

**Table 1 : Value index and value of retail sales by broad type of retail outlet for October and November 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 (%)		
	Oct 2025 (Revised figures)	Nov 2025 (Provisional figures*)	Oct 2025 (Revised figures)	Nov 2025 (Provisional figures*)	Jan - Nov 2025 (Provisional figures*)	Oct 2025 over Oct 2024	Nov 2025 over Nov 2024	Jan - Nov 2025 over Jan - Nov 2024
<b><u>All retail outlets</u></b>	<b>126.0</b>	<b>120.8</b>	<b>35,174</b>	<b>33,730</b>	<b>345,430</b>	<b>+6.9</b>	<b>+6.5</b>	<b>+0.4</b>
<b><u>By broad type of retail outlet</u></b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>102.5</b>	<b>94.2</b>	<b>3,282</b>	<b>3,016</b>	<b>34,025</b>	<b>+6.0</b>	<b>+2.0</b>	<b>+1.7</b>
• Fish, livestock and poultry, fresh or frozen	60.8	66.8	660	725	8,303	+2.5	+7.7	+0.9
• Fruits and vegetables, fresh	123.7	94.3	333	254	3,452	-1.1	-1.2	+3.5
• Bread, pastry, confectionery and biscuits	81.6	59.3	670	487	6,784	+12.7	-6.2	-9.2
• Other food not elsewhere classified	135.7	124.7	1,113	1,023	10,193	+3.5	+0.9	+0.9
• Alcoholic drinks and tobacco	246.9	257.3	505	526	5,293	+13.9	+6.6	+22.4
<b>Supermarkets<sup>(1)</sup></b>	<b>86.8</b>	<b>84.6</b>	<b>4,183</b>	<b>4,074</b>	<b>46,041</b>	<b>-1.8</b>	<b>-2.1</b>	<b>-0.7</b>
<b>Fuels</b>	<b>82.9</b>	<b>76.2</b>	<b>710</b>	<b>653</b>	<b>7,743</b>	<b>-8.7</b>	<b>-11.1</b>	<b>-9.4</b>
<b>Clothing, footwear and allied products</b>	<b>112.3</b>	<b>141.6</b>	<b>3,159</b>	<b>3,984</b>	<b>38,726</b>	<b>+0.9</b>	<b>+2.0</b>	<b>-3.2</b>
• Wearing apparel	114.5	148.1	2,700	3,492	33,494	+0.9	+3.0	-2.7
• Footwear, allied products and other clothing accessories	100.9	107.9	459	491	5,233	+1.1	-4.3	-6.1
<b>Consumer durable goods</b>	<b>176.4</b>	<b>141.7</b>	<b>8,208</b>	<b>6,593</b>	<b>51,691</b>	<b>+16.4</b>	<b>+27.0</b>	<b>-2.3</b>
• Motor vehicles and parts	74.9	82.7	876	966	10,414	-20.1	-3.1	-27.7
• Furniture and fixtures	52.4	65.7	313	391	4,380	-2.2	-6.1	-14.5
• Electrical goods and other consumer durable goods not elsewhere classified	243.1	181.3	7,020	5,235	36,896	+24.6	+38.6	+10.5
<b>Department stores</b>	<b>89.0</b>	<b>98.5</b>	<b>2,727</b>	<b>3,020</b>	<b>27,449</b>	<b>+5.8</b>	<b>+3.8</b>	<b>+0.4</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>173.3</b>	<b>162.9</b>	<b>4,937</b>	<b>4,641</b>	<b>47,005</b>	<b>+9.4</b>	<b>+3.6</b>	<b>+0.7</b>
<b>Other consumer goods</b>	<b>140.5</b>	<b>136.6</b>	<b>7,967</b>	<b>7,750</b>	<b>92,750</b>	<b>+6.1</b>	<b>+5.6</b>	<b>+4.6</b>
• Books, newspapers, stationery and gifts	130.0	77.8	543	325	5,727	-0.7	-10.6	-0.6
• Chinese drugs and herbs	85.2	87.2	304	311	4,122	-6.7	-1.8	-1.3
• Optical shops	96.1	98.0	165	168	2,193	+4.4	+7.3	-0.3
• Medicines and cosmetics	124.2	127.7	2,552	2,622	31,614	+3.8	+9.2	+4.5
• Other consumer goods not elsewhere classified	164.9	161.8	4,403	4,323	49,094	+9.6	+5.5	+6.0

\* 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>	85.9	85.1	4,662	4,616	51,176	-1.0	-1.8	+0.2
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(2) Figures may not add up to the total due to rounding.

