

Table 1 : Value index and value of retail sales by broad type of retail outlet for January and February 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 ⁽²⁾ (HK\$ million)			Percentage change (%)		
	Jan 2024 (Revised figures)	Feb 2024 (Provisional figures*)	Jan 2024 (Revised figures)	Feb 2024 (Provisional figures*)	Jan - Feb 2024 (Provisional figures*)	Jan 2024 over Jan 2023	Feb 2024 over Feb 2023	Jan - Feb 2024 over Jan - Feb 2023
All retail outlets	130.8	120.9	36,518	33,758	70,276	+0.9	+1.9	+1.4
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	111.1	115.5	3,556	3,698	7,254	-8.0	+9.3	+0.1
• Fish, livestock and poultry, fresh or frozen	85.7	102.9	931	1,117	2,048	-16.9	-11.6	-14.1
• Fruits and vegetables, fresh	97.1	83.3	261	224	486	-29.7	-20.2	-25.6
• Bread, pastry, confectionery and biscuits	97.1	112.3	798	923	1,720	-19.1	+23.3	-0.8
• Other food not elsewhere classified	139.4	125.2	1,143	1,027	2,170	-2.9	+27.4	+9.4
• Alcoholic drinks and tobacco	206.2	198.9	422	407	829	+104.2	+43.1	+68.8
Supermarkets⁽¹⁾	90.4	90.1	4,355	4,341	8,696	-9.3	+14.1	+1.0
Fuels	92.7	86.1	793	737	1,530	-14.5	-14.5	-14.5
Clothing, footwear and allied products	156.5	160.9	4,401	4,527	8,928	+2.7	+12.3	+7.4
• Wearing apparel	156.5	167.9	3,689	3,959	7,647	+5.2	+10.4	+7.8
• Footwear, allied products and other clothing accessories	156.5	124.9	712	569	1,281	-8.2	+27.5	+4.8
Consumer durable goods	114.0	89.8	5,305	4,179	9,485	-12.7	-25.1	-18.6
• Motor vehicles and parts	117.2	124.3	1,370	1,453	2,823	+23.7	-28.3	-9.9
• Furniture and fixtures	113.1	57.2	674	341	1,015	+20.5	-20.1	+2.9
• Electrical goods and other consumer durable goods not elsewhere classified	112.9	82.6	3,261	2,385	5,647	-26.0	-23.7	-25.1
Department stores	90.4	82.7	2,771	2,534	5,305	-9.2	+4.7	-3.0
Jewellery, watches and clocks, and valuable gifts	190.8	169.3	5,437	4,825	10,262	+22.8	-3.6	+8.8
Other consumer goods	174.5	157.2	9,899	8,917	18,816	+13.2	+11.0	+12.2
• Books, newspapers, stationery and gifts	151.8	104.0	634	435	1,069	+27.7	+10.5	+20.1
• Chinese drugs and herbs	128.8	101.0	460	361	821	-20.2	-24.1	-21.9
• Optical shops	112.6	130.9	194	225	419	+0.8	-16.6	-9.4
• Medicines and cosmetics	162.2	162.1	3,332	3,329	6,661	+24.5	+19.0	+21.7
• Other consumer goods not elsewhere classified	197.7	171.0	5,280	4,567	9,847	+9.9	+11.5	+10.7

* 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>	87.1	87.6	4,726	4,750	9,476	-14.3	+10.5	-3.5
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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 January and February 2024

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Jan 2024 (Revised figures)	Feb 2024 (Provisional figures*)	Jan 2024 over Jan 2023	Feb 2024 over Feb 2023	Jan - Feb 2024 over Jan - Feb 2023
<u>All retail outlets</u>	2,350 (6.4)	2,339 (6.9)	-21.2	-9.9	-15.9
Non-store retailing	1,285 (3.5)	1,125 (3.3)	+22.3	+13.1	+17.8
Other retail outlets	1,065 (2.9)	1,214 (3.6)	-44.8	-24.1	-35.5

* 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 January and February 2024

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Jan 2024 (Revised figures)	Feb 2024 (Provisional figures*)	Jan 2024 over Jan 2023	Feb 2024 over Feb 2023	Jan - Feb 2024 over Jan - Feb 2023
<u>All retail outlets</u>	122.8	113.5	-1.2	+0.5	-0.4
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	101.5	104.5	-8.2	+7.5	-0.9
• Fish, livestock and poultry, fresh or frozen	85.0	100.5	-14.2	-11.1	-12.5
• Fruits and vegetables, fresh	88.1	70.9	-20.4	-17.3	-19.0
• Bread, pastry, confectionery and biscuits	84.4	98.1	-21.8	+20.7	-3.5
• Other food not elsewhere classified	127.9	114.4	-3.5	+25.9	+8.5
• Alcoholic drinks and tobacco	169.6	160.6	+75.5	+27.0	+48.0
Supermarkets⁽¹⁾	81.5	81.2	-14.2	+12.3	-2.8
Fuels	73.8	68.6	-17.8	-18.0	-17.9
Clothing, footwear and allied products	138.2	145.5	-1.3	+10.3	+4.3
• Wearing apparel	135.3	149.1	+1.3	+8.4	+4.9
• Footwear, allied products and other clothing accessories	156.2	124.7	-12.1	+23.7	+0.9
Consumer durable goods	118.9	93.5	-12.4	-24.3	-18.1
• Motor vehicles and parts	112.9	120.0	+20.9	-29.6	-11.7
• Furniture and fixtures	107.9	54.4	+23.0	-18.7	+5.0
• Electrical goods and other consumer durable goods not elsewhere classified	123.4	90.3	-24.8	-21.8	-23.6
Department stores	83.8	76.8	-11.7	+3.7	-5.0
Jewellery, watches and clocks, and valuable gifts	173.7	153.5	+20.3	-5.7	+6.5
Other consumer goods	167.4	150.3	+11.1	+9.4	+10.3
• Books, newspapers, stationery and gifts	134.3	92.2	+21.2	+5.5	+14.3
• Chinese drugs and herbs	121.2	95.0	-22.5	-25.9	-24.0
• Optical shops	107.5	124.7	-2.0	-18.7	-11.7
• Medicines and cosmetics	164.7	164.4	+22.1	+17.7	+19.9
• Other consumer goods not elsewhere classified	185.8	159.6	+8.5	+10.1	+9.2

* 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>	78.6	78.9	-19.0	+8.8	-7.1
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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		
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	Mar	+20.2	+20.0	2021	Mar	2020	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
	Feb	+1.9*	+0.5*		Feb		Nov	-1.8*	-1.6*

- 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%.