



# Report on Monthly Survey of Retail Sales

## Presenting statistics on value and volume of retail sales

March 2026

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**Previous Issue:**

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[All Issues](#)

**Note(s)**

Provisional statistics are published about 1 month after the reference month, while the revised statistics are released about 2 months after the reference month.

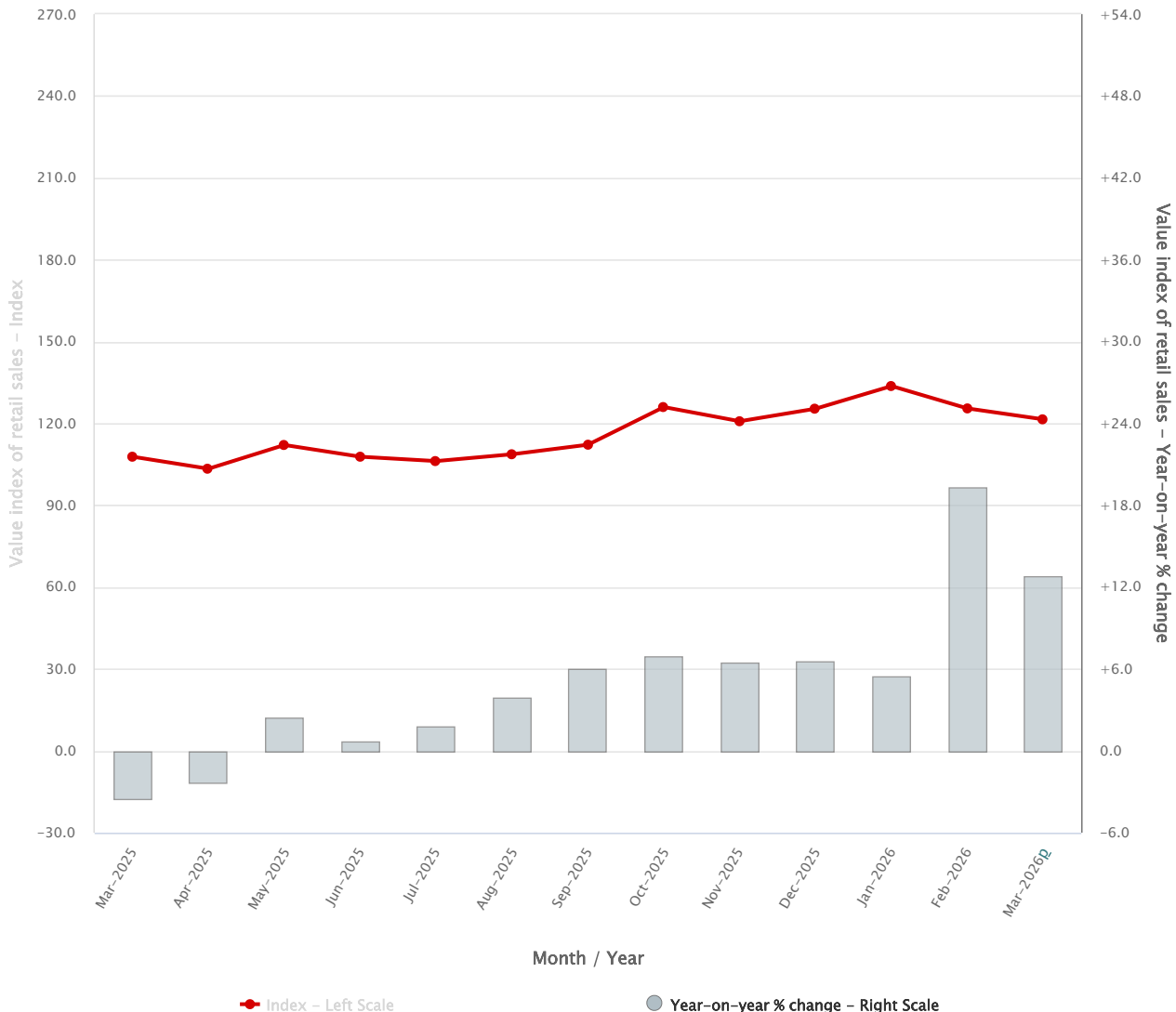
### Table of Contents

- |                                      |                               |                      |
|--------------------------------------|-------------------------------|----------------------|
| 1. Key Figures                       | 4. Seasonally Adjusted Series | 7. Explanatory Notes |
| 2. Analysis by Type of Retail Outlet | 5. Detailed Statistics        | 8. Enquiries         |
| 3. Online Retail Sales               | 6. Further Information        |                      |

