

# HKRMA Monthly Retail Sales Statistics Press Information

Month of    **November**    **2009**

## 1) November 2009 Total Retail Sales

|                                     |        |
|-------------------------------------|--------|
| a. Total value growth vs last year  | 11.7%* |
| b. Total volume growth vs last year | 9.8%*  |

2) YTD (Jan-Nov) Total Retail Sales growth vs LY    -1.0% (sales value)    -2.0% (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% | 2.6% | 9.8%  | 11.7%* |       |
| (Volume) | 5.4%  | -13.9% | -9.2% | -5.4% | -6.4% | -4.1% | -5.2% | -0.9% | 1.2% | 8.3%  | 9.8%*  |       |

\* provisional figure

Source: Census & Statistic Department, HKSAR

## 4) Commentary on November retail sales

- a. November sales continues its strong growth since October's bouncing back due to a low base in the last year of +1.2% vs 2007.
- b. The retail sales performance in general achieved strong growth vs Nov 2008: motor vehicles and parts achieved the highest growth (52.5%), Jewellery, watches and clocks, and valuable gifts (+26.1%), Medicines & cosmetics (+13.1%), Chinese drugs & herbs (+13.0%), Clothing and footwear (12.0%), Electrical goods & photographic equipment (10.9%), Department store (+10.0%).
- c. Supermarkets including dept stores' supermarkets dropped 1.5% vs last year.

**5) December sales early indication & forecast on Christmas sales**

- a. High single digit growth were expected for electrical, food and health and beauty sectors.
- b. Department stores reported a mid single digit growth in December while double digit growth was expected in Christmas period vs. last year.
- c. Watches and Jewellery sector is expected to have double digit growth (over 20%) in December and Christmas period.
- d. Fast food and restaurants sector recorded sales increases in tourist districts.
- e. Fashion and accessories was benefited by the cold weather and a growth by high single digit to low double digit was expected.

**6) Forecast for 2010**

- a. Retail sales performance in 2010 should be better than 2009 and expected to have single digit increase in general.

**7) Challenges for retail industry in 2010**

- a. The major challenges would lie with the ever increasing operating costs, in particular **Rental, Wages and other overhead costs**.
- b. **Government regulations, inflation** and **uncertain economic conditions** will continue to be the major concerns for the retail industry in 2010.