

Table 1 : Value index and value of retail sales by broad type of retail outlet for June and July 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 (%)		
	Jun 2024 (Revised figures)	Jul 2024 (Provisional figures*)	Jun 2024 (Revised figures)	Jul 2024 (Provisional figures*)	Jan - Jul 2024 (Provisional figures*)	Jun 2024 over Jun 2023	Jul 2024 over Jul 2023	Jan - Jul 2024 over Jan - Jul 2023
All retail outlets	107.0	104.3	29,881	29,125	220,591	-9.7	-11.8	-7.3
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	89.2	79.5	2,857	2,546	20,913	-5.6	-4.1	-5.0
• Fish, livestock and poultry, fresh or frozen	67.5	50.0	733	543	5,565	-2.9	-2.1	-9.1
• Fruits and vegetables, fresh	126.7	108.2	341	291	2,024	-5.4	-4.1	-15.8
• Bread, pastry, confectionery and biscuits	70.1	62.8	576	517	4,545	-17.9	-19.7	-12.0
• Other food not elsewhere classified	105.0	101.5	861	832	6,214	-4.7	-2.5	-1.4
• Alcoholic drinks and tobacco	168.9	176.9	346	362	2,564	+12.6	+21.3	+26.9
Supermarkets⁽¹⁾	86.1	90.0	4,149	4,335	29,270	-0.5	-4.2	-1.8
Fuels	92.4	93.0	791	797	5,427	-12.3	-9.8	-12.4
Clothing, footwear and allied products	122.2	133.0	3,437	3,740	26,887	-12.7	-16.8	-10.8
• Wearing apparel	125.7	138.2	2,965	3,258	23,218	-13.2	-16.6	-11.1
• Footwear, allied products and other clothing accessories	103.7	105.9	472	482	3,669	-9.1	-17.9	-9.4
Consumer durable goods	91.3	86.6	4,247	4,028	31,645	-12.7	-13.8	-12.6
• Motor vehicles and parts	114.9	87.4	1,344	1,021	10,331	-25.1	-27.9	-6.9
• Furniture and fixtures	88.8	81.3	529	485	3,510	-9.8	-22.4	-10.9
• Electrical goods and other consumer durable goods not elsewhere classified	82.2	87.4	2,374	2,522	17,804	-4.4	-4.1	-16.0
Department stores	71.9	71.0	2,203	2,175	17,275	-18.6	-24.3	-15.6
Jewellery, watches and clocks, and valuable gifts	150.1	131.5	4,276	3,748	30,253	-23.1	-25.0	-14.6
Other consumer goods	139.7	136.8	7,921	7,757	58,921	-0.1	-2.3	+1.9
• Books, newspapers, stationery and gifts	96.0	161.8	401	676	3,475	+0.2	+26.1	+11.5
• Chinese drugs and herbs	120.2	101.3	429	362	2,830	-2.9	-24.9	-17.1
• Optical shops	121.3	125.4	209	216	1,531	-13.9	-15.7	-14.8
• Medicines and cosmetics	127.7	129.3	2,624	2,656	20,277	+3.5	+3.5	+7.1
• Other consumer goods not elsewhere classified	159.4	144.1	4,258	3,848	30,808	-1.1	-6.0	+0.8

* 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>	84.5	88.0	4,586	4,773	31,967	-2.0	-5.1	-4.5
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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 June and July 2024

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Jun 2024 (Revised figures)	Jul 2024 (Provisional figures*)	Jun 2024 over Jun 2023	Jul 2024 over Jul 2023	Jan - Jul 2024 over Jan - Jul 2023
<u>All retail outlets</u>	2,347 (7.9)	2,285 (7.8)	+5.6	+1.0	-0.1
Non-store retailing	1,270 (4.3)	1,269 (4.4)	+17.6	+14.1	+15.1
Other retail outlets	1,077 (3.6)	1,015 (3.5)	-5.7	-11.7	-11.8

* 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 June and July 2024

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Jun 2024 (Revised figures)	Jul 2024 (Provisional figures*)	Jun 2024 over Jun 2023	Jul 2024 over Jul 2023	Jan - Jul 2024 over Jan - Jul 2023
All retail outlets	98.2	95.9	-11.2	-13.3	-8.9
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	80.3	71.3	-7.8	-6.5	-6.7
• Fish, livestock and poultry, fresh or frozen	67.2	49.8	-2.3	-2.4	-7.9
• Fruits and vegetables, fresh	116.8	101.5	-4.6	-2.8	-12.5
• Bread, pastry, confectionery and biscuits	60.4	54.1	-20.2	-22.2	-14.4
• Other food not elsewhere classified	96.6	93.3	-4.9	-2.6	-2.0
• Alcoholic drinks and tobacco	115.6	121.5	-5.8	+2.2	+8.8
Supermarkets⁽¹⁾	74.5	78.1	-4.9	-7.8	-5.6
Fuels	70.6	70.2	-18.1	-16.7	-17.6
Clothing, footwear and allied products	106.4	118.5	-13.2	-16.3	-12.1
• Wearing apparel	107.6	121.5	-13.4	-15.6	-12.1
• Footwear, allied products and other clothing accessories	99.3	100.9	-12.5	-21.5	-11.9
Consumer durable goods	95.1	90.5	-11.3	-12.2	-11.9
• Motor vehicles and parts	110.5	84.1	-25.0	-27.5	-8.7
• Furniture and fixtures	83.9	77.1	-9.6	-21.9	-10.1
• Electrical goods and other consumer durable goods not elsewhere classified	90.4	96.0	-2.9	-2.4	-14.2
Department stores	65.0	64.6	-20.4	-25.6	-17.2
Jewellery, watches and clocks, and valuable gifts	127.7	111.0	-27.0	-29.9	-17.5
Other consumer goods	133.4	130.2	-0.2	-3.0	+0.8
• Books, newspapers, stationery and gifts	82.7	139.9	-5.5	+19.4	+5.7
• Chinese drugs and herbs	113.3	95.3	-3.2	-25.2	-18.4
• Optical shops	116.1	119.8	-15.5	-17.2	-16.8
• Medicines and cosmetics	129.4	130.4	+4.3	+3.7	+6.5
• Other consumer goods not elsewhere classified	149.3	134.8	-1.1	-6.6	#

* 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>	73.1	76.4	-6.3	-8.7	-8.3
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Increase or decrease of less than 0.05%.

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	Aug	+11.9	+10.0	2021	Aug	2021	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	+0.1	-0.3
	May	-11.4	-12.7		May		Feb	-3.6	-4.5
	Jun	-9.7	-11.2		Jun		Mar	-5.8	-6.8
	Jul	-11.8*	-13.3*		Jul		Apr	-4.5*	-5.1*

- 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 Jun 2024 is the percentage change of the average monthly index for Apr, May and Jun 2024 compared with the average monthly index for Jan, Feb and Mar 2024.
- (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.