零售業銷貨額
按月統計調查報告
Report on Monthly Survey of Retail Sales

2014 年 12 月
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香港特別行政區 政府統計處
Census and Statistics Department
Hong Kong Special Administrative Region

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引言

1. 零售業銷貨額統計數字是從「零售業銷貨額按月統計調查」搜集的數據編製，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。

2. 零售業機構單位的分類是採用「香港標準行業分類」。該行業分類用於各經濟統計調查，把經濟單位撥歸不同的行業類別。為方便分析本地零售業短期的業務表現，本報告內把零售行業，按個別組別的重要性，組合成20個零售商類別。

3. 政府統計處在2008年10月推行新的「香港標準行業分類2.0版」後，「零售業銷貨額按月統計調查」已作出改變，採用新行業分類編製零售業銷貨額統計數字。由2009年1月起，所有零售業銷貨額統計數字均按「香港標準行業分類2.0版」編製。

概況

4. 根據「零售業銷貨額按月統計調查」，2014年12月的***零售業總銷貨價值***的臨時估計為478億元，較2013年同月下跌3.9%。2014年11月的零售業總銷貨價值的修訂估計較上年同月上升4.2%。

5. 扣除期間價格變動後，2014年12月的***零售業總銷貨數量***較上年同月下跌1.3%。2014年11月的零售業總銷貨數量的修訂估計較上年同月上升7.6%。

Introduction

1. The Monthly Survey of Retail Sales (MRS) collects data for compiling retail sales statistics primarily intended to measure the sales receipts in respect of goods sold by local retail establishments, for gauging the short-term business performance of the local retail sector.

2. The classification of retail establishments follows the Hong Kong Standard Industrial Classification (HSIC), which is used in various economic surveys for classifying economic units into different industry classes. To facilitate analysis of the short-term business performance of the local retail sector, the industry classes of the retail sector have been grouped into 20 retail outlet types in this report, taking into account their importance in the retail sector.

3. Upon the implementation of the new HSIC Version 2.0 by the Census and Statistics Department in October 2008, the MRS has been enhanced to adopt the new classification in compiling the retail sales statistics. Starting from the reference month of January 2009, all the retail sales statistics are compiled based on the HSIC Version 2.0.

General observations

4. According to the MRS, the ***value of total retail sales*** in December 2014, provisionally estimated at $47.8 billion, decreased by 3.9% compared with the same month in 2013. The revised estimate of the value of total retail sales in November 2014 increased by 4.2% over a year earlier.

5. After netting out the effect of price changes over the same period, the ***volume of total retail sales*** in December 2014 decreased by 1.3% from a year earlier. The revised estimate of the volume of total retail sales in November 2014 increased by 7.6% over a year earlier.

6. 按零售商主要類別銷貨價值由高至低分析，2014年12月與2013年12月比較，***藥物及化妝品***的銷貨價值上升4.2%。其次為***食品、酒類飲品及煙草***（銷貨價值上升7.4%）；***雜項耐用消費品***（上升18.6%）；***汽車及汽車零件***（上升0.5%）；以及***書報、文具及禮品***（上升0.1%）。

6. Analysed by broad type of retail outlet in descending order of value of sales and comparing December 2014 with December 2013, the value of sales of ***medicines and cosmetics*** increased by 4.2%. This was followed by sales of ***food, alcoholic drinks and tobacco*** (+7.4% in value); ***miscellaneous consumer durable goods*** (+18.6%); ***motor vehicles and parts*** (+0.5%); and ***books, newspapers, stationery and gifts*** (+0.1%).

7. 另一方面，2014年12月與上年同月比較，***珠寶首飾、鐘錶及名貴禮物***的銷貨價值下跌16.3%。其次為***服裝***（銷貨價值下跌3.8%）；***百貨公司貨品***（下跌5.3%）；***電器及攝影器材***（下跌4.4%）；***其他未分類消費品***（下跌2.6%）；***鞋類、有關製品及其他衣物配件***（下跌3.1%）；***燃料***（下跌10.4%）；***傢具及固定裝置***（下跌3.2%）；***中藥***（下跌2.1%）；以及***眼鏡店***（下跌2.0%）。***超級市場貨品***的銷貨價值大致維持不變。

7. On the other hand, the value of sales of ***jewellery, watches and clocks, and valuable gifts*** decreased by 16.3% in December 2014 compared with a year earlier. This was followed by sales of ***wearing apparel*** (-3.8% in value); ***commodities in department stores*** (-5.3%); ***electrical goods and photographic equipment*** (-4.4%); ***other consumer goods, not elsewhere classified*** (-2.6%); ***footwear, allied products and other clothing accessories*** (-3.1%); ***fuels*** (-10.4%); ***furniture and fixtures*** (-3.2%); ***Chinese drugs and herbs*** (-2.1%); and ***optical shops*** (-2.0%). The value of sales of ***commodities in supermarkets*** remained virtually unchanged.

8. 2014年第4季與第3季比較，經季節性調整的零售業總銷貨價值上升1.5%，而經季節性調整的零售業總銷貨數量則上升5.2%。

8. Based on the seasonally adjusted series, the value of total retail sales increased by 1.5% in the fourth quarter of 2014 compared with the preceding quarter, while the volume of total retail sales increased by 5.2%.

9. 2014年全年的零售業總銷貨價值為4,933億元，較2013年全年下跌0.2%，而總銷貨數量則上升0.6%。

9. For 2014 as a whole, the value of total retail sales was $493.3 billion, decreased by 0.2% in value and increased by 0.6% in volume when compared with 2013.

10. 按零售商主要類別銷貨價值由高至低分析，2014年全年與2013年全年比較，***服裝***的銷貨價值上升4.0%。其次為***百貨公司貨品***（銷貨價值上升1.4%）；***超級市場貨品***（上升4.6%）；***藥物及化妝品***（上升9.3%）；***食品、酒類飲品及煙草***（上升6.6%）；***其他未分類消費品***（上升3.4%）；***雜項耐用消費品***（上升19.4%）；***汽車及汽車零件***（上升5.9%）；***鞋類、有關製品及其他衣物配件***（上升5.3%）；***書報、文具及禮品***（上升4.3%）；***中藥***（上升4.2%）；以及***眼鏡店***（上升8.4%）。

10. Analysed by broad type of retail outlet in descending order of value of sales and comparing the whole year of 2014 with the whole year of 2013, the value of sales of ***wearing apparel*** increased by 4.0%. This was followed by sales of ***commodities in department stores*** (+1.4% in value); ***commodities in supermarkets*** (+4.6%); ***medicines and cosmetics*** (+9.3%); ***food, alcoholic drinks and tobacco*** (+6.6%); ***other consumer goods, not elsewhere classified*** (+3.4%); ***miscellaneous consumer durable goods*** (+19.4%); ***motor vehicles and parts*** (+5.9%); ***footwear, allied products and other clothing accessories*** (+5.3%); ***books, newspapers, stationery and gifts*** (+4.3%); ***Chinese drugs and herbs*** (+4.2%); and ***optical shops*** (+8.4%).

11. 另一方面，2014年全年與2013年全年比較，***珠寶首飾、鐘錶及名貴禮物***的銷貨價值下跌13.7%。其次為***電器及攝影器材***（銷貨價值下跌8.1%）；***燃料***（下跌1.4%）；以及***傢具及固定裝置***（下跌0.2%）。

11. On the other hand, the value of sales of ***jewellery, watches and clocks, and valuable gifts*** decreased by 13.7% in 2014 compared with 2013. This was followed by sales of ***electrical goods and photographic equipment*** (-8.1% in value); ***fuels*** (-1.4%); and ***furniture and fixtures*** (-0.2%).

12. 表1列出2014年1月至12月所有零售商及按零售商類別劃分的零售價值指數，其中零售價值指數是以2009年10月至2010年9月期內的每月平均零售價值指數定為100。

12. Table 1 presents the value index of retail sales for all retail outlets and by type of retail outlet from January to December 2014. The value index is compiled with the average monthly value index of retail sales from October 2009 to September 2010 taken as 100.

13. 表2列出2014年1月至12月所有零售商及按零售商類別劃分的零售業銷貨價值。

13. Table 2 presents the value of retail sales for all retail outlets and by type of retail outlet from January to December 2014.

14. 表3列出2014年1月至12月按主要貨品種類劃分的超級市場的零售業銷貨價值。

14. Table 3 presents the value of retail sales in supermarkets by broad product category from January to December 2014.

15. 表4列出2014年1月至12月按主要貨品種類劃分的百貨公司的零售業銷貨價值。

15. Table 4 presents the value of retail sales in department stores by broad product category from January to December 2014.

16. 表5列出2014年1月至12月所有零售商及按零售商類別劃分的零售量指數，其中零售量指數是以2009年10月至2010年9月期內的每月平均零售量指數定為100。

16. Table 5 presents the volume index of retail sales for all retail outlets and by type of retail outlet from January to December 2014. The volume index is compiled with the average monthly volume index of retail sales from October 2009 to September 2010 taken as 100.

