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## 概況

1. 根據零售業銷貨額按月統計調查，二零零八年九月的**零售業總銷貨價值**的臨時估計為209億元，較上年同月上升6.9%。扣除期間價格變動後，九月的**零售業總銷貨數量**較上年同月上升1.8%。
2. 二零零八年八月零售業總銷貨價值的修訂估計為227億元，較二零零七年八月上升10.2%，而總銷貨數量則上升3.7%。
3. 與二零零七年同期比較，二零零八年首九個月的零售業總銷貨價值上升14.1%，而總銷貨數量則上升7.6%。
4. 按商店類別分析，二零零八年九月與二零零七年九月比較，**電器及攝影器材**的銷貨數量升幅最大，上升13.3%。其次為**汽車及汽車零件**（零售量上升13.1%）、**燃料**（上升10.6%）、**雜項耐用消費品**（上升4.4%）、**服裝**（上升3.2%）、**傢具及固定裝置**（上升1.8%）和**雜項消費品**（上升1.5%）。
5. 另一方面，二零零八年九月與上年同月比較，**鞋類、有關製品及其他衣物配件**的銷貨數量下跌8.3%，而**珠寶首飾、鐘錶及名貴禮物**和**百貨公司貨品**的銷貨數量則同時下跌3.5%。**食品、酒類飲品及煙草**和**超級市場貨品**的銷貨數量亦分別下跌2.2%和1.2%。
6. 二零零八年第三季與第二季比較，經季節性調整的零售業總銷貨數量上升2.0%。

## General observations

1. According to the Monthly Survey of Retail Sales, the *value of total retail sales* in September 2008, provisionally estimated at \$20.9 billion, increased by 6.9% over a year earlier. After netting out the effect of price changes over the same period, the *volume of total retail sales* increased by 1.8% in September 2008 over a year earlier.
2. The revised estimate of the value of total retail sales in August 2008, at \$22.7 billion, increased by 10.2% over August 2007, while the volume of total retail sales increased by 3.7%.
3. Taking the first nine months of 2008 together, total retail sales increased by 14.1% in value or 7.6% in volume over the same period a year earlier.
4. Analysed by type of retail outlet and comparing September 2008 with September 2007, the volume of sales of *electrical goods and photographic equipment* increased the most, by 13.3%. This was followed by sales of *motor vehicles and parts* (+13.1% in volume); *fuels* (+10.6%); *miscellaneous consumer durable goods* (+4.4%); *wearing apparel* (+3.2%); *furniture and fixtures* (+1.8%); and *miscellaneous consumer goods* (+1.5%).
5. On the other hand, the volume of sales of *footwear, allied products and other clothing accessories* decreased by 8.3% while the volume of sales of *jewellery, watches and clocks, and valuable gifts* and that of *commodities in department stores* both decreased by 3.5% in September 2008 compared with a year earlier. The volume of sales of *food, alcoholic drinks and tobacco* and that of *commodities in supermarkets* also decreased by 2.2% and 1.2% respectively.
6. Based on the seasonally adjusted series, the volume of total retail sales in the third quarter of 2008 increased by 2.0% compared with the preceding quarter.

7. 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境外）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在服務方面的開支佔消費者整體開支的比重越來越大。

8. 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。

9. 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。

10. 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、鞋類等製品出售）。

7. These retail sales statistics are 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. 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.

8. 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 (including goods purchased from all channels) and services by Hong Kong residents whether domestically or abroad.

9. 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.

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

11. 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。

12. 表一列出二零零七年十月至二零零八年九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二零零四年十月至二零零五年九月期內的每月平均零售價值指數定為一百。

13. 表二列出二零零七年十月至二零零八年九月所有零售商及按零售商類別劃分的零售業銷貨價值。

14. 表三列出二零零七年十月至二零零八年九月按主要貨品種類劃分的超級市場的零售業銷貨價值。

15. 表四列出二零零七年十月至二零零八年九月按主要貨品種類劃分的百貨公司的零售業銷貨價值。

16. 表五列出二零零七年十月至二零零八年九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二零零四年十月至二零零五年九月期內的每月平均零售量指數定為一百。

17. 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。

18. 圖一及圖二分別顯示由二零零五年九月至二零零八年九月的總零售價值和零售量指數的變動，及由二零零五年九月至二零零八年九月的經季節性調整指數。

11. 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.

12. Table 1 presents the value index of retail sales for all retail outlets and by type of retail outlet from October 2007 to September 2008. The value index is compiled with the average monthly value index of retail sales from October 2004 to September 2005 taken as 100.

13. Table 2 presents the value of retail sales for all retail outlets and by type of retail outlet from October 2007 to September 2008.

14. Table 3 presents the value of retail sales in supermarkets by broad product category from October 2007 to September 2008.

15. Table 4 presents the value of retail sales in department stores by broad product category from October 2007 to September 2008.

16. Table 5 presents the volume index of retail sales for all retail outlets and by type of retail outlet from October 2007 to September 2008. The volume index is compiled with the average monthly volume index of retail sales from October 2004 to September 2005 taken as 100.

17. Table 6 shows the movement of the 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 three-month period compared with the preceding three-month period based on the seasonally adjusted series.

18. Chart 1 and 2 depict, respectively, the movements of the value and volume indices of total retail sales from September 2005 to September 2008 and the seasonally adjusted indices from September 2005 to September 2008.

