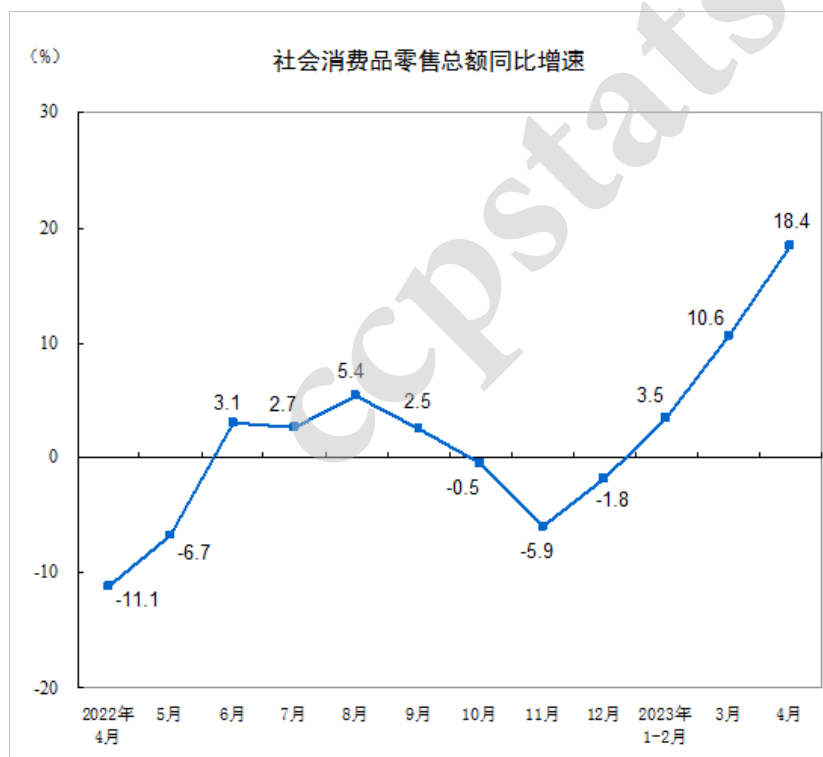


Total retail sales of consumer goods up 18.4% as of April 2023

In April, total retail sales of consumer goods was 349.1 billion yuan, a year-on-year increase of 18.4%. Among them, retail sales of consumer goods other than automobiles amounted to 312.9 billion yuan, an increase of 16.5%.

From January-April, total retail sales of consumer goods was 149.83 billion yuan, a year-on-year increase of 8.5%. Among them, Retail sales of consumer goods other than cars amassed 1,357.19 billion yuan, and increase of 9.0%.

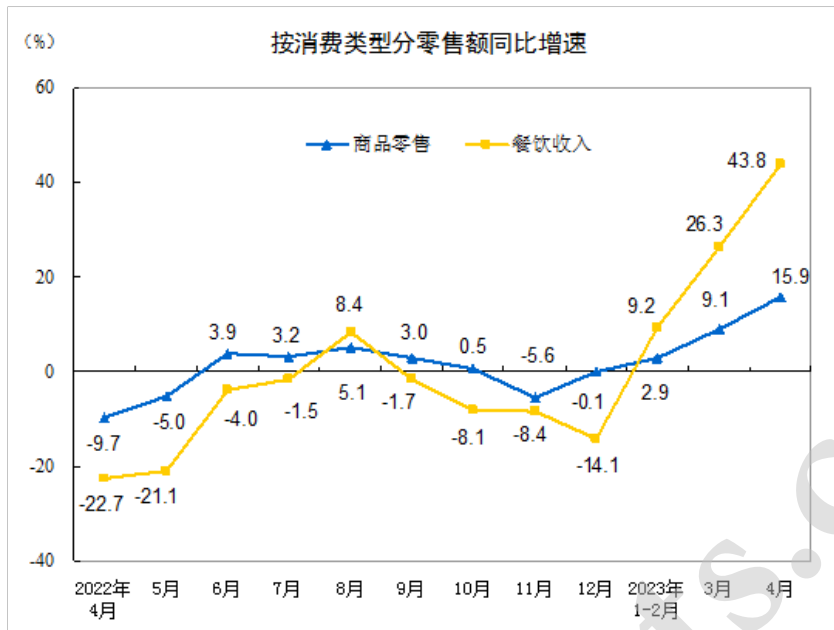
(Graph translation: Title: Total retail sales of consumer goods year-on-year appreciation. The numbers at on the X axis of the graph signify the month of the year, meaning the 3月 would mean March. The year is also marked there, so 2023年 means the year 2023)



By location of business units, in April, retail sales of urban consumer goods totaled 303.98 billion yuan, a year-on-year increase of 18.6%; rural retail sales of consumer goods amounted to 451.3 billion yuan, an increase of 17.3% year-on-year. By consumption type, from January to April, merchandise retail reached 311.59 billion yuan, an increase of 15.9%; restaurant revenue totaled 475.1 billion yuan, an

increase of 43.8%. From the start of the month to April, merchandise retailing reached 133,945 billion yuan, a year-on-year increase of 7.3%; dining revenue totaled 1588 billion yuan, an increase of 19.8%.

