2018年香港珠寶業進入「復甦期」
Jewellery Retail experiences a “Year of Recovery”

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2018年香港零售數據造好，內地訪港旅客量回升，珠寶首飾銷售錄得雙位數按年升幅。而珠寶零售集團周大福作為中國地區領先的珠寶零售商，指2018年為其集團的「復甦期」，集團於2018財政年度的銷售及盈利明顯上升，香港整體零售業亦因旅客量回升而出現明顯復甦。

集團於內地的零售額上升16%至35.8億，而香港及澳門的零售額則上升7%至26.3億。受兩個市場平均售價及銷量的推動，內地於該期間的同店銷售增長上升8%，香港及澳門的同店銷售增長則上升10%。計及電子商貿業務，內地同店銷售增長為10.8%。鑲有寶石的珠寶銷售增加5%至14.9億，而黃金首飾的盈利上升15%至35.9億。周大福於今年增加204間店舖，主要位於中國內地，截至3月31日止擁有2,585個銷售點。

Calling financial year 2018 a “year of recovery”, leading jewelry retail group Chow Tai Fook, a bellweather for China’s jewelry landscape, reaped the benefits of the retail market in Greater China regaining its upward momentum, leading to a vibrant performance for the group. Chow Tai Fook’s sales and profit rose during the fiscal year in the rising Chinese market, with the retail sector also noting increased tourism to Hong Kong as having a positive impact on sales.

Retail sales in Mainland China jumped 16% to $3.58 bn, while revenue from Hong Kong and Macau rose 7% to $2.63 bn. Driven by average selling price as well as volume growth in both markets, same-store sales growh (SSSG) in mainland China increased 8% for the period, while those in Hong Kong and Macau rose 10%. Including e-commerce business, Mainland China SSSG would be 10.8%. Sales of gem-set jewelry rose 5% to $1.49 bn for the year, while revenue from gold surged 15% to $3.59 bn. During the year, the retailer added a net 204 new outlets, primarily in Mainland China, and had 2,585 points of sale as at March 31.