

Table 1 : Value index and value of retail sales by broad type of retail outlet for June and July 2025

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 (%)		
	Jun 2025 (Revised figures)	Jul 2025 (Provisional figures*)	Jun 2025 (Revised figures)	Jul 2025 (Provisional figures*)	Jan - Jul 2025 (Provisional figures*)	Jun 2025 over Jun 2024	Jul 2025 over Jul 2024	Jan - Jul 2025 over Jan - Jul 2024
<u>All retail outlets</u>	107.8	106.3	30,094	29,693	214,836	+0.7	+1.8	-2.6
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	87.9	77.1	2,813	2,469	21,205	-1.5	-3.1	+1.4
• Fish, livestock and poultry, fresh or frozen	60.1	48.1	653	522	5,578	-10.9	-4.0	+0.2
• Fruits and vegetables, fresh	127.9	105.7	344	285	2,143	+1.0	-2.5	+5.9
• Bread, pastry, confectionery and biscuits	57.8	53.1	475	436	3,913	-17.6	-15.5	-13.9
• Other food not elsewhere classified	103.1	99.4	846	816	6,272	-1.7	-2.1	+0.9
• Alcoholic drinks and tobacco	242.1	200.6	495	411	3,300	+43.3	+13.4	+28.7
Supermarkets⁽¹⁾	86.5	90.2	4,165	4,345	29,082	+0.4	+0.2	-0.6
Fuels	84.3	83.0	722	711	4,964	-8.8	-10.3	-8.5
Clothing, footwear and allied products	116.5	133.1	3,278	3,744	25,614	-4.6	+0.1	-4.7
• Wearing apparel	120.5	139.9	2,840	3,298	22,232	-4.2	+1.3	-4.2
• Footwear, allied products and other clothing accessories	96.2	97.9	438	446	3,382	-7.2	-7.6	-7.8
Consumer durable goods	83.0	78.5	3,860	3,650	26,908	-9.1	-9.4	-15.0
• Motor vehicles and parts	108.1	76.5	1,264	894	6,723	-6.0	-12.4	-34.9
• Furniture and fixtures	74.3	73.6	443	439	2,890	-16.3	-9.4	-17.6
• Electrical goods and other consumer durable goods not elsewhere classified	74.6	80.2	2,154	2,317	17,295	-9.3	-8.2	-2.9
Department stores	75.9	72.8	2,325	2,231	17,031	+5.5	+2.6	-1.4
Jewellery, watches and clocks, and valuable gifts	160.4	143.9	4,569	4,099	28,938	+6.9	+9.4	-4.3
Other consumer goods	147.4	148.9	8,360	8,444	61,094	+5.5	+8.4	+3.6
• Books, newspapers, stationery and gifts	91.5	195.0	383	815	3,532	-4.7	+20.5	+1.6
• Chinese drugs and herbs	117.2	121.2	418	433	2,814	-2.5	+19.6	-0.5
• Optical shops	122.5	122.3	211	210	1,493	+1.0	-2.4	-2.5
• Medicines and cosmetics	135.4	132.6	2,781	2,724	21,012	+6.0	+2.6	+3.6
• Other consumer goods not elsewhere classified	171.0	159.6	4,568	4,262	32,243	+7.3	+9.8	+4.5

* 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>	84.6	88.3	4,590	4,792	32,165	+0.1	+0.4	+0.6
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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 June and July 2025

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Jun 2025 (Revised figures)	Jul 2025 (Provisional figures*)	Jun 2025 over Jun 2024	Jul 2025 over Jul 2024	Jan - Jul 2025 over Jan - Jul 2024
<u>All retail outlets</u>	2,655 (8.8)	2,582 (8.7)	+13.1	+13.2	+2.1
Non-store retailing	1,428 (4.7)	1,520 (5.1)	+12.4	+21.2	+15.8
Other retail outlets	1,227 (4.1)	1,063 (3.6)	+14.0	+3.5	-11.7

