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Report on Monthly Survey of Retail Sales

September 1989

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According to provisional survey results, the value of total retail sales in September 1989 was estimated to be \$8,786 million. At 157, the overall retail sales value index increased by 2% when compared with September 1988, whilst the volume index, at 121, decreased by 4%.

2 Compared with September 1988, retail sales of food-stuffs, alcoholic drinks and tobacco went up by 14% in value and 5% in volume. Fuels rose by 13% in sales value and 4% in sales volume. Clothing, footwear and allied products decreased by 4% in sales value and 13% in sales volume while the corresponding decreases for consumer durables were 12% and 16%. Other consumer goods rose by 3% in sales value but dropped by 2% in sales volume. Analysed by selected trades, sales of supermarkets increased by 16% in value and 5% in volume. Department stores rose by 10% in sales value and 1% in sales volume. Motor vehicles and parts went down by 4% in sales value and 11% in sales volume. Consumer durables other than motor vehicles and parts dropped by 17% in sales value and 19% in sales volume.

3 Comparing the first nine months of 1989 with the same period in 1988, total retail sales increased by 7% in value and had a negligible change in volume. Retail sales of foodstuffs, alcoholic drinks and tobacco rose by 15% in value and 4% in volume. Clothing, footwear and allied products increased by 9% in sales value but fell by 1% in sales volume. Fuels went up by 8% in sales value and 2% in sales volume. Consumer durables remained almost unchanged in sales value and fell by 6% in sales volume. Other consumer goods went up by 6% in sales value and 1% in sales volume. Analysed by selected trades, retail sales of motor vehicles and parts increased by 21% in value and 13% in volume. Sales by supermarkets and department stores rose by 13% and 11% respectively in value and 2% in volume. However, consumer durables other than motor vehicles and parts decreased by 12% in sales value and 16% in sales volume.

4 When compared with August 1989, and bearing in mind that this comparison may be affected by seasonal factors, total retail sales for September 1989 decreased by 2% in both value and volume. Foodstuffs, alcoholic drinks and tobacco went up by 12% in sales value and 10% in sales volume. Fuels rose by 2% in both sales value and volume. Clothing, footwear and allied products fell by 1% in sales value and 3% in sales volume. Consumer durables decreased by 8% in sales value and 9% in sales volume. Sales of other consumer goods dropped by 6% in both value and volume. Analysed by selected trades, sales of supermarkets and "motor vehicles and parts" rose by 9% and 1% respectively in both value and volume. Consumer durables other than motor vehicles and parts decreased by 14% in both sales value and volume. Department stores dropped by 19% in sales value and 21% in sales volume.

5 Table 1 presents the revised total retail sales figure for August 1989 and the provisional figure for September 1989. Table 2 shows the value and volume indexes of retail sales in August and September 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 September 1989 results with those for August 1989 and with those for September 1988, and comparisons of retail sales in the first nine months of 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 1987 to September 1989 and the seasonally adjusted indexes and trends from September 1987 to August 1989.

TABLE 1 : TOTAL RETAIL SALES

Total Retail Sales for September 1989 (Provisional Figure) = HK\$ 8,786million
for August 1989 (Revised Figure) = HK\$ 8,921million

TABLE 2 : VALUE AND VOLUME INDEXES OF RETAIL SALES
FOR AUGUST 1989 AND SEPTEMBER 1989

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

Item	Index of Retail Sales	August	September	September 1989 compared with August 1989		September 1989 compared with September 1988		Jan.-Sep. 1989 compared with Jan.-Sep. 1988	
		1989	1989	Points	%	Points	%	Points	%
(A) FOR ALL RETAIL TRADES									
		(Revised figures)	(Provisional figures)						
	Value	159	157	-2	-2	3	2	10	7
	Volume	124	121	-3	-2	-5	-4	#	#
(B) BY MAJOR TRADE GROUPS									
Foodstuffs, alcoholic drinks and tobacco	Value	146	163	18	12	20	14	18	15
	Volume	114	126	12	10	6	5	5	4
Fuels	Value	119	121	2	2	14	13	8	8
	Volume	118	120	2	2	4	4	2	2
Clothing, footwear and allied products	Value	159	156	-2	-1	-7	-4	14	9
	Volume	116	113	-3	-3	-17	-13	-2	-1
Consumer durables	Value	154	142	-12	-8	-19	-12	-1	#
	Volume	117	106	-10	-9	-20	-16	-8	-6
Other consumer goods	Value	176	165	-10	-6	5	3	10	6
	Volume	137	128	-9	-6	-2	-2	1	1
(C) BY SELECTED TRADES									
(see note 1 below)									
Supermarkets	Value	194	212	18	9	29	16	21	13
	Volume	149	162	13	9	7	5	3	2
Motor vehicles and parts	Value	267	271	4	1	-12	-4	50	21
	Volume	177	178	2	1	-21	-11	23	13
Consumer durables other than motor vehicles and parts	Value	119	103	-17	-14	-21	-17	-16	-12
	Volume	98	84	-14	-14	-19	-19	-17	-16
Department stores	Value	218	176	-42	-19	16	10	20	11
	Volume	163	129	-34	-21	1	1	2	2

