









## Retail Sales Index and Food & Beverage Services Index

November 2020

### KEY INDICATORS OF RETAIL TRADE

	<b>TOTAL RETAIL SALES</b>	Year-on-Year ▼ - 1.9%	Month-on-Month (Seasonally adjusted) ▲ + 7.3%
	<b>Excluding Motor Vehicles</b>	▼ - 2.9%	▲ + 9.8%
	<b>TOTAL RETAIL SALES</b>	<b>Sales Value</b> \$3.6 Billion	<b>Online Sales Proportion</b> 14.3%
	<b>Excluding Motor Vehicles</b>	\$3.1 Billion	16.7%
<b>ONLINE SALES PROPORTION</b> (out of the total sales of the respective industry)	 Supermarkets & Hypermarkets <b>12.2%</b>	 Computer & Telecommunications Equipment <b>51.3%</b>	 Furniture & Household Equipment <b>28.7%</b>

### KEY INDICATORS OF FOOD & BEVERAGE SERVICES

	<b>TOTAL FOOD &amp; BEVERAGE SALES</b>	Year-on-Year ▼ - 22.5%	Month-on-Month (Seasonally adjusted) ▲ + 4.2%
	<b>TOTAL FOOD &amp; BEVERAGE SALES</b>	<b>Sales Value</b> \$705 Million	<b>Online Sales Proportion</b> 19.3%

## OVERVIEW – RETAIL TRADE

Retail sales fell 1.9% in November 2020 on a year-on-year basis, an improvement over the 8.5% year-on-year decline recorded in October 2020. Excluding motor vehicles, retail sales decreased 2.9% in November 2020, compared to the 11.0% decline in October 2020. The smaller year-on-year decline in retail sales was due mainly to multiple sales events such as Singles' Day (11.11) and Black Friday as well as from new mobile phone launches. Compared to the previous month, seasonally adjusted retail sales increased 7.3% in November 2020. Excluding motor vehicles, seasonally adjusted retail sales grew by 9.8% compared to October 2020.

The estimated total retail sales value in November 2020 was about \$3.6 billion. Of these, online retail sales made up an estimated 14.3%, higher than the 10.5% recorded in October 2020. Excluding motor vehicles, the total retail sales value was about \$3.1 billion, where online retail sales made up 16.7%. The higher online retail sales proportion was due to the online shopping events in November such as Singles' Day (11.11). Online retail sales of the Computer & Telecommunications Equipment, Furniture & Household Equipment and Supermarkets & Hypermarkets industries made up 51.3%, 28.7% and 12.2% of the total sales of their respective industry.

### Year-on-Year Change (at Current Prices)

On a year-on-year basis, most retail industries continued to register declines in sales in November 2020. Sales of Cosmetics, Toiletries & Medical Goods, Department Stores and Wearing Apparel & Footwear declined between 22.3% and 27.5%, as these industries continue to remain affected by low visitor arrivals.












Conversely, the Computer & Telecommunications Equipment and Furniture & Household Equipment industries registered growths in sales of 29.0% and 28.5% respectively, due mainly to higher sales of mobile phones and household appliances. Sales of Supermarkets & Hypermarkets and Recreational Goods also increased 22.6% and 13.1% respectively, with higher demand for groceries and sporting goods.

### Month-on-Month Change (at Current Prices, Seasonally Adjusted)

Most retail industries recorded growths in sales in November 2020 on a seasonally adjusted month-on-month basis. The Computers & Telecommunications Equipment industry recorded higher sales of 59.0% from new mobile phone launches. Similarly, retailers of Watches & Jewellery, Department Stores and Furniture & Household Equipment recorded higher sales of between 13.4% and 20.7%.

On the contrary, the Motor Vehicles industry recorded a decline in sales of 5.2% during this period.