表一： 二零零七年十月至二零零八年九月按零售商類別劃分的零售價值指數（二零零四年十月至二零零五年九月 = 100）

Table 1: Value index of retail sales by type of retail outlet, October 2007 to September 2008 (Oct. 2004 - Sep. 2005 = 100)

零售商類別 Type of retail outlet	2007				2008									2008	
	10	11	12	1-12	1 <sup>(1)</sup>	2 <sup>(1)</sup>	1-2 <sup>(1)</sup>	3	4	5	6	7	8	9*	1-9*
所有零售商類別 All retail outlets	123.4 (+16.8)	120.5 (+19.5)	149.2 (+16.9)	122.6 (+12.8)	152.6 (+23.2)	135.3 (+9.5)	143.9 (+16.4)	134.3 (+20.0)	135.2 (+18.6)	137.6 (+13.0)	132.0 (+11.7)	144.0 (+13.7)	135.0 (+10.2)	124.2 (+6.9)	136.7 (+14.1)
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	128.3 (+0.1)	122.5 (+10.3)	131.6 (+9.8)	116.6 (+7.4)	139.6 (+20.6)	120.8 (-4.5)	130.2 (+7.5)	123.2 (+15.6)	130.9 (+18.9)	126.1 (+14.4)	116.7 (+14.6)	116.5 (+10.2)	129.1 (+16.0)	140.6 (+8.7)	127.0 (+12.4)
新鮮及急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	123.9 (+9.0)	119.8 (+16.0)	133.6 (+9.1)	116.7 (+8.8)	152.0 (+22.3)	138.0 (-3.8)	145.0 (+8.3)	141.6 (+18.8)	151.2 (+32.0)	132.2 (+23.2)	125.6 (+22.8)	108.6 (+13.5)	125.1 (+18.3)	127.1 (+15.1)	133.5 (+17.5)
新鮮蔬果 Fruits and vegetables, fresh	114.7 (+3.9)	84.4 (+2.4)	93.1 (+5.0)	102.9 (+1.8)	103.9 (+14.8)	76.7 (+11.4)	90.3 (+13.3)	107.8 (+12.3)	121.4 (+11.2)	122.9 (+5.3)	124.8 (+11.5)	117.5 (-4.9)	119.7 (-1.9)	101.4 (-2.6)	110.7 (+5.7)
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	122.1 (-23.8)	105.7 (+6.6)	122.1 (+4.1)	110.7 (+2.8)	113.5 (+13.8)	116.1 (-5.3)	114.8 (+3.3)	101.6 (+9.8)	97.5 (+8.4)	105.0 (+8.0)	101.1 (+14.5)	103.6 (+11.2)	128.0 (+26.9)	219.8 (+13.4)	120.7 (+11.0)
其他食品 Other foodstuffs	138.2 (+10.2)	140.6 (+6.7)	138.0 (+12.4)	119.2 (+8.1)	147.4 (+21.1)	106.6 (-14.6)	127.0 (+3.0)	115.4 (+11.6)	133.3 (+16.5)	129.0 (+10.2)	108.1 (+5.8)	120.2 (+9.4)	129.5 (+14.8)	106.6 (-0.9)	121.8 (+8.1)
酒類飲品及煙草 Alcoholic drinks and tobacco	134.6 (+9.5)	143.6 (+21.0)	161.5 (+17.6)	133.9 (+15.1)	168.9 (+29.2)	167.7 (+16.3)	168.3 (+22.4)	157.6 (+29.5)	147.4 (+15.1)	148.5 (+24.7)	146.1 (+21.7)	155.2 (+16.7)	150.3 (+10.9)	149.4 (+10.9)	154.6 (+19.2)
超級市場 Supermarkets	116.4 (+6.9)	112.0 (+8.6)	120.4 (+8.3)	112.2 (+5.9)	122.4 (+16.9)	125.6 (+9.2)	124.0 (+12.9)	117.6 (+13.9)	116.9 (+13.9)	124.2 (+11.5)	123.6 (+11.0)	128.2 (+10.5)	132.3 (+13.9)	127.6 (+8.9)	124.3 (+12.1)
燃料 Fuels	118.9 (+6.4)	118.7 (+14.0)	140.4 (+14.2)	116.2 (+2.5)	135.4 (+19.0)	119.2 (+12.2)	127.3 (+15.7)	135.2 (+26.8)	153.9 (+37.6)	164.1 (+33.6)	159.7 (+43.9)	161.8 (+45.4)	153.5 (+28.3)	145.1 (+28.6)	147.5 (+30.7)

註釋：請參看本表的最後一頁。

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

表一： 二零零七年十月至二零零八年九月按零售商類別劃分的零售價值指數（二零零四年十月至二零零五年九月 = 100）（續）

Table 1: Value index of retail sales by type of retail outlet, October 2007 to September 2008 (Oct. 2004 - Sep. 2005 = 100) (Continued)

