

**Table 1 : Value index and value of retail sales by broad type of retail outlet for March and April 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 <sup>(2)</sup> (HK\$ million)			Percentage change (%)		
	Mar 2026 (Revised figures)	Apr 2026 (Provisional figures*)	Mar 2026 (Revised figures)	Apr 2026 (Provisional figures*)	Jan - Apr 2026 (Provisional figures*)	Mar 2026 over Mar 2025	Apr 2026 over Apr 2025	Jan - Apr 2026 over Jan - Apr 2025
<b><u>All retail outlets</u></b>	<b>121.6</b>	<b>112.3</b>	<b>33,955</b>	<b>31,351</b>	<b>137,679</b>	<b>+12.8</b>	<b>+8.6</b>	<b>+11.3</b>
<b><u>By broad type of retail outlet</u></b>								
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>87.9</b>	<b>87.8</b>	<b>2,813</b>	<b>2,812</b>	<b>13,116</b>	<b>+1.0</b>	<b>+0.3</b>	<b>+1.8</b>
• Fish, livestock and poultry, fresh or frozen	72.9	68.9	792	748	3,645	+1.1	-0.1	-0.1
• Fruits and vegetables, fresh	101.6	116.1	274	313	1,089	-4.5	-3.0	-3.8
• Bread, pastry, confectionery and biscuits	57.9	62.7	476	515	2,417	-5.5	-3.2	-1.9
• Other food not elsewhere classified	82.4	93.6	675	768	3,659	-2.3	-1.4	-0.5
• Alcoholic drinks and tobacco	291.7	228.7	597	468	2,307	+14.3	+10.9	+17.2
<b>Supermarkets<sup>(1)</sup></b>	<b>86.4</b>	<b>82.4</b>	<b>4,161</b>	<b>3,968</b>	<b>16,714</b>	<b>-0.3</b>	<b>+3.0</b>	<b>+2.3</b>
<b>Fuels</b>	<b>73.7</b>	<b>67.2</b>	<b>631</b>	<b>575</b>	<b>2,408</b>	<b>-14.2</b>	<b>-11.7</b>	<b>-13.6</b>
<b>Clothing, footwear and allied products</b>	<b>124.4</b>	<b>116.6</b>	<b>3,499</b>	<b>3,280</b>	<b>15,690</b>	<b>+6.0</b>	<b>+4.8</b>	<b>+6.1</b>
• Wearing apparel	131.9	121.4	3,109	2,861	13,649	+8.4	+5.9	+6.6
• Footwear, allied products and other clothing accessories	85.8	92.0	391	419	2,041	-10.2	-1.9	+2.8
<b>Consumer durable goods</b>	<b>119.9</b>	<b>106.9</b>	<b>5,577</b>	<b>4,973</b>	<b>20,244</b>	<b>+40.7</b>	<b>+26.2</b>	<b>+31.7</b>
• Motor vehicles and parts	165.4	122.4	1,933	1,431	5,140	+80.8	+46.1	+49.8
• Furniture and fixtures	69.7	76.0	415	453	1,722	+0.9	+6.4	+8.1
• Electrical goods and other consumer durable goods not elsewhere classified	111.8	107.0	3,228	3,089	13,382	+30.1	+21.9	+29.3
<b>Department stores</b>	<b>74.8</b>	<b>74.1</b>	<b>2,293</b>	<b>2,272</b>	<b>9,621</b>	<b>+1.2</b>	<b>-6.7</b>	<b>+1.5</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>183.7</b>	<b>154.9</b>	<b>5,233</b>	<b>4,413</b>	<b>20,674</b>	<b>+28.2</b>	<b>+19.8</b>	<b>+26.1</b>
<b>Other consumer goods</b>	<b>171.9</b>	<b>159.7</b>	<b>9,748</b>	<b>9,058</b>	<b>39,212</b>	<b>+11.0</b>	<b>+8.1</b>	<b>+9.9</b>
• Books, newspapers, stationery and gifts	103.9	116.4	434	487	1,905	+3.1	+4.9	+3.6
• Chinese drugs and herbs	114.9	95.1	410	340	1,489	-5.3	-8.5	-3.9
• Optical shops	138.1	148.8	237	256	916	+7.3	+6.1	+7.8
• Medicines and cosmetics	153.0	145.5	3,144	2,990	13,264	+3.4	+1.7	+5.6
• Other consumer goods not elsewhere classified	206.7	186.7	5,522	4,986	21,638	+18.3	+14.2	+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>	83.3	79.8	4,517	4,328	18,474	-0.1	+2.5	+2.1
---	------	------	-------	-------	--------	------	------	------

