

**Table 1 : Value index and value of retail sales by broad type of retail outlet for September and October 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 <sup>(2)</sup> (HK\$ million)			Percentage change (%)		
	Sep 2025 (Revised figures)	Oct 2025 (Provisional figures*)	Sep 2025 (Revised figures)	Oct 2025 (Provisional figures*)	Jan - Oct 2025 (Provisional figures*)	Sep 2025 over Sep 2024	Oct 2025 over Oct 2024	Jan - Oct 2025 over Jan - Oct 2024
<b><u>All retail outlets</u></b>	<b>112.2</b>	<b>126.0</b>	<b>31,344</b>	<b>35,177</b>	<b>311,703</b>	<b>+6.0</b>	<b>+6.9</b>	<b>-0.2</b>
<b><u>By broad type of retail outlet</u></b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>113.0</b>	<b>102.5</b>	<b>3,619</b>	<b>3,283</b>	<b>31,009</b>	<b>+3.9</b>	<b>+6.0</b>	<b>+1.7</b>
• Fish, livestock and poultry, fresh or frozen	64.8	60.8	704	660	7,578	-0.6	+2.5	+0.3
• Fruits and vegetables, fresh	131.6	123.7	354	333	3,198	-0.7	-1.1	+3.9
• Bread, pastry, confectionery and biscuits	147.3	81.6	1,211	671	6,297	+5.5	+12.7	-9.4
• Other food not elsewhere classified	106.7	135.7	875	1,113	9,170	+1.6	+3.5	+0.9
• Alcoholic drinks and tobacco	232.2	246.9	475	505	4,766	+16.0	+13.9	+24.4
<b>Supermarkets<sup>(1)</sup></b>	<b>90.3</b>	<b>86.8</b>	<b>4,352</b>	<b>4,183</b>	<b>41,967</b>	<b>+1.9</b>	<b>-1.8</b>	<b>-0.5</b>
<b>Fuels</b>	<b>80.5</b>	<b>82.9</b>	<b>689</b>	<b>710</b>	<b>7,090</b>	<b>-13.5</b>	<b>-8.7</b>	<b>-9.3</b>
<b>Clothing, footwear and allied products</b>	<b>97.9</b>	<b>112.3</b>	<b>2,754</b>	<b>3,160</b>	<b>34,743</b>	<b>-6.6</b>	<b>+0.9</b>	<b>-3.8</b>
• Wearing apparel	101.6	114.6	2,394	2,701	30,002	-6.1	+0.9	-3.3
• Footwear, allied products and other clothing accessories	79.0	100.9	360	459	4,742	-10.2	+1.1	-6.3
<b>Consumer durable goods</b>	<b>132.6</b>	<b>176.4</b>	<b>6,167</b>	<b>8,206</b>	<b>45,095</b>	<b>+20.5</b>	<b>+16.4</b>	<b>-5.5</b>
• Motor vehicles and parts	79.8	74.9	933	875	9,447	-4.2	-20.1	-29.5
• Furniture and fixtures	59.5	52.4	354	313	3,989	-17.3	-2.3	-15.2
• Electrical goods and other consumer durable goods not elsewhere classified	169.0	243.1	4,879	7,018	31,659	+31.3	+24.6	+6.9
<b>Department stores</b>	<b>72.4</b>	<b>89.0</b>	<b>2,217</b>	<b>2,727</b>	<b>24,429</b>	<b>+2.8</b>	<b>+5.8</b>	<b>+0.1</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>137.3</b>	<b>173.3</b>	<b>3,913</b>	<b>4,939</b>	<b>42,366</b>	<b>+10.3</b>	<b>+9.5</b>	<b>+0.3</b>
<b>Other consumer goods</b>	<b>134.6</b>	<b>140.5</b>	<b>7,634</b>	<b>7,970</b>	<b>85,003</b>	<b>+5.3</b>	<b>+6.2</b>	<b>+4.5</b>
• Books, newspapers, stationery and gifts	171.7	130.0	717	543	5,402	-5.4	-0.6	+0.1
• Chinese drugs and herbs	86.7	85.3	309	305	3,810	-2.4	-6.6	-1.2
• Optical shops	90.5	96.1	156	165	2,025	+1.5	+4.4	-0.9
• Medicines and cosmetics	124.2	124.2	2,551	2,551	28,991	+7.6	+3.8	+4.1
• Other consumer goods not elsewhere classified	146.0	165.0	3,900	4,406	44,774	+6.9	+9.7	+6.1

\* 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>	90.0	85.9	4,884	4,662	46,559	+2.7	-1.0	+0.4
---	------	------	-------	-------	--------	------	------	------

(2) Figures may not add up to the total due to rounding.

