

這份刊物的 **PDF** 版本的文字是從印刷版掃描而成，再利用光學字符識別軟件轉換成電子格式。由於原印刷版本已印製並保存多年，光學字符識別技術未必能準確地識別某些文字或數字。因此，搜索或複製此 **PDF** 檔案內的文字時應加以注意。

The text of this PDF publication was scanned from its printed version and then converted to electronic text using Optical Character Recognition (OCR) software. Because of the age and condition of the original printed copy, the OCR may not recognise certain characters or figures accurately. Caution should therefore be taken when searching or copying text from this PDF publication.

# **零售業銷貨額按月統計調查報告**

## **Report on Monthly Survey of Retail Sales**

**一九九八年九月**  
**September 1998**



中華人民共和國  
香港特別行政區 政府統計處  
Census and Statistics Department  
Hong Kong Special Administrative Region  
People's Republic of China

有關本刊物的查詢，請聯絡：  
政府統計處 批發及零售業統計組  
地址：中國香港九龍紅磡蕪湖街八十三號莊士紅磡廣場十九樓  
電話：(852) 2802 1258 圖文傳真：(852) 2827 0551  
電子郵遞：genenq@censtatd.gcn.gov.hk

Enquiries about this publication can be directed to :  
**Wholesale/Retail Trade Statistics Section, Census and Statistics Department**  
Address : 19/F., Chuang's Hunghom Plaza, 83 Wuhu Street, Hung Hom,  
Kowloon, Hong Kong, China.  
Tel. No. : (852) 2802 1258 Fax No. : (852) 2827 0551  
E-mail : genenq@censtatd.gcn.gov.hk

政府統計處網頁 Home Page of the Census and Statistics Department  
<http://www.info.gov.hk/censtatd/>

根據統計調查的臨時結果顯示，一九九八年九月份零售業總銷貨價值，估計為153億元，較一九九七年同月下降21%。扣除期間價格變動後，可得零售業總銷貨數量。數字是較一九九七年同月下跌22%。

2. 按商鋪類別分析，與一九九七年同期比較，一九九八年九月份汽車的銷售跌幅最大，以銷售價值計下跌53%，以銷售數量計則下跌48%。其次跌幅較大的包括衣物鞋類（零售價值和零售量均下跌37%）、百貨公司貨品（零售價值和零售量分別下跌32%和33%）、珠寶首飾和鐘錶（零售價值和零售量分別下跌26%和20%）、燃料（零售價值和零售量分別下跌20%和18%）、雜項消費品（零售價值和零售量分別下跌15%和18%）、除汽車外的耐用消費品（零售價值和零售量均下跌13%）及食品和煙酒類（零售價值和零售量分別下跌4%和5%）。

3. 同時，超級市場貨品（不包括百貨公司內的超級市場部門）的銷售價值上升2%，但銷售數量則微跌4%。

4. 與一九九八年八月比較（但要注意這比較是受季節性因素影響），一九九八年九月份零售業總銷貨價值和銷貨數量分別下跌7%和6%。

According to the provisional survey results, the *value of total retail sales* in September 1998, estimated at \$15.3 billion, decreased by 21% compared with September 1997. After discounting the effect of price changes over the period, change in *total retail sales volume* was obtained. The decrease was 22%.

2. Analysed by type of retail outlets and on a year-on-year comparison, sales of *motor vehicles* declined the most, by 53% in value or 48% in volume in September 1998. This was followed by sales of *clothing and footwear* (by 37% in both value and volume); *commodities in department stores* (32% in value or 33% in volume); *jewellery, watches and clocks, and valuable gifts* (26% in value or 20% in volume); *fuels* (20% in value or 18% in volume); *miscellaneous consumer goods* (15% in value or 18% in volume); *consumer durable goods other than motor vehicles* (13% in both value and volume) and *food, alcoholic drinks and tobacco* (4% in value or 5% in volume).

3. Concurrently, sales of *commodities in supermarkets* (excluding supermarket sections of department stores) increased by 2% in value, but decreased moderately by 4% in volume.

4. Compared with August 1998 (but bearing in mind that this comparison is affected by seasonal factors), total retail sales in September 1998 decreased by 7% in value or 6% in

5. 與一九九七年同期比較，一九九八年一月至九月期間零售業總銷貨價值和銷貨數量分別下跌16%和17%。

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零售業銷貨額統計數字，為各類商店的銷貨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貨額。故此，這些商店的銷貨數字可能包括其他商品。反過來說，亦有部分衣物、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貨數字內（例如超級市場內也有少量衣物、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。但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貨數字時，要特別留意這點。

volume.