零售商類別 Type of retail outlet	2007				2008									2008	
	10	11	12	1-12	1 <sup>(1)</sup>	2 <sup>(1)</sup>	1-2 <sup>(1)</sup>	3	4	5	6	7	8	9*	1-9*
衣物、鞋類及有關製品 Clothing, footwear and allied products	125.6 (+18.6)	122.8 (+24.7)	167.7 (+14.9)	124.7 (+15.9)	163.7 (+23.0)	149.7 (+14.5)	156.7 (+18.8)	133.2 (+22.2)	134.1 (+18.3)	135.9 (+8.1)	119.5 (+10.5)	150.6 (+6.0)	121.2 (+4.5)	101.9 (-0.2)	134.4 (+12.0)
服裝 Wearing apparel	129.5 (+18.4)	122.3 (+25.4)	165.7 (+13.9)	124.7 (+15.8)	155.7 (+21.4)	149.1 (+16.6)	152.4 (+19.0)	136.5 (+23.2)	140.8 (+19.1)	140.3 (+8.2)	118.8 (+10.8)	151.9 (+6.0)	117.6 (+4.8)	101.7 (-0.1)	134.7 (+12.3)
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	102.1 (+20.5)	125.5 (+21.0)	180.3 (+20.9)	124.4 (+16.4)	211.7 (+30.8)	153.1 (+3.8)	182.4 (+17.9)	113.4 (+15.8)	94.0 (+11.7)	109.1 (+7.7)	123.8 (+9.2)	143.2 (+5.7)	142.5 (+2.6)	102.9 (-0.9)	132.6 (+10.1)
耐用消費品 Consumer durable goods	118.7 (+21.1)	116.0 (+23.9)	131.2 (+23.1)	118.0 (+14.0)	128.9 (+22.8)	110.1 (+13.0)	119.5 (+18.1)	141.3 (+18.7)	134.7 (+14.5)	125.7 (+8.5)	123.2 (+3.2)	143.0 (+17.3)	139.7 (+5.8)	133.4 (+8.8)	131.1 (+12.3)
汽車及汽車零件 Motor vehicles and parts	147.1 (+28.8)	145.7 (+41.3)	142.7 (+37.7)	133.4 (+20.8)	141.3 (+25.5)	115.3 (+45.0)	128.3 (+33.6)	162.6 (+32.1)	158.1 (+21.3)	149.1 (+7.4)	139.7 (-7.1)	178.9 (+24.9)	138.8 (-11.7)	149.5 (+14.7)	148.2 (+14.4)
電器及攝影器材 Electrical goods and photographic equipment	121.6 (+21.2)	112.1 (+21.3)	138.9 (+21.5)	117.1 (+15.1)	127.8 (+25.2)	120.6 (+6.1)	124.2 (+15.2)	143.6 (+13.5)	131.7 (+15.2)	118.5 (+11.3)	114.5 (+8.4)	135.2 (+16.5)	145.9 (+15.1)	131.1 (+7.8)	129.9 (+13.1)
傢具及固定裝置 Furniture and fixtures	90.8 (+10.3)	109.5 (+16.4)	124.4 (+19.1)	113.3 (+11.1)	151.6 (+22.6)	100.9 (-4.0)	126.3 (+10.4)	135.9 (+23.0)	134.5 (+13.4)	120.2 (+13.0)	123.5 (+12.0)	134.6 (+13.6)	142.0 (+22.4)	135.3 (+7.2)	130.9 (+13.8)
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	80.1 (+9.5)	75.3 (-2.5)	83.6 (-1.3)	94.3 (-3.1)	78.7 (+1.7)	67.4 (+10.5)	73.1 (+5.6)	92.3 (+2.4)	96.1 (-6.1)	111.0 (-3.8)	122.6 (+2.8)	107.4 (+3.8)	114.0 (-4.0)	105.3 (+0.3)	99.4 (+0.2)
百貨公司 Department stores	121.3 (+16.3)	140.1 (+26.7)	183.5 (+13.9)	124.0 (+12.7)	155.3 (+23.3)	141.1 (+11.9)	148.2 (+17.6)	120.3 (+16.2)	114.3 (+14.0)	136.6 (+10.9)	120.2 (+6.9)	134.4 (+11.4)	127.5 (+7.2)	111.1 (-0.4)	129.0 (+11.3)
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	150.1 (+41.7)	141.1 (+28.3)	194.2 (+29.6)	145.2 (+24.6)	200.3 (+30.3)	163.6 (+12.4)	181.9 (+21.6)	161.2 (+30.1)	152.3 (+32.4)	167.1 (+18.2)	177.4 (+18.3)	175.2 (+17.8)	162.8 (+16.2)	148.5 (+6.8)	167.6 (+20.0)

註釋：請參看本表的最後一頁。

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

表一： 二零零七年十月至二零零八年九月按零售商類別劃分的零售價值指數（二零零四年十月至二零零五年九月 = 100）（續）

Table 1: Value index of retail sales by type of retail outlet, October 2007 to September 2008 (Oct. 2004 - Sep. 2005 = 100) (Continued)

零售商類別 Type of retail outlet	2007				2008									2008	
	10	11	12	1-12	1 <sup>(1)</sup>	2 <sup>(1)</sup>	1-2 <sup>(1)</sup>	3	4	5	6	7	8	9*	1-9*
其他消費品 Other consumer goods	112.1 (+16.4)	103.9 (+16.1)	135.6 (+15.2)	121.2 (+11.0)	163.9 (+23.6)	143.1 (+7.9)	153.5 (+15.7)	136.2 (+19.7)	149.0 (+15.8)	141.9 (+14.6)	135.0 (+11.0)	148.9 (+14.2)	128.3 (+6.7)	107.2 (+7.7)	139.3 (+13.6)
書報、文具及禮品 Books, newspapers, stationery and gifts	112.2 (+9.5)	91.1 (+7.4)	114.8 (+10.3)	111.5 (+5.8)	138.9 (+12.1)	103.6 (+11.7)	121.2 (+11.9)	108.1 (+2.3)	121.2 (+2.5)	123.8 (+6.5)	117.5 (+5.8)	131.1 (+5.0)	132.1 (-2.5)	91.3 (-0.6)	118.6 (+4.7)
中藥 Chinese drugs and herbs	128.7 (+29.8)	110.1 (+24.9)	155.6 (+25.9)	126.4 (+20.0)	167.4 (+36.6)	129.3 (-9.5)	148.4 (+11.8)	117.6 (+12.5)	133.3 (+7.4)	134.3 (+13.9)	125.1 (-1.5)	138.5 (+2.2)	133.1 (+3.3)	111.1 (-7.1)	132.2 (+5.9)
眼鏡店 Optical shops	104.7 (+20.3)	104.9 (+32.1)	122.5 (+28.8)	125.9 (+21.6)	137.2 (+18.4)	150.6 (+2.8)	143.9 (+9.7)	149.6 (+16.2)	151.4 (+12.2)	149.8 (+5.5)	131.2 (-5.5)	131.3 (-4.5)	132.2 (+2.1)	108.0 (+3.2)	137.9 (+5.3)
藥物及化粧品 Medicines and cosmetics	97.2 (+11.4)	102.9 (+11.7)	125.1 (+8.3)	115.2 (+8.3)	154.8 (+16.9)	136.6 (+8.3)	145.7 (+12.7)	130.2 (+14.8)	138.0 (+11.6)	127.7 (+11.6)	120.0 (+9.4)	138.2 (+12.4)	124.2 (+8.0)	113.4 (+13.9)	131.5 (+11.9)
其他未分類消費品 Other consumer goods, not elsewhere classified	125.2 (+20.7)	108.7 (+20.8)	152.5 (+20.2)	130.0 (+12.6)	186.1 (+32.5)	168.2 (+10.6)	177.2 (+21.1)	156.5 (+33.0)	175.1 (+26.5)	165.1 (+21.2)	160.8 (+18.6)	171.6 (+23.8)	129.6 (+11.2)	106.1 (+8.6)	157.7 (+20.9)
超級市場及百貨公司內的超級市場部門 <sup>(3)</sup> Supermarkets and supermarket sections of department stores <sup>(3)</sup>	117.1 (+6.8)	113.6 (+9.2)	124.4 (+8.5)	113.6 (+6.1)	124.5 (+17.7)	129.0 (+8.8)	126.7 (+13.0)	118.5 (+14.6)	117.0 (+13.5)	125.2 (+10.5)	123.4 (+9.7)	128.8 (+10.8)	132.5 (+14.1)	128.9 (+7.7)	125.3 (+11.8)

