

Table 1 : Value index and value of retail sales by broad type of retail outlet for February and March 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 (%)		
	Feb 2024 (Revised figures)	Mar 2024 (Provisional figures*)	Feb 2024 (Revised figures)	Mar 2024 (Provisional figures*)	Jan - Mar 2024 (Provisional figures*)	Jan - Feb 2024 over Jan - Feb 2023	Mar 2024 over Mar 2023	Jan - Mar 2024 over Jan - Mar 2023
All retail outlets	120.9	111.7	33,759	31,191	101,469	+1.4	-7.0	-1.3
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	115.4	80.7	3,696	2,585	9,836	+0.1	-11.3	-3.2
• Fish, livestock and poultry, fresh or frozen	102.8	68.0	1,117	738	2,786	-14.1	-11.1	-13.3
• Fruits and vegetables, fresh	83.5	95.8	225	258	744	-25.5	-26.2	-25.8
• Bread, pastry, confectionery and biscuits	112.3	69.6	923	572	2,293	-0.8	-15.4	-4.9
• Other food not elsewhere classified	124.9	79.7	1,025	654	2,822	+9.3	-11.7	+3.6
• Alcoholic drinks and tobacco	198.8	177.3	407	363	1,192	+68.8	+14.3	+47.4
Supermarkets⁽¹⁾	90.0	82.3	4,337	3,965	12,657	+1.0	-3.4	-0.4
Fuels	86.1	89.4	737	765	2,295	-14.5	-14.5	-14.5
Clothing, footwear and allied products	160.9	131.0	4,527	3,685	12,613	+7.4	-16.7	-1.0
• Wearing apparel	167.9	136.3	3,958	3,214	10,861	+7.8	-17.5	-1.2
• Footwear, allied products and other clothing accessories	124.9	103.4	569	471	1,752	+4.8	-10.7	+0.2
Consumer durable goods	88.4	103.6	4,113	4,817	14,236	-19.2	-5.9	-15.1
• Motor vehicles and parts	119.4	170.6	1,396	1,994	4,761	-11.7	+7.6	-4.5
• Furniture and fixtures	57.2	83.5	341	498	1,513	+2.9	-3.3	+0.8
• Electrical goods and other consumer durable goods not elsewhere classified	82.3	80.5	2,376	2,325	7,963	-25.2	-15.5	-22.6
Department stores	82.7	77.9	2,534	2,386	7,691	-3.0	-14.1	-6.8
Jewellery, watches and clocks, and valuable gifts	169.1	146.5	4,817	4,175	14,429	+8.7	-17.7	-0.5
Other consumer goods	158.6	155.4	8,999	8,813	27,711	+12.7	+7.3	+10.9
• Books, newspapers, stationery and gifts	103.9	101.6	434	425	1,493	+20.1	+6.8	+16.0
• Chinese drugs and herbs	101.0	122.6	360	438	1,258	-21.9	-5.8	-17.0
• Optical shops	130.7	132.1	225	227	646	-9.5	-10.1	-9.7
• Medicines and cosmetics	156.5	146.1	3,215	3,001	9,548	+19.6	+8.9	+16.0
• Other consumer goods not elsewhere classified	178.4	176.8	4,764	4,722	14,766	+12.9	+8.7	+11.5

* 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>	87.5	78.5	4,746	4,259	13,731	-3.5	-5.4	-4.1
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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 February and March 2024

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Feb 2024 (Revised figures)	Mar 2024 (Provisional figures*)	Jan - Feb 2024 over Jan - Feb 2023	Mar 2024 over Mar 2023	Jan - Mar 2024 over Jan - Mar 2023
<u>All retail outlets</u>	2,481 (7.3)	2,419 (7.8)	-13.4	-4.7	-10.7
Non-store retailing	1,125 (3.3)	1,107 (3.5)	+17.8	+1.9	+12.3
Other retail outlets	1,356 (4.0)	1,312 (4.2)	-31.5	-9.7	-25.1

* 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 February and March 2024

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Feb 2024 (Revised figures)	Mar 2024 (Provisional figures*)	Jan - Feb 2024 over Jan - Feb 2023	Mar 2024 over Mar 2023	Jan - Mar 2024 over Jan - Mar 2023
<u>All retail outlets</u>	113.5	103.4	-0.4	-8.6	-3.1
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	104.4	72.2	-0.9	-13.2	-4.4
• Fish, livestock and poultry, fresh or frozen	100.5	67.4	-12.6	-9.6	-11.8
• Fruits and vegetables, fresh	71.0	84.7	-19.0	-24.3	-20.9
• Bread, pastry, confectionery and biscuits	98.1	60.3	-3.5	-17.7	-7.5
• Other food not elsewhere classified	114.2	73.0	+8.4	-12.4	+2.7
• Alcoholic drinks and tobacco	160.5	127.0	+48.0	-4.2	+28.6
Supermarkets⁽¹⁾	81.2	71.6	-2.8	-6.8	-4.1
Fuels	68.6	70.5	-17.9	-19.2	-18.3
Clothing, footwear and allied products	145.5	115.8	+4.3	-17.5	-3.1
• Wearing apparel	149.1	118.0	+4.9	-18.2	-3.1
• Footwear, allied products and other clothing accessories	124.7	103.1	+0.9	-13.1	-3.3
Consumer durable goods	92.0	106.9	-18.6	-4.8	-14.4
• Motor vehicles and parts	115.2	161.6	-13.5	+6.1	-6.4
• Furniture and fixtures	54.4	79.1	+5.0	-2.1	+2.5
• Electrical goods and other consumer durable goods not elsewhere classified	90.0	88.4	-23.7	-13.3	-20.9
Department stores	76.8	71.1	-5.0	-15.4	-8.5
Jewellery, watches and clocks, and valuable gifts	153.3	130.6	+6.4	-20.9	-3.2
Other consumer goods	151.6	147.6	+10.7	+5.3	+8.9
• Books, newspapers, stationery and gifts	92.2	88.6	+14.3	+1.6	+10.4
• Chinese drugs and herbs	95.0	115.5	-24.0	-7.8	-19.1
• Optical shops	124.5	125.9	-11.8	-12.4	-12.0
• Medicines and cosmetics	158.8	147.5	+17.8	+7.7	+14.5
• Other consumer goods not elsewhere classified	166.3	163.8	+11.3	+6.6	+9.8

* 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>	78.9	68.3	-7.1	-8.8	-7.6
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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	Apr	+12.1	+11.5	2021	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
	Mar	-7.0*	-8.6*		Mar		Dec	+0.3*	+0.7*

- 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 Mar 2024 is the percentage change of the average monthly index for Jan, Feb and Mar 2024 compared with the average monthly index for Oct, Nov and Dec 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%.