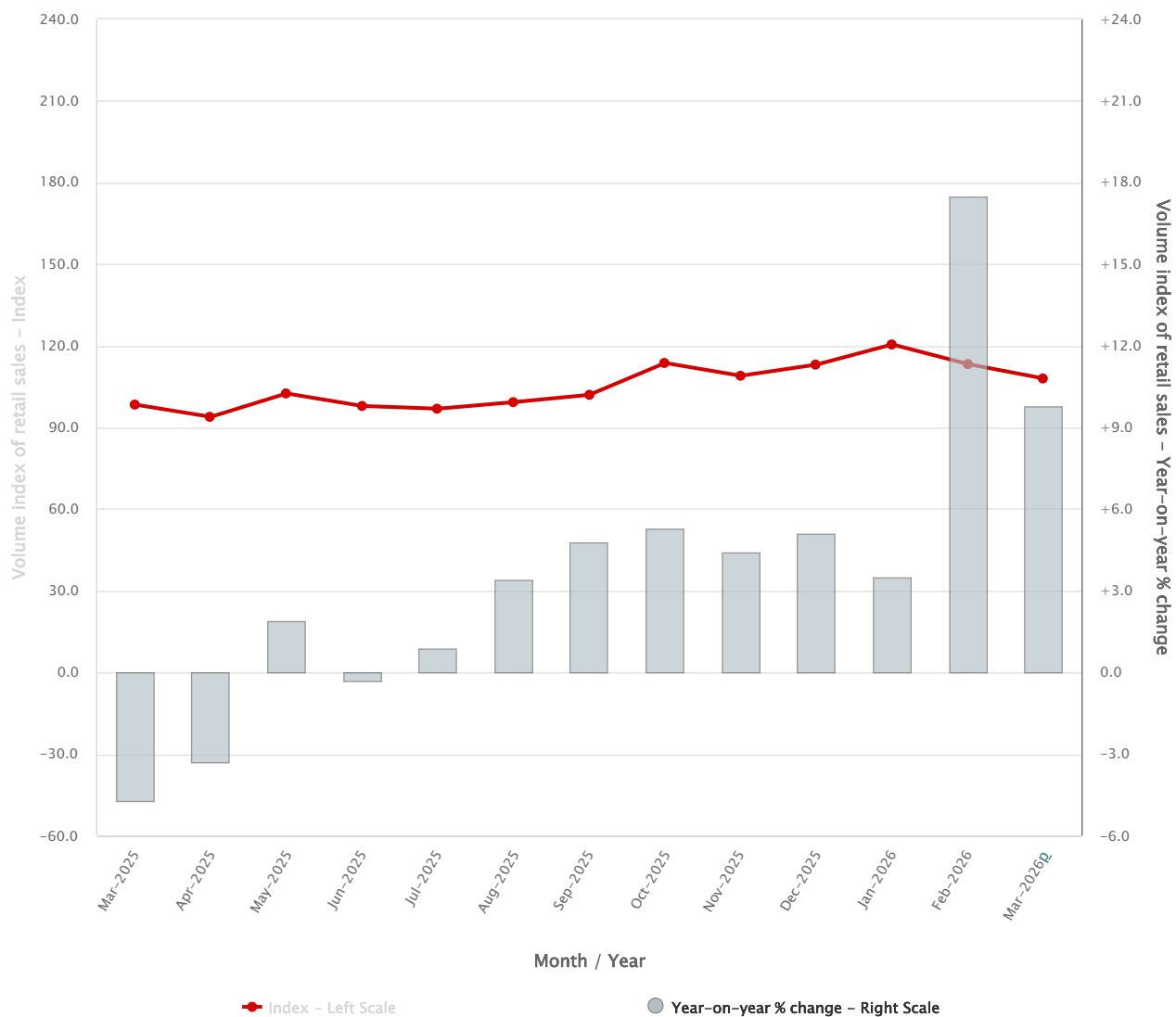
### 1. Key Figures

- Value of total retail sales in March 2026, at \$33.9 billion (provisional), increased by 12.8% over a year earlier.
- Volume of total retail sales in March 2026 (provisional) increased by 9.8% over a year earlier.

**Chart 1.1-A : Value index of total retail sales (Year-on-year % change)**



**Chart 1.1-B : Volume index of total retail sales (Year-on-year % change)**



**Table 1.1 : Total retail sales**

		Value of retail sales		Value index of retail sales		Volume index of retail sales		
		HK\$ million	Index	Year-on-year % change	Index	Year-on-year % change		
Year	Month							
2025		380,445	113.5	+1.0	103.3	-0.4		
2025	Mar	30,091	107.8	-3.5	98.4	-4.7		
	Apr	28,876	103.4	-2.3	93.9	-3.3		
	May	31,319	112.1	+2.4	102.5	+1.9		
	Jun	30,094	107.8	+0.7	97.9	-0.3		
	Jul	29,671	106.2	+1.8	96.9	+0.9		
	Aug	30,367	108.7	+3.9	99.3	+3.4		
	Sep	31,344	112.2	+6.0	102.0	+4.8		
	Oct	35,174	126.0	+6.9	113.7	+5.3		
	Nov	33,727	120.8	+6.5	109.0	+4.4		
	Dec	35,018	125.4	+6.6	113.1	+5.1		
	2026	Jan	37,327	133.7	+5.5	120.5	+3.5	
		Feb	35,046	125.5	+19.3	113.3	+17.5	
Mar p		33,934	121.5	+12.8	108.0	+9.8		

