

Table 1 : Value index and value of retail sales by broad type of retail outlet for August and September 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 (%)		
	Aug 2024 (Revised figures)	Sep 2024 (Provisional figures*)	Aug 2024 (Revised figures)	Sep 2024 (Provisional figures*)	Jan - Sep 2024 (Provisional figures*)	Aug 2024 over Aug 2023	Sep 2024 over Sep 2023	Jan - Sep 2024 over Jan - Sep 2023
All retail outlets	104.6	105.9	29,217	29,568	279,408	-10.0	-6.9	-7.6
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	94.0	108.8	3,010	3,483	27,407	+0.1	-3.2	-4.2
• Fish, livestock and poultry, fresh or frozen	58.9	65.2	640	708	6,914	-4.0	-0.4	-7.8
• Fruits and vegetables, fresh	133.3	132.4	359	357	2,740	-0.3	+5.5	-11.6
• Bread, pastry, confectionery and biscuits	80.7	139.7	663	1,148	6,356	-8.0	-14.6	-12.1
• Other food not elsewhere classified	113.9	105.0	934	861	8,009	+0.7	-2.6	-1.3
• Alcoholic drinks and tobacco	202.0	200.2	413	410	3,388	+25.2	+27.1	+26.7
Supermarkets⁽¹⁾	91.1	88.7	4,386	4,272	37,930	-3.6	-1.1	-1.9
Fuels	95.8	93.0	820	796	7,039	-9.9	-8.6	-11.8
Clothing, footwear and allied products	111.4	104.8	3,133	2,947	32,965	-12.6	-8.0	-10.8
• Wearing apparel	110.1	108.0	2,596	2,547	28,359	-13.7	-8.7	-11.1
• Footwear, allied products and other clothing accessories	117.8	87.8	537	400	4,606	-6.3	-3.8	-8.5
Consumer durable goods	83.9	110.0	3,903	5,116	40,667	-15.8	-12.5	-12.9
• Motor vehicles and parts	85.3	83.3	997	974	12,302	-35.1	-26.7	-11.9
• Furniture and fixtures	75.3	71.9	449	429	4,387	-21.3	-14.4	-12.4
• Electrical goods and other consumer durable goods not elsewhere classified	85.1	128.6	2,457	3,714	23,978	-2.8	-7.6	-13.6
Department stores	78.5	70.4	2,407	2,157	21,839	-15.8	-11.4	-15.2
Jewellery, watches and clocks, and valuable gifts	137.3	124.5	3,911	3,546	37,708	-24.4	-17.9	-16.0
Other consumer goods	134.8	127.8	7,647	7,251	73,854	-1.1	+1.2	+1.6
• Books, newspapers, stationery and gifts	147.8	181.3	618	758	4,850	+3.0	+20.3	+11.6
• Chinese drugs and herbs	108.1	88.8	386	317	3,533	-12.0	-17.7	-16.7
• Optical shops	116.3	89.1	200	153	1,884	-17.2	-10.6	-14.7
• Medicines and cosmetics	133.7	115.4	2,746	2,370	25,393	+4.5	-2.5	+5.9
• Other consumer goods not elsewhere classified	138.4	136.8	3,698	3,654	38,193	-3.2	+2.9	+0.7

* 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>	90.7	87.7	4,920	4,757	41,646	-2.8	-1.5	-4.0
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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 August and September 2024

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Aug 2024 (Revised figures)	Sep 2024 (Provisional figures*)	Aug 2024 over Aug 2023	Sep 2024 over Sep 2023	Jan - Sep 2024 over Jan - Sep 2023
<u>All retail outlets</u>	2,342 (8.0)	3,080 (10.4)	-0.7	-11.8	-2.0
Non-store retailing	1,216 (4.2)	1,201 (4.1)	+4.5	+3.1	+12.2
Other retail outlets	1,126 (3.9)	1,878 (6.4)	-5.9	-19.3	-12.5

* 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 August and September 2024

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Aug 2024 (Revised figures)	Sep 2024 (Provisional figures*)	Aug 2024 over Aug 2023	Sep 2024 over Sep 2023	Jan - Sep 2024 over Jan - Sep 2023
All retail outlets	96.0	97.3	-11.7	-8.7	-9.2
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	84.3	97.4	-2.5	-4.6	-6.0
• Fish, livestock and poultry, fresh or frozen	58.7	64.9	-4.1	-0.1	-6.8
• Fruits and vegetables, fresh	122.1	118.3	-1.6	+8.2	-8.9
• Bread, pastry, confectionery and biscuits	69.6	120.9	-10.5	-16.6	-14.4
• Other food not elsewhere classified	105.0	96.9	+0.5	-1.9	-1.7
• Alcoholic drinks and tobacco	140.2	140.0	+6.9	+9.2	+8.6
Supermarkets⁽¹⁾	78.9	77.1	-7.3	-4.5	-5.7
Fuels	72.2	70.0	-16.0	-13.6	-17.1
Clothing, footwear and allied products	100.4	95.8	-11.7	-3.4	-11.3
• Wearing apparel	98.1	97.4	-12.2	-3.6	-11.4
• Footwear, allied products and other clothing accessories	114.4	86.8	-8.8	-2.4	-10.8
Consumer durable goods	87.6	114.7	-14.1	-12.6	-12.2
• Motor vehicles and parts	82.2	80.2	-34.6	-26.7	-13.3
• Furniture and fixtures	71.8	68.9	-19.5	-12.0	-11.4
• Electrical goods and other consumer durable goods not elsewhere classified	93.3	140.3	-1.3	-7.6	-12.1
Department stores	71.5	64.3	-18.0	-12.9	-16.9
Jewellery, watches and clocks, and valuable gifts	117.1	107.3	-29.3	-22.5	-19.4
Other consumer goods	126.8	118.4	-2.2	-1.4	+0.3
• Books, newspapers, stationery and gifts	127.7	156.6	-2.4	+16.8	+6.2
• Chinese drugs and herbs	101.8	83.6	-12.5	-18.2	-17.8
• Optical shops	111.2	85.3	-18.3	-10.7	-16.5
• Medicines and cosmetics	134.5	115.7	+4.7	-3.1	+5.3
• Other consumer goods not elsewhere classified	126.5	121.7	-4.7	-1.3	-0.5

* 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>	78.6	76.3	-6.6	-5.0	-7.7
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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	Oct	+12.1	+9.4	2021	Oct	2021	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	-10.0	-11.7		Aug		May	-1.9	-2.7
	Sep	-6.9*	-8.7*		Sep		Jun	-1.0*	-2.0*

- 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 Sep 2024 is the percentage change of the average monthly index for Jul, Aug and Sep 2024 compared with the average monthly index for Apr, May and Jun 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.