17. 表6展示零售業總銷貨價值及數量的變動情況。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3個月與先前3個月比較的變動百分率。

17. Table 6 shows the movement of the value and volume of total retail sales 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 3-month period compared with the preceding 3-month period based on the seasonally adjusted series.

18. 圖1及圖2分別顯示由2009年1月至2014年12月的總零售價值和零售量指數的變動。

18. Charts 1 and 2 depict, respectively, the movements of the value and volume indices of total retail sales from January 2009 to December 2014.

表 1： 2014年1月至12月按零售商類別劃分的零售價值指數 (2009年10月至2010年9月期內的每月平均指數 = 100)

Table 1 : Value index of retail sales by type of retail outlet, January to December 2014 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)

零售商類別 Type of retail outlet	2014													2014
	*1^*	*2^*	1-2^	3	4	5	6	7	8	9	10	11	12*	1-12*
所有零售商類別 All retail outlets	*210.8* *(+14.4)*	*156.8* *(-2.2)*	183.8 (+6.7)	153.0 (-1.5)	150.1 (-9.9)	150.9 (-3.9)	143.5 (-6.9)	149.5 (-3.2)	154.9 (+3.5)	145.2 (+4.8)	148.2 (+1.4)	159.6 (+4.2)	184.7 (-3.9)	158.9 (-0.2)
食品、酒類飲品及煙草 (超級市場除外) Food, alcoholic drinks and tobacco (other than supermarkets)	*159.1* *(+20.0)*	*109.2* *(-8.7)*	134.1 (+6.4)	113.0 (+9.7)	114.2 (+5.4)	114.4 (+6.5)	106.3 (+8.6)	105.2 (+7.3)	138.0 (+20.0)	130.0 (-9.1)	128.3 (+4.5)	129.0 (+10.3)	139.9 (+7.4)	123.9 (+6.6)
新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	*141.2* *(+12.5)*	*129.1* *(-8.9)*	135.1 (+1.2)	112.4 (+5.6)	110.4 (-3.8)	104.0 (+2.8)	98.2 (+4.6)	77.8 (-3.4)	100.5 (+2.8)	100.8 (-2.8)	100.9 (-5.2)	111.9 (+5.2)	132.2 (+11.1)	109.9 (+1.7)
新鮮蔬果 Fruits and vegetables, fresh	*117.3* *(+2.6)*	*80.7* *(+6.8)*	99.0 (+4.3)	109.7 (+4.9)	124.0 (-4.4)	126.8 (+1.9)	141.2 (+11.1)	127.6 (+7.1)	130.8 (+3.4)	126.3 (+6.4)	129.5 (+8.5)	93.0 (+3.7)	98.7 (+5.3)	117.1 (+4.7)
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	*185.5* *(+30.9)*	*128.3* *(-9.0)*	156.9 (+11.0)	139.5 (+12.0)	137.0 (+17.2)	139.1 (+13.2)	129.6 (+10.7)	140.9 (+13.1)	222.7 (+52.9)	225.2 (-19.7)	164.4 (+11.3)	150.6 (+24.0)	167.7 (+15.1)	160.9 (+11.6)
其他未分類食品 Other food, not elsewhere classified	*160.8* *(+23.9)*	*80.2* *(-17.1)*	120.5 (+6.4)	93.9 (+22.1)	101.4 (+12.9)	107.2 (+9.4)	88.6 (+16.6)	95.4 (+10.9)	118.1 (+11.4)	95.7 (-6.6)	137.3 (+6.7)	143.0 (+8.2)	132.3 (+1.3)	112.8 (+8.0)
酒類飲品及煙草 Alcoholic drinks and tobacco	*173.8* *(+18.5)*	*106.4* *(+0.7)*	140.1 (+11.1)	112.0 (+0.9)	107.9 (+1.4)	107.8 (+0.9)	105.4 (+1.3)	117.2 (+8.9)	133.4 (+13.4)	117.9 (+4.3)	116.7 (+4.0)	124.7 (+6.0)	148.7 (+0.7)	122.6 (+5.4)
超級市場 Supermarkets	*171.1* *(+20.0)*	*122.7* *(-10.8)*	146.9 (+4.9)	136.2 (+7.9)	134.0 (+6.8)	142.6 (+6.4)	141.2 (+5.1)	143.9 (+5.8)	148.9 (+5.8)	142.7 (+2.1)	140.9 (+2.4)	136.6 (+3.5)	141.8 (#)	141.9 (+4.6)
燃料 Fuels	*126.4* *(+1.8)*	*107.8* *(+2.1)*	117.1 (+1.9)	121.1 (-5.9)	120.2 (-0.6)	124.7 (#)	125.7 (-1.8)	123.5 (+1.3)	125.9 (+2.5)	125.5 (+0.8)	119.6 (-1.2)	111.4 (-4.5)	111.1 (-10.4)	120.3 (-1.4)

註釋 : 請參看本表的最後一頁。

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

表 1： 2014年1月至12月按零售商類別劃分的零售價值指數 (2009年10月至2010年9月期內的每月平均指數 = 100)(續)

Table 1 : Value index of retail sales by type of retail outlet, January to December 2014 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100) (Cont'd)

零售商類別 Type of retail outlet	2014													2014
	*1^*	*2^*	1-2^	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	*218.7* *(+15.2)*	*170.0* *(+3.1)*	194.4 (+9.6)	166.2 (+4.7)	165.5 (+11.7)	158.7 (+5.4)	142.2 (+7.2)	165.7 (+5.9)	148.1 (+5.7)	131.0 (+7.6)	139.6 (-8.1)	149.0 (-2.9)	204.4 (-3.7)	163.2 (+4.1)
服裝 Wearing apparel	*211.5* *(+13.7)*	*174.5* *(+6.8)*	193.0 (+10.5)	170.2 (+5.4)	167.4 (+11.3)	158.6 (+4.2)	137.6 (+6.5)	165.1 (+5.1)	143.9 (+5.7)	131.7 (+7.9)	139.7 (-8.9)	146.7 (-4.4)	203.0 (-3.8)	162.5 (+4.0)
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	*263.1* *(+23.6)*	*142.0* *(-18.7)*	202.5 (+4.5)	141.1 (-0.2)	153.9 (+13.8)	159.0 (+13.7)	171.0 (+10.7)	169.2 (+10.8)	174.1 (+5.7)	126.3 (+5.4)	138.5 (-3.0)	163.0 (+6.0)	212.9 (-3.1)	167.8 (+5.3)
耐用消費品 Consumer durable goods	*271.0* *(+16.2)*	*161.7* *(-8.7)*	216.4 (+5.4)	166.5 (-15.2)	145.1 (-6.6)	140.1 (-5.2)	140.3 (-7.8)	140.9 (-6.3)	143.2 (-1.4)	172.8 (+17.5)	180.1 (+25.6)	194.0 (+14.2)	216.0 (+4.1)	172.7 (+2.3)
汽車及汽車零件 Motor vehicles and parts	*128.2* *(-13.7)*	*147.2* *(+25.4)*	137.7 (+3.6)	138.9 (-12.1)	120.8 (+14.8)	135.1 (+14.6)	155.4 (+17.5)	138.6 (+4.9)	117.6 (+12.9)	135.1 (+15.0)	126.3 (+1.3)	116.9 (+1.9)	129.9 (+0.5)	132.5 (+5.9)
電器及攝影器材 Electrical goods and photographic equipment	*169.5* *(-18.2)*	*145.1* *(-16.1)*	157.3 (-17.2)	155.0 (-15.6)	136.6 (-8.3)	124.4 (-14.4)	119.0 (-15.1)	126.9 (-10.4)	130.2 (-10.5)	137.6 (+0.2)	160.4 (+23.5)	141.4 (+3.7)	166.7 (-4.4)	142.7 (-8.1)
傢具及固定裝置 Furniture and fixtures	*119.5* *(-8.8)*	*79.0* *(-6.4)*	99.3 (-7.8)	112.6 (+1.6)	107.4 (-0.8)	98.3 (+1.9)	106.3 (-2.0)	111.7 (+5.4)	123.2 (+8.5)	106.7 (-4.4)	86.9 (-2.4)	114.3 (+9.3)	110.7 (-3.2)	106.4 (-0.2)
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	*1 583.6* *(+90.5)*	*446.1* *(-19.3)*	1 014.8 (+46.7)	413.7 (-23.0)	337.2 (-22.3)	319.5 (-7.8)	274.8 (-23.6)	279.8 (-16.6)	335.2 (+1.8)	612.4 (+70.2)	627.1 (+66.9)	886.2 (+35.3)	961.2 (+18.6)	589.7 (+19.4)
百貨公司 Department stores	*191.4* *(+13.4)*	*158.4* *(+3.6)*	174.9 (+8.7)	148.2 (+1.9)	142.1 (-2.1)	179.7 (+3.0)	145.3 (-3.5)	153.0 (-1.1)	164.2 (+2.7)	141.8 (-2.8)	148.3 (+0.9)	199.0 (+6.0)	218.2 (-5.3)	165.8 (+1.4)
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	*246.5* *(+10.6)*	*202.7* *(-0.7)*	224.6 (+5.2)	168.3 (-8.8)	167.5 (-39.9)	168.9 (-24.5)	163.0 (-28.5)	166.3 (-22.4)	182.7 (-6.1)	164.7 (+2.8)	156.9 (-11.5)	177.4 (-2.1)	205.1 (-16.3)	180.8 (-13.7)

