

HKRMA Monthly Retail Sales Statistics Press Information

Month of August 2021

Jan - Aug 2021 over Jan - Aug 2020

Jan - Aug 2021 over Jan - Aug 2018

1) a. Total sales value growth vs last year	11.9%	c. Value:	8.1%	e. Value:	-29.0%
b. Total volume growth vs last year	10.6%	d. Volume:	6.8%		

2) Trend of Retail Sales Growth in HK\$

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Value (million)	46,598	46,546	38,424	38,011	39,013	36,974	37,556	37,918	35,200	37,186	38,073	43,665	475,156
Value (% change)	-14.5%	+14.8%	-2.9%	-2.1%	-0.1%	-0.4%	-2.9%	-5.3%	-6.3%	-3.0%	-7.8%	-8.5%	-3.7%
Volume index	-14.2%	15.0%	-1.4%	0.1%	2.6%	2.3%	0.5%	-1.8%	-4.0%	-0.2%	-5.8%	-5.9%	-1.5%

2016	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Annual
Value (million)	43,538	36,963	34,650	35,154	35,737	33,683	34,659	33,923	33,785	36,117	36,000	42,391	436,623
Value (% change)	-6.6%	-20.6%	-9.8%	-7.5%	-8.3%	-8.9%	-7.7%	-10.5%	-4.0%	-2.9%	-5.4%	-2.9%	-8.1%
Volume index	-3.6%	-18.5%	-7.8%	-6.2%	-7.3%	-7.9%	-7.0%	-11.0%	-3.8%	-2.7%	-5.5%	-2.9%	-7.1%

2017	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Annual
Value (million)	43,112	34,820	35,691	35,206	35,898	33,723	36,035	34,849	35,708	37,532	38,718	44,852	446,136
Value (% change)	-1.0%	-5.8%	3.0%	0.1%	0.4%	0.1%	4.0%	2.7%	5.7%	3.9%	7.5%	5.8%	2.2%
Volume index	-1.4%	-6.2%	2.6%	-0.1%	0.6%	0.4%	4.5%	3.2%	5.6%	3.6%	7.0%	4.3%	1.9%

2018	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Annual
Value (million)	44,929	45,241	39,789	39,514	40,513	37,747	38,849	38,109	36,575	39,771	39,248	44,883	485,169
Value (% change)	4.2%	29.9%	11.5%	12.2%	12.9%	11.9%	7.8%	9.4%	2.4%	6.0%	1.4%	0.1%	8.7%
Volume index	2.3%	28.3%	10.1%	11.0%	11.5%	9.8%	5.9%	7.9%	1.4%	5.3%	1.2%	0.1%	7.6%

2019	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Annual
Value (million)	48,084	40,605	39,716	37,724	39,931	35,232	34,399	29,396	29,912	30,059	29,929	36,173	431,160
Value (% change)	7.0%	-10.1%	-0.2%	-4.5%	-1.4%	-6.7%	-11.5%	-22.9%	-18.2%	-24.4%	-23.7%	-19.4%	-11.1%
Volume index	6.9%	-10.4%	-0.8%	-5.0%	-1.8%	-7.6%	-13.1%	-25.2%	-20.3%	-26.4%	-25.5%	-21.1%	-12.3%

2020	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Annual
Value (million)	37,735	22,723	22,977	24,103	26,788	26,531	26,466	25,551	26,076	27,430	28,699	31,372	326,451
Value (% change)	-21.5%	-44.0%	-42.1%	-36.1%	-32.9%	-24.7%	-23.1%	-13.1%	-12.8%	-8.7%	-4.1%	-13.3%	-24.3%
Volume index	-23.1%	-46.7%	-44.0%	-37.5%	-34.0%	-25.3%	-23.8%	-13.4%	-13.3%	-9.2%	-4.7%	-14.0%	-25.5%

2021	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Annual
Value (million)	32,549	29,531	27,626	27,018	29,565	28,074	27,203	28,598					
Value (% change)	-13.7%	30.0%	20.2%	12.1%	10.4%	5.8%	2.8%	11.9%					
Volume index	-14.6%	31.7%	19.9%	11.0%	7.7%	2.9%	0.7%	10.6%					

