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概況

1. 根據零售業銷貨額按月統計調查，二零零四年十二月的**零售業總銷貨價值**的臨時估計為180億元，較上年同月上升8.7%。扣除期間價格變動後，**零售業總銷貨數量**較上年同月上升7.7%。

2. 二零零四年十一月零售業總銷貨價值的修訂估計為152億元，較二零零三年十一月上升7.4%，而總銷貨數量則上升6.9%。

3. 按商鋪類別分析，二零零四年十二月與二零零三年十二月比較，**電器及攝影器材**的銷貨數量升幅最大，上升18.4%。其次為**汽車及汽車零件**（零售量上升16.9%）、**雜項耐用消費品**（上升14.5%）、**超級市場貨品**（上升8.7%）、**百貨公司貨品**（上升8.6%）、**雜項消費品**（上升8.2%）、**鞋類、有關製品及其他衣物配件**（上升8.1%）、**服裝**（上升7.0%）、**珠寶首飾、鐘錶及名貴禮物**（上升5.3%）和**食品、酒類飲品及煙草**（上升0.5%）。

4. 另一方面，二零零四年十二月與上年同月比較，**傢具及固定裝置**和**燃料**的銷貨數量分別下跌9.3%和4.7%。

5. 二零零四年第四季與第三季比較，經季節性調整的零售業總銷貨數量上升3.2%。

6. 與二零零三年比較，二零零四年全年的零售業總銷貨價值上升10.8%，而總銷貨數量則上升9.1%。

7. 按商鋪類別分析，二零零四年與二零零三年比較，**電器及攝影器材**的銷貨數量升幅最大，上升23.9%。其次為**汽車及汽車零件**（零售量上升23.1%）、**珠寶首飾、鐘錶及名貴禮物**（上升12.2%）、**百貨公司貨品**（上升10.3%）、**傢具及固定裝置**（上升9.5%）、**雜項消費品**（上升9.1%）、**服裝**（上升

General observations

1. According to the Monthly Survey of Retail Sales, the **value of total retail sales** in December 2004, provisionally estimated at \$18.0 billion, increased by 8.7% over a year earlier. After netting out the effect of price changes over the same period, the **overall volume of retail sales** increased by 7.7% in December 2004 over a year earlier.

2. The revised estimate of the value of total retail sales in November 2004, at \$15.2 billion, increased by 7.4% in value or 6.9% in volume over November 2003.

3. Analysed by type of retail outlet and comparing December 2004 with December 2003, sales of **electrical goods and photographic equipment** increased the most, by 18.4% in volume. This was followed by sales of **motor vehicles and parts** (by 16.9% in volume); **miscellaneous consumer durable goods** (14.5%); **commodities in supermarkets** (8.7%); **commodities in department stores** (8.6%); **miscellaneous consumer goods** (8.2%); **footwear, allied products and other clothing accessories** (8.1%); **wearing apparel** (7.0%); **jewellery, watches and clocks, and valuable gifts** (5.3%); and **food, alcoholic drinks and tobacco** (0.5%).

4. On the other hand, sales of **furniture and fixtures** and of **fuels** decreased by 9.3% and 4.7% respectively in volume in December 2004 compared with a year earlier.

5. Based on the seasonally adjusted series, the overall volume of retail sales increased by 3.2% in the fourth quarter of 2004 compared with the preceding quarter.

6. For 2004 as a whole, retail sales increased by 10.8% in value or 9.1% in volume from 2003.

7. Analysed by type of retail outlet and comparing 2004 with 2003, sales of **electrical goods and photographic equipment** increased the most, by 23.9% in volume. This was followed by sales of **motor vehicles and parts** (by 23.1% in volume); **jewellery, watches and clocks, and valuable gifts** (12.2%); **commodities in department stores** (10.3%);

8.8%)、**鞋類、有關製品及其他衣物配件** (上升8.1%)、**雜項耐用消費品** (上升4.5%) 和 **超級市場貨品** (上升2.8%)。 **食品、酒類飲品及煙草** 的銷貨數量則大致維持不變。

8. 另一方面，以二零零四年全年計，**燃料** 的銷貨數量下跌4.6%。

9. 這些零售業銷貨額數字主要是用來量度本地零售業機構單位銷售貨品的收益，以評估本地零售業短期的業務表現。數據包括消費者在貨品方面（但不包括在服務方面）的開支。此外，它們包括訪港旅客（但不包括香港居民在外地）在貨品方面的開支。因此，數據不應視為消費者整體開支的一個全面指標。在這情況下，數據使用者可能注意到消費者服務開支在消費者整體開支當中所佔的比重越來越大。

10. 對消費者整體開支趨勢有興趣的人士，應參考作為本地生產總值一個主要組成部分的私人消費開支的按季數列。根據廣泛資料來源編製的私人消費開支統計數字，涵蓋了香港居民不論在本地或外地在貨品（從所有途徑購買的貨品）和服務兩方面的開支。

11. 零售業銷貨數量是將零售業銷貨價值內的物價變動因素扣除後所得，所用的物價平減指數是從消費物價指數內相關的項目選取。

12. 本報告書內所載列的按零售商類別劃分的零售統計數字，是各類**商店**的銷貨額統計而非各類商品的銷售額統計。例如以「衣物、鞋類及有關製品」而言，其數字並非指衣物、鞋類及有關製品的總銷售額，而是指專營這類商品或以這類商品為主要貨品的商店的總銷貨額。因此，這些商店的銷貨數字可能包括其他商品。反過來說，亦有部分衣物、鞋類及有關製品的銷售額可能包括在其他商店類別的銷貨數字內（例如超級市場內也有少量衣物、

furniture and fixtures (9.5%); **miscellaneous consumer goods** (9.1%); **wearing apparel** (8.8%); **footwear, allied products and other clothing accessories** (8.1%); **miscellaneous consumer durable goods** (4.5%); and **commodities in supermarkets** (2.8%). Sales of **food, alcoholic drinks and tobacco** remained virtually unchanged.

8. On the other hand, sales of **fuels** decreased by 4.6% in volume in 2004.

9. These retail sales statistics are primarily intended to measure the sales receipts of goods sold by local retail establishments, for gauging the short-term business performance of the local retail sector. They cover consumer spending on goods but not on services. Moreover, they include spending on goods by visitors in Hong Kong but not by Hong Kong residents outside Hong Kong. Hence they should not be regarded as a comprehensive indicator of overall consumer spending. In this context, it may be noted that the share of consumer spending on services in overall consumer spending has been increasing over time.

10. Users interested in the trend of overall consumer spending should refer to the quarterly series of private consumption expenditure (PCE), which is a major component of the Gross Domestic Product. Compiled from a wide range of data sources, PCE covers consumer spending on both goods (purchased from all channels) and services by Hong Kong residents whether domestically or abroad.

11. The volume of retail sales is derived from the value of retail sales after adjusting for price changes. The relevant components of the Consumer Price Index are used as deflators.

