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Report on Monthly Survey of Retail Sales

June 1991

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According to provisional survey results, the value of total retail sales in June 1991, estimated at \$10,767.0 million, increased by 14.6% when compared with June 1990, while their volume increased by 7.5%.

2. Analysed by type of retail outlet, sales of retail outlets for clothing, footwear and allied products went up by 30.5% in value and 21.4% in volume in June 1991 compared with June 1990. Sales of department stores increased by 21.0% in value and 14.1% in volume. Sales of retail outlets (other than supermarkets) for foodstuffs, alcoholic drinks and tobacco rose by 19.9% in value and 7.8% in volume. Sales of retail outlets for fuels went up by 17.5% in value and 2.2% in volume. Sales of retail outlets for consumer durable goods rose by 14.9% in value and 8.7% in volume. Within this group, sales of dealers in motor vehicles and parts increased by 7.7% in value but decreased by 1.9% in volume, while sales of retail outlets for other consumer durable goods rose by 20.6% in value and 17.1% in volume. Sales of supermarkets increased by 12.0% in value and 2.1% in volume. Sales of retail outlets for jewellery, watches and clocks, and valuable gift, however, decreased by 10.6% in value and 10.4% in volume. Sales of retail outlets for other consumer goods not elsewhere classified went up by 34.0% in value and 26.3% in volume.

3. Comparing the period January to June 1991 with the same period in 1990, total retail sales rose by 11.6% in value and 4.4% in volume. Comparing with May 1991, and bearing in mind that this comparison may be affected by seasonal factors, total retail sales for June 1991 increased by 1.5% in value and 1.2% in volume.

4. Changes in the volume of retail sales refer to changes in the values of retail sales after discounting estimated changes in prices. The indicators of price changes used for the purpose are the respective components of the Consumer Price Index which correspond to the broad category of goods in question.

5. Table 1 presents the revised total retail sales figure for May 1991 and the provisional figure for June 1991. Table 2 shows the value and volume indexes of retail sales in May and June 1991 for all retail outlets and by type of retail outlet, with average retail sales from October 1989 to September 1990 taken as 100. Comparisons of June 1991 results with those for May 1991 and with those for June 1990, and comparisons of retail sales in the first half year of 1991 with the same period in 1990 are also given. Graphs 1 and 2 depict, respectively, the movements of the value and volume indexes of total retail sales from September 1989 to June 1991 and the seasonally adjusted indexes and trends from September 1989 to May 1991.

TABLE 1 : TOTAL RETAIL SALES

Total Retail Sales for June 1991 (Provisional Figure) = HK\$10,767.0 million
 for May 1991 (Revised Figure) = HK\$10,609.8 million