(Graph translation: Retail sales year-on-year growth rate by consumption type. Note: the month and year system work the same as the last graph)



Supermarkets in retail units above the quota, convenience stores, specialty store, brand specialty stores, and department store retail prices increased by 0.7%, 8.1%, 6.5%, 2.9%, 11.1% respectively.

From January to April, Nationwide online retail sales reached 4410.8 billion yuan, a year-on-year increase of 12.4%. Among them, online retail sales of physical goods totaled 3716.4 billion, an increase of 10.4%, which made up for 24.8% of the total retail sales of consumer goods; of retail sales of physical products online, food, clothing, and products for use grew 9.0%, 13.5%, and 9.6% respectively.

Major figures of total retail sales of consumer goods

Index	April		March-April	
	Absolute volume (billion yuan)	Year-on-year growth (%)	Absolute volume (billion yuan)	Year-on-year growth (%)
Total retail sales of social consumer goods	34910	18.4	149833	8.5
Among them: retail sales of consumer goods other than automobiles	31290	16.5	135719	9.0
Among them: retail sales of consumer goods above the limit	13228	19.0	55501	7.8

Among them: online retail sales of physical goods	-	-	37164	10.4
By business location				
Town	30398	18.6	130062	8.4
Rural	4513	17.3	19771	8.6
By consumption type				
Restaurant revenue	3751	43.8	15888	19.8
Among them: Restaurant revenue of units above the quota	1011	44.6	4017	23.9
Retail sale of goods	31159	15.9	133945	7.3
Among them: retail sales of goods in units above the quota	12217	17.3	51483	6.7
Grain, oil and food	1395	1.0	6251	6.0
Beverages	211	-3.4	924	0.6
Alcohol and tobacco	364	14.9	1830	8.3
Clothing, shoes and hats, textiles	1051	32.4	4653	13.4
Cosmetics	276	24.3	1299	9.3
Gold and silver jewelry class	231	44.7	1181	18.5
Daily necessities	548	10.1	2455	6.2
Sports and entertainment products	86	25.7	351	10.1
Household appliances and audio-visual equipment	609	4.7	2536	-0.3
Chinese and Western medicine	524	3.7	2236	13.3
Cultural and office supplies	260	-4.9	1191	-2.2
Furniture	109	3.4	435	4.3
Communication equipment	410	14.6	1942	-1.5
Petroleum and related	1926	13.5	7683	11.0
Automobiles	3620	38.0	14114	5.4
Construction and decoration materials	119	-11.2	479	-4.5

Note:

1.The data in this table are all nominal rates, without deducting pricing factors

2.In this table has parts of data that, due to rounding, there are cases where the totals and subtotals are incorrect and are not equal.

Notes:

1, Indicator interpretation

Total retail sales of consumer goods: refers to the amount of physical products sold by enterprises (units, individual households) is sold to individual and social groups via trade for non-production, non-

business purposes, including the total revenue that is collected from provision of food and beverage services.

Online retail sales: refers to the sum of retail sales of services and goods via public network trading platforms (self-made websites and third-party platforms are included). Goods and services include physical and non-physical goods (such as digital goods, services, etc.).

Total retail sales of consumer goods include the retail sale of physical goods online, but do not include non-physical retail sales online.

2, Scope of statistics

Industrial, individual households and legal entities engaged in retail merchandise activities or the provision of food and beverage services. Inside that, units above the scale refer to the annual revenue from main business of 20 million yuan and above the wholesale industry enterprises (units, individual households), 5 million yuan and more retail businesses (units, individual units), 2 million yuan and more accommodation and dining services.