12. Statistics on retail sales by type of retail outlet released in this report are **outlet** statistics, not commodity statistics. Hence, for example, statistics on "clothing, footwear and allied products" do not relate to the total sales of clothing, footwear and allied products, but to the total sales in those shops selling such commodities either as the principal items or the only items. Sales figures for those outlets may therefore include other commodities. Conversely, some sales of clothing, footwear and allied products may have been subsumed in

鞋類等製品出售)。

13. 根據現時的商店分類法，不同類別的商店所銷售的商品種類範圍，重疊程度應該不大。但百貨公司的情況不同，基於其經營方式，所銷售的商品種類，多會同時包括在其他類別的商店所銷售的商品範圍內，重疊程度較大。在闡析本報告書內的銷貨數字時，要特別留意這點。

14. 表一列出二零零四年一月至十二月所有零售商及按零售商類別劃分的零售價值指數，其中以一九九九年十月至二零零零年九月期內的每月平均指數定為一百。

15. 表二列出二零零四年一月至十二月所有零售商及按零售商類別劃分的零售業銷貨價值。

16. 表三列出二零零四年一月至十二月按主要貨品種類劃分的超級市場的零售業銷貨價值。

17. 表四列出二零零四年一月至十二月按主要貨品種類劃分的百貨公司的零售業銷貨價值。

18. 表五列出二零零四年一月至十二月所有零售商及按零售商類別劃分的零售量指數，其中以一九九九年十月至二零零零年九月期內的每月平均指數定為一百。

19. 表六展示零售業總銷貨數量的變動情況。它列出以原來數列計算某月份與上年同月比較的按年變動百分率；及以經季節性調整數列計算，截至所示月份的三個月與先前三個月比較的變動百分率。

20. 圖一及圖二分別顯示由二零零一年十二月至二零零四年十二月的總零售價值和零售量指數的變動，及由二零零一年十二月至二零零四年十二月的經季節性調整指數。

the sales figures for other outlets (such as supermarkets, where some minor clothing and footwear items are also available).

13. With the existing outlet classification, the overlapping of commodity coverage among the different outlet types should not be considerable in most cases. However, for department stores, because of the very nature of their operating characteristics, overlapping with the other outlet types is much greater in terms of commodity coverage. Care should be taken about this when interpreting the sales statistics in this report.

14. Table 1 presents the value index of retail sales for all retail outlets and by type of retail outlet from January to December 2004, with average retail sales from October 1999 to September 2000 taken as 100.

15. Table 2 presents the value of retail sales for all retail outlets and by type of retail outlet from January to December 2004.

16. Table 3 presents the value of retail sales in supermarkets by broad product category from January to December 2004.

17. Table 4 presents the value of retail sales in department stores by broad product category from January to December 2004.

18. Table 5 presents the volume index of retail sales for all retail outlets and by type of retail outlet from January to December 2004, with average retail sales from October 1999 to September 2000 taken as 100.

19. Table 6 shows the movement of total retail sales volume in terms of the year-on-year rate of change for a month compared with the same month in the preceding year based on the original series, and in terms of the rate of change for a three-month period compared with the preceding three-month period based on the seasonally adjusted series.

20. Chart 1 and 2 depict, respectively, the movements of the value and volume indices of total retail sales from December 2001 to December 2004 and the seasonally adjusted indices from December 2001 to December 2004.

表一： 二零零四年一月至十二月按零售商類別劃分的零售價值指數（一九九九年十月至二零零零年九月 = 100）

Table 1: Value index of retail sales by type of retail outlet, January to December 2004 (Oct. 1999 - Sep. 2000 = 100)

零售商類別 Type of retail outlet	2004													2004
	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4	5	6	7	8	9	10	11	12*	1-12*
所有零售商類別 All retail outlets	117.4 (+4.2)	92.4 (+13.1)	104.9 (+7.9)	99.8 (+9.3)	100.8 (+23.0)	106.1 (+19.5)	100.4 (+14.6)	104.7 (+11.1)	100.2 (+5.7)	96.4 (+8.7)	102.2 (+8.6)	97.7 (+7.4)	116.1 (+8.7)	102.8 (+10.8)
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	123.0 (+2.0)	92.2 (+8.9)	107.6 (+4.8)	95.6 (-1.5)	98.3 (+3.2)	97.2 (+1.0)	92.5 (+3.1)	93.4 (+0.9)	96.8 (-5.4)	109.2 (+8.7)	113.3 (+2.4)	105.0 (+4.4)	110.3 (+4.2)	102.2 (+2.6)
新鮮及急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	135.3 (+3.0)	101.6 (+6.8)	118.4 (+4.6)	97.9 (-14.4)	92.8 (-16.9)	86.4 (-18.6)	80.5 (-16.1)	79.2 (-14.8)	83.5 (-16.8)	75.3 (-14.9)	89.3 (-6.5)	83.7 (-7.4)	95.0 (-7.6)	91.7 (-10.2)
新鮮蔬果 Fruits and vegetables, fresh	58.3 (-8.5)	50.0 (+14.8)	54.2 (+1.0)	69.9 (+14.9)	81.1 (+26.9)	90.0 (+23.7)	89.7 (+24.3)	88.2 (+24.6)	84.1 (+17.4)	77.7 (+13.8)	80.3 (+12.3)	62.8 (+10.5)	68.5 (+10.6)	75.1 (+15.8)
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	142.7 (+6.2)	104.8 (+6.1)	123.8 (+6.2)	108.6 (+8.1)	97.6 (+14.9)	106.6 (+10.0)	103.1 (+5.1)	107.6 (+6.0)	114.7 (-13.2)	195.9 (+26.7)	147.0 (+5.0)	120.8 (+5.4)	134.3 (+7.8)	123.6 (+7.4)
其他食品 Other foodstuffs	125.3 (-0.7)	91.9 (+14.5)	108.6 (+5.2)	93.5 (+0.7)	109.6 (+0.9)	106.4 (-0.6)	98.4 (+9.5)	99.8 (+3.0)	105.2 (+3.8)	109.8 (+15.6)	136.4 (+4.7)	137.6 (+13.0)	127.5 (+12.3)	111.8 (+6.1)
酒類飲品及煙草 Alcoholic drinks and tobacco	125.1 (+5.5)	94.3 (+3.6)	109.7 (+4.7)	104.7 (+13.4)	109.0 (+83.2)	98.7 (+67.1)	100.3 (+33.2)	103.9 (+14.5)	102.3 (+3.5)	104.2 (+4.2)	108.8 (+6.5)	108.4 (+2.8)	124.1 (+5.0)	107.0 (+15.5)
超級市場 Supermarkets	119.6 (+3.0)	89.5 (+3.7)	104.5 (+3.3)	96.9 (-5.2)	97.0 (-10.1)	106.3 (-0.2)	105.5 (+5.1)	111.1 (+6.1)	109.0 (+4.8)	109.6 (+8.5)	108.1 (+5.4)	104.3 (+7.1)	111.7 (+8.7)	105.7 (+3.0)
燃料 Fuels	75.5 (-4.6)	60.7 (+8.9)	68.1 (+0.9)	70.5 (+1.8)	72.8 (+5.0)	82.2 (+6.3)	83.4 (+8.8)	81.3 (+1.6)	74.2 (-0.2)	71.5 (-4.5)	70.6 (-7.2)	65.4 (-5.6)	69.8 (+0.7)	73.2 (+0.7)

註釋：請參看本表的最後一頁。

Note: Please refer to the last page of this table.

