

Table 1 : Value index and value of retail sales by broad type of retail outlet for August and September 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 (%)		
	Aug 2023 (Revised figures)	Sep 2023 (Provisional figures*)	Aug 2023 (Revised figures)	Sep 2023 (Provisional figures*)	Jan - Sep 2023 (Provisional figures*)	Aug 2023 over Aug 2022	Sep 2023 over Sep 2022	Jan - Sep 2023 over Jan - Sep 2022
All retail outlets	116.2	113.7	32,446	31,761	302,292	+13.7	+13.0	+18.6
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	93.9	112.4	3,006	3,599	28,621	-1.6	+16.5	+5.0
• Fish, livestock and poultry, fresh or frozen	61.4	65.6	667	712	7,501	-15.5	-10.8	-14.4
• Fruits and vegetables, fresh	133.7	125.6	360	338	3,101	-5.1	-7.7	-2.3
• Bread, pastry, confectionery and biscuits	87.7	163.5	721	1,343	7,231	-22.1	+19.9	-2.7
• Other food not elsewhere classified	113.2	107.7	928	883	8,116	+7.6	+27.8	+15.6
• Alcoholic drinks and tobacco	161.3	157.5	330	322	2,673	+232.4	+183.8	+202.0
Supermarkets⁽¹⁾	94.4	89.9	4,549	4,332	38,682	-3.0	-1.3	-5.7
Fuels	106.4	101.7	911	871	7,980	-15.5	-19.2	-8.2
Clothing, footwear and allied products	127.4	113.7	3,582	3,199	36,932	+37.4	+36.4	+45.8
• Wearing apparel	127.7	118.2	3,009	2,786	31,898	+41.6	+41.5	+47.5
• Footwear, allied products and other clothing accessories	125.8	90.8	573	413	5,034	+18.9	+9.8	+35.6
Consumer durable goods	99.7	125.6	4,637	5,845	46,708	-12.8	-7.8	+3.4
• Motor vehicles and parts	131.5	113.6	1,537	1,328	13,963	-6.0	-25.1	+19.3
• Furniture and fixtures	95.7	84.1	570	501	5,009	-16.0	-15.1	-9.7
• Electrical goods and other consumer durable goods not elsewhere classified	87.6	139.1	2,529	4,016	27,736	-15.8	+1.0	-0.7
Department stores	93.3	79.6	2,859	2,439	25,758	+14.9	+12.2	+14.6
Jewellery, watches and clocks, and valuable gifts	181.6	151.3	5,174	4,310	44,893	+57.2	+27.3	+58.8
Other consumer goods	136.3	126.3	7,729	7,165	72,718	+28.8	+34.9	+28.5
• Books, newspapers, stationery and gifts	143.4	150.6	599	629	4,345	+10.4	+10.8	+25.5
• Chinese drugs and herbs	122.9	107.8	439	385	4,239	+31.6	+14.0	+31.8
• Optical shops	140.4	99.5	241	171	2,209	+22.3	+17.4	+35.7
• Medicines and cosmetics	128.0	118.4	2,628	2,431	23,985	+43.3	+50.6	+41.4
• Other consumer goods not elsewhere classified	143.1	132.9	3,821	3,549	37,940	+23.5	+34.1	+21.2

* 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>	93.3	89.2	5,063	4,840	43,392	-4.1	-1.8	-6.3
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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 August and September 2023

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Aug 2023 (Revised figures)	Sep 2023 (Provisional figures*)	Aug 2023 over Aug 2022	Sep 2023 over Sep 2022	Jan - Sep 2023 over Jan - Sep 2022
<u>All retail outlets</u>	2,360 (7.3)	3,488 (11.0)	-9.5	+22.0	-2.3
Non-store retailing	1,163 (3.6)	1,165 (3.7)	+5.0	+33.5	+2.6
Other retail outlets	1,196 (3.7)	2,323 (7.3)	-20.3	+17.0	-5.6

* 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) 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 August and September 2023

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Aug 2023 (Revised figures)	Sep 2023 (Provisional figures*)	Aug 2023 over Aug 2022	Sep 2023 over Sep 2022	Jan - Sep 2023 over Jan - Sep 2022
<u>All retail outlets</u>	108.8	106.6	+11.0	+10.1	+16.5
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	86.5	102.1	-3.7	+13.1	+2.4
• Fish, livestock and poultry, fresh or frozen	61.2	65.1	-13.1	-8.7	-13.5
• Fruits and vegetables, fresh	124.1	109.3	-3.3	-12.0	-0.8
• Bread, pastry, confectionery and biscuits	77.8	144.7	-25.9	+15.3	-7.2
• Other food not elsewhere classified	104.4	98.7	+6.5	+26.4	+13.2
• Alcoholic drinks and tobacco	131.1	128.2	+176.5	+142.3	+164.2
Supermarkets⁽¹⁾	85.2	81.1	-8.6	-7.1	-10.8
Fuels	86.0	81.0	-15.1	-20.8	-8.7
Clothing, footwear and allied products	113.7	99.1	+29.2	+28.4	+37.8
• Wearing apparel	111.7	101.0	+32.4	+33.1	+38.6
• Footwear, allied products and other clothing accessories	125.5	88.4	+16.1	+4.6	+33.3
Consumer durable goods	102.0	131.1	-11.0	-5.8	+6.2
• Motor vehicles and parts	125.7	109.5	-7.0	-25.8	+19.1
• Furniture and fixtures	89.2	78.3	-17.3	-15.5	-11.2
• Electrical goods and other consumer durable goods not elsewhere classified	94.5	151.8	-11.9	+4.4	+4.2
Department stores	87.2	74.1	+11.4	+9.2	+11.0
Jewellery, watches and clocks, and valuable gifts	165.5	138.2	+52.9	+22.8	+57.5
Other consumer goods	129.6	120.1	+26.2	+32.6	+27.1
• Books, newspapers, stationery and gifts	130.9	134.0	+5.5	+5.4	+20.2
• Chinese drugs and herbs	116.4	102.2	+27.2	+10.0	+27.7
• Optical shops	136.0	95.4	+19.5	+14.9	+32.9
• Medicines and cosmetics	128.5	119.5	+38.9	+45.8	+38.1
• Other consumer goods not elsewhere classified	132.8	123.3	+22.8	+34.4	+21.5

* 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>	84.2	80.4	-9.6	-7.6	-11.4
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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	Oct	-8.7	-8.9	2020	Oct	2020	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
	Sep	+13.0*	+10.1*		Sep		Jun	-3.8*	-4.2*

- 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 2023 is the percentage change of the average monthly index for Jul, Aug and Sep 2023 compared with the average monthly index for Apr, May and Jun 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%.