

Table 1 : Value index and value of retail sales by broad type of retail outlet for January and February 2026

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 (%)		
	Jan 2026 (Revised figures)	Feb 2026 (Provisional figures*)	Jan 2026 (Revised figures)	Feb 2026 (Provisional figures*)	Jan - Feb 2026 (Provisional figures*)	Jan 2026 over Jan 2025	Feb 2026 over Feb 2025	Jan - Feb 2026 over Jan - Feb 2025
All retail outlets	133.7	125.5	37,327	35,050	72,377	+5.5	+19.3	+11.8
<u>By broad type of retail outlet</u>								
Food, alcoholic drinks and tobacco (other than supermarkets)	109.6	124.4	3,508	3,982	7,490	-11.0	+18.6	+2.6
• Fish, livestock and poultry, fresh or frozen	83.4	110.6	905	1,201	2,106	-6.7	+4.7	-0.6
• Fruits and vegetables, fresh	95.5	90.6	257	244	501	-6.4	-1.7	-4.2
• Bread, pastry, confectionery and biscuits	84.3	89.2	693	733	1,426	-18.1	+26.2	-0.1
• Other food not elsewhere classified	129.6	140.6	1,063	1,153	2,215	-19.3	+29.5	+0.4
• Alcoholic drinks and tobacco	288.3	318.6	590	652	1,242	+10.6	+32.9	+21.3
Supermarkets⁽¹⁾	90.1	88.2	4,339	4,248	8,587	-5.0	+13.5	+3.3
Fuels	73.3	67.1	627	574	1,202	-17.5	-10.3	-14.2
Clothing, footwear and allied products	160.4	156.7	4,511	4,407	8,918	+0.2	+14.1	+6.6
• Wearing apparel	165.4	160.6	3,900	3,786	7,686	+4.3	+8.2	+6.2
• Footwear, allied products and other clothing accessories	134.1	136.4	611	621	1,232	-19.9	+71.9	+9.6
Consumer durable goods	117.4	91.0	5,462	4,231	9,694	+35.3	+23.2	+29.7
• Motor vehicles and parts	65.9	86.0	770	1,005	1,776	+18.6	+37.3	+28.5
• Furniture and fixtures	96.8	46.4	577	276	854	+16.4	+6.6	+13.0
• Electrical goods and other consumer durable goods not elsewhere classified	142.5	102.2	4,115	2,950	7,064	+42.3	+20.7	+32.4
Department stores	80.9	84.1	2,478	2,578	5,055	-11.1	+29.3	+5.8
Jewellery, watches and clocks, and valuable gifts	205.3	181.7	5,849	5,177	11,026	+31.1	+24.2	+27.8
Other consumer goods	186.0	173.7	10,553	9,853	20,406	+2.2	+20.4	+10.3
• Books, newspapers, stationery and gifts	135.0	100.0	564	418	982	+4.7	+0.8	+3.0
• Chinese drugs and herbs	112.9	94.3	403	337	740	-8.1	+9.7	-0.8
• Optical shops	116.8	128.7	201	221	422	+8.5	+9.8	+9.2
• Medicines and cosmetics	171.0	176.1	3,512	3,618	7,130	+1.1	+16.4	+8.3
• Other consumer goods not elsewhere classified	219.9	196.9	5,873	5,259	11,132	+3.3	+26.6	+13.1

* 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>	88.8	88.8	4,816	4,815	9,631	-7.1	+15.9	+3.1
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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 January and February 2026

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Jan 2026 (Revised figures)	Feb 2026 (Provisional figures*)	Jan 2026 over Jan 2025	Feb 2026 over Feb 2025	Jan - Feb 2026 over Jan - Feb 2025
<u>All retail outlets</u>	3,044 (8.2)	2,971 (8.5)	+26.0	+29.0	+27.5
Non-store retailing	1,607 (4.3)	1,549 (4.4)	+19.6	+21.8	+20.7
Other retail outlets	1,437 (3.9)	1,422 (4.1)	+34.1	+38.0	+36.0

* 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 January and February 2026

