









Retail Sales Index and Food & Beverage Services Index

November 2021

KEY INDICATORS OF RETAIL TRADE

	TOTAL RETAIL SALES	Year-on-Year ▲ + 1.9%	Month-on-Month (Seasonally adjusted) ▲ + 2.5%
	Excluding Motor Vehicles	▲ + 4.1%	▲ + 2.9%
	TOTAL RETAIL SALES	Sales Value \$3.7 Billion	Online Sales Proportion 16.9%
	Excluding Motor Vehicles	\$3.3 Billion	19.3%
ONLINE SALES PROPORTION (out of the total sales of the respective industry)	 Supermarkets & Hypermarkets	 Computer & Telecommunications Equipment	 Furniture & Household Equipment
	16.1%	55.6%	34.2%

KEY INDICATORS OF FOOD & BEVERAGE SERVICES

	TOTAL FOOD & BEVERAGE SALES	Year-on-Year ▲ + 0.6%	Month-on-Month (Seasonally adjusted) ▲ + 10.4%
	TOTAL FOOD & BEVERAGE SALES	Sales Value \$706 Million	Online Sales Proportion 32.8%

OVERVIEW – RETAIL TRADE

Retail sales grew by 1.9% in November 2021 on a year-on-year basis, compared to the 7.5% increase in October 2021. Excluding motor vehicles, retail sales rose 4.1%, compared to the 11.5% growth in October 2021. The larger year-on-year increase in October 2021 was partly attributed to the Computer & Telecommunications Equipment industry recording higher mobile phone sales due to new product launches. On a seasonally adjusted basis, retail sales increased 2.5% in November 2021 over the previous month. Excluding motor vehicles, seasonally adjusted retail sales increased 2.9% compared to October 2021. Retail sales value in November 2021 remained below pre-COVID levels.

The estimated total retail sales value in November 2021 was \$3.7 billion. Of this, online retail sales made up an estimated 16.9%, compared to the 15.2% recorded in October 2021. Excluding motor vehicles, the total retail sales value was about \$3.3 billion, where online retail sales made up 19.3%. The higher online retail sales proportion was mainly attributed to more sales recorded during the year-end online shopping events such as Singles' Day (11.11) and Black Friday. Online retail sales of the Computer & Telecommunications Equipment, Furniture & Household Equipment and Supermarkets & Hypermarkets industries made up 55.6%, 34.2% and 16.1% of the total sales of their respective industry.

Year-on-Year Change (at Current Prices)

Within the retail trade sector, the Petrol Service Stations and Watches & Jewellery industries registered growths in sales of 21.1% and 15.3% respectively in November 2021, due mainly to higher petrol prices and greater demand for both watches and jewellery. Similarly, sales of Wearing Apparel & Footwear, Furniture & Household Equipment and Cosmetics, Toiletries & Medical Goods increased between 7.6% and 12.8%.















In contrast, sales of Motor Vehicles and Optical Goods & Books fell 12.3% and 11.3% respectively during this period.

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

On a seasonally adjusted month-on-month basis, most industries recorded growths in sales in November 2021. The Department Stores, Optical Goods & Books, Wearing Apparel & Footwear and Furniture & Household Equipment industries saw growths in sales of between 11.0% and 17.6% in November 2021.

On the contrary, sales of Computer & Telecommunications Equipment fell 20.1% during this period, due mainly to the higher sales point in October 2021 from new mobile phone launches.

Change In Retail Sales By Industry

Department Stores Year-on-Year  -6.9% Month-on-Month ¹ +17.6%	Supermarkets & Hypermarkets Year-on-Year  +5.7% Month-on-Month ¹ -1.4%	Mini-marts & Convenience Stores Year-on-Year  -6.4% Month-on-Month ¹ -1.0%
Food & Alcohol Year-on-Year  +6.9% Month-on-Month ¹ +6.7%	Motor Vehicles Year-on-Year  -12.3% Month-on-Month ¹ -0.1%	Petrol Service Stations Year-on-Year  +21.1% Month-on-Month ¹ +4.1%
Cosmetics, Toiletries & Medical Goods Year-on-Year  +7.6% Month-on-Month ¹ +3.5%	Wearing Apparel & Footwear Year-on-Year  +12.8% Month-on-Month ¹ +11.6%	Furniture & Household Equipment Year-on-Year  +8.0% Month-on-Month ¹ +11.0%
Recreational Goods Year-on-Year  -3.4% Month-on-Month ¹ +4.2%	Watches & Jewellery Year-on-Year  +15.3% Month-on-Month ¹ +4.7%	Computer & Telecommunications Equipment Year-on-Year  -6.7% Month-on-Month ¹ -20.1%
Optical Goods & Books Year-on-Year  -11.3% Month-on-Month ¹ +16.6%	Others Year-on-Year  -5.5% Month-on-Month ¹ +4.4%	