5. Comparing the period from January to September 1998 with the same period in 1997, total retail sales decreased by 16% in value or 17% in volume.

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 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 when interpreting the sales statistics in this report.

9. 表一列出一九九八年八月份的修訂零售業總銷貨額數字和九八年九月份的臨時數字。表二列出九七年九月、九八年八月及九八年九月份所有零售商及各零售商類別的零售價值和零售量指數，其中以九四年十月至九五年九月期內的每月平均指數定為一百。同時該表亦列出九八年九月份，分別與九八年八月份和九七年九月份數字的比較，以及九八年一月至九月和九七年同期的零售數字比較。

9. Table 1 presents the revised total retail sales figure for August 1998 and the provisional figure for September 1998. Table 2 shows the value and volume indices of retail sales in September 1997, August 1998 and September 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 September 1998 results with those for August 1998 and those for September 1997, as well as comparison of retail sales in the period from January to September of 1998 with the same period in 1997 are also given.

10. 從一九九七年一月份的統計月開始，表二亦列載一套新編製的零售價值及數量指數，以反映超級市場及百貨公司內的超級市場部門的合併銷貨額的變動情況，在若干分析層面上提供補充的參考資料。

10. 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.

11. 圖一及圖二分別顯示由一九九五年十月至九八年九月的總零售價值和零售量指數的變動，及由一九九五年十月至九八年九月的經季節性調整指數和趨勢線。

11. Charts 1 and 2 depict, respectively, the movements of the value and volume indices of total retail sales from October 1995 to September 1998 and the seasonally adjusted indices and trends from October 1995 to September 1998.

表一：零售業總銷貨額  
Table 1 : Total Retail Sales

一九九八年九月（臨時數字） Provisional Figure for September 1998	=	15,325.5	百萬港元 HK\$million
一九九八年八月（修訂數字） Revised Figure for August 1998	=	16,409.4	百萬港元 HK\$million

表二：一九九七年九月、九八年八月和九月零售價值和零售量指數  
Table 2 : Value and Volume Indices of Retail Sales for September 97, August and September 98

（一九九四年十月至九五年九月期內每月平均指數= 100）  
(Monthly average of Oct. 94 - Sep. 95 = 100)

商舖類別 Type of Outlets	指數類別 Type of Index	指數 Index Number			變動百分率 % Change		
		九七年九月 （修訂數字） Sep 97 (Revised Figures)	九八年八月 （修訂數字） Aug 98 (Revised Figures)	九八年九月 （臨時數字） Sep 98 (Provisional Figures)	九八年九月 與九八年 八月比較 Sep 98 over Aug 98	九八年九月 與九七年 九月比較 Sep 98 over Sep 97	九八年一至 九月與上年 同期比較 Jan-Sep 98 over Jan-Sep 97
					(%)	(%)	(%)
(甲) 所有零售商 ALL RETAIL OUTLETS	價值 Value	112.4	94.5	88.3	-6.6	-21.5	-16.1
	數量 Volume	102.5	85.3	80.3	-5.9	-21.7	-16.8
(乙) 零售商類別 BY TYPE OF RETAIL OUTLETS							
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	價值 Value	118.0	102.6	112.7	+9.9	-4.5	-5.3
	數量 Volume	110.1	97.7	105.1	+7.6	-4.6	-5.0
φ 超級市場 Supermarkets	價值 Value	120.3	129.7	122.2	-5.8	+1.6	+3.8
	數量 Volume	101.9	103.5	97.5	-5.8	-4.3	-2.5
燃料 Fuels	價值 Value	102.7	96.2	82.5	-14.2	-19.6	-9.8
	數量 Volume	87.8	83.7	71.8	-14.2	-18.3	-9.8
衣物、鞋類及有關製品 Clothing, footwear and allied products	價值 Value	99.6	77.3	63.1	-18.3	-36.7	-27.6
	數量 Volume	85.3	65.0	53.4	-17.9	-37.4	-29.5
耐用消費品 Consumer durable goods	價值 Value	134.5	85.2	96.7	+13.5	-28.1	-19.1
	數量 Volume	133.0	85.6	97.9	+14.4	-26.4	-17.3
- 汽車及汽車零件 Motor vehicles and parts	價值 Value	138.0	69.8	65.3	-6.4	-52.6	-32.8
	數量 Volume	137.0	74.8	71.8	-4.0	-47.6	-28.4
- 除汽車及汽車零件外的耐用消費品 Consumer durable goods other than motor vehicles and parts	價值 Value	132.4	94.5	115.7	+22.4	-12.6	-10.6
	數量 Volume	130.6	92.2	113.7	+23.4	-12.9	-10.4
百貨公司 Department stores	價值 Value	91.1	78.9	62.2	-21.2	-31.7	-26.7
	數量 Volume	80.3	68.2	53.7	-21.2	-33.1	-28.8
珠寶首飾、鐘錶和名貴禮品 Jewellery, watches and clocks, and valuable gifts	價值 Value	98.1	70.8	72.4	+2.2	-26.2	-21.6
	數量 Volume	96.5	75.1	77.6	+3.3	-19.6	-15.8
其他未分類消費品 Other consumer goods not elsewhere classified	價值 Value	126.2	128.8	107.1	-16.8	-15.1	-8.8
	數量 Volume	110.7	110.3	90.4	-18.0	-18.3	-13.2

