

# HKRMA Monthly Retail Sales Statistics Press Information

## Month of January 2019

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

7.1%
6.9%

## 2) Trend of Retail Sales Growth in HK\$

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	44,883
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%	0.1%

2019	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Value (million)	48,099											
Value (% change)	7.1%											
Volume index	6.9%											

\* provisional figure

Source: Census & Statistics Department, HKSAR

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

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)**

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

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)

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

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)

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

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)

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

### 4) Commentary on Government's Retail Sales for January 2019 (in value and in volume)

- a. In January 2019, the growth of total retail sales recorded a significant increase of 7.1% in value and 6.9 % in volume.
- b. The positive growth in sales value of local-related retail categories was triggered by the festive atmosphere of the Lunar New Year, including “Food, alcoholic drinks and tobacco” (13% in value and 8.8% in volume), “Footwear, allied products and other clothing accessories” (21% in value and 16.1% in volume), and “Supermarket and supermarket sections of department stores” (10.3% in value and 7.1% in volume).
- c. Categories selling high-priced items such as “Electrical goods and other consumer durable goods” continued its declining trend (-11% in value and -7.3% in volume); while “Jewellery, watches and clocks, and valuable gifts” only registered a mild growth (4.7% in value and 8% in volume).

### 5) Sales Forecast for 2019

- a. The increase in January met the Association's expectation mainly due to the effect of an earlier timing of the Lunar New Year this year. However, member companies forecast the sales performance will be the same as a year earlier when combining January and February 2019.
- b. The Association maintains its forecast for 2019 at a low single-digit growth.