

**Table 1 : Value index and value of retail sales by broad type of retail outlet for December 2023 and January 2024**

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 (%)	
	Dec 2023 (Revised figures)	Jan 2024 (Provisional figures*)	Dec 2023 (Revised figures)	Jan 2024 (Provisional figures*)	Dec 2023 over Dec 2022	Jan 2024 over Jan 2023
<b><u>All retail outlets</u></b>	<b>130.1</b>	<b>130.8</b>	<b>36,328</b>	<b>36,518</b>	<b>+7.8</b>	<b>+0.9</b>
<b><u>By broad type of retail outlet</u></b>						
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>102.4</b>	<b>111.0</b>	<b>3,277</b>	<b>3,555</b>	<b>-1.6</b>	<b>-8.0</b>
• Fish, livestock and poultry, fresh or frozen	76.3	85.7	828	931	-20.1	-16.9
• Fruits and vegetables, fresh	88.7	97.1	239	261	-15.1	-29.7
• Bread, pastry, confectionery and biscuits	94.7	97.1	778	798	-4.5	-19.1
• Other food not elsewhere classified	128.4	139.4	1,053	1,143	+4.6	-2.9
• Alcoholic drinks and tobacco	185.3	206.3	379	422	+97.0	+104.2
<b>Supermarkets<sup>(1)</sup></b>	<b>87.0</b>	<b>90.4</b>	<b>4,192</b>	<b>4,355</b>	<b>-6.3</b>	<b>-9.3</b>
<b>Fuels</b>	<b>92.7</b>	<b>92.7</b>	<b>793</b>	<b>793</b>	<b>-12.0</b>	<b>-14.5</b>
<b>Clothing, footwear and allied products</b>	<b>163.8</b>	<b>156.6</b>	<b>4,609</b>	<b>4,404</b>	<b>+17.9</b>	<b>+2.8</b>
• Wearing apparel	166.1	156.6	3,916	3,692	+18.8	+5.2
• Footwear, allied products and other clothing accessories	152.1	156.4	693	712	+13.0	-8.2
<b>Consumer durable goods</b>	<b>127.5</b>	<b>113.8</b>	<b>5,933</b>	<b>5,296</b>	<b>-17.0</b>	<b>-12.8</b>
• Motor vehicles and parts	156.9	117.2	1,834	1,370	+4.2	+23.7
• Furniture and fixtures	111.4	113.1	664	674	+3.0	+20.5
• Electrical goods and other consumer durable goods not elsewhere classified	119.0	112.6	3,435	3,252	-27.6	-26.2
<b>Department stores</b>	<b>106.6</b>	<b>90.4</b>	<b>3,266</b>	<b>2,771</b>	<b>+4.6</b>	<b>-9.2</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>190.9</b>	<b>194.5</b>	<b>5,439</b>	<b>5,542</b>	<b>+49.5</b>	<b>+25.2</b>
<b>Other consumer goods</b>	<b>155.5</b>	<b>172.8</b>	<b>8,818</b>	<b>9,800</b>	<b>+23.1</b>	<b>+12.1</b>
• Books, newspapers, stationery and gifts	133.0	151.8	556	634	+18.1	+27.8
• Chinese drugs and herbs	151.9	128.9	542	460	-5.6	-20.1
• Optical shops	131.7	112.5	226	194	+11.4	+0.7
• Medicines and cosmetics	138.3	163.2	2,841	3,352	+33.2	+25.2
• Other consumer goods not elsewhere classified	174.2	193.2	4,653	5,160	+23.0	+7.4

\* 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>	85.0	87.1	4,610	4,726	-11.0	-14.3
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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 December 2023 and January 2024**

Selected type of retail outlet	Value of online retail sales <sup>(2)(3)</sup> (HK\$ million)		Percentage change (%)	
	Dec 2023 (Revised figures)	Jan 2024 (Provisional figures*)	Dec 2023 over Dec 2022	Jan 2024 over Jan 2023
<b><u>All retail outlets</u></b>	<b>2,853</b> <b>(7.9)</b>	<b>2,359</b> <b>(6.5)</b>	<b>-29.5</b>	<b>-20.9</b>
Non-store retailing	1,234 (3.4)	1,285 (3.5)	+19.3	+22.3
Other retail outlets	1,619 (4.5)	1,074 (2.9)	-46.2	-44.4