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Jan 2026 (Revised figures)	Feb 2026 (Provisional figures*)	Jan 2026 over Jan 2025	Feb 2026 over Feb 2025	Jan - Feb 2026 over Jan - Feb 2025
<u>All retail outlets</u>	120.5	113.3	+3.5	+17.5	+9.8
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	96.6	109.1	-11.3	+17.6	+2.0
• Fish, livestock and poultry, fresh or frozen	81.0	105.7	-5.3	+3.2	-0.7
• Fruits and vegetables, fresh	88.4	82.7	-7.7	-4.5	-6.2
• Bread, pastry, confectionery and biscuits	70.0	74.0	-19.7	+24.0	-2.0
• Other food not elsewhere classified	118.3	128.3	-19.4	+29.8	+0.4
• Alcoholic drinks and tobacco	198.7	219.5	+9.0	+31.1	+19.6
Supermarkets⁽¹⁾	76.1	75.2	-5.7	+14.2	+3.3
Fuels	54.5	48.9	-25.0	-18.3	-22.0
Clothing, footwear and allied products	149.9	148.5	+4.1	+18.9	+11.0
• Wearing apparel	151.2	148.9	+7.9	+12.3	+10.0
• Footwear, allied products and other clothing accessories	142.5	146.4	-14.7	+83.6	+17.1
Consumer durable goods	123.3	95.2	+37.0	+24.1	+31.0
• Motor vehicles and parts	62.5	81.3	+18.4	+36.7	+28.1
• Furniture and fixtures	95.3	45.2	+17.3	+6.1	+13.5
• Electrical goods and other consumer durable goods not elsewhere classified	157.8	112.8	+44.9	+22.1	+34.4
Department stores	74.5	78.0	-9.9	+31.8	+7.5
Jewellery, watches and clocks, and valuable gifts	152.6	133.5	+10.8	+4.4	+7.7
Other consumer goods	174.5	162.7	+2.3	+21.9	+10.9
• Books, newspapers, stationery and gifts	111.9	82.6	+2.6	-1.7	+0.7
• Chinese drugs and herbs	104.2	87.1	-8.6	+9.2	-1.3
• Optical shops	110.2	120.4	+8.3	+8.3	+8.3
• Medicines and cosmetics	170.9	177.1	+0.9	+18.1	+9.0
• Other consumer goods not elsewhere classified	201.9	179.6	+3.7	+28.8	+14.2

* 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>	75.0	75.7	-7.7	+16.6	+3.1
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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			
2021	+8.1	+6.5	-	-	-	-			
2022	-0.8	-3.4	-	-	-	-			
2023	+16.2	+13.8	-	-	-	-			
2024	-7.3	-8.9	-	-	-	-			
2025	+1.0	-0.4	-	-	-	-			
2023	Mar	+40.8	+39.3	2023	Mar	2022	Dec	+12.6	+10.4
	Apr	+14.9	+13.1		Apr	2023	Jan	+23.4	+19.7
	May	+18.5	+16.6		May		Feb	+15.5	+13.0
	Jun	+19.5	+17.4		Jun		Mar	+7.6	+7.1
	Jul	+16.7	+14.2		Jul		Apr	-1.6	-1.6
	Aug	+13.7	+11.0		Aug		May	-3.6	-3.2
	Sep	+13.0	+10.0		Sep		Jun	-4.9	-4.7
	Oct	+5.8	+2.9		Oct		Jul	-6.1	-5.2
	Nov	+15.9	+12.4		Nov		Aug	-6.2	-5.3
	Dec	+7.8	+4.8		Dec		Sep	-5.1	-4.4
2024	Jan	+0.9	-1.2	2024	Jan		Oct	-2.1	-1.9
	Feb	+1.9	+0.5		Feb		Nov	-0.1	-0.7
	Mar	-7.0	-8.7		Mar		Dec	+1.6	-0.7
	Apr	-14.7	-16.5		Apr	2024	Jan	+0.7	-2.0
	May	-11.4	-12.7		May		Feb	-1.5	-4.1
	Jun	-9.7	-11.2		Jun		Mar	-4.1	-4.5
	Jul	-11.7	-13.2		Jul		Apr	-4.0	-3.9
	Aug	-10.0	-11.7		Aug		May	-3.3	-2.5
	Sep	-6.9	-8.7		Sep		Jun	-2.5	-2.4
	Oct	-2.8	-4.8		Oct		Jul	-1.9	-1.5
	Nov	-7.3	-8.4		Nov		Aug	-1.4	-0.8
	Dec	-9.6	-11.3		Dec		Sep	-1.7	-1.2
2025	Jan	-3.1	-5.1	2025	Jan		Oct	-3.0	-3.1
	Feb	-13.0	-15.1		Feb		Nov	-2.1	-3.0
	Mar	-3.5	-4.7		Mar		Dec	+2.1	-0.2
	Apr	-2.3	-3.3		Apr	2025	Jan	+4.7	+3.1
	May	+2.4	+1.9		May		Feb	+5.8	+4.4
	Jun	+0.7	-0.3		Jun		Mar	+2.3	+3.2
	Jul	+1.8	+0.9		Jul		Apr	+1.8	+2.3
	Aug	+3.9	+3.4		Aug		May	-0.2	+0.8
	Sep	+6.0	+4.8		Sep		Jun	+1.1	+1.1
	Oct	+6.9	+5.3		Oct		Jul	+1.9	+2.0
	Nov	+6.5	+4.4		Nov		Aug	+2.6	+2.3
	Dec	+6.6	+5.1		Dec		Sep	+1.1	+0.7
2026	Jan	+5.5	+3.5	2026	Jan		Oct	+2.4	+3.1
	Feb	+19.3*	+17.5*		Feb		Nov	+2.4*	+1.6*

- 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 Dec 2025 is the percentage change of the average monthly index for Oct, Nov and Dec 2025 compared with the average monthly index for Jul, Aug and Sep 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.