表一： 二零零四年一月至十二月按零售商類別劃分的零售價值指數（一九九九年十月至二零零零年九月 = 100）（續）

Table 1: Value index of retail sales by type of retail outlet, January to December 2004 (Oct. 1999 - Sep. 2000 = 100) (Continued)

零售商類別 Type of retail outlet	2004													2004
	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4	5	6	7	8	9	10	11	12*	1-12*
衣物、鞋類及有關製品 Clothing, footwear and allied products	126.0 (+4.1)	88.1 (+14.7)	107.0 (+8.2)	90.4 (+14.0)	100.5 (+53.5)	112.4 (+34.5)	85.2 (+20.9)	113.5 (+19.3)	95.7 (+9.9)	83.7 (+9.2)	107.6 (+13.2)	99.6 (+12.0)	132.0 (+12.5)	102.9 (+16.9)
服裝 Wearing apparel	119.8 (+3.5)	88.9 (+14.5)	104.4 (+7.9)	91.0 (+15.7)	103.6 (+55.2)	115.7 (+38.2)	84.6 (+23.5)	114.7 (+20.6)	92.2 (+11.6)	83.5 (+10.7)	110.5 (+13.5)	98.4 (+13.3)	131.0 (+11.8)	102.8 (+18.0)
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	162.3 (+6.8)	83.2 (+16.2)	122.7 (+9.9)	87.3 (+4.9)	81.6 (+41.4)	92.8 (+12.6)	88.7 (+7.7)	106.3 (+11.8)	116.5 (+2.8)	84.7 (+1.0)	90.6 (+11.3)	107.1 (+5.5)	138.0 (+16.9)	103.3 (+10.4)
耐用消費品 Consumer durable goods	103.3 (+4.6)	86.4 (+13.4)	94.9 (+8.4)	118.7 (+20.0)	109.9 (+22.6)	104.0 (+11.6)	99.8 (+17.1)	98.0 (+11.7)	105.5 (+14.3)	105.5 (+14.0)	100.3 (+12.9)	96.5 (+12.7)	103.4 (+7.3)	102.6 (+13.5)
汽車及汽車零件 Motor vehicles and parts	76.8 (-24.4)	80.9 (+0.1)	78.9 (-13.5)	125.7 (+35.5)	94.8 (+26.1)	100.1 (+24.7)	103.3 (+39.2)	97.6 (+19.2)	108.5 (+36.2)	100.9 (+26.3)	102.7 (+23.0)	95.5 (+38.7)	83.4 (+13.5)	97.5 (+20.4)
電器及攝影器材 Electrical goods and photographic equipment	122.0 (+17.1)	103.9 (+19.4)	113.0 (+18.2)	135.6 (+22.8)	127.8 (+30.1)	113.6 (+12.3)	103.3 (+18.3)	104.4 (+15.8)	111.6 (+14.3)	115.8 (+13.0)	116.1 (+12.9)	109.5 (+9.7)	129.9 (+9.9)	116.1 (+16.2)
傢具及固定裝置 Furniture and fixtures	128.9 (+25.0)	74.3 (+24.2)	101.6 (+24.7)	90.8 (+2.1)	95.7 (+8.2)	91.8 (+4.8)	82.3 (-0.1)	87.6 (+10.3)	89.2 (+5.1)	90.5 (+12.2)	79.6 (+11.5)	86.1 (-1.5)	88.7 (-9.5)	90.5 (+7.3)
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	71.0 (-3.0)	61.7 (+9.7)	66.3 (+2.5)	90.4 (+0.8)	104.2 (+10.7)	98.7 (-2.8)	103.5 (+0.2)	92.4 (-8.7)	101.9 (-7.2)	102.5 (+0.6)	75.7 (-5.8)	73.6 (-1.9)	83.8 (+10.2)	88.3 (-0.3)
百貨公司 Department stores	141.8 (+7.9)	99.5 (+17.8)	120.6 (+11.7)	90.3 (+9.3)	93.8 (+34.5)	109.9 (+23.0)	94.2 (+9.5)	107.7 (+17.9)	103.4 (+5.7)	95.9 (+8.8)	110.8 (+13.0)	116.2 (+2.3)	155.2 (+9.6)	109.9 (+12.3)
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	109.3 (+2.3)	99.6 (+21.5)	104.4 (+10.6)	104.7 (+20.8)	91.9 (+102.2)	110.3 (+79.7)	121.2 (+43.0)	109.3 (+18.9)	95.1 (+9.5)	92.3 (+9.3)	98.9 (+13.2)	98.7 (+7.7)	121.3 (+11.1)	104.4 (+23.0)

註釋：請參看本表的最後一頁。

Note: Please refer to the last page of this table.

表一： 二零零四年一月至十二月按零售商類別劃分的零售價值指數（一九九九年十月至二零零零年九月 = 100）（續）

Table 1: Value index of retail sales by type of retail outlet, January to December 2004 (Oct. 1999 - Sep. 2000 = 100) (Continued)

零售商類別 Type of retail outlet	2004													2004
	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4	5	6	7	8	9	10	11	12*	1-12*
其他消費品 Other consumer goods	121.7 (+6.6)	101.6 (+14.0)	111.6 (+9.8)	101.5 (+8.5)	112.7 (+21.1)	109.6 (+19.7)	105.9 (+9.8)	107.9 (+8.3)	101.8 (+2.1)	88.0 (+5.0)	94.0 (+6.2)	85.5 (+7.4)	110.5 (+8.5)	103.4 (+9.7)
書報、文具及禮品 Books, newspapers, stationery and gifts	109.1 (+1.8)	84.0 (+2.1)	96.6 (+1.9)	73.4 (-2.5)	93.1 (+3.0)	95.4 (+3.4)	88.1 (+0.5)	95.3 (+3.9)	110.4 (-3.5)	81.7 (-3.7)	87.2 (-6.8)	79.6 (+2.2)	96.6 (+1.0)	91.2 (+0.1)
中藥 Chinese drugs and herbs	108.4 (-10.2)	78.6 (+4.4)	93.5 (-4.6)	80.9 (-8.9)	90.8 (-6.4)	88.5 (-7.8)	89.8 (-10.2)	88.9 (-11.0)	89.5 (-17.2)	77.4 (-17.2)	81.7 (-17.1)	72.6 (-9.4)	93.5 (-5.5)	86.7 (-10.0)
眼鏡店 Optical shops	97.3 (-6.6)	95.0 (+6.1)	96.2 (-0.8)	95.7 (-0.5)	103.1 (+36.0)	106.0 (+29.5)	89.6 (+1.6)	94.1 (-1.2)	99.1 (-1.1)	77.0 (-2.4)	72.4 (-2.9)	64.9 (-3.1)	79.5 (-0.6)	89.5 (+4.1)
藥物及化粧品 Medicines and cosmetics	150.0 (+14.6)	116.1 (+16.8)	133.1 (+15.5)	130.2 (+13.8)	131.1 (+17.8)	125.8 (+24.2)	122.6 (+9.9)	124.9 (+8.5)	116.4 (+5.2)	108.5 (+8.8)	101.1 (+8.6)	100.0 (+8.3)	129.0 (+6.6)	121.3 (+11.9)
其他未分類消費品 Other consumer goods, not elsewhere classified	107.8 (+6.4)	103.0 (+19.5)	105.4 (+12.4)	93.9 (+12.5)	111.5 (+41.9)	107.0 (+29.9)	105.0 (+21.0)	104.7 (+17.2)	87.7 (+9.0)	75.9 (+14.0)	96.8 (+19.0)	80.9 (+15.3)	108.3 (+19.5)	98.6 (+18.6)
超級市場及百貨公司內的超級市場部門 ⁽³⁾ Supermarkets and supermarket sections of department stores ⁽³⁾	123.5 (+4.2)	91.5 (+4.7)	107.5 (+4.4)	98.2 (-4.6)	98.1 (-9.4)	108.1 (+0.1)	106.6 (+5.1)	112.6 (+6.5)	110.0 (+4.7)	111.8 (+8.7)	109.5 (+5.6)	106.4 (+6.7)	115.1 (+9.0)	107.6 (+3.4)

註釋：* 臨時數字。

(1) 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動，在此列出一月及二月合計的銷售數字以供參考。

(2) 括號內數字表示與上年同期比較的變動百分率，並根據未進位的數字計算。

(3) 以上 '超級市場' 的數字不包括百貨公司內的超級市場部門。這是兩者的合計數字，以作補充。

'5' 字下面有橫線者乃由進位而來。

Notes: * Provisional figures.

(1) Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented for ease of reference.

(2) Figures in brackets refer to the percentage changes over the same period of the preceding year and are calculated based on unrounded figures.

