

零售業銷貨額 按月統計調查報告

Report on Monthly Survey of Retail Sales

二零一一年八月
August 2011



中華人民共和國
香港特別行政區 政府統計處
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People's Republic of China



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引言

1. 零售業銷貨額統計數字是從「零售業銷貨額按月統計調查」搜集的數據編製，主要是用來量度本地零售業機構單位銷售貨品的收益，以評估本地零售業短期的業務表現。

2. 零售業機構單位的分類是採用「香港標準行業分類」。該行業分類用於各經濟統計調查，把經濟單位撥歸不同的行業類別。為方便分析本地零售業短期的業務表現，本報告內把零售行業，按個別組別的重要性，組合成二十個零售商類別。

3. 政府統計處在二零零八年十月推行新的「香港標準行業分類2.0版」後，「零售業銷貨額按月統計調查」已作出改變，採用新行業分類編製零售業銷貨額統計數字。由二零零九年一月起，所有零售業銷貨額統計數字均按「香港標準行業分類2.0版」編製。

概況

4. 根據「零售業銷貨額按月統計調查」，二零一一年八月的零售業總銷貨價值的臨時估計為343億元，較上年同月上升29.0%。扣除期間價格變動後，二零一一年八月的零售業總銷貨數量較上年同月上升20.7%。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。

5. 二零一一年七月的零售業總銷貨價值的修訂估計為352億元，較二零一零年七月上升29.1%，而總銷貨數量則上升22.4%。

6. 與二零一零年同期比較，二零一一年首八個月的零售業總銷貨價值上升25.6%，而總銷貨數量則上升19.7%。

Introduction

1. The Monthly Survey of Retail Sales (MRS) collects data for compiling retail sales statistics primarily intended to measure the sales receipts in respect of goods sold by local retail establishments, for gauging the short-term business performance of the local retail sector.

2. The classification of retail establishments follows the Hong Kong Standard Industrial Classification (HSIC), which is used in various economic surveys for classifying economic units into different industry classes. To facilitate analysis of the short-term business performance of the local retail sector, the industry classes of the retail sector have been grouped into 20 retail outlet types in this report, taking into account their importance in the retail sector.

3. Upon the implementation of the new HSIC Version 2.0 by the Census and Statistics Department in October 2008, the MRS has been enhanced to adopt the new classification in compiling the retail sales statistics. Starting from the reference month of January 2009, all the retail sales statistics are compiled based on the HSIC Version 2.0.

General observations

4. According to the MRS, the *value of total retail sales* in August 2011, provisionally estimated at \$34.3 billion, increased by 29.0% over a year earlier. After netting out the effect of price changes over the same period, the *volume of total retail sales* increased by 20.7% in August 2011 when compared with a year earlier. The relevant components of the Consumer Price Index are used as deflators.

5. The revised estimate of the value of total retail sales in July 2011, at \$35.2 billion, increased by 29.1% over July 2010, while the volume of total retail sales increased by 22.4%.

6. For the first eight months of 2011, total retail sales increased by 25.6% in value and 19.7% in volume over the same period a year earlier.

7. 按商店主要類別分析，二零一一年八月與二零一零年八月比較，**雜項耐用消費品**的銷貨數量升幅最大，上升69.3%。其次為**電器及攝影器材**（零售量上升53.7%）、**珠寶首飾、鐘錶及名貴禮物**（上升33.6%）、**服裝**（上升23.6%）、**百貨公司貨品**（上升17.3%）、**鞋類、有關製品及其他衣物配件**（上升16.4%）、**雜項消費品**（上升15.2%）、**汽車及汽車零件**（上升14.0%）、**超級市場貨品**（上升5.0%），以及**燃料**（上升2.6%）。

8. 另一方面，二零一一年八月與上年同月比較，**傢具及固定裝置**的銷貨數量下跌1.8%。

9. 截至二零一一年八月底的三個月，與先前三個月比較，經季節性調整的零售業總銷貨數量上升3.5%。

10. 表一列出二零一零年九月至二零一一年八月所有零售商及按零售商類別劃分的零售價值指數，其中零售價值指數是以二零零九年十月至二零一零年九月期內的每月平均零售價值指數定為一百。

11. 表二列出二零一零年九月至二零一一年八月所有零售商及按零售商類別劃分的零售業銷貨價值。

12. 表三列出二零一零年九月至二零一一年八月按主要貨品種類劃分的超級市場的零售業銷貨價值。

13. 表四列出二零一零年九月至二零一一年八月按主要貨品種類劃分的百貨公司的零售業銷貨價值。

14. 表五列出二零一零年九月至二零一一年八月所有零售商及按零售商類別劃分的零售量指數，其中零售量指數是以二零零九年十月至二零一零年九月期內的每月平均零售量指數定為一百。

7. Analysed by broad type of retail outlet and comparing August 2011 with August 2010, the volume of sales of **miscellaneous consumer durable goods** increased the most, by 69.3%. This was followed by sales of **electrical goods and photographic equipment** (+53.7% in volume); **jewellery, watches and clocks, and valuable gifts** (+33.6%); **wearing apparel** (+23.6%); **commodities in department stores** (+17.3%); **footwear, allied products and other clothing accessories** (+16.4%); **miscellaneous consumer goods** (+15.2%); **motor vehicles and parts** (+14.0%); **commodities in supermarkets** (+5.0%); and **fuels** (+2.6%).

8. On the other hand, the volume of sales of **furniture and fixtures** decreased by 1.8% in August 2011 when compared with a year earlier.

9. Based on the seasonally adjusted series, the volume of total retail sales increased by 3.5% in the three months ending August 2011 when compared with the preceding three-month period.

10. Table 1 presents the value index of retail sales for all retail outlets and by type of retail outlet from September 2010 to August 2011. The value index is compiled with the average monthly value index of retail sales from October 2009 to September 2010 taken as 100.

11. Table 2 presents the value of retail sales for all retail outlets and by type of retail outlet from September 2010 to August 2011.

12. Table 3 presents the value of retail sales in supermarkets by broad product category from September 2010 to August 2011.

13. Table 4 presents the value of retail sales in department stores by broad product category from September 2010 to August 2011.

14. Table 5 presents the volume index of retail sales for all retail outlets and by type of retail outlet from September 2010 to August 2011. The volume index is compiled with the average monthly volume index of retail sales from October 2009 to September 2010 taken as 100.

15. 表六展示零售業總銷貨數量的變動情況。它列出以原來數列計算某月份與上年同月比較的按年變動百分率，及以經季節性調整數列計算，截至所示月份的三個月與先前三個月比較的變動百分率。

16. 圖一及圖二分別顯示由二零零八年八月至二零一一年八月的總零售價值和零售量指數的變動，及由二零零八年八月至二零一一年八月的經季節性調整指數。

15. Table 6 shows the movement of the volume of total retail sales in terms of the year-on-year rate of change for a month compared with the same month in the preceding year based on the original series, and in terms of the rate of change for a three-month period compared with the preceding three-month period based on the seasonally adjusted series.

16. Charts 1 and 2 depict, respectively, the movements of the value and volume indices of total retail sales from August 2008 to August 2011 and the seasonally adjusted indices from August 2008 to August 2011.

表一：二零一零年九月至二零一一年八月按零售商類別劃分的零售價值指數（二零零九年十月至二零一零年九月期內的每月平均指數 = 100）

Table 1: Value index of retail sales by type of retail outlet, September 2010 to August 2011 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)

