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According to provisional survey results, the value of total retail sales in August 1990 was estimated to be $9,556 million. At 171, the overall retail sales value index increased by 7% when compared with August 1989, while the volume index, at 125, remained almost unchanged.

Comparing August 1990 with August 1989, retail sales of fuels rose by 23% in value and 6% in volume, while that of consumer durables increased by 19% in value and 12% in volume. Foodstuffs, alcoholic drinks and tobacco went up by 17% in sales value and 10% in sales volume. Clothing, footwear and allied products rose by 15% in sales value and 5% in sales volume. Retail sales of other consumer goods decreased by 5% in value and 11% in volume. Analysed by selected trades, retail sales of motor vehicles and parts went up by 24% in value and 15% in volume. Consumer durables other than motor vehicles and parts increased by 15% in sales value and 11% in sales volume. Supermarket sales rose by 13% in value and 3% in volume. Sales of department stores went up by 11% in value and 2% in volume.

Comparing the period January to August 1990 with the same period in 1989, total retail sales increased by 6% in value but remained almost unchanged in volume. Fuels rose by 17% in sales value and 2% in sales volume. Retail sales of foodstuffs, alcoholic drinks and tobacco went up by 13% in value and 6% in volume. Consumer durables increased by 7% in sales value and 3% in sales volume, while sales of clothing, footwear and allied products rose by 4% in value but dropped by 3% in volume. Retail sales of other consumer goods increased by 2% in value but decreased by 3% in volume. Analysed by selected trades, retail sales of supermarkets went up by 20% in value and 9% in volume. Department stores sales rose by 12% in value and 4% in volume. Retail sales of consumer durables other than motor vehicles and parts increased by 9% in value and 6% in volume, while that of motor vehicles and parts rose by 5% in value but dropped by 2% in volume.
Comparing with July 1990, and bearing in mind that this comparison may be affected by seasonal factors, total retail sales for August 1990 decreased by 3% in both value and volume. Clothing, footwear and allied products rose by 6% in both sales value and sales volume. Fuels increased by 5% in sales value and 2% in sales volume. Retail sales of consumer durables went up by 2% in value and 1% in volume, while that of foodstuffs, alcoholic drinks and tobacco went down by 2% in both value and volume. Retail sales of other consumer goods decreased by 7% in value and 8% in volume. Analysed by selected trades, sales in department stores increased by 3% in value and 4% in volume. Consumer durables other than motor vehicles and parts rose by 2% in both sales value and sales volume. Retail sales of motor vehicles and parts went up by 1% in value but remained almost unchanged in volume, while that of supermarkets went down by 3% in both value and volume.

Table 1 presents the revised total retail sales figure for July 1990 and the provisional figure for August 1990. Table 2 shows the value and volume indexes of retail sales in July and August 1990 (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 August 1990 results with those for July 1990 and with those for August 1989, and comparisons of retail sales in the period January to August 1990 with the same period in 1989, are also given. Graphs 1 and 2 depict, respectively, the movements of the value and volume indexes of total retail sales from September 1988 to August 1990 and the seasonally adjusted indexes and trends from September 1988 to July 1990.
### TABLE 1: TOTAL RETAIL SALES

<table>
<thead>
<tr>
<th>Item</th>
<th>Total Retail Sales for August 1990 (Provisional Figure)</th>
<th>HK$9,556 million</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Retail Sales for July 1990 (Revised Figure)</td>
<td>HK$9,812 million</td>
</tr>
</tbody>
</table>

### TABLE 2: VALUE AND VOLUME INDEXES OF RETAIL SALES

<table>
<thead>
<tr>
<th>Item</th>
<th>Index of Retail Sales</th>
<th>August 1990</th>
<th>August 1990 compared with</th>
<th>August 1990</th>
<th>Jan.-Aug. 1990</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Revised figures)</td>
<td>(Provisional figures)</td>
<td>Points</td>
<td>%</td>
<td>(Revised figures)</td>
</tr>
</tbody>
</table>

**A) FOR ALL RETAIL TRADES**

- **Value:** 175
  - 171
  - -5
  - -3
  - +11
  - +7
  - +10
  - +6
- **Volume:** 128
  - 125
  - -4
  - -3
  - 0
  - 0
  - 0
  - 0

**B) BY MAJOR TRADE GROUPS**

- **Foodstuffs, alcoholic drinks and tobacco**
  - **Value:** 174
    - 170
    - -4
    - -2
    - +24
    - +17
    - +19
    - +13
  - **Volume:** 128
    - 125
    - -3
    - -2
    - +11
    - +10
    - +7
    - +6

- **Fuels**
  - **Value:** 140
    - 146
    - +7
    - +5
    - +27
    - +23
    - +19
    - +17
  - **Volume:** 122
    - 125
    - +3
    - +2
    - +7
    - +6
    - +2
    - +2

- **Clothing, footwear and allied products**
  - **Value:** 172
    - 182
    - +10
    - +6
    - +23
    - +15
    - +7
    - +4
  - **Volume:** 115
    - 122
    - +7
    - +6
    - +6
    - +5
    - +4
    - +3

- **Consumer durables**
  - **Value:** 180
    - 183
    - +3
    - +2
    - +29
    - +19
    - +11
    - +7
  - **Volume:** 129
    - 131
    - +2
    - +1
    - +14
    - +12
    - +3
    - +3

- **Other consumer goods**
  - **Value:** 180
    - 166
    - -13
    - -7
    - -10
    - -5
    - +4
    - +2
  - **Volume:** 132
    - 122
    - -10
    - -8
    - -16
    - -11
    - -4
    - -3

**C) BY SELECTED TRADES**

- **Supermarkets**
  - **Value:** 226
    - 218
    - -8
    - -3
    - +25
    - +13
    - +35
    - +20
  - **Volume:** 159
    - 154
    - -6
    - -3
    - +5
    - +3
    - +13
    - +9

- **Motor vehicles and parts**
  - **Value:** 328
    - 332
    - +4
    - +1
    - +65
    - +24
    - +16
    - +5
  - **Volume:** 203
    - 203
    - 0
    - 0
    - +26
    - +15
    - -3
    - -2

- **Consumer durables other than motor vehicles and parts**
  - **Value:** 135
    - 137
    - +2
    - +2
    - +18
    - +15
    - +10
    - +9
  - **Volume:** 107
    - 109
    - 0
    - 0
    - +11
    - +11
    - +5
    - +6

### 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.