Due to wholesale and trade industries above the limit, accommodation and dining businesses (units, individual households), the scope changes every year, and to make sure that the current year's data is able to be compared to the previous year, the number of the same period used to calculate the year-on-year growth rate of retail sales of consumer goods above the limit and other indicators is consistent with the scope of the current period of enterprise (units, individual households) statistics, and there are differences in the caliber of data released in the previous year. Every year industries (units, individual households) have parts that meet the limit standard in the scope of the survey, and at the same time there are enterprises (units, individual households) that are too small to reach the standard scope of the survey, with factors such as being a new business, bankruptcy, cancellation (revocation) of enterprises (units, individual households).

3, Survey method

The full survey of units above the limit, and a small sample of units below the limit

4, Revised ring data

Results of automatic adjustment as per the seasonal adjustment model, the chain rate of growth of total retail sales of consumer goods since April 2022 has been revised. The results of said revision and April 2023 chain data are as follows:

	Month	Year-on-year growth rate (%)
2022	April	-0.02
	May	-0.03
	June	4.96

	July	1.68
	August	-0.04
	September	4.37
	October	-0.02
	November	-0.04
	December	-0.03
2023	January	0.42
	February	1.64
	March	0.78
	April	0.49

ccpstats.com

Source Report

Name: Total retail sales of consumer goods up 18.4% as of April 2023

Date: 5/16/23

Source: Chinese National Bureau of Statistics

ccpstats.com



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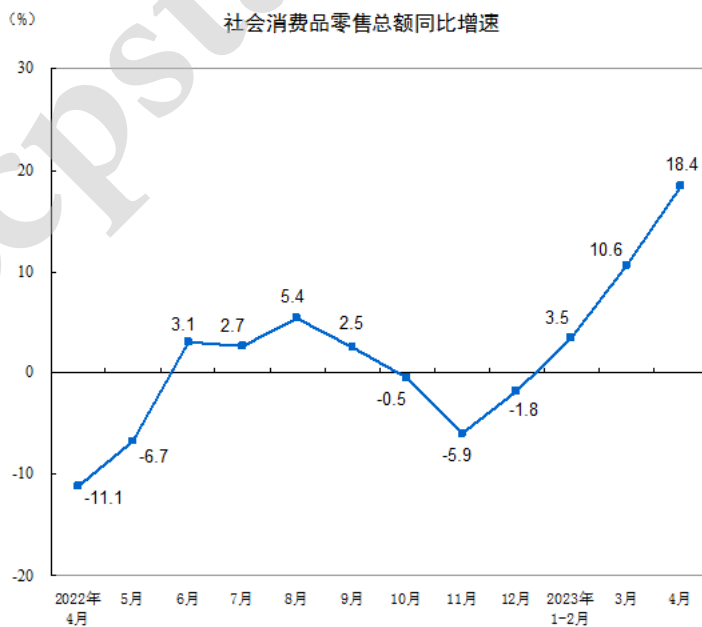
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2023年4月份社会消费品零售总额增长18.4%

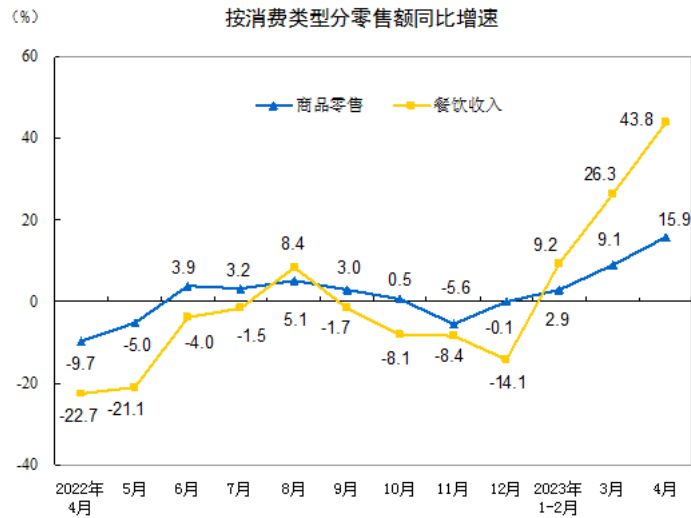
4月份，社会消费品零售总额34910亿元，同比增长18.4%。其中，除汽车以外的消费品零售额31290亿元，增长16.5%。

1—4月份，社会消费品零售总额149833亿元，同比增长8.5%。其中，除汽车以外的消费品零售额135719亿元，增长9.0%。



按经营单位所在地分，4月份，城镇消费品零售额30398亿元，同比增长18.6%；乡村消费品零售额4513亿元，增长17.3%。1—4月份，城镇消费品零售额130062亿元，同比增长8.4%；乡村消费品零售额19771亿元，增长8.6%。