零售商類別 Type of retail outlet	2010					2011									2011
	9	10	11	12	1-12	1^	2^	1-2^	3	4	5	6	7	8*	1-8*
所有零售商類別 All retail outlets	97.2 (+17.2)	107.5 (+21.8)	104.5 (+18.1)	134.8 (+18.6)	104.7 (+18.3)	145.2 (+28.1)	112.9 (+8.5)	129.1 (+18.7)	120.7 (+26.2)	123.9 (+27.8)	128.0 (+27.8)	121.1 (+28.8)	136.0 (+29.1)	132.4 (+29.0)	127.5 (+25.6)
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	114.5 (+7.4)	106.9 (+6.4)	102.1 (+6.7)	112.9 (+8.6)	101.8 (+9.6)	132.9 (+20.4)	99.1 (-7.9)	116.0 (+6.5)	106.3 (+12.2)	103.0 (+4.0)	101.0 (+3.9)	91.0 (+1.7)	97.0 (+7.1)	110.7 (+14.7)	105.1 (+7.1)
新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	90.4 (+5.3)	98.3 (+3.3)	93.5 (+0.2)	111.2 (+5.2)	100.7 (+5.2)	135.1 (+11.9)	123.0 (-0.4)	129.0 (+5.7)	112.6 (+4.7)	107.8 (-0.6)	95.2 (-0.6)	87.7 (-1.4)	86.4 (+4.4)	94.4 (+7.2)	105.3 (+3.3)
新鮮蔬果 Fruits and vegetables, fresh	105.6 (+9.1)	109.5 (+7.0)	77.6 (+3.8)	86.6 (+2.7)	101.0 (+3.0)	96.2 (+2.3)	69.2 (-2.6)	82.7 (+0.2)	107.5 (+3.4)	114.0 (+3.4)	116.7 (+4.6)	122.1 (+2.7)	113.5 (+2.5)	113.5 (+0.9)	106.6 (+2.4)
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	197.0 (+9.0)	113.4 (+10.5)	99.4 (+14.9)	113.8 (+14.2)	103.2 (+13.0)	121.1 (+33.4)	100.4 (-0.5)	110.7 (+15.6)	95.2 (+10.6)	90.8 (+9.5)	96.9 (+8.3)	91.9 (+9.9)	97.5 (+11.9)	128.1 (+37.0)	102.7 (+15.1)
其他未分類食品 Other food, not elsewhere classified	86.0 (+1.8)	113.9 (+3.9)	119.1 (+3.8)	110.6 (+2.4)	100.9 (+7.8)	137.5 (+18.5)	70.1 (-30.1)	103.8 (-4.0)	104.8 (+23.1)	99.0 (+0.5)	101.1 (-0.5)	75.7 (-10.6)	91.3 (-0.4)	100.9 (-2.8)	97.5 (-0.1)
酒類飲品及煙草 Alcoholic drinks and tobacco	102.1 (+15.5)	101.5 (+11.7)	104.3 (+16.9)	130.9 (+21.4)	104.1 (+21.1)	153.7 (+34.1)	113.9 (-0.5)	133.8 (+16.8)	111.2 (+18.0)	112.3 (+13.8)	111.2 (+14.8)	108.9 (+16.7)	120.0 (+19.9)	135.0 (+38.2)	120.8 (+19.3)
超級市場 Supermarkets	104.0 (+7.5)	106.1 (+8.0)	100.6 (+10.1)	110.1 (+12.5)	102.4 (+5.6)	121.5 (+20.0)	104.6 (-1.9)	113.1 (+8.8)	107.2 (+13.3)	104.7 (+11.7)	112.9 (+10.8)	112.2 (+12.6)	119.7 (+13.6)	120.5 (+14.2)	112.9 (+11.7)
燃料 Fuels	106.8 (+6.4)	106.7 (+10.6)	105.5 (+13.0)	110.0 (+10.6)	102.7 (+9.8)	113.7 (+14.7)	91.5 (+8.7)	102.6 (+12.0)	114.5 (+14.4)	114.4 (+14.0)	124.5 (+16.4)	122.2 (+21.2)	122.8 (+15.5)	125.7 (+18.4)	116.1 (+15.6)

註釋：請參看本表的最後一頁。

Note : Please refer to the last page of this table.

表一：二零一零年九月至二零一一年八月按零售商類別劃分的零售價值指數（二零零九年十月至二零一零年九月期內的每月平均指數 = 100）（續）

Table 1: Value index of retail sales by type of retail outlet, September 2010 to August 2011 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100) (Cont'd)

零售商類別 Type of retail outlet	2010					2011										2011
	9	10	11	12	1-12	1^	2^	1-2^	3	4	5	6	7	8*	1-8*	
衣物、鞋類及有關製品 Clothing, footwear and allied products	83.6 (+20.3)	111.6 (+24.3)	105.4 (+14.1)	152.1 (+20.4)	105.1 (+17.3)	166.0 (+34.7)	117.8 (+4.9)	141.9 (+20.5)	121.2 (+29.5)	131.5 (+42.0)	128.8 (+30.1)	107.0 (+28.1)	147.4 (+33.6)	123.9 (+32.9)	130.4 (+29.2)	
服裝 Wearing apparel	83.2 (+20.0)	113.4 (+23.2)	104.5 (+12.6)	151.2 (+18.8)	104.7 (+17.1)	155.7 (+31.4)	119.3 (+7.5)	137.5 (+19.9)	123.9 (+30.5)	134.6 (+40.9)	130.6 (+29.7)	105.5 (+28.3)	150.2 (+34.8)	122.1 (+35.0)	130.2 (+29.5)	
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	86.5 (+22.0)	100.4 (+31.8)	110.5 (+23.7)	158.3 (+31.4)	106.9 (+18.2)	230.3 (+50.0)	108.7 (-10.2)	169.5 (+23.5)	104.1 (+22.9)	112.1 (+51.0)	117.5 (+33.2)	115.8 (+26.8)	129.9 (+25.1)	134.9 (+21.8)	131.7 (+27.3)	
耐用消費品 Consumer durable goods	113.4 (+22.7)	112.6 (+33.4)	107.5 (+24.8)	128.8 (+23.8)	106.2 (+26.9)	127.9 (+24.9)	101.4 (+11.1)	114.7 (+18.4)	131.2 (+23.0)	126.7 (+23.9)	131.1 (+37.4)	131.8 (+40.3)	149.9 (+37.5)	148.5 (+33.6)	131.1 (+29.1)	
汽車及汽車零件 Motor vehicles and parts	100.8 (+9.8)	105.5 (+29.8)	107.7 (+15.1)	112.4 (+15.4)	104.4 (+40.5)	117.7 (+22.8)	82.6 (+6.6)	100.1 (+15.6)	145.6 (+36.9)	115.7 (+7.6)	105.4 (+1.9)	103.9 (-0.2)	130.9 (-0.3)	120.1 (+18.8)	115.2 (+11.5)	
電器及攝影器材 Electrical goods and photographic equipment	111.9 (+23.5)	117.4 (+32.5)	105.1 (+28.8)	135.2 (+21.0)	106.3 (+22.1)	124.1 (+21.5)	111.3 (+5.6)	117.7 (+13.4)	125.6 (+9.4)	120.4 (+19.4)	140.9 (+54.0)	147.1 (+70.9)	161.2 (+65.4)	157.0 (+45.1)	135.9 (+34.9)	
傢具及固定裝置 Furniture and fixtures	114.6 (+13.9)	95.5 (+20.5)	104.1 (+10.2)	117.1 (+17.8)	103.6 (+14.1)	144.5 (+17.2)	81.4 (-0.2)	112.9 (+10.3)	115.4 (+24.0)	115.0 (+13.1)	96.3 (+1.8)	108.8 (+13.7)	125.2 (+16.5)	115.3 (+0.4)	112.7 (+11.0)	
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	161.0 (+76.2)	135.6 (+73.7)	127.2 (+69.0)	163.5 (+87.0)	115.5 (+41.3)	156.1 (+72.7)	137.3 (+100.1)	146.7 (+84.5)	145.3 (+73.8)	218.9 (+132.5)	214.6 (+128.6)	169.5 (+62.0)	186.7 (+73.1)	245.6 (+58.5)	184.3 (+84.7)	
百貨公司 Department stores	87.1 (+14.7)	105.5 (+18.1)	120.9 (+12.7)	155.4 (+14.4)	104.1 (+16.4)	146.4 (+29.6)	107.5 (+1.0)	127.0 (+15.7)	106.0 (+22.1)	108.4 (+28.8)	129.5 (+19.8)	107.6 (+22.6)	122.8 (+25.6)	119.3 (+23.6)	118.4 (+21.4)	
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	97.5 (+33.5)	111.7 (+40.3)	108.9 (+35.4)	156.4 (+28.9)	108.0 (+36.1)	167.2 (+41.9)	137.1 (+33.5)	152.1 (+38.0)	140.2 (+54.5)	143.6 (+55.0)	161.8 (+61.3)	155.2 (+59.0)	166.1 (+51.3)	168.0 (+53.2)	154.9 (+50.9)	

註釋：請參看本表的最後一頁。

Note: Please refer to the last page of this table.

表一：二零一零年九月至二零一一年八月按零售商類別劃分的零售價值指數（二零零九年十月至二零一零年九月期內的每月平均指數 = 100）（續）

Table 1: Value index of retail sales by type of retail outlet, September 2010 to August 2011 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100) (Cont'd)