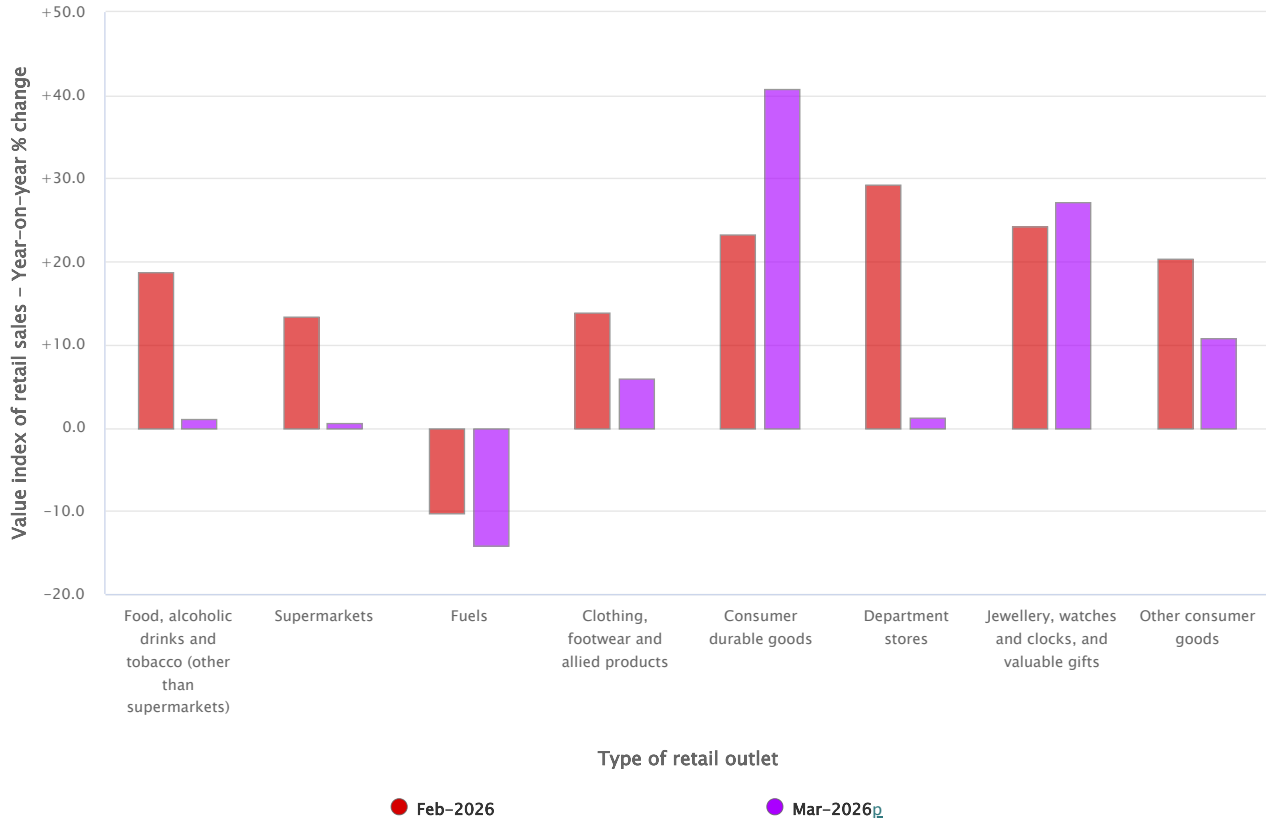
Average index from October 2019 – September 2020 = 100

Figures may not add up to the total due to rounding.

## 2. Analysis by Type of Retail Outlet

- Comparing March 2026 with March 2025, increases in value of sales were observed in majority of the retail outlets, with larger increases for motor vehicles and parts (+80.8%); electrical goods and other consumer durable goods not elsewhere classified (+30.1%); jewellery, watches and clocks, and valuable gifts (+27.2%) and other consumer goods not elsewhere classified (+18.1%).
- Larger decreases in value of sales were observed in fuels (-14.2%) and footwear, allied products and other clothing accessories (-10.2%).
- In terms of volume of retail sales, year-on-year increases were also observed in majority of the retail outlets.

**Chart 2.1 : Year-on-year rate of change in value of retail sales**



**Table 2.1 : Value and Value Index of Retail Sales by Type of Retail Outlet**

Year Month / Year-to-month	2026						2026		
	Feb			Mar <sup>p</sup>			Jan-Mar <sup>p</sup>		
	Value of retail sales		Value index of retail sales	Value of retail sales		Value index of retail sales	Value of retail sales		Value index of retail sales
HK\$ million	Index	Year-on-year % change	HK\$ million	Index	Year-on-year % change	HK\$ million	Index	Year-on-year % change	
Type of retail outlet									
All retail outlet	35,046	125.5	+19.3	33,934	121.5	+12.8	106,308	126.9	+12.1
Food, alcoholic drinks and tobacco (other than supermarkets)	3,984	124.4	+18.7	2,813	87.9	+1.0	10,304	107.3	+2.2
Fish, livestock and poultry, fresh or frozen	1,200	110.6	+4.6	791	72.9	+1.1	2,897	88.9	-0.1
Fruits and vegetables, fresh	246	91.2	-1.0	274	101.6	-4.4	776	96.1	-4.1
Bread, pastry, confectionery and biscuits	733	89.2	+26.2	476	57.9	-5.5	1,901	77.1	-1.5
Other food not elsewhere classified	1,153	140.6	+29.5	675	82.4	-2.3	2,891	117.5	-0.3
Alcoholic drinks and tobacco	652	318.6	+32.9	597	291.7	+14.3	1,839	299.5	+18.9
Supermarkets	4,246	88.1	+13.4	4,196	87.1	+0.6	12,781	88.4	+2.4
Fuels	574	67.1	-10.3	631	73.7	-14.2	1,833	71.4	-14.2
Clothing, footwear and allied products	4,400	156.4	+13.9	3,496	124.3	+5.9	12,407	147.0	+6.4
Wearing apparel	3,779	160.3	+8.0	3,106	131.7	+8.3	10,784	152.5	+6.7
Footwear, allied products and other clothing accessories	621	136.4	+71.9	391	85.8	-10.2	1,622	118.8	+4.1
Consumer durable goods	4,232	91.0	+23.2	5,576	119.9	+40.7	15,271	109.4	+33.5
Motor vehicles and parts	1,005	86.0	+37.3	1,933	165.4	+80.8	3,709	105.8	+51.3
Furniture and fixtures	277	46.4	+6.6	414	69.5	+0.6	1,268	70.9	+8.7
Electrical goods and other consumer durable goods not elsewhere classified	2,950	102.2	+20.7	3,229	111.8	+30.1	10,294	118.8	+31.7
Department stores	2,578	84.1	+29.3	2,297	75.0	+1.3	7,352	80.0	+4.4
Jewellery, watches and clocks, and valuable gifts	5,179	181.8	+24.2	5,195	182.3	+27.2	16,223	189.8	+27.6
Other consumer goods	9,854	173.7	+20.4	9,730	171.5	+10.8	30,137	177.1	+10.4
Books, newspapers, stationery and gifts	420	100.5	+1.3	434	103.8	+3.0	1,418	113.1	+3.2
Chinese drugs and herbs	337	94.3	+9.6	410	114.7	-5.4	1,149	107.3	-2.5
Optical shops	222	128.8	+9.9	238	138.2	+7.4	660	127.9	+8.6
Medicines and cosmetics	3,619	176.2	+16.5	3,136	152.7	+3.1	10,267	166.6	+6.7
Other consumer goods not elsewhere classified	5,257	196.8	+26.6	5,513	206.4	+18.1	16,643	207.7	+14.7
<b>Supermarkets and supermarket sections of department stores <sup>(1)</sup></b>	<b>4,813</b>	<b>88.7</b>	<b>+15.8</b>	<b>4,552</b>	<b>83.9</b>	<b>+0.6</b>	<b>14,181</b>	<b>87.1</b>	<b>+2.3</b>