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： 二零零七年十月至二零零八年九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, October 2007 to September 2008**

百萬港元  
 HK\$ million

零售商類別 Type of retail outlet	2007				2008										2008
	10	11	12	1-12	1 <sup>(1)</sup>	2 <sup>(1)</sup>	1-2 <sup>(1)</sup>	3	4	5	6	7	8	9*	1-9*
所有零售商類別 All retail outlets	20,776	20,290	25,119	247,719	25,686	22,770	48,455	22,599	22,766	23,156	22,227	24,239	22,727	20,910	207,080
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	2,403	2,295	2,466	26,221	2,615	2,263	4,878	2,308	2,452	2,362	2,185	2,183	2,418	2,634	21,420
新鮮及急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	651	629	702	7,354	798	725	1,523	744	794	695	660	570	657	667	6,311
新鮮蔬果 Fruits and vegetables, fresh	191	141	155	2,059	173	128	301	180	202	205	208	196	200	169	1,661
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	496	429	496	5,396	461	472	933	413	396	427	411	421	520	893	4,413
其他食品 Other foodstuffs	818	832	817	8,466	872	631	1,503	683	789	764	639	711	766	631	6,486
酒類飲品及煙草 Alcoholic drinks and tobacco	247	263	296	2,946	310	307	617	289	270	272	268	285	275	274	2,550
超級市場 Supermarkets	2,645	2,545	2,736	30,603	2,781	2,855	5,636	2,673	2,656	2,823	2,810	2,914	3,007	2,901	25,421
燃料 Fuels	595	594	703	6,978	678	597	1,274	677	770	821	799	810	768	726	6,647

註釋：請參看本表的最後一頁。

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



表二： 二零零七年十月至二零零八年九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, October 2007 to September 2008 (Continued)

百萬港元  
HK\$ million

零售商類別 Type of retail outlet	2007				2008									2008	
	10	11	12	1-12	1 <sup>(1)</sup>	2 <sup>(1)</sup>	1-2 <sup>(1)</sup>	3	4	5	6	7	8	9*	1-9*
衣物、鞋類及有關製品 Clothing, footwear and allied products	2,818	2,755	3,763	33,565	3,673	3,358	7,030	2,989	3,009	3,048	2,682	3,379	2,718	2,285	27,140
服裝 Wearing apparel	2,492	2,354	3,187	28,797	2,996	2,868	5,865	2,627	2,709	2,699	2,286	2,922	2,263	1,956	23,326
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	326	401	576	4,768	676	489	1,166	362	300	349	396	457	455	329	3,814
耐用消費品 Consumer durable goods	3,376	3,298	3,730	40,287	3,666	3,130	6,796	4,018	3,830	3,575	3,505	4,067	3,974	3,793	33,557
汽車及汽車零件 Motor vehicles and parts	1,071	1,062	1,039	11,663	1,029	840	1,869	1,184	1,152	1,086	1,018	1,303	1,011	1,089	9,713
電器及攝影器材 Electrical goods and photographic equipment	1,656	1,527	1,891	19,145	1,741	1,643	3,383	1,956	1,794	1,613	1,559	1,841	1,987	1,786	15,921
傢具及固定裝置 Furniture and fixtures	378	455	517	5,652	630	420	1,049	565	559	500	513	560	590	562	4,898
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	271	255	283	3,827	266	228	494	312	325	375	414	363	386	356	3,025
百貨公司 Department stores	2,092	2,416	3,165	25,654	2,679	2,434	5,113	2,074	1,971	2,356	2,073	2,318	2,199	1,916	20,020
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	3,248	3,052	4,202	37,710	4,334	3,540	7,874	3,489	3,295	3,617	3,838	3,791	3,524	3,213	32,640

註釋：請參看本表的最後一頁。

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

表二： 二零零七年十月至二零零八年九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, October 2007 to September 2008 (Continued)**

百萬港元  
 HK\$ million

零售商類別 Type of retail outlet	2007				2008										2008
	10	11	12	1-12	1 <sup>(1)</sup>	2 <sup>(1)</sup>	1-2 <sup>(1)</sup>	3	4	5	6	7	8	9*	1-9*
其他消費品 Other consumer goods	3,598	3,334	4,353	46,700	5,261	4,594	9,855	4,372	4,783	4,555	4,335	4,778	4,118	3,440	40,236
書報、文具及禮品 Books, newspapers, stationery and gifts	526	427	538	6,270	651	486	1,136	507	568	580	551	614	619	428	5,002
中藥 Chinese drugs and herbs	313	268	378	3,688	407	314	721	286	324	327	304	337	324	270	2,892
眼鏡店 Optical shops	137	138	161	1,983	180	198	378	196	199	197	172	172	174	142	1,630
藥物及化粧品 Medicines and cosmetics	1,187	1,256	1,528	16,887	1,890	1,669	3,559	1,591	1,686	1,560	1,466	1,688	1,517	1,385	14,452
其他未分類消費品 Other consumer goods, not elsewhere classified	1,435	1,245	1,748	17,873	2,133	1,928	4,061	1,793	2,006	1,892	1,842	1,966	1,485	1,216	16,261
超級市場及百貨公司內的超級市場部門 <sup>(3)</sup> Supermarkets and supermarket sections of department stores <sup>(3)</sup>	2,897	2,811	3,079	33,740	3,080	3,191	6,272	2,932	2,896	3,097	3,052	3,186	3,278	3,188	27,901

