

Table 1 : Value index and value of retail sales by broad type of retail outlet for July and August 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 (%)		
	Jul 2025 (Revised figures)	Aug 2025 (Provisional figures*)	Jul 2025 (Revised figures)	Aug 2025 (Provisional figures*)	Jan - Aug 2025 (Provisional figures*)	Jul 2025 over Jul 2024	Aug 2025 over Aug 2024	Jan - Aug 2025 over Jan - Aug 2024
<u>All retail outlets</u>	106.2	108.6	29,671	30,326	245,140	+1.8	+3.8	-1.9
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	77.1	90.7	2,469	2,903	24,108	-3.0	-3.6	+0.8
• Fish, livestock and poultry, fresh or frozen	48.1	58.6	522	636	6,214	-4.0	-0.6	+0.1
• Fruits and vegetables, fresh	105.7	136.3	285	367	2,510	-2.5	+2.3	+5.3
• Bread, pastry, confectionery and biscuits	53.1	61.2	437	503	4,416	-15.5	-24.1	-15.2
• Other food not elsewhere classified	99.5	111.0	816	910	7,182	-2.0	-2.6	+0.5
• Alcoholic drinks and tobacco	200.6	237.4	411	486	3,786	+13.4	+17.5	+27.1
Supermarkets⁽¹⁾	90.2	90.3	4,345	4,350	33,432	+0.2	-0.8	-0.7
Fuels	83.0	84.9	711	727	5,691	-10.3	-11.4	-8.8
Clothing, footwear and allied products	133.0	114.4	3,741	3,219	28,829	#	+2.8	-4.0
• Wearing apparel	139.8	113.6	3,296	2,678	24,907	+1.2	+3.1	-3.5
• Footwear, allied products and other clothing accessories	97.7	118.8	445	541	3,922	-7.8	+0.8	-6.7
Consumer durable goods	78.6	81.8	3,658	3,807	30,723	-9.2	-2.5	-13.6
• Motor vehicles and parts	77.2	77.7	903	908	7,640	-11.6	-8.9	-32.6
• Furniture and fixtures	73.7	72.4	439	431	3,322	-9.3	-3.9	-16.1
• Electrical goods and other consumer durable goods not elsewhere classified	80.2	85.4	2,316	2,467	19,761	-8.3	+0.4	-2.5
Department stores	72.8	80.1	2,231	2,453	19,485	+2.6	+1.9	-1.0
Jewellery, watches and clocks, and valuable gifts	143.2	159.8	4,081	4,553	33,473	+8.9	+16.4	-2.0
Other consumer goods	148.7	146.6	8,435	8,315	69,399	+8.3	+8.7	+4.2
• Books, newspapers, stationery and gifts	195.0	145.9	815	610	4,141	+20.5	-1.3	+1.2
• Chinese drugs and herbs	119.6	108.7	427	388	3,197	+18.1	+0.5	-0.6
• Optical shops	122.3	123.0	210	211	1,704	-2.4	+5.7	-1.5
• Medicines and cosmetics	132.5	140.3	2,721	2,882	23,890	+2.4	+5.0	+3.8
• Other consumer goods not elsewhere classified	159.5	158.1	4,262	4,224	36,467	+9.8	+14.2	+5.6

* 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>	88.3	89.4	4,792	4,849	37,014	+0.4	-1.5	+0.3
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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 July and August 2025

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Jul 2025 (Revised figures)	Aug 2025 (Provisional figures*)	Jul 2025 over Jul 2024	Aug 2025 over Aug 2024	Jan - Aug 2025 over Jan - Aug 2024
<u>All retail outlets</u>	2,583 (8.7)	2,551 (8.4)	+13.3	+8.9	+3.0
Non-store retailing	1,518 (5.1)	1,447 (4.8)	+21.0	+19.0	+16.2
Other retail outlets	1,065 (3.6)	1,104 (3.6)	+3.8	-1.9	-10.5

* 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 companies 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 company 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 July and August 2025

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Jul 2025 (Revised figures)	Aug 2025 (Provisional figures*)	Jul 2025 over Jul 2024	Aug 2025 over Aug 2024	Jan - Aug 2025 over Jan - Aug 2024
<u>All retail outlets</u>	96.9	99.1	+0.9	+3.2	-3.1
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	68.2	80.0	-4.3	-5.1	-0.8
• Fish, livestock and poultry, fresh or frozen	46.6	56.9	-6.4	-3.1	-2.0
• Fruits and vegetables, fresh	100.4	127.3	-1.2	+4.3	+10.8
• Bread, pastry, confectionery and biscuits	43.6	50.3	-19.3	-27.8	-18.1
• Other food not elsewhere classified	91.1	101.5	-2.4	-3.3	#
• Alcoholic drinks and tobacco	138.7	163.3	+14.2	+16.5	+21.5
Supermarkets⁽¹⁾	76.5	76.8	-2.2	-2.8	-3.7
Fuels	63.6	63.8	-8.9	-11.6	-6.9
Clothing, footwear and allied products	121.2	105.3	+2.3	+4.9	-1.8
• Wearing apparel	124.6	102.4	+2.6	+4.4	-1.6
• Footwear, allied products and other clothing accessories	100.8	122.5	-0.2	+7.1	-3.3
Consumer durable goods	82.0	85.5	-9.5	-2.4	-13.5
• Motor vehicles and parts	73.1	73.5	-13.1	-10.6	-33.3
• Furniture and fixtures	72.2	71.2	-6.3	-0.8	-13.8
• Electrical goods and other consumer durable goods not elsewhere classified	87.9	93.9	-8.5	+0.7	-2.7
Department stores	66.8	73.8	+3.5	+3.1	-1.0
Jewellery, watches and clocks, and valuable gifts	118.8	133.6	+7.0	+14.1	-5.2
Other consumer goods	139.0	136.8	+6.3	+7.9	+1.9
• Books, newspapers, stationery and gifts	165.9	123.5	+18.6	-3.3	-1.5
• Chinese drugs and herbs	110.4	100.5	+15.9	-1.3	-2.4
• Optical shops	116.5	117.3	-2.7	+5.5	-1.9
• Medicines and cosmetics	132.4	139.7	+1.5	+3.8	+2.1
• Other consumer goods not elsewhere classified	145.4	144.0	+6.9	+13.8	+2.9

* 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>74.9</i>	<i>76.0</i>	<i>-2.0</i>	<i>-3.3</i>	<i>-2.7</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	Sep	+0.3	-1.4	2022	Sep	2022	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	+0.9		Jul		Apr	+2.1	+1.9
	Aug	+3.8*	+3.2*		Aug		May	+0.3*	-0.3*

- 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.