(3) The figures for 'supermarkets' above do not include sales in supermarket sections of department stores. Here are supplementary statistics that include such sales.

The underlined '5' denotes rounded up figure.

表二： 二零零四年一月至十二月按零售商類別劃分的零售業銷貨價值

Table 2: Value of retail sales by type of retail outlet, January to December 2004

零售商類別 Type of retail outlet	2004													百萬元 HK\$ million
	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4	5	6	7	8	9	10	11	12*	2004 1-12*
所有零售商類別 All retail outlets	18,219	14,340	32,559	15,495	15,653	16,473	15,589	16,256	15,558	14,960	15,864	15,168	18,023	191,599
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	2,179	1,633	3,812	1,693	1,741	1,721	1,638	1,654	1,715	1,934	2,007	1,859	1,953	21,727
新鮮及急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	777	584	1,361	562	533	497	463	455	480	433	513	481	546	6,323
新鮮蔬果 Fruits and vegetables, fresh	132	113	245	158	183	203	203	199	190	176	181	142	155	2,034
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	447	328	775	340	306	334	323	337	359	614	460	378	421	4,647
其他食品 Other foodstuffs	621	456	1,077	464	543	528	488	495	521	545	677	682	632	6,652
酒類飲品及煙草 Alcoholic drinks and tobacco	202	152	354	169	176	159	162	168	165	168	176	175	200	2,071
超級市場 Supermarkets	2,471	1,848	4,319	2,002	2,004	2,195	2,179	2,294	2,252	2,264	2,233	2,155	2,306	26,205
燃料 Fuels	491	395	886	459	473	535	542	529	483	465	459	426	454	5,712

註釋：請參看本表的最後一頁。

Note: Please refer to the last page of this table.

表二： 二零零四年一月至十二月按零售商類別劃分的零售業銷貨價值（續）

Table 2: Value of retail sales by type of retail outlet, January to December 2004 (Continued)

零售商類別 Type of retail outlet	2004													百萬元 HK\$ million
	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4	5	6	7	8	9	10	11	12*	2004 1-12*
衣物、鞋類及有關製品 Clothing, footwear and allied products	2,535	1,773	4,308	1,820	2,022	2,262	1,714	2,283	1,926	1,683	2,166	2,005	2,657	24,847
服裝 Wearing apparel	2,063	1,531	3,594	1,566	1,784	1,993	1,456	1,974	1,587	1,437	1,903	1,694	2,256	21,244
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	472	242	714	254	237	270	258	309	339	246	264	312	401	3,603
耐用消費品 Consumer durable goods	2,783	2,328	5,111	3,197	2,960	2,802	2,688	2,639	2,843	2,842	2,703	2,599	2,787	33,171
汽車及汽車零件 Motor vehicles and parts	568	599	1,167	930	702	741	764	722	803	747	760	706	617	8,659
電器及攝影器材 Electrical goods and photographic equipment	1,348	1,148	2,495	1,497	1,412	1,255	1,141	1,153	1,232	1,279	1,282	1,210	1,435	15,391
傢具及固定裝置 Furniture and fixtures	588	339	927	414	437	419	375	400	407	413	363	393	405	4,951
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	279	243	522	356	410	388	407	364	401	404	298	290	330	4,170
百貨公司 Department stores	2,094	1,470	3,564	1,334	1,385	1,624	1,391	1,590	1,528	1,417	1,637	1,717	2,292	19,480
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	2,116	1,929	4,046	2,028	1,780	2,136	2,347	2,118	1,842	1,788	1,915	1,912	2,349	24,260

註釋：請參看本表的最後一頁。

Note: Please refer to the last page of this table.

表二： 二零零四年一月至十二月按零售商類別劃分的零售業銷貨價值（續）

Table 2: Value of retail sales by type of retail outlet, January to December 2004 (Continued)

百萬港元
HK\$ million

零售商類別 Type of retail outlet	2004													2004
	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4	5	6	7	8	9	10	11	12*	1-12*
其他消費品 Other consumer goods	3,549	2,964	6,513	2,962	3,288	3,198	3,090	3,148	2,970	2,566	2,743	2,495	3,223	36,197
書報、文具及禮品 Books, newspapers, stationery and gifts	527	406	933	355	450	461	426	461	534	395	421	385	467	5,286
中藥 Chinese drugs and herbs	290	210	501	217	243	237	240	238	240	207	219	194	250	2,786
眼鏡店 Optical shops	141	138	279	139	150	154	130	137	144	112	105	94	115	1,559
藥物及化粧品 Medicines and cosmetics	1,464	1,134	2,598	1,271	1,280	1,228	1,197	1,219	1,137	1,059	987	977	1,259	14,213
其他未分類消費品 Other consumer goods, not elsewhere classified	1,126	1,076	2,202	981	1,165	1,118	1,097	1,094	916	793	1,011	845	1,131	12,353
超級市場及百貨公司內的超級市場部門 ⁽³⁾ Supermarkets and supermarket sections of department stores ⁽³⁾	2,721	2,016	4,737	2,164	2,161	2,381	2,349	2,480	2,424	2,464	2,413	2,344	2,536	28,453

註釋： * 臨時數字。

- (1) 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動，在此列出一月及二月合計的銷售數字以供參考。
- (2) 在「零售業銷貨額按月統計調查」所包涵的零售業機構單位，是按所從事的主要經濟活動，劃入有關的行業類別。分類為零售業的機構單位的銷貨價值當中，除零沽銷售外，可能會包涵有少部分的其他類別的銷售如批發銷售等。在這按月統計調查，則只包涵零沽銷售。另一方面，被分類為從事其他行業的機構單位，如批發業，可能會有零沽銷售，但這些銷售是不會被包括在這按月統計調查中。
- (3) 以上「超級市場」的數字不包括百貨公司內的超級市場部門。這是兩者的合計數字，以作補充。
- (4) 由於四捨五入關係，個別項目的數字加起來可能與所示的總數略有出入。

Notes: * Provisional figures.

- (1) Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented for ease of reference.
- (2) The Monthly Survey of Retail Sales (MRS) covers retail establishments based on their principal line of activity. Sales of establishments classified to the retail trade, however, might have included, apart from retail sales, a minor portion of other types of sales, like wholesale sales, etc. In MRS, only retail sales are included. On the other hand, establishments classified to other trades, like the wholesale trade, may also have retail sales. These sales are not included in MRS.
- (3) The figures for 'supermarkets' above do not include sales in supermarket sections of department stores. Here are supplementary statistics that include such sales.
- (4) The sum of individual items and the total shown might not exactly tally because of rounding.

表三： 二零零四年一月至十二月按主要貨品種類劃分的超級市場⁽¹⁾的零售業銷貨價值

Table 3: Value of retail sales in supermarkets⁽¹⁾ by broad product category, January to December 2004

主要貨品種類 Broad product category	2004													百萬港元 HK\$ million
	1 ⁽²⁾	2 ⁽²⁾	1-2 ⁽²⁾	3	4	5	6	7	8	9	10	11	12*	2004 1-12*
新鮮或冷藏肉類、魚類、海產類食品、水果及蔬菜及雪藏食品 Fresh/chilled meat, fish, seafood, fruit and vegetables and frozen food	367	345	712	374	391	448	431	445	435	426	409	392	415	4,877
乳類製品及蛋類、不含酒精飲品、米及粉麵及其他食品 Dairy products and eggs, non-alcoholic drinks, rice and noodles and other foods	1,225	902	2,127	982	981	1,063	1,071	1,145	1,124	1,124	1,078	946	1,105	12,746
酒類飲品及煙草 Alcoholic drinks and tobacco	457	255	712	277	269	292	312	307	311	334	345	422	364	3,944
個人護理用品、家庭用品及其他物品 Personal care products, household goods and other goods	422	346	768	369	364	392	365	397	381	380	403	396	422	4,637
總計 Total	2,471	1,848	4,319	2,002	2,004	2,195	2,179	2,294	2,252	2,264	2,233	2,155	2,306	26,205

註釋： * 臨時數字。

(1) 以上 '超級市場' 的數字不包括百貨公司內的超級市場部門。

(2) 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動，在此列出一月及二月合計的銷售數字以供參考。

(3) 由於四捨五入關係，個別項目的數字加起來可能與所示的總數略有出入。

Notes: * Provisional figures.

