

Table 1 : Value index and value of retail sales by broad type of retail outlet for February and March 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 (%)		
	Feb 2026 (Revised figures)	Mar 2026 (Provisional figures*)	Feb 2026 (Revised figures)	Mar 2026 (Provisional figures*)	Jan - Mar 2026 (Provisional figures*)	Jan - Feb 2026 over Jan - Feb 2025	Mar 2026 over Mar 2025	Jan - Mar 2026 over Jan - Mar 2025
All retail outlets	125.5	121.5	35,046	33,934	106,308	+11.8	+12.8	+12.1
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	124.4	87.9	3,984	2,813	10,304	+2.6	+1.0	+2.2
• Fish, livestock and poultry, fresh or frozen	110.6	72.9	1,200	791	2,897	-0.6	+1.1	-0.1
• Fruits and vegetables, fresh	91.2	101.6	246	274	776	-3.8	-4.4	-4.1
• Bread, pastry, confectionery and biscuits	89.2	57.9	733	476	1,901	-0.1	-5.5	-1.5
• Other food not elsewhere classified	140.6	82.4	1,153	675	2,891	+0.4	-2.3	-0.3
• Alcoholic drinks and tobacco	318.6	291.7	652	597	1,839	+21.3	+14.3	+18.9
Supermarkets⁽¹⁾	88.1	87.1	4,246	4,196	12,781	+3.3	+0.6	+2.4
Fuels	67.1	73.7	574	631	1,833	-14.2	-14.2	-14.2
Clothing, footwear and allied products	156.4	124.3	4,400	3,496	12,407	+6.6	+5.9	+6.4
• Wearing apparel	160.3	131.7	3,779	3,106	10,784	+6.1	+8.3	+6.7
• Footwear, allied products and other clothing accessories	136.4	85.8	621	391	1,622	+9.6	-10.2	+4.1
Consumer durable goods	91.0	119.9	4,232	5,576	15,271	+29.7	+40.7	+33.5
• Motor vehicles and parts	86.0	165.4	1,005	1,933	3,709	+28.5	+80.8	+51.3
• Furniture and fixtures	46.4	69.5	277	414	1,268	+13.0	+0.6	+8.7
• Electrical goods and other consumer durable goods not elsewhere classified	102.2	111.8	2,950	3,229	10,294	+32.4	+30.1	+31.7
Department stores	84.1	75.0	2,578	2,297	7,352	+5.8	+1.3	+4.4
Jewellery, watches and clocks, and valuable gifts	181.8	182.3	5,179	5,195	16,223	+27.8	+27.2	+27.6
Other consumer goods	173.7	171.5	9,854	9,730	30,137	+10.3	+10.8	+10.4
• Books, newspapers, stationery and gifts	100.5	103.8	420	434	1,418	+3.3	+3.0	+3.2
• Chinese drugs and herbs	94.3	114.7	337	410	1,149	-0.8	-5.4	-2.5
• Optical shops	128.8	138.2	222	238	660	+9.2	+7.4	+8.6
• Medicines and cosmetics	176.2	152.7	3,619	3,136	10,267	+8.3	+3.1	+6.7
• Other consumer goods not elsewhere classified	196.8	206.4	5,257	5,513	16,643	+13.1	+18.1	+14.7

* 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>	88.7	83.9	4,813	4,552	14,181	+3.1	+0.6	+2.3
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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 February and March 2026

Selected type of retail outlet	Value of online retail sales ⁽²⁾⁽³⁾ (HK\$ million)		Percentage change (%)		
	Feb 2026 (Revised figures)	Mar 2026 (Provisional figures*)	Jan - Feb 2026 over Jan - Feb 2025	Mar 2026 over Mar 2025	Jan - Mar 2026 over Jan - Mar 2025
<u>All retail outlets</u>	2,970 (8.5)	3,277 (9.7)	+27.5	+35.1	+30.1
Non-store retailing	1,551 (4.4)	1,667 (4.9)	+20.7	+19.4	+20.3
Other retail outlets	1,419 (4.0)	1,610 (4.7)	+35.9	+56.4	+42.7

* 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 February and March 2026

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Feb 2026 (Revised figures)	Mar 2026 (Provisional figures*)	Jan - Feb 2026 over Jan - Feb 2025	Mar 2026 over Mar 2025	Jan - Mar 2026 over Jan - Mar 2025
<u>All retail outlets</u>	113.3	108.0	+9.8	+9.8	+9.8
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	109.1	77.0	+2.0	-0.4	+1.3
• Fish, livestock and poultry, fresh or frozen	105.7	69.8	-0.7	-0.9	-0.7
• Fruits and vegetables, fresh	83.3	93.3	-5.9	-9.0	-7.0
• Bread, pastry, confectionery and biscuits	74.0	48.1	-1.9	-6.5	-3.1
• Other food not elsewhere classified	128.3	75.0	+0.4	-2.3	-0.2
• Alcoholic drinks and tobacco	219.5	200.3	+19.6	+12.4	+17.2
Supermarkets⁽¹⁾	75.1	74.2	+3.3	+0.7	+2.4
Fuels	48.9	50.1	-22.0	-27.5	-23.9
Clothing, footwear and allied products	148.3	112.7	+10.9	+7.7	+10.0
• Wearing apparel	148.7	116.3	+9.9	+9.8	+9.9
• Footwear, allied products and other clothing accessories	146.4	91.1	+17.1	-5.8	+10.6
Consumer durable goods	95.2	125.1	+31.0	+42.4	+35.0
• Motor vehicles and parts	81.3	156.6	+28.1	+84.4	+52.3
• Furniture and fixtures	45.2	67.0	+13.5	#	+8.8
• Electrical goods and other consumer durable goods not elsewhere classified	112.9	123.2	+34.4	+31.5	+33.5
Department stores	78.0	68.4	+7.5	+1.3	+5.5
Jewellery, watches and clocks, and valuable gifts	133.5	132.1	+7.7	+5.7	+7.1
Other consumer goods	162.7	158.6	+10.9	+10.6	+10.8
• Books, newspapers, stationery and gifts	83.1	86.1	+0.9	+1.1	+1.0
• Chinese drugs and herbs	87.0	106.1	-1.3	-5.3	-2.8
• Optical shops	120.6	129.3	+8.4	+6.0	+7.5
• Medicines and cosmetics	177.1	150.8	+9.0	+2.9	+7.1
• Other consumer goods not elsewhere classified	179.6	186.1	+14.2	+18.2	+15.5

* 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>	75.7	71.5	+3.1	+0.8	+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			
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	Apr	+14.9	+13.1	2023	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
	Mar	+12.8*	+9.8*		Mar		Dec	+7.8*	+5.4*

- 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 Mar 2026 is the percentage change of the average monthly index for Jan, Feb and Mar 2026 compared with the average monthly index for Oct, Nov and Dec 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.