

Table 1 : Value index and value of retail sales by broad type of retail outlet for November and December 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 (%)		
	Nov 2024 (Revised figures)	Dec 2024 (Provisional figures*)	Nov 2024 (Revised figures)	Dec 2024 (Provisional figures*)	Jan - Dec 2024 (Provisional figures*)	Nov 2024 over Nov 2023	Dec 2024 over Dec 2023	Jan - Dec 2024 over Jan - Dec 2023
All retail outlets	113.4	117.4	31,677	32,790	376,783	-7.3	-9.7	-7.3
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	92.4	101.8	2,957	3,259	36,718	+0.4	-0.6	-3.2
• Fish, livestock and poultry, fresh or frozen	62.0	74.5	673	809	9,041	+0.8	-2.3	-6.1
• Fruits and vegetables, fresh	95.5	91.9	257	247	3,582	+5.2	+3.6	-8.5
• Bread, pastry, confectionery and biscuits	63.2	75.9	519	624	8,094	-22.7	-19.8	-14.1
• Other food not elsewhere classified	123.6	135.4	1,014	1,110	11,209	-1.4	+5.4	-0.3
• Alcoholic drinks and tobacco	241.3	228.5	494	468	4,793	+47.6	+23.3	+29.2
Supermarkets⁽¹⁾	86.4	84.3	4,161	4,061	50,411	+3.5	-3.1	-1.5
Fuels	85.7	82.2	734	704	9,254	-9.9	-11.2	-11.4
Clothing, footwear and allied products	138.8	147.2	3,905	4,140	44,145	-5.2	-10.2	-10.2
• Wearing apparel	143.9	147.7	3,392	3,482	37,912	-5.7	-11.1	-10.6
• Footwear, allied products and other clothing accessories	112.7	144.6	513	659	6,233	-1.7	-4.9	-7.5
Consumer durable goods	111.6	95.1	5,191	4,426	57,336	-24.0	-25.4	-13.3
• Motor vehicles and parts	85.3	99.9	998	1,168	15,563	-33.0	-36.3	-17.2
• Furniture and fixtures	70.0	86.8	417	517	5,641	-20.5	-22.0	-14.4
• Electrical goods and other consumer durable goods not elsewhere classified	130.8	94.9	3,777	2,741	36,132	-21.6	-20.2	-11.3
Department stores	95.0	97.1	2,910	2,976	30,302	-12.3	-8.9	-13.9
Jewellery, watches and clocks, and valuable gifts	157.3	164.5	4,481	4,687	51,387	-4.2	-13.8	-14.5
Other consumer goods	129.3	150.5	7,336	8,538	97,229	-1.6	-3.2	+0.7
• Books, newspapers, stationery and gifts	87.0	120.3	363	503	6,264	-6.5	-9.6	+4.7
• Chinese drugs and herbs	88.8	148.5	317	530	4,706	-19.3	-2.2	-14.8
• Optical shops	91.3	121.8	157	209	2,409	-11.8	-7.5	-13.6
• Medicines and cosmetics	116.9	135.2	2,402	2,777	33,030	-2.3	-2.2	+4.4
• Other consumer goods not elsewhere classified	153.4	169.1	4,097	4,518	50,820	+1.6	-2.9	+0.4

* 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>	86.7	84.4	4,702	4,578	55,637	+4.6	-0.7	-2.6
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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 November and December 2024

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Nov 2024 (Revised figures)	Dec 2024 (Provisional figures*)	Nov 2024 over Nov 2023	Dec 2024 over Dec 2023	Jan - Dec 2024 over Jan - Dec 2023
<u>All retail outlets</u>	2,932 (9.3)	2,361 (7.2)	-7.2	-17.2	-2.6
Non-store retailing	1,411 (4.5)	1,315 (4.0)	+0.9	+6.6	+10.9
Other retail outlets	1,521 (4.8)	1,045 (3.2)	-13.6	-35.4	-12.3

* 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 November and December 2024

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Nov 2024 (Revised figures)	Dec 2024 (Provisional figures*)	Nov 2024 over Nov 2023	Dec 2024 over Dec 2023	Jan - Dec 2024 over Jan - Dec 2023
All retail outlets	104.4	107.4	-8.4	-11.5	-9.0
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	82.8	90.4	-1.6	-3.5	-5.0
• Fish, livestock and poultry, fresh or frozen	61.5	72.9	+0.5	-3.7	-5.4
• Fruits and vegetables, fresh	89.2	87.4	+8.4	+7.9	-5.5
• Bread, pastry, confectionery and biscuits	54.2	64.1	-24.2	-22.7	-16.4
• Other food not elsewhere classified	114.2	123.8	-0.7	+5.1	-0.5
• Alcoholic drinks and tobacco	168.5	157.6	+26.4	+3.6	+10.5
Supermarkets⁽¹⁾	74.1	71.2	-1.1	-8.9	-5.5
Fuels	68.1	68.6	-10.6	-8.0	-15.7
Clothing, footwear and allied products	123.2	128.5	+0.4	-8.2	-9.7
• Wearing apparel	125.3	126.4	+0.6	-8.8	-9.8
• Footwear, allied products and other clothing accessories	111.0	141.2	-0.9	-5.0	-9.2
Consumer durable goods	116.5	98.7	-23.8	-25.5	-12.8
• Motor vehicles and parts	81.9	94.9	-33.1	-37.2	-18.3
• Furniture and fixtures	68.0	84.1	-19.2	-20.5	-13.2
• Electrical goods and other consumer durable goods not elsewhere classified	143.4	103.4	-21.2	-20.2	-10.2
Department stores	86.8	87.9	-12.3	-9.9	-15.4
Jewellery, watches and clocks, and valuable gifts	137.7	145.7	-8.2	-16.3	-18.1
Other consumer goods	121.1	139.9	-3.2	-5.8	-0.7
• Books, newspapers, stationery and gifts	74.8	102.1	-9.2	-13.4	+0.1
• Chinese drugs and herbs	83.2	137.5	-19.6	-3.9	-15.9
• Optical shops	87.4	115.4	-11.7	-8.2	-15.1
• Medicines and cosmetics	117.5	134.9	-2.4	-3.7	+3.8
• Other consumer goods not elsewhere classified	139.3	152.5	-1.0	-6.2	-1.2

* 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>	74.3	71.3	#	-6.6	-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		
2020	-24.3	-25.5							
2021	+8.1	+6.5							
2022	-0.8	-3.4							
2023	+16.2	+13.8							
2024	-7.3*	-9.0*							
2022	Jan	+4.0	+1.5	2022	Jan	2021	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	-8.4		Nov		Aug	+1.7	+1.4
	Dec	-9.7*	-11.5*		Dec		Sep	-0.1*	-0.2*

- 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 Dec 2024 is the percentage change of the average monthly index for Oct, Nov and Dec 2024 compared with the average monthly index for Jul, Aug and Sep 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.