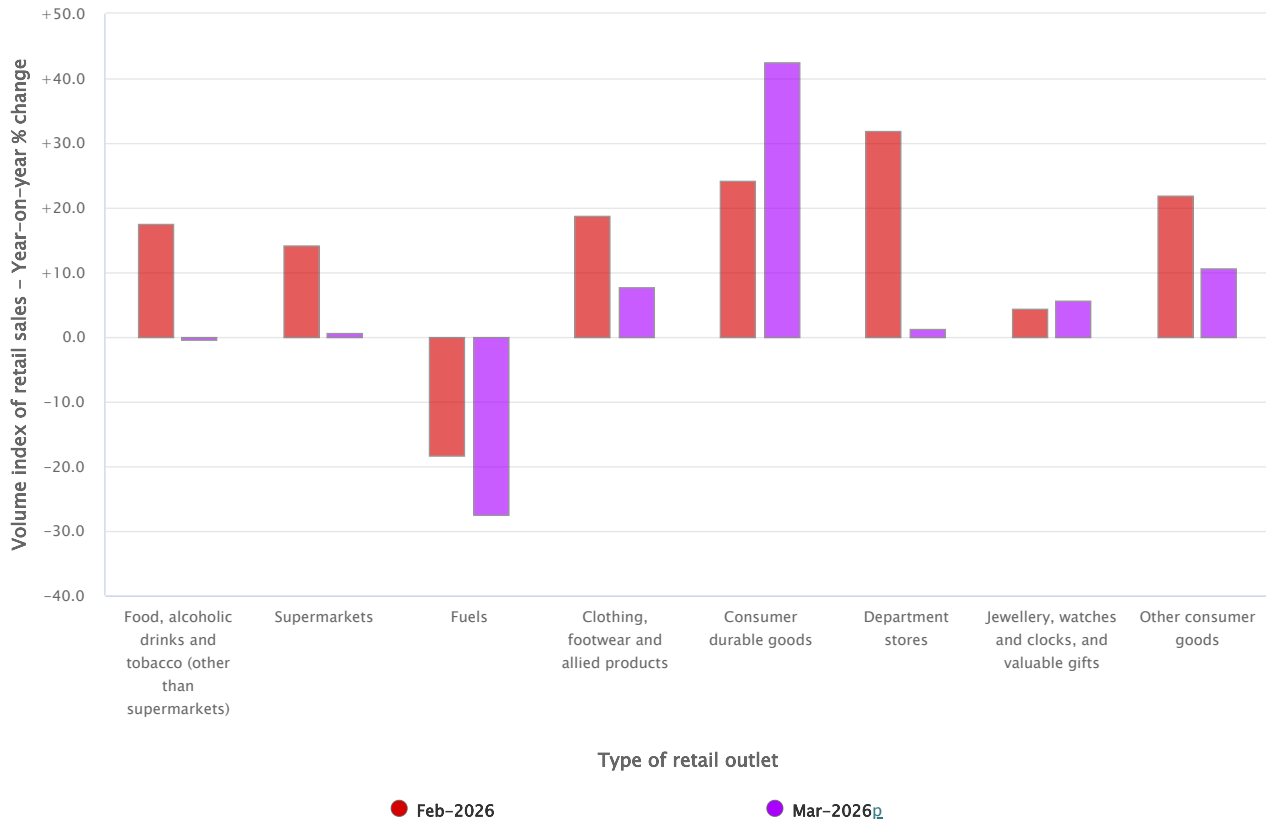
Average index from October 2019 – September 2020 = 100

Figures may not add up to the total due to rounding.

<sup>1</sup> 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.