## Change In Retail Sales By Industry

<b>Department Stores</b> Year-on-Year  <b>-24.5%</b> Month-on-Month <sup>1</sup> <b>+17.4%</b>	<b>Supermarkets &amp; Hypermarkets</b> Year-on-Year  <b>+22.6%</b> Month-on-Month <sup>1</sup> <b>-0.2%</b>	<b>Mini-marts &amp; Convenience Stores</b> Year-on-Year  <b>+0.1%</b> Month-on-Month <sup>1</sup> <b>-0.3%</b>
<b>Food &amp; Alcohol</b> Year-on-Year  <b>-37.3%</b> Month-on-Month <sup>1</sup> <b>+9.0%</b>	<b>Motor Vehicles</b> Year-on-Year  <b>+5.2%</b> Month-on-Month <sup>1</sup> <b>-5.2%</b>	<b>Petrol Service Stations</b> Year-on-Year  <b>-12.9%</b> Month-on-Month <sup>1</sup> <b>+2.0%</b>
<b>Cosmetics, Toiletries &amp; Medical Goods</b> Year-on-Year  <b>-27.5%</b> Month-on-Month <sup>1</sup> <b>+7.2%</b>	<b>Wearing Apparel &amp; Footwear</b> Year-on-Year  <b>-22.3%</b> Month-on-Month <sup>1</sup> <b>+5.8%</b>	<b>Furniture &amp; Household Equipment</b> Year-on-Year  <b>+28.5%</b> Month-on-Month <sup>1</sup> <b>+13.4%</b>
<b>Recreational Goods</b> Year-on-Year  <b>+13.1%</b> Month-on-Month <sup>1</sup> <b>+5.2%</b>	<b>Watches &amp; Jewellery</b> Year-on-Year  <b>-8.6%</b> Month-on-Month <sup>1</sup> <b>+20.7%</b>	<b>Computer &amp; Telecommunications Equipment</b> Year-on-Year  <b>+29.0%</b> Month-on-Month <sup>1</sup> <b>+59.0%</b>
<b>Optical Goods &amp; Books</b> Year-on-Year  <b>-8.8%</b> Month-on-Month <sup>1</sup> <b>+6.8%</b>	<b>Others</b> Year-on-Year  <b>-19.1%</b> Month-on-Month <sup>1</sup> <b>+5.5%</b>	

<sup>1</sup> Seasonally adjusted

## OVERVIEW – FOOD & BEVERAGE SERVICES

Sales of food & beverage services fell 22.5% in November 2020 on a year-on-year basis, compared to the 23.5% decline in October 2020. On a seasonally adjusted basis, sales of food & beverage services increased 4.2% in November 2020 over the previous month.

The total sales value of food & beverage services in November 2020 was estimated at \$705 million. Of these, online food & beverage sales made up an estimated 19.3%.


### Year-on-Year Change (at Current Prices)

Within the food & beverage services sector, year-on-year declines were recorded across all industries. Turnover of Food Caterers declined 75.3%, as demand for event catering remained low. Similarly, sales of Restaurants, Cafes, Food Courts & Other Eating Places and Fast Food Outlets fell 25.3%, 9.9% and 3.2% respectively during this period.

### Month-on-Month Change (at Current Prices, Seasonally Adjusted)

On a seasonally adjusted month-on-month basis, all food & beverage services industries registered growths in sales of between 3.5% and 5.2% in November 2020.

## Change In Food & Beverage Sales By Industry

Restaurants		Fast Food Outlets	
Year-on-Year		Month-on-Month <sup>1</sup>	
<b>-25.3%</b>		<b>+5.2%</b>	
Year-on-Year		Month-on-Month <sup>1</sup>	
<b>-75.3%</b>		<b>+4.4%</b>	
Year-on-Year		Month-on-Month <sup>1</sup>	
<b>-9.9%</b>		<b>+3.5%</b>	

<sup>1</sup> Seasonally adjusted

**Table 1 Percentage Change of Retail Sales Index (2017=100)**

Industry	Year-on-Year Change		Month-on-Month Change (Seasonally Adjusted)	
	at Current Prices		at Current Prices	
	Oct 20/ Oct 19	Nov 20/ Nov 19	Oct 20/ Sep 20	Nov 20/ Oct 20
<b>Total</b>	<b>-8.5</b>	<b>-1.9</b>	<b>0.2</b>	<b>7.3</b>
Total (excl Motor Vehicles)	-11.0	-2.9	0.1	9.8
Department Stores	-35.2	-24.5	1.1	17.4
Supermarkets & Hypermarkets	22.5	22.6	0.5	-0.2
Mini-marts & Convenience Stores	1.0	0.1	1.4	-0.3
Food & Alcohol	-43.7	-37.3	-7.4	9.0
Motor Vehicles	7.5	5.2	0.8	-5.2
Petrol Service Stations	-12.4	-12.9	5.1	2.0
Cosmetics, Toiletries & Medical Goods	-29.9	-27.5	-2.2	7.2
Wearing Apparel & Footwear	-26.2	-22.3	1.5	5.8
Furniture & Household Equipment	13.2	28.5	0.5	13.4
Recreational Goods	9.7	13.1	4.0	5.2
Watches & Jewellery	-24.1	-8.6	-7.8	20.7
Computer & Telecommunications Equipment	-18.5	29.0	0.2	59.0
Optical Goods & Books	-12.7	-8.8	4.4	6.8
Others	-19.8	-19.1	2.5	5.5

