun 2022.
- (2) The seasonally adjusted series is compiled by the X-12 ARIMA method. The X-12 ARIMA method and its related versions are the standard method commonly employed in compiling seasonally adjusted statistical data series. Seasonally adjusted 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.

Increase or decrease of less than 0.05%.