註釋 : 請參看本表的最後一頁。

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

表 1： 2014年1月至12月按零售商類別劃分的零售價值指數 (2009年10月至2010年9月期內的每月平均指數 = 100)(續)

Table 1 : Value index of retail sales by type of retail outlet, January to December 2014 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100) (Cont'd)

零售商類別 Type of retail outlet	2014													2014
	*1^*	*2^*	1-2^	3	4	5	6	7	8	9	10	11	12*	1-12*
其他消費品 Other consumer goods	*195.8* *(+13.3)*	*151.6* *(+2.4)*	173.7 (+8.3)	156.5 (+7.6)	163.9 (+6.3)	149.6 (+6.4)	150.9 (+2.5)	157.7 (+9.5)	153.8 (+11.1)	127.7 (+9.1)	138.3 (+2.6)	137.7 (+4.9)	168.2 (+0.7)	154.3 (+6.4)
書報、文具及禮品 Books, newspapers, stationery and gifts	*138.9* *(+6.7)*	*110.5* *(+6.9)*	124.7 (+6.8)	106.0 (#)	122.0 (+4.4)	107.3 (-1.3)	117.6 (+3.2)	130.3 (+4.1)	153.4 (+7.1)	103.2 (+9.0)	113.0 (+5.4)	109.0 (+5.6)	115.7 (+0.1)	118.9 (+4.3)
中藥 Chinese drugs and herbs	*180.8* *(+12.9)*	*123.2* *(-7.4)*	152.0 (+3.7)	152.4 (+11.1)	142.2 (+4.3)	132.3 (+4.6)	136.7 (+6.0)	141.3 (+7.5)	164.1 (+10.9)	131.9 (+0.5)	133.1 (-3.2)	126.1 (+4.2)	169.3 (-2.1)	144.4 (+4.2)
眼鏡店 Optical shops	*163.5* *(+16.4)*	*187.3* *(+10.0)*	175.4 (+12.9)	164.3 (+6.6)	187.4 (+15.2)	184.2 (+15.2)	173.2 (+5.2)	187.5 (+8.5)	183.6 (+12.1)	129.1 (+6.7)	124.5 (+0.7)	128.4 (+2.4)	144.6 (-2.0)	163.1 (+8.4)
藥物及化妝品 Medicines and cosmetics	*225.7* *(+14.0)*	*176.2* *(+4.3)*	201.0 (+9.5)	183.1 (+7.5)	192.5 (+8.7)	171.8 (+8.0)	167.8 (+6.9)	185.8 (+14.2)	176.4 (+17.1)	148.1 (+8.9)	164.7 (+7.6)	171.0 (+10.3)	195.3 (+4.2)	179.9 (+9.3)
其他未分類消費品 Other consumer goods, not elsewhere classified	*186.8* *(+13.7)*	*139.8* *(+0.1)*	163.3 (+7.5)	143.6 (+8.8)	148.4 (+3.1)	138.8 (+5.6)	143.6 (-3.1)	137.0 (+5.4)	126.5 (+4.8)	112.8 (+11.6)	120.6 (-2.9)	114.9 (-2.3)	157.4 (-2.6)	139.2 (+3.4)
超級市場及百貨公司內的超級市場部門[&] Supermarkets and supermarket sections of department stores[&]	*173.9* *(+22.4)*	*125.1* *(-10.6)*	149.5 (+6.0)	136.4 (+8.3)	134.0 (+6.4)	145.7 (+6.9)	141.1 (+5.5)	144.3 (+5.9)	151.0 (+6.7)	144.6 (+2.1)	143.4 (+3.8)	141.4 (+4.8)	147.5 (+0.8)	144.0 (+5.2)

註釋 : * 臨時數字。

\# 表示變動在±0.05 之間。

^ 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。上表列出1月及2月合計的零售銷售數字，以供參考。

& 以上「超級市場」的數字不包括百貨公司內的超級市場部門的零售銷售。上表列出兩者合計的補充數字，以供參考。

(1) 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。

Notes : * Provisional figures.

\# Denotes change within ±0.05.

^ 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 above for reference.

& The figures for 'Supermarkets' above do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are presented above for reference.

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

表 2： 2014年1月至12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 2014

百萬港元
HK$ million

零售商類別 Type of retail outlet	2014													2014
	*1^*	*2^*	1-2^	3	4	5	6	7	8	9	10	11	12*	1-12*
所有零售商類別 All retail outlets	*54,530*	*40,551*	95,080	39,568	38,815	39,035	37,130	38,666	40,057	37,556	38,323	41,294	47,771	493,293
食品、酒類飲品及煙草 (超級市場除外) Food, alcoholic drinks and tobacco (other than supermarkets)	*4,080*	*2,800*	6,880	2,898	2,928	2,935	2,727	2,698	3,541	3,335	3,292	3,308	3,588	38,131
新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	*1,097*	*1,003*	2,099	873	857	808	763	604	781	783	784	869	1,027	10,247
新鮮蔬果 Fruits and vegetables, fresh	*207*	*143*	350	194	219	224	250	226	231	223	229	164	175	2,486
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	*1,003*	*694*	1,697	754	741	752	701	762	1,205	1,218	889	815	907	10,440
其他未分類食品 Other food, not elsewhere classified	*1,095*	*546*	1,642	640	691	730	604	650	805	652	935	974	901	9,224
酒類飲品及煙草 Alcoholic drinks and tobacco	*677*	*415*	1,092	436	420	420	410	457	520	459	455	486	579	5,734
超級市場 Supermarkets	*5,164*	*3,702*	8,865	4,110	4,044	4,304	4,259	4,342	4,494	4,307	4,252	4,123	4,279	51,380
燃料 Fuels	*876*	*747*	1,623	839	833	864	871	856	872	870	829	772	770	9,999

註釋 : 請參看本表的最後一頁。

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

表 2： 2014年1月至12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 2014 (Cont'd)

百萬港元
HK$ million

零售商類別 Type of retail outlet	2014													2014
	*1^*	*2^*	1-2^	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	*7,316*	*5,687*	13,003	5,558	5,536	5,308	4,757	5,542	4,954	4,382	4,668	4,983	6,836	65,526
服裝 Wearing apparel	*6,092*	*5,027*	11,119	4,902	4,820	4,568	3,962	4,755	4,145	3,794	4,024	4,225	5,846	56,160
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	*1,223*	*660*	1,884	656	716	739	795	787	810	587	644	758	990	9,366
耐用消費品 Consumer durable goods	*10,868*	*6,487*	17,355	6,677	5,820	5,620	5,629	5,652	5,741	6,929	7,224	7,779	8,664	83,091
汽車及汽車零件 Motor vehicles and parts	*1,404*	*1,612*	3,016	1,521	1,323	1,480	1,702	1,518	1,288	1,479	1,383	1,280	1,423	17,413
電器及攝影器材 Electrical goods and photographic equipment	*3,396*	*2,906*	6,302	3,105	2,736	2,492	2,384	2,543	2,609	2,756	3,212	2,832	3,340	34,310
傢具及固定裝置 Furniture and fixtures	*684*	*452*	1,136	645	615	563	608	639	705	610	497	654	633	7,306
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	*5,384*	*1,517*	6,901	1,406	1,147	1,086	934	951	1,140	2,082	2,132	3,013	3,268	24,062
百貨公司 Department stores	*5,031*	*4,162*	9,193	3,894	3,735	4,723	3,818	4,020	4,316	3,728	3,897	5,229	5,735	52,288
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	*11,598*	*9,535*	21,133	7,917	7,882	7,946	7,670	7,824	8,596	7,748	7,383	8,349	9,649	102,098

註釋 : 請參看本表的最後一頁。

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

表 2： 2014年1月至12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 2014 (Cont'd)

