

**Table 1 : Value index and value of retail sales by broad type of retail outlet for September and October 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 <sup>(2)</sup> (HK\$ million)			Percentage change (%)		
	Sep 2023 (Revised figures)	Oct 2023 (Provisional figures*)	Sep 2023 (Revised figures)	Oct 2023 (Provisional figures*)	Jan - Oct 2023 (Provisional figures*)	Sep 2023 over Sep 2022	Oct 2023 over Oct 2022	Jan - Oct 2023 over Jan - Oct 2022
<b>All retail outlets</b>	<b>113.7</b>	<b>120.9</b>	<b>31,759</b>	<b>33,770</b>	<b>336,059</b>	<b>+13.0</b>	<b>+5.6</b>	<b>+17.2</b>
<b>By broad type of retail outlet</b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>112.4</b>	<b>96.3</b>	<b>3,600</b>	<b>3,083</b>	<b>31,705</b>	<b>+16.5</b>	<b>+1.3</b>	<b>+4.6</b>
• Fish, livestock and poultry, fresh or frozen	65.5	58.7	711	637	8,137	-10.9	-15.2	-14.4
• Fruits and vegetables, fresh	125.6	122.1	338	329	3,429	-7.7	-8.9	-2.9
• Bread, pastry, confectionery and biscuits	163.6	90.5	1,345	744	7,977	+20.1	-4.9	-2.9
• Other food not elsewhere classified	107.8	127.9	884	1,049	9,165	+27.9	+1.4	+13.8
• Alcoholic drinks and tobacco	157.5	158.3	322	324	2,997	+183.8	+182.2	+199.8
<b>Supermarkets<sup>(1)</sup></b>	<b>89.6</b>	<b>88.8</b>	<b>4,317</b>	<b>4,276</b>	<b>42,943</b>	<b>-1.6</b>	<b>-5.8</b>	<b>-5.7</b>
<b>Fuels</b>	<b>101.7</b>	<b>100.5</b>	<b>871</b>	<b>861</b>	<b>8,840</b>	<b>-19.2</b>	<b>-17.3</b>	<b>-9.2</b>
<b>Clothing, footwear and allied products</b>	<b>113.9</b>	<b>124.2</b>	<b>3,204</b>	<b>3,494</b>	<b>40,432</b>	<b>+36.6</b>	<b>+25.2</b>	<b>+43.8</b>
• Wearing apparel	118.3	127.5	2,789	3,006	34,907	+41.6	+29.9	+45.8
• Footwear, allied products and other clothing accessories	91.3	107.2	416	488	5,524	+10.4	+2.5	+31.9
<b>Consumer durable goods</b>	<b>125.7</b>	<b>141.6</b>	<b>5,849</b>	<b>6,589</b>	<b>53,300</b>	<b>-7.8</b>	<b>-11.7</b>	<b>+1.2</b>
• Motor vehicles and parts	113.7	129.3	1,329	1,512	15,475	-25.0	-4.8	+16.4
• Furniture and fixtures	84.1	65.6	501	391	5,400	-15.1	-24.8	-11.0
• Electrical goods and other consumer durable goods not elsewhere classified	139.2	162.3	4,019	4,686	32,425	+1.0	-12.5	-2.6
<b>Department stores</b>	<b>79.4</b>	<b>92.6</b>	<b>2,434</b>	<b>2,838</b>	<b>28,591</b>	<b>+11.9</b>	<b>+1.0</b>	<b>+13.1</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>151.5</b>	<b>179.0</b>	<b>4,318</b>	<b>5,100</b>	<b>49,999</b>	<b>+27.5</b>	<b>+27.4</b>	<b>+55.0</b>
<b>Other consumer goods</b>	<b>126.3</b>	<b>132.8</b>	<b>7,166</b>	<b>7,530</b>	<b>80,249</b>	<b>+34.9</b>	<b>+19.7</b>	<b>+27.7</b>
• Books, newspapers, stationery and gifts	150.7	165.5	630	692	5,037	+10.8	+1.8	+21.6
• Chinese drugs and herbs	107.8	98.3	385	351	4,590	+14.0	-2.0	+28.4
• Optical shops	99.6	102.7	171	177	2,386	+17.6	-0.1	+32.2
• Medicines and cosmetics	118.4	113.1	2,431	2,323	26,307	+50.6	+23.5	+39.6
• Other consumer goods not elsewhere classified	132.9	149.3	3,549	3,988	41,928	+34.2	+24.8	+21.6

\* 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>	89.0	85.0	4,829	4,613	47,994	-2.0	-9.6	-6.7
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(2) Figures may not add up to the total due to rounding.