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： 二零零七年十月至二零零八年九月按主要貨品種類劃分的超級市場<sup>(1)</sup>的零售業銷貨價值  
**Table 3: Value of retail sales in supermarkets<sup>(1)</sup> by broad product category, October 2007 to September 2008**

百萬港元  
 HK\$ million

主要貨品種類 Broad product category	2007				2008										2008
	10	11	12	1-12	1 <sup>(2)</sup>	2 <sup>(2)</sup>	1-2 <sup>(2)</sup>	3	4	5	6	7	8	9*	1-9*
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	478	437	476	5,562	449	462	911	477	488	526	550	546	577	529	4,604
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	1,263	1,232	1,284	14,725	1,347	1,358	2,705	1,268	1,296	1,360	1,388	1,373	1,474	1,412	12,276
酒類飲品及煙草 Alcoholic drinks and tobacco	428	418	475	4,871	474	545	1,019	429	417	442	413	449	468	476	4,113
個人護理用品、家庭用品及其他物品 Personal care products, household goods and other goods	476	459	502	5,445	512	490	1,002	498	455	494	458	546	489	484	4,427
總計 Total	2,645	2,545	2,736	30,603	2,781	2,855	5,636	2,673	2,656	2,823	2,810	2,914	3,007	2,901	25,421

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： 二零零七年十月至二零零八年九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, October 2007 to September 2008

百萬港元  
HK\$ million

主要貨品種類 Broad product category	2007				2008										2008
	10	11	12	1-12	1 <sup>(1)</sup>	2 <sup>(1)</sup>	1-2 <sup>(1)</sup>	3	4	5	6	7	8	9*	1-9*
<b>非超級市場部門</b> <b>Non-supermarket sections</b>															
食品、酒類飲品及煙草 Food, alcoholic drinks and tobacco	140	134	201	1,559	183	191	374	147	134	178	150	149	152	149	1,433
衣履 Clothing and footwear	657	780	1,102	8,561	972	798	1,770	633	620	755	682	803	675	557	6,495
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	235	321	2,778	177	246	423	216	218	253	249	243	221	183	2,006
藥物、化妝品及梳洗用品 Proprietary medicines and supplies, cosmetics and toilet requisites	365	439	583	4,322	457	394	851	413	392	441	390	432	433	367	3,719
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	117	129	204	1,445	143	137	280	115	112	127	114	113	126	100	1,086
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	367	433	411	3,853	448	332	779	290	255	327	246	306	321	274	2,799
<b>超級市場部門</b> <sup>(2)</sup> <b>Supermarket sections</b> <sup>(2)</sup>	251	266	343	3,138	299	336	635	259	239	274	243	272	271	287	2,480
總計 Total	2,092	2,416	3,165	25,654	2,679	2,434	5,113	2,074	1,971	2,356	2,073	2,318	2,199	1,916	20,020

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： 二零零七年十月至二零零八年九月按零售商類別劃分的零售量指數（二零零四年十月至二零零五年九月 = 100）

Table 5: Volume index of retail sales by type of retail outlet, October 2007 to September 2008 (Oct. 2004 - Sep. 2005 = 100)

零售商類別 Type of retail outlet	2007				2008									2008	
	10	11	12	1-12	1 <sup>(1)</sup>	2 <sup>(1)</sup>	1-2 <sup>(1)</sup>	3	4	5	6	7	8	9*	1-9*
所有零售商類別 All retail outlets	116.8 (+13.1)	112.2 (+15.3)	138.7 (+12.5)	118.0 (+10.1)	141.7 (+17.6)	126.3 (+4.4)	134.0 (+11.0)	124.5 (+13.0)	123.4 (+11.5)	124.5 (+5.6)	119.0 (+4.1)	131.0 (+6.6)	124.0 (+3.7)	113.7 (+1.8)	125.4 (+7.6)
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	114.6 (-9.5)	109.8 (-0.3)	116.1 (-0.7)	108.2 (+0.9)	119.4 (+6.0)	99.8 (-16.7)	109.6 (-5.7)	102.4 (+0.7)	107.7 (+1.9)	104.4 (-1.1)	95.2 (-0.2)	95.1 (-3.2)	105.3 (+3.7)	114.9 (-2.2)	104.9 (-1.4)
新鮮及急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	101.4 (-7.5)	98.1 (-2.3)	105.5 (-7.3)	101.9 (-1.3)	116.1 (-1.4)	95.9 (-25.1)	106.0 (-13.8)	103.2 (-5.8)	110.3 (+2.5)	95.4 (-4.9)	88.7 (-2.4)	75.7 (-8.1)	86.8 (-2.4)	88.4 (-3.8)	95.6 (-6.2)
新鮮蔬果 Fruits and vegetables, fresh	92.0 (-9.4)	71.2 (-7.0)	79.8 (-2.9)	88.1 (-4.7)	83.9 (-2.1)	55.0 (-11.0)	69.5 (-5.8)	82.7 (-1.0)	92.0 (-3.8)	99.4 (-4.8)	92.6 (-2.3)	81.3 (-23.1)	87.7 (-12.7)	73.4 (-10.5)	83.1 (-8.1)
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	114.7 (-28.4)	99.1 (#)	115.0 (-1.1)	106.0 (-1.6)	101.3 (+4.1)	104.1 (-12.7)	102.7 (-5.1)	90.4 (+0.5)	85.6 (-1.9)	92.4 (-2.0)	88.3 (+3.6)	90.2 (+0.4)	111.1 (+14.9)	187.8 (+2.2)	105.7 (+0.8)
其他食品 Other foodstuffs	126.2 (+0.5)	127.6 (-3.1)	122.2 (+0.1)	112.2 (+1.6)	129.2 (+8.3)	91.8 (-23.8)	110.5 (-7.8)	98.0 (-2.5)	111.8 (+0.7)	107.5 (-4.8)	89.9 (-7.9)	99.8 (-3.8)	107.6 (+2.1)	88.4 (-10.8)	102.7 (-4.8)
酒類飲品及煙草 Alcoholic drinks and tobacco	135.2 (+6.0)	144.3 (+17.1)	162.0 (+14.5)	136.4 (+13.2)	169.4 (+26.1)	168.2 (+13.7)	168.8 (+19.6)	158.4 (+26.7)	149.8 (+13.4)	151.0 (+22.7)	148.5 (+19.6)	158.8 (+15.8)	153.7 (+12.6)	153.0 (+12.9)	156.8 (+18.0)
超級市場 Supermarkets	111.5 (+2.6)	107.0 (+4.1)	114.5 (+3.0)	109.7 (+3.4)	115.5 (+10.6)	116.5 (+0.8)	116.0 (+5.5)	107.9 (+5.1)	105.6 (+3.4)	111.5 (+0.7)	108.1 (-1.3)	111.9 (-1.4)	114.4 (+1.6)	111.2 (-1.2)	111.4 (+1.9)
燃料 Fuels	106.5 (+0.4)	102.7 (+3.6)	119.2 (+2.2)	107.7 (+1.8)	114.2 (+4.6)	100.6 (-5.3)	107.4 (-0.3)	111.8 (+4.8)	124.6 (+13.4)	129.2 (+12.6)	121.5 (+18.1)	121.2 (+18.6)	118.3 (+7.8)	114.1 (+10.6)	117.3 (+9.4)