百萬港元
HK$ million

零售商類別 Type of retail outlet	2014													2014
	*1^*	*2^*	1-2^	3	4	5	6	7	8	9	10	11	12*	1-12*
其他消費品 Other consumer goods	*9,598*	*7,431*	17,028	7,673	8,036	7,335	7,399	7,731	7,542	6,259	6,778	6,751	8,249	90,781
書報、文具及禮品 Books, newspapers, stationery and gifts	*740*	*589*	1,329	565	650	572	627	695	817	550	602	581	616	7,604
中藥 Chinese drugs and herbs	*623*	*425*	1,048	525	490	456	471	487	566	455	459	435	584	5,975
眼鏡店 Optical shops	*286*	*327*	613	287	327	322	303	328	321	226	218	224	253	3,421
藥物及化妝品 Medicines and cosmetics	*4,380*	*3,419*	7,798	3,553	3,734	3,334	3,256	3,604	3,422	2,874	3,196	3,317	3,790	41,877
其他未分類消費品 Other consumer goods, not elsewhere classified	*3,569*	*2,671*	6,240	2,743	2,834	2,651	2,743	2,618	2,416	2,155	2,304	2,194	3,006	31,904
超級市場及百貨公司內的超級市場部門[&] Supermarkets and supermarket sections of department stores[&]	*5,745*	*4,131*	9,876	4,506	4,428	4,814	4,662	4,768	4,988	4,776	4,737	4,670	4,874	57,098

註釋 : * 臨時數字。

^ 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。上表列出1月及2月合計的零售銷售數字，以供參考。

& 以上「超級市場」的數字不包括百貨公司內的超級市場部門的零售銷售。上表列出兩者合計的補充數字，以供參考。

(1) 在「零售業銷貨額按月統計調查」所包涵的零售業機構單位，是按其所從事的主要經濟活動劃分。分類為零售業的機構單位的銷貨價值當中，除零售銷售外，可能會包括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，則只包括零售銷售。另一方面，被分類為從事其他行業的機構單位，如批發業，可能會有零售銷售，但這些銷售是不會包括在這按月統計調查中。

(2) 由於進位關係，個別項目的數字加起來可能與相應總數略有出入。

Notes : * Provisional figures.

^ 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 above for reference.

& The figures for 'Supermarkets' above do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are presented above for reference.

(1) The Monthly Survey of Retail Sales (MRS) covers retail establishments based on their principal line of economic activity. Sales in establishments classified to the retail trade, however, may have included, apart from retail sales, a minor portion of other types of sales, like wholesale sales, etc. In the 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 the MRS.

(2) The sum of individual items might not add up to the respective total because of rounding.

表 3： 2014年1月至12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 2014

百萬港元
HK$ million

主要貨品種類 Broad product category	2014													2014
	*1^*	*2^*	1-2^	3	4	5	6	7	8	9	10	11	12*	1-12*
新鮮或冷藏肉類、魚類、海產類食品、水果及蔬菜，以及雪藏食品 Fresh/chilled meat, fish, seafood, fruit and vegetables, and frozen food	*932*	*769*	1,701	916	906	999	993	1,003	1,036	990	956	905	939	11,343
乳類製品及蛋類、不含酒精飲品、米及粉麵，以及其他食品 Dairy products and eggs, non-alcoholic drinks, rice and noodles, and other foods	*2,558*	*1,587*	4,145	1,780	1,755	1,851	1,851	1,894	1,961	1,863	1,830	1,778	1,857	22,565
酒類飲品及煙草 Alcoholic drinks and tobacco	*731*	*652*	1,383	623	617	656	646	664	668	681	692	674	693	7,996
個人護理用品、家庭用品及其他物品 Personal care products, household goods and other goods	*943*	*694*	1,637	791	766	798	770	781	829	773	774	767	790	9,476
總計 Total	*5,164*	*3,702*	8,865	4,110	4,044	4,304	4,259	4,342	4,494	4,307	4,252	4,123	4,279	51,380

註釋 : * 臨時數字。

^ 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。上表列出1月及2月合計的零售銷售數字，以供參考。

(1) 以上數字不包括百貨公司內的超級市場部門的零售銷售。

(2) 由於進位關係，個別項目的數字加起來可能與相應總數略有出入。

Notes : * Provisional figures.

^ 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 above for reference.

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

(2) The sum of individual items might not add up to the respective total because of rounding.

表 4： 2014年1月至12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 2014

百萬港元
HK$ million

主要貨品種類 Broad product category	2014													2014
	*1^*	*2^*	1-2^	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	*293*	*247*	540	229	225	292	246	251	329	436	327	357	495	3,727
衣履 Clothing and footwear	*1,608*	*1,292*	2,900	1,123	1,091	1,412	1,179	1,224	1,133	812	951	1,445	1,619	14,891
電器用品、傢具及固定裝置，以及其他耐用物品 Electrical appliances, furniture and fixtures, and other durable goods	*343*	*325*	668	320	295	377	295	314	332	297	323	418	393	4,033
藥物、化妝品及梳洗用品 Proprietary medicines and supplies, cosmetics and toilet requisites	*1,090*	*950*	2,040	965	925	1,080	858	938	1,032	876	937	1,409	1,412	12,470
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	*318*	*258*	576	240	232	289	247	241	278	231	248	249	315	3,146
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	*796*	*661*	1,458	621	583	763	591	627	718	606	626	804	906	8,303
超級市場部門[&] ***Supermarket sections[&]***	*582*	*429*	1,011	396	384	509	403	426	494	469	485	547	594	5,718
總計 Total	*5,031*	*4,162*	9,193	3,894	3,735	4,723	3,818	4,020	4,316	3,728	3,897	5,229	5,735	52,288

註釋 : * 臨時數字。

^ 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。上表列出1月及2月合計的零售銷售數字，以供參考。

& 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。

(1) 由於進位關係，個別項目的數字加起來可能與相應總數略有出入。

Notes : * Provisional figures.

^ 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 above for reference.

& Supermarket sections are engaged in the retail of general provisions including a variety of foods as major items.

(1) The sum of individual items might not add up to the respective total because of rounding.

表 5： 2014年1月至12月按零售商類別劃分的零售量指數 (2009年10月至2010年9月期內的每月平均指數 = 100)

Table 5 : Volume index of retail sales by type of retail outlet, January to December 2014 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)

零售商類別 Type of retail outlet	2014													2014
	*1^*	*2^*	1-2^	3	4	5	6	7	8	9	10	11	12*	1-12*
所有零售商類別 All retail outlets	*199.1* *(+16.7)*	*145.0* *(-2.1)*	172.1 (+7.9)	140.9 (-2.5)	135.7 (-9.6)	136.1 (-4.5)	130.0 (-7.5)	136.0 (-4.5)	141.9 (+2.8)	135.5 (+6.6)	139.2 (+4.3)	150.5 (+7.6)	174.7 (-1.3)	147.1 (+0.6)
食品、酒類飲品及煙草 (超級市場除外) Food, alcoholic drinks and tobacco (other than supermarkets)	*126.2* *(+16.7)*	*84.2* *(-11.2)*	105.2 (+3.7)	87.5 (+5.0)	88.2 (+2.1)	88.7 (+2.4)	82.3 (+4.2)	81.9 (+3.0)	107.6 (+15.6)	100.2 (-13.2)	99.5 (+0.3)	99.6 (+5.7)	107.2 (+2.6)	96.1 (+2.6)
新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	*101.0* *(+9.0)*	*90.1* *(-9.1)*	95.5 (-0.3)	80.6 (+2.6)	78.4 (-7.7)	73.4 (-2.3)	69.4 (+0.1)	55.3 (-6.8)	72.1 (-0.4)	70.6 (-7.6)	71.8 (-9.1)	79.3 (+1.0)	93.0 (+6.9)	77.9 (-1.8)
新鮮蔬果 Fruits and vegetables, fresh	*89.2* *(-4.3)*	*56.2* *(-10.3)*	72.7 (-6.7)	78.5 (-12.2)	86.0 (-6.2)	95.8 (-1.7)	110.2 (+7.3)	100.5 (+3.7)	102.5 (+2.6)	95.5 (+12.9)	99.4 (+7.8)	71.9 (+1.1)	76.2 (+6.8)	88.5 (+0.8)
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	*153.1* *(+26.0)*	*105.6* *(-12.4)*	129.4 (+6.9)	114.7 (+9.0)	112.0 (+13.6)	112.7 (+9.1)	104.3 (+6.1)	113.2 (+8.5)	178.2 (+46.3)	179.3 (-23.2)	130.5 (+6.2)	119.9 (+18.9)	133.1 (+9.8)	129.7 (+7.2)
其他未分類食品 Other food, not elsewhere classified	*135.8* *(+20.6)*	*67.4* *(-18.9)*	101.6 (+3.8)	78.6 (+19.1)	85.4 (+11.0)	90.4 (+7.6)	74.7 (+14.2)	79.5 (+7.6)	98.2 (+8.0)	79.5 (-9.8)	113.6 (+3.0)	117.7 (+4.3)	108.4 (-3.1)	94.1 (+4.9)
酒類飲品及煙草 Alcoholic drinks and tobacco	*139.3* *(+16.5)*	*85.0* *(-1.0)*	112.2 (+9.2)	83.3 (-7.6)	80.3 (-6.8)	80.1 (-7.5)	78.2 (-7.2)	87.0 (-0.1)	99.0 (+4.2)	87.6 (-3.7)	86.8 (-3.5)	92.9 (-1.5)	111.2 (-6.1)	92.6 (-1.6)
超級市場 Supermarkets	*149.4* *(+17.7)*	*105.3* *(-13.7)*	127.4 (+2.3)	115.6 (+4.7)	113.1 (+4.6)	120.1 (+3.4)	118.6 (+2.0)	120.2 (+1.7)	124.7 (+1.4)	119.4 (-1.9)	116.8 (-2.2)	113.4 (-0.9)	118.4 (-4.1)	119.6 (+1.0)
燃料 Fuels	*105.2* *(+1.2)*	*89.8* *(+4.3)*	97.5 (+2.6)	100.4 (-5.6)	99.4 (-2.6)	102.6 (-3.3)	102.6 (-5.2)	100.6 (-1.3)	105.1 (+2.0)	105.7 (+1.1)	102.3 (-1.0)	97.6 (-1.9)	103.3 (-0.9)	101.2 (-1.2)

