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# Report on Monthly Survey of Retail Sales

August 1991

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According to the provisional survey results, the value of total retail sales in August 1991, estimated at \$12,194.5 million, increased by 27.6% when compared with August 1990, while their volume increased by 20.2%. The marked increases were partly attributable to the low base of comparison in August 1990. Retail Sales in August last year were at a low level due to the on set of the Gulf Crisis.

2. Analysed by type of retail outlet, sales of retail outlets for clothing, footwear and allied products went up by 41.9% in value and 34.5% in volume in August 1991 compared with August 1990. Sales of retail outlets for jewellery, watches and clocks, and valuable gift rose by 39.7% in value and 42.0% in volume. Sales of retail outlets for consumer durable goods increased by 31.9% in value and 25.6% in volume. Within this group, sales of dealers in motor vehicles and parts went up by 32.7% in value and 21.3% in volume, while sales of retail outlets for other consumer durable goods rose by 31.2% in value and 28.7% in volume. Sales of department stores increased by 18.2% in value and 12.2% in volume. Sales of supermarkets rose by 15.4% in value and 3.7% in volume. Sales of retail outlets for fuels went up by 10.3% in value but decreased by 5.4% in volume. Sales of retail outlets (other than supermarkets) for foodstuffs, alcoholic drinks and tobacco rose by 8.4% in value but dropped by 4.8% in volume. Sales of retail outlets for other consumer goods not elsewhere classified went up by 47.5% in value and 37.9% in volume.

3. Comparing the period January to August 1991 with the same period in 1990, total retail sales rose by 14.8% in value and 7.5% in volume.

4. Comparing with July 1991, total retail sales in August 1991 increased by 3.0% in value and 3.4% in volume.

5. Changes in the volume of retail sales are derived from figures on the value of retail sales after having adjusted for price changes. 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.

6. Table 1 presents the revised total retail sales figure for July 1991 and the provisional figure for August 1991. Table 2 shows the value and volume indexes of retail sales in July and August 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 August 1991 results with those for July 1991 and with those for August 1990, and comparisons of retail sales in the period January to August 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 August 1991 and the seasonally adjusted indexes and trends from September 1989 to July 1991.

TABLE 1 : TOTAL RETAIL SALES

Total Retail Sales for August 1991 (Provisional Figure) = HK\$12,194.5 million  
 for July 1991 (Revised Figure) = HK\$11,842.7 million