(1) The figures for 'supermarkets' above do not include sales in supermarket sections of department stores.

(2) Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented for ease of reference.

(3) The sum of individual items and the total shown might not exactly tally because of rounding.

表四： 二零零四年一月至十二月按主要貨品種類劃分的百貨公司的零售業銷貨價值

Table 4: Value of retail sales in department stores by broad product category, January to December 2004

百萬港元
HK\$ million

主要貨品種類 Broad product category	2004													2004
	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4	5	6	7	8	9	10	11	12*	1-12*
非超級市場部門 Non-supermarket sections														
食品、酒類飲品及煙草 Food, alcoholic drinks and tobacco	137	89	226	88	92	150	117	128	133	138	154	139	185	1,548
衣履 Clothing and footwear	784	517	1,301	421	454	510	435	517	490	407	485	572	807	6,401
電器用品、傢具及固定裝置及其他耐用物品 Electrical appliances, furniture and fixtures and other durable goods	195	145	340	138	153	180	162	168	163	151	182	178	205	2,020
藥物、化妝品及梳洗用品 Proprietary medicines and supplies, cosmetics and toilet requisites	248	201	449	216	213	232	195	194	221	205	248	257	342	2,770
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	66	60	126	59	61	65	58	89	63	62	69	77	104	832
旅行及體育用品、家庭用品及其他物品 Travel and sports goods, household goods and other goods	414	291	704	251	256	301	254	309	286	257	318	305	421	3,663
超級市場部門 ⁽²⁾ Supermarket sections ⁽²⁾	250	168	418	162	157	185	170	186	172	198	179	189	229	2,246
總計 Total	2,094	1,470	3,564	1,334	1,385	1,624	1,391	1,590	1,528	1,417	1,637	1,717	2,292	19,480

註釋： * 臨時數字。

- (1) 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動，在此列出一月及二月合計的銷售數字以供參考。
- (2) 超級市場部門從事零售一般貨品，其中以多種食品為主要銷售貨品。
- (3) 由於四捨五入關係，個別項目的數字加起來可能與所示的總數略有出入。

Notes: * Provisional figures.

- (1) Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented for ease of reference.
- (2) Supermarket sections engage in the retail of general provisions including a variety of foods as major items.
- (3) The sum of individual items and the total shown might not exactly tally because of rounding.

表五： 二零零四年一月至十二月按零售商類別劃分的零售量指數（一九九九年十月至二零零零年九月 = 100）

Table 5: Volume index of retail sales by type of retail outlet, January to December 2004 (Oct. 1999 - Sep. 2000 = 100)

零售商類別 Type of retail outlet	2004													2004
	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4	5	6	7	8	9	10	11	12*	1-12*
所有零售商類別 All retail outlets	123.3 (+3.0)	97.6 (+11.3)	110.4 (+6.5)	106.9 (+9.0)	105.8 (+19.9)	110.6 (+15.7)	104.3 (+11.4)	109.6 (+8.3)	106.9 (+4.0)	101.7 (+7.8)	106.3 (+7.2)	100.7 (+6.9)	119.3 (+7.7)	107.7 (+9.1)
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	132.1 (+1.7)	98.2 (+8.3)	115.1 (+4.4)	101.6 (-2.8)	104.3 (+0.7)	103.3 (-1.7)	97.3 (-0.3)	97.9 (-2.1)	102.0 (-8.2)	113.8 (+5.7)	118.5 (-1.1)	109.9 (+0.5)	115.5 (+0.5)	107.9 (#)
新鮮及急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	152.5 (+3.4)	113.2 (+6.8)	132.9 (+4.8)	108.5 (-15.8)	101.6 (-20.3)	94.6 (-22.9)	86.4 (-21.9)	85.4 (-20.4)	91.5 (-21.9)	82.6 (-19.1)	98.1 (-11.3)	92.4 (-12.5)	103.9 (-13.4)	100.9 (-13.9)
新鮮蔬果 Fruits and vegetables, fresh	59.6 (-14.8)	50.0 (+6.5)	54.8 (-6.3)	70.4 (+7.4)	86.0 (+23.9)	97.3 (+23.4)	95.9 (+24.3)	90.0 (+19.3)	86.3 (+16.8)	73.5 (+13.4)	80.8 (+10.1)	62.7 (+3.5)	70.0 (+7.2)	76.9 (+12.3)
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	149.3 (+6.1)	109.6 (+6.2)	129.4 (+6.1)	113.9 (+8.2)	101.9 (+14.4)	111.5 (+9.3)	107.9 (+4.5)	112.8 (+5.8)	120.1 (-13.5)	204.3 (+26.1)	152.6 (+3.6)	125.6 (+4.3)	139.7 (+6.9)	129.1 (+6.9)
其他食品 Other foodstuffs	132.4 (-0.3)	96.4 (+14.1)	114.4 (+5.3)	98.2 (+0.4)	114.9 (-0.2)	111.3 (-2.0)	102.5 (+7.7)	104.3 (+2.4)	109.2 (+2.0)	113.8 (+12.2)	140.4 (+0.6)	141.5 (+9.1)	130.7 (+8.5)	116.3 (+4.2)
酒類飲品及煙草 Alcoholic drinks and tobacco	126.2 (+5.1)	95.3 (+3.4)	110.8 (+4.4)	107.8 (+16.8)	112.2 (+88.8)	102.4 (+73.5)	101.7 (+33.8)	105.2 (+16.1)	103.8 (+4.1)	106.1 (+4.9)	110.4 (+6.7)	110.0 (+3.8)	126.9 (+7.0)	109.0 (+17.0)
超級市場 Supermarkets	118.6 (+3.1)	88.1 (+4.6)	103.4 (+3.7)	95.3 (-5.5)	95.5 (-10.4)	104.5 (-0.5)	104.3 (+5.1)	109.3 (+6.2)	107.7 (+4.8)	107.6 (+7.9)	106.3 (+4.7)	102.1 (+6.3)	110.1 (+8.7)	104.1 (+2.8)
燃料 Fuels	67.6 (-8.2)	53.9 (+5.3)	60.7 (-2.7)	62.6 (-0.1)	64.0 (+1.5)	71.3 (+0.7)	71.8 (+1.0)	70.8 (-4.7)	63.5 (-6.7)	60.9 (-10.6)	59.7 (-13.6)	55.6 (-11.8)	60.0 (-4.7)	63.5 (-4.6)

註釋：請參看本表的最後一頁。

Note: Please refer to the last page of this table.