\* 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 December 2023 and January 2024**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)	
	Dec 2023 (Revised figures)	Jan 2024 (Provisional figures*)	Dec 2023 over Dec 2022	Jan 2024 over Jan 2023
<b><u>All retail outlets</u></b>	<b>121.4</b>	<b>122.8</b>	<b>+4.8</b>	<b>-1.2</b>
<b><u>By broad type of retail outlet</u></b>				
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>93.7</b>	<b>101.5</b>	<b>-3.5</b>	<b>-8.2</b>
• Fish, livestock and poultry, fresh or frozen	75.7	85.0	-19.3	-14.2
• Fruits and vegetables, fresh	81.1	88.1	-10.3	-20.4
• Bread, pastry, confectionery and biscuits	82.9	84.4	-7.5	-21.8
• Other food not elsewhere classified	117.7	127.9	+3.3	-3.5
• Alcoholic drinks and tobacco	152.2	169.7	+69.3	+75.6
<b>Supermarkets<sup>(1)</sup></b>	<b>78.2</b>	<b>81.5</b>	<b>-12.0</b>	<b>-14.2</b>
<b>Fuels</b>	<b>74.6</b>	<b>73.8</b>	<b>-14.4</b>	<b>-17.8</b>
<b>Clothing, footwear and allied products</b>	<b>140.0</b>	<b>138.3</b>	<b>+11.9</b>	<b>-1.2</b>
• Wearing apparel	138.6	135.4	+12.8	+1.4
• Footwear, allied products and other clothing accessories	148.6	156.1	+7.3	-12.1
<b>Consumer durable goods</b>	<b>132.4</b>	<b>118.7</b>	<b>-16.4</b>	<b>-12.5</b>
• Motor vehicles and parts	151.3	113.0	+2.5	+21.0
• Furniture and fixtures	105.9	107.9	+4.3	+22.9
• Electrical goods and other consumer durable goods not elsewhere classified	129.5	123.1	-26.2	-25.0
<b>Department stores</b>	<b>97.5</b>	<b>83.8</b>	<b>+0.9</b>	<b>-11.7</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>174.2</b>	<b>177.0</b>	<b>+44.4</b>	<b>+22.6</b>
<b>Other consumer goods</b>	<b>148.5</b>	<b>165.8</b>	<b>+20.8</b>	<b>+10.0</b>
• Books, newspapers, stationery and gifts	117.9	134.3	+11.9	+21.2
• Chinese drugs and herbs	143.1	121.3	-8.5	-22.4
• Optical shops	125.7	107.4	+8.7	-2.0
• Medicines and cosmetics	140.1	165.7	+29.8	+22.9
• Other consumer goods not elsewhere classified	162.7	181.6	+21.9	+6.1

\* 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 :

<i>Supermarkets and supermarket sections of department stores</i>	76.4	78.6	-16.4	-19.0
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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	
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	Feb	+30.0	+31.0	2021	Feb	2020	Nov	+1.6	+1.2
	Mar	+20.2	+20.0		Mar		Dec	+2.8	+2.1
	Apr	+12.1	+11.5		Apr	2021	Jan	+1.0	#
	May	+10.4	+8.9		May		Feb	+2.7	+1.9
	Jun	+5.8	+3.5		Jun		Mar	+2.4	+1.9
	Jul	+2.8	+0.8		Jul		Apr	+3.2	+2.9
	Aug	+11.9	+10.0		Aug		May	+2.2	+1.6
	Sep	+7.4	+4.9		Sep		Jun	+0.8	-0.1
	Oct	+12.1	+9.4		Oct		Jul	+2.2	+1.1
	Nov	+7.1	+4.3		Nov		Aug	+1.4	+0.4
	Dec	+6.1	+3.3		Dec		Sep	+1.5	+0.8
2022	Jan	+4.0	+1.5	2022	Jan		Oct	-3.5	-3.8
	Feb	-14.6	-17.6		Feb		Nov	-7.2	-7.7
	Mar	-13.8	-16.8		Mar		Dec	-11.8	-12.6
	Apr	+11.7	+8.0		Apr	2022	Jan	-4.7	-6.2
	May	-1.6	-4.8		May		Feb	+2.7	+1.4
	Jun	-1.3	-4.2		Jun		Mar	+13.7	+12.9
	Jul	+4.1	+1.1		Jul		Apr	+6.6	+6.4
	Aug	-0.2	-3.0		Aug		May	+3.9	+3.7
	Sep	+0.3	-1.4		Sep		Jun	-0.7	-0.9
	Oct	+4.0	+2.5		Oct		Jul	+2.9	+3.0
	Nov	-4.1	-5.3		Nov		Aug	+0.7	+1.1
	Dec	+1.2	-0.6		Dec		Sep	+0.5	+0.8
2023	Jan	+6.9	+5.1	2023	Jan		Oct	-3.3	-3.2
	Feb	+31.3	+29.7		Feb		Nov	+5.5	+5.0
	Mar	+40.8	+39.3		Mar		Dec	+11.7	+10.8
	Apr	+14.9	+13.1		Apr	2023	Jan	+21.1	+19.9
	May	+18.5	+16.6		May		Feb	+12.2	+10.8
	Jun	+19.5	+17.4		Jun		Mar	+5.5	+4.4
	Jul	+16.7	+14.2		Jul		Apr	-2.0	-3.0
	Aug	+13.7	+11.0		Aug		May	-2.5	-3.3
	Sep	+13.0	+10.0		Sep		Jun	-3.6	-4.4
	Oct	+5.8	+2.9		Oct		Jul	-3.8	-4.5
	Nov	+15.9	+12.4		Nov		Aug	-3.6	-3.9
	Dec	+7.8	+4.8		Dec		Sep	-3.5	-3.7
2024	Jan	+0.9*	-1.2*	2024	Jan		Oct	-3.2*	-3.0*

- 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 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%.