

HKRMA Monthly Retail Sales Statistics Press Information

Month of **August** **2009**

1) August 2009 Total Retail Sales

a. Total value growth vs last year	-0.2%*
b. Total volume growth vs last year	-1.0%*

2) YTD (Jan-Aug) Total Retail Sales growth vs LY -4.0%* (sales value) -4.8%* (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%	-5.3%	-0.2%*				
(Volume)	5.4%	-13.9%	-9.2%	-5.4%	-6.4%	-4.1%	-5.2%	-1.0%*				

* provisional figure in August 2009

Source: Census & Statistic Department, HKSAR

4) Commentary on August retail sales

- a. The year-on-year decline in retail sales narrowed in August.
- b. Less typhoons in August 2009 compared to same month last year is also a factor for the sign of improvement.
- c. The increase of tourist figure by 5.8% in August and rebound of Chinese tourists by 9.2% compared to same month last year have positive impact on tourist-related sectors such as the medicines & cosmetics, watch & jewellery.
- d. Supermarket chains still suffered by the plastic shopping bag levy resulting in low or even negative growth.

e. Home furnishings / furniture sales improved in August with property market boom in June and July.

5) September sales early indication

a. Mild sales improvement anticipated in September 2009 compared to same month last year.

d. Supermarket, drug store, convenient stores continue to suffer from the plastic shopping bag levy.

c. Chinese tourists expect to have less impact in September than August.

6) Sales forecast for the October Golden Week

a. Tourist dependent categories and outlets located at tourist districts are generally optimistic about the October Golden Week.

b. Better sales expected due to longer holiday period of Mid Autumn festival and October Golden Week.

c. However, some retailers remain conservative on the passenger trend in October despite the 60th Anniversary promotional hype for mainland China.