零售商類別 Type of retail outlet	2010					2011										2011
	9	10	11	12	1-12	1 [^]	2 [^]	1-2 [^]	3	4	5	6	7	8*	1-8*	
其他消費品 Other consumer goods	83.5 (+12.9)	98.8 (+16.9)	91.9 (+15.8)	126.4 (+14.1)	103.5 (+12.8)	148.7 (+21.7)	114.1 (+5.1)	131.4 (+13.9)	117.8 (+19.9)	130.0 (+21.3)	115.5 (+15.6)	117.7 (+18.5)	127.4 (+19.6)	117.8 (+17.9)	123.6 (+17.5)	
書報、文具及禮品 Books, newspapers, stationery and gifts	82.7 (+1.4)	97.1 (+3.0)	87.7 (+8.4)	104.8 (+7.1)	101.4 (+5.1)	122.6 (+3.5)	92.7 (+6.0)	107.7 (+4.6)	90.1 (+1.5)	113.5 (+5.2)	97.7 (+5.8)	102.9 (+4.9)	131.2 (+12.4)	137.8 (+2.5)	111.1 (+5.2)	
中藥 Chinese drugs and herbs	94.4 (+15.1)	100.5 (+14.3)	92.3 (+8.5)	130.8 (+11.9)	102.8 (+10.3)	145.9 (+29.0)	97.1 (-7.4)	121.5 (+11.5)	123.6 (+29.7)	116.0 (+16.6)	113.1 (+12.7)	110.3 (+15.0)	115.8 (+15.8)	125.9 (+18.0)	118.5 (+16.2)	
眼鏡店 Optical shops	83.0 (+6.4)	83.5 (+8.4)	85.1 (+9.7)	105.0 (+8.5)	101.9 (+9.1)	114.2 (+14.2)	124.7 (+5.9)	119.4 (+9.7)	109.0 (+5.8)	133.0 (+20.0)	132.7 (+17.8)	123.8 (+23.7)	138.5 (+22.1)	128.1 (+18.5)	125.5 (+16.0)	
藥物及化妝品 Medicines and cosmetics	88.2 (+19.6)	102.3 (+24.4)	100.6 (+22.3)	130.6 (+22.1)	105.2 (+17.9)	156.1 (+28.3)	121.0 (+9.8)	138.6 (+19.6)	131.0 (+30.5)	138.3 (+28.2)	118.2 (+17.3)	114.2 (+19.0)	131.2 (+25.7)	118.2 (+19.0)	128.5 (+22.3)	
其他未分類消費品 Other consumer goods, not elsewhere classified	77.1 (+9.6)	96.8 (+15.1)	84.9 (+12.8)	129.3 (+9.2)	102.8 (+10.9)	152.0 (+19.3)	115.2 (+2.3)	133.6 (+11.3)	112.0 (+13.3)	128.3 (+19.7)	116.6 (+16.6)	126.2 (+21.7)	123.7 (+16.2)	109.3 (+23.0)	122.9 (+16.4)	
超級市場及百貨公司內的超級市場部門 & Supermarkets and supermarket sections of department stores &	104.0 (+7.7)	105.6 (+8.3)	100.9 (+9.5)	113.1 (+12.6)	102.5 (+5.6)	123.1 (+21.7)	105.3 (-2.7)	114.2 (+9.1)	107.2 (+14.4)	103.9 (+11.5)	112.7 (+10.9)	110.6 (+11.7)	118.5 (+13.5)	119.4 (+14.5)	112.6 (+11.8)	

註釋：* 臨時數字。

Notes : * Provisional figures.

[^] 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動。上表列出一月及二月合計的零售銷售數字，以供參考。

[^] Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented above for reference.

& 以上「超級市場」的數字不包括百貨公司內的超級市場部門的零售銷售。上表列出兩者合計的補充數字，以供參考。

& The figures for 'Supermarkets' above do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are presented above for reference.

(1) 括號內數字表示與上年同期比較的變動百分率，並根據未進位的數字計算。

(1) Figures in brackets refer to the percentage changes over the same period of the preceding year and are calculated based on unrounded figures.

表二： 二零一零年九月至二零一一年八月按零售商類別劃分的零售業銷貨價值

Table 2: Value of retail sales by type of retail outlet, September 2010 to August 2011

百萬港元
HK\$ million

零售商類別 Type of retail outlet	2010					2011										2011
	9	10	11	12	1-12	1^	2^	1-2^	3	4	5	6	7	8*	1-8*	
所有零售商類別 All retail outlets	25,135	27,801	27,033	34,872	324,966	37,555	29,209	66,764	31,227	32,052	33,104	31,329	35,182	34,258	263,915	
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	2,938	2,742	2,618	2,896	31,344	3,410	2,541	5,951	2,727	2,641	2,592	2,335	2,489	2,840	21,574	
新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	702	764	726	864	9,389	1,049	955	2,004	874	837	739	681	671	733	6,540	
新鮮蔬果 Fruits and vegetables, fresh	187	194	137	153	2,144	170	122	292	190	202	206	216	201	201	1,508	
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	1,065	613	538	615	6,694	655	543	1,198	515	491	524	497	527	693	4,445	
其他未分類食品 Other food, not elsewhere classified	586	776	811	754	8,252	936	477	1,414	714	674	689	516	622	687	5,317	
酒類飲品及煙草 Alcoholic drinks and tobacco	398	395	406	510	4,865	599	444	1,043	433	438	433	424	468	526	3,765	
超級市場 Supermarkets	3,139	3,201	3,036	3,321	37,094	3,668	3,156	6,824	3,234	3,159	3,405	3,385	3,613	3,637	27,256	
燃料 Fuels	740	739	731	762	8,542	788	634	1,422	793	793	862	847	851	871	6,438	

註釋：請參看本表的最後一頁。

Note : Please refer to the last page of this table.

表二： 二零一零年九月至二零一一年八月按零售商類別劃分的零售業銷貨價值（續）

Table 2: Value of retail sales by type of retail outlet, September 2010 to August 2011 (Cont'd)

百萬港元
HK\$ million

零售商類別 Type of retail outlet	2010					2011										2011
	9	10	11	12	1-12	1 [^]	2 [^]	1-2 [^]	3	4	5	6	7	8*	1-8*	
衣物、鞋類及有關製品 Clothing, footwear and allied products	2,798	3,733	3,524	5,089	42,167	5,554	3,941	9,495	4,053	4,399	4,308	3,577	4,930	4,145	34,906	
服裝 Wearing apparel	2,396	3,266	3,011	4,353	36,200	4,483	3,436	7,919	3,569	3,878	3,761	3,039	4,326	3,517	30,008	
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	402	467	514	736	5,967	1,071	505	1,576	484	521	546	538	604	627	4,898	
耐用消費品 Consumer durable goods	4,548	4,514	4,312	5,165	51,108	5,131	4,066	9,198	5,264	5,081	5,257	5,285	6,013	5,954	42,051	
汽車及汽車零件 Motor vehicles and parts	1,104	1,155	1,179	1,231	13,725	1,288	904	2,193	1,594	1,267	1,154	1,138	1,433	1,315	10,094	
電器及攝影器材 Electrical goods and photographic equipment	2,241	2,352	2,105	2,708	25,556	2,485	2,230	4,715	2,515	2,412	2,822	2,947	3,229	3,144	21,784	
傢具及固定裝置 Furniture and fixtures	656	546	596	670	7,115	827	466	1,293	660	658	551	623	716	660	5,161	
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	548	461	432	556	4,711	531	467	998	494	744	730	576	635	835	5,012	
百貨公司 Department stores	2,288	2,773	3,177	4,084	32,835	3,847	2,826	6,673	2,785	2,850	3,402	2,828	3,226	3,135	24,899	
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	4,587	5,255	5,125	7,358	60,959	7,868	6,448	14,317	6,595	6,758	7,614	7,302	7,813	7,903	58,302	

註釋：請參看本表的最後一頁。

Note : Please refer to the last page of this table.

表二： 二零一零年九月至二零一一年八月按零售商類別劃分的零售業銷貨價值（續）

Table 2: Value of retail sales by type of retail outlet, September 2010 to August 2011 (Cont'd)

百萬港元
HK\$ million

零售商類別 Type of retail outlet	2010					2011										2011
	9	10	11	12	1-12	1^	2^	1-2^	3	4	5	6	7	8*	1-8*	
其他消費品 Other consumer goods	4,096	4,843	4,508	6,197	60,916	7,290	5,595	12,885	5,777	6,371	5,663	5,771	6,248	5,774	48,490	
書報、文具及禮品 Books, newspapers, stationery and gifts	441	518	467	559	6,483	654	494	1,148	480	605	521	548	699	734	4,735	
中藥 Chinese drugs and herbs	326	347	318	451	4,253	503	335	838	426	400	390	380	399	434	3,267	
眼鏡店 Optical shops	145	146	149	183	2,136	199	218	417	190	232	232	216	242	224	1,754	
藥物及化妝品 Medicines and cosmetics	1,711	1,985	1,952	2,534	24,486	3,029	2,348	5,377	2,541	2,683	2,294	2,215	2,545	2,294	19,948	
其他未分類消費品 Other consumer goods, not elsewhere classified	1,474	1,848	1,622	2,470	23,558	2,904	2,201	5,105	2,140	2,451	2,227	2,411	2,362	2,088	18,785	
超級市場及百貨公司內的超級市場部門 & Supermarkets and supermarket sections of department stores &	3,435	3,488	3,334	3,737	40,612	4,066	3,479	7,545	3,543	3,432	3,723	3,654	3,915	3,944	29,756	

註釋：* 臨時數字。

Notes : * Provisional figures.

^ 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動。上表列出一月及二月合計的零售銷售數字，以供參考。

^ Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented above for reference.

& 以上「超級市場」的數字不包括百貨公司內的超級市場部門的零售銷售。上表列出兩者合計的補充數字，以供參考。

& The figures for 'Supermarkets' above do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are presented above for reference.

(1) 在「零售業銷貨額按月統計調查」所包涵的零售業機構單位，是按其所從事的主要經濟活動劃分。分類為零售業的機構單位的銷貨價值當中，除零售銷售外，可能會包括少部分的其他類別的銷售如批發銷售等。在這按月統計調查，則只包括零售銷售。另一方面，被分類為從事其他行業的機構單位，如批發業，可能會有零售銷售，但這些銷售是不會包括在這按月統計調查中。

(1) The Monthly Survey of Retail Sales (MRS) covers retail establishments based on their principal line of economic activity. Sales in establishments classified to the retail trade, however, may have included, apart from retail sales, a minor portion of other types of sales, like wholesale sales, etc. In the MRS, only retail sales are included. On the other hand, establishments classified to other trades, like the wholesale trade, may also have retail sales. These sales are not included in the MRS.