註釋 : 請參看本表的最後一頁。

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

表 5： 2014年1月至12月按零售商類別劃分的零售量指數 (2009年10月至2010年9月期內的每月平均指數 = 100) (續)

Table 5 : Volume index of retail sales by type of retail outlet, January to December 2014 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100) (Cont'd)

零售商類別 Type of retail outlet	2014													2014
	*1^*	*2^*	1-2^	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	*194.0* *(+12.8)*	*157.9* *(+1.4)*	175.9 (+7.4)	150.9 (+1.8)	139.1 (+9.6)	134.2 (+2.1)	123.2 (+5.5)	149.4 (+3.9)	137.8 (+5.4)	119.4 (+7.7)	122.7 (-7.4)	124.7 (-1.3)	178.5 (-0.1)	144.3 (+3.5)
服裝 Wearing apparel	*188.1* *(+11.6)*	*162.9* *(+4.7)*	175.5 (+8.3)	154.7 (+2.0)	140.2 (+9.0)	134.2 (+0.7)	119.5 (+4.1)	149.2 (+2.7)	133.9 (+4.8)	119.9 (+7.0)	122.1 (-8.8)	120.8 (-3.6)	175.6 (-0.7)	143.4 (+2.8)
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	*230.5* *(+19.1)*	*127.0* *(-18.9)*	178.7 (+2.1)	127.1 (+0.8)	132.3 (+13.6)	134.6 (+12.0)	146.5 (+12.7)	150.4 (+11.8)	161.9 (+8.5)	116.0 (+12.5)	125.8 (+2.0)	149.0 (+12.6)	196.3 (+3.7)	149.8 (+7.3)
耐用消費品 Consumer durable goods	*320.9* *(+24.3)*	*183.7* *(-7.1)*	252.3 (+10.7)	189.7 (-12.8)	166.7 (-4.1)	159.3 (-2.5)	157.6 (-6.0)	160.4 (-3.0)	167.4 (+3.4)	210.1 (+27.2)	227.0 (+40.5)	246.0 (+26.4)	275.7 (+15.2)	205.4 (+8.8)
汽車及汽車零件 Motor vehicles and parts	*113.9* *(-15.0)*	*130.1* *(+23.0)*	122.0 (+1.8)	123.7 (-11.3)	106.9 (+15.7)	119.5 (+15.3)	137.5 (+17.8)	122.8 (+5.9)	105.9 (+14.0)	122.8 (+17.1)	115.3 (+3.9)	106.0 (+3.1)	117.8 (+1.6)	118.5 (+6.5)
電器及攝影器材 Electrical goods and photographic equipment	*212.2* *(-13.4)*	*181.6* *(-11.4)*	196.9 (-12.5)	196.1 (-12.0)	177.4 (-2.7)	161.1 (-8.6)	155.2 (-9.5)	166.4 (-3.7)	173.7 (-2.5)	189.3 (+10.1)	227.3 (+39.0)	202.5 (+18.5)	236.0 (+8.3)	189.9 (#)
傢具及固定裝置 Furniture and fixtures	*99.7* *(-13.5)*	*65.9* *(-11.3)*	82.8 (-12.6)	93.2 (-3.8)	88.7 (-6.3)	81.4 (-2.9)	87.9 (-6.9)	92.6 (+0.5)	101.5 (+3.8)	87.5 (-7.5)	71.7 (-4.8)	94.1 (+6.8)	91.2 (-5.1)	87.9 (-4.3)
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	*2 000.1* *(+104.7)*	*566.9* *(-14.0)*	1 283.5 (+56.9)	526.7 (-17.8)	427.6 (-17.5)	408.4 (-1.3)	353.1 (-18.4)	360.0 (-10.7)	439.3 (+10.8)	820.4 (+87.2)	846.2 (+84.8)	1 209.2 (+49.4)	1 328.4 (+32.5)	773.9 (+29.9)
百貨公司 Department stores	*176.8* *(+13.0)*	*147.5* *(+2.7)*	162.1 (+8.1)	138.4 (+1.2)	128.4 (-4.0)	161.8 (+0.2)	132.9 (-5.2)	140.0 (-3.3)	151.5 (+1.6)	129.9 (-3.5)	134.5 (+0.7)	178.9 (+7.7)	197.5 (-5.3)	151.5 (+0.5)
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	*219.6* *(+18.2)*	*176.2* *(+4.1)*	197.9 (+11.5)	144.2 (-6.9)	145.0 (-37.7)	146.3 (-22.7)	141.3 (-27.4)	142.6 (-24.1)	156.9 (-6.8)	143.5 (+4.6)	137.0 (-11.0)	159.3 (+1.4)	181.3 (-16.1)	157.8 (-11.8)

註釋 : 請參看本表的最後一頁。

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

表 5： 2014年1月至12月按零售商類別劃分的零售量指數 (2009年10月至2010年9月期內的每月平均指數 = 100) (續)

Table 5 : Volume index of retail sales by type of retail outlet, January to December 2014 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100) (Cont'd)

零售商類別 Type of retail outlet	2014													2014
	*1^*	*2^*	1-2^	3	4	5	6	7	8	9	10	11	12*	1-12*
其他消費品 Other consumer goods	*177.4* *(+10.7)*	*137.5* *(-0.1)*	157.5 (+5.7)	141.6 (+5.0)	147.1 (+3.5)	134.3 (+4.2)	135.6 (+0.7)	141.7 (+7.5)	138.1 (+9.4)	113.3 (+6.8)	123.0 (+0.7)	123.0 (+3.5)	151.2 (-0.3)	138.7 (+4.3)
書報、文具及禮品 Books, newspapers, stationery and gifts	*122.6* *(+0.5)*	*97.9* *(+0.8)*	110.2 (+0.6)	93.5 (-5.5)	107.3 (-0.3)	94.6 (-5.0)	103.3 (-0.9)	114.1 (-0.5)	134.2 (+2.7)	88.5 (+5.3)	96.7 (+1.9)	93.0 (+2.3)	98.9 (-2.9)	103.7 (-0.2)
中藥 Chinese drugs and herbs	*153.7* *(+9.5)*	*104.7* *(-10.0)*	129.2 (+0.7)	129.5 (+8.4)	120.6 (+2.1)	111.9 (+2.2)	115.5 (+3.5)	119.1 (+4.9)	138.5 (+8.5)	111.3 (-1.4)	112.2 (-4.7)	106.2 (+3.0)	142.2 (-3.5)	122.1 (+1.9)
眼鏡店 Optical shops	*149.8* *(+12.8)*	*171.9* *(+6.8)*	160.8 (+9.5)	149.9 (+3.0)	171.3 (+12.7)	168.3 (+14.2)	157.0 (+3.7)	169.7 (+6.5)	167.4 (+11.1)	117.2 (+6.0)	113.1 (+0.1)	117.2 (+2.2)	132.0 (-2.4)	148.7 (+6.7)
藥物及化妝品 Medicines and cosmetics	*207.5* *(+11.3)*	*161.0* *(+1.6)*	184.2 (+6.8)	167.3 (+4.2)	174.2 (+5.3)	155.5 (+5.5)	151.8 (+3.8)	166.7 (+10.5)	158.0 (+13.8)	132.1 (+5.3)	147.7 (+4.9)	153.9 (+8.0)	177.6 (+3.0)	162.8 (+6.4)
其他未分類消費品 Other consumer goods, not elsewhere classified	*169.1* *(+12.1)*	*127.4* *(-1.7)*	148.2 (+5.8)	130.4 (+7.9)	133.4 (+1.2)	124.8 (+4.0)	129.8 (-3.0)	125.5 (+6.2)	116.2 (+5.9)	101.3 (+11.2)	108.1 (-3.9)	103.5 (-2.2)	142.3 (-3.0)	126.0 (+2.8)
超級市場及百貨公司內的超級市場部門[&] Supermarkets and supermarket sections of department stores[&]	*152.8* *(+20.4)*	*108.3* *(-13.3)*	130.5 (+3.7)	116.8 (+5.4)	113.8 (+4.1)	123.6 (+3.9)	119.5 (+2.5)	121.6 (+2.0)	127.6 (+2.7)	122.1 (-1.6)	120.1 (-0.3)	118.5 (+1.0)	124.5 (-2.7)	122.4 (+2.0)

註釋 : * 臨時數字。

\# 表示變動在±0.05 之間。

^ 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。上表列出1月及2月合計的零售銷售數字，以供參考。

& 以上「超級市場」的數字不包括百貨公司內的超級市場部門的零售銷售。上表列出兩者合計的補充數字，以供參考。

(1) 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。

Notes : * Provisional figures.

