

Table 1 : Value index and value of retail sales by broad type of retail outlet for August and September 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 (%)		
	Aug 2025 (Revised figures)	Sep 2025 (Provisional figures*)	Aug 2025 (Revised figures)	Sep 2025 (Provisional figures*)	Jan - Sep 2025 (Provisional figures*)	Aug 2025 over Aug 2024	Sep 2025 over Sep 2024	Jan - Sep 2025 over Jan - Sep 2024
<u>All retail outlets</u>	108.7	112.2	30,367	31,325	276,506	+3.9	+5.9	-1.0
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	90.6	113.0	2,902	3,619	27,727	-3.6	+3.9	+1.2
• Fish, livestock and poultry, fresh or frozen	58.6	64.9	636	704	6,918	-0.6	-0.6	+0.1
• Fruits and vegetables, fresh	136.3	131.6	367	354	2,864	+2.3	-0.7	+4.5
• Bread, pastry, confectionery and biscuits	61.2	147.3	503	1,210	5,626	-24.1	+5.5	-11.5
• Other food not elsewhere classified	111.0	106.7	910	875	8,057	-2.6	+1.6	+0.6
• Alcoholic drinks and tobacco	237.3	232.2	486	475	4,261	+17.4	+16.0	+25.8
Supermarkets⁽¹⁾	90.3	90.5	4,350	4,358	37,789	-0.8	+2.0	-0.4
Fuels	84.9	80.5	727	689	6,381	-11.4	-13.4	-9.4
Clothing, footwear and allied products	114.4	98.5	3,219	2,772	31,601	+2.7	-6.0	-4.1
• Wearing apparel	113.6	102.3	2,678	2,412	27,319	+3.1	-5.4	-3.7
• Footwear, allied products and other clothing accessories	118.8	79.0	541	360	4,282	+0.8	-10.2	-7.0
Consumer durable goods	81.8	132.6	3,807	6,168	36,890	-2.5	+20.5	-9.3
• Motor vehicles and parts	77.7	79.8	908	933	8,573	-8.9	-4.1	-30.3
• Furniture and fixtures	72.4	59.5	431	355	3,677	-3.9	-17.3	-16.2
• Electrical goods and other consumer durable goods not elsewhere classified	85.4	169.0	2,467	4,880	24,641	+0.4	+31.3	+2.8
Department stores	80.1	72.4	2,453	2,217	21,702	+1.9	+2.8	-0.6
Jewellery, watches and clocks, and valuable gifts	161.3	135.8	4,595	3,870	37,385	+17.5	+9.1	-0.9
Other consumer goods	146.6	134.6	8,315	7,632	77,031	+8.7	+5.3	+4.3
• Books, newspapers, stationery and gifts	145.8	171.8	609	718	4,859	-1.3	-5.3	+0.2
• Chinese drugs and herbs	108.6	86.6	388	309	3,506	+0.5	-2.4	-0.8
• Optical shops	123.0	90.5	211	156	1,860	+5.7	+1.5	-1.3
• Medicines and cosmetics	140.3	124.2	2,881	2,551	26,440	+4.9	+7.6	+4.1
• Other consumer goods not elsewhere classified	158.2	145.9	4,225	3,898	40,366	+14.3	+6.9	+5.7

* 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>	89.4	90.1	4,849	4,889	41,903	-1.5	+2.8	+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 August and September 2025

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Aug 2025 (Revised figures)	Sep 2025 (Provisional figures*)	Aug 2025 over Aug 2024	Sep 2025 over Sep 2024	Jan - Sep 2025 over Jan - Sep 2024
<u>All retail outlets</u>	2,545 (8.4)	3,905 (12.5)	+8.7	+27.3	+6.3
Non-store retailing	1,446 (4.8)	1,366 (4.4)	+18.9	+13.7	+15.9
Other retail outlets	1,099 (3.6)	2,539 (8.1)	-2.4	+36.0	-3.0

* 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 August and September 2025

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Aug 2025 (Revised figures)	Sep 2025 (Provisional figures*)	Aug 2025 over Aug 2024	Sep 2025 over Sep 2024	Jan - Sep 2025 over Jan - Sep 2024
<u>All retail outlets</u>	99.3	102.0	+3.4	+4.8	-2.3
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	80.0	99.1	-5.1	+1.7	-0.5
• Fish, livestock and poultry, fresh or frozen	56.9	62.9	-3.1	-3.1	-2.1
• Fruits and vegetables, fresh	127.3	120.9	+4.3	+2.1	+9.7
• Bread, pastry, confectionery and biscuits	50.3	121.7	-27.8	+0.7	-14.7
• Other food not elsewhere classified	101.5	97.3	-3.3	+0.5	+0.1
• Alcoholic drinks and tobacco	163.2	160.0	+16.4	+14.2	+20.6
Supermarkets⁽¹⁾	76.8	76.9	-2.8	-0.3	-3.3
Fuels	63.9	59.9	-11.6	-14.5	-7.8
Clothing, footwear and allied products	105.3	89.0	+4.9	-7.2	-2.3
• Wearing apparel	102.4	90.3	+4.4	-7.4	-2.1
• Footwear, allied products and other clothing accessories	122.5	81.9	+7.1	-5.8	-3.5
Consumer durable goods	85.5	138.8	-2.4	+21.0	-9.2
• Motor vehicles and parts	73.5	75.7	-10.6	-5.7	-31.1
• Furniture and fixtures	71.2	58.0	-0.9	-15.8	-14.0
• Electrical goods and other consumer durable goods not elsewhere classified	94.0	186.5	+0.7	+32.9	+2.8
Department stores	73.8	66.0	+3.1	+2.6	-0.7
Jewellery, watches and clocks, and valuable gifts	135.0	112.6	+15.3	+4.9	-4.2
Other consumer goods	136.8	125.0	+7.9	+5.7	+2.3
• Books, newspapers, stationery and gifts	123.4	142.3	-3.4	-9.2	-2.7
• Chinese drugs and herbs	100.4	80.2	-1.3	-4.1	-2.6
• Optical shops	117.3	86.3	+5.5	+1.1	-1.7
• Medicines and cosmetics	139.6	123.2	+3.8	+6.5	+2.5
• Other consumer goods not elsewhere classified	144.0	132.5	+13.8	+9.1	+3.5

* 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>	76.0	76.6	-3.3	+0.5	-2.3
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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	Oct	+4.0	+2.5	2022	Oct	2022	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	+3.9	+3.4		Aug		May	+0.4	-0.3
	Sep	+5.9*	+4.8*		Sep		Jun	+1.4*	+0.5*

- 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 2025 is the percentage change of the average monthly index for Jul, Aug and Sep 2025 compared with the average monthly index for Apr, May and Jun 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.