註一：φ 以上「超級市場」的數字不包括百貨公司內的超級市場部門。兩者的合計數字如下，以作補充。

Note 1：φ The figures for 'supermarkets' above do not include sales in supermarket sections of department stores. Below are supplementary statistics covering both.

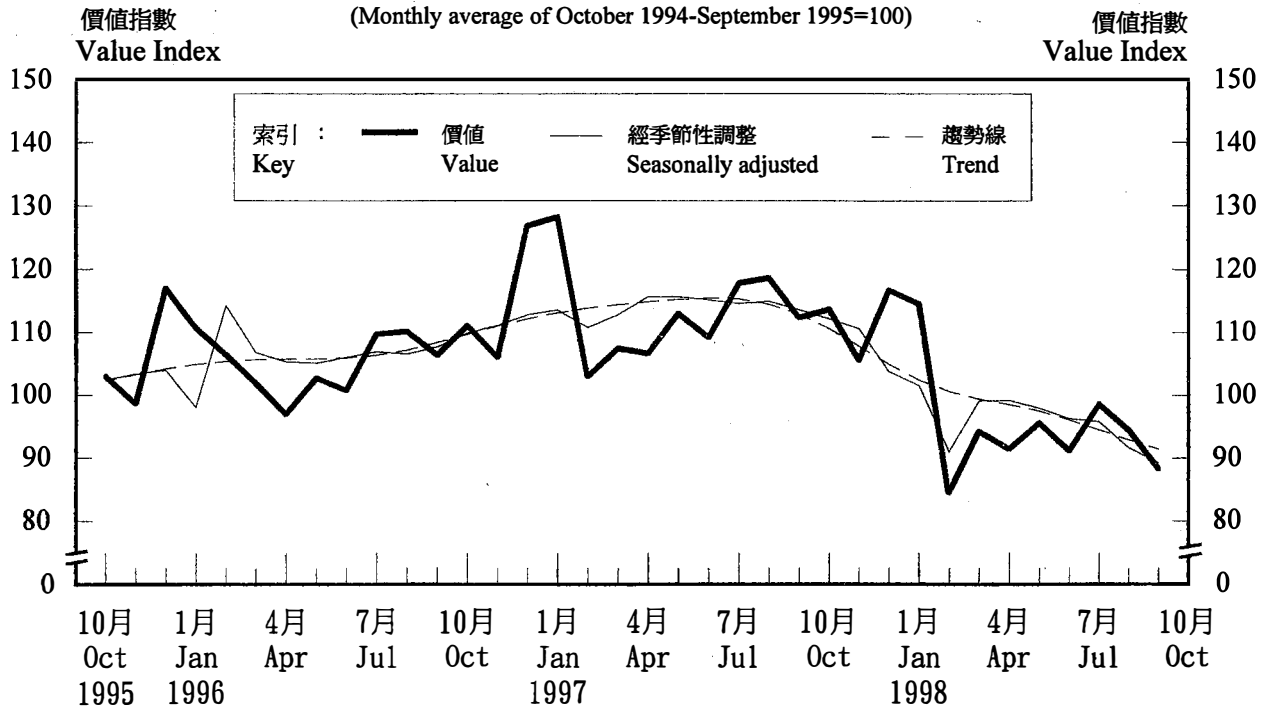
超級市場及百貨公司內的超級市場部門 Supermarkets and supermarket sections of department stores	價值 Value	120.0	125.5	118.6	-5.5	-1.1	+1.1
	數量 Volume	101.6	100.0	94.7	-5.4	-6.8	-5.1

註二：'S' 字下面有橫線者乃由進位而來。

Note 2：The underlined figures were rounded up to 5.