\# Denotes change within ±0.05.

^ 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 above for reference.

& The figures for 'Supermarkets' above do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are presented above for reference.

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

表 6： 零售業總銷貨價值及數量的變動情況

Table 6 : Movement of the value and volume of total retail sales

原來數列 Original Series				經季節性調整數列 Seasonally Adjusted Series					
		按年變動百分率 (%) Year-on-year rate of change (%)		截至下列月份的 3 個月 3 months ending		與截至下列月份的 3 個月比較 Compared with the 3 months ending		變動百分率[(1)(2)] (%) Rate of change [(1)(2)] (%)	
年 / 月 Year / Month		價值 Value	數量 Volume	年 / 月 Year / Month		年 / 月 Year / Month		價值 Value	數量 Volume
2010		+18.3	+15.5	-		-		-	-
2011		+24.9	+18.4	-		-		-	-
2012		+9.8	+7.2	-		-		-	-
2013		+11.0	+10.6	-		-		-	-
2014		-0.2*	+0.6*	-		-		-	-
2012	1	+14.9	+9.1	2012	1	2011	10	-0.5	-0.6
	2	+15.6	+10.1		2		11	-1.0	-0.9
	3	+17.1	+13.2		3		12	-1.4	-1.8
	4	+11.4	+7.6		4	2012	1	+2.4	+2.3
	5	+8.7	+5.7		5		2	+3.1	+2.7
	6	+11.0	+8.5		6		3	+1.8	+1.7
	7	+3.9	+1.4		7		4	+0.8	+0.5
	8	+4.6	+3.2		8		5	+1.3	+1.2
	9	+9.4	+8.5		9		6	+3.1	+2.7
	10	+3.9	+3.6		10		7	+3.7	+3.5
	11	+9.4	+8.1		11		8	+4.2	+3.9
	12	+9.1	+8.5		12		9	+3.8	+3.9
2013	1	+10.5	+10.4	2013	1		10	+4.4	+4.4
	2	+22.7	+21.9		2		11	+4.4	+4.8
	3	+9.8	+10.1		3		12	+4.4	+4.7
	4	+20.7	+19.4		4	2013	1	+4.9	+5.0
	5	+12.9	+12.2		5		2	+3.3	+3.1
	6	+14.7	+13.3		6		3	+3.4	+2.6
	7	+9.3	+8.7		7		4	-1.1	-1.8
	8	+8.1	+7.2		8		5	-1.5	-2.1
	9	+5.0	+4.9		9		6	-3.7	-3.9
	10	+6.3	+5.9		10		7	-1.2	-1.3
	11	+8.5	+9.1		11		8	+0.4	+0.9
	12	+5.7	+6.1		12		9	+2.8	+3.6

表 6： 零售業總銷貨價值及數量的變動情況 (續)

Table 6 : Movement of the value and volume of total retail sales (Cont'd)

原來數列 Original Series				經季節性調整數列 Seasonally Adjusted Series					
		按年變動百分率 (%) Year-on-year rate of change (%)		截至下列月份的 3 個月 3 months ending		與截至下列月份的 3 個月比較 Compared with the 3 months ending		變動百分率[(1)(2)] (%) Rate of change [(1)(2)] (%)	
年 / 月 Year / Month		價值 Value	數量 Volume	年 / 月 Year / Month		年 / 月 Year / Month		價值 Value	數量 Volume
2014	1	+14.4	+16.7	2014	1	2013	10	+4.9	+6.5
	2	-2.2	-2.1		2		11	+3.4	+4.6
	3	-1.5	-2.5		3		12	+0.8	+1.5
	4	-9.9	-9.6		4	2014	1	-5.5	-6.4
	5	-3.9	-4.5		5		2	-7.5	-8.8
	6	-6.9	-7.5		6		3	-7.0	-8.4
	7	-3.2	-4.5		7		4	-2.7	-4.1
	8	+3.5	+2.8		8		5	+1.9	+0.7
	9	+4.8	+6.6		9		6	+5.7	+5.7
	10	+1.4	+4.3		10		7	+7.2	+9.5
	11	+4.2	+7.6		11		8	+6.3	+10.6
	12	-3.9*	-1.3*		12		9	+1.5*	+5.2*

註釋 : - 不適用。

Notes : Not applicable.

* 臨時數字。

Provisional figures.

(1) 這變動百分率是以截至有關月份的3個月按月平均指數，與先前3個月的按月平均指數比較而計算出來。例如，截至2014年12月份的3個月變動百分率是2014年10月、11月及12月的按月平均指數與2014年7月、8月及9月的按月平均指數比較的變動百分率。

The rate of change 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 2014 is the percentage change of the average monthly index for Oct, Nov and Dec 2014 compared with the average monthly index for Jul, Aug and Sep 2014.

(2) 經季節性調整數列是由「X-12自迴歸—求和—移動平均」(X-12 ARIMA)方法編製，該方法是用作編製經季節性調整的統計數列的 標準方法。就零售業指數而言，當每年1月份的數字發表時，會一併修訂對上3年的經季節性調整數列。

The seasonally adjusted series is compiled using the X-12 ARIMA method, which is a standard method applied in compiling seasonally adjusted statistical data series. For retail sales indices, the seasonally adjusted series for the preceding 3 years is revised each year when the figures for January are published.

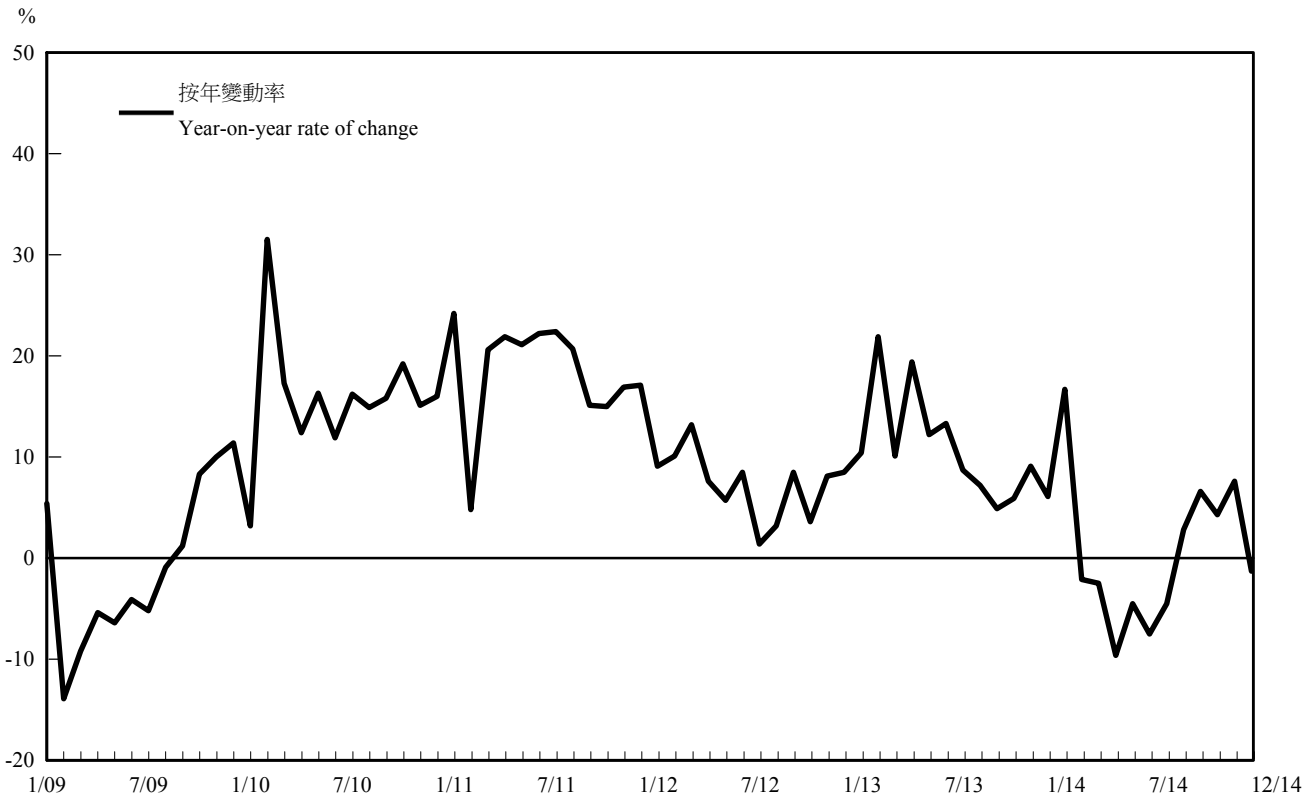
圖 1 ： 總零售價值指數的變動情況

Chart 1 ： Movement of value index of total retail sales



圖 2 ： 總零售量指數的變動情況

Chart 2 ： Movement of volume index of total retail sales



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。由 2009 年 1 月起，「香港標準行業分類 2.0 版」已取代「香港標準行業分類 1.1 版」作為零售業機構單位的經濟活動的分類。