**Table 2 Percentage Change of Food & Beverage Services Index (2017=100)**

Industry	Year-on-Year Change		Month-on-Month Change (Seasonally Adjusted)	
	at Current Prices		at Current Prices	
	Oct 20/ Oct 19	Nov 20/ Nov 19	Oct 20/ Sep 20	Nov 20/ Oct 20
<b>Total</b>	<b>-23.5</b>	<b>-22.5</b>	<b>4.4</b>	<b>4.2</b>
Restaurants	-26.0	-25.3	2.7	5.2
Fast Food Outlets	-3.6	-3.2	4.5	3.9
Food Caterers	-76.3	-75.3	6.8	4.4
Cafes, Food Courts & Other Eating Places	-12.6	-9.9	6.0	3.5

## EXPLANATORY NOTES

### Introduction

The Retail Sales Index (RSI) and Food & Beverage Services Index (FSI) measure the short-term performance of the retail trade and food & beverage (F&B) services industries based on the sales records of retail trade and F&B services establishments respectively. Sales figure refers to the value of retail goods or food & beverages sold to consumers during the month, excluding taxes on products such as Goods and Services Tax (GST), Additional Registration Fee (ARF) and Certificates of Entitlement (COE).

The RSI and FSI are available at current prices and in volume terms. The indices at current prices measure the changes of sales values which can result from changes in both price and quantity, while the indices in chained volume terms measure the changes in the volume of economic activity by removing the price effect.

### Data Collection

Data used to compile the RSI and FSI are obtained primarily from the monthly surveys of retail trade and F&B services establishments. Retail trade establishments sell merchandise directly to the consumers, while F&B services establishments sell prepared food and drinks for consumption on premises or on a take-away basis.

### Index Compilation

To derive the RSI and FSI at detailed industry level, the monthly sales for that industry is divided by the average monthly sales for the same industry in the reference year. The overall RSI and FSI are then computed by combining the sales indices of the detailed industries, using weights which measure each industry's relative importance in the overall retail trade and F&B services industries respectively.

To derive the indices in chained volume terms, the sales indices at current prices at detailed industry level are first deflated by the appropriate price indices. These component indices are then weighted using previous years' weights to derive the overall indices in chained volume terms. The reference year of the indices is 2017.

### Online Retail and Food & Beverage Sales Proportions

The retail trade statistics covers:

- (a) (multi-channel) retailers in Singapore that sell via both physical stores and online/e-commerce sites;
- (b) retailers in Singapore that sell via physical stores only; and
- (c) retailers in Singapore that sell mainly via online/e-commerce sites.

The food & beverage services statistics covers all sales transactions of F&B establishments regardless of mode (including those transacted via food delivery platforms).

The proportion of online retail and F&B sales<sup>2</sup> out of the respective industry's total retail and F&B sales is estimated for the overall retail trade sector, selected retail industries and the overall food & beverage services sector.

### Seasonal Adjustment

Seasonal effects are observed in both the RSI and FSI as there are usually intra-year periodic variations that repeat during the fixed period of time every year. To better reflect the underlying trend of the monthly sales, both indices are seasonally adjusted to remove the seasonal effects.

<sup>2</sup> Online retail and F&B sales refers to the sales of goods where the order is received and the price and terms of sale are agreed upon via online means, e.g. through company's website, third-party websites, mobile applications, extranet or Electronic Data Interchange. Payment and delivery may or may not be made online.



More data are available on the SingStat Website at  
[www.singstat.gov.sg/find-data/search-by-theme/industry/services/latest-data](http://www.singstat.gov.sg/find-data/search-by-theme/industry/services/latest-data)

or through the QR code below.



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For enquiries, please contact:  
Ms Kristina Chua T (+65) 6835 8947 E [Kristina\\_Chua@singstat.gov.sg](mailto:Kristina_Chua@singstat.gov.sg)  
Ms Michelle Yeo T (+65) 6332 6125 E [Michelle\\_Yeo@singstat.gov.sg](mailto:Michelle_Yeo@singstat.gov.sg)