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根據統計調查的臨時結果顯示，九八年六月份零售業總銷售價值，估計為一百五十九億元，與九七年同月比較下降百分之十六。扣除期間價格變動後，零售業總銷貨數量較九七年同月下跌百分之十六。
2. 與九七年前比較，九八年前六
月份百貨公司貨品的銷售錄得最大跌
幅，以銷售價值計下跌百分之二十九，
以銷售數量計則下跌百分之三十。其次
錄得較大跌幅的包括衣物鞋類（零售價
值和零售量均下跌百分之二十九）、汽
車（零售價值和零售量分別下跌百分之
三十四和百分之二十八）、雜項消費品
（零售價值和零售量分別下跌百分之九
和百分之十三）、珠寶首飾和鐘錶（零
售價值和零售量分別下跌百分之二十一
和百分之十三）、燃料（零售價值和零
售量分別下跌百分之十三和百分之十
二）、除汽車外的耐用消費品（零售價
值和零售量均下跌百分之八）及食品和
煙酒類（零售價值和零售量分別下跌百
分之四和百分之七）。

3. 同時，超級市場貨品的銷售數
量溫和下跌百分之四，儘管銷售價值有
百分之二的增長。

4. 與九八年前五月比較（但要注
意，這比較是受季節性因素影響），九
八年前六月份零售業總銷貨價值和銷貨數
量分別下跌百分之五和百分之三。

5. 與九七年前同期比較，九八年前
月至六月期間零售業總銷貨價值和銷貨
數量分別下跌百分之十四和百分之十
五。
6. 零售業銷貨數量是將零售業銷
貨價值內的物價變動因素扣除後所得，
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。

7. 本報告書內所顯示的銷售業銷
貨額統計數字，為各類商店的銷售額統
計而不是各類商品的銷售額統計。舉例
來說，以「衣物、鞋類以及有關製品」而
言，其數字並非指衣物鞋類以及有關製品
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、鞋類以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、鞋類等製
品出售）。

8. 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，所銷售的商
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。

6. 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.

7. 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).

8. 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.
9. Table 1 presents the revised total retail sales figure for May 1998 and the provisional figure for June 1998. Table 2 shows the value and volume indices of retail sales in June 1997, May 1998 and June 1998 for all retail outlets and by type of retail outlets, with average retail sales from October 1994 to September 1995 taken as 100. Comparisons of the June 1998 results with those for May 1998 and those for June 1997, as well as comparison of retail sales in the period from January to June of 1998 with the same period in 1997 are also given. Starting from the reference month of January 1997, a new series of value and volume indices reflecting changes in the combined sales in supermarkets and supermarket sections of department stores was compiled. The new indices were shown in Table 2 as supplementary statistics to provide further reference for certain analytical purposes.

10. Charts 1 and 2 depict, respectively, the movements of the value and volume indices of total retail sales from July 1995 to June 1998 and the seasonally adjusted indices and trends from July 1995 to June 1998.
### 表一：零售業總銷貨額

<table>
<thead>
<tr>
<th></th>
<th>一九九八年六月零售業總銷貨額（到時數字）</th>
<th>一九九八年六月零售業總銷貨額（修訂數字）</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>= 15,852.9 百萬港元</td>
<td>= 16,605.0 百萬港元</td>
</tr>
<tr>
<td>Total Retail Sales for June 1998 (Provisional Figure)</td>
<td>HK$million</td>
<td>HK$million</td>
</tr>
<tr>
<td>Total Retail Sales for May 1998 (Revised Figure)</td>
<td>HK$million</td>
<td>HK$million</td>
</tr>
</tbody>
</table>

### 表二：一九九七年六月、一九九八年五月和六月零售價值和零售量指數

<table>
<thead>
<tr>
<th></th>
<th>指數</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Index Number</td>
<td>Compared with May 1998</td>
</tr>
<tr>
<td></td>
<td>Year</td>
<td>June</td>
</tr>
<tr>
<td></td>
<td>(Revised)</td>
<td>(Revised)</td>
</tr>
<tr>
<td></td>
<td>(%)</td>
<td>(%)</td>
</tr>
<tr>
<td>(甲) 所有零售商</td>
<td>109.2</td>
<td>95.6</td>
</tr>
<tr>
<td>数量 Value</td>
<td>98.1</td>
<td>84.8</td>
</tr>
<tr>
<td>(乙) 零售商類別</td>
<td>BY TYPE OF RETAIL OUTLETS</td>
<td></td>
</tr>
<tr>
<td>食品、酒精飲品及煙草</td>
<td>Food, alcoholic drinks and tobacco</td>
<td>103.3</td>
</tr>
<tr>
<td>數量 Volume</td>
<td>96.0</td>
<td>102.8</td>
</tr>
<tr>
<td>超級市場</td>
<td>Supermarkets</td>
<td>120.4</td>
</tr>
<tr>
<td>数量 Volume</td>
<td>103.2</td>
<td>99.3</td>
</tr>
<tr>
<td>燃料</td>
<td>Fuels</td>
<td>114.7</td>
</tr>
<tr>
<td>数量 Volume</td>
<td>96.0</td>
<td>88.0</td>
</tr>
<tr>
<td>衣物、鞋類及有裝飾製品</td>
<td>Clothing, footwear and allied products</td>
<td>105.6</td>
</tr>
<tr>
<td>数量 Volume</td>
<td>85.6</td>
<td>69.2</td>
</tr>
<tr>
<td>耐用消費品</td>
<td>Consumer durable goods</td>
<td>111.2</td>
</tr>
<tr>
<td>数量 Volume</td>
<td>109.0</td>
<td>88.6</td>
</tr>
<tr>
<td>汽車及汽車零件</td>
<td>- Motor vehicles and parts</td>
<td>116.8</td>
</tr>
<tr>
<td>数量 Volume</td>
<td>115.3</td>
<td>74.7</td>
</tr>
<tr>
<td>汽車外的耐用消費品</td>
<td>- Consumer durable goods other than motor vehicles and parts</td>
<td>107.8</td>
</tr>
<tr>
<td>数量 Volume</td>
<td>105.2</td>
<td>97.0</td>
</tr>
<tr>
<td>百貨公司</td>
<td>Department stores</td>
<td>100.6</td>
</tr>
<tr>
<td>数量 Volume</td>
<td>85.4</td>
<td>61.6</td>
</tr>
<tr>
<td>珠寶首飾、鐘錶及名貴禮品</td>
<td>Jewellery, watches and clocks, and valuable gifts</td>
<td>110.5</td>
</tr>
<tr>
<td>数量 Volume</td>
<td>106.0</td>
<td>90.2</td>
</tr>
<tr>
<td>其他未分類</td>
<td>Other consumer goods not elsewhere classified</td>
<td>111.9</td>
</tr>
<tr>
<td>数量 Volume</td>
<td>99.9</td>
<td>90.9</td>
</tr>
</tbody>
</table>

### 註一：
1. "超級市場"的數字不包含百貨公司內的超級市場部門，售貨的貨物類別如下，以作補充。
2. The figures for 'supermarkets' above do not include sales in supermarket sections of department stores. Below are supplementary statistics covering both.

### 註二：
3. "數字"下面有括號者乃由後改前。
4. # 動向在±0.05 之內。

### 註三：
5. The underlined figures were rounded up to 5,
6. # Change within ±0.05.
Chart 1: Value Indices of Total Retail Sales

Monthly average of October 1994-September 1995=100

Chart 2: Volume Indices of Total Retail Sales

Monthly average of October 1994-September 1995=100

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