

這份刊物的 PDF 版本的文字是從印刷版掃描而成，再利用光學字符識別軟件轉換成電子格式。由於原印刷版本已印製並保存多年，光學字符識別技術未必能準確地識別某些文字或數字。因此，搜索或複製此 PDF 檔案內的文字時應加以注意。

The text of this PDF publication was scanned from its printed version and then converted to electronic text using Optical Character Recognition (OCR) software. Because of the age and condition of the original printed copy, the OCR may not recognise certain characters or figures accurately. Caution should therefore be taken when searching or copying text from this PDF publication.

# Report on Monthly Survey of Retail Sales

January 1989

Wholesale/Retail Trade Statistics Section, Census and Statistics Department  
22/F Wanchai Tower I, 12 Harbour Road, Wanchai, Hong Kong. Tel: 5-8234941

According to the provisional survey results, the value of total retail sales in January 1989 was estimated to be \$10,663 million. At 190, the overall retail sales value index was 32% higher than in January 1988, whilst the volume index, at 152, was 22% higher.

2. Compared with January 1988, retail sales of consumer durables increased by 47% in value and 35% in volume. Clothing, footwear and allied products went up by 25% in sales value and 13% in sales volume. Foodstuffs, alcoholic drinks and tobacco increased by 15% in sales value and 3% in sales volume. Fuels rose by 1% in sales value and remained almost unchanged in sales volume. Other consumer goods went up by 40% in sales value and 32% in sales volume. Analysed by selected trades, sales of motor vehicles and parts increased by 96% in value and 80% in volume. Sales by department stores rose by 55% in value and 41% in volume. Consumer durables other than motor vehicles and parts increased by 23% in sales value and 16% in sales volume while the corresponding increases for supermarkets were 22% and 10%.

3. When compared with December 1988, and bearing in mind that this comparison is affected by seasonal factors, total retail sales for January 1989 increased by 9% in both value and volume. Consumer durables rose by 22% in sales value and 20% in sales volume. Clothing, footwear and allied products increased by 8% in sales value and 11% in sales volume. Foodstuffs, alcoholic drinks and tobacco had a negligible change in sales value and a drop of 2% in sales volume. Fuels went down by 11% in sales value and 13% in sales volume. Other consumer goods rose by 10% in sales value and 12% in sales volume. Analysed by selected trades, sales of motor vehicles and parts increased by 49% in both value and volume. Department stores rose by 17% in sales value and 21% in sales volume. Consumer durables other than motor vehicles and parts increased by 7% in both sales value and volume. Supermarkets sales dropped by 2% in value and 3% in volume.

4. Table 1 presents the revised total retail sales figure for December 1988 and the provisional figure for January 1989. Table 2 shows the value and volume indexes of retail sales in December 1988 and January 1989 (A) for all retail trades, (B) by major trade groups and (C) by selected trades (which form part of the relevant major trade groups), with average retail sales from October 1984 to September 1985 taken as 100. Comparisons of January 1989 results with those for December 1988 and with those for January 1988 are also given. Graphs 1 and 2 depict, respectively, the movements of the value and volume indexes of total retail sales from September 1985 to January 1989 and the seasonally adjusted indexes and trends from September 1985 to December 1988.

TABLE 1 : TOTAL RETAIL SALES

Total Retail Sales for January 1989 (Provisional Figure) = HK\$10,663million  
for December 1988 (Revised Figure) = HK\$ 9,770million