(2) 由於進位關係，個別項目的數字加起來可能與相應總數略有出入。

(2) The sum of individual items might not add up to the respective total because of rounding.

表三： 二零一零年九月至二零一一年八月按主要貨品種類劃分的超級市場⁽¹⁾的零售業銷貨價值Table 3: Value of retail sales in supermarkets⁽¹⁾ by broad product category, September 2010 to August 2011百萬港元
HK\$ million

主要貨品種類 Broad product category	2010					2011									2011
	9	10	11	12	1-12	1 [^]	2 [^]	1-2 [^]	3	4	5	6	7	8*	1-8*
新鮮或冷藏肉類、魚類、海產類食品、水果及蔬菜，以及雪藏食品 Fresh/chilled meat, fish, seafood, fruit and vegetables and frozen food	663	664	609	668	7,825	668	631	1,298	674	676	751	767	819	840	5,826
乳類製品及蛋類、不含酒精飲品、米及粉麵，以及其他食品 Dairy products and eggs, non-alcoholic drinks, rice and noodles, and other foods	1,356	1,394	1,337	1,464	16,248	1,734	1,355	3,090	1,446	1,386	1,497	1,463	1,568	1,574	12,024
酒類飲品及煙草 Alcoholic drinks and tobacco	544	539	515	566	6,058	578	581	1,159	493	518	554	557	576	575	4,433
個人護理用品、家庭用品及其他物品 Personal care products, household goods and other goods	577	604	575	624	6,963	687	589	1,276	622	579	603	598	650	648	4,974
總計 Total	3,139	3,201	3,036	3,321	37,094	3,668	3,156	6,824	3,234	3,159	3,405	3,385	3,613	3,637	27,256

註釋：* 臨時數字。

Notes : * Provisional figures.

[^] 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動。上表列出一月及二月合計的零售銷售數字，以供參考。

[^] Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented above for reference.

(1) 以上數字不包括百貨公司內的超級市場部門的零售銷售。

(1) The above figures do not include retail sales in supermarket sections of department stores.

(2) 由於進位關係，個別項目的數字加起來可能與相應總數略有出入。

(2) The sum of individual items might not add up to the respective total because of rounding.

表四：二零一零年九月至二零一一年八月按主要貨品種類劃分的百貨公司的零售業銷貨價值

Table 4: Value of retail sales in department stores by broad product category, September 2010 to August 2011

百萬港元
HK\$ million

主要貨品種類 Broad product category	2010					2011									2011
	9	10	11	12	1-12	1 [^]	2 [^]	1-2 [^]	3	4	5	6	7	8*	1-8*
非超級市場部門 Non-supermarket sections															
食品、酒類飲品及煙草 Food, alcoholic drinks and tobacco	174	216	201	258	2,181	268	209	477	197	176	233	180	211	211	1,684
衣履 Clothing and footwear	714	870	1,060	1,333	10,469	1,343	843	2,187	839	855	1,085	909	1,046	914	7,835
電器用品、傢具及固定裝置，以及其他耐用物品 Electrical appliances, furniture and fixtures, and other durable goods	189	255	296	395	3,190	325	263	588	256	276	348	268	296	300	2,332
藥物、化妝品及梳洗用品 Proprietary medicines and supplies, cosmetics and toilet requisites	458	560	702	853	6,295	678	546	1,225	647	655	715	575	697	713	5,226
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	130	158	170	279	1,750	275	167	442	163	202	201	188	178	198	1,571
旅行及體育用品、家庭用品及其他物品 Travel and sports goods, household goods and other goods	327	427	451	551	5,432	559	474	1,033	374	414	502	438	497	493	3,750
超級市場部門^{&} Supermarket sections^{&}	296	287	297	415	3,517	399	323	722	309	273	318	269	302	308	2,500
總計 Total	2,288	2,773	3,177	4,084	32,835	3,847	2,826	6,673	2,785	2,850	3,402	2,828	3,226	3,135	24,899

註釋：* 臨時數字。

Notes: * Provisional figures.

[^] 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動。上表列出一月及二月合計的零售銷售數字，以供參考。

[^] Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented above for reference.

[&] 超級市場部門從事零售一般貨品，其中以多種食品為主要銷售貨品。

[&] Supermarket sections are engaged in the retail of general provisions including a variety of foods as major items.

(1) 由於進位關係，個別項目的數字加起來可能與相應總數略有出入。

(1) The sum of individual items might not add up to the respective total because of rounding.

表五：二零一零年九月至二零一一年八月按零售商類別劃分的零售量指數（二零零九年十月至二零一零年九月期內的每月平均指數 = 100）

Table 5: Volume index of retail sales by type of retail outlet, September 2010 to August 2011 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)

零售商類別 Type of retail outlet	2010					2011										2011
	9	10	11	12	1-12	1^	2^	1-2^	3	4	5	6	7	8*	1-8*	
所有零售商類別 All retail outlets	97.0 (+15.8)	105.8 (+19.2)	101.5 (+15.1)	131.3 (+16.0)	104.1 (+15.5)	141.7 (+24.2)	110.4 (+4.8)	126.0 (+14.9)	115.9 (+20.6)	116.9 (+21.9)	120.2 (+21.1)	114.3 (+22.2)	129.3 (+22.4)	124.8 (+20.7)	121.7 (+19.7)	
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	111.7 (+2.6)	104.0 (+1.8)	99.0 (+1.1)	108.6 (+2.8)	100.5 (+6.2)	125.8 (+13.1)	90.3 (-14.3)	108.0 (-0.2)	95.1 (+0.3)	91.9 (-7.5)	89.4 (-8.1)	79.9 (-10.4)	84.5 (-5.9)	96.0 (+0.2)	94.1 (-3.8)	
新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	88.7 (+0.1)	96.5 (+0.1)	90.5 (-6.3)	105.8 (-1.8)	99.3 (+3.2)	124.9 (+2.9)	105.8 (-9.7)	115.3 (-3.3)	98.6 (-8.4)	94.3 (-13.8)	83.1 (-13.9)	75.0 (-15.2)	72.8 (-11.3)	79.4 (-9.5)	91.7 (-9.4)	
新鮮蔬果 Fruits and vegetables, fresh	100.7 (-2.4)	101.9 (-7.3)	76.9 (-3.0)	84.1 (-6.5)	99.1 (-6.5)	86.3 (-11.1)	62.5 (+1.1)	74.4 (-6.3)	98.4 (-1.5)	108.3 (-1.9)	107.5 (-4.2)	118.6 (-2.5)	107.4 (-1.8)	105.4 (-6.6)	99.3 (-3.7)	
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	190.7 (+3.9)	109.1 (+5.7)	95.5 (+8.9)	108.9 (+7.8)	101.6 (+10.0)	114.2 (+24.3)	94.4 (-7.5)	104.3 (+7.6)	89.8 (+3.4)	84.9 (+2.4)	89.1 (-0.3)	83.7 (+0.4)	88.8 (+3.4)	116.5 (+26.5)	95.2 (+6.6)	
其他未分類食品 Other food, not elsewhere classified	83.9 (-2.9)	110.8 (-0.9)	114.8 (-2.2)	106.0 (-3.3)	99.5 (+3.8)	131.2 (+12.4)	66.2 (-34.0)	98.7 (-9.0)	97.2 (+14.0)	90.8 (-7.5)	91.8 (-8.9)	67.9 (-19.2)	81.2 (-10.6)	88.5 (-13.7)	89.4 (-8.2)	
酒類飲品及煙草 Alcoholic drinks and tobacco	101.2 (+14.3)	100.5 (+10.3)	103.3 (+15.5)	129.7 (+19.9)	103.7 (+16.7)	152.2 (+32.4)	108.5 (-5.5)	130.3 (+13.4)	90.2 (-4.7)	91.0 (-8.2)	89.9 (-7.0)	88.0 (-5.4)	97.1 (-2.6)	109.2 (+12.3)	103.3 (+2.0)	
超級市場 Supermarkets	103.1 (+6.1)	104.2 (+5.2)	99.3 (+8.2)	108.0 (+10.3)	101.9 (+3.6)	118.5 (+16.7)	101.1 (-5.6)	109.8 (+5.2)	100.9 (+7.3)	97.8 (+4.5)	104.3 (+2.8)	103.3 (+3.5)	110.3 (+4.8)	110.7 (+5.0)	105.8 (+4.8)	
燃料 Fuels	104.6 (+3.9)	102.3 (+0.2)	99.5 (+0.6)	101.9 (-3.1)	99.8 (+1.5)	103.6 (+5.0)	82.2 (-0.7)	92.9 (+2.4)	99.8 (+2.2)	97.9 (+1.1)	105.9 (+1.3)	104.2 (+3.8)	103.7 (-0.9)	106.8 (+2.6)	100.5 (+1.8)	

註釋：請參看本表的最後一頁。

Note : Please refer to the last page of this table.

