

HKRMA Monthly Retail Sales Statistics Press Information

Month of December 2016

Jan-Dec 2016 over Jan-Dec 2015

- 1) a. Total sales value growth vs last year
b. Total volume growth vs last year

-2.9%
-2.8%

- c. Value:
d. Volume:

-8.1%
-7.1%

2) Trend of Retail Sales Growth in HK\$

2011	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Value (million)	37,555	29,209	31,227	32,052	33,104	31,329	35,182	34,259	31,177	34,207	33,369	43,063
Value (% change)	28.1%	8.5%	26.2%	27.8%	27.8%	28.8%	29.1%	29.0%	24.0%	23.0%	23.4%	23.5%
Volume index	24.1%	4.8%	20.6%	21.9%	21.1%	22.2%	22.5%	20.7%	15.2%	15.1%	16.5%	16.5%

2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Value (million)	43,152	33,777	36,571	35,694	35,991	34,781	36,544	35,827	34,110	35,534	36,518	46,999
Value (% change)	14.9%	15.6%	17.1%	11.4%	8.7%	11.0%	3.9%	4.6%	9.4%	3.9%	9.4%	9.1%
Volume index	8.9%	9.6%	12.5%	7.1%	5.4%	7.7%	1.0%	2.6%	8.3%	2.9%	7.9%	7.8%

2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Value (million)	47,667	41,443	40,160	43,075	40,626	39,887	39,951	38,711	35,831	37,783	39,629	49,686
Value (% change)	10.5%	22.7%	9.8%	20.7%	12.9%	14.7%	9.3%	8.1%	5.0%	6.3%	8.5%	5.7%
Volume index	9.4%	21.8%	9.6%	21.2%	13.1%	14.7%	9.7%	7.9%	4.9%	6.7%	9.0%	6.6%

2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Value (million)	54,530	40,551	39,568	38,815	39,035	37,130	38,666	40,057	37,556	38,323	41,294	47,771
Value (% change)	14.4%	-2.2%	-1.5%	-9.9%	-3.9%	-6.9%	-3.2%	3.5%	4.8%	1.4%	4.2%	-4.0%
Volume index	15.9%	-1.6%	-2.0%	-10.7%	-4.8%	-7.6%	-4.9%	2.9%	5.5%	1.7%	5.6%	-2.9%

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Value (million)	46,598	46,546	38,424	38,011	39,013	36,974	37,556	37,918	35,200	37,186	38,073	43,665
Value (% change)	-14.5%	+14.8%	-2.9%	-2.1%	-0.1%	-0.4%	-2.9%	-5.3%	-6.3%	-3.0%	-7.8%	-8.5%
Volume index	-14.2%	15.0%	-1.4%	0.1%	2.6%	2.3%	0.5%	-1.8%	-4.0%	-0.2%	-5.8%	-5.9%

2016	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Value (million)	43,538	36,963	34,650	35,154	35,737	33,683	34,659	33,923	33,785	36,117	36,000	42,398
Value (% change)	-6.6%	-20.6%	-9.8%	-7.5%	-8.3%	-8.9%	-7.7%	-10.5%	-4.0%	-2.9%	-5.4%	-2.9%
Volume index	-3.6%	-18.5%	-7.8%	-6.2%	-7.3%	-7.9%	-7.0%	-11.0%	-3.8%	-2.7%	-5.5%	-2.8%

* provisional figure

Source: Census & Statistics Department, HKSAR

3) Total Retail Sales in Value (million)

2010 (324,966 m) over 2009 (274,742 m)	18.3%	1st half 2011 (194,475 m) over 1st half 2010 (156,304 m)	24.4%
2011 (405,732 m) over 2010 (324,966 m)	24.9%	1st half 2012 (219,966 m) over 1st half 2011 (194,475 m)	13.1%
2012 (445,498 m) over 2011 (405,732 m)	9.8%	1st half 2013 (252,859 m) over 1st half 2012 (219,966 m)	15.0%
2013 (494,451 m) over 2012 (445,498 m)	11.0%	1st half 2014 (249,627 m) over 1st half 2013 (252,859 m)	-1.3%
2014 (493,236 m) over 2013 (494,451 m)	-0.2%	1st half 2015 (245,566 m) over 1st half 2014 (249,627 m)	-1.6%
2015 (475,164 m) over 2014 (493,236 m)	-3.7%	1st half 2016 (219,748 m) over 1st half 2015 (245,566 m)	-10.5%
2016 (436,630 m) over 2015 (475,164 m)	-8.1%		
Jan - Feb 2011 (66,764 m) over Jan - Feb 2010 (56,233 m)	18.7%	2nd half 2011 (211,257 m) over 2nd half 2010 (142,138 m)	25.3%
Jan - Feb 2012 (76,929 m) over Jan - Feb 2011 (66,764 m)	15.2%	2nd half 2012 (225,532 m) over 2nd half 2011 (211,257 m)	6.8%
Jan - Feb 2013 (89,110 m) over Jan - Feb 2012 (76,929 m)	15.8%	2nd half 2013 (241,591 m) over 2nd half 2012 (225,532 m)	7.1%
Jan - Feb 2014 (95,080 m) over Jan- Feb 2013 (89,110 m)	6.7%	2nd half 2014 (243,666 m) over 2nd half 2013 (241,591 m)	-0.9%
Jan - Feb 2015 (93,144 m) over Jan- Feb 2014 (95,080 m)	-2.0%	2nd half 2015 (229,590 m) over 2nd half 2014 (243,666 m)	-5.8%
Jan - Feb 2016 (80,511 m) over Jan- Feb 2015 (93,144 m)	-13.6%	2nd half 2016 (216,882 m) over 2nd half 2015 (229,590 m)	-5.5%

4) Commentary on Government's December and 2016 whole year's Retail Sales (in value and in volume)

- In December 2016, the retail sales dropped by 2.9% in value and 2.8% in volume when compared with the same period in 2015.
- For 2016 whole year, the sales value recorded a high single-digit drop (-8.1% in value and -7.1% in volume) which is in line with the Association's forecast.
- In December, the "Electrical goods and photographic equipment" continuously recorded the highest drop (-25.2% in value and -19.6% in volume), followed by the "Other consumer durable goods, not elsewhere classified" (-23.9% in value and -16.9% in volume).
- The "Jewellery, watches and clocks, and valuable gifts" has regained its growth in value (2.3% in value and -1.3% in volume) in December after a consecutive drop for 26 months since October 2014.
- The "Food, alcoholic drinks and tobacco (other than supermarkets)" recorded a growth of 5% in value due to festive sentiment in Christmas.
- The "Clothing, footwear and allied products" (-3.7% in value and -0.5% in volume) and "Department Stores" (-3.2% in value and -3.3% in volume) recorded negative growth due to relatively warm weather this December.

5) Sales Forecast for combining January & February 2017

- Most of the member companies forecast a mid single-digit growth to low double-digit drop for the combined sales value for January and February 2017.