TABLE 2 : VALUE AND VOLUME INDEXES OF RETAIL SALES FOR JULY 1991 AND AUGUST 1991

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

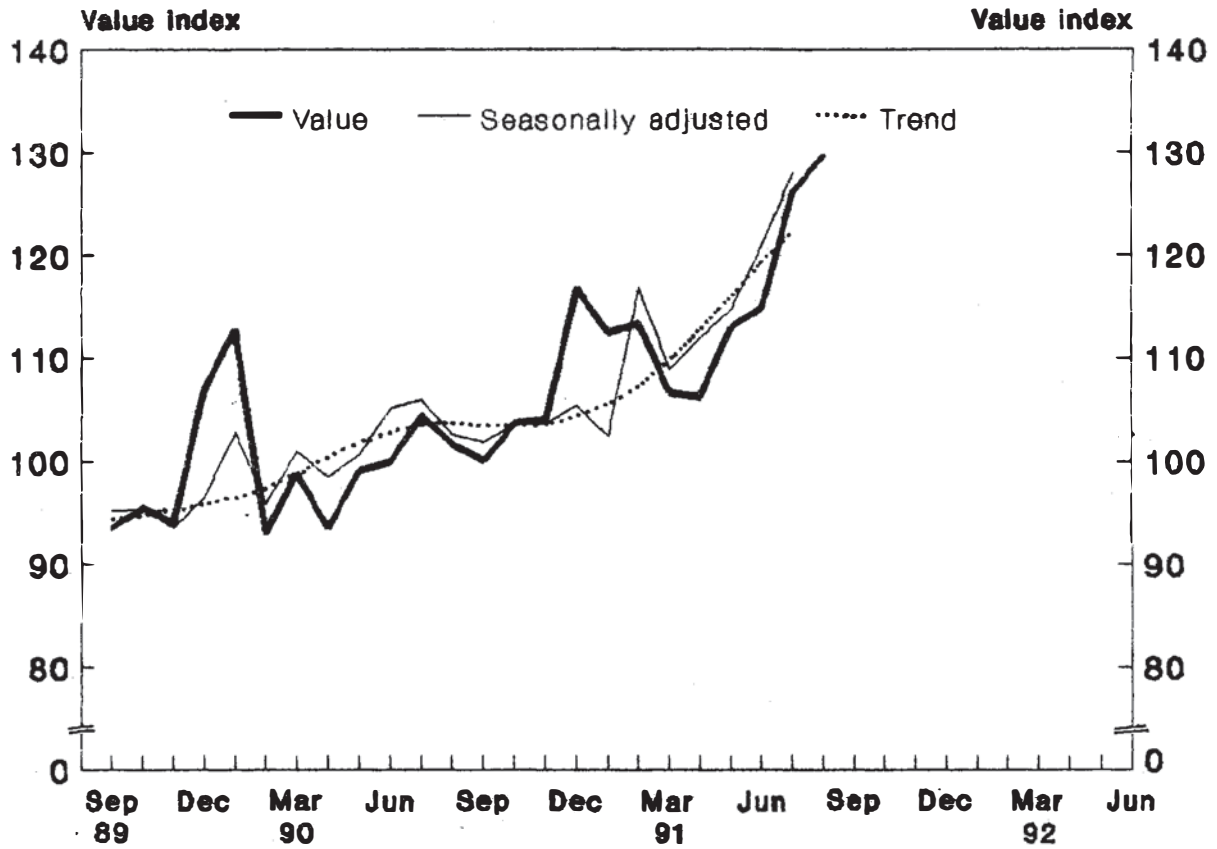
Item	Index of Retail Sales	July	August	August 1991	August 1991	August 1991	August 1991	Jan.-Aug. 1991	Jan.-Aug. 1991
		1991	1991	compared with July 1991	compared with 1991	compared with August 1990	compared with 1990	compared with Jan.-Aug. 1990	compared with 1990
		(Revised figures)	(Provisional figures)	Points	%	Points	%	Points	%
<b>(A) FOR ALL RETAIL OUTLETS</b>									
	Value	126.1	129.8	+3.7	+3.0	+28.1	+27.6	+14.9	+14.8
	Volume	116.2	120.1	+3.9	+3.4	+20.2	+20.2	+7.5	+7.5
<b>(B) BY TYPE OF RETAIL OUTLET</b>									
Foodstuffs, alcoholic drinks and tobacco (other than supermarkets)	Value	117.6	114.2	-3.5	-2.9	+8.8	+8.4	+13.9	+14.3
	Volume	102.5	98.6	-3.9	-3.8	-5.0	-4.8	+3.4	+3.6
Supermarkets	Value	120.8	122.0	+1.2	+1.0	+16.3	+15.4	+13.2	+12.9
	Volume	106.4	106.4	‡	‡	+3.8	+3.7	+2.2	+2.2
Fuels	Value	125.1	126.2	+1.1	+0.8	+11.7	+10.3	+23.2	+23.7
	Volume	102.7	103.6	+0.9	+0.8	-5.9	-5.4	+3.8	+3.9
Clothing, footwear and allied products	Value	129.8	137.3	+7.6	+5.8	+40.5	+41.9	+20.7	+20.9
	Volume	119.1	128.0	+8.9	+7.5	+32.8	+34.5	+12.7	+12.9
Consumer durable goods*	Value	144.1	148.9	+4.8	+3.4	+36.0	+31.9	+16.7	+16.3
	Volume	134.4	138.8	+4.4	+3.3	+28.3	+25.6	+10.1	+9.9
- Motor vehicles and parts	Value	146.6	152.0	+5.3	+3.6	+37.5	+32.7	+9.8	+9.4
	Volume	130.8	134.7	+3.9	+3.0	+23.7	+21.3	-0.3	-0.3
- Consumer durable goods other than motor vehicles and parts	Value	142.2	146.7	+4.5	+3.1	+34.9	+31.2	+21.8	+21.5
	Volume	137.0	141.7	+4.7	+3.4	+31.6	+28.7	+17.6	+17.4
Department stores	Value	118.7	124.7	+6.0	+5.0	+19.2	+18.2	+10.1	+10.2
	Volume	110.6	117.1	+6.4	+5.8	+12.7	+12.2	+3.6	+3.6
Jewellery, watches and clocks, and valuable gift	Value	123.7	130.7	+7.0	+5.6	+37.2	+39.7	+11.2	+11.1
	Volume	122.7	131.6	+8.9	+7.2	+38.9	+42.0	+9.7	+9.7
Other consumer goods not elsewhere classified	Value	121.4	124.2	+2.7	+2.3	+40.0	+47.5	+16.3	+15.8
	Volume	112.6	115.1	+2.4	+2.2	+31.6	+37.9	+10.7	+10.4