表五：二零一零年九月至二零一一年八月按零售商類別劃分的零售量指數（二零零九年十月至二零一零年九月期內的每月平均指數 = 100）（續）

Table 5: Volume index of retail sales by type of retail outlet, September 2010 to August 2011 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100) (Cont'd)

零售商類別 Type of retail outlet	2010					2011										2011
	9	10	11	12	1-12	1^	2^	1-2^	3	4	5	6	7	8*	1-8*	
衣物、鞋類及有關製品 Clothing, footwear and allied products	86.5 (+20.4)	110.3 (+25.4)	96.8 (+12.2)	143.2 (+15.6)	104.7 (+15.5)	162.6 (+27.3)	119.3 (-0.1)	141.0 (+14.1)	117.1 (+21.8)	116.8 (+34.9)	116.0 (+20.4)	97.9 (+19.9)	140.2 (+23.9)	120.1 (+22.4)	123.8 (+20.9)	
服裝 Wearing apparel	86.2 (+19.7)	112.1 (+24.3)	94.9 (+10.3)	140.7 (+13.5)	104.2 (+15.2)	151.9 (+23.8)	121.2 (+2.2)	136.6 (+13.2)	120.0 (+22.5)	119.2 (+34.0)	117.3 (+19.2)	96.2 (+19.2)	142.5 (+24.7)	118.2 (+23.6)	123.3 (+20.7)	
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	88.4 (+23.9)	99.3 (+33.0)	109.1 (+23.2)	158.7 (+28.8)	107.2 (+18.0)	229.2 (+43.9)	107.1 (-14.0)	168.2 (+18.5)	99.4 (+17.1)	101.9 (+41.6)	108.0 (+28.8)	108.9 (+24.2)	125.7 (+18.3)	131.6 (+16.4)	126.5 (+21.7)	
耐用消費品 Consumer durable goods	115.3 (+27.5)	115.0 (+38.8)	109.6 (+28.4)	131.5 (+27.6)	107.1 (+30.1)	130.6 (+29.8)	104.3 (+14.8)	117.4 (+22.7)	133.3 (+24.9)	130.3 (+27.5)	135.2 (+41.1)	136.2 (+43.9)	155.2 (+40.9)	155.7 (+37.9)	135.1 (+32.8)	
汽車及汽車零件 Motor vehicles and parts	100.1 (+5.3)	104.7 (+26.4)	106.5 (+11.9)	111.0 (+12.4)	103.5 (+37.8)	114.3 (+25.0)	80.4 (+4.7)	97.4 (+15.8)	137.7 (+29.9)	109.5 (+2.4)	98.9 (-4.0)	97.7 (-5.7)	124.6 (-4.9)	114.7 (+14.0)	109.7 (+7.1)	
電器及攝影器材 Electrical goods and photographic equipment	115.2 (+30.1)	121.7 (+42.7)	109.1 (+37.3)	140.2 (+28.8)	108.3 (+29.1)	130.2 (+29.2)	117.0 (+11.7)	123.6 (+20.3)	133.6 (+16.2)	128.9 (+27.5)	150.5 (+62.8)	157.4 (+79.9)	173.2 (+73.4)	171.1 (+53.7)	145.2 (+42.9)	
傢具及固定裝置 Furniture and fixtures	113.6 (+13.0)	95.2 (+20.6)	102.7 (+9.5)	116.2 (+15.0)	103.3 (+12.3)	142.7 (+15.0)	80.3 (-2.6)	111.5 (+8.0)	112.1 (+19.7)	112.6 (+11.0)	93.9 (-1.0)	106.4 (+11.3)	122.6 (+15.3)	111.9 (-1.8)	110.3 (+8.6)	
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	167.2 (+89.8)	142.2 (+87.7)	134.0 (+81.0)	172.3 (+99.6)	118.3 (+49.4)	165.2 (+84.1)	146.6 (+114.2)	155.9 (+97.1)	153.8 (+85.2)	234.8 (+151.2)	231.8 (+147.0)	185.1 (+74.5)	202.6 (+84.5)	270.3 (+69.3)	198.8 (+97.8)	
百貨公司 Department stores	88.0 (+11.0)	103.7 (+16.4)	116.1 (+10.8)	149.5 (+11.5)	103.4 (+13.7)	142.4 (+24.6)	105.7 (-2.6)	124.1 (+11.4)	103.0 (+17.1)	102.7 (+23.9)	122.3 (+14.5)	101.4 (+15.9)	117.2 (+19.2)	114.5 (+17.3)	113.6 (+16.0)	
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	95.2 (+25.9)	106.5 (+28.9)	103.0 (+25.4)	147.8 (+22.7)	105.9 (+25.5)	156.9 (+32.4)	129.0 (+23.9)	142.9 (+28.4)	128.6 (+40.6)	129.7 (+39.8)	144.7 (+46.2)	139.9 (+45.7)	147.9 (+36.5)	144.8 (+33.6)	140.2 (+37.0)	

註釋：請參看本表的最後一頁。

Note: Please refer to the last page of this table.

表五：二零一零年九月至二零一一年八月按零售商類別劃分的零售量指數（二零零九年十月至二零一零年九月期內的每月平均指數 = 100）（續）

Table 5: Volume index of retail sales by type of retail outlet, September 2010 to August 2011 (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100) (Cont'd)

零售商類別 Type of retail outlet	2010					2011										2011
	9	10	11	12	1-12	1 [^]	2 [^]	1-2 [^]	3	4	5	6	7	8*	1-8*	
其他消費品 Other consumer goods	83.3 (+10.9)	98.2 (+15.8)	91.6 (+14.7)	127.7 (+15.4)	103.5 (+9.8)	149.3 (+21.7)	114.2 (+4.8)	131.7 (+13.8)	117.8 (+20.3)	128.8 (+20.7)	114.2 (+14.7)	116.3 (+17.1)	128.0 (+19.9)	115.2 (+15.2)	123.0 (+16.9)	
書報、文具及禮品 Books, newspapers, stationery and gifts	82.3 (+0.9)	96.4 (+2.0)	87.4 (+7.8)	104.3 (+6.4)	101.2 (+4.1)	122.0 (+2.9)	92.2 (+5.4)	107.1 (+4.0)	88.4 (-0.4)	111.6 (+3.6)	95.6 (+3.5)	100.7 (+2.6)	128.6 (+10.2)	135.0 (+0.6)	109.3 (+3.6)	
中藥 Chinese drugs and herbs	92.2 (+7.1)	97.6 (+7.7)	88.6 (+1.7)	125.2 (+5.4)	101.2 (+4.1)	138.8 (+21.7)	92.1 (-12.2)	115.4 (+5.5)	116.0 (+22.0)	107.7 (+8.7)	103.5 (+3.8)	100.5 (+5.7)	104.8 (+6.3)	113.5 (+8.4)	109.6 (+8.1)	
眼鏡店 Optical shops	82.6 (+4.7)	82.1 (+5.7)	83.4 (+6.8)	103.2 (+5.9)	101.3 (+6.5)	112.2 (+11.1)	121.8 (+2.5)	117.0 (+6.5)	106.1 (+3.1)	129.3 (+16.7)	128.6 (+15.1)	119.7 (+20.6)	133.8 (+19.0)	122.9 (+15.1)	121.8 (+12.8)	
藥物及化妝品 Medicines and cosmetics	87.1 (+15.1)	100.6 (+20.7)	98.6 (+18.2)	128.2 (+19.8)	104.5 (+14.4)	152.5 (+24.9)	118.7 (+7.0)	135.6 (+16.4)	128.2 (+27.0)	133.2 (+23.6)	113.3 (+12.9)	109.3 (+14.5)	126.4 (+22.3)	113.6 (+15.7)	124.4 (+18.6)	
其他未分類消費品 Other consumer goods, not elsewhere classified	78.1 (+11.1)	98.0 (+17.5)	87.0 (+16.3)	136.3 (+16.0)	103.9 (+8.2)	159.0 (+24.3)	118.9 (+5.6)	138.9 (+15.6)	116.9 (+20.0)	133.0 (+25.0)	121.0 (+21.4)	130.2 (+24.8)	133.2 (+22.8)	110.9 (+22.2)	127.9 (+20.7)	
超級市場及百貨公司內的超級市場部門 & Supermarkets and supermarket sections of department stores &	103.2 (+6.1)	103.7 (+5.5)	99.3 (+7.6)	110.8 (+10.2)	101.9 (+3.6)	119.9 (+18.2)	102.0 (-6.4)	111.0 (+5.4)	101.2 (+8.5)	97.1 (+4.5)	104.4 (+3.1)	102.0 (+2.9)	109.5 (+4.9)	110.1 (+5.5)	105.8 (+5.0)	

註釋：* 臨時數字。

Notes : * Provisional figures.

[^] 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動。上表列出一月及二月合計的零售銷售數字，以供參考。

[^] Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented above for reference.

& 以上「超級市場」的數字不包括百貨公司內的超級市場部門的零售銷售。上表列出兩者合計的補充數字，以供參考。

& The figures for 'Supermarkets' above do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are presented above for reference.

(1) 括號內數字表示與上年同期比較的變動百分率，並根據未進位的數字計算。

(1) Figures in brackets refer to the percentage changes over the same period of the preceding year and are calculated based on unrounded figures.