TABLE 2 : VALUE AND VOLUME INDEXES OF RETAIL SALES FOR MAY 1991 AND JUNE 1991

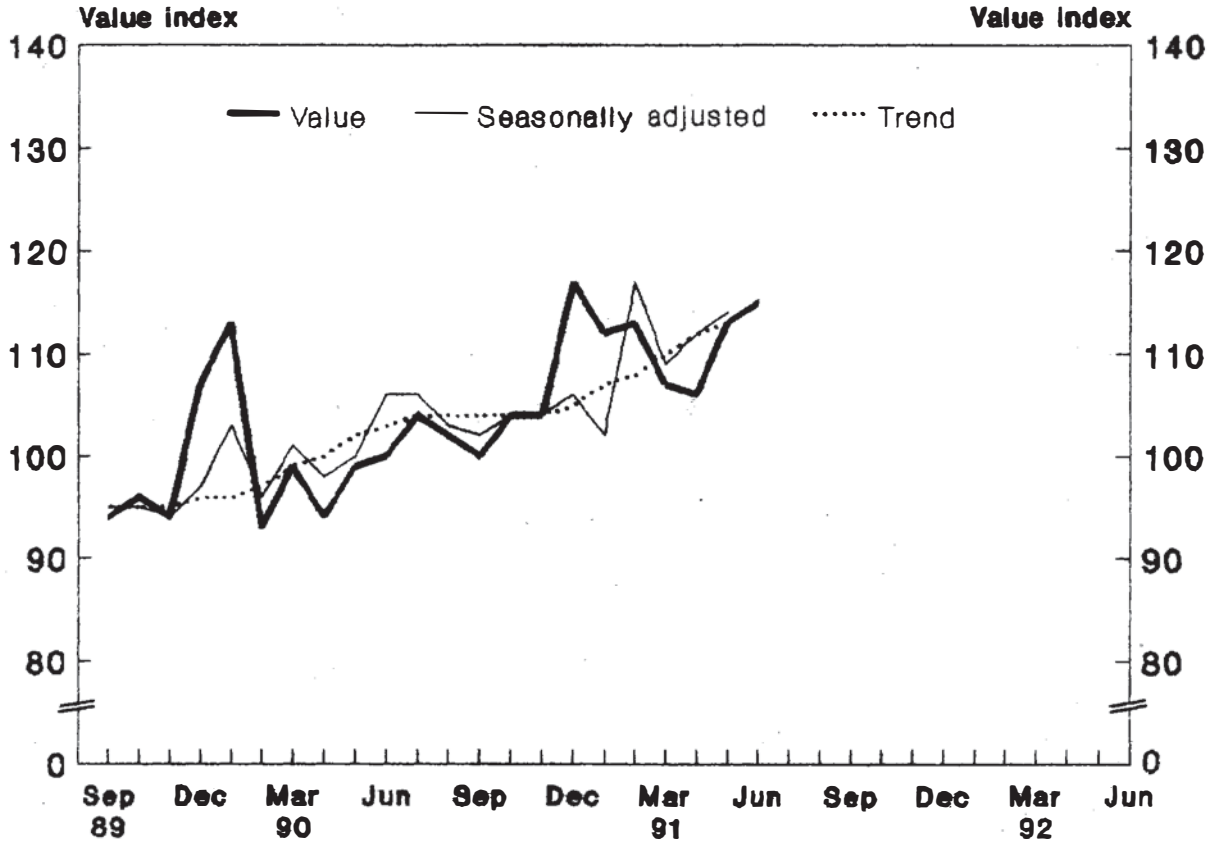
(Monthly average of Oct. 89 - Sept. 90 = 100)

Item	Index of Retail Sales	May	June	June 1991	June 1991	June 1991	June 1991	Jan.-Jun. 1991	Jan.-Jun. 1991
		1991	1991	compared with May	compared with 1991	compared with June	compared with 1990	compared with Jan.-Jun. 1990	compared with Jan.-Jun. 1990
		(Revised figures)	(Provisional figures)	Points	%	Points	%	Points	%
(A) FOR ALL RETAIL OUTLETS									
	Value	113.0	114.6	+1.7	+1.5	+14.6	+14.6	+11.5	+11.6
	Volume	104.0	105.2	+1.2	+1.2	+7.4	+7.5	+4.4	+4.4
(B) BY TYPE OF RETAIL OUTLET									
Foodstuffs, alcoholic drinks and tobacco (other than supermarkets)	Value	112.4	116.4	+4.0	+3.6	+19.3	+19.9	+15.2	+16.2
	Volume	102.0	102.4	+0.4	+0.4	+7.4	+7.8	+5.8	+6.2
Supermarkets	Value	111.9	123.8	+11.9	+10.6	+13.2	+12.0	+12.9	+13.0
	Volume	99.7	109.9	+10.3	+10.3	+2.3	+2.1	+2.3	+2.3
Fuels	Value	124.7	121.1	-3.6	-2.9	+18.0	+17.5	+26.3	+28.3
	Volume	105.7	102.3	-3.3	-3.2	+2.2	+2.2	+6.7	+7.2
Clothing, footwear and allied products	Value	115.6	106.7	-8.9	-7.7	+24.9	+30.5	+14.3	+14.2
	Volume	102.1	94.6	-7.4	-7.3	+16.7	+21.4	+6.4	+6.3
Consumer durable goods*	Value	120.3	121.9	+1.5	+1.3	+15.8	+14.9	+10.8	+10.8
	Volume	112.2	113.4	+1.2	+1.1	+9.1	+8.7	+4.5	+4.5
- Motor vehicles and parts	Value	121.6	120.4	-1.2	-1.0	+8.6	+7.7	+1.2	+1.2
	Volume	109.3	107.5	-1.9	-1.7	-2.1	-1.9	-7.6	-7.5
- Consumer durable goods other than motor vehicles and parts	Value	119.4	123.0	+3.6	+3.0	+21.0	+20.6	+17.7	+18.0
	Volume	114.3	117.7	+3.4	+3.0	+17.2	+17.1	+13.3	+13.5
Department stores	Value	104.7	104.2	-0.5	-0.5	+18.1	+21.0	+7.6	+7.8
	Volume	94.3	94.0	-0.3	-0.3	+11.6	+14.1	+1.0	+1.1
Jewellery, watches and clocks, and valuable gift	Value	113.2	115.7	+2.5	+2.2	-13.7	-10.6	+7.3	+7.4
	Volume	111.4	115.4	+4.0	+3.5	-13.4	-10.4	+5.1	+5.2
Other consumer goods not elsewhere classified	Value	106.7	110.4	+3.7	+3.4	+28.0	+34.0	+9.4	+8.6
	Volume	101.1	103.5	+2.4	+2.4	+21.5	+26.3	+4.7	+4.3

