

# HKRMA Monthly Retail Sales Statistics Press Information

Month of June 2009

## 1) June 2009 Total Retail Sales

a. Total value growth vs last year	-4.8%*
b. Total volume growth vs last year	-4.2%*

2) YTD (Jan-Jun) Total Retail Sales growth vs LY -4.50% (sales value) -5.40% (volume)

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

2008	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
(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%
2009	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
(Value)	7.4%	-12.7%	-7.7%	-4.3%	-6.2%	-4.8%*						
(Volume)	5.4%	-13.9%	-9.2%	-5.4%	-6.4%	-4.2%*						

\* provisional figure in June 2009

## 4) [Commentary on June retail sales](#)

- Last year we had one typhoon (#8) on 25 June which helped supermarket sales but affected other retail. This could be part of the reason why supermarket sales in June 2009 only showed 3.6% increase which is slower than previous months.
- Tourist arrival in June - overall down 15% with Mainland China down 11.6% and Taiwan down 23.9% !!!! Within Mainland China figure Individual Visit Scheme (自由行) which is the more heavy spender dropped 13.1% !!!!!
- Airport stores indicated that sales drop is more severe than overall tourist arrival drop reason being different sector of visitor buys different type of things e.g. North Asian like to buy say fashion items and if the visitor # is down 37% the impact will be huge in this type of merchandise. Airport stores generally reported a 20% decline from lower overseas passenger spending
- Due to lower Mainland tourist arrival those retail that are more dependent on Mainland tourists are under pressure e.g. cosmetics; electronic appliances; high ticket Chinese supplement products

- e. Fast food and restaurant continued to see pressure on sales
- f. Clothing and footwear continued to show poor sales --- negative vs LY by 8.5% and 7.7% respectively
- g. Dept store showed poor sales vs previous month : May -1.3%; June -5.9%

5) **July sales early indication & comments on summer sales**

- a. Plastic shopping bag levy had affected weekday sales / impulse product sales / newspaper / hot food / chilled food sales in affected retailer shops.
- b. Tourism board indicated first 20 days in July showed tourist arrival down 16% , worse off than May and June.
- c. Similar situation at airport stores due to lower overseas passenger arrival.
- d. More severe drop indication vs first half in more sector of retail : supermarket; convenience store; fast food / restaurant / department store / cosmetics and health care / watch & jewellery

6) **Impact of H1N1 Flu**

- a. H1N1 has more impact on transit traffic through HK CLK airport particularly onward to Mainland China as China still apply 7 day quarantine

7) **Tourists drop**

- a. Mentioned above particularly we have to be careful the relative drop from different destinations vs type of merchandise hit is different
- b. Obvious lower traffic to prime shopping areas such as Mongkok and Causeway Bay. Many sectors in retail and food are either directly or indirectly affected by the drop of tourists