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.

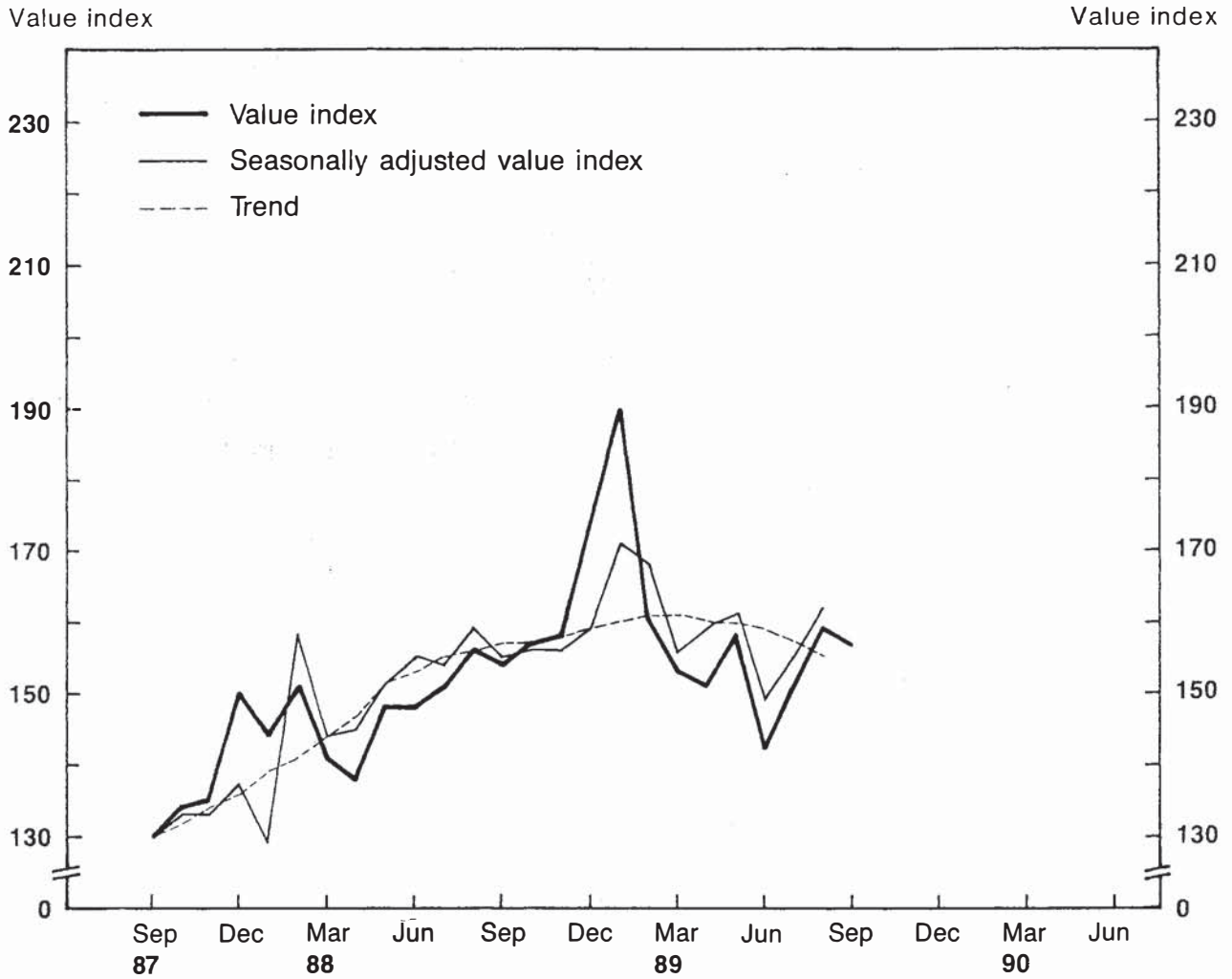
(c) "Consumer durables other than motor vehicles and parts" - a trade in the "Consumer durables" group.

