

HKRMA Monthly Retail Sales Statistics Press Information

Month of February 2021

Jan - Feb 2021 over Jan - Feb 2020

Jan - Feb 2021 over Jan - Feb 2019

1) a.	Total sales value growth vs last year	30.0%
b.	Total volume growth vs last year	31.7%

c.	Value:	2.7%
d.	Volume:	2.5%

e.	Value:	-30.0%
----	--------	--------

2) Trend of Retail Sales Growth in HKS

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											
Value (million)	32,549	29,548											
Value (% change)	-13.7%	30.0%											
Volume index	-14.6%	31.7%											

* 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%	Jan - Feb 2014 (95,080 m) over Jan- Feb 2013 (89,110 m)	6.7%
1st half 2015 (245,566 m) over 1st half 2014 (249,627 m)	-1.6%	Jan - Feb 2015 (93,144 m) over Jan- Feb 2014 (95,080 m)	-2.0%
1st half 2016 (219,738 m) over 1st half 2015 (245,566 m)	-10.5%	Jan - Feb 2016 (80,501 m) over Jan- Feb 2015 (93,144 m)	-13.6%
1st half 2017 (218,430 m) over 1st half 2016 (219,748 m)	-0.6%	Jan - Feb 2017 (77,932 m) over Jan- Feb 2016 (80,501m)	-3.2%
1st half 2018 (247,757 m) over 1st half 2017 (218,430 m)	13.4%	Jan - Feb 2018 (90,171 m) over Jan- Feb 2017 (77,932 m)	15.7%
1st half 2019 (241,292 m) over 1st half 2018 (247,734 m)	-2.6%	Jan - Feb 2019 (88,689 m) over Jan- Feb 2018 (90,171 m)	-1.6%
1st half 2020 (160,834 m) over 1st half 2019 (241,292 m)	-33.3%	Jan - Feb 2020 (60,458 m) over Jan- Feb 2019 (88,689 m)	-31.8%
		Jan - Feb 2021 (62,097 m) over Jan- Feb 2019 (60,458 m)	2.7%

Q2 2014 (114,979 m) over Q2 2013 (123,589)	-7.0%	Q3 2014 (116,278 m) over Q3 2013 (114,493 m)	1.6%
Q2 2015 (113,998 m) over Q2 2014 (114,979)	-0.9%	Q3 2015 (110,674 m) over Q3 2014 (116,278 m)	-4.8%
Q2 2016 (104,597 m) over Q2 2015 (113,998)	-8.2%	Q3 2016 (102,367 m) over Q3 2015 (110,674 m)	-7.5%
Q2 2017 (104,807 m) over Q2 2016 (104,597)	0.2%	Q3 2017 (106,592 m) over Q3 2016 (102,367 m)	4.1%
Q2 2018 (117,775 m) over Q2 2017 (104,807)	12.4%	Q3 2018 (113,533 m) over Q3 2017 (106,592 m)	6.5%
Q2 2019 (112,887 m) over Q2 2018 (117,775)	-4.2%	Q3 2019 (93,707 m) over Q3 2018 (113,533 m)	-17.5%
Q2 2020 (77,422 m) over Q2 2019 (112,887)	-31.4%	Q3 2020 (78,093 m) over Q3 2019 (93,707 m)	-16.7%

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

- Due to the difference in timing of the Lunar New Year and the exceptionally low base of comparison owing to the COVID-19 outbreak in 2020, the total retail sales value (RSV) in February 2021 registered a sharp increase at 30%, compared with the same month in 2020.
- When combining the month January and February to eliminate the timing effect of Lunar New Year, the RSV recorded a slight increase of 2.7%, over a year earlier.
- For the first two months of 2021 taken together, the value of online retail sales increased by 74.5% compared with the same period in 2020.
- Comparing the combined RSV for January and February 2021 with the same period a year earlier, the value of sales of “Electrical goods and other consumer durable goods, not elsewhere classified” registered the highest growth at 34.3%, followed by the sales of “other consumer goods, not elsewhere classified” , which increased by 15.4%.
- The sales value of “Supermarkets” decreased by 8.6% in the first two months of 2021 over the same period a year earlier.

5) Sales Forecast for February and March 2021 & the Ching Ming Festival & Easter Holiday

- The majority of members expected that the sales performance of March 2021 would be similar to those in February 2021, but the percentage increase might not be as high as in February 2021.
- The Association expected the Ching Ming Festival and Easter Holiday, forming a long weekend from 2 to 6 April, 2021, would have some positive impact on local consumption, but the business would remain soft without tourist spending.