Table 1 : Value index and value of retail sales by broad type of retail outlet for October and November 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 (%)		
	Oct 2023 (Revised figures)	Nov 2023 (Provisional figures*)	Oct 2023 (Revised figures)	Nov 2023 (Provisional figures*)	Jan - Nov 2023 (Provisional figures*)	Oct 2023 over Oct 2022	Nov 2023 over Nov 2022	Jan - Nov 2023 over Jan - Nov 2022
All retail outlets	**121.2**	**122.4**	**33,850**	**34,178**	**370,317**	**+5.8**	**+15.9**	**+17.1**
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	**96.4**	**92.1**	**3,085**	**2,950**	**34,657**	**+1.4**	**+6.3**	**+4.7**
• Fish, livestock and poultry, fresh or frozen	58.7	61.8	637	671	8,808	-15.1	-18.1	-14.7
• Fruits and vegetables, fresh	122.2	90.9	329	245	3,675	-8.8	-9.7	-3.4
• Bread, pastry, confectionery and biscuits	90.5	81.7	744	672	8,648	-4.9	-0.9	-2.7
• Other food not elsewhere classified	128.1	125.3	1,051	1,028	10,195	+1.6	+17.5	+14.2
• Alcoholic drinks and tobacco	158.3	163.5	324	335	3,332	+182.2	+152.5	+194.2
Supermarkets[1]	**88.8**	**83.5**	**4,277**	**4,021**	**46,965**	**-5.7**	**-5.0**	**-5.7**
Fuels	**100.5**	**95.1**	**861**	**814**	**9,655**	**-17.3**	**-12.8**	**-9.5**
Clothing, footwear and allied products	**123.9**	**146.9**	**3,486**	**4,131**	**44,555**	**+24.9**	**+49.6**	**+44.3**
• Wearing apparel	127.2	153.1	2,998	3,609	38,509	+29.6	+54.1	+46.5
• Footwear, allied products and other clothing accessories	107.2	114.6	488	522	6,046	+2.5	+24.4	+31.2
Consumer durable goods	**143.0**	**146.5**	**6,653**	**6,813**	**60,178**	**-10.8**	**-6.5**	**+0.4**
• Motor vehicles and parts	129.3	125.5	1,512	1,467	16,942	-4.8	-22.9	+11.5
• Furniture and fixtures	65.4	88.1	390	525	5,924	-25.0	-13.1	-11.2
• Electrical goods and other consumer durable goods not elsewhere classified	164.6	167.0	4,752	4,822	37,313	-11.3	+0.8	-2.0
Department stores	**92.6**	**108.3**	**2,838**	**3,319**	**31,910**	**+1.0**	**+15.0**	**+13.3**
Jewellery, watches and clocks, and valuable gifts	**179.1**	**164.2**	**5,102**	**4,678**	**54,680**	**+27.5**	**+60.8**	**+55.4**
Other consumer goods	**133.1**	**131.4**	**7,547**	**7,452**	**87,717**	**+20.0**	**+30.9**	**+28.0**
• Books, newspapers, stationery and gifts	165.5	93.0	692	389	5,426	+1.7	+11.1	+20.8
• Chinese drugs and herbs	98.3	110.0	351	393	4,983	-2.0	+33.7	+28.8
• Optical shops	102.4	103.5	176	178	2,563	-0.3	+17.8	+31.1
• Medicines and cosmetics	113.9	119.7	2,341	2,459	28,784	+24.5	+38.7	+39.6
• Other consumer goods not elsewhere classified	149.3	151.0	3,988	4,033	45,962	+24.8	+29.0	+22.2

* 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 :

Supermarkets and supermarket sections of department stores	*85.0*	*82.8*	*4,614*	*4,493*	*52,489*	*-9.6*	*-7.3*	*-6.7*

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

Table 2 : Value of online retail sales[1] for October and November 2023

Selected type of retail outlet	Value of online retail sales[2][3] (HK$ million)		Percentage change (%)		
	Oct 2023 (Revised figures)	Nov 2023 (Provisional figures*)	Oct 2023 over Oct 2022	Nov 2023 over Nov 2022	Jan - Nov 2023 over Jan - Nov 2022
All retail outlets	**3,735** **(11.0)**	**3,165** **(9.3)**	**+9.0**	**-16.1**	**-2.7**
Non-store retailing	1,168 (3.5)	1,398 (4.1)	+26.2	+30.1	+7.0
Other retail outlets	2,567 (7.6)	1,767 (5.2)	+2.6	-34.5	-8.6

*   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 October and November 2023

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Oct 2023 (Revised figures)	Nov 2023 (Provisional figures*)	Oct 2023 over Oct 2022	Nov 2023 over Nov 2022	Jan - Nov 2023 over Jan - Nov 2022
All retail outlets	**113.4**	**113.9**	**+2.9**	**+12.4**	**+14.7**
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	**87.9**	**84.3**	**-1.2**	**+3.5**	**+2.2**
• Fish, livestock and poultry, fresh or frozen	58.0	61.5	-14.3	-16.8	-13.8
• Fruits and vegetables, fresh	107.5	82.3	-11.2	-10.9	-2.6
• Bread, pastry, confectionery and biscuits	79.8	71.5	-7.7	-4.2	-7.0
• Other food not elsewhere classified	117.6	114.9	+0.5	+15.8	+12.0
• Alcoholic drinks and tobacco	128.6	133.3	+140.9	+111.7	+155.7
Supermarkets[1]	**80.0**	**74.9**	**-11.1**	**-10.7**	**-10.9**
Fuels	**79.7**	**76.2**	**-20.1**	**-15.8**	**-10.4**
Clothing, footwear and allied products	**105.5**	**123.1**	**+17.5**	**+42.8**	**+36.4**
• Wearing apparel	105.6	125.0	+21.7	+46.9	+37.8
• Footwear, allied products and other clothing accessories	105.0	112.0	-2.0	+21.0	+28.6
Consumer durable goods	**148.6**	**152.4**	**-9.8**	**-5.4**	**+2.7**
• Motor vehicles and parts	124.4	120.5	-6.1	-24.2	+11.0
• Furniture and fixtures	61.1	84.2	-25.0	-11.1	-12.3
• Electrical goods and other consumer durable goods not elsewhere classified	179.3	182.0	-8.7	+3.2	+2.2
Department stores	**86.3**	**98.9**	**-1.8**	**+11.4**	**+9.7**
Jewellery, watches and clocks, and valuable gifts	**164.7**	**150.0**	**+23.3**	**+53.4**	**+53.2**
Other consumer goods	**126.8**	**125.1**	**+17.8**	**+27.8**	**+26.3**
• Books, newspapers, stationery and gifts	147.6	82.4	-3.1	+5.5	+15.6
• Chinese drugs and herbs	92.9	103.5	-5.1	+29.6	+24.8
• Optical shops	97.9	98.9	-2.6	+14.8	+28.4
• Medicines and cosmetics	115.0	120.3	+21.1	+34.3	+36.3
• Other consumer goods not elsewhere classified	139.0	140.7	+23.8	+27.1	+22.1

* 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 :

Supermarkets and supermarket sections of department stores	*76.7*	*74.3*	*-14.7*	*-12.9*	*-11.8*

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 Dec	-13.3	-14.0	2020 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	+5.8	+2.9	Oct	Jul	-2.9	-3.3
Nov	+15.9*	+12.4*	Nov	Aug	-2.9*	-3.2*

-    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%.