

Results of Retail Sales Survey for the 1st Quarter 2010

Information from the Statistics and Census Service (DSEC) indicated that value of retail sales for the first quarter of 2010 was MOP 6.85 billion, of which retail sales of Watches, Clocks & Jewellery took the largest share of 23%, at MOP 1.57 billion. This was followed by retail sales of Goods in Department Stores (16%), Adults' Clothing (10%), Leather Goods (9%), Goods in Supermarkets (8%), Motor Vehicles (6%), Cosmetics and Sanitary Articles (3%), Communication Equipment (3%), Automotive Fuels (3%), Household Electrical Appliances (3%) and Goods in Pharmacies (3%).

Value of retail sales for the first quarter of 2010 surged by 36% from the revised MOP 5.03 billion a year earlier. Compared with the revised MOP6.53 billion in the fourth quarter of 2009, value of retail sales rose by 5%, with notable increase in the retail sales of Leather Goods (+20%) and Household Electrical Appliances (+19%). However, value of retail sales of Motor Vehicles and Automotive Fuels decreased by 11% and 3% respectively.

In the first quarter of 2010, about 42% of the retailers reported decrease in the sales volume from the fourth quarter of 2009, up by 8 percentage points from the previous quarter; 58% reported that the sales volume remained stable or showed increase. In terms of retail prices, about 57% reported that the prices were stable, 21% stated that the prices increased whereas 22% reported the prices decreased.

Compared with the first quarter of 2009, about 66% said that the stock level was normal in the first quarter of 2010, while 21% indicated that the stock level was low.

Regarding the business outlook for the second quarter of 2010, about 61% expect sales volume will increase or remain stable compared with the first quarter, while 39% expect a decrease. Meanwhile, about 87% expect the retail prices will remain stable or increase, whereas 13% expect a decrease.

After removing the effect of price changes, volume of retail sales for the first quarter of 2010 rose by 25.1% year-on-year, with remarkable increase being observed in the sales volume of Household Electrical Appliances (+68.9%), Leather Goods (+56.1%), Motor Vehicles (+40.9%), Goods in Department Stores (+36.7%), Communication Equipment (+36.3%), Cosmetics & Sanitary Articles (+30.8%) and Adults' Clothing (+29.5%). Quarter-to-quarter, volume of retail sales in the first quarter of 2010 registered an increase of 3.0%, with that of Household Electrical Appliances and Leather Goods rising by 20.2% and 18.0% respectively.

NOTE

Further information can be obtained from the Documentation
and Information Centre of the Statistics and Census Service

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Chart 1 - Retailers' opinions about sales volume in the 1st quarter of 2010

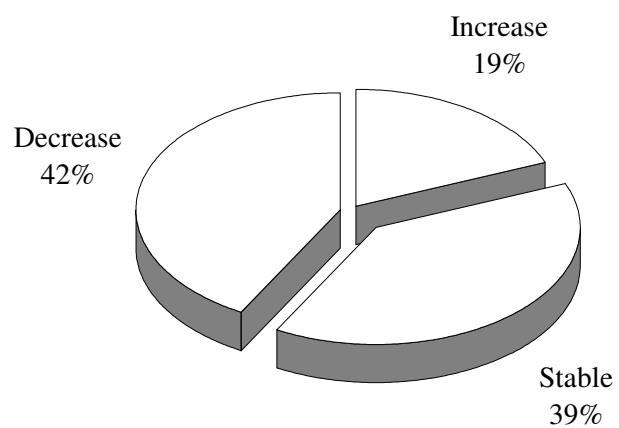


Chart 2 - Retailers' forecast about sales volume for the 2nd quarter of 2010