表六 : 二零一零年六月至二零一一年八月的零售業總銷貨數量變動情況
Table 6 : Movement of the volume of total retail sales, June 2010 to August 2011

原來數列 Original Series			經季節性調整數列 Seasonally Adjusted Series				
			截至下列月份的 三個月 3 months ending		與截至下列月份的 三個月比較 Compared with the 3 months ending		
年 / 月 Year / Month	按年變動百分率(%) Year-on-year rate of change (%)		年 / 月 Year / Month		年 / 月 Year / Month		變動百分率 ⁽¹⁾⁽²⁾ (%) Rate of change ⁽¹⁾⁽²⁾ (%)
2010	6	+11.9	2010	6	2010	3	+0.6
	7	+16.2		7		4	+2.3
	8	+14.9		8		5	+3.0
	9	+15.8		9		6	+4.9
	10	+19.2		10		7	+5.7
	11	+15.1		11		8	+6.3
	12	+16.0		12		9	+5.9
2011	1	+24.2	2011	1		10	+4.1
	2	+4.8		2		11	+3.3
	3	+20.6		3		12	+4.0
	4	+21.9		4	2011	1	+5.4
	5	+21.1		5		2	+7.4
	6	+22.2		6		3	+5.6
	7	+22.4		7		4	+5.3
	8	+20.7*		8		5	+3.5*

註釋 : * 臨時數字。

Notes : Provisional figures.

- (1) 這變動百分率是以截至有關月份的三個月按月平均指數，與先前三個月的按月平均指數比較而計算出來。例如，截至二零一一年六月份的三個月變動百分率是二零一一年四月、五月及六月的按月平均指數與二零一一年一月、二月及三月的按月平均指數比較的變動百分率。

The rate is calculated by comparing the monthly average index for the 3-month period ending the month in question with that for the preceding 3-month period, e.g. the rate for the 3 months ending Jun. 2011 is the percentage change of the average monthly index for Apr., May and Jun. 2011 compared with the average monthly index for Jan., Feb. and Mar. 2011.

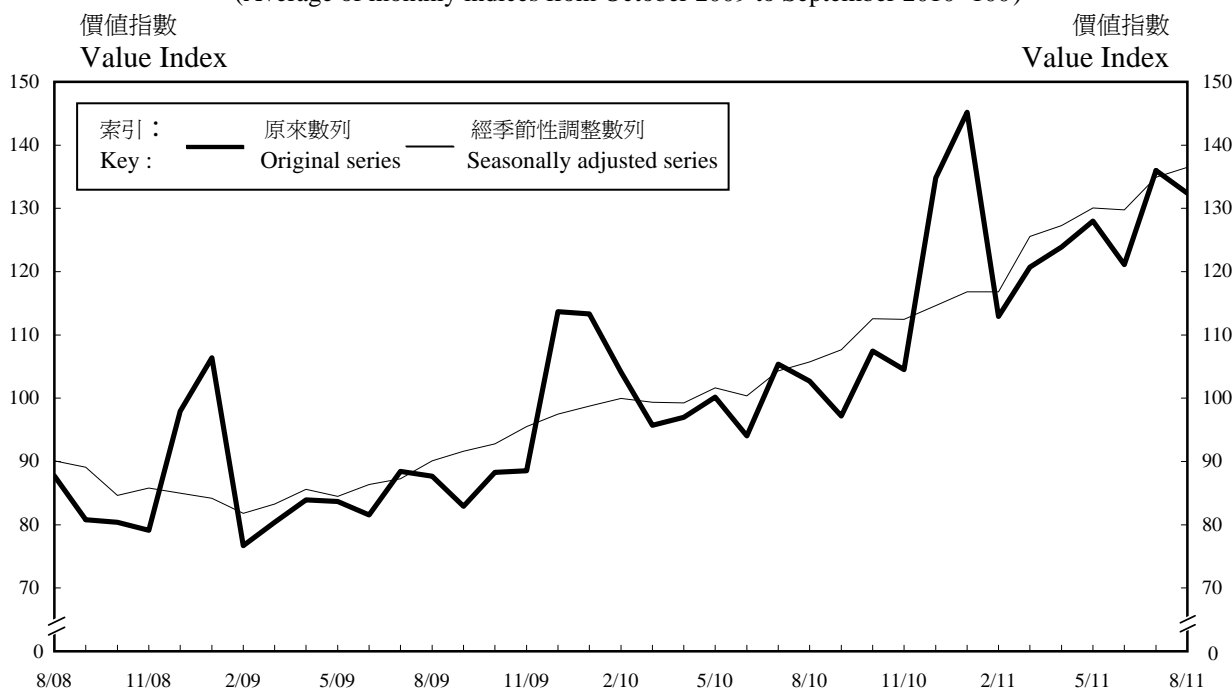
- (2) 經季節性調整數列是由「X-12自迴歸 - 求和 - 移動平均 (X-12 ARIMA)」方法編製，該方法是用作編製經季節性調整的統計數列的標準方法。就零售業指數而言，當每年一月份的數字發表時，會一併修訂對上三年的經季節性調整數列。

The seasonally adjusted series is compiled using the X-12 ARIMA method, which is a standard method applied in compiling seasonally adjusted statistical data series. For retail sales index, the seasonally adjusted series for the preceding three years are revised each year when the figures for January become available.

圖一：總零售價值指數

Chart 1: Value index of total retail sales

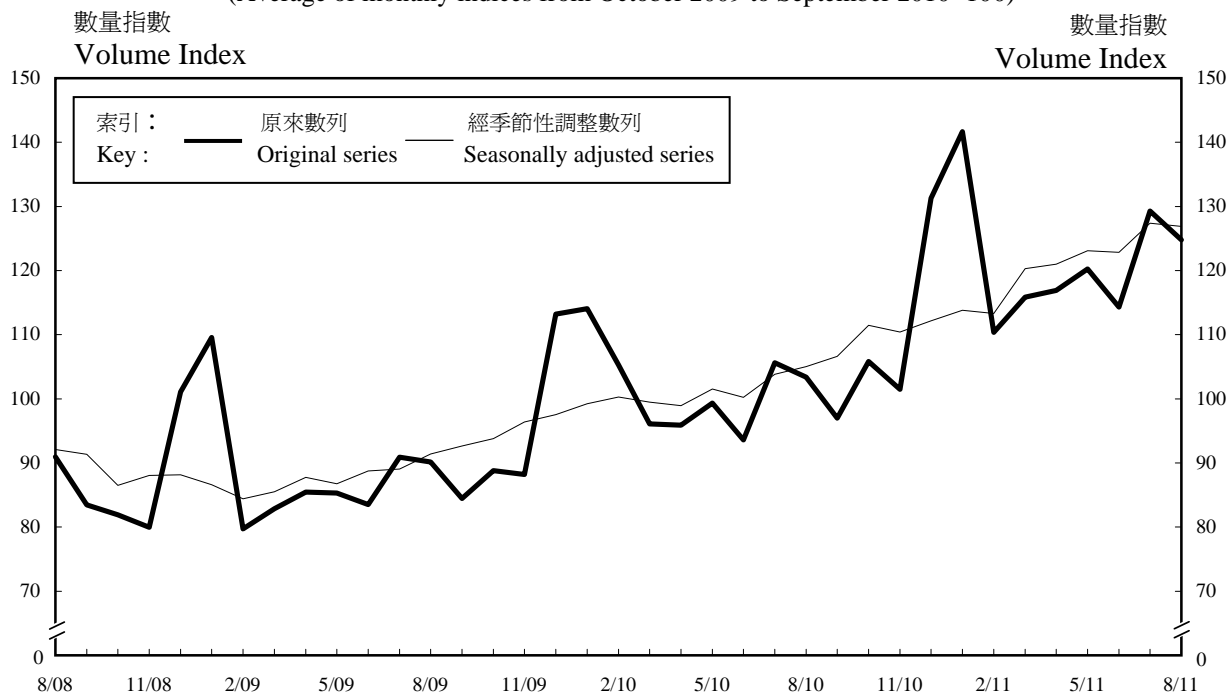
(二零零九年十月至二零一零年九月期內的每月平均指數=100)
(Average of monthly indices from October 2009 to September 2010=100)



圖二：總零售量指數

Chart 2: Volume index of total retail sales

(二零零九年十月至二零一零年九月期內的每月平均指數=100)
(Average of monthly indices from October 2009 to September 2010=100)



統計調查方法

統計調查的涵蓋範圍

「零售業銷貨額按月統計調查」涵蓋香港所有零售業機構單位。由二零零九年一月起，「香港標準行業分類 2.0 版」已取代「香港標準行業分類 1.1 版」作為零售業機構單位的經濟活動的分類。

根據現時的零售商分類，不同類別的商店所銷售的商品種類範圍，重疊程度在大部分情況下應該不大。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。在闡析本報告內的零售業銷貨額統計數字時，要留意這點。

在採用「香港標準行業分類 2.0 版」後，一些原先在舊行業分類下歸納為零售商的零售業機構單位，可能會重新歸納於其他零售商類別，或甚至已不再歸類為零售業。有關各零售商類別涵蓋範圍的轉變詳情，讀者可參閱附錄甲及附錄乙分別載述的「各零售商類別的修訂涵蓋範圍」及「零售商類別按新舊分類對照表」。

樣本設計

這項統計調查是使用分層輪換複樣本抽樣設計。

抽樣框是先以零售商類別分層，然後在每個零售商類別分層內，再以就業人數分層。最後在每一分層中，抽取指定數量的複樣本。每個分層所抽取的複樣本規模是依照內曼配置方式，按各零售商類別的估計零售業銷貨額的期望精確程度而決定。在每個月的三個複樣本當中，會換出一個舊複樣本，由另一個新複樣本取代。每月共選出約三千間零售業機構單位作樣本。

資料搜集

每一輪的統計調查問卷會郵寄予獲選的機構單位。數據經郵遞方式收取，如有需要，則輔以電話或面談訪問，以搜集及核實有關資料。亦製備問卷的電子版

Survey methodology

Survey coverage

The Monthly Survey of Retail Sales (MRS) covers all retail establishments in Hong Kong. Starting from January 2009 round, the Hong Kong Standard Industrial Classification (HSIC) Version 2.0 has been adopted in place of HSIC Version 1.1 for classifying the economic activities of retail establishments.