<sup>p</sup> Provisional figure

Chart 2.2 : Year-on-year rate of change in volume of retail sales



**Table 2.2 : Volume Index of Retail Sales by Type of Retail Outlet**

Year Month / Year-to-month	2026				2026	
	Feb		Mar <sup>p</sup>		Jan-Mar <sup>p</sup>	
	Volume index of retail sales		Volume index of retail sales		Volume index of retail sales	
	Index	Year-on-year % change	Index	Year-on-year % change	Index	Year-on-year % change
Type of retail outlet						
All retail outlet	113.3	+17.5	108.0	+9.8	113.9	+9.8
Food, alcoholic drinks and tobacco (other than supermarkets)	109.1	+17.6	77.0	-0.4	94.3	+1.3
Fish, livestock and poultry, fresh or frozen	105.7	+3.2	69.8	-0.9	85.5	-0.7
Fruits and vegetables, fresh	83.3	-3.8	93.3	-9.0	88.3	-7.0
Bread, pastry, confectionery and biscuits	74.0	+24.0	48.1	-6.5	64.1	-3.1
Other food not elsewhere classified	128.3	+29.8	75.0	-2.3	107.2	-0.2
Alcoholic drinks and tobacco	219.5	+31.1	200.3	+12.4	206.1	+17.2
Supermarkets	75.1	+14.2	74.2	+0.7	75.1	+2.4
Fuels	48.9	-18.3	50.1	-27.5	51.2	-23.9
Clothing, footwear and allied products	148.3	+18.7	112.7	+7.7	136.9	+10.0
Wearing apparel	148.7	+12.1	116.3	+9.8	138.7	+9.9
Footwear, allied products and other clothing accessories	146.4	+83.6	91.1	-5.8	126.7	+10.6
Consumer durable goods	95.2	+24.1	125.1	+42.4	114.5	+35.0
Motor vehicles and parts	81.3	+36.7	156.6	+84.4	100.2	+52.3
Furniture and fixtures	45.2	+6.1	67.0	0.0 [φ3]	69.2	+8.8
Electrical goods and other consumer durable goods not elsewhere classified	112.9	+22.1	123.2	+31.5	131.3	+33.5
Department stores	78.0	+31.8	68.4	+1.3	73.6	+5.5
Jewellery, watches and clocks, and valuable gifts	133.5	+4.4	132.1	+5.7	139.4	+7.1
Other consumer goods	162.7	+21.9	158.6	+10.6	165.3	+10.8
Books, newspapers, stationery and gifts	83.1	-1.2	86.1	+1.1	93.7	+1.0
Chinese drugs and herbs	87.0	+9.1	106.1	-5.3	99.1	-2.8
Optical shops	120.6	+8.4	129.3	+6.0	120.0	+7.5
Medicines and cosmetics	177.1	+18.1	150.8	+2.9	166.3	+7.1
Other consumer goods not elsewhere classified	179.6	+28.8	186.1	+18.2	189.2	+15.5
<b>Supermarkets and supermarket sections of department stores (1)</b>	75.7	+16.6	71.5	+0.8	74.0	+2.3

Average index from October 2019 – September 2020 = 100

1 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.

<sup>p</sup> Provisional figure

[φ3] Figure denotes increase or decrease of less than 0.05%.

### 3. Online Retail Sales

- Online sales, estimated at \$3.3 billion (provisional) in March 2026, increased by 35.1% over a year earlier.
- Online sales accounted for 9.7% of the total retail sales value in March 2026.