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

‡ Denotes a figure within ±0.05

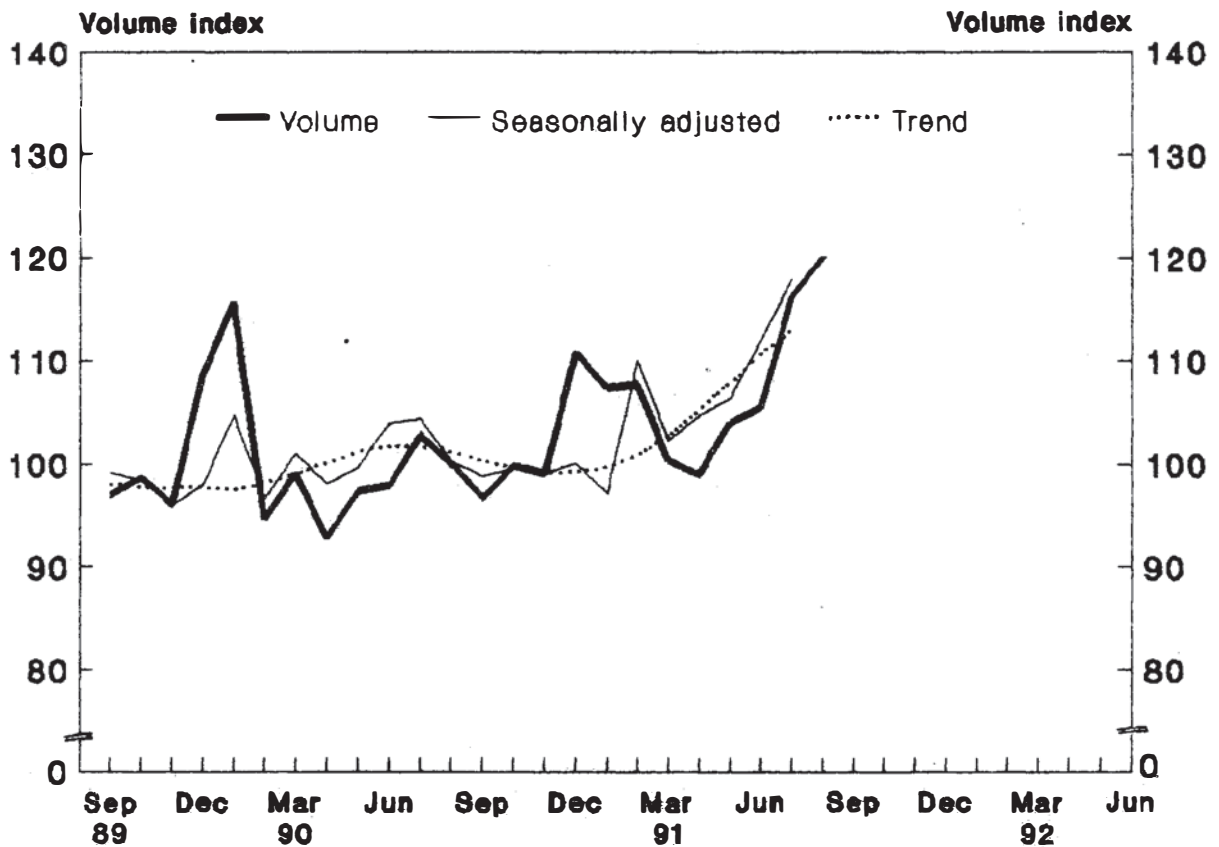
# (1) Value Indexes of Total Retail Sales

(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.