

Table 1 : Value index and value of retail sales by broad type of retail outlet for July and August 2023

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 (%)		
	Jul 2023 (Revised figures)	Aug 2023 (Provisional figures*)	Jul 2023 (Revised figures)	Aug 2023 (Provisional figures*)	Jan - Aug 2023 (Provisional figures*)	Jul 2023 over Jul 2022	Aug 2023 over Aug 2022	Jan - Aug 2023 over Jan - Aug 2022
All retail outlets	118.3	116.2	33,035	32,439	270,523	+16.7	+13.7	+19.3
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	82.9	94.1	2,654	3,012	25,028	+3.1	-1.4	+3.5
• Fish, livestock and poultry, fresh or frozen	51.1	61.4	555	666	6,788	-20.9	-15.5	-14.7
• Fruits and vegetables, fresh	112.9	133.6	304	360	2,762	-7.4	-5.2	-1.6
• Bread, pastry, confectionery and biscuits	78.2	87.7	643	721	5,888	-16.1	-22.1	-6.7
• Other food not elsewhere classified	104.0	114.0	853	935	7,239	+26.7	+8.4	+14.4
• Alcoholic drinks and tobacco	145.8	161.3	298	330	2,351	+185.6	+232.4	+204.7
Supermarkets⁽¹⁾	93.9	94.4	4,523	4,549	34,350	#	-3.0	-6.2
Fuels	103.2	106.4	883	911	7,109	-20.3	-15.5	-6.7
Clothing, footwear and allied products	159.8	127.0	4,494	3,573	33,724	+35.6	+37.1	+46.7
• Wearing apparel	165.7	126.2	3,906	2,975	29,078	+34.3	+40.0	+48.0
• Footwear, allied products and other clothing accessories	129.0	131.4	587	598	4,646	+44.9	+24.2	+39.3
Consumer durable goods	100.4	99.8	4,671	4,644	40,870	+6.7	-12.7	+5.2
• Motor vehicles and parts	121.2	131.7	1,417	1,540	12,637	+9.7	-5.8	+27.3
• Furniture and fixtures	104.8	96.7	624	576	4,514	+2.7	-15.1	-9.0
• Electrical goods and other consumer durable goods not elsewhere classified	91.1	87.6	2,630	2,528	23,719	+6.1	-15.9	-1.0
Department stores	93.8	93.3	2,874	2,859	23,319	+25.6	+14.9	+14.9
Jewellery, watches and clocks, and valuable gifts	175.5	181.6	5,000	5,173	40,581	+20.9	+57.2	+63.1
Other consumer goods	139.9	136.1	7,936	7,718	65,541	+32.3	+28.6	+27.9
• Books, newspapers, stationery and gifts	128.3	143.1	536	598	3,715	+42.7	+10.2	+28.3
• Chinese drugs and herbs	134.9	123.3	482	440	3,856	+45.5	+32.0	+34.0
• Optical shops	148.9	140.6	256	242	2,038	+36.2	+22.4	+37.6
• Medicines and cosmetics	125.0	127.6	2,567	2,620	21,545	+44.6	+42.9	+40.3
• Other consumer goods not elsewhere classified	153.3	142.9	4,095	3,817	34,388	+23.1	+23.4	+20.0

* 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>	92.7	93.3	5,029	5,063	38,553	-0.5	-4.1	-6.9
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(2) Figures may not add up to the total due to rounding.

Increase or decrease of less than 0.05%.

Table 2 : Value of online retail sales⁽¹⁾ for July and August 2023

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Jul 2023 (Revised figures)	Aug 2023 (Provisional figures*)	Jul 2023 over Jul 2022	Aug 2023 over Aug 2022	Jan - Aug 2023 over Jan - Aug 2022
<u>All retail outlets</u>	2,262 (6.8)	2,374 (7.3)	+1.6	-9.0	-5.6
Non-store retailing	1,112 (3.4)	1,163 (3.6)	+9.6	+5.0	-0.6
Other retail outlets	1,150 (3.5)	1,211 (3.7)	-5.0	-19.3	-9.3