**Table 3.1 : Value of Online Retail Sales by Selected Type of Retail Outlet**

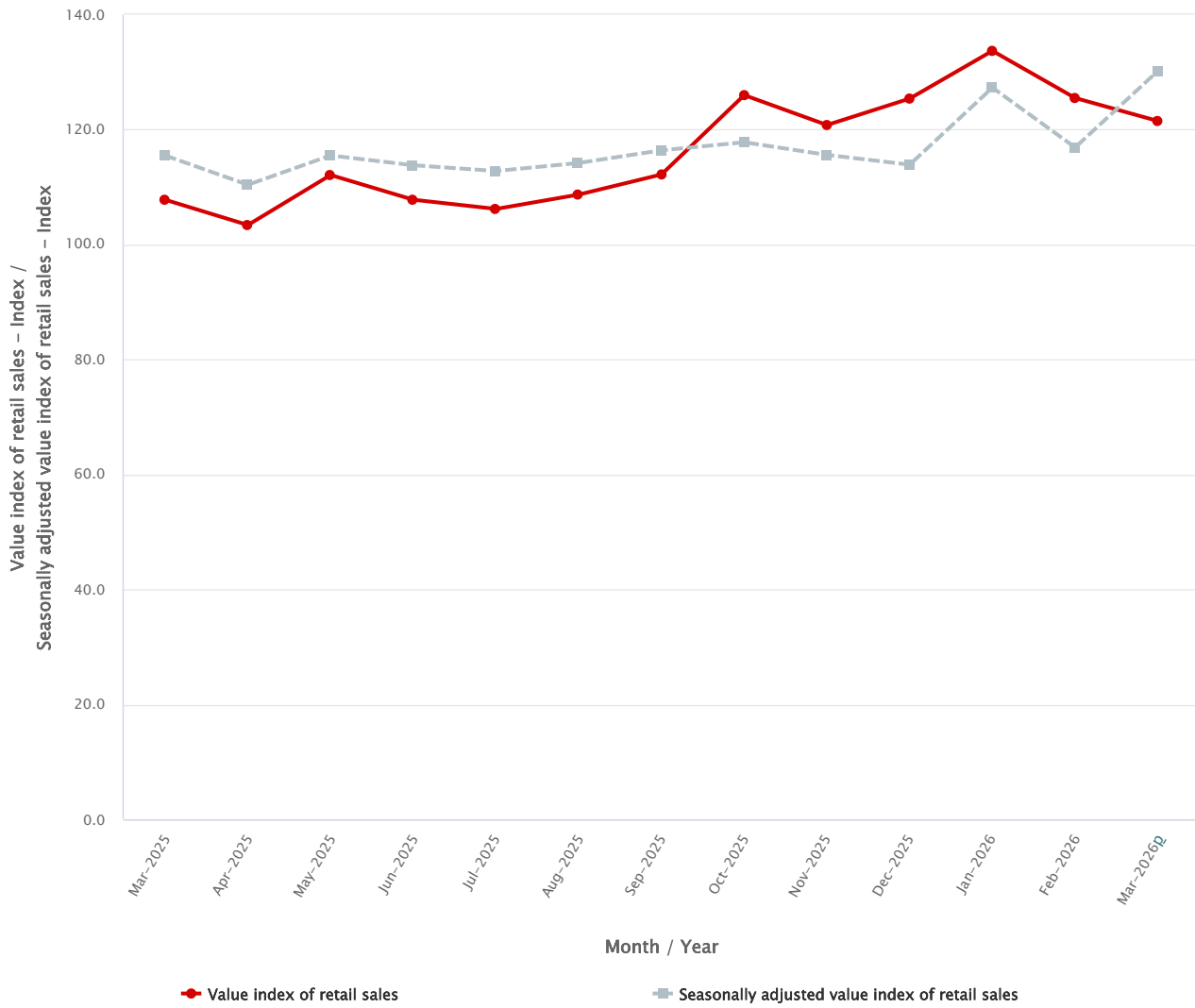
Type of retail outlet		All retail outlets			Non-store retailing			Other retail outlets		
		Value of online retail sales			Value of online retail sales			Value of online retail sales		
		HK\$ million	% share of total retail sales	Year-on-year % change	HK\$ million	% share of total retail sales	Year-on-year % change	HK\$ million	% share of total retail sales	Year-on-year % change
Year	Month									
2025		35,785	9.4	+13.0	17,334	4.6	+15.5	18,452	4.9	+10.8
2025	Mar	2,425	8.1	-0.5	1,396	4.6	+25.7	1,029	3.4	-22.5
	Apr	2,330	8.1	-3.7	1,381	4.8	+19.1	948	3.3	-24.8
	May	2,576	8.2	-1.2	1,520	4.9	+16.1	1,056	3.4	-18.7
	Jun	2,655	8.8	+13.1	1,428	4.7	+12.4	1,227	4.1	+14.0
	Jul	2,583	8.7	+13.3	1,518	5.1	+21.0	1,065	3.6	+3.8
	Aug	2,545	8.4	+8.7	1,446	4.8	+18.9	1,099	3.6	-2.4
	Sep	3,903	12.5	+27.2	1,366	4.4	+13.7	2,537	8.1	+35.9
	Oct	5,151	14.6	+27.2	1,500	4.3	+10.9	3,651	10.4	+35.4
	Nov	3,764	11.2	+28.4	1,555	4.6	+10.2	2,209	6.5	+45.2
	Dec	3,136	9.0	+33.7	1,608	4.6	+22.2	1,528	4.4	+48.5
2026	Jan	3,044	8.2	+26.0	1,607	4.3	+19.6	1,437	3.9	+34.1
	Feb	2,970	8.5	+29.0	1,551	4.4	+21.9	1,419	4.0	+37.8
	Mar <sup>p</sup>	3,277	9.7	+35.1	1,667	4.9	+19.4	1,610	4.7	+56.4

Figures may not add up to the total due to rounding.

