

# HKRMA Monthly Retail Sales Statistics Press Information

Month of July 2009

## 1) July 2009 Total Retail Sales

a. Total value growth vs last year	-5.5%*
b. Total volume growth vs last year	-5.4%*

2) YTD (Jan-Jul) Total Retail Sales growth vs LY -4.6% (sales value) -5.4% (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%	-4.7%	-5.5%*					
(Volume)	5.4%	-13.9%	-9.2%	-5.4%	-6.4%	-4.1%	-5.4%*					

\* provisional figure in July 2009

## 4) Commentary on July retail sales

- a. July tourist arrival continue to decline vs last year by 12.2% and mainland China tourist arrival worsed off than previous month : down 13.7%. This has badly affected airport store sales which declined by double digit.
- b. Local consumption is still weak which reflected in e.g. Dept store (-7.8%); bread and bakery (-4.7%); books and stationery (-7.2%)
- c. Fast food has very low sales growth and some chains reported drop vs last year
- d. Supermarket chains suffered primarily due to plastic shopping bag levy resulting in \$ drop per customer.

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

- a. Airport store sales reported some slight improvements vs previous month but still single digit drop.**
- b. August saw some recovery in Chinese mainland tourists therefore cosmetic chains recorded better sales results. Similar results in watch and jewellery**
- c. Department store - due to some difference timing in promotion some stores recorded excellent sales growth while others were flat vs LY**
- d. Home furnishings / furniture sales improved with higher property transaction.**