Table 1 : Value index and value of retail sales by broad type of retail outlet for August and September 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 (%)		
	Aug 2026 (Revised figures)	Sep 2026 (Provisional figures*)	Aug 2026 (Revised figures)	Sep 2026 (Provisional figures*)	Jan - Sep 2026 (Provisional figures*)	Aug 2026 over Aug 2025	Sep 2026 over Sep 2025	Jan - Sep 2026 over Jan - Sep 2025
All retail outlets	**114.9**	**119.4**	**32,076**	**33,357**	**299,449**	**+5.6**	**+6.4**	**+8.3**
By broad type of retail outlet								
Food, alcoholic drinks and tobacco (other than supermarkets)	**92.5**	**119.1**	**2,960**	**3,812**	**28,311**	**+2.0**	**+5.3**	**+2.1**
• Fish, livestock and poultry, fresh or frozen	58.4	63.1	634	685	6,903	-0.4	-2.7	-0.2
• Fruits and vegetables, fresh	121.9	119.9	328	323	2,679	-10.6	-8.9	-6.5
• Bread, pastry, confectionery and biscuits	66.5	165.3	547	1,359	5,776	+8.7	+12.2	+2.6
• Other food not elsewhere classified	112.8	112.2	925	920	8,157	+1.7	+5.2	+1.2
• Alcoholic drinks and tobacco	256.9	256.6	526	525	4,796	+8.3	+10.5	+12.6
Supermarkets[1]	**92.2**	**89.5**	**4,442**	**4,310**	**38,214**	**+2.1**	**-1.0**	**+1.1**
Fuels	**75.0**	**78.0**	**642**	**667**	**5,567**	**-11.7**	**-3.1**	**-12.8**
Clothing, footwear and allied products	**114.1**	**109.0**	**3,210**	**3,065**	**32,824**	**-0.3**	**+11.3**	**+3.9**
• Wearing apparel	113.1	112.8	2,665	2,660	28,423	-0.5	+11.1	+4.1
• Footwear, allied products and other clothing accessories	119.5	88.9	544	405	4,401	+0.6	+12.4	+2.8
Consumer durable goods	**93.1**	**136.4**	**4,330**	**6,348**	**43,159**	**+13.8**	**+2.9**	**+17.0**
• Motor vehicles and parts	60.6	52.1	708	609	9,558	-22.0	-34.7	+11.5
• Furniture and fixtures	73.3	64.8	437	386	3,877	+1.3	+9.0	+5.4
• Electrical goods and other consumer durable goods not elsewhere classified	110.3	185.4	3,185	5,352	29,724	+29.1	+9.7	+20.6
Department stores	**78.1**	**69.4**	**2,395**	**2,127**	**21,877**	**-2.4**	**-4.1**	**+0.8**
Jewellery, watches and clocks, and valuable gifts	**180.9**	**165.2**	**5,153**	**4,706**	**45,820**	**+12.2**	**+20.3**	**+22.4**
Other consumer goods	**157.7**	**146.7**	**8,944**	**8,323**	**83,677**	**+7.6**	**+9.0**	**+8.6**
• Books, newspapers, stationery and gifts	162.1	170.8	677	714	5,001	+11.2	-0.5	+2.9
• Chinese drugs and herbs	102.2	84.1	365	300	3,295	-5.9	-3.0	-6.0
• Optical shops	130.2	103.7	224	178	1,993	+5.9	+14.6	+7.1
• Medicines and cosmetics	148.3	135.3	3,046	2,780	27,856	+5.7	+9.0	+5.4
• Other consumer goods not elsewhere classified	173.4	162.9	4,633	4,350	45,533	+9.6	+11.5	+12.8

* 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 :

Supermarkets and supermarket sections of department stores	*92.2*	*88.4*	*5,004*	*4,797*	*42,380*	*+3.2*	*-1.8*	*+1.2*

