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Report on Monthly Survey of Retail Sales

April 1989

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According to provisional survey results, the value of total retail sales in April 1989 was estimated to be $8,486 million. At 152, the overall retail sales value index increased by 10% when compared with April 1988, whilst the volume index, at 118, increased by 2%.

2. Compared with April 1988, retail sales of clothing, footwear and allied products increased by 13% in value and 20% in volume. Fuels went up by 17% in sales value and 12% in sales volume. Foodstuffs, alcoholic drinks and tobacco rose by 17% in sales value and 7% in sales volume. Consumer durables increased by 1% in sales value but went down by 7% in sales volume. Other consumer goods rose by 5% in sales value but dropped by 2% in sales volume. Analysed by selected trades, retail sales of motor vehicles and parts increased by 17% in value and 28% in volume. Supermarkets and department stores rose by 18% and 15% respectively in sales value and 6% and 4% respectively in sales volume. Retail sales of consumer durables other than motor vehicles and parts dropped by 16% in value and 22% in volume.

3. Comparing the period January to April 1989 with the same period in 1988, total retail sales increased by 14% in value and 6% in volume. Clothing, footwear and allied products rose by 24% in sales value and 12% in sales volume. Consumer durables went up by 16% in sales value and 7% in sales volume. Foodstuffs, alcoholic drinks and tobacco increased by 12% in sales value and 1% in sales volume. Fuels went up by 2% in sales value and remained almost unchanged in sales volume. Other consumer goods rose by 1% in sales value and 6% in sales volume. Analysed by selected trades, retail sales of motor vehicles and parts increased by 52% in value and 41% in volume. Department stores rose by 23% in sales value and 12% in sales volume. Supermarkets sales went up by 11% in value and had a negligible change in volume. Consumer durables other than motor vehicles and parts decreased by 2% in sales value and 7% in sales volume.
4. When compared with March 1989, and bearing in mind that this comparison may be affected by seasonal factors, total retail sales for April 1989 decreased by 1% in value and 7% in volume. Sales of clothing, footwear and allied products went up by 5% in value and 1% in volume. Fuels increased by 3% in both sales value and volume. Foodstuffs, alcoholic drinks and tobacco had almost no change in sales value but dropped by 2% in sales volume. Consumer durables decreased by 1% in sales value and 7% in sales volume. Other consumer goods went down by 4% in sales value and 5% in sales volume. Analysed by selected trades, sales of motor vehicles and parts increased by 37% in value and 6% in volume. Supermarkets and department stores decreased by 2% in sales value, and by 2% and 4% respectively in sales volume. Consumer durables other than motor vehicles and parts dropped by 19% in sales value and 20% in sales volume.

5. Table 1 presents the revised total retail sales figure for March 1989 and the provisional figure for April 1989. Table 2 shows the value and volume indexes of retail sales in March 1989 and April 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 April 1989 results with those for March 1989 and with those for April 1988, and comparisons of retail sales in the period January to April 1989 with the same period in 1988, are also given. Graphs 1 and 2 depict, respectively, the movements of the value and volume indexes of total retail sales from September 1986 to April 1989 and the seasonally adjusted indexes and trends from September 1986 to March 1989.
TABLE 1: TOTAL RETAIL SALES

<table>
<thead>
<tr>
<th>Item</th>
<th>Index of Retail Sales for April 1989 (Provisional Figure) = HK$ 8,486 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>compared with March 1989 (Revised Figure) = HK$ 8,576 million</td>
</tr>
</tbody>
</table>

TABLE 2: VALUE AND VOLUME INDEXES OF RETAIL SALES FOR MARCH 1989 AND APRIL 1989

<table>
<thead>
<tr>
<th>Item</th>
<th>(Revised figures)</th>
<th>(Provisional figures)</th>
<th>Points %</th>
<th>Points %</th>
<th>Points %</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) FOR ALL RETAIL TRADES</td>
<td>Value</td>
<td>132</td>
<td>132</td>
<td>#</td>
<td>#</td>
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<tr>
<td></td>
<td>Volume</td>
<td>107</td>
<td>106</td>
<td>-2</td>
<td>-2</td>
</tr>
<tr>
<td>(B) BY MAJOR TRADE GROUPS</td>
<td>Value</td>
<td>184</td>
<td>193</td>
<td>9</td>
<td>5</td>
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<tr>
<td></td>
<td>Volume</td>
<td>139</td>
<td>140</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>(C) BY SELECTED TRADES</td>
<td>Value</td>
<td>147</td>
<td>146</td>
<td>-1</td>
<td>-1</td>
</tr>
<tr>
<td></td>
<td>Volume</td>
<td>114</td>
<td>110</td>
<td>-4</td>
<td>-3</td>
</tr>
<tr>
<td></td>
<td>Value</td>
<td>169</td>
<td>163</td>
<td>-6</td>
<td>-5</td>
</tr>
<tr>
<td></td>
<td>Volume</td>
<td>133</td>
<td>127</td>
<td>-6</td>
<td>-5</td>
</tr>
</tbody>
</table>

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:
   (a) "Supermarkets" - a trade in the "Foodstuffs, alcoholic drinks and tobacco" group.
   (b) "Motor vehicles and parts" - a trade in the "Consumer durables" group.
   (c) "Consumer durables other than motor vehicles and parts" - a trade in the "Consumer durables" group.
   (d) "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 ±0.5.
Graph 1: Value Indexes of Total Retail Sales

Value index

- Value index
- Seasonally adjusted value index
- Trend

Graph 2: Volume Indexes of Total Retail Sales

Volume index

- Volume index
- Seasonally adjusted volume index
- Trend

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.