

Table 1 : Value index and value of retail sales by broad type of retail outlet for October and November 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 (%)		
	Oct 2024 (Revised figures)	Nov 2024 (Provisional figures*)	Oct 2024 (Revised figures)	Nov 2024 (Provisional figures*)	Jan - Nov 2024 (Provisional figures*)	Oct 2024 over Oct 2023	Nov 2024 over Nov 2023	Jan - Nov 2024 over Jan - Nov 2023
All retail outlets	117.8	113.5	32,908	31,697	344,012	-2.8	-7.3	-7.1
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	96.7	92.4	3,095	2,957	33,459	+0.3	+0.4	-3.4
• Fish, livestock and poultry, fresh or frozen	59.3	62.0	644	673	8,231	+1.1	+0.8	-6.5
• Fruits and vegetables, fresh	125.0	95.5	337	257	3,334	+2.3	+5.2	-9.3
• Bread, pastry, confectionery and biscuits	72.4	63.2	595	519	7,470	-20.0	-22.7	-13.6
• Other food not elsewhere classified	131.2	123.6	1,076	1,013	10,098	+2.4	-1.4	-0.9
• Alcoholic drinks and tobacco	216.8	241.5	444	494	4,326	+36.9	+47.7	+29.8
Supermarkets⁽¹⁾	88.4	86.4	4,260	4,161	46,350	-0.4	+3.5	-1.3
Fuels	90.8	85.7	778	734	8,550	-9.6	-9.9	-11.4
Clothing, footwear and allied products	111.3	136.5	3,131	3,841	39,940	-10.2	-6.7	-10.3
• Wearing apparel	113.6	141.2	2,677	3,328	34,366	-10.7	-7.5	-10.7
• Footwear, allied products and other clothing accessories	99.8	112.7	454	513	5,574	-6.9	-1.7	-7.8
Consumer durable goods	151.5	114.9	7,050	5,348	53,066	+6.0	-21.7	-11.8
• Motor vehicles and parts	93.7	83.5	1,096	976	14,374	-27.5	-34.4	-15.3
• Furniture and fixtures	53.7	69.9	320	417	5,123	-18.0	-20.5	-13.5
• Electrical goods and other consumer durable goods not elsewhere classified	195.1	137.0	5,635	3,954	33,569	+18.6	-18.0	-10.0
Department stores	84.1	95.0	2,577	2,910	27,326	-9.2	-12.3	-14.4
Jewellery, watches and clocks, and valuable gifts	158.3	155.4	4,511	4,427	46,646	-11.6	-5.4	-14.7
Other consumer goods	132.3	129.0	7,506	7,319	88,674	-0.5	-1.8	+1.1
• Books, newspapers, stationery and gifts	130.8	87.0	547	364	5,761	-20.9	-6.5	+6.2
• Chinese drugs and herbs	91.3	88.8	326	317	4,175	-7.1	-19.3	-16.2
• Optical shops	92.0	91.3	158	157	2,199	-10.2	-11.8	-14.2
• Medicines and cosmetics	119.6	116.3	2,457	2,389	30,240	+5.0	-2.9	+5.1
• Other consumer goods not elsewhere classified	150.4	153.2	4,018	4,092	46,298	+0.8	+1.4	+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>	86.8	86.7	4,711	4,702	51,058	+2.1	+4.6	-2.7
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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 October and November 2024

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Oct 2024 (Revised figures)	Nov 2024 (Provisional figures*)	Oct 2024 over Oct 2023	Nov 2024 over Nov 2023	Jan - Nov 2024 over Jan - Nov 2023
<u>All retail outlets</u>	4,049 (12.3)	2,936 (9.3)	+8.4	-7.0	-1.2
Non-store retailing	1,352 (4.1)	1,415 (4.5)	+15.8	+1.2	+11.3
Other retail outlets	2,697 (8.2)	1,521 (4.8)	+5.0	-13.6	-10.1

* 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 October and November 2024

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Oct 2024 (Revised figures)	Nov 2024 (Provisional figures*)	Oct 2024 over Oct 2023	Nov 2024 over Nov 2023	Jan - Nov 2024 over Jan - Nov 2023
All retail outlets	107.9	104.5	-4.8	-8.3	-8.7
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	86.8	82.8	-1.3	-1.6	-5.2
• Fish, livestock and poultry, fresh or frozen	59.1	61.5	+1.8	+0.5	-5.6
• Fruits and vegetables, fresh	113.1	89.2	+5.2	+8.5	-6.4
• Bread, pastry, confectionery and biscuits	62.5	54.2	-21.7	-24.3	-15.8
• Other food not elsewhere classified	121.2	114.1	+3.1	-0.7	-1.1
• Alcoholic drinks and tobacco	151.6	168.6	+17.9	+26.5	+11.2
Supermarkets⁽¹⁾	76.0	74.1	-5.0	-1.1	-5.2
Fuels	68.0	68.1	-14.7	-10.7	-16.3
Clothing, footwear and allied products	99.3	121.1	-5.9	-1.2	-10.0
• Wearing apparel	99.5	122.9	-5.8	-1.3	-10.1
• Footwear, allied products and other clothing accessories	98.2	111.0	-6.5	-0.9	-9.6
Consumer durable goods	157.7	119.9	+6.1	-21.5	-11.3
• Motor vehicles and parts	89.9	80.1	-27.8	-34.5	-16.4
• Furniture and fixtures	51.7	67.9	-15.3	-19.2	-12.3
• Electrical goods and other consumer durable goods not elsewhere classified	213.6	150.1	+19.1	-17.5	-8.8
Department stores	76.7	86.8	-11.1	-12.3	-15.9
Jewellery, watches and clocks, and valuable gifts	135.6	136.0	-17.7	-9.3	-18.3
Other consumer goods	123.6	120.8	-2.5	-3.4	-0.2
• Books, newspapers, stationery and gifts	113.0	74.8	-23.5	-9.2	+1.4
• Chinese drugs and herbs	85.7	83.2	-7.7	-19.6	-17.2
• Optical shops	88.1	87.4	-10.0	-11.7	-15.7
• Medicines and cosmetics	119.8	116.9	+4.1	-2.9	+4.5
• Other consumer goods not elsewhere classified	136.1	139.2	-2.1	-1.1	-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>	74.6	74.3	-2.7	#	-6.6
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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	Dec	+6.1	+3.3	2021	Dec	2021	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	-2.8	-4.8		Oct		Jul	+0.7	-0.4
	Nov	-7.3*	-8.3*		Nov		Aug	+1.7*	+1.4*

- 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.