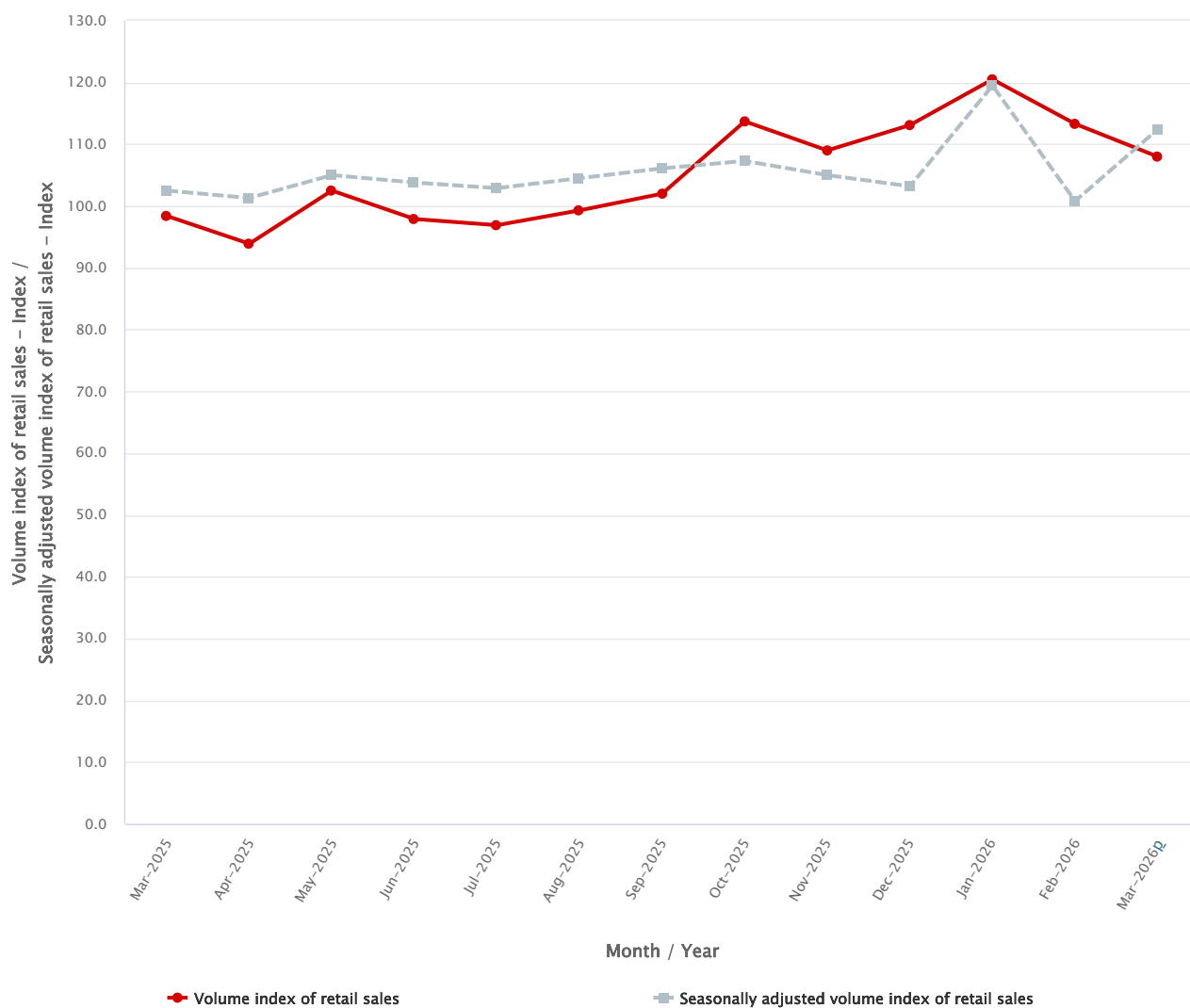
<sup>p</sup> Provisional figure

## 4. Seasonally Adjusted Series

Chart 4.1-A : Value index of total retail sales (Average index from October 2019 to September 2020 = 100)



**Chart 4.1-B : Volume index of total retail sales (Average index from October 2019 to September 2020 = 100)**



**Table 4.1 : Seasonally adjusted series of total retail sales (Average index from October 2019 to September 2020 = 100)**

Year	Month	Seasonally adjusted value index of retail sales		Seasonally adjusted volume index of retail sales		Value index of retail sales		Volume index of retail sales	
		Index	Rate of change % of 3 months period ending the month compared with the preceding three-month period	Index	Rate of change % of 3 months period ending the month compared with the preceding three-month period	Index	Year-on-year % change	Index	Year-on-year % change
2025	Mar	115.5	+2.1	102.5	-0.2	107.8	-3.5	98.4	-4.7
	Apr	110.4	+4.7	101.3	+3.1	103.4	-2.3	93.9	-3.3
	May	115.5	+5.8	105.0	+4.4	112.1	+2.4	102.5	+1.9
	Jun	113.8	+2.3	103.8	+3.2	107.8	+0.7	97.9	-0.3
	Jul	112.8	+1.8	102.9	+2.3	106.2	+1.8	96.9	+0.9
	Aug	114.2	-0.2	104.5	+0.8	108.7	+3.9	99.3	+3.4
	Sep	116.4	+1.1	106.1	+1.1	112.2	+6.0	102.0	+4.8
	Oct	117.8	+1.9	107.3	+2.0	126.0	+6.9	113.7	+5.3
	Nov	115.6	+2.6	105.0	+2.3	120.8	+6.5	109.0	+4.4
	Dec	113.9	+1.1	103.2	+0.7	125.4	+6.6	113.1	+5.1
2026	Jan	127.3	+2.4	119.5	+3.1	133.7	+5.5	120.5	+3.5
	Feb	116.9	+2.4	100.8	+1.6	125.5	+19.3	113.3	+17.5
	Mar p	130.2	+7.8	112.4	+5.4	121.5	+12.8	108.0	+9.8

p Provisional figure

## 5. Detailed Statistics

**Table 5.1 : Value of Retail Sales in Supermarkets by Broad Product Category**

		Value of retail sales	
		HK\$ million	
Year		2026	
Month		Feb	Mar p
Type of retail outlet	Broad product category		
Supermarkets	Total	4,246	4,196
	Fresh/chilled meat, fish, seafood, fruit and vegetables and frozen food	802	909
	Dairy products and eggs, non-alcoholic drinks, rice and noodles and other foods	2,020	1,913
	Alcoholic drinks and tobacco	732	764
	Personal care products, household goods and other goods	692	610

Figures may not add up to the total due to rounding.

p Provisional figure

**Table 5.2 : Value of Retail Sales in Department Stores by Broad Product Category**

		Value of retail sales	
		HK\$ million	
Year		2026	
Month		Feb	Mar p
Type of retail outlet	Broad product category		
Department stores	Total	2,578	2,297
	Non-supermarket sections	2,010	1,940
	Food, alcoholic drinks and tobacco	305	291
	Clothing and footwear	478	432
	Electrical appliances, furniture and fixtures and other durable goods	126	134
	Proprietary medicines and supplies, cosmetics and toilet requisites	663	693
	Jewellery, watches and clocks, and valuable gifts	83	84
	Travel and sports goods, household goods and other goods	354	306
	Supermarket sections	568	357