**Table 2 : Value of online retail sales<sup>(1)</sup> for September and October 2025**

Selected type of retail outlet	Value of online retail sales <sup>(2)(3)</sup> (HK\$ million)		Percentage change (%)		
	Sep 2025 (Revised figures)	Oct 2025 (Provisional figures*)	Sep 2025 over Sep 2024	Oct 2025 over Oct 2024	Jan - Oct 2025 over Jan - Oct 2024
<b><u>All retail outlets</u></b>	<b>3,903 (12.5)</b>	<b>5,151 (14.6)</b>	<b>+27.2</b>	<b>+27.2</b>	<b>+9.5</b>
Non-store retailing	1,366 (4.4)	1,500 (4.3)	+13.7	+10.9	+15.4
Other retail outlets	2,537 (8.1)	3,651 (10.4)	+35.9	+35.4	+4.4

\* 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 September and October 2025**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Sep 2025 (Revised figures)	Oct 2025 (Provisional figures*)	Sep 2025 over Sep 2024	Oct 2025 over Oct 2024	Jan - Oct 2025 over Jan - Oct 2024
<b><u>All retail outlets</u></b>	<b>102.0</b>	<b>113.7</b>	<b>+4.8</b>	<b>+5.3</b>	<b>-1.5</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>99.1</b>	<b>90.1</b>	<b>+1.7</b>	<b>+3.8</b>	<b>-0.1</b>
• Fish, livestock and poultry, fresh or frozen	62.9	59.2	-3.1	+0.2	-1.9
• Fruits and vegetables, fresh	120.9	113.2	+2.1	+0.1	+8.6
• Bread, pastry, confectionery and biscuits	121.7	67.0	+0.8	+7.2	-12.8
• Other food not elsewhere classified	97.3	123.9	+0.5	+2.2	+0.3
• Alcoholic drinks and tobacco	160.0	169.8	+14.2	+12.0	+19.7
<b>Supermarkets<sup>(1)</sup></b>	<b>76.8</b>	<b>73.3</b>	<b>-0.4</b>	<b>-3.5</b>	<b>-3.3</b>
<b>Fuels</b>	<b>59.8</b>	<b>61.9</b>	<b>-14.5</b>	<b>-8.9</b>	<b>-7.9</b>
<b>Clothing, footwear and allied products</b>	<b>88.5</b>	<b>100.7</b>	<b>-7.8</b>	<b>+1.4</b>	<b>-2.0</b>
• Wearing apparel	89.6	100.1	-8.1	+0.6	-1.9
• Footwear, allied products and other clothing accessories	81.9	104.4	-5.8	+6.3	-2.6
<b>Consumer durable goods</b>	<b>138.8</b>	<b>184.7</b>	<b>+21.0</b>	<b>+17.1</b>	<b>-5.3</b>
• Motor vehicles and parts	75.6	70.8	-5.7	-21.3	-30.3
• Furniture and fixtures	58.0	51.3	-15.8	-0.8	-13.1
• Electrical goods and other consumer durable goods not elsewhere classified	186.5	268.4	+32.9	+25.7	+7.1
<b>Department stores</b>	<b>66.0</b>	<b>81.5</b>	<b>+2.6</b>	<b>+6.3</b>	<b>+0.1</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>113.7</b>	<b>136.8</b>	<b>+6.0</b>	<b>+0.9</b>	<b>-3.5</b>
<b>Other consumer goods</b>	<b>125.0</b>	<b>130.5</b>	<b>+5.7</b>	<b>+5.6</b>	<b>+2.6</b>
• Books, newspapers, stationery and gifts	142.2	108.0	-9.3	-4.4	-2.9
• Chinese drugs and herbs	80.2	78.8	-4.1	-8.1	-3.1
• Optical shops	86.3	91.7	+1.1	+4.0	-1.2
• Medicines and cosmetics	123.2	122.4	+6.5	+2.2	+2.4
• Other consumer goods not elsewhere classified	132.6	150.0	+9.1	+10.2	+4.1

\* 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>	76.6	72.6	+0.4	-2.7	-2.4
---	------	------	------	------	------

**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 <sup>(1)(2)</sup> (%)	
		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	Nov	-4.1	-5.3	2022	Nov	2022	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	+6.0	+4.8		Sep		Jun	+1.4	+0.5
	Oct	+6.9*	+5.3*		Oct		Jul	+3.0*	+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 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.