* provisional figure

Source: Census & Statistics Department, HKSAR

3) Total Retail Sales in Value (million)

1st half 2014 (249,627 m) over 1st half 2013 (252,859 m)	-1.3%
1st half 2015 (245,566 m) over 1st half 2014 (249,627 m)	-1.6%
1st half 2016 (219,738 m) over 1st half 2015 (245,566 m)	-10.5%
1st half 2017 (218,430 m) over 1st half 2016 (219,748 m)	-0.6%
1st half 2018 (247,757 m) over 1st half 2017 (218,430 m)	13.4%
1st half 2019 (241,292 m) over 1st half 2018 (247,734 m)	-2.6%
1st half 2020 (160,834 m) over 1st half 2019 (241,292 m)	-33.3%
1st half 2021 (174,357 m) over 1st half 2020 (160,834 m)	8.4%

Q2 2014 (114,979 m) over Q2 2013 (123,589)	-7.0%
Q2 2015 (113,998 m) over Q2 2014 (114,979)	-0.9%
Q2 2016 (104,597 m) over Q2 2015 (113,998)	-8.2%
Q2 2017 (104,807 m) over Q2 2016 (104,597)	0.2%
Q2 2018 (117,775 m) over Q2 2017 (104,807)	12.4%
Q2 2019 (112,887 m) over Q2 2018 (117,775)	-4.2%
Q2 2020 (77,422 m) over Q2 2019 (112,887)	-31.4%
Q2 2021 (84,652 m) over Q2 2020 (77,422)	9.3%

Q1 2014 (134,648 m) over Q1 2013 (129,271 m)	4.2%
Q1 2015 (131,569 m) over Q1 2014 (134,648 m)	-2.3%
Q1 2016 (115,168 m) over Q1 2015 (131,569 m)	-12.5%
Q1 2017 (113,623 m) over Q1 2016 (115,152 m)	-1.3%
Q1 2018 (129,960 m) over Q1 2017 (113,623 m)	14.4%
Q1 2019 (128,406 m) over Q1 2018 (129,960 m)	-1.2%
Q1 2020 (83,435 m) over Q1 2019 (128,406 m)	-35.0%
Q1 2021 (89,676 m) over Q1 2020 (83,435 m)	7.5%

Q3 2014 (116,278 m) over Q3 2013 (114,493 m)	1.6%
Q3 2015 (110,674 m) over Q3 2014 (116,278 m)	-4.8%
Q3 2016 (102,367 m) over Q3 2015 (110,674 m)	-7.5%
Q3 2017 (106,592 m) over Q3 2016 (102,367 m)	4.1%
Q3 2018 (113,533 m) over Q3 2017 (106,592 m)	6.5%
Q3 2019 (93,707 m) over Q3 2018 (113,533 m)	-17.5%
Q3 2020 (78,093 m) over Q3 2019 (93,707 m)	-16.7%

4) Commentary on Government's August 2021 Retail Sales (in value and in volume)

- Given to the boost from the Electronic Consumption Voucher Scheme (ECV) launched on 1 August, the total Retail Sales Value (RSV) registered an increase of 11.9 % for the whole month of August.
- For the first eight months of 2021 taken together, the RSV increased by 8.1%, compared with the same period last year, which is mainly due to the low base for comparison in 2020. When compared with a normal year in 2018, the RSV actually decreased by 29%.
- Amongst all categories, the RSV of “Footwear, allied products and other clothing accessories” registered the most significant increase at 62.3%, followed by “Optical shops” at 60.4%.
- On the other hand, the RSV of “Fish, livestock and poultry, fresh or frozen” decreased by 17.9% in August 2021 over a year earlier, followed by sales of “Supermarket” dropped by 8%.

5) Sales Forecast for September & October 2021

- The majority of our member companies indicated that both foot traffic and consumption sentiment became weaker in September when compared with August, as the impact of the ECV has diminished quickly in the first two weeks after its launch.
- Regarding the sales forecast for October 2021, the Association expects that the boost from the second tranche of the ECV would be weaker than that of the first round issued in August, as people might not be as excited this time.