

# HKRMA Monthly Retail Sales Statistics Press Information

**Month of February 2009**

**1) February 2009 Total Retail Sales**

a. Total value growth vs last year

-12.6%*
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b. Total volume growth vs last year

-13.8%*
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**2) YTD (Jan-Feb) Total Retail Sales growth vs LY**

-2.0%*
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 (sales value)

-3.6%*
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 (volume)

**3) Trend of Retail Sales Growth in HK\$**

<b>2008</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
(Value)	23.2%	9.5%	20.0%	18.6%	13.0%	11.7%	13.7%	10.2%	7.0%	0.3%	1.2%	1.1%
(Volume)	17.6%	4.4%	11.0%	13.0%	11.5%	5.6%	4.1%	6.6%	1.9%	-4.3%	-2.7%	-0.5%

<b>2009</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
(Value)	7.4%	-12.6%*										
(Volume)	5.4%	-13.8%*										

\* provisional figure

**4) Commentary on February Gov't figure**

a. Feb sales are down from LY because of CNY timing.

b. The worst area is motor car (-34.6%).

**5) Commentary - January & February combined**

- a. Cosmetics & Personal Care: mid single digit growth (Gov't figure: +6.7%)**
- b. Department stores: -4% to -10% vs LY (Gov't figure: -4.8%)**
- c. Fast Food / Restaurant: -5% to + 2% vs LY**
- d. Furniture: very slow as this is not daily essential type of product (Gov't figure: -6.1%)**
- e. Specialty / Accessories: severe drop up to over 10% because this is not daily needed product & also very impulsive type of purchase**
- f. Supermarket / Convenience Store: slow growth of 6.4% which is lower than food inflation. Convenience Store suffers more because in difficult times consumer will be less impulsive & may not pay for convenience.**
- g. Watch & Jewellery: jewellery is more hard hit that record -5 to -10% vs LY. Sales in watches is similar to LY. (Gov't figure: -2.5%)**
- h. HKIA: visitors continuous drop affecting all airport store sales (visitors dropped -2% in Jan and -12.4% in Feb)**

**6) March sales early indication**

- a. Generally the business environment is considered to be very tough. Retailers are doing heavy discounting particular in fashion. Early promotion for S/S 09 already started.**
- b. Cigarette sale is badly hit by the gov't import duty increase.**
- c. Cosmetics & Personal Care with Chinese tourist still have low single digit growth.**
- d. Fast Food & Restaurant running industry wide promotion spearheaded by Joint Coalition Against Financial Tsunami record a low single digit growth but margin is badly hit.**

**7) Other Comments:-**

- a. Retailers are extremely worry about the high rental when the retail sales are at risk. Except smaller landlords (high street landlords) the other big landlords / developers are still asking for high rental increase (10%) and some are even up to 30% - 40%.**
- b. Retailers also feedback banks are increasing charges.**