

**Table 1 : Value index and value of retail sales by broad type of retail outlet for September and October 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 <sup>(2)</sup> (HK\$ million)			Percentage change (%)		
	Sep 2024 (Revised figures)	Oct 2024 (Provisional figures*)	Sep 2024 (Revised figures)	Oct 2024 (Provisional figures*)	Jan - Oct 2024 (Provisional figures*)	Sep 2024 over Sep 2023	Oct 2024 over Oct 2023	Jan - Oct 2024 over Jan - Oct 2023
<b>All retail outlets</b>	<b>105.9</b>	<b>117.7</b>	<b>29,566</b>	<b>32,880</b>	<b>312,287</b>	<b>-6.9</b>	<b>-2.9</b>	<b>-7.1</b>
<b>By broad type of retail outlet</b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>108.8</b>	<b>96.7</b>	<b>3,483</b>	<b>3,096</b>	<b>30,502</b>	<b>-3.2</b>	<b>+0.3</b>	<b>-3.8</b>
• Fish, livestock and poultry, fresh or frozen	65.2	59.3	708	644	7,558	-0.4	+1.0	-7.1
• Fruits and vegetables, fresh	132.6	125.0	357	337	3,077	+5.6	+2.3	-10.3
• Bread, pastry, confectionery and biscuits	139.6	72.4	1,147	595	6,951	-14.7	-20.0	-12.9
• Other food not elsewhere classified	104.9	131.1	861	1,075	9,085	-2.6	+2.3	-0.9
• Alcoholic drinks and tobacco	200.2	217.3	410	445	<b>3,832</b>	+27.1	+37.2	+27.9
<b>Supermarkets<sup>(1)</sup></b>	<b>88.6</b>	<b>88.4</b>	<b>4,271</b>	<b>4,260</b>	<b>42,189</b>	<b>-1.1</b>	<b>-0.4</b>	<b>-1.8</b>
<b>Fuels</b>	<b>93.0</b>	<b>90.8</b>	<b>796</b>	<b>778</b>	<b>7,817</b>	<b>-8.6</b>	<b>-9.6</b>	<b>-11.6</b>
<b>Clothing, footwear and allied products</b>	<b>104.9</b>	<b>112.3</b>	<b>2,950</b>	<b>3,159</b>	<b>36,127</b>	<b>-7.9</b>	<b>-9.4</b>	<b>-10.6</b>
• Wearing apparel	108.1	114.7	2,549	2,705	31,066	-8.6	-9.8	-11.0
• Footwear, allied products and other clothing accessories	88.0	99.8	401	454	5,061	-3.6	-6.9	-8.4
<b>Consumer durable goods</b>	<b>110.0</b>	<b>150.0</b>	<b>5,118</b>	<b>6,979</b>	<b>47,647</b>	<b>-12.5</b>	<b>+4.9</b>	<b>-10.7</b>
• Motor vehicles and parts	83.3	93.7	974	1,096	13,398	-26.8	-27.5	-13.4
• Furniture and fixtures	71.9	53.6	429	320	4,707	-14.4	-18.0	-12.8
• Electrical goods and other consumer durable goods not elsewhere classified	128.7	192.7	3,716	5,564	29,543	-7.5	+17.1	-9.1
<b>Department stores</b>	<b>70.4</b>	<b>84.1</b>	<b>2,157</b>	<b>2,577</b>	<b>24,416</b>	<b>-11.4</b>	<b>-9.2</b>	<b>-14.6</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>124.5</b>	<b>159.3</b>	<b>3,546</b>	<b>4,538</b>	<b>42,246</b>	<b>-17.9</b>	<b>-11.1</b>	<b>-15.5</b>
<b>Other consumer goods</b>	<b>127.8</b>	<b>132.1</b>	<b>7,246</b>	<b>7,494</b>	<b>81,343</b>	<b>+1.1</b>	<b>-0.7</b>	<b>+1.3</b>
• Books, newspapers, stationery and gifts	181.4	130.8	758	547	5,397	+20.4	-21.0	+7.2
• Chinese drugs and herbs	88.8	91.4	317	326	3,859	-17.7	-7.0	-15.9
• Optical shops	89.2	92.0	153	158	2,043	-10.5	-10.2	-14.4
• Medicines and cosmetics	115.4	118.4	2,370	2,433	27,827	-2.5	+3.9	+5.7
• Other consumer goods not elsewhere classified	136.6	150.9	3,648	4,030	42,217	+2.8	+1.0	+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>	87.7	86.8	4,756	4,711	46,356	-1.5	+2.1	-3.4
---	------	------	-------	-------	--------	------	------	------

(2) Figures may not add up to the total due to rounding.