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

Table 2 : Value of online retail sales[1] for August and September 2026

Selected type of retail outlet	Value of online retail sales[2][3] (HK$ million)		Percentage change (%)		
	Aug 2026 (Revised figures)	Sep 2026 (Provisional figures*)	Aug 2026 over Aug 2025	Sep 2026 over Sep 2025	Jan - Sep 2026 over Jan - Sep 2025
All retail outlets	**2,797 (8.7)**	**4,370 (13.1)**	**+9.9**	**+12.0**	**+21.2**
Non-store retailing	1,720 (5.4)	1,689 (5.1)	+18.9	+23.7	+19.6
Other retail outlets	1,077 (3.4)	2,680 (8.0)	-2.0	+5.6	+23.1

* 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 August and September 2026

Broad type of retail outlet	Volume index of retail sales (Points) (Average monthly index from Oct 2019 to Sep 2020 = 100)		Percentage change (%)		
	Aug 2026 (Revised figures)	Sep 2026 (Provisional figures*)	Aug 2026 over Aug 2025	Sep 2026 over Sep 2025	Jan - Sep 2026 over Jan - Sep 2025
All retail outlets	**102.2**	**106.0**	**+2.9**	**+3.9**	**+5.9**
By broad type of retail outlet					
Food, alcoholic drinks and tobacco (other than supermarkets)	**81.3**	**104.1**	**+1.6**	**+5.1**	**+1.3**
• Fish, livestock and poultry, fresh or frozen	56.7	61.0	-0.3	-3.1	-0.7
• Fruits and vegetables, fresh	114.5	112.1	-10.1	-7.3	-7.2
• Bread, pastry, confectionery and biscuits	55.0	135.7	+9.5	+11.5	+1.5
• Other food not elsewhere classified	102.3	101.4	+0.8	+4.2	+0.8
• Alcoholic drinks and tobacco	175.6	175.6	+7.6	+9.7	+11.2
Supermarkets(1)	**77.9**	**75.8**	**+1.5**	**-1.4**	**+0.7**
Fuels	**48.4**	**48.8**	**-24.2**	**-18.5**	**-25.3**
Clothing, footwear and allied products	**105.7**	**98.1**	**+0.4**	**+10.9**	**+5.3**
• Wearing apparel	101.4	98.5	-1.0	+10.0	+4.7
• Footwear, allied products and other clothing accessories	131.4	95.8	+7.2	+17.1	+9.2
Consumer durable goods	**96.8**	**141.2**	**+13.2**	**+1.7**	**+17.4**
• Motor vehicles and parts	57.2	50.9	-22.1	-32.7	+12.1
• Furniture and fixtures	71.5	63.1	+0.5	+8.8	+5.1
• Electrical goods and other consumer durable goods not elsewhere classified	120.8	201.0	+28.5	+7.8	+21.1
Department stores	**71.8**	**63.5**	**-2.6**	**-3.8**	**+1.1**
Jewellery, watches and clocks, and valuable gifts	**133.2**	**121.7**	**-1.3**	**+7.0**	**+6.8**
Other consumer goods	**145.4**	**135.3**	**+6.3**	**+8.2**	**+8.1**
• Books, newspapers, stationery and gifts	136.9	140.3	+10.9	-1.3	+2.0
• Chinese drugs and herbs	94.6	77.6	-5.8	-3.2	-6.1
• Optical shops	121.1	96.9	+3.3	+12.3	+5.3
• Medicines and cosmetics	148.1	135.2	+6.1	+9.7	+5.6
• Other consumer goods not elsewhere classified	154.1	145.5	+7.0	+9.7	+11.8

* 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 :

Supermarkets and supermarket sections of department stores	*77.9*	*74.9*	*+2.6*	*-2.2*	*+0.7*

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	Oct	+5.8	+2.9	2023	Oct	2023	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	+8.7	+6.5		Apr	2026	Jan	+2.9	-1.9
	May	+7.9	+4.8		May		Feb	+4.6	+2.2
	Jun	+4.6	+2.3		Jun		Mar	-3.0	-2.6
	Jul	+4.5	+2.4		Jul		Apr	-1.7	-0.1
	Aug	+5.6	+2.9		Aug		May	-4.6	-3.4
	Sep	+6.4*	+3.9*		Sep		Jun	-0.1*	-0.2*

- 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 2026 is the percentage change of the average monthly index for Jul, Aug and Sep 2026 compared with the average monthly index for Apr, May and Jun 2026.

(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.