**Table 2 : Value of online retail sales<sup>(1)</sup> for September and October 2023**

Selected type of retail outlet	Value of online retail sales <sup>(2)(3)</sup> (HK\$ million)		Percentage change (%)		
	Sep 2023 (Revised figures)	Oct 2023 (Provisional figures*)	Sep 2023 over Sep 2022	Oct 2023 over Oct 2022	Jan - Oct 2023 over Jan - Oct 2022
<b><u>All retail outlets</u></b>	<b>3,491</b> <b>(11.0)</b>	<b>3,717</b> <b>(11.0)</b>	<b>+22.1</b>	<b>+8.4</b>	<b>-0.9</b>
Non-store retailing	1,165 (3.7)	1,168 (3.5)	+33.5	+26.1	+4.7
Other retail outlets	2,326 (7.3)	2,549 (7.5)	+17.1	+1.9	-4.4

\* 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 2023**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Sep 2023 (Revised figures)	Oct 2023 (Provisional figures*)	Sep 2023 over Sep 2022	Oct 2023 over Oct 2022	Jan - Oct 2023 over Jan - Oct 2022
<b><u>All retail outlets</u></b>	<b>106.6</b>	<b>113.1</b>	<b>+10.0</b>	<b>+2.7</b>	<b>+15.0</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>102.1</b>	<b>87.9</b>	<b>+13.2</b>	<b>-1.2</b>	<b>+2.0</b>
• Fish, livestock and poultry, fresh or frozen	65.0	58.0	-8.8	-14.3	-13.5
• Fruits and vegetables, fresh	109.3	107.4	-12.0	-11.3	-1.9
• Bread, pastry, confectionery and biscuits	144.9	79.8	+15.4	-7.7	-7.2
• Other food not elsewhere classified	98.8	117.4	+26.5	+0.3	+11.6
• Alcoholic drinks and tobacco	128.2	128.6	+142.3	+140.9	+161.6
<b>Supermarkets<sup>(1)</sup></b>	<b>80.8</b>	<b>80.0</b>	<b>-7.4</b>	<b>-11.1</b>	<b>-10.9</b>
<b>Fuels</b>	<b>81.0</b>	<b>79.6</b>	<b>-20.8</b>	<b>-20.1</b>	<b>-9.9</b>
<b>Clothing, footwear and allied products</b>	<b>99.2</b>	<b>105.7</b>	<b>+28.6</b>	<b>+17.8</b>	<b>+35.9</b>
• Wearing apparel	101.1	105.9	+33.2	+22.1	+37.0
• Footwear, allied products and other clothing accessories	89.0	105.0	+5.3	-2.0	+29.4
<b>Consumer durable goods</b>	<b>131.2</b>	<b>147.2</b>	<b>-5.7</b>	<b>-10.6</b>	<b>+3.8</b>
• Motor vehicles and parts	109.5	124.3	-25.7	-6.2	+16.0
• Furniture and fixtures	78.3	61.2	-15.5	-24.8	-12.4
• Electrical goods and other consumer durable goods not elsewhere classified	151.9	176.9	+4.4	-10.0	+1.8
<b>Department stores</b>	<b>73.9</b>	<b>86.3</b>	<b>+8.9</b>	<b>-1.8</b>	<b>+9.5</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>138.4</b>	<b>164.6</b>	<b>+23.0</b>	<b>+23.2</b>	<b>+53.2</b>
<b>Other consumer goods</b>	<b>120.1</b>	<b>126.5</b>	<b>+32.6</b>	<b>+17.5</b>	<b>+26.1</b>
• Books, newspapers, stationery and gifts	134.0	147.6	+5.4	-3.1	+16.5
• Chinese drugs and herbs	102.2	92.9	+10.0	-5.0	+24.4
• Optical shops	95.5	98.1	+15.1	-2.4	+29.5
• Medicines and cosmetics	119.5	114.2	+45.7	+20.2	+36.4
• Other consumer goods not elsewhere classified	123.4	139.0	+34.4	+23.8	+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>	80.2	76.7	-7.8	-14.7	-11.7
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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 <sup>(1)(2)</sup> (%)			
	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	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	+10.0	Sep	Jun	-3.8	-4.2	
	Oct	+5.6*	+2.7*	Oct	Jul	-3.0*	-3.4*	

- 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%.