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Report on Monthly Survey of Retail Sales
零售業銷售額按月統計調查報告書

April 1995
一九九五年四月

Census & Statistics Department, Hong Kong
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政府統計處

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According to the provisional survey results, the value of total retail sales in April 1995, estimated at $15.9 billion, increased by 5% when compared with April 1994. After discounting the effect of price changes over the period, total retail sales dropped by 2% in volume.

2. The slight decrease in total retail sales volume in April 1995 was mainly attributable to the decline in sales of motor vehicles. During the twelve months ended April 1995, sales of motor vehicles decreased by 28% in value and by 36% in volume terms.

3. However, it should be noted that the year-on-year growth rates of total retail sales in April 1995 were also affected by good performance of the trade in April 1994, with the growth rates at that time reaching 15% and 8% in value and volume terms respectively.

4. On the other hand, increases were recorded in sales of clothing and footwear and sales in supermarkets in both value and volume terms. Sales of the former increased by 13% in value and 2% in volume terms. The respective increases in supermarkets were 8% (value) and 1% (volume).
5. Meanwhile, sales of most other commodities recorded increases in value but
virtually no change or slight decreases in volume. They included food, alcoholic drinks and
tobacco (+10% in value, virtually no change in volume); fuels (+8% in value, -1% in
volume); and department stores (+7% in value, -2% in volume).

6. Compared with March 1995, but bearing in mind that this comparison may be
affected by seasonal factors, total retail sales in April 1995 decreased by 4% in value and 8%
in volume.

7. Comparing the period from January to April 1995 with the same period in 1994,
total retail sales rose by 6% in value, but had virtually no change in volume.

8. The volume of retail sales is derived from the value of retail sales after adjusting
for price changes. The relevant components of the Consumer Price Index are used as
deflators.

9. It should be noted that the retail sales statistics shown in this report are outlet
statistics and not commodity statistics. Hence, for example, statistics on "clothing, footwear
and allied products" do not relate to the total sales of clothing, footwear and allied products,
but to the total sales in those shops selling such commodities either as the principal items or
the only items. Sales figures for those outlets may therefore include other commodities.
Conversely, some sales of clothing, footwear and allied products may have been subsumed in
the sales figures for other outlets (such as supermarkets, where some minor clothing and
footwear items are also available).

10. With the existing outlet classification, the overlapping of commodity coverage
among the different outlet types should not be considerable in most cases. However, in the
case of department stores, because of the very nature of their operating characteristics, there
is a much greater overlapping with the other outlet types, in terms of commodity coverage.
Care should be taken about this fact when interpreting the sales statistics shown in this report.

11. Table 1 presents the revised total retail sales figure for March 1995 and the
provisional figure for April 1995. Table 2 shows the value and volume indices of retail sales
in March and April 1995 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 the April 1995
results with those for March 1995 and those for April 1994, as well as comparisons of retail
sales in the period from January to April 1995 with the same period in 1994 are also given.
Graphs 1 and 2 depict, respectively, the movements of the value and volume indices of total
retail sales from July 1992 to April 1995 and the seasonally adjusted indices and trends from
根據統計調查的臨時結果顯示，九五年四月份零售業的總零售價值，估計
為一百五十九億元，與九四年同月比較上升百分之五。扣除其間的價格升幅後，九
五年四月份的總零售量，較去年同月實際下跌百分之二。

2. 九五年四月份的總零售量有輕微的下降，主要是由於汽車的銷售下降所
致。截至九五年四月的過去十二個月期間，該類消費品的零售價值下跌百分之二十八
而零售量則下跌百分之三十六。

3. 但是，要見去同月的有關總零售價值及總零售量的按年升幅相當大，
分別達百分之十五及百分之八，因而形成一個較高的比較基數，對今年四月的總零
售價值及總零售量的按年升幅造成影響。

4. 另一方面，衣物鞋類及超級市場貨品的零售價值和零售量均錄得升幅。前
者的零售價值及零售量分別上升百分之十三和百分之二。超級市場貨品的零售價值
和零售量則分別上升百分之八和百分之一。

5. 同時，大部分其他商品的零售價值雖然錄得升幅，但零售量則大致維持不
變或實際下降，包括食品和煙酒類（零售價值上升百分之十而零售量則大致不
變）、燃料（零售價值上升百分之八，零售量下跌百分之一）及百貨公司貨品（零
售價值上升百分之七，零售量下跌百分之二）。

6. 與九五年三月比較，九五年四月的總零售價值及零售量分別下跌百分之四
及百分之八，但要留意。這比較可能受季節性因素影響。

7. 與九四年同期比較，九五年一月至四月的總零售價值上升百分之六，而零
售量則大致不變。

8. 零售量是將零售價值扣除物價變動因素而得，而所用的物價平減指數是從
消費物價指數內相關的項目選取。

9. 本報告書內所顯示的零售統計數字，為各類商店的銷售統計而不是各類商
品的統計。舉例來說，以「衣物、鞋類及有關製品」而言，其數字並非指衣物鞋類
及有關製品的總銷售額，而是指專營這類商品或以這類商品為主要貨品的商店之總
銷售額。故此。這些商店的銷售數字是可能包括其他商品。反過來說，亦有部份衣
物、鞋類及有關製品的銷售額可能已包括在其他商店類別的銷售數字內（例如超級
市場內也有少量的衣物、鞋類及製品出售）。
10. 根據現時的商店分類法，不同類別的商店所銷售的商品種類範圍，重疊程度多數不大。然而，百貨公司的情況不同，基於其經營方式，所售的商品種類，多會同時包括在其他類別的商店所銷售的商品範圍內，重疊程度較大。在闡析本報告書內的銷售數字時要特別留意這點。