根據現時的零售商分類，不同類別的商店所銷售的商品種類範圍，重疊程度在大部分情況下應該不大。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。在闡析本報告內的零售業銷貨額統計數字時，要留意這點。

在採用「香港標準行業分類 2.0 版」後，一些原先在舊行業分類下歸納為零售商的零售業機構單位，可能會重新歸納於其他零售商類別，或甚至已不再歸類為零售業。有關各零售商類別涵蓋範圍的轉變詳情，讀者可參閱附錄 1 及附錄 2 分別載述的「各零售商類別的修訂涵蓋範圍」及「零售商類別按新舊分類對照表」。

樣本設計

這項統計調查是使用分層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規模是依照內曼配置方式，按各零售商類別的估計零售業銷貨額的期望精確程度而決定。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 3 000 間零售業機構單位作統計調查樣本。

資料搜集

每一輪的統計調查問卷會郵寄予獲選的機構單位。數據經郵遞方式收取，如有需要，則輔以電話或面談訪問，以搜集及核實有關資料。亦製備問卷的電子版本供機構單位填報及以電郵方式

Survey methodology

Survey coverage

The Monthly Survey of Retail Sales (MRS) covers all retail establishments in Hong Kong. Starting from January 2009 round, the Hong Kong Standard Industrial Classification (HSIC) Version 2.0 has been adopted in place of HSIC Version 1.1 for classifying the economic activities of retail establishments.

With the existing classification of retail outlets, the overlapping of commodity coverage among 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 retail sales statistics in this report.

It should be noted that some establishments originally classified as retail outlets under the old version of HSIC may be re-classified into other retail outlet types or may even no longer be classified as retail trade after the implementation of HSIC Version 2.0. For details of the changes in coverage of each retail outlet type, readers may refer to Appendices 1 and 2 which present the revised coverage of each retail outlet type and a concordance table for types of retail outlets under the old and new classifications respectively.

Sample design

A stratified rotational replicate sample design is adopted for the survey.

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 according to the desired level of precision for the estimated sales values for various retail outlet types. For each month, three replicates are used, with one new replicate rotated in and one old replicate rotated out. A total of around 3 000 retail establishments are selected for enumeration for each reference month.

Data collection

For each survey round, questionnaires are mailed to sampled establishments. Data are collected by post, supplemented by telephone or face-to-face enumeration and verification as necessary. An electronic template of the questionnaire is also

提交問卷。

available upon request to facilitate completion and submission of the questionnaire by email.

分析零售業銷貨額統計數字時應注意事項

本報告內所載列的零售業銷貨額統計數字包括消費者在貨品方面的開支，但不包括佔消費者整體開支約 50%的服務開支（例如房屋、餐飲、醫療及保健服務、交通及通訊、金融服務、教育及娛樂方面的開支）。此外，數據包括訪港旅客在本港購買貨品方面的開支（但不包括香港居民在境外的開支）。因此，數據不應視為量度消費者整體開支的指標。

對消費者整體開支趨勢有興趣的人士，應參考作為按季發表的本地生產總值一個主要組成部分的私人消費開支的數列。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境外在貨品（包括從所有途徑購買的貨品）和服務兩方面的消費開支。有關詳情請參閱政府統計處出版的《本地生產總值（季刊）》。

本報告內所載列的按零售商類別劃分的零售業銷貨額統計數字，是各類***商店***的銷售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、鞋類等製品出售）。

零售價值指數是就整個零售業及各主要零售商店類別而編製，以量度零售商的銷售價值變動。零售量指數是將零售價值指數內的物價變動因素扣除後所得。

Points to note in analysing retail sales statistics

The retail sales statistics presented in this report cover consumer spending on goods but not on services (such as those on housing, catering, medical care and health services, transport and communication, financial services, education and entertainment) which account for about 50% of the overall consumer spending. Moreover, they include spending on goods in Hong Kong by visitors but exclude spending outside Hong Kong by Hong Kong residents. Hence they should not be regarded as indicators for measuring overall consumer spending.

Users interested in the trend of overall consumer spending should refer to the data series of private consumption expenditure (PCE), which is a major component of the Gross Domestic Product published at quarterly intervals. Compiled from a wide range of data sources, PCE covers consumer spending on both goods (including goods purchased from all channels) and services by Hong Kong residents whether locally or abroad. Please refer to the Census and Statistics Department publication "Gross Domestic Product (Quarterly)" for more details.

Statistics on retail sales by type of retail outlet contained 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 only items or as the principal 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 the sales figures for other outlets (such as supermarkets, where some minor clothing and footwear items are also available).

The value index of retail sales, which is compiled for the entire retail trade as well as for each major type of retail outlet, measures the change in sales of retail outlets in value terms. The volume index of retail sales is derived from the value index of retail sales by adjusting for price changes.

零售商的分類

自 1990 年，本處已採納「香港標準行業分類」，用作劃分香港的機構單位的經濟活動。「香港標準行業分類」是以「所有經濟活動的國際標準產業分類（國際標準產業分類）修訂本第 2 版」為藍

Classification of retail outlets

Since 1990, the HSIC has been adopted for classifying the economic activities of establishments in Hong Kong. The HSIC is devised using the International Standard Industrial Classification of All Economic Activities Revision 2 (ISIC Rev. 2) as a

本，加以編訂，使其切合本地環境，從而反映本港經濟結構。「香港標準行業分類」是一套統計分類架構，按照主要經濟活動把經濟單位撥歸行業類別。這個分類架構不僅是在不同的統計調查中作為抽選經濟單位樣本的基本分層，也是用以編製、分析和發布按經濟活動劃分的統計數字的標準行業分類。

framework with local adaptation to reflect the structure of the Hong Kong economy. It is a statistical classification framework for classifying economic units into industry classes based on their major economic activities. This framework not only provides a basic stratification for sample selection of economic units in various surveys, but also serves as a standard industrial classification in Hong Kong for compilation, analysis and dissemination of statistics by economic activities.

零售業機構單位的分類是採用「香港標準行業分類」。為方便分析本地零售業短期的業務表現，本報告內把零售行業，按個別組別的重要性，組合成 20 個零售商類別。

The classification of retail establishments in the MRS also follows the HSIC. To facilitate analysis of the short-term business performance of the local retail sector, the industry classes of the retail sector have been grouped into 20 retail outlet types, taking into account their importance in the retail sector.

政府統計處就「香港標準行業分類」不時予以檢討，以反映香港經濟產業結構的變化和新興的經濟活動。「香港標準行業分類 1.1 版」於 2001 年推行，為了使「香港標準行業分類」更能反映本地經濟活動的最新情況，並改善官方統計數字的國際可比性，以便利不同的使用者，「香港標準行業分類」在 2008 年已全面作出修訂。已修訂的「香港標準行業分類」（即「香港標準行業分類 2.0 版」）於 2008 年 10 月公布。由 2009 年開始，政府統計處在不同的統計調查相繼採用「香港標準行業分類 2.0 版」。有關修訂「香港標準行業分類」的詳情，讀者可參閱刊載於《香港統計月刊》2008 年 11 月號的「修訂「香港標準行業分類」」的專題文章。

The HSIC has been reviewed from time to time to reflect significant changes in the structure of the Hong Kong economy and the emergence of new economic activities. HSIC Version 1.1 was implemented in 2001 and in order to bring HSIC more up-to-date on local economic activities as well as to foster international comparability of official statistics for different users, a full-scale revision exercise was completed in 2008. The revised HSIC, i.e. HSIC Version 2.0, was released in October 2008. HSIC Version 2.0 is being used progressively in different surveys by the Census and Statistics Department (C&SD) starting from 2009. Readers may refer to the feature article "Revision of the Hong Kong Standard Industrial Classification" published in the November 2008 issue of the *Hong Kong Monthly Digest of Statistics* for more details on the revision of HSIC.

由 2009 年 1 月起，零售業銷貨額統計數字的編製是以「香港標準行業分類 2.0 版」為基礎。

Starting from the reference month of January 2009, the retail sales statistics are compiled based on the HSIC Version 2.0.