註釋：請參看本表的最後一頁。

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

表五： 二零零七年十月至二零零八年九月按零售商類別劃分的零售量指數（二零零四年十月至二零零五年九月 = 100）（續）

Table 5: Volume index of retail sales by type of retail outlet, October 2007 to September 2008 (Oct. 2004 - Sep. 2005 = 100) (Continued)

零售商類別 Type of retail outlet	2007				2008									2008	
	10	11	12	1-12	1 <sup>(1)</sup>	2 <sup>(1)</sup>	1-2 <sup>(1)</sup>	3	4	5	6	7	8	9*	1-9*
衣物、鞋類及有關製品 Clothing, footwear and allied products	113.7 (+14.6)	105.7 (+22.8)	149.4 (+13.0)	116.5 (+10.2)	154.7 (+21.8)	147.4 (+13.9)	151.1 (+17.8)	125.5 (+18.7)	120.2 (+17.6)	123.3 (+6.8)	109.8 (+9.3)	142.8 (+5.0)	118.9 (+3.6)	98.8 (+1.3)	126.8 (+11.0)
服裝 Wearing apparel	115.4 (+13.9)	102.4 (+22.3)	143.2 (+10.3)	114.5 (+9.1)	143.3 (+18.7)	145.2 (+16.0)	144.3 (+17.3)	127.2 (+19.4)	124.7 (+18.7)	125.6 (+6.6)	107.5 (+9.2)	142.3 (+5.3)	115.1 (+5.4)	98.3 (+3.2)	125.5 (+11.4)
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	103.6 (+20.2)	125.6 (+25.7)	186.6 (+27.0)	128.0 (+16.4)	223.3 (+35.1)	161.1 (+3.7)	192.2 (+19.9)	115.4 (+13.9)	93.4 (+9.5)	109.4 (+8.0)	123.3 (+9.9)	145.7 (+3.2)	141.6 (-4.3)	101.4 (-8.3)	135.0 (+8.4)
耐用消費品 Consumer durable goods	135.6 (+26.9)	131.6 (+28.1)	149.8 (+27.5)	133.0 (+19.8)	146.1 (+27.1)	126.6 (+17.1)	136.4 (+22.3)	162.0 (+22.0)	153.7 (+17.6)	143.3 (+10.0)	141.2 (+5.6)	163.4 (+18.6)	163.4 (+8.4)	154.7 (+10.8)	150.5 (+14.9)
汽車及汽車零件 Motor vehicles and parts	150.1 (+28.8)	148.8 (+41.5)	146.8 (+37.9)	137.8 (+22.8)	145.4 (+26.3)	118.2 (+44.3)	131.8 (+33.8)	167.8 (+29.7)	161.4 (+18.6)	150.0 (+3.1)	139.5 (-10.3)	178.0 (+20.1)	137.6 (-15.1)	151.1 (+13.1)	149.9 (+11.7)
電器及攝影器材 Electrical goods and photographic equipment	153.1 (+32.7)	141.2 (+31.3)	173.6 (+31.2)	142.8 (+25.4)	160.2 (+34.4)	151.9 (+14.4)	156.0 (+23.9)	182.5 (+22.7)	167.5 (+24.3)	152.0 (+17.9)	148.0 (+15.4)	174.9 (+22.6)	192.6 (+21.8)	172.0 (+13.3)	166.8 (+20.6)
傢具及固定裝置 Furniture and fixtures	88.6 (+6.4)	105.9 (+10.3)	120.7 (+13.2)	112.0 (+7.8)	146.0 (+18.9)	97.8 (-6.8)	121.9 (+7.1)	129.2 (+16.7)	128.1 (+8.5)	113.9 (+8.2)	116.8 (+6.8)	127.5 (+8.5)	133.0 (+14.6)	126.8 (+1.8)	124.4 (+8.7)
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	92.0 (+14.0)	87.2 (+0.9)	96.4 (+1.2)	109.0 (+3.1)	90.9 (+3.5)	78.3 (+13.4)	84.6 (+7.9)	106.9 (+4.4)	113.1 (-4.3)	130.2 (-2.7)	147.7 (+6.6)	130.0 (+7.3)	138.9 (-0.5)	127.1 (+4.4)	118.1 (+3.0)
百貨公司 Department stores	118.0 (+16.0)	132.0 (+24.6)	174.4 (+10.4)	122.3 (+10.8)	150.3 (+19.6)	139.6 (+8.4)	145.0 (+13.9)	116.7 (+11.4)	108.5 (+9.5)	129.2 (+6.5)	115.0 (+3.1)	130.2 (+8.0)	123.7 (+3.3)	107.3 (-3.5)	124.5 (+7.5)
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	117.2 (+27.7)	106.4 (+14.1)	146.4 (+16.0)	117.3 (+15.9)	147.4 (+12.5)	118.3 (-3.0)	132.9 (+5.0)	114.3 (+9.9)	108.0 (+14.4)	118.5 (+1.0)	126.4 (+1.8)	120.6 (-1.2)	114.7 (+1.5)	106.0 (-3.5)	119.4 (+3.5)

