

HKRMA Monthly Retail Sales Statistics Press Information

Month of September 2009

1) September 2009 Total Retail Sales

a. Total value growth vs last year	2.4%*
b. Total volume growth vs last year	1%*

2) YTD (Jan-Sep) Total Retail Sales growth vs LY -3.40% (sales value) -4.20% (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%	-0.1%	2.4%*			
(Volume)	5.4%	-13.9%	-9.2%	-5.4%	-6.4%	-4.1%	-5.2%	-0.9%	1%*			

* provisional figure in September 2009

Source: Census & Statistic Department, HKSAR

4) Commentary on September retail sales

- a. Cosmetic / Personal Care sectors - better performance than August recording single to double digit growth partly due to more Chinese tourists
- b. Fashion & Accessoires/ Furniture - improved performance vs last year.
- c. Fast Food - some growth vs August performance but still only single digit growth vs last year.
- d. Other retail - equal or low single digit growth vs Sep 2008
- e. Supermarket sector which includes convenience store --- both badly hit by plastic shopping bag levy and CVS sales further hit by cigarette duty

5) October sales early indication & comments on October Golden Week

- a.** Tourist-dependent retail - good performance vs last year (double digit growth) as the Golden Week is longer than last year. The first 4 days were pretty bad but starting from Monday Oct 5 the number of Mainland tourists increased arrival.
- d.** New products in mobile handsets and mini-notebook helped some of the sales improvement in Electronic & Electrical Appliance sector
- c.** Property and stock market improvement have unfortunately pushed retail rental unnecessarily high as these improvements have small impact on consumers' daily life.

6) Sales forecast for Christmas

- a.** Christmas sales forecast - conservative but more positive compared to 6 months ago.