* 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 June and July 2025

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Jun 2025 (Revised figures)	Jul 2025 (Provisional figures*)	Jun 2025 over Jun 2024	Jul 2025 over Jul 2024	Jan - Jul 2025 over Jan - Jul 2024
<u>All retail outlets</u>	97.9	97.0	-0.3	+1.0	-4.0
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	77.9	68.2	-3.0	-4.3	-0.2
• Fish, livestock and poultry, fresh or frozen	58.3	46.6	-13.2	-6.4	-1.9
• Fruits and vegetables, fresh	123.0	100.4	+5.3	-1.2	+12.0
• Bread, pastry, confectionery and biscuits	47.9	43.6	-20.7	-19.4	-16.7
• Other food not elsewhere classified	94.2	91.0	-2.4	-2.5	+0.5
• Alcoholic drinks and tobacco	167.1	138.7	+44.6	+14.2	+22.2
Supermarkets⁽¹⁾	72.9	76.5	-2.2	-2.2	-3.8
Fuels	66.1	63.6	-6.4	-8.9	-6.2
Clothing, footwear and allied products	105.0	121.3	-1.3	+2.4	-2.6
• Wearing apparel	106.2	124.7	-1.3	+2.7	-2.3
• Footwear, allied products and other clothing accessories	97.6	101.0	-1.6	#	-4.8
Consumer durable goods	86.3	81.8	-9.2	-9.7	-15.0
• Motor vehicles and parts	101.8	72.4	-7.9	-13.9	-35.7
• Furniture and fixtures	72.2	72.1	-14.0	-6.5	-15.5
• Electrical goods and other consumer durable goods not elsewhere classified	82.1	88.0	-9.2	-8.4	-3.2
Department stores	69.4	66.8	+6.8	+3.5	-1.6
Jewellery, watches and clocks, and valuable gifts	132.6	119.3	+3.8	+7.5	-7.6
Other consumer goods	137.6	139.2	+3.1	+6.4	+1.2
• Books, newspapers, stationery and gifts	77.1	165.9	-6.8	+18.6	-1.2
• Chinese drugs and herbs	108.2	111.9	-4.5	+17.4	-2.4
• Optical shops	117.6	116.5	+1.3	-2.7	-2.9
• Medicines and cosmetics	134.3	132.6	+3.8	+1.6	+1.8
• Other consumer goods not elsewhere classified	156.0	145.4	+4.5	+6.9	+1.6

* The provisional figures are subject to revision later on.

Increase or decrease of less than 0.05%.

(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>	<i>71.3</i>	<i>74.9</i>	<i>-2.5</i>	<i>-2.0</i>	<i>-2.6</i>
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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
2020		-24.3	-25.5						
2021		+8.1	+6.5						
2022		-0.8	-3.4						
2023		+16.2	+13.8						
2024		-7.3	-8.9						
2022	Aug	-0.2	-3.0	2022	Aug	2022	May	+3.4	+3.2
	Sep	+0.3	-1.4		Sep		Jun	-1.5	-1.6
	Oct	+4.0	+2.5		Oct		Jul	+1.6	+1.5
	Nov	-4.1	-5.3		Nov		Aug	-0.9	-0.8
	Dec	+1.2	-0.6		Dec		Sep	-1.0	-1.0
2023	Jan	+6.9	+5.1	2023	Jan		Oct	-4.2	-4.5
	Feb	+31.3	+29.7		Feb		Nov	+5.9	+5.2
	Mar	+40.8	+39.3		Mar		Dec	+13.0	+12.1
	Apr	+14.9	+13.1		Apr	2023	Jan	+23.7	+22.9
	May	+18.5	+16.6		May		Feb	+14.4	+13.6
	Jun	+19.5	+17.4		Jun		Mar	+6.7	+6.1
	Jul	+16.7	+14.2		Jul		Apr	-1.7	-2.6
	Aug	+13.7	+11.0		Aug		May	-3.1	-3.9
	Sep	+13.0	+10.0		Sep		Jun	-4.5	-5.3
	Oct	+5.8	+2.9		Oct		Jul	-5.3	-6.1
	Nov	+15.9	+12.4		Nov		Aug	-5.4	-6.1
	Dec	+7.8	+4.8		Dec		Sep	-5.0	-5.7
2024	Jan	+0.9	-1.2	2024	Jan		Oct	-3.9	-4.0
	Feb	+1.9	+0.5		Feb		Nov	-1.2	-1.1
	Mar	-7.0	-8.7		Mar		Dec	+1.6	+2.0
	Apr	-14.7	-16.5		Apr	2024	Jan	+1.9	+1.9
	May	-11.4	-12.7		May		Feb	-1.7	-2.0
	Jun	-9.7	-11.2		Jun		Mar	-4.5	-5.1
	Jul	-11.7	-13.2		Jul		Apr	-4.0	-4.6
	Aug	-10.0	-11.7		Aug		May	-2.7	-3.5
	Sep	-6.9	-8.7		Sep		Jun	-2.1	-2.9
	Oct	-2.8	-4.8		Oct		Jul	-1.0	-2.2
	Nov	-7.3	-8.4		Nov		Aug	-0.4	-1.2
	Dec	-9.6	-11.3		Dec		Sep	-1.7	-2.4
2025	Jan	-3.1	-5.1	2025	Jan		Oct	-3.6	-5.6
	Feb	-13.0	-15.1		Feb		Nov	-2.0	-4.0
	Mar	-3.5	-4.7		Mar		Dec	+3.8	+2.2
	Apr	-2.3	-3.3		Apr	2025	Jan	+4.2	+7.1
	May	+2.4	+1.9		May		Feb	+4.1	+7.0
	Jun	+0.7	-0.3		Jun		Mar	+0.3	+2.7
	Jul	+1.8*	+1.0*		Jul		Apr	+2.1*	+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 Jun 2025 is the percentage change of the average monthly index for Apr, May and Jun 2025 compared with the average monthly index for Jan, Feb and Mar 2025.
- (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.