註釋：請參看本表的最後一頁。

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

表五： 二零零七年十月至二零零八年九月按零售商類別劃分的零售量指數（二零零四年十月至二零零五年九月 = 100）（續）

Table 5: Volume index of retail sales by type of retail outlet, October 2007 to September 2008 (Oct. 2004 - Sep. 2005 = 100) (Continued)

零售商類別 Type of retail outlet	2007				2008									2008	
	10	11	12	1-12	1 <sup>(1)</sup>	2 <sup>(1)</sup>	1-2 <sup>(1)</sup>	3	4	5	6	7	8	9*	1-9*
其他消費品 Other consumer goods	108.2 (+15.3)	99.6 (+14.5)	130.1 (+13.4)	117.4 (+8.5)	156.4 (+21.5)	135.8 (+5.8)	146.1 (+13.7)	128.5 (+15.5)	138.9 (+10.9)	130.4 (+8.7)	124.2 (+5.5)	137.3 (+8.4)	117.8 (+1.0)	97.3 (+1.5)	129.6 (+9.0)
書報、文具及禮品 Books, newspapers, stationery and gifts	108.4 (+7.0)	86.8 (+3.5)	108.7 (+5.5)	109.2 (+3.0)	131.6 (+7.3)	98.3 (+7.3)	114.9 (+7.3)	102.3 (-2.3)	114.6 (-1.8)	117.1 (+2.0)	110.8 (+0.6)	123.4 (+0.1)	124.2 (-7.1)	83.7 (-6.1)	111.8 (-0.1)
中藥 Chinese drugs and herbs	118.9 (+22.7)	101.3 (+17.7)	141.2 (+17.8)	118.7 (+14.6)	150.6 (+27.8)	116.0 (-15.0)	133.3 (+4.8)	104.9 (+4.8)	117.6 (-0.5)	117.5 (+5.0)	109.0 (-8.7)	120.2 (-5.6)	115.1 (-4.5)	95.6 (-14.1)	116.3 (-1.6)
眼鏡店 Optical shops	95.1 (+13.5)	95.1 (+28.1)	111.0 (+24.2)	115.7 (+16.1)	124.4 (+14.6)	135.3 (-0.7)	129.8 (+6.1)	134.9 (+13.5)	134.9 (+8.6)	135.8 (+3.0)	118.0 (-8.4)	115.9 (-8.0)	118.9 (+1.0)	95.2 (+0.1)	123.7 (+2.4)
藥物及化粧品 Medicines and cosmetics	92.3 (+8.4)	97.5 (+8.3)	118.1 (+4.8)	110.3 (+5.3)	145.5 (+13.1)	127.8 (+4.3)	136.6 (+8.8)	121.2 (+10.3)	127.3 (+6.6)	116.5 (+6.6)	109.0 (+4.5)	125.4 (+7.0)	112.3 (+2.7)	102.2 (+8.0)	120.8 (+7.1)
其他未分類消費品 Other consumer goods, not elsewhere classified	124.2 (+23.6)	107.2 (+23.7)	151.6 (+22.5)	128.1 (+11.9)	183.0 (+34.8)	164.0 (+11.6)	173.5 (+22.8)	151.1 (+29.5)	166.3 (+21.7)	152.8 (+14.2)	149.7 (+12.2)	161.9 (+17.2)	121.5 (+4.3)	98.3 (+1.5)	149.8 (+16.8)
超級市場及百貨公司內的超級市場部門 <sup>(3)</sup> Supermarkets and supermarket sections of department stores <sup>(3)</sup>	112.3 (+2.8)	108.4 (+4.9)	118.4 (+3.4)	111.2 (+3.7)	117.8 (+11.7)	120.4 (+0.9)	119.1 (+6.0)	109.3 (+6.2)	106.2 (+3.5)	112.9 (+0.4)	108.7 (-1.8)	113.5 (-0.4)	115.7 (+2.5)	113.4 (-1.7)	113.1 (+2.2)

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.

**表六：二零零七年七月至二零零八年九月的零售業總銷貨數量變動情況**  
**Table 6 : Movement of the volume of total retail sales, July 2007 to September 2008**

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		變動百分率 <sup>@#</sup> Rate of change (%) <sup>@#</sup>
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	年/月 Year/Month	年/月 Year/Month	年/月 Year/Month	
2007	7	+12.1	2007	7	2007	4	+4.8
	8	+12.7		8		5	+7.0
	9	+13.0		9		6	+5.1
	10	+13.1		10		7	+3.5
	11	+15.3		11		8	+2.9
	12	+12.5		12		9	+2.9
2008	1	+17.6	2008	1		10	+1.6
	2	+4.4		2		11	+2.5
	3	+13.0		3		12	+0.7
	4	+11.5		4	2008	1	+2.1
	5	+5.6		5		2	-2.3
	6	+4.1		6		3	-1.7
	7	+6.6		7		4	-1.8
	8	+3.7		8		5	+1.8
	9	+1.8*		9		6	+2.0*

\* 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，截至二零零八年六月份的三個月變動百分率是二零零八年四月、五月及六月的按月平均指數與二零零八年一月、二月及三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 Jun. 2008 is the percentage change of the average monthly index for Apr., May and Jun. 2008 over the average monthly index for Jan., Feb. and Mar. 2008.