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

**Table 2 : Value of online retail sales<sup>(1)</sup> for March and April 2026**

Selected type of retail outlet	Value of online retail sales <sup>(2)(3)</sup> (HK\$ million)		Percentage change (%)		
	Mar 2026 (Revised figures)	Apr 2026 (Provisional figures*)	Mar 2026 over Mar 2025	Apr 2026 over Apr 2025	Jan - Apr 2026 over Jan - Apr 2025
<b><u>All retail outlets</u></b>	<b>3,280</b> <b>(9.7)</b>	<b>3,043</b> <b>(9.7)</b>	<b>+35.3</b>	<b>+30.6</b>	<b>+30.2</b>
Non-store retailing	1,667 (4.9)	1,668 (5.3)	+19.4	+20.7	+20.4
Other retail outlets	1,613 (4.7)	1,375 (4.4)	+56.7	+45.1	+43.3

\* 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 March and April 2026**

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Mar 2026 (Revised figures)	Apr 2026 (Provisional figures*)	Mar 2026 over Mar 2025	Apr 2026 over Apr 2025	Jan - Apr 2026 over Jan - Apr 2025
	<b>All retail outlets</b>	<b>108.1</b>	<b>99.9</b>	<b>+9.8</b>	<b>+6.4</b>
<b>By broad type of retail outlet</b>					
<b>Food, alcoholic drinks and tobacco (other than supermarkets)</b>	<b>77.0</b>	<b>77.2</b>	<b>-0.4</b>	<b>-1.0</b>	<b>+0.8</b>
• Fish, livestock and poultry, fresh or frozen	69.8	66.5	-0.8	-0.9	-0.8
• Fruits and vegetables, fresh	93.3	109.3	-9.0	-4.9	-6.4
• Bread, pastry, confectionery and biscuits	48.1	51.6	-6.5	-4.9	-3.5
• Other food not elsewhere classified	75.0	85.2	-2.3	-1.9	-0.6
• Alcoholic drinks and tobacco	200.3	156.6	+12.4	+8.7	+15.4
<b>Supermarkets<sup>(1)</sup></b>	<b>73.6</b>	<b>69.7</b>	<b>-0.1</b>	<b>+2.3</b>	<b>+2.2</b>
<b>Fuels</b>	<b>50.1</b>	<b>43.7</b>	<b>-27.5</b>	<b>-27.9</b>	<b>-24.8</b>
<b>Clothing, footwear and allied products</b>	<b>112.8</b>	<b>103.7</b>	<b>+7.8</b>	<b>+5.9</b>	<b>+9.2</b>
• Wearing apparel	116.5	104.4	+9.9	+6.0	+9.1
• Footwear, allied products and other clothing accessories	91.1	99.6	-5.8	+5.7	+9.6
<b>Consumer durable goods</b>	<b>125.1</b>	<b>111.4</b>	<b>+42.4</b>	<b>+27.4</b>	<b>+33.0</b>
• Motor vehicles and parts	156.6	113.4	+84.3	+46.7	+50.7
• Furniture and fixtures	67.1	73.4	+0.2	+5.7	+8.0
• Electrical goods and other consumer durable goods not elsewhere classified	123.2	118.8	+31.5	+23.8	+31.1
<b>Department stores</b>	<b>68.3</b>	<b>67.5</b>	<b>+1.2</b>	<b>-6.6</b>	<b>+2.4</b>
<b>Jewellery, watches and clocks, and valuable gifts</b>	<b>133.0</b>	<b>115.1</b>	<b>+6.4</b>	<b>+6.5</b>	<b>+7.1</b>
<b>Other consumer goods</b>	<b>158.9</b>	<b>147.7</b>	<b>+10.8</b>	<b>+7.5</b>	<b>+10.1</b>
• Books, newspapers, stationery and gifts	86.1	98.2	+1.1	+4.5	+1.9
• Chinese drugs and herbs	106.2	88.1	-5.2	-8.2	-4.0
• Optical shops	129.2	139.5	+6.0	+4.9	+6.7
• Medicines and cosmetics	151.2	145.2	+3.2	+1.9	+5.9
• Other consumer goods not elsewhere classified	186.4	167.1	+18.4	+13.1	+15.0

\* 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>	70.9	67.5	#	+1.7	+2.0
---	------	------	---	------	------

# Increase or decrease of less than 0.05%.

**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			
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	May	+18.5	+16.6	2023	May	2023	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
	Apr	+8.6*	+6.4*		Apr	2026	Jan	+2.9*	-2.0*

- 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.