新零售業銷貨額統計數字的後向估計數列

政府統計處就 2008 統計年度進行的「零售業銷貨額按月統計調查」所涵蓋的機構單位，按其行業組別採用並行編碼（即一套編碼按「香港標準行業分類 1.1 版」，而另一套則按「香港標準行業分類 2.0 版」）。根據新舊系統並行分類的 2008 年調查數據，以「香港標準行業分類 2.0 版」為基礎的一系列零售業銷貨額統計數字已作出後向估計至 2004 年 10 月。讀者如對後向估計的統計數列或統計調查結果有任何查詢，請與政府統計處經銷服務統計組聯絡，電話：(852) 2802 1258 或電郵：mrs@censtatd.gov.hk。

Backcasted series of new retail sales statistics

Parallel coding of the industry classes of establishments covered in the MRS, one under the HSIC Version 1.1 and the other under the HSIC Version 2.0, was undertaken in different survey rounds in the reference year of 2008. Based on the 2008 survey data with dual classifications, the series of retail sales statistics under HSIC Version 2.0 has been backcasted to October 2004. Readers who are interested in the backcasted series or have enquiries about the survey results may contact the Distribution Services Statistics Section of the C&SD (Tel: (852) 2802 1258 or E-mail: mrs@censtatd.gov.hk).

各零售商類別的修訂涵蓋範圍(1)
Revised coverage of different types of retail outlets(1)

零售商類別 Type of retail outlet	涵蓋範圍 Coverage
新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	新鮮或急凍魚類、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.
其他未分類食品 Other food, not elsewhere classified	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；經醃製的食品及香料；食米；粉麵；豆腐及豆類製品；蛋類；非酒類飲品專賣；飲品(酒類及非酒類約各佔一半)及茶葉的零售商及其他專門食品的零售商(不設座位)。 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; preserved provisions and spices; rice; noodles and rice sticks; bean curds and bean products; eggs; non-alcoholic beverages in specialised stores; beverages (include alcoholic and non-alcoholic) and tea leaves and other retail outlets selling specialised food without seats.
酒類飲品及煙草 Alcoholic drinks and tobacco	酒類飲品及煙草製品專賣的零售商。 Retail outlets selling alcoholic beverages, tobacco products in specialised stores.
超級市場 Supermarkets	超級市場及便利店。 Supermarkets and convenience stores.
燃料 Fuels	油站及柴炭煤類燃料、火水及石油氣的零售商。 Petrol filling stations and retail outlets selling firewood, charcoal, coke and similar fuels, kerosene and L.P. gas.
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、自行車、小型船艇、遊艇及其配件及零件的零售商。 Retail outlets selling motor vehicles, motor-cycles, bicycles, boats, pleasure crafts and accessories and parts.
電器及攝影器材 Electrical goods and photographic equipment	電器（機械及辦公室器材除外）、 攝影器材及用品的零售商。 Retail outlets selling electrical goods (except machinery and office appliances), 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.
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	樂器、電腦及周邊設備、電腦套裝軟件、醫療用品、辦公室器材（電腦、傢具及固定裝置除外）、科學及專業儀器、衣車及其零件的零售商。 Retail outlets selling musical instruments, computers and peripheral units, computer software, medical goods, office appliances and equipment (except computers, furniture and fixtures), scientific and professional instruments, sewing machines and parts.
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	珠寶首飾及貴金屬裝飾物、人造珠寶及相關物品及鐘錶的零售商及奢侈品綜合店。 Retail outlets selling jewellery and precious metal accessories, imitation jewellery and related articles, watches and clocks and luxuries comprehensive stores.
書報、文具及禮品 Books, newspapers, stationery and gifts	書報、文具、禮品、精品及紀念品的零售商。 Retail outlets selling books, newspapers, stationery, gifts, novelties and souvenirs.
中藥 Chinese drugs and herbs	中草藥、中成藥、跌打藥酒及補酒等的零售商。 Retail outlets selling Chinese drugs and herbs, bone-setting medicated liquors and tonic wines, etc.
眼鏡店 Optical shops	眼鏡店。 Optical shops.
藥物及化妝品 Medicines and cosmetics	藥物及健康補給品、化妝品及個人護理用品的零售商。 Retail outlets selling medicines and health supplements, cosmetics and personal care products.
其他未分類消費品 Other consumer goods, not elsewhere classified	唱片、錄音及錄像；工藝品；古玩；花卉及植物；五金器具、金屬配件、油漆及其他裝修材料；皮革或類似材料製的行李箱及同類物品；袋類製品；玩具；電腦遊戲；其他綜合商品；日用寢具；帳幔；繩索及網類用具；地毯、圍氈、牆壁與地板覆蓋物；竹製品及藤製品；陶瓷及玻璃製品；非電動的廚房及煮食用具；帆布及帆布製品；其他家庭用品；運動設備；賭具；雨傘；紙製品；中式宗教物品；寵物及動物零售店(包括飼料及配件) ；防火設備；其他雜項全新商品及二手貨品的零售商；及集郵社。不經店面的商品零售(2)。 Retail outlets selling records, music and video recordings; works of art and craft; antiques; flowers and plants; hardware, metalware, paints and other building renovation materials; luggage cases and similar articles of leather or leather substitutes; sacks and bags; toys; computer games; other general merchandise; household linen; drapery; rope, cord and netting appliances; carpets, rugs, wall and floor coverings; bamboo and cane products; china, earthenware and glassware; cooking and kitchen utensils, other than electrical; canvas and canvas products; other household articles; sporting equipment; gambling apparatus; umbrellas; paper products; Chinese religious articles; pets and animals (incl. feeds and accessories); fire prevention equipment; other miscellaneous new goods and second-hand goods; and stamp collection shops. Retail sales of goods without the use of a shop-front(2).

註釋 : (1) 修訂後的涵蓋範圍，是根據「香港標準行業分類2.0版」所劃分的。
Notes : Revised coverage is in accordance with the HSIC Version 2.0.

(2) 在「香港標準行業分類2.0版」，不經店面的商品零售（例如經流動貨攤、郵購、互聯網及自動販賣機的商品零售）已不包括在各零售商類別，而整體性歸類為「其他未分類消費品」。
Retail sales of goods without the use of a shop-front (e.g. via mobile stalls, mail orders, internet and vending machines) are no longer included in various types of retail outlets and are grouped collectively under "Other consumer goods, not elsewhere classified" in HSIC Version 2.0.

零售商類別按新舊分類對照表
Concordance table for types of retail outlets under old and new classifications

舊分類(1) Old classification(1)	新分類(2) New classification(2)
新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen
新鮮蔬果 Fruits and vegetables, fresh	新鮮蔬果 Fruits and vegetables, fresh
麵包、糕餅、糖果及餅乾 # Bread, pastry, confectionery and biscuits #	麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits
其他未分類食品 # Other food, not elsewhere classified #	其他未分類食品 Other food, not elsewhere classified
	中藥 (P) Chinese drugs and herbs (P)
	藥物及化妝品 (P) Medicines and cosmetics (P)
酒類飲品及煙草 Alcoholic drinks and tobacco	酒類飲品及煙草 Alcoholic drinks and tobacco
超級市場 Supermarkets	超級市場 Supermarkets
燃料 Fuels	燃料 Fuels
服裝 # Wearing apparel #	服裝 Wearing apparel
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories
汽車及汽車零件 Motor vehicles and parts	汽車及汽車零件 (P) Motor vehicles and parts (P)
電器及攝影器材 # Electrical goods and photographic equipment #	電器及攝影器材 (P) Electrical goods and photographic equipment (P)
傢具及固定裝置 # Furniture and fixtures #	傢具及固定裝置 Furniture and fixtures
其他未分類耐用消費品 # Other consumer durable goods, not elsewhere classified #	其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified
	汽車及汽車零件 (P) Motor vehicles and parts (P)
	電器及攝影器材 (P) Electrical goods and photographic equipment (P)
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	珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts
書報、文具及禮品 # Books, newspapers, stationery and gifts #	書報、文具及禮品 Books, newspapers, stationery and gifts
中藥 Chinese drugs and herbs	中藥 (P) Chinese drugs and herbs (P)
眼鏡店 Optical shops	眼鏡店 Optical shops
藥物及化妝品 Medicines and cosmetics	藥物及化妝品 (P) Medicines and cosmetics (P)
其他未分類消費品 Other consumer goods, not elsewhere classified	其他未分類消費品 (P)* Other consumer goods, not elsewhere classified (P)*

註釋 : # 根據新分類，有關類別中的部分行業已不包括在零售業內。
Notes : Part of industry in the respective group is no longer included in the retail sector under the new classification.

* 在「香港標準行業分類2.0版」，不經店面的商品零售（例如經流動貨攤、郵購、互聯網及自動販賣機的商品零售）已不包括在各零售商類別，而整體性歸類為「其他未分類消費品」。
Retail sales of goods without the use of a shop-front (e.g. via mobile stalls, mail orders, internet and vending machines) are no longer included in various types of retail outlets and are collectively grouped under "Other consumer goods, not elsewhere classified" in HSIC Version 2.0.

(P) 部分行業。
Part of industry.

(1) 舊分類是根據「香港標準行業分類1.1版」所劃分的。
Old classification is in accordance with the HSIC Version 1.1.

(2) 新分類是根據「香港標準行業分類2.0版」所劃分的。
New classification is in accordance with the HSIC Version 2.0.

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