# 經季節性調整的數列將隨著資料更新而作出修訂。就零售業指數而言，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.

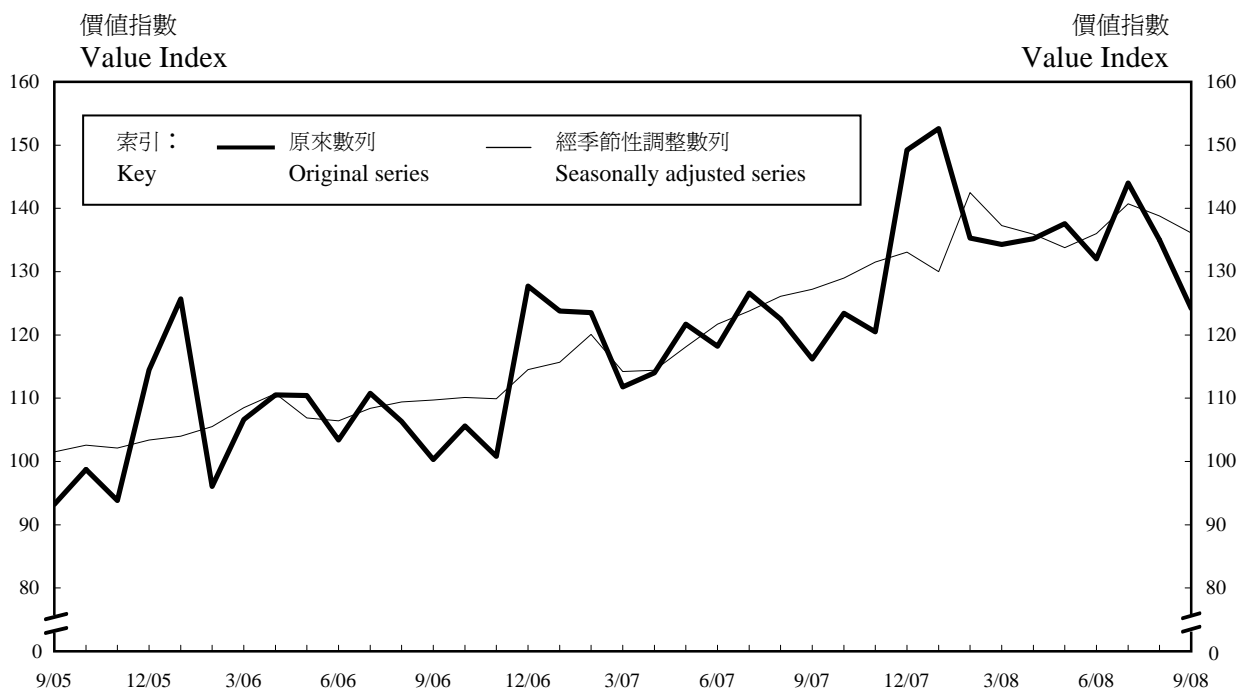
'5'字下面有橫線者乃由進位而來。

The underlined '5' denotes rounded up figure.



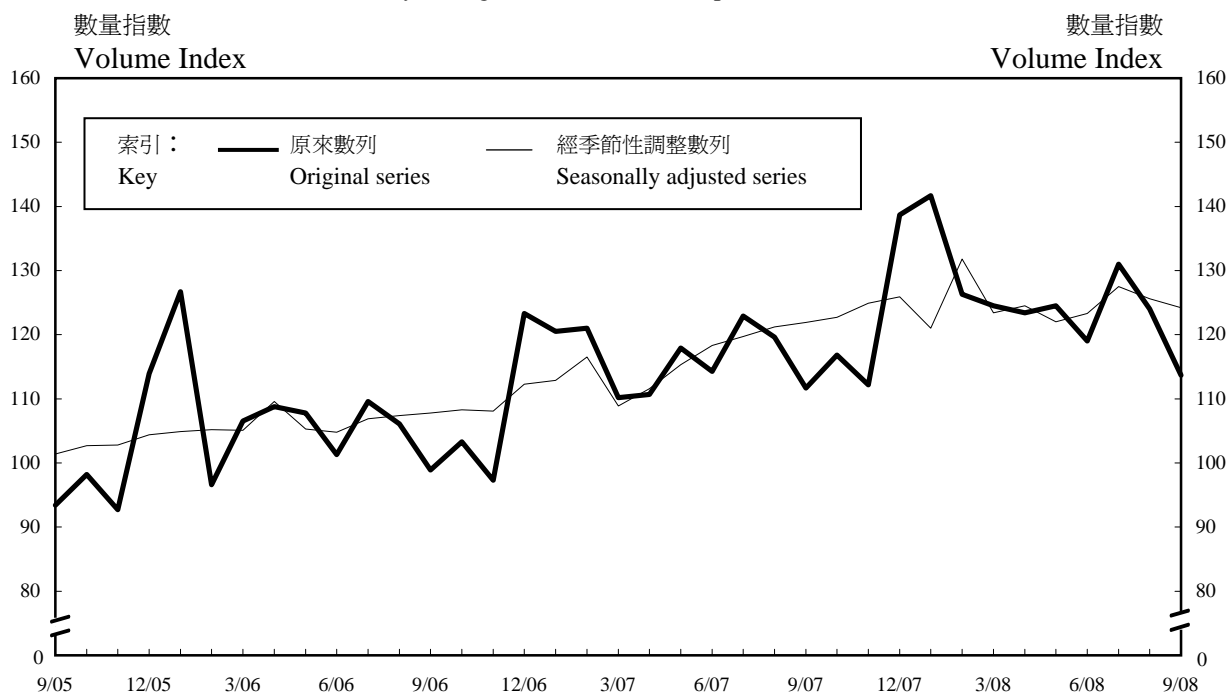
# 圖一：總零售價值指數 Chart 1 : Value index of total retail sales

(二零零四年十月至二零零五年九月期內每月平均指數=100)  
(Monthly average of October 2004-September 2005=100)



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

(二零零四年十月至二零零五年九月期內每月平均指數=100)  
(Monthly average of October 2004-September 2005=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	超級市場及便利店。 Supermarkets and convenience stores.
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.
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