NOTE : * This covers both "Motor vehicles and parts" and "Consumer durable goods other than motor vehicles and parts".

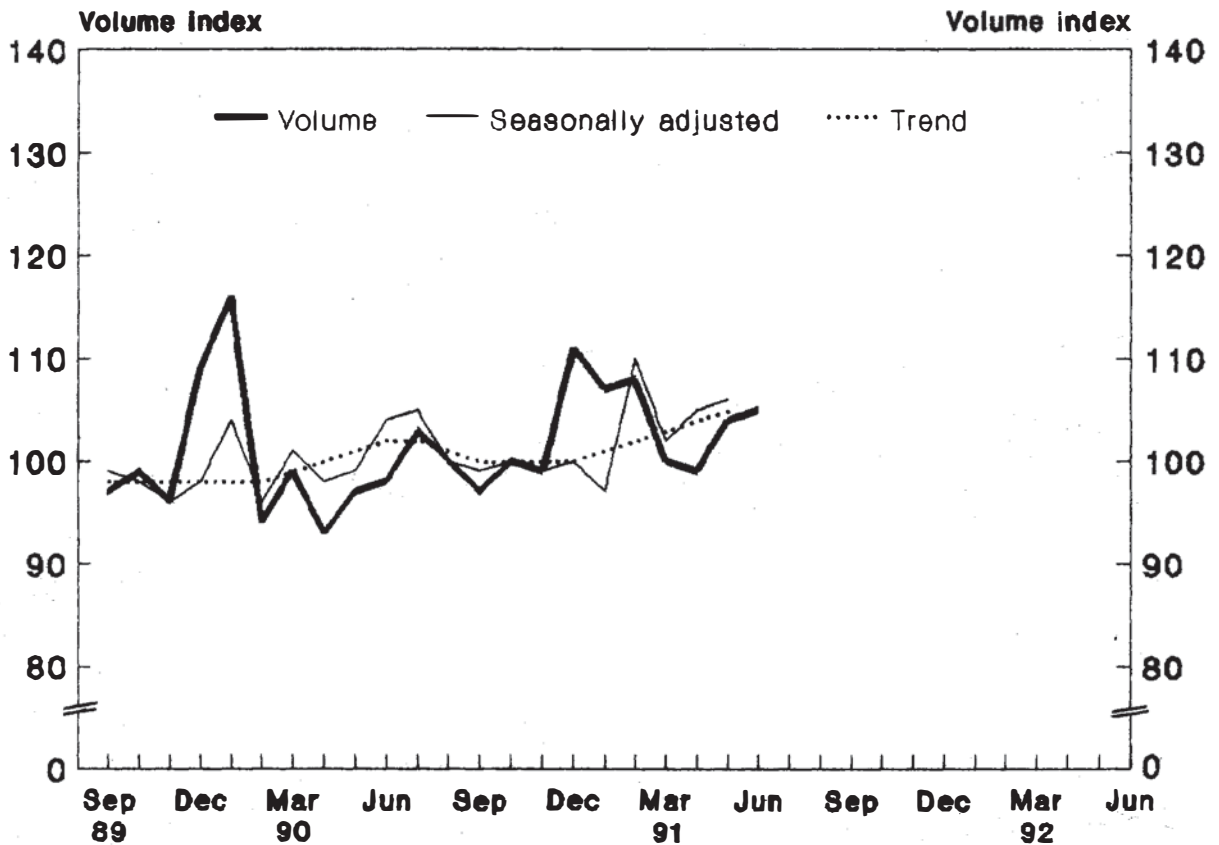
(1) Value Indexes of Total Retail Sales

(Monthly average of Oct.89-Sept.90=100)



(2) Volume Indexes of Total Retail Sales

(Monthly average of Oct.89-Sept.90=100)



Note: 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.