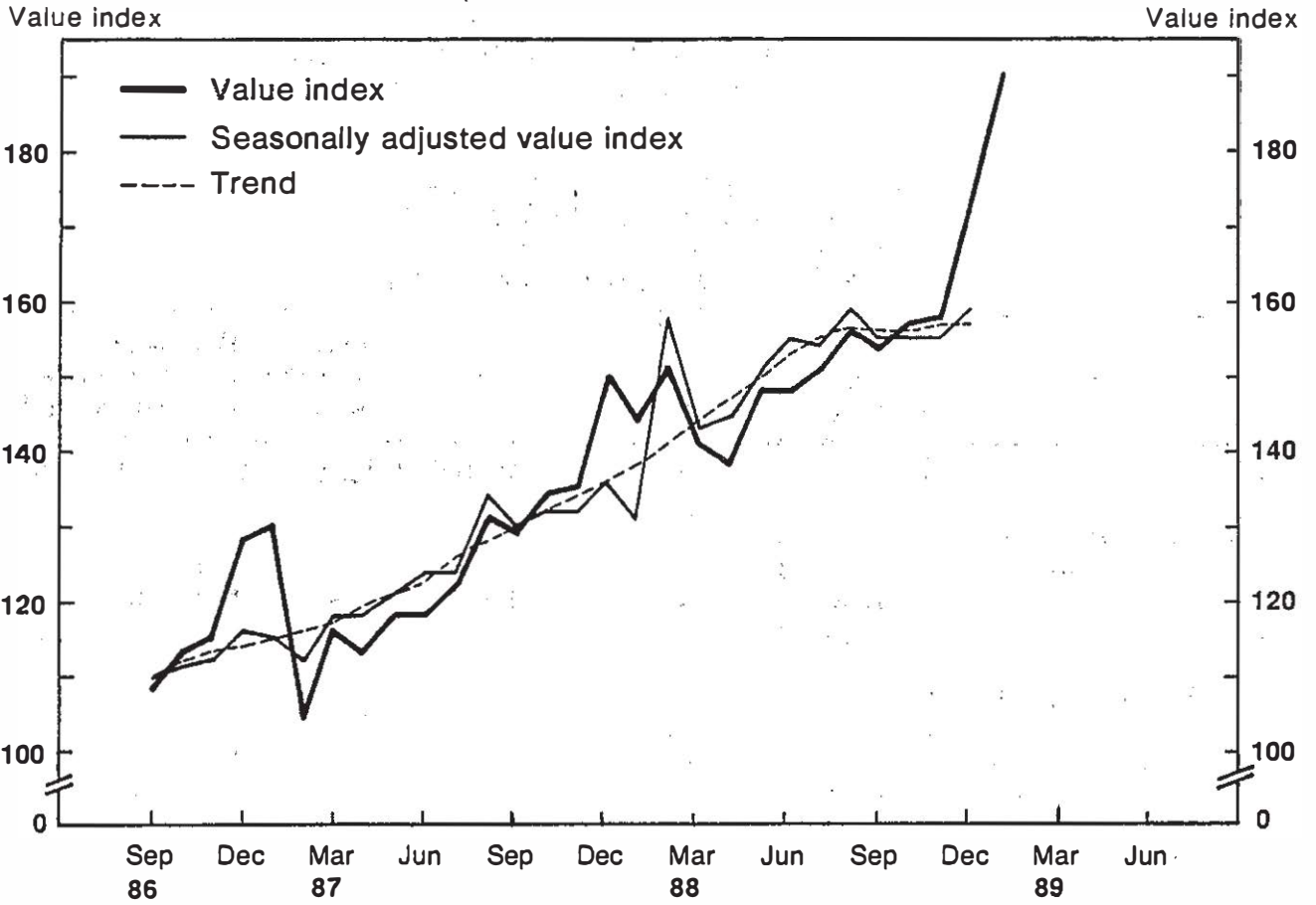
TABLE 2 : VALUE AND VOLUME INDEXES OF RETAIL SALES  
FOR DECEMBER 1988 AND JANUARY 1989

(Monthly average of Oct. 84 - Sept. 85 = 100)

