

Table 1 : Value index and value of retail sales by broad type of retail outlet for July and August 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 (%)		
	Jul 2024 (Revised figures)	Aug 2024 (Provisional figures*)	Jul 2024 (Revised figures)	Aug 2024 (Provisional figures*)	Jan - Aug 2024 (Provisional figures*)	Jul 2024 over Jul 2023	Aug 2024 over Aug 2023	Jan - Aug 2024 over Jan - Aug 2023
All retail outlets	104.4	104.5	29,158	29,182	249,805	-11.7	-10.1	-7.7
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	79.5	94.0	2,547	3,010	23,924	-4.0	+0.2	-4.4
• Fish, livestock and poultry, fresh or frozen	50.0	58.9	543	640	6,205	-2.1	-4.0	-8.6
• Fruits and vegetables, fresh	108.4	133.5	292	359	2,384	-4.0	-0.2	-13.7
• Bread, pastry, confectionery and biscuits	62.8	80.7	517	663	5,208	-19.7	-8.0	-11.5
• Other food not elsewhere classified	101.5	114.0	833	935	7,149	-2.4	+0.7	-1.2
• Alcoholic drinks and tobacco	176.9	202.0	362	413	2,978	+21.3	+25.2	+26.7
Supermarkets⁽¹⁾	90.0	91.1	4,337	4,386	33,658	-4.1	-3.6	-2.0
Fuels	92.5	95.8	792	820	6,243	-10.3	-9.9	-12.2
Clothing, footwear and allied products	132.9	111.7	3,740	3,142	30,028	-16.8	-12.3	-11.0
• Wearing apparel	138.2	110.5	3,257	2,605	25,822	-16.6	-13.4	-11.3
• Footwear, allied products and other clothing accessories	105.9	117.8	482	537	4,206	-17.9	-6.3	-9.0
Consumer durable goods	86.6	83.9	4,031	3,904	35,551	-13.7	-15.8	-13.0
• Motor vehicles and parts	87.4	85.3	1,021	997	11,329	-27.9	-35.1	-10.3
• Furniture and fixtures	81.3	75.4	484	449	3,958	-22.4	-21.3	-12.2
• Electrical goods and other consumer durable goods not elsewhere classified	87.5	85.1	2,525	2,457	20,264	-4.0	-2.8	-14.6
Department stores	71.0	78.5	2,175	2,407	19,682	-24.3	-15.8	-15.6
Jewellery, watches and clocks, and valuable gifts	131.5	138.0	3,746	3,932	34,184	-25.1	-24.0	-15.8
Other consumer goods	137.4	133.6	7,791	7,580	66,535	-1.8	-1.9	+1.5
• Books, newspapers, stationery and gifts	161.8	147.7	676	617	4,092	+26.1	+3.0	+10.1
• Chinese drugs and herbs	101.3	108.2	362	386	3,216	-24.9	-11.9	-16.6
• Optical shops	125.3	116.4	216	200	1,731	-15.8	-17.0	-15.0
• Medicines and cosmetics	129.3	133.7	2,656	2,747	23,025	+3.5	+4.5	+6.8
• Other consumer goods not elsewhere classified	145.3	135.8	3,882	3,629	34,471	-5.2	-5.0	+0.2

* 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>	88.0	90.7	4,775	4,920	36,889	-5.1	-2.8	-4.3
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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 July and August 2024

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Jul 2024 (Revised figures)	Aug 2024 (Provisional figures*)	Jul 2024 over Jul 2023	Aug 2024 over Aug 2023	Jan - Aug 2024 over Jan - Aug 2023
<u>All retail outlets</u>	2,280 (7.8)	2,347 (8.0)	+0.8	-0.5	-0.2
Non-store retailing	1,254 (4.3)	1,216 (4.2)	+12.8	+4.5	+13.5
Other retail outlets	1,026 (3.5)	1,131 (3.9)	-10.8	-5.5	-11.0

* 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 July and August 2024

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Jul 2024 (Revised figures)	Aug 2024 (Provisional figures*)	Jul 2024 over Jul 2023	Aug 2024 over Aug 2023	Jan - Aug 2024 over Jan - Aug 2023
All retail outlets	96.0	95.9	-13.2	-11.8	-9.3
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	71.3	84.3	-6.5	-2.5	-6.2
• Fish, livestock and poultry, fresh or frozen	49.8	58.7	-2.4	-4.1	-7.5
• Fruits and vegetables, fresh	101.6	122.3	-2.6	-1.5	-10.9
• Bread, pastry, confectionery and biscuits	54.1	69.6	-22.2	-10.5	-13.9
• Other food not elsewhere classified	93.3	105.0	-2.6	+0.6	-1.7
• Alcoholic drinks and tobacco	121.5	140.2	+2.2	+6.9	+8.6
Supermarkets⁽¹⁾	78.2	78.9	-7.8	-7.3	-5.8
Fuels	69.9	72.2	-17.1	-16.0	-17.5
Clothing, footwear and allied products	118.5	100.7	-16.3	-11.4	-12.0
• Wearing apparel	121.4	98.4	-15.6	-11.9	-12.1
• Footwear, allied products and other clothing accessories	101.0	114.4	-21.5	-8.8	-11.5
Consumer durable goods	90.5	87.6	-12.2	-14.1	-12.2
• Motor vehicles and parts	84.1	82.2	-27.4	-34.6	-11.9
• Furniture and fixtures	77.0	71.8	-22.0	-19.5	-11.3
• Electrical goods and other consumer durable goods not elsewhere classified	96.1	93.3	-2.3	-1.3	-12.8
Department stores	64.6	71.5	-25.6	-18.0	-17.3
Jewellery, watches and clocks, and valuable gifts	111.0	117.7	-29.9	-28.9	-19.0
Other consumer goods	130.8	125.7	-2.5	-3.0	+0.4
• Books, newspapers, stationery and gifts	139.9	127.6	+19.4	-2.5	+4.4
• Chinese drugs and herbs	95.3	101.9	-25.2	-12.4	-17.7
• Optical shops	119.7	111.3	-17.3	-18.2	-17.0
• Medicines and cosmetics	130.5	134.6	+3.7	+4.7	+6.3
• Other consumer goods not elsewhere classified	136.0	124.2	-5.7	-6.5	-0.6

* 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>	76.4	78.6	-8.7	-6.6	-8.0
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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 ⁽¹⁾⁽²⁾ (%)		Value	Volume	
	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	Sep	+7.4	+4.9	2021	Sep	2021	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	-11.7	-13.2		Jul		Apr	-4.4	-5.0
	Aug	-10.1*	-11.8*		Aug		May	-2.0*	-2.8*

- 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.