表五： 二零零四年一月至十二月按零售商類別劃分的零售量指數（一九九九年十月至二零零零年九月 = 100）（續）

Table 5: Volume index of retail sales by type of retail outlet, January to December 2004 (Oct. 1999 - Sep. 2000 = 100) (Continued)

零售商類別 Type of retail outlet	2004													2004
	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4	5	6	7	8	9	10	11	12*	1-12*
衣物、鞋類及有關製品 Clothing, footwear and allied products	136.3 (+0.1)	97.5 (+4.7)	116.9 (+2.0)	93.7 (+7.5)	95.3 (+41.2)	109.4 (+20.2)	84.4 (+8.3)	120.4 (+10.2)	104.0 (+1.8)	86.9 (+2.7)	106.4 (+6.1)	94.1 (+8.5)	128.0 (+7.2)	104.7 (+8.7)
服裝 Wearing apparel	128.1 (-1.6)	97.7 (+2.7)	112.9 (+0.3)	93.4 (+8.1)	96.8 (+41.1)	111.2 (+22.2)	82.2 (+9.0)	120.5 (+10.3)	99.0 (+1.9)	85.3 (+3.0)	107.2 (+5.6)	90.8 (+10.1)	125.4 (+7.0)	103.1 (+8.8)
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	185.2 (+7.7)	96.6 (+18.1)	140.9 (+11.0)	95.3 (+4.2)	86.3 (+41.9)	98.7 (+8.9)	97.8 (+4.9)	120.0 (+9.2)	134.0 (+1.3)	96.8 (+1.2)	101.5 (+8.8)	113.7 (+1.1)	143.5 (+8.1)	114.1 (+8.1)
耐用消費品 Consumer durable goods	135.0 (+9.3)	115.4 (+17.6)	125.2 (+12.9)	166.5 (+27.6)	152.8 (+27.2)	142.2 (+16.2)	135.4 (+21.6)	131.8 (+16.2)	144.6 (+18.7)	144.0 (+19.1)	136.5 (+18.1)	131.6 (+17.7)	140.5 (+13.5)	139.7 (+18.6)
汽車及汽車零件 Motor vehicles and parts	86.8 (-30.6)	98.7 (-2.1)	92.8 (-17.8)	163.5 (+47.3)	117.2 (+30.0)	122.4 (+31.1)	125.6 (+45.4)	116.5 (+22.5)	132.3 (+38.7)	121.5 (+29.7)	121.8 (+25.9)	111.0 (+42.5)	96.9 (+16.9)	117.9 (+23.1)
電器及攝影器材 Electrical goods and photographic equipment	173.4 (+27.6)	148.6 (+26.6)	161.0 (+27.1)	205.0 (+30.0)	193.6 (+35.6)	167.7 (+17.9)	150.0 (+24.5)	150.9 (+22.3)	164.8 (+21.9)	170.3 (+21.5)	172.2 (+22.2)	165.2 (+18.0)	189.5 (+18.4)	170.9 (+23.9)
傢具及固定裝置 Furniture and fixtures	142.1 (+32.5)	79.5 (+29.0)	110.8 (+31.2)	99.7 (+5.6)	102.3 (+6.7)	100.6 (+7.0)	90.7 (+1.4)	97.2 (+14.8)	100.0 (+8.0)	100.0 (+13.1)	87.8 (+12.0)	95.4 (+0.4)	97.8 (-9.3)	99.4 (+9.5)
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	109.9 (+4.5)	95.6 (+16.7)	102.7 (+9.9)	141.6 (+6.7)	163.9 (+16.1)	156.1 (+1.5)	164.3 (+4.2)	146.8 (-4.1)	162.6 (-3.1)	163.8 (+5.2)	120.6 (-2.1)	118.2 (+1.7)	134.4 (+14.5)	139.8 (+4.5)
百貨公司 Department stores	150.8 (+6.1)	106.7 (+15.7)	128.7 (+9.9)	93.9 (+6.1)	95.8 (+31.0)	112.1 (+17.7)	96.8 (+5.3)	112.0 (+13.8)	110.7 (+4.1)	100.1 (+7.7)	114.6 (+13.5)	118.2 (+3.9)	158.5 (+8.6)	114.2 (+10.3)
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	88.1 (-8.7)	81.5 (+12.5)	84.8 (+0.4)	85.3 (+8.8)	72.9 (+72.1)	92.5 (+63.2)	100.2 (+30.4)	89.5 (+5.5)	78.2 (-1.7)	74.6 (+2.1)	79.1 (+4.2)	78.3 (+0.8)	95.1 (+5.3)	84.6 (+12.2)

註釋：請參看本表的最後一頁。

Note: Please refer to the last page of this table.

表五： 二零零四年一月至十二月按零售商類別劃分的零售量指數（一九九九年十月至二零零零年九月 = 100）（續）

Table 5: Volume index of retail sales by type of retail outlet, January to December 2004 (Oct. 1999 - Sep. 2000 = 100) (Continued)

零售商類別 Type of retail outlet	2004													2004
	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4	5	6	7	8	9	10	11	12*	1-12*
其他消費品 Other consumer goods	123.2 (+6.0)	103.3 (+13.9)	113.3 (+9.5)	103.2 (+8.2)	114.2 (+20.8)	111.0 (+19.1)	107.4 (+8.6)	109.6 (+7.7)	103.1 (+1.4)	89.1 (+4.3)	95.1 (+5.6)	86.3 (+6.9)	111.7 (+8.2)	104.8 (+9.1)
書報、文具及禮品 Books, newspapers, stationery and gifts	98.0 (+0.9)	75.7 (+1.3)	86.8 (+1.1)	66.0 (-3.2)	83.8 (+2.2)	85.9 (+2.6)	79.3 (-0.2)	85.7 (+3.0)	98.8 (-4.9)	72.7 (-5.7)	77.5 (-7.9)	70.8 (+1.1)	85.9 (#)	81.7 (-0.9)
中藥 Chinese drugs and herbs	114.6 (-10.5)	82.6 (+3.4)	98.6 (-5.1)	85.0 (-9.5)	95.5 (-7.7)	92.9 (-9.2)	93.7 (-11.7)	93.5 (-11.0)	93.4 (-18.4)	80.8 (-19.9)	84.4 (-20.8)	74.9 (-12.6)	96.4 (-8.8)	90.6 (-11.7)
眼鏡店 Optical shops	106.7 (-2.3)	104.1 (+10.9)	105.4 (+3.8)	104.6 (+3.8)	112.5 (+41.4)	113.9 (+27.1)	96.4 (-1.0)	101.4 (-3.7)	106.7 (-3.6)	82.9 (-4.5)	77.7 (-5.3)	68.8 (-6.5)	84.3 (-4.0)	96.7 (+3.9)
藥物及化粧品 Medicines and cosmetics	152.4 (+14.0)	118.0 (+16.3)	135.2 (+15.0)	132.5 (+13.6)	132.9 (+17.3)	128.0 (+24.3)	125.3 (+9.8)	128.1 (+9.4)	119.8 (+6.2)	111.4 (+10.0)	103.8 (+9.9)	102.8 (+9.5)	132.6 (+8.0)	124.0 (+12.3)
其他未分類消費品 Other consumer goods, not elsewhere classified	112.1 (+5.1)	107.5 (+19.0)	109.8 (+11.4)	97.6 (+11.1)	115.8 (+40.2)	110.9 (+28.2)	108.7 (+18.2)	108.8 (+14.9)	91.6 (+6.7)	78.8 (+12.0)	100.1 (+17.1)	83.5 (+13.9)	111.8 (+18.5)	102.3 (+16.9)
超級市場及百貨公司內的超級市場部門 ⁽³⁾ Supermarkets and supermarket sections of department stores ⁽³⁾	123.3 (+4.2)	90.8 (+5.5)	107.1 (+4.7)	97.1 (-5.0)	96.8 (-9.8)	106.6 (-0.5)	105.7 (+4.7)	111.2 (+6.3)	109.3 (+4.5)	110.4 (+8.0)	108.1 (+5.0)	104.4 (+6.0)	113.9 (+8.9)	106.5 (+3.1)

註釋：* 臨時數字。

表示變動在±0.05 之間。

(1) 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動，在此列出一月及二月合計的銷售數字以供參考。

(2) 括號內數字表示與上年同期比較的變動百分率，並根據未進位的數字計算。

(3) 以上 '超級市場' 的數字不包括百貨公司內的超級市場部門。這是兩者的合計數字，以作補充。

'5' 字下面有橫線者乃由進位而來。

Notes: * Provisional figures.