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

It should be noted that some establishments originally classified as retail outlets under the old version of HSIC may be re-classified into other retail outlet types or may even no longer be classified as retail trade after the implementation of HSIC Version 2.0. For details of the changes in coverage of each retail outlet type, readers may refer to Appendices A and B which present the revised coverage of each retail outlet type and a concordance table for types of retail outlets under the old and new classifications respectively.

Sample design

A stratified rotational replicate sample design is adopted for the survey.

Retail establishments are first stratified by type and then by employment size. Within each stratum, a given number of replicates are created. Sample size in each replicate is determined by Neyman's Allocation according to the desired level of precision for the estimated sales values for various retail outlet types. For each month, three replicates are used, with one new replicate rotated in and one old replicate rotated out. A total of around 3 000 retail establishments are selected for enumeration for each reference month.

Data collection

For each survey round, questionnaires are mailed to sampled establishments. Data are collected by post, supplemented by telephone or face-to-face enumeration and verification as necessary. An

本供機構單位填報及以電郵方式提交問卷。

分析零售業銷貨額統計數字時應注意事項

本報告內所載列的零售業銷貨額統計數字包括消費者在貨品方面（但不包括在服務方面）的開支。此外，它們包括訪港旅客（但不包括香港居民在境外）在貨品方面的開支。因此，數據不應視為消費者整體開支的一個全面指標。在這情況下，數據使用者可能注意到消費者在服務方面的開支佔消費者整體開支的比重越來越大。

對消費者整體開支趨勢有興趣的人士，應參考作為本地生產總值一個主要組成部分的私人消費開支的數列。根據廣泛資料來源編製的私人消費開支統計數字，涵蓋了香港居民不論在本地或境外在貨品（包括從所有途徑購買的貨品）和服務兩方面的消費開支。

本報告內所載列的按零售商類別劃分的零售業銷貨額統計數字，是各類商店的銷售貨額統計而非各類商品的銷售額統計。例如以「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的總銷貨額。因此，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）。

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。

零售商的分類

自一九九零年，本處已採納「香港標準行業分類」，用作劃分香港的機構單位的經濟活動。「香港標準行業分類」是以「所有經濟活動的國際標準產業分類（國際標準產業分類）修訂本第二版」為藍本，加以編訂，使其切合本地環境，從而反映本港經濟結構。「香港標準行業分類」是一套統計分類架構，按照主要經濟

electronic template of the questionnaire is also available upon request to facilitate completion and submission of the questionnaire by email.

Points to note in analysing retail sales statistics

The retail sales statistics presented in this report cover consumer spending on goods but not on services. Moreover, they include spending on goods by visitors in Hong Kong but not by Hong Kong residents outside Hong Kong. Hence they should not be regarded as a comprehensive indicator of overall consumer spending. In this context, it may be noted that the share of consumer spending on services in overall consumer spending has been increasing over time.

Users interested in the trend of overall consumer spending should refer to the data series of private consumption expenditure (PCE), which is a major component of the Gross Domestic Product. Compiled from a wide range of data sources, PCE covers consumer spending on both goods (including goods purchased from all channels) and services by Hong Kong residents whether domestically or abroad.

Statistics on retail sales by type of retail outlet contained in this report are *outlet* statistics, 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 only items or as the principal 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).

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.

Classification of retail outlets

Since 1990, the HSIC has been adopted for classifying the economic activities of establishments in Hong Kong. The HSIC is devised using the International Standard Industrial Classification of All Economic Activities Revision 2 (ISIC Rev. 2) as a framework with local adaptation to reflect the structure of the Hong Kong economy. It is a statistical classification framework for classifying economic

活動把經濟單位撥歸行業類別。這個分類架構不僅是在不同的統計調查中作為抽選經濟單位樣本的基本分層，也是用以編製、分析和發布按經濟活動劃分的統計數字的標準行業分類。

零售業機構單位的分類是採用「香港標準行業分類」。為方便分析本地零售業短期的業務表現，本報告內把零售行業，按個別組別的重要性，組合成二十個零售商類別。

政府統計處就「香港標準行業分類」不時予以檢討，以反映香港經濟產業結構的變化和新興的經濟活動。「香港標準行業分類 1.1 版」於二零零一年推行，為了使「香港標準行業分類」更能反映本地經濟活動的最新情況，並改善官方統計數字的國際可比性，以便利不同的使用者，「香港標準行業分類」在二零零八年已全面作出修訂。已修訂的「香港標準行業分類」（即「香港標準行業分類 2.0 版」）於二零零八年十月公布。由二零零九年開始，政府統計處在不同的統計調查相繼採用「香港標準行業分類 2.0 版」。有關修訂「香港標準行業分類」的詳情，讀者可參閱刊載於《香港統計月刊》二零零八年十一月號的「修訂「香港標準行業分類」」的專題文章。

由二零零九年一月起，零售業銷貨額統計數字的編製是以「香港標準行業分類 2.0 版」為基礎。

新零售業銷貨額統計數字的後向估計數列

政府統計處就二零零八統計年度進行的「零售業銷貨額按月統計調查」所涵蓋的機構單位，按其行業組別採用並行編碼（即一套編碼按「香港標準行業分類 1.1 版」，而另一套則按「香港標準行業分類 2.0 版」）。根據新舊系統並行分類的二零零八年調查數據，以「香港標準行業分類 2.0 版」為基礎的一系列零售業銷貨額統計數字已作出後向估計至二零零四年十月。讀者如對後向估計的統計數列或統計調查結果有任何查詢，請與政府統計處經銷服務統計組聯絡，電話：(852) 2802 1258 或電郵：mrs@censtatd.gov.hk。

units into industry classes based on their major economic activities. This framework not only provides a basic stratification for sample selection of economic units in various surveys, but also serves as a standard industrial classification in Hong Kong for compilation, analysis and dissemination of statistics by economic activities.

The classification of retail establishments in the MRS also follows the HSIC. To facilitate analysis of the short-term business performance of the local retail sector, the industry classes of the retail sector have been grouped into 20 retail outlet types, taking into account their importance in the retail sector.

The HSIC has been reviewed from time to time to reflect significant changes in the structure of the Hong Kong economy and the emergence of new economic activities. HSIC Version 1.1 was implemented in 2001 and in order to bring HSIC more up-to-date on local economic activities as well as to foster international comparability of official statistics for different users, a full-scale revision exercise was completed in 2008. The revised HSIC, i.e. HSIC Version 2.0, was released in October 2008. HSIC Version 2.0 is being used progressively in different surveys by the Census and Statistics Department (C&SD) starting from 2009. Readers may refer to the feature article “Revision of the Hong Kong Standard Industrial Classification” published in the November 2008 issue of the *Hong Kong Monthly Digest of Statistics* for more details on the revision of HSIC.

Starting from the reference month of January 2009, the retail sales statistics are compiled based on the HSIC Version 2.0.

Backcasted series of new retail sales statistics

Parallel coding of the industry classes of establishments covered in the MRS, one under the HSIC Version 1.1 and the other under the HSIC Version 2.0, was undertaken in different survey rounds in the reference year of 2008. Based on the 2008 survey data with dual classifications, the series of retail sales statistics under HSIC Version 2.0 has been backcasted to October 2004. Readers who are interested in the backcasted series or have enquiries about the survey results may contact the Distribution Services Statistics Section of the C&SD (Tel: (852) 2802 1258 or E-mail: mrs@censtatd.gov.hk).