* 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 July and August 2023

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Jul 2023 (Revised figures)	Aug 2023 (Provisional figures*)	Jul 2023 over Jul 2022	Aug 2023 over Aug 2022	Jan - Aug 2023 over Jan - Aug 2022
<u>All retail outlets</u>	110.6	108.7	+14.2	+11.0	+17.3
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	76.2	86.6	+1.3	-3.5	+1.1
• Fish, livestock and poultry, fresh or frozen	51.1	61.2	-18.5	-13.2	-13.9
• Fruits and vegetables, fresh	104.4	123.9	-3.5	-3.4	+0.8
• Bread, pastry, confectionery and biscuits	69.5	77.8	-19.4	-25.9	-11.1
• Other food not elsewhere classified	95.8	105.2	+24.9	+7.3	+11.9
• Alcoholic drinks and tobacco	118.9	131.1	+143.1	+176.5	+167.4
Supermarkets⁽¹⁾	84.7	85.1	-5.8	-8.6	-11.2
Fuels	84.3	86.0	-18.6	-15.1	-7.0
Clothing, footwear and allied products	141.5	113.4	+27.8	+28.9	+38.7
• Wearing apparel	143.9	110.4	+25.7	+30.8	+38.9
• Footwear, allied products and other clothing accessories	128.6	131.0	+41.7	+21.2	+37.3
Consumer durable goods	103.1	102.1	+9.5	-10.9	+8.2
• Motor vehicles and parts	115.9	125.9	+7.8	-6.9	+27.2
• Furniture and fixtures	98.7	90.0	+1.7	-16.5	-10.6
• Electrical goods and other consumer durable goods not elsewhere classified	98.3	94.4	+12.0	-11.9	+4.1
Department stores	86.9	87.2	+20.8	+11.3	+11.1
Jewellery, watches and clocks, and valuable gifts	158.3	165.5	+16.1	+52.8	+62.4
Other consumer goods	134.2	129.4	+31.7	+26.0	+26.5
• Books, newspapers, stationery and gifts	117.1	130.6	+36.7	+5.3	+23.0
• Chinese drugs and herbs	127.4	116.7	+39.9	+27.6	+29.8
• Optical shops	144.7	136.2	+33.8	+19.7	+34.7
• Medicines and cosmetics	125.9	128.1	+40.6	+38.5	+37.3
• Other consumer goods not elsewhere classified	144.2	132.7	+25.4	+22.6	+20.3

* 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>	83.7	84.1	-6.3	-9.6	-11.8
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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			
2018	+8.7	+7.6	-	-	-	-			
2019	-11.1	-12.3	-	-	-	-			
2020	-24.3	-25.5	-	-	-	-			
2021	+8.1	+6.5	-	-	-	-			
2022	-0.8	-3.4	-	-	-	-			
2020	Sep	-12.8	-13.3	2020	Sep	2020	Jun	+2.4	+2.6
	Oct	-8.7	-8.9		Oct		Jul	-0.9	-1.4
	Nov	-4.1	-4.3		Nov		Aug	+0.2	-0.2
	Dec	-13.3	-14.0		Dec		Sep	+1.2	+1.0
2021	Jan	-13.7	-14.0	2021	Jan		Oct	+3.9	+4.7
	Feb	+30.0	+31.0		Feb		Nov	+1.4	+1.1
	Mar	+20.2	+20.0		Mar		Dec	+2.7	+1.9
	Apr	+12.1	+11.5		Apr	2021	Jan	+0.8	-1.9
	May	+10.4	+8.9		May		Feb	+3.5	+2.2
	Jun	+5.8	+3.5		Jun		Mar	+2.6	+1.9
	Jul	+2.8	+0.8		Jul		Apr	+2.0	+2.6
	Aug	+11.9	+10.0		Aug		May	+1.1	+1.1
	Sep	+7.4	+4.9		Sep		Jun	+0.4	#
	Oct	+12.1	+9.4		Oct		Jul	+2.8	+2.1
	Nov	+7.1	+4.3		Nov		Aug	+2.2	+1.1
	Dec	+6.1	+3.3		Dec		Sep	+2.1	+1.2
2022	Jan	+4.0	+1.5	2022	Jan		Oct	-2.9	-2.7
	Feb	-14.6	-17.6		Feb		Nov	-7.8	-8.3
	Mar	-13.8	-16.8		Mar		Dec	-12.4	-13.3
	Apr	+11.7	+8.0		Apr	2022	Jan	-3.9	-7.1
	May	-1.6	-4.8		May		Feb	+4.1	+2.2
	Jun	-1.3	-4.2		Jun		Mar	+14.6	+13.5
	Jul	+4.1	+1.1		Jul		Apr	+4.3	+5.3
	Aug	-0.2	-3.0		Aug		May	+2.5	+3.0
	Sep	+0.3	-1.4		Sep		Jun	-1.2	-0.9
	Oct	+4.0	+2.5		Oct		Jul	+3.7	+4.1
	Nov	-4.1	-5.3		Nov		Aug	+1.4	+1.8
	Dec	+1.2	-0.6		Dec		Sep	+0.9	+1.0
2023	Jan	+6.9	+5.1	2023	Jan		Oct	-5.2	-4.7
	Feb	+31.3	+29.7		Feb		Nov	+5.6	+4.7
	Mar	+40.8	+39.3		Mar		Dec	+12.0	+10.7
	Apr	+14.9	+13.1		Apr	2023	Jan	+29.1	+25.5
	May	+18.5	+16.6		May		Feb	+12.9	+11.3
	Jun	+19.5	+17.4		Jun		Mar	+5.2	+4.2
	Jul	+16.7	+14.2		Jul		Apr	-6.9	-6.8
	Aug	+13.7*	+11.0*		Aug		May	-3.8*	-4.0*

- 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 Jun 2023 is the percentage change of the average monthly index for Apr, May and Jun 2023 compared with the average monthly index for Jan, Feb and Mar 2023.

(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%.