11. 附表一列出九五年三月份的修正總零售數字和九五年四月份的臨時數字。附表二列出九五年三月及九五年四月份所有零售商及零售商類別的零售價值和零售量指數，其中一九八九年十月至九〇年九月期內的每月平均指數定為一百，同時該表亦列出九五年四月份，分別與九五年三月份和九四年四月份數字的比較，以及九五年一月至四月和九四年度同期的零售商數字比較。圖一及圖二分別顯示由一九九二年七月至一九九五年四月的總零售價值和零售量指數的變動，及由一九九二年七月至一九九五年四月的經季節性調整指數和趨勢線。
### TABLE 1: TOTAL RETAIL SALES

<table>
<thead>
<tr>
<th>Description</th>
<th>Value (HK$ million)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Sales for April 1995 (Provisional)</td>
<td>15,887.4</td>
<td></td>
</tr>
<tr>
<td>一九九五年四月總零售額（臨時數字）</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Retail Sales for March 1995 (Revised)</td>
<td>16,583.0</td>
<td></td>
</tr>
<tr>
<td>一九九五年三月總零售額（修訂數字）</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### TABLE 2: VALUE AND VOLUME INDICES OF RETAIL SALES FOR MARCH 1995 AND APRIL 1995

(八九年十月至九〇年九月內每月平均指數×100)

<table>
<thead>
<tr>
<th>Type of Outlet</th>
<th>March 1995</th>
<th>April 1995</th>
<th>April 1995 vs April 1994</th>
<th>Jan-Apr 95 vs Jan-Apr 94</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Outlet</td>
<td>(Revised)</td>
<td>(Provisional)</td>
<td>(%)</td>
<td>(%)</td>
</tr>
<tr>
<td>Type of Outlet</td>
<td>(Figures)</td>
<td>(Figures)</td>
<td>(%)</td>
<td>(%)</td>
</tr>
<tr>
<td>Type of Outlet</td>
<td>(%)</td>
<td>(%)</td>
<td>(%)</td>
<td>(%)</td>
</tr>
<tr>
<td>(Points)</td>
<td>(點)</td>
<td>(點)</td>
<td>(點)(百分率)</td>
<td>(點)(百分率)</td>
</tr>
<tr>
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<td>(點)</td>
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</tr>
<tr>
<td>(Points)</td>
<td>(點)</td>
<td>(點)</td>
<td>(點)(百分率)</td>
<td>(點)(百分率)</td>
</tr>
</tbody>
</table>

(A) FOR ALL RETAIL OUTLETS 全家零售

<table>
<thead>
<tr>
<th></th>
<th>Value 價值</th>
<th>Volume 數額</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>176.6</td>
<td>169.2</td>
</tr>
<tr>
<td></td>
<td>136.6</td>
<td>125.8</td>
</tr>
</tbody>
</table>

(B) BY TYPE OF RETAIL OUTLET 零售商類別

<table>
<thead>
<tr>
<th>Category</th>
<th>Value 價值</th>
<th>Volume 數額</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food, alcoholic drinks and tobacco</td>
<td>134.5</td>
<td>141.2</td>
</tr>
<tr>
<td>(other than supermarkets)（超級市場除外）</td>
<td>97.7</td>
<td>102.3</td>
</tr>
<tr>
<td>Supermarkets 超級市場</td>
<td>156.5</td>
<td>153.7</td>
</tr>
<tr>
<td>Fuel 燃料</td>
<td>145.4</td>
<td>159.1</td>
</tr>
<tr>
<td>Clothing, footwear and allied products</td>
<td>238.7</td>
<td>265.3</td>
</tr>
<tr>
<td>Consumer durable goods 耐用消費品</td>
<td>154.9</td>
<td>150.5</td>
</tr>
<tr>
<td>- Motor vehicles and parts 汽車及零部件</td>
<td>118.9</td>
<td>105.1</td>
</tr>
<tr>
<td>- Consumer durable goods other than motor vehicles and parts 除汽車及零配件外之耐用消費品</td>
<td>180.9</td>
<td>183.4</td>
</tr>
<tr>
<td>Department stores 百貨公司</td>
<td>145.2</td>
<td>143.8</td>
</tr>
<tr>
<td>Jewellery, watches and clocks, and valuable gifts 珠寶首飾、鐘錶和名貴禮品</td>
<td>210.9</td>
<td>149.0</td>
</tr>
<tr>
<td>Other consumer goods not elsewhere classified 其他未分類消費品</td>
<td>218.5</td>
<td>208.8</td>
</tr>
</tbody>
</table>

Notes: 零售商包括超級市場，不包括百貨公司及百貨公司分店，

The underlined figures were rounded up to 5.

注: 不包括百貨公司分店，其他未分類消費品包括超級市場。

\* 不包括百貨公司分店，參考報告書內九段。
(1) Value Indices of Total Retail Sales

總零售價值指數
(Monthly average of Oct.89-Sept.90=100)
(八九年十月至九○年九月期內每月平均指數＝100)

(2) Volume Indices of Total Retail Sales

總零售量指數
(Monthly average of Oct.89-Sept.90=100)
(八九年十月至九○年九月期內每月平均指數＝100)

Note: The seasonally adjusted value and volume indices and Henderson trends are compiled using the X-11 variant seasonal adjustment program of the U.S. Bureau of the Census.

備註：經季節性調整後的零售價值和零售量指數及Henderson趨勢線是根據美國商務部普查局的X-11變量季節性調整程式編製而成。