(d) "Department stores" - a trade in the "Other consumer goods" group.

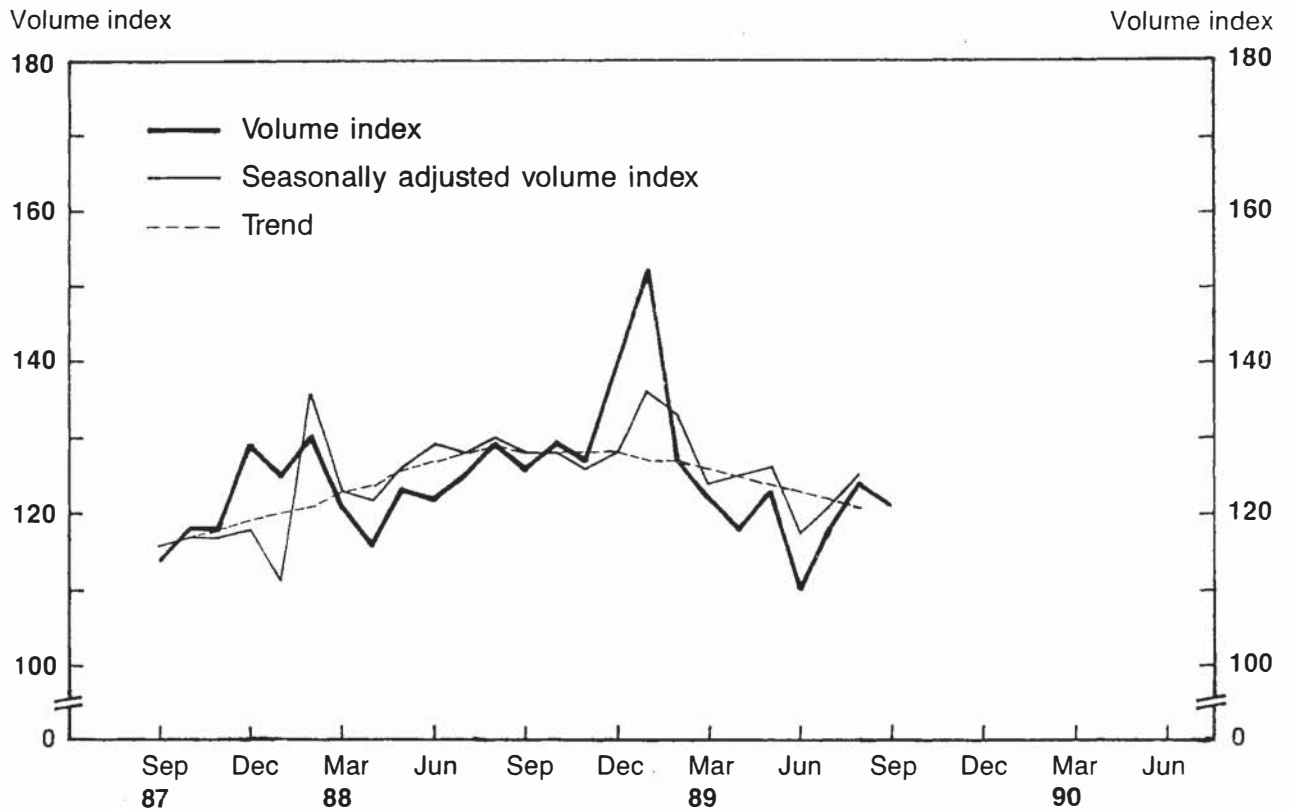
2. Figures denoting changes are derived from the unrounded index figures.

3. "#" denotes a figure within ± 0.5 .

Graph 1: Value Indexes of Total Retail Sales



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.