Denotes change within ±0.05.

(1) Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented for ease of reference.

(2) Figures in brackets refer to the percentage changes over the same period of the preceding year and are calculated based on unrounded figures.

(3) The figures for 'supermarkets' above do not include sales in supermarket sections of department stores. Here are supplementary statistics that include such sales.

The underlined '5' denotes rounded up figure.

表六：二零零三年十月至二零零四年十二月的零售業總銷貨數量變動情況
Table 6 : Movement of total retail sales volume, October 2003 to December 2004

原來數列 Original Series			經季節性調整數列 Seasonally Adjusted Series				
			截至下列月份的 三個月 3 months ending		與截至下列月份的 三個月比較 Compared with the 3 months ending		
年/月 Year/Month	按年變動百分率 Year-on-year rate of change (%)		年/月 Year/Month		年/月 Year/Month		變動百分率 ^{@#} Rate of change (%) ^{@#}
2003	10	+4.7	2003	10	2003	7	+4.9
	11	+5.2		11		8	+2.8
	12	+5.8		12		9	+2.8
2004	1	+3.0	2004	1		10	+1.3
	2	+11.3		2		11	+3.5
	3	+9.0		3		12	+3.6
	4	+19.9		4	2004	1	+6.4
	5	+15.7		5		2	+3.1
	6	+11.4		6		3	+2.2
	7	+8.3		7		4	-0.9
	8	+4.0		8		5	-1.6
	9	+7.8		9		6	-2.0
	10	+7.2		10		7	-0.5
	11	+6.9		11		8	+2.1
	12	+7.7*		12		9	+3.2*

* 臨時數字。

* Provisional figures.

@ 這變動百分率是以截至有關月份的三個月按月平均指數，與先前三個月的按月平均指數比較而計算出來。例如，截至二零零三年十二月份的三個月變動百分率是二零零三年十月、十一月及十二月的按月平均指數與二零零三年七月、八月及九月的按月平均指數比較的變動百分率。

@ The rate is calculated by comparing the monthly average index for the 3-month period ending the month in question with that for the preceding 3-month period, e.g. the rate for the 3 months ending Dec. 2003 is the percentage change of the average monthly index for Oct., Nov. and Dec. 2003 over the average monthly index for Jul., Aug. and Sep. 2003.

經季節性調整的數列可隨著資料更新而作出修訂。在零售業指數方面，當每年一月份的數字發表時，會一併修訂對上三年的經季節性調整數列。

Seasonally adjusted series may be revised as more data become available. For retail sales index, the seasonally adjusted series for the preceding three years are revised each year when the figures for January become available.

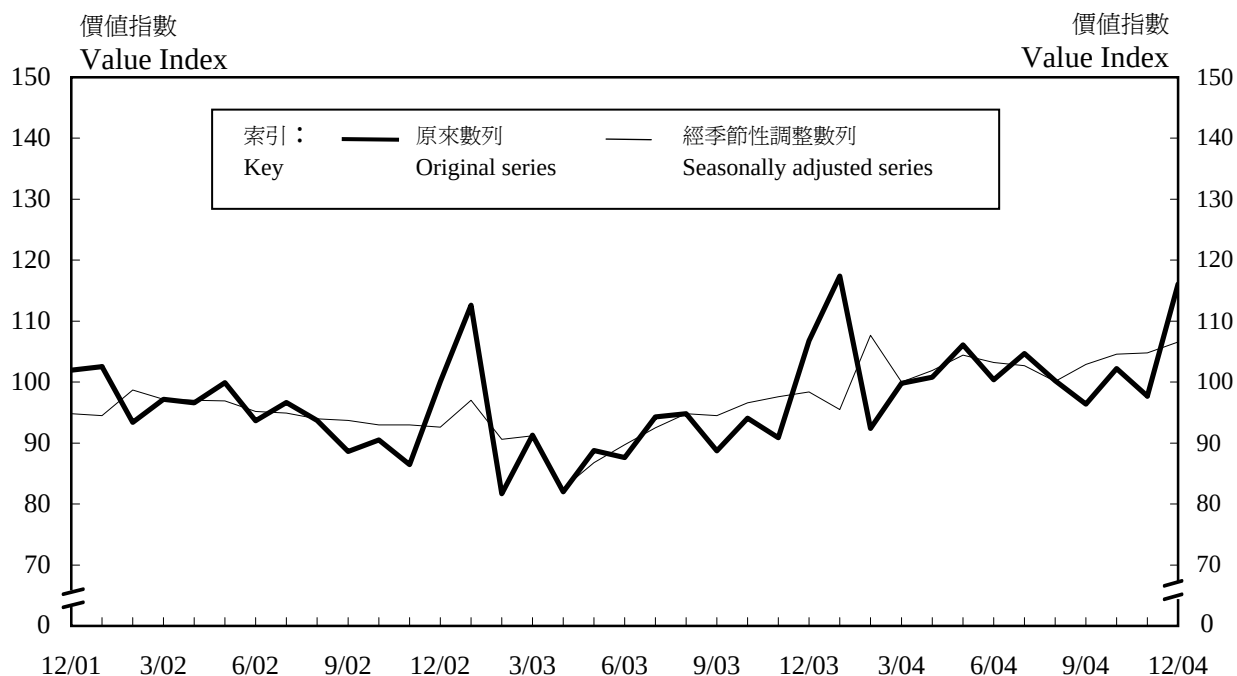
'5'字下面有橫線者乃由進位而來。

The underlined '5' denotes rounded up figure.

圖一：總零售價值指數
Chart 1 : Value index of total retail sales

(一九九九年十月至二零零零年九月期內每月平均指數=100)

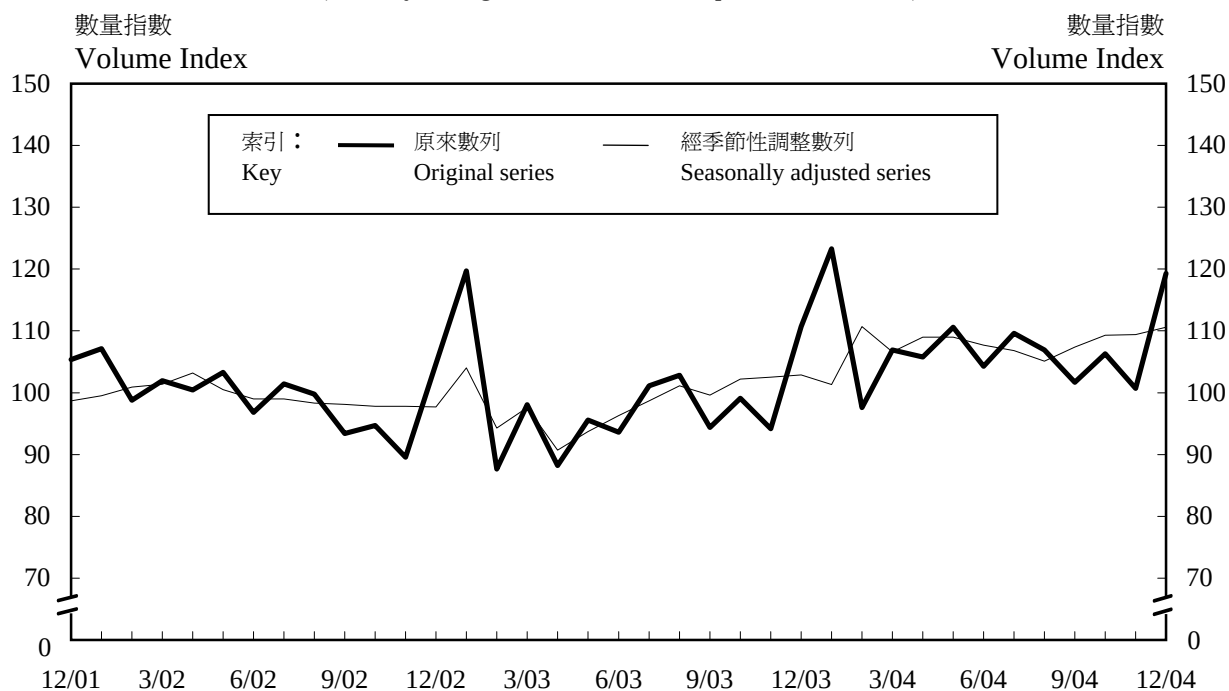
(Monthly average of October 1999-September 2000=100)