各零售商類別的修訂涵蓋範圍⁽¹⁾ Revised coverage of different types of retail outlets⁽¹⁾

零售商類別 Type of retail outlet	涵蓋範圍 Coverage
新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	新鮮或急凍魚類、其他海產食品及禽畜肉類的零售商。 Retail outlets selling fish, other sea products, livestock and poultry, fresh or frozen.
新鮮蔬果 Fruits and vegetables, fresh	新鮮蔬果的零售商。 Retail outlets selling fresh fruits and vegetables.
麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits	麵包及糕餅、糖果、餅乾、曲奇餅及蛋卷的零售商。 Retail outlets selling bread and cakes, confectionery, biscuits, cookies and egg rolls.
其他未分類食品 Other food, not elsewhere classified	士多及辦館、一般糧油食品零售商及經乾製或醃製的魚類及其他海產食品；經烤製、乾製或醃製的肉類；經醃製的食品及香料；食米；粉麵；豆腐及豆類製品；蛋類；非酒類飲品專賣；飲品(酒類及非酒類約各佔一半)及茶葉的零售商及其他專門食品的零售商(不設座位)。 Groceries of general provisions, groceries of Chinese provisions and retail outlets selling fish and other sea products, dried or preserved; meat, roasted, dried or preserved; preserved provisions and spices; rice; noodles and rice sticks; bean curds and bean products; eggs; non-alcoholic beverages in specialised stores; beverages (include alcoholic and non-alcoholic) and tea leaves and other retail outlets selling specialised food without seats.
酒類飲品及煙草 Alcoholic drinks and tobacco	酒類飲品及煙草製品專賣的零售商。 Retail outlets selling alcoholic beverages, tobacco products in specialised stores.
超級市場 Supermarkets	超級市場及便利店。 Supermarkets and convenience stores.
燃料 Fuels	油站及柴炭煤類燃料、火水及石油氣的零售商。 Petrol filling stations and retail outlets selling firewood, charcoal, coke and similar fuels, kerosene and L.P. gas.
服裝 Wearing apparel	時裝店及成衣、運動服裝、晚裝、毛皮衣物及配件如手套、帽類及皮製腰帶等的零售商。 Boutique shops and retail outlets selling garments, sportswear, evening dresses, fur clothing and accessories like gloves, hats and leather belts, etc.
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	鞋類、布料、製衣配件及其他衣物、鞋類及有關製品的零售商。 Retail outlets selling footwear, fabrics, tailoring accessories and other clothing, footwear and allied products.
汽車及汽車零件 Motor vehicles and parts	汽車、電單車、自行車、小型船艇、遊艇及其配件及零件的零售商。 Retail outlets selling motor vehicles, motor-cycles, bicycles, boats, pleasure crafts and accessories and parts.
電器及攝影器材 Electrical goods and photographic equipment	電器(機械及辦公室器材除外)、攝影器材及用品的零售商。 Retail outlets selling electrical goods (except machinery and office appliances), photographic equipment and supplies.
傢具及固定裝置 Furniture and fixtures	傢具及固定裝置、床褥及廚櫃等的零售商。 Retail outlets selling furniture and fixtures, mattress and kitchen cupboards, etc.

零售商類別 Type of retail outlet	涵蓋範圍 Coverage
其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified	樂器、電腦及周邊設備、電腦套裝軟件、醫療用品、辦公室器材(電腦、傢具及固定裝置除外)、科學及專業儀器、衣車及其零件的零售商。 Retail outlets selling musical instruments, computers and peripheral units, computer software, medical goods, office appliances and equipment (except computers, furniture and fixtures), scientific and professional instruments, sewing machines and parts.
百貨公司 Department stores	百貨公司。 Department stores.
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	珠寶首飾及貴金屬裝飾物、人造珠寶及相關物品及鐘錶的零售商及奢侈品綜合店。 Retail outlets selling jewellery and precious metal accessories, imitation jewellery and related articles, watches and clocks and luxuries comprehensive stores.
書報、文具及禮品 Books, newspapers, stationery and gifts	書報、文具、禮品、精品及紀念品的零售商。 Retail outlets selling books, newspapers, stationery, gifts, novelties and souvenirs.
中藥 Chinese drugs and herbs	中草藥、中成藥、跌打藥酒及補酒等的零售商。 Retail outlets selling Chinese drugs and herbs, bone-setting medicated liquors and tonic wines, etc.
眼鏡店 Optical shops	眼鏡店。 Optical shops.
藥物及化妝品 Medicines and cosmetics	藥物及健康補給品、化妝品及個人護理用品的零售商。 Retail outlets selling medicines and health supplements, cosmetics and personal care products.
其他未分類消費品 Other consumer goods, not elsewhere classified	唱片、錄音及錄像；工藝品；古玩；花卉及植物；五金器具、金屬配件、油漆及其他裝修材料；皮革或類似材料製的行李箱及同類物品；袋類製品；玩具；電腦遊戲；其他綜合商品；日用寢具；帳幔；繩索及網類用具；地毯、圍氈、牆壁與地板覆蓋物；竹製品及藤製品；陶瓷及玻璃製品；非電動的廚房及煮食用具；帆布及帆布製品；其他家庭用品；運動設備；賭具；雨傘；紙製品；中式宗教物品；寵物及動物零售店(包括飼料及配件)；防火設備；其他雜項全新商品及二手貨品的零售商；及集郵社。不經店面的商品零售 ⁽²⁾ 。 Retail outlets selling records, music and video recordings; works of art and craft; antiques; flowers and plants; hardware, metalware, paints and other building renovation materials; luggage cases and similar articles of leather or leather substitutes; sacks and bags; toys; computer games; other general merchandise; household linen; drapery; rope, cord and netting appliances; carpets, rugs, wall and floor coverings; bamboo and cane products; china, earthenware and glassware; cooking and kitchen utensils, other than electrical; canvas and canvas products; other household articles; sporting equipment; gambling apparatus; umbrellas; paper products; Chinese religious articles; pets and animals (incl. feeds and accessories); fire prevention equipment; other miscellaneous new goods and second-hand goods; and stamp collection shops. Retail sales of goods without the use of a shop-front ⁽²⁾ .

註釋：(1) 修訂後的涵蓋範圍，是根據「香港標準行業分類2.0版」所劃分的。
Notes: Revised coverage is in accordance with the HSIC Version 2.0.

(2) 在「香港標準行業分類2.0版」，不經店面的商品零售(例如經流動貨攤、郵購、互聯網及自動販賣機的商品零售)已不包括在各零售商類別，而整體性歸類為「其他未分類消費品」。
Retail sales of goods without the use of a shop-front (e.g. via mobile stalls, mail orders, internet and vending machines) are no longer included in various types of retail outlets and are grouped collectively under "Other consumer goods, not elsewhere classified" in HSIC Version 2.0.

零售商類別按新舊分類對照表

Concordance table for types of retail outlets under old and new classifications

舊分類 ⁽¹⁾ Old classification ⁽¹⁾	新分類 ⁽²⁾ New classification ⁽²⁾
新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen	新鮮或急凍魚類及禽畜肉類 Fish, livestock and poultry, fresh or frozen
新鮮蔬果 Fruits and vegetables, fresh	新鮮蔬果 Fruits and vegetables, fresh
麵包、糕餅、糖果及餅乾 # Bread, pastry, confectionery and biscuits #	麵包、糕餅、糖果及餅乾 Bread, pastry, confectionery and biscuits
其他未分類食品 # Other food, not elsewhere classified #	其他未分類食品 Other food, not elsewhere classified
	中藥 (P) Chinese drugs and herbs (P)
	藥物及化妝品 (P) Medicines and cosmetics (P)
酒類飲品及煙草 Alcoholic drinks and tobacco	酒類飲品及煙草 Alcoholic drinks and tobacco
超級市場 Supermarkets	超級市場 Supermarkets
燃料 Fuels	燃料 Fuels
服裝 # Wearing apparel #	服裝 Wearing apparel
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories
汽車及汽車零件 Motor vehicles and parts	汽車及汽車零件 (P) Motor vehicles and parts (P)
電器及攝影器材 # Electrical goods and photographic equipment #	電器及攝影器材 (P) Electrical goods and photographic equipment (P)
傢具及固定裝置 # Furniture and fixtures #	傢具及固定裝置 Furniture and fixtures

舊分類 ⁽¹⁾ Old classification ⁽¹⁾	新分類 ⁽²⁾ New classification ⁽²⁾
其他未分類耐用消費品 # Other consumer durable goods, not elsewhere classified #	其他未分類耐用消費品 Other consumer durable goods, not elsewhere classified
	汽車及汽車零件 (P) Motor vehicles and parts (P)
	電器及攝影器材 (P) Electrical goods and photographic equipment (P)
百貨公司 Department stores	百貨公司 Department stores
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts
書報、文具及禮品 # Books, newspapers, stationery and gifts #	書報、文具及禮品 Books, newspapers, stationery and gifts
中藥 Chinese drugs and herbs	中藥 (P) Chinese drugs and herbs (P)
眼鏡店 Optical shops	眼鏡店 Optical shops
藥物及化妝品 Medicines and cosmetics	藥物及化妝品 (P) Medicines and cosmetics (P)
其他未分類消費品 Other consumer goods, not elsewhere classified	其他未分類消費品 (P)* Other consumer goods, not elsewhere classified (P)*

註釋：# 根據新分類，有關類別中的部分行業已不包括在零售業內。

Notes：Part of industry in the respective group is no longer included in the retail sector under the new classification.

* 在「香港標準行業分類2.0版」，不經店面的商品零售（例如經流動貨攤、郵購、互網及自動販賣機的商品零售）已不包括在各零售商類別，而整體性歸類為「其他未分類消費品」。Retail sales of goods without the use of a shop-front (e.g. via mobile stalls, mail orders, internet and vending machines) are no longer included in various types of retail outlets and are collectively grouped under "Other consumer goods, not elsewhere classified" in HSIC Version 2.0.

(P) 部分行業。
Part of industry.

(1) 舊分類是根據「香港標準行業分類1.1版」所劃分的。
Old classification is in accordance with the HSIC Version 1.1.

(2) 新分類是根據「香港標準行業分類2.0版」所劃分的。
New classification is in accordance with the HSIC Version 2.0.

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