¹ Seasonally adjusted

OVERVIEW – FOOD & BEVERAGE SERVICES

Sales of food & beverage services increased 0.6% in November 2021 on a year-on-year basis, a reversal from the 4.5% decline in October 2021. The decline in October was due to the tightened restrictions² in 2021, when dining at food & beverage establishments was allowed for up to 2 fully vaccinated persons, compared to 5 persons in October 2020. On a seasonally adjusted basis, sales of food & beverage services increased 10.4% in November 2021 over the previous month, mainly attributed to the lower base in October 2021 when there were stricter dine-in restrictions². Food & beverage sales value in November 2021 remained below pre-COVID levels.

The total sales value of food & beverage services in November 2021 was estimated at \$706 million. Of this, online food & beverage sales made up an estimated 32.8%, lower than the 38.4% recorded in October 2021.

Year-on-Year Change (at Current Prices)

Within the food & beverage services sector, sales of Food Caterers increased 38.9% on a year-on-year basis, due to the low base last year when demand for catering was low. Turnover of Cafes, Food Courts & Other Eating Places increased 3.1% in November 2021, due to higher demand for food deliveries.





On the contrary, sales of Restaurants fell 4.9% during this period, affected by the tightened dine-in restrictions² in November 2021 compared to November 2020.

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

On a seasonally adjusted month-on-month basis, sales of Restaurants increased 32.6% in November 2021, due to the easing of dine-in restrictions² in November 2021 compared to October 2021. Likewise, sales of Food Caterers and Cafes, Food Courts & Other Eating Places increased 4.6% and 2.0% respectively.

In contrast, sales of Fast Food Outlets decreased 5.2% during this period.

Change In Food & Beverage Sales By Industry

Restaurants			Fast Food Outlets		
Year-on-Year		Month-on-Month ¹	Year-on-Year		Month-on-Month ¹
-4.9%		+32.6%	-0.7%		-5.2%
Food Caterers			Cafes, Food Courts & Other Eating Places		
Year-on-Year		Month-on-Month ¹	Year-on-Year		Month-on-Month ¹
+38.9%		+4.6%	+3.1%		+2.0%

¹ Seasonally adjusted

² In November 2021, dining-in was allowed for groups of up to 2 fully vaccinated persons from 1 to 21 November and groups of up to 5 fully vaccinated persons from 22 November. In October 2021, dining-in was allowed at food & beverage establishments for groups of up to 2 fully vaccinated persons. In October and November 2020, dining-in for groups of up to 5 was allowed for the whole month.

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 21/ Oct 20	Nov 21/ Nov 20	Oct 21/ Sep 21	Nov 21/ Oct 21
Total	7.5	1.9	0.7	2.5
Total (excl Motor Vehicles)	11.5	4.1	2.3	2.9
Department Stores	-2.2	-6.9	-1.9	17.6
Supermarkets & Hypermarkets	10.3	5.7	3.9	-1.4
Mini-marts & Convenience Stores	-5.6	-6.4	1.0	-1.0
Food & Alcohol	8.4	6.9	-1.5	6.7
Motor Vehicles	-13.1	-12.3	-8.8	-0.1
Petrol Service Stations	16.3	21.1	0.9	4.1
Cosmetics, Toiletries & Medical Goods	9.3	7.6	1.8	3.5
Wearing Apparel & Footwear	4.9	12.8	-0.2	11.6
Furniture & Household Equipment	8.3	8.0	2.4	11.0
Recreational Goods	-5.1	-3.4	2.4	4.2
Watches & Jewellery	28.5	15.3	5.3	4.7
Computer & Telecommunications Equipment	72.9	-6.7	4.0	-20.1
Optical Goods & Books	-16.9	-11.3	-3.6	16.6
Others	-7.4	-5.5	1.9	4.4

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 21/ Oct 20	Nov 21/ Nov 20	Oct 21/ Sep 21	Nov 21/ Oct 21
Total	-4.5	0.6	-5.2	10.4
Restaurants	-23.8	-4.9	-17.6	32.6
Fast Food Outlets	10.1	-0.7	1.9	-5.2
Food Caterers	40.1	38.9	10.7	4.6
Cafes, Food Courts & Other Eating Places	4.5	3.1	1.1	2.0

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 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 sales³ 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.

³ 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

or through the QR code below.



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