Figures may not add up to the total due to rounding.

p Provisional figure

## 6. Further Information

For the latest and more detailed statistics on retail sales, please refer to the [Retail](#) subject page where you may customise the following tables to fit your needs:

- [Table 620-67001 : Total retail sales](#)
- [Table 620-67002 : Value and value index of retail sales by type of retail outlet](#)
- [Table 620-67003 : Volume index of retail sales by type of retail outlet](#)
- [Table 620-67011 : Value of retail sales in supermarkets by broad product category](#)
- [Table 620-67012 : Value of retail sales in department stores by broad product category](#)
- [Table 620-67021 : Seasonally adjusted series of retail sales \(average index from October 2019 – September 2020 = 100\)](#)
- [Table 620-67031 : Value of online retail sales by selected type of retail outlet](#)

## 7. Explanatory Notes

### Survey coverage

All retail companies in Hong Kong with and without physical shops are covered in the Monthly Survey of Retail Sales and their sales, both through conventional shops and online channels, are included in the retail sales statistics.

### Classification of retail outlets

The classification of retail companies follows the Hong Kong Standard Industrial Classification Version 2.0 as from the reference month of January 2009. 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 the following 19 retail outlet types, taking into account their importance in the retail sector.

<b>Type of retail outlet</b>	<b>Coverage</b>
Fish, livestock and poultry, fresh or frozen	Retail outlets selling fish, other sea products, livestock and poultry, fresh or frozen.
Fruits and vegetables, fresh	Retail outlets selling fresh fruits and vegetables.
Bread, pastry, confectionery and biscuits	Retail outlets selling bread and cakes, confectionery, biscuits, cookies and egg rolls.
Other food not elsewhere classified	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.
Alcoholic drinks and tobacco	Retail outlets selling alcoholic beverages, tobacco products in specialised stores.
Supermarkets	Supermarkets and convenience stores.
Fuels	Petrol filling stations and retail outlets selling firewood, charcoal, coke and similar fuels, kerosene and L.P. gas.
Wearing apparel	Boutique shops and retail outlets selling garments, sportswear, evening dresses, fur clothing and accessories like gloves, hats and leather belts, etc.
Footwear, allied products and other clothing accessories	Retail outlets selling footwear, fabrics, tailoring accessories and other clothing, footwear and allied products.

Motor vehicles and parts	Retail outlets selling motor vehicles, motor-cycles, bicycles, boats, pleasure crafts and accessories and parts.
Furniture and fixtures	Retail outlets selling furniture and fixtures, mattress and kitchen cupboards, etc.
Electrical goods and other consumer durable goods not elsewhere classified	Retail outlets selling electrical goods (except machinery and office appliances), photographic equipment and supplies, 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.
Department stores	Department stores.
Jewellery, watches and clocks, and valuable gifts	Retail outlets selling jewellery and precious metal accessories, imitation jewellery and related articles, watches and clocks and luxuries comprehensive stores.
Books, newspapers, stationery and gifts	Retail outlets selling books, newspapers, stationery, gifts, novelties and souvenirs.
Chinese drugs and herbs	Retail outlets selling Chinese drugs and herbs, bone-setting medicated liquors and tonic wines, etc.
Optical shops	Optical shops.
Medicines and cosmetics	Retail outlets selling medicines and health supplements, cosmetics and personal care products.
Other consumer goods not elsewhere classified	<p>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.</p> <p><i>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.</i></p>

### Sample design

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

Retail companies 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 companies are selected for enumeration for each reference month.

### Data collection

In each survey round, questionnaires are mailed to sampled companies. Data are collected by post, email or through the Online Questionnaire System, supplemented by telephone or face-to-face enumeration and verification as necessary.

### Compilation method of the value and volume indices

The value index of retail sales measures the changes in value terms in a particular period as compared with a reference period.

The volume index of retail sales is derived from the value index by adjusting for price changes. The relevant components of the Consumer Price Index are used as deflators. Volume index of retail sales is compiled based on the chain-linking approach with annual re-weighting.

#### **Data dissemination**

Provisional figures of retail sales are published about 1 month after the reference month and the revised figures are released about 2 months after the reference month.

#### **Seasonal adjustment**

The seasonally adjusted retail sales series is compiled by the X-12 ARIMA method. The X-12 ARIMA method and its related versions are the standard method commonly employed in compiling seasonally adjusted data series. The method can be used to detect whether outlier(s) is present in the original series for estimation of seasonal factors.

The trend of the value and volume indices of retail sales may be more clearly discerned by looking at the rate of change of seasonally adjusted indices in any 3-month period compared the preceding 3-month period. Seasonally adjusted series may be revised as more data become available. The seasonally adjusted series for the preceding 3 years are revised each year when the figures for January are published.

#### **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 (such as those on housing, catering, medical care and health services, transport and communication, financial services, education and entertainment) which account for over 50% of the overall consumer spending. Moreover, they include spending on goods in Hong Kong by visitors but exclude spending outside Hong Kong by Hong Kong residents. Hence they should not be regarded as indicators for measuring overall consumer spending.

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).

## **8. Enquiries**

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Census and Statistics Department  
Tel. : (852) 3903 7400  
Email : [mrs@censtatd.gov.hk](mailto:mrs@censtatd.gov.hk)