按消费类型分，4月份，商品零售31159亿元，同比增长15.9%；餐饮收入3751亿元，增长43.8%。1—4月份，商品零售133945亿元，同比增长7.3%；餐饮收入15888亿元，增长19.8%。



按零售业态分，1—4月份，限额以上零售业单位中的超市、便利店、专业店、品牌专卖店、百货店零售额同比分别增长0.7%、8.1%、6.5%、2.9%、11.1%。

1—4月份，全国网上零售额44108亿元，同比增长12.3%。其中，实物商品网上零售额37164亿元，增长10.4%，占社会消费品零售总额的比重为24.8%；在实物商品网上零售额中，吃类、穿类、用类商品分别增长9.0%、13.5%、9.6%。

2023年4月份社会消费品零售总额主要数据

指 标	4月		1—4月	
	绝对量 (亿元)	同比增长 (%)	绝对量 (亿元)	同比增长 (%)
社会消费品零售总额	34910	18.4	149833	8.5
其中：除汽车以外的消费品零售额	31290	16.5	135719	9.0
其中：限额以上单位消费品零售额	13228	19.0	55501	7.8
其中：实物商品网上零售额	-	-	37164	10.4
按经营地分				
城镇	30398	18.6	130062	8.4
乡村	4513	17.3	19771	8.6
按消费类型分				
餐饮收入	3751	43.8	15888	19.8
其中：限额以上单位餐饮收入	1011	44.6	4017	23.9
商品零售	31159	15.9	133945	7.3
其中：限额以上单位商品零售	12217	17.3	51483	6.7
粮油、食品类	1395	1.0	6251	6.0
饮料类	211	-3.4	924	0.6
烟酒类	364	14.9	1830	8.3
服装、鞋帽、针纺织品类	1051	32.4	4653	13.4
化妆品类	276	24.3	1299	9.3
金银珠宝类	231	44.7	1181	18.5
日用品类	548	10.1	2455	6.2
体育、娱乐用品类	86	25.7	351	10.1
家用电器和音像器材类	609	4.7	2536	-0.3
中西药品类	524	3.7	2236	13.3
文化办公用品类	260	-4.9	1191	-2.2
家具类	109	3.4	435	4.3
通讯器材类	410	14.6	1942	-1.5
石油及制品类	1926	13.5	7683	11.0
汽车类	3620	38.0	14114	5.4
建筑及装潢材料类	119	-11.2	479	-4.5

注：

1.此表数据均为未扣除价格因素的名义增速。

2.此表中部分数据因四舍五入，存在总计与分项合计不等的情况。

[点击下载：相关数据表](#)

附注

1. 指标解释

社会消费品零售总额：是指企业（单位、个体户）通过交易售给个人、社会集团非生产、非经营用的实物商品金额，以及提供餐饮服务所取得的收入金额。

网上零售额：是指通过公共网络交易平台（包括自建网站和第三方平台）实现的商品和服务零售额之和。商品和服务包括实物商品和非实物商品（如虚拟商品、服务类商品等）。

社会消费品零售总额包括实物商品网上零售额，但不包括非实物商品网上零售额。

2. 统计范围

从事商品零售活动或提供餐饮服务的法人企业、产业活动单位和个体户。其中，限额以上单位是指年主营业务收入2000万元及以上的批发业企业（单位、个体户）、500万元及以上的零售业企业（单位、个体户）、200万元及以上的住宿和餐饮业企业（单位、个体户）。

由于限额以上批发和零售业、住宿和餐饮业企业（单位、个体户）范围每年发生变化，为保证本年数据与上年可比，计算限额以上单位消费品零售额等各项指标同比增长速度所采用的同期数与本期的企业（单位、个体户）统计范围相一致，和上年公布的数据存在口径差异。主要原因是每年都有部分企业（单位、个体户）达到限额标准纳入调查范围，同时也有部分企业（单位、个体户）因规模变小达不到限额标准退出调查范围，还有新开业、破产、注（吊）销企业（单位、个体户）的影响。

3. 调查方法

对限额以上单位进行全数调查，对限额以下单位进行抽样调查。

4. 环比数据修订

根据季节调整模型自动修正的结果，对2022年4月份以来的社会消费品零售总额环比增速进行修订。修订结果及2023年4月份环比数据如下：

	月份	环比增速（%）	
2022年	4月	-0.02	
	5月	-0.03	
	6月	4.96	
	7月	1.68	
	8月	-0.04	
	9月	4.37	
	10月	-0.02	
	11月	-0.04	
	12月	-0.03	
	2023年	1月	0.42
		2月	1.64
		3月	0.78
4月		0.49	



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