**Table 2 : Value of online retail sales<sup>(1)</sup> for September and October 2024**

Selected type of retail outlet	Value of online retail sales <sup>(2)(3)</sup> (HK\$ million)		Percentage change (%)		
	Sep 2024 (Revised figures)	Oct 2024 (Provisional figures*)	Sep 2024 over Sep 2023	Oct 2024 over Oct 2023	Jan - Oct 2024 over Jan - Oct 2023
<b><u>All retail outlets</u></b>	<b>3,068</b> <b>(10.4)</b>	<b>4,049</b> <b>(12.3)</b>	<b>-12.1</b>	<b>+8.4</b>	<b>-0.5</b>
Non-store retailing	1,202 (4.1)	1,353 (4.1)	+3.1	+15.8	+12.6
Other retail outlets	1,867 (6.3)	2,696 (8.2)	-19.8	+5.0	-9.7

\* 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 September and October 2024**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Sep 2024 (Revised figures)	Oct 2024 (Provisional figures*)	Sep 2024 over Sep 2023	Oct 2024 over Oct 2023	Jan - Oct 2024 over Jan - Oct 2023
<b>All retail outlets</b>	<b>97.3</b>	<b>107.9</b>	<b>-8.7</b>	<b>-4.9</b>	<b>-8.8</b>
<b>By broad type of retail outlet</b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>97.4</b>	<b>86.8</b>	<b>-4.6</b>	<b>-1.3</b>	<b>-5.5</b>
• Fish, livestock and poultry, fresh or frozen	64.9	59.0	-0.1	+1.8	-6.1
• Fruits and vegetables, fresh	118.4	113.1	+8.4	+5.2	-7.5
• Bread, pastry, confectionery and biscuits	120.8	62.5	-16.6	-21.7	-15.1
• Other food not elsewhere classified	96.9	121.2	-1.9	+3.0	-1.2
• Alcoholic drinks and tobacco	140.0	151.9	+9.2	+18.1	+9.6
<b>Supermarkets<sup>(1)</sup></b>	<b>77.1</b>	<b>76.0</b>	<b>-4.6</b>	<b>-5.0</b>	<b>-5.6</b>
<b>Fuels</b>	<b>70.0</b>	<b>68.0</b>	<b>-13.6</b>	<b>-14.7</b>	<b>-16.8</b>
<b>Clothing, footwear and allied products</b>	<b>95.9</b>	<b>100.1</b>	<b>-3.3</b>	<b>-5.1</b>	<b>-10.8</b>
• Wearing apparel	97.5	100.5	-3.5	-4.8	-10.8
• Footwear, allied products and other clothing accessories	87.0	98.2	-2.3	-6.5	-10.4
<b>Consumer durable goods</b>	<b>114.7</b>	<b>156.1</b>	<b>-12.6</b>	<b>+5.0</b>	<b>-10.1</b>
• Motor vehicles and parts	80.2	89.8	-26.7	-27.8	-14.7
• Furniture and fixtures	68.9	51.7	-12.0	-15.3	-11.6
• Electrical goods and other consumer durable goods not elsewhere classified	140.4	210.9	-7.6	+17.6	-7.7
<b>Department stores</b>	<b>64.3</b>	<b>76.7</b>	<b>-12.9</b>	<b>-11.1</b>	<b>-16.3</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>107.3</b>	<b>136.4</b>	<b>-22.5</b>	<b>-17.2</b>	<b>-19.1</b>
<b>Other consumer goods</b>	<b>118.3</b>	<b>123.4</b>	<b>-1.5</b>	<b>-2.7</b>	<b>#</b>
• Books, newspapers, stationery and gifts	156.7	112.9	+16.9	-23.5	+2.2
• Chinese drugs and herbs	83.6	85.9	-18.2	-7.5	-17.0
• Optical shops	85.3	88.1	-10.7	-10.0	-16.0
• Medicines and cosmetics	115.7	118.6	-3.1	+3.1	+5.1
• Other consumer goods not elsewhere classified	121.5	136.5	-1.5	-1.8	-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 :

76.3	74.6	-5.0	-2.7	-7.2
------	------	------	------	------

# 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 <sup>(1)(2)</sup> (%)				
	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	Nov	+7.1	+4.3	2021	Nov	2021	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
	Oct	-2.9*	-4.9*		Oct		Jul	+0.7*	-0.4*

- 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.