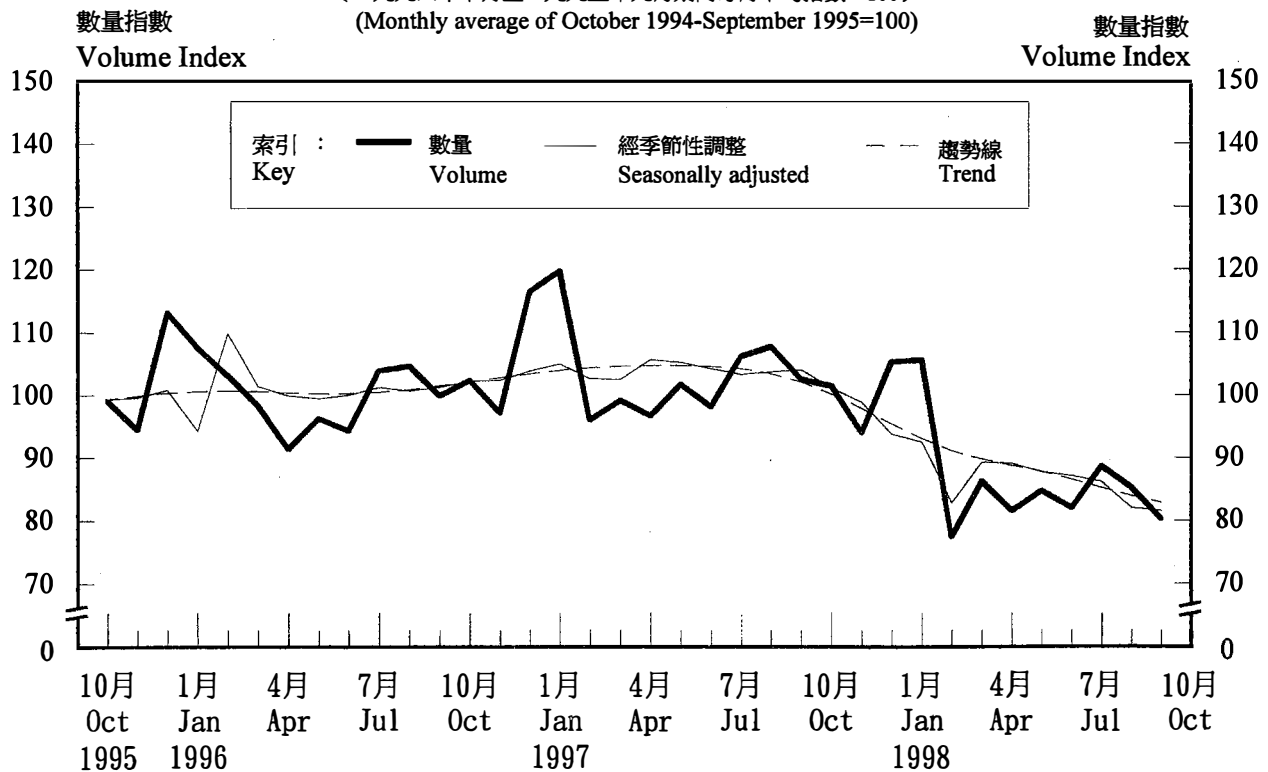
圖一：總零售價值指數  
Chart 1 : Value Indices of Total Retail Sales

(一九九四年十月至一九九五年九月期內每月平均指數=100)  
(Monthly average of October 1994-September 1995=100)



圖二：總零售量指數  
Chart 2 : Volume Indices of Total Retail Sales

(一九九四年十月至一九九五年九月期內每月平均指數=100)  
(Monthly average of October 1994-September 1995=100)



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。

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.



11/98 J63009809B0 \$3