圖二：總零售量指數
Chart 2 : Volume index of total retail sales

(一九九九年十月至二零零零年九月期內每月平均指數=100)

(Monthly average of October 1999-September 2000=100)



統計調查方法

統計調查的涵蓋範圍

零售業銷貨額按月統計調查涵蓋香港所有零售業機構單位。

有關各零售商類別的涵蓋範圍，請參考附錄。

樣本設計

這項統計調查是使用輪換複樣本抽樣設計。

抽樣框是先以零售商類別分層，然後在每個零售商類別分層內，再以就業人數分層。最後在每一分層中，抽取指定數量的複樣本。

每個分層所抽取的複樣本大小是依照內曼配置方式，按每零售商類別估計零售業銷貨額的理想精確程度而決定。

在每個月的三個複樣本當中，會換出一個舊複樣本，由另一個新複樣本取代。每月共選出約三千間零售業機構單位作樣本。

資料搜集

統計調查問卷以郵遞方式寄予獲選的機構單位。數據主要經郵遞方式收取，如有需要，則會安排造訪，以搜集及核實有關資料。

Survey methodology

Survey coverage

The Monthly Survey of Retail Sales covers all retail establishments in Hong Kong.

See Appendix for description of the coverage of each type of retail outlet.

Sample design

A rotational replicate sample design is adopted.

Under this design, retail establishments are first stratified by type and then by employment size. Within each stratum, a given number of replicates are created.

Sample size in each replicate is determined by Neyman's Allocation based on variability in sales value.

For each month, three replicates are used, with one new replicate rotated in and one old replicate rotated out. A total of around 3000 retail establishments are thus selected for enumeration for each reference month.

Data collection

For each survey round, questionnaires are mailed to sampled establishments. Data are mainly collected by post, supplemented by face-to-face enumeration and verification as necessary.

不同零售商類別的涵蓋範圍

Coverage of different types of retail outlets

零售商類別 Type of retail outlet	涵蓋範圍 Coverage
新鮮及急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	新鮮及急凍魚類、其他海產食品及禽畜肉類的零售商。 Retail outlets selling fish, other sea products, livestock and poultry, fresh or frozen.
新鮮蔬果 Fruits and vegetables, fresh	新鮮蔬果的零售商。 Retail outlets selling fresh fruits and vegetables.
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	麵包及糕餅、糖果、餅乾、曲奇餅及蛋卷的零售商。 Retail outlets selling bread and cakes, confectionery, biscuits, cookies and egg rolls.
其他食品 Other foodstuffs	士多及辦館、一般糧油食品零售商及經乾製或醃製的魚類及其他海產食品；經烤製、乾製或醃製的肉類；食米；粉麵；豆腐及豆類製品；蛋類；茶葉及其他食品的零售商。 Groceries of general provisions, groceries of Chinese provisions and retail outlets selling fish and other sea products, dried or preserved; meat, roasted, dried or preserved; rice; noodles and rice sticks; bean curds and bean products; eggs; tea leaves and other foodstuffs.
酒類飲品及煙草 Alcoholic drinks and tobacco	酒類飲品及煙草、香煙及雪茄的零售商。 Retail outlets selling alcoholic drinks and tobacco, cigarettes and cigars.
超級市場 Supermarkets	超級市場。 Supermarkets.
燃料 Fuels	油站及柴炭類燃料及石油產品如火水及石油氣等的零售商。 Petrol filling stations and retail outlets selling coal, coke, charcoal, firewood and petroleum products, like kerosene and L.P. gas, etc.
服裝 Wearing apparel	時裝店及成衣、運動服裝、晚裝、毛皮衣物及配件如手套、帽類及皮製腰帶等的零售商。 Boutique shops and retail outlets selling garments, sportswear, evening dresses, fur clothing and accessories like gloves, hats and leather belts, etc.
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	鞋類、布料、製衣配件及其他衣物、鞋類及有關製品的零售商。 Retail outlets selling footwear, fabrics, tailoring accessories and other clothing, footwear and allied products.
汽車及汽車零件 Motor vehicles and parts	汽車、電單車及配件及零件等的零售商。 Retail outlets selling motor vehicles, motor-cycles and accessories and parts, etc.
電器及攝影器材 Electrical goods and photographic equipment	家庭電器用具（機械及辦公室器材除外）、流動電話及攝影器材及用品的零售商。 Retail outlets selling household electrical appliances (except machinery and office equipment and appliances), mobile phones and photographic equipment and supplies.
傢具及固定裝置 Furniture and fixtures	傢具及固定裝置、床褥及廚櫃等的零售商。 Retail outlets selling furniture and fixtures, mattress and kitchen cupboards, etc.

零售商類別 Type of retail outlet	涵蓋範圍 Coverage
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	電腦設備；樂器；辦公室器材（傢具及固定裝置除外）；科學及專業儀器；衣車及其零件及其他耐用消費品的零售商。 Retail outlets selling computer equipment; musical instruments; office machines, appliances and equipment (except furniture and fixtures); scientific and professional instruments and apparatuses; sewing machines and parts and other consumer durable goods.
百貨公司 Department stores	百貨公司。 Department stores.
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	金飾店、珠寶、玉器及寶石店、名貴禮品店、珠寶錶行及鐘錶等的零售商。 Goldsmith shops, jewellery, jade and precious stone shops, valuable gifts shops, watch and jewellery shops and retail outlets selling watches and clocks, etc.
書報、文具及禮品 Books, newspapers, stationery and gifts	書報、文具、禮品及精品等的零售商。 Retail outlets selling books, newspapers, stationery, gifts and novelties, etc.
中藥 Chinese drugs and herbs	中藥、跌打藥酒、中式成藥及補酒等的零售商。 Retail outlets selling Chinese drugs and herbs, medicated liquors for body injuries, Chinese medicines and tonic wines, etc.
眼鏡店 Optical shops	眼鏡店。 Optical shops.
藥物及化粧品 Medicines and cosmetics	藥物及化粧品等的零售商。 Retail outlets selling medicines and cosmetics, etc.
其他未分類消費品 Other consumer goods, not elsewhere classified	唱片、錄音帶及錄影帶；手袋及行李；體育用品；玩具；床單、被袋、枱布及同類製品；地氈及圍氈；傢俬布及窗簾布；非電動的廚房及煮食用具；陶瓷及玻璃製品；五金器具及金屬配件；花卉及植物及其他消費品的零售商。 Retail outlets selling records and recording tapes; handbags and luggage; sports goods; toys; household linen; carpets and rugs; blinds and curtains; cooking and kitchen utensils, other than electrical; earthenware and glassware; hardware and metalware; flowers and plants and other consumer goods.

獲取政府統計處刊物及其他統計產品的方法

Means of Obtaining Publications and Other Statistical Products of the Census and Statistics Department

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