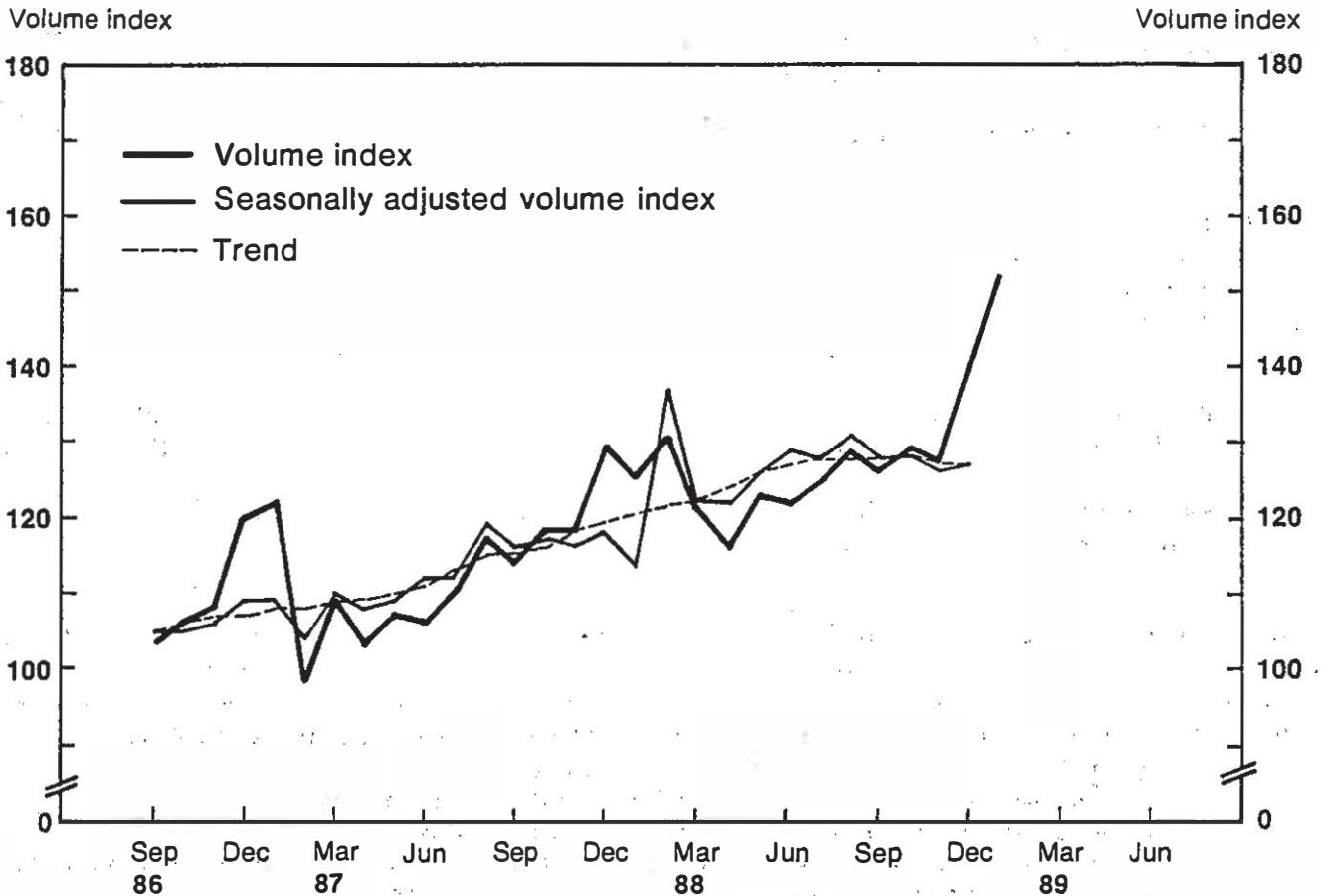
Item	Index of Retail Sales	December 1988	January 1989	January 1989 compared with December 1988		January 1989 compared with January 1988	
		(Revised figures)	(Provisional figures)	Points	%	Points	%
<b>(A) FOR ALL RETAIL TRADES</b>							
	Value	174	190	16	9	47	32
	Volume	140	152	12	9	27	22
<b>(B) BY MAJOR TRADE GROUPS</b>							
Foodstuffs, alcoholic drinks and tobacco	Value	149	149	#	#	19	15
	Volume	126	123	-3	-2	3	3
Fuels	Value	112	99	-13	-11	1	1
	Volume	122	107	-16	-13	#	#
Clothing, footwear and allied products	Value	218	234	17	8	47	25
	Volume	160	178	18	11	21	13
Consumer durables	Value	170	207	37	22	66	47
	Volume	132	159	27	20	41	35
Other consumer goods	Value	190	210	19	10	60	40
	Volume	149	166	17	12	40	32
<b>(C) BY SELECTED TRADES</b>							
(see note 1 below)							
Supermarkets	Value	181	177	-3	-2	32	22
	Volume	149	145	-4	-3	13	10
Motor vehicles and parts	Value	258	386	127	49	188	96
	Volume	177	263	86	49	117	80
Consumer durables other than motor vehicles and parts	Value	143	152	10	7	28	23
	Volume	119	127	8	7	18	16
Department stores	Value	246	289	43	17	102	55
	Volume	185	223	38	21	64	41

- NOTES : 1. In order to analyse the sales of certain trades WITHIN major trade groups, the value and volume indexes in respect of the following selected trades are compiled :
- "Supermarkets" - a trade in the "Foodstuffs, alcoholic drinks and tobacco" group.
  - "Motor vehicles and parts" - a trade in the "Consumer durables" group.
  - "Consumer durables other than motor vehicles and parts" - a trade in the "Consumer durables" group.
  - "Department stores" - a trade in the "Other consumer goods" group.
2. Figures denoting changes are derived from the unrounded index figures.
3. "#" denotes a figure within  $\pm 0.5$ .

**Graph 1: Value Indexes of Total Retail Sales**



**Graph 2: Volume Indexes of Total Retail Sales**



Notes: (1) Monthly average of Oct. 84 - Sept. 85 = 100

(2) The seasonally adjusted value and volume indexes and Henderson trends are compiled using the X-11 variant seasonal adjustment program of the U.S. Bureau of the Census.