

Table 1 : Value index and value of retail sales by broad type of retail outlet for March and April 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 (%)		
	Mar 2024 (Revised figures)	Apr 2024 (Provisional figures*)	Mar 2024 (Revised figures)	Apr 2024 (Provisional figures*)	Jan - Apr 2024 (Provisional figures*)	Mar 2024 over Mar 2023	Apr 2024 over Apr 2023	Jan - Apr 2024 over Jan - Apr 2023
All retail outlets	111.6	105.9	31,167	29,576	131,020	-7.0	-14.7	-4.7
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	80.8	85.0	2,586	2,721	12,558	-11.3	-12.2	-5.3
• Fish, livestock and poultry, fresh or frozen	68.0	68.0	739	739	3,525	-11.1	-10.3	-12.7
• Fruits and vegetables, fresh	95.8	110.3	258	297	1,041	-26.2	-16.1	-23.2
• Bread, pastry, confectionery and biscuits	69.6	72.6	572	597	2,889	-15.4	-18.1	-8.0
• Other food not elsewhere classified	79.8	93.0	654	763	3,585	-11.7	-12.6	-0.3
• Alcoholic drinks and tobacco	177.3	159.0	363	325	1,517	+14.3	+1.9	+34.5
Supermarkets⁽¹⁾	82.3	81.9	3,965	3,944	16,601	-3.4	-3.0	-1.0
Fuels	89.4	87.0	765	745	3,040	-14.5	-9.6	-13.4
Clothing, footwear and allied products	131.0	117.7	3,685	3,309	15,923	-16.7	-24.0	-6.9
• Wearing apparel	136.3	121.3	3,214	2,859	13,720	-17.5	-23.6	-6.9
• Footwear, allied products and other clothing accessories	103.4	98.8	471	450	2,202	-10.7	-26.3	-6.7
Consumer durable goods	103.6	109.8	4,818	5,107	19,344	-5.9	-5.2	-12.7
• Motor vehicles and parts	170.6	179.7	1,995	2,100	6,861	+7.6	+58.5	+8.7
• Furniture and fixtures	83.5	85.8	498	511	2,024	-3.3	-23.0	-6.5
• Electrical goods and other consumer durable goods not elsewhere classified	80.5	86.4	2,326	2,495	10,458	-15.4	-26.5	-23.6
Department stores	77.9	78.4	2,386	2,402	10,093	-14.1	-21.5	-10.8
Jewellery, watches and clocks, and valuable gifts	148.4	131.6	4,228	3,749	18,232	-16.6	-28.7	-7.8
Other consumer goods	154.0	134.0	8,734	7,599	35,230	+6.3	-11.7	+4.9
• Books, newspapers, stationery and gifts	101.6	99.4	425	415	1,909	+6.8	-4.5	+10.8
• Chinese drugs and herbs	122.6	100.2	438	358	1,616	-5.7	-25.1	-18.9
• Optical shops	132.2	140.4	227	242	887	-10.1	-23.1	-13.8
• Medicines and cosmetics	146.2	133.5	3,003	2,741	12,291	+8.9	-7.1	+9.9
• Other consumer goods not elsewhere classified	173.7	143.9	4,640	3,843	18,527	+6.8	-13.2	+4.9

* 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>	78.5	78.3	4,260	4,246	17,978	-5.4	-6.2	-4.6
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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 March and April 2024

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Mar 2024 (Revised figures)	Apr 2024 (Provisional figures*)	Mar 2024 over Mar 2023	Apr 2024 over Apr 2023	Jan - Apr 2024 over Jan - Apr 2023
<u>All retail outlets</u>	2,438 (7.8)	2,418 (8.2)	-4.0	+11.4	-5.8
Non-store retailing	1,111 (3.6)	1,160 (3.9)	+2.2	+13.8	+12.8
Other retail outlets	1,327 (4.3)	1,258 (4.3)	-8.6	+9.2	-18.4

* 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 March and April 2024

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Mar 2024 (Revised figures)	Apr 2024 (Provisional figures*)	Mar 2024 over Mar 2023	Apr 2024 over Apr 2023	Jan - Apr 2024 over Jan - Apr 2023
<u>All retail outlets</u>	103.3	97.1	-8.7	-16.5	-6.4
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	72.3	76.1	-13.2	-13.9	-6.6
• Fish, livestock and poultry, fresh or frozen	67.5	67.6	-9.5	-9.0	-11.2
• Fruits and vegetables, fresh	84.7	98.7	-24.3	-13.4	-18.9
• Bread, pastry, confectionery and biscuits	60.3	62.7	-17.7	-20.0	-10.4
• Other food not elsewhere classified	73.0	85.2	-12.4	-13.2	-1.1
• Alcoholic drinks and tobacco	127.0	109.6	-4.2	-16.3	+16.5
Supermarkets⁽¹⁾	71.6	70.9	-6.8	-6.9	-4.7
Fuels	70.5	67.3	-19.2	-15.3	-17.6
Clothing, footwear and allied products	115.8	100.7	-17.5	-25.4	-8.6
• Wearing apparel	118.0	101.4	-18.2	-25.3	-8.6
• Footwear, allied products and other clothing accessories	103.1	97.0	-13.1	-26.4	-9.1
Consumer durable goods	107.0	111.3	-4.7	-6.7	-12.5
• Motor vehicles and parts	162.0	162.1	+6.3	+48.5	+5.1
• Furniture and fixtures	79.1	81.1	-2.1	-23.2	-5.4
• Electrical goods and other consumer durable goods not elsewhere classified	88.4	95.0	-13.2	-24.8	-21.9
Department stores	71.1	71.3	-15.4	-22.9	-12.3
Jewellery, watches and clocks, and valuable gifts	132.3	114.8	-19.9	-31.8	-10.4
Other consumer goods	146.3	128.0	+4.3	-12.3	+3.3
• Books, newspapers, stationery and gifts	88.6	85.6	+1.6	-10.0	+5.3
• Chinese drugs and herbs	115.5	94.6	-7.7	-26.1	-20.7
• Optical shops	126.0	134.1	-12.3	-25.3	-16.1
• Medicines and cosmetics	147.6	135.3	+7.8	-7.6	+8.7
• Other consumer goods not elsewhere classified	161.0	134.6	+4.7	-13.2	+3.6

* 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>	68.3	67.8	-8.8	-9.9	-8.2
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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	May	+10.4	+8.9	2021	May	2021	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	-8.7		Mar		Dec	+0.3	+0.6
	Apr	-14.7*	-16.5*		Apr	2024	Jan	+0.2*	-0.3*

- 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.