Table 1 : Value index and value of retail sales by broad type of retail outlet for November and December 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 (%)		
	Nov 2023 (Revised figures)	Dec 2023 (Provisional figures*)	Nov 2023 (Revised figures)	Dec 2023 (Provisional figures*)	Jan - Dec 2023 (Provisional figures*)	Nov 2023 over Nov 2022	Dec 2023 over Dec 2022	Jan - Dec 2023 over Jan - Dec 2022
All retail outlets	**122.4**	**130.1**	**34,182**	**36,330**	**406,652**	**+15.9**	**+7.8**	**+16.2**
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	**92.0**	**102.4**	**2,947**	**3,278**	**37,932**	**+6.2**	**-1.6**	**+4.2**
• Fish, livestock and poultry, fresh or frozen	61.5	76.4	668	829	9,634	-18.5	-20.0	-15.2
• Fruits and vegetables, fresh	90.8	88.7	245	239	3,913	-9.8	-15.1	-4.2
• Bread, pastry, confectionery and biscuits	81.7	94.6	672	778	9,426	-0.9	-4.5	-2.9
• Other food not elsewhere classified	125.4	128.4	1,028	1,053	11,248	+17.5	+4.6	+13.2
• Alcoholic drinks and tobacco	163.5	185.3	335	379	3,711	+152.5	+97.0	+180.1
Supermarkets[1]	**83.5**	**87.0**	**4,021**	**4,192**	**51,157**	**-5.0**	**-6.3**	**-5.7**
Fuels	**95.1**	**92.7**	**814**	**793**	**10,448**	**-12.8**	**-12.0**	**-9.7**
Clothing, footwear and allied products	**146.4**	**164.4**	**4,118**	**4,624**	**49,165**	**+49.1**	**+18.3**	**+41.3**
• Wearing apparel	152.5	166.7	3,596	3,930	42,425	+53.5	+19.3	+43.5
• Footwear, allied products and other clothing accessories	114.6	152.4	522	694	6,740	+24.5	+13.2	+29.1
Consumer durable goods	**146.9**	**127.0**	**6,833**	**5,906**	**66,104**	**-6.3**	**-17.4**	**-1.5**
• Motor vehicles and parts	127.3	155.8	1,488	1,821	18,784	-21.8	+3.5	+10.8
• Furniture and fixtures	88.0	111.5	524	665	6,588	-13.2	+3.1	-10.0
• Electrical goods and other consumer durable goods not elsewhere classified	166.9	118.5	4,820	3,421	40,732	+0.8	-27.9	-4.9
Department stores	**108.3**	**106.6**	**3,319**	**3,266**	**35,176**	**+15.0**	**+4.6**	**+12.4**
Jewellery, watches and clocks, and valuable gifts	**164.2**	**191.8**	**4,678**	**5,463**	**60,143**	**+60.8**	**+50.1**	**+54.9**
Other consumer goods	**131.4**	**155.3**	**7,453**	**8,807**	**96,525**	**+30.9**	**+22.9**	**+27.5**
• Books, newspapers, stationery and gifts	93.0	133.0	389	556	5,981	+11.1	+18.1	+20.5
• Chinese drugs and herbs	110.0	152.0	393	543	5,525	+33.7	-5.5	+24.4
• Optical shops	103.5	131.7	178	227	2,790	+17.8	+11.5	+29.3
• Medicines and cosmetics	119.7	137.8	2,459	2,830	31,615	+38.7	+32.7	+38.9
• Other consumer goods not elsewhere classified	151.0	174.2	4,034	4,652	50,614	+29.0	+23.0	+22.3

*   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 :

Supermarkets and supermarket sections of department stores	*82.8*	*85.2*	*4,494*	*4,620*	*57,108*	*-7.3*	*-10.8*	*-7.1*

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

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

Selected type of retail outlet	Value of online retail sales[2][3] (HK$ million)		Percentage change (%)		
	Nov 2023 (Revised figures)	Dec 2023 (Provisional figures*)	Nov 2023 over Nov 2022	Dec 2023 over Dec 2022	Jan - Dec 2023 over Jan - Dec 2022
All retail outlets	**3,158** **(9.2)**	**2,844** **(7.8)**	**-16.3**	**-29.7**	**-5.9**
Non-store retailing	1,398 (4.1)	1,236 (3.4)	+30.1	+19.5	+8.1
Other retail outlets	1,760 (5.1)	1,608 (4.4)	-34.8	-46.6	-13.8

* 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 November and December 2023

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Nov 2023 (Revised figures)	Dec 2023 (Provisional figures*)	Nov 2023 over Nov 2022	Dec 2023 over Dec 2022	Jan - Dec 2023 over Jan - Dec 2022
All retail outlets	**114.0**	**121.4**	**+12.4**	**+4.8**	**+13.8**
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	**84.2**	**93.7**	**+3.4**	**-3.5**	**+1.6**
• Fish, livestock and poultry, fresh or frozen	61.2	75.8	-17.2	-19.2	-14.3
• Fruits and vegetables, fresh	82.2	81.1	-11.0	-10.3	-3.1
• Bread, pastry, confectionery and biscuits	71.5	82.8	-4.2	-7.5	-7.0
• Other food not elsewhere classified	115.0	117.7	+15.9	+3.3	+11.1
• Alcoholic drinks and tobacco	133.3	152.2	+111.7	+69.3	+143.2
Supermarkets[(1)]	**74.9**	**78.2**	**-10.7**	**-12.0**	**-10.9**
Fuels	**76.2**	**74.6**	**-15.8**	**-14.4**	**-10.7**
Clothing, footwear and allied products	**122.6**	**140.5**	**+42.3**	**+12.2**	**+33.8**
• Wearing apparel	124.5	139.1	+46.3	+13.2	+35.1
• Footwear, allied products and other clothing accessories	112.0	149.0	+21.1	+7.5	+26.1
Consumer durable goods	**152.9**	**131.8**	**-5.1**	**-16.8**	**+0.6**
• Motor vehicles and parts	122.3	150.2	-23.1	+1.8	+10.1
• Furniture and fixtures	84.1	106.0	-11.2	+4.4	-10.8
• Electrical goods and other consumer durable goods not elsewhere classified	181.9	128.9	+3.2	-26.5	-1.1
Department stores	**98.9**	**97.5**	**+11.4**	**+0.9**	**+8.8**
Jewellery, watches and clocks, and valuable gifts	**150.0**	**174.9**	**+53.4**	**+45.1**	**+52.4**
Other consumer goods	**125.1**	**148.3**	**+27.8**	**+20.7**	**+25.8**
• Books, newspapers, stationery and gifts	82.4	117.9	+5.5	+11.9	+15.3
• Chinese drugs and herbs	103.5	143.2	+29.6	-8.4	+20.6
• Optical shops	98.9	125.8	+14.8	+8.8	+26.6
• Medicines and cosmetics	120.3	139.6	+34.3	+29.3	+35.6
• Other consumer goods not elsewhere classified	140.7	162.6	+27.2	+21.9	+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	*74.3*	*76.5*	*-12.9*	*-16.2*	*-12.2*

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
2019	-11.1	-12.3	-	-	-	-
2020	-24.3	-25.5	-	-	-	-
2021	+8.1	+6.5	-	-	-	-
2022	-0.8	-3.4	-	-	-	-
2023	+16.2*	+13.8*	-	-	-	-
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
Dec	+7.8*	+4.8*	Dec	Sep	-3.3*	-3.6*

- 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 Dec 2023 is the percentage change of the average monthly index for Oct, Nov and Dec 2023 compared with the average monthly index for Jul, Aug and Sep 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%.