

# HKRMA Monthly Retail Sales Statistics Press Information

Month of October 2017

Jan-Oct 2017 over Jan-Oct 2017

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

3.9%
3.6%

- c. Value:  
d. Volume:

1.2%
1.1%

## 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	42,391
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%	-2.9%

2017	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct		
Value (million)	43,112	34,820	35,691	35,206	35,898	33,723	36,035	34,849	35,708	37,532		
Value (% change)	-1.0%	-5.8%	3.0%	0.1%	0.4%	0.1%	4.0%	2.7%	5.7%	3.9%		
Volume index	-1.4%	-6.2%	2.6%	-0.1%	0.6%	0.4%	4.5%	3.2%	5.6%	3.6%		

\* 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%
2011 (405,732 m) over 2010 (324,966 m)	24.9%
2012 (445,498 m) over 2011 (405,732 m)	9.8%
2013 (494,451 m) over 2012 (445,498 m)	11.0%
2014 (493,236 m) over 2013 (494,451 m)	-0.2%
2015 (475,164 m) over 2014 (493,236 m)	-3.7%
2016 (436,630 m) over 2015 (475,164 m)	-8.1%

Q4 2011 ( 110,639 m) over Q4 2010 ( 89,705 m)	23.3%
Q4 2012 ( 119,051 m) over Q4 2011 ( 110,639m)	7.6%
Q4 2013 ( 127,099 m) over Q4 2012 ( 119,051 m)	6.8%
Q4 2014 ( 127,330 m) over Q4 2013 ( 127,099 m)	0.2%
Q4 2015 (118,924 m) over Q4 2014 (127,330 m)	-6.6%
Q4 2016 (114,515 m) over Q4 2014 (118,924 m)	-3.7%

Q3 2011 ( 100,618 m) over Q3 2010 ( 78,956 m)	27.4%
Q3 2012 ( 106,481 m) over Q3 2011 ( 100,618 m)	5.8%
Q3 2013 ( 114,493 m) over Q3 2012 ( 106,481 m)	7.5%
Q3 2014 ( 116,278 m) over Q3 2013 ( 114,493 m)	1.6%
Q3 2015 ( 110,674 m) over Q3 2014 ( 116,278 m)	-4.8%
Q3 2016 ( 102,367 m) over Q3 2015 ( 110,674 m)	-7.5%
Q3 2017 ( 106,563 m) over Q3 2015 ( 102,367 m)	4.1%

Jan-Oct 2011 ( 329,301 m) over Jan-Oct 2010 ( 263,063 m)	25.4%
Jan-Oct 2012 ( 361,981 m) over Jan-Oct 2011 ( 329,301 m)	10.6%
Jan-Oct 2013 ( 405,134 m) over Jan-Oct 2012 ( 361,981m)	12.5%
Jan-Oct 2014 ( 404,236 m) over Jan-Oct 2013 ( 405,134 m)	-0.4%
Jan-Oct 2015 ( 393,426 m) over Jan-Oct 2014 ( 404,231 m)	-2.7%
Jan-Oct 2016 (358,231 m) over Jan-Oct 2015 ( 393,426 m)	-9.6%
Jan-Oct 2017 ( 362,573 m) over Jan-Oct 2016 (358,231 m)	1.2%

### 4) Commentary on Government's October 2017 Retail Sales (in value and in volume)

- a. The total retail sales in October 2017 rose at eighth consecutive month, registering 3.9% in value and 3.6% in volume.
- b. "Jewellery, watches and clocks, and valuable gifts" (value: 8.4%; volume: 7.3%), "Medicines and cosmetics" (value: 9.9%; volume: 10.3%) and "Food, alcoholic drinks and tobacco (other than supermarkets)" (value: 8.5%; volume: 5.6%) registered highest growth in October.
- c. Out of the 20 categories, three categories had negative sales growth, including "Other consumer durable goods" (value: -18.7%; volume: -16.2%), "Electrical goods and photographic equipment" (value: -2.4%; volume -5.2%), "Books, newspapers, stationery and gifts" (value: -2.4%; volume: -5.2%).

### 5) Sales Forecast for November 2017

- a. The Association expects the sales value in November to register a mid single-digit growth.