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

Selected type of retail outlet	Value of online retail sales <sup>(2)(3)</sup> (HK\$ million)		Percentage change (%)		
	Oct 2025 (Revised figures)	Nov 2025 (Provisional figures*)	Oct 2025 over Oct 2024	Nov 2025 over Nov 2024	Jan - Nov 2025 over Jan - Nov 2024
<b><u>All retail outlets</u></b>	<b>5,151 (14.6)</b>	<b>3,766 (11.2)</b>	<b>+27.2</b>	<b>+28.4</b>	<b>+11.4</b>
Non-store retailing	1,500 (4.3)	1,556 (4.6)	+10.9	+10.2	+14.8
Other retail outlets	3,651 (10.4)	2,210 (6.6)	+35.4	+45.3	+8.4

\* 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 October and November 2025**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Oct 2025 (Revised figures)	Nov 2025 (Provisional figures*)	Oct 2025 over Oct 2024	Nov 2025 over Nov 2024	Jan - Nov 2025 over Jan - Nov 2024
<b><u>All retail outlets</u></b>	<b>113.7</b>	<b>109.0</b>	<b>+5.3</b>	<b>+4.4</b>	<b>-0.9</b>
<b><u>By broad type of retail outlet</u></b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>90.1</b>	<b>82.7</b>	<b>+3.8</b>	<b>-0.1</b>	<b>-0.1</b>
• Fish, livestock and poultry, fresh or frozen	59.2	64.8	+0.2	+5.4	-1.3
• Fruits and vegetables, fresh	113.2	85.5	+0.1	-4.1	+7.6
• Bread, pastry, confectionery and biscuits	66.9	49.0	+7.1	-9.7	-12.6
• Other food not elsewhere classified	123.9	113.6	+2.2	-0.5	+0.2
• Alcoholic drinks and tobacco	169.8	176.9	+12.0	+5.0	+18.0
<b>Supermarkets<sup>(1)</sup></b>	<b>73.3</b>	<b>71.5</b>	<b>-3.5</b>	<b>-3.5</b>	<b>-3.3</b>
<b>Fuels</b>	<b>61.9</b>	<b>56.5</b>	<b>-8.9</b>	<b>-17.0</b>	<b>-8.7</b>
<b>Clothing, footwear and allied products</b>	<b>100.7</b>	<b>125.1</b>	<b>+1.4</b>	<b>+1.6</b>	<b>-1.7</b>
• Wearing apparel	100.1	127.4	+0.6	+1.7	-1.6
• Footwear, allied products and other clothing accessories	104.4	111.8	+6.3	+0.7	-2.3
<b>Consumer durable goods</b>	<b>184.8</b>	<b>148.6</b>	<b>+17.2</b>	<b>+27.6</b>	<b>-2.0</b>
• Motor vehicles and parts	70.8	78.4	-21.2	-4.3	-28.5
• Furniture and fixtures	51.3	64.0	-0.8	-5.8	-12.5
• Electrical goods and other consumer durable goods not elsewhere classified	268.5	200.5	+25.7	+39.8	+10.8
<b>Department stores</b>	<b>81.5</b>	<b>89.6</b>	<b>+6.3</b>	<b>+3.2</b>	<b>+0.4</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>136.7</b>	<b>129.6</b>	<b>+0.8</b>	<b>-5.9</b>	<b>-3.8</b>
<b>Other consumer goods</b>	<b>130.4</b>	<b>127.5</b>	<b>+5.5</b>	<b>+5.2</b>	<b>+2.8</b>
• Books, newspapers, stationery and gifts	108.0	64.3	-4.4	-14.0	-3.6
• Chinese drugs and herbs	78.8	80.7	-8.1	-3.0	-3.1
• Optical shops	91.7	93.7	+4.0	+7.2	-0.6
• Medicines and cosmetics	122.4	127.0	+2.2	+8.1	+2.9
• Other consumer goods not elsewhere classified	149.9	147.5	+10.1	+5.9	+4.2

\* 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>	72.6	71.9	-2.7	-3.2	-2.4
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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 <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	Dec	+1.2	-0.6	2022	Dec	2022	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
	Nov	+6.5*	+4.4*		Nov		Aug	+3.9*	+2.2*

- 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 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.