

# HKRMA Monthly Retail Sales Statistics Press Information

Month of December 2018

Jan-Dec 2018 over Jan-Dec 2017

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

0.1%
0.2%

- c. Value:  
d. Volume:

8.8%
7.6%

## 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	Nov	Dec
Value (million)	43,112	34,820	35,691	35,206	35,898	33,723	36,035	34,849	35,708	37,532	38,718	44,852
Value (% change)	-1.0%	-5.8%	3.0%	0.1%	0.4%	0.1%	4.0%	2.7%	5.7%	3.9%	7.5%	5.8%
Volume index	-1.4%	-6.2%	2.6%	-0.1%	0.6%	0.4%	4.5%	3.2%	5.6%	3.6%	7.0%	4.3%

2018	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Value (million)	44,929	45,241	39,789	39,514	40,513	37,747	38,849	38,109	36,575	39,771	39,248	44,914
Value (% change)	4.2%	29.9%	11.5%	12.2%	12.9%	11.9%	7.8%	9.4%	2.4%	6.0%	1.4%	0.1%
Volume index	2.3%	28.3%	10.1%	11.0%	11.5%	9.8%	5.9%	7.9%	1.4%	5.3%	1.2%	0.2%

\* provisional figure

Source: Census & Statistics Department, HKSAR

### 3) Total Retail Sales in Value (million)

2011 (405,732 m) over 2010 (324,966 m)  
 2012 (445,498 m) over 2011 (405,732 m)  
 2013 (494,451 m) over 2012 (445, 498 m)  
 2014 (493,236 m) over 2013 (494,451 m)  
 2015 (475,164 m) over 2014 (493,236 m)  
 2016 (436,630 m) over 2015 (475,164 m)  
 2017 ( 446,124 m) over 2016 (436,630 m)  
**2018 ( 485,201 m) over 2017 (446,124 m)**

24.9%
9.8%
11.0%
-0.2%
-3.7%
-8.1%
2.2%
<b>8.8%</b>

1st half 2011 ( 194,475 m) over 1st half 2010 ( 156,304 m)  
 1st half 2012 ( 219,966 m) over 1st half 2011 ( 194,475 m)  
 1st half 2013 ( 252,859 m) over 1st half 2012 ( 219,966 m)  
 1st half 2014 ( 249,627 m) over 1st half 2013 ( 252,859 m)  
 1st half 2015 ( 245,566 m) over 1st half 2014 (249,627 m)  
 1st half 2016 ( 219,738 m) over 1st half 2015 ( 245,566 m)  
 1st half 2017 ( 218,430 m) over 1st half 2016 ( 219,748 m)  
 1st half 2018 ( 247,757 m) over 1st half 2017 ( 218,430 m)

24.4%
13.1%
15.0%
-1.3%
-1.6%
-10.5%
-0.6%
13.4%

Jan - Feb 2011 (66,764 m) over Jan - Feb 2010 (56,233 m)  
 Jan - Feb 2012 (76,929 m) over Jan - Feb 2011 (66,764 m)  
 Jan - Feb 2013 (89,110 m) over Jan - Feb 2012 (76,929 m)  
 Jan - Feb 2014 (95,080 m) over Jan- Feb 2013 (89,110 m)  
 Jan - Feb 2015 (93,144 m) over Jan- Feb 2014 (95,080 m)  
 Jan - Feb 2016 (80,501 m) over Jan- Feb 2015 (93,144 m)  
 Jan - Feb 2017 (77,932 m) over Jan- Feb 2016 (80,501m)  
 Jan - Feb 2018 (90,128 m) over Jan- Feb 2017 (77,932 m)

18.7%
15.2%
15.8%
6.7%
-2.0%
-13.6%
-3.2%
15.7%

2nd half 2011 ( 211,257 m) over 2nd half 2010 ( 142,138 m)  
 2nd half 2012 ( 225,532 m) over 2nd half 2011 ( 211,257 m)  
 2nd half 2013 ( 241,591 m) over 2nd half 2012 ( 225,532 m)  
 2nd half 2014 ( 243,666 m) over 2nd half 2013 ( 241,591 m)  
 2nd half 2015 ( 229,590 m) over 2nd half 2014 ( 243,666 m)  
 2nd half 2016 ( 216,882 m) over 2nd half 2015 ( 229,590 m)  
 2nd half 2017 ( 227,675 m) over 2nd half 2016 ( 216,882 m)  
 2nd half 2018 ( 237,467 m) over 2nd half 2017 ( 227,675 m)

25.3%
6.8%
7.1%
-0.9%
-5.8%
-5.5%
5.0%
4.3%

### 4) Commentary on Government's Retail Sales for December 2018 and for the Whole Year of 2018 (in value and in volume)

- In December 2018, the growth of total retail sales further slowdown to almost the same as a year earlier, registering an insignificant increase of 0.1% in value and 0.2 % in volume.
- Owing to a robust growth in the first half of 2018, the retail sales value grew by 8.8% for the year as a whole, which is in line with the Association's expectation.
- The Electrical Goods and Other Consumer Durable Goods, and Jewellery, Watches and Clocks, and Valuable Gifts continued its declining trend, registering a drop in sales value of 15.2%, and 4.9% respectively.

### 5) Sales Forecast for January and February 2019

- As the Chinese New Year in 2019 is in the first week of February, earlier than that in 2018, member companies expect a mild growth in sales value for January 2019.
- Combining January and February 2019, member companies forecast the sales performance will be the same as a year earlier.