



【本地】周大福2018財年開局良好 香港市場增長顯著

【Local】Chow Tai Fook Opens FY 2018 Strong with Impressive Growth in HK Market

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資料來源：Diamond Loupe

Bellweather 珠寶集團旗下周大福根據2017年銷售收入得出2018年第一財政季度（截至2018年6月30日的三個月時間）銷售實現穩健增長，並稱香港和澳門市場增長顯著。得益於“本地消費者支出的改善和中國大陸游客的增長”，香港和澳門的零銷售額增長了21%，而同店銷售額增長了26%。中國大陸銷售額也表現良好，增長11%，同店銷售額增長4%。同店銷售額是指截至2018年6月30日，並於2017年4月1日前開業的自營POS收入。在香港及澳門，鑲寶首飾在銷售數量及平均售價方面均有顯著提高，由1389美元(合10900港元)增至1414美元(合11100港元)。加上此因素使同店銷售額上升了26%。黃金產品銷售也遵循同樣的態勢，第一季度增長了31%。在中國大陸，鑲寶首飾的同店銷售額下降了4%，儘管其零銷售額增長了3%。並且同店平均售價遠低於香港，為892美元(合7000港元)，但較上年同期的828美元(合6500港元)大幅提高。黃金產品在大陸也表現良好，銷售額增長11%，這得益於本季度國際平均黃金價格與去年同期相比增長4%。

TBellweather jewelry group Chow Tai Fook built on its 2017 sales gains by recording a solid first fiscal quarter of 2018 (three months ended 30 June 2018), citing “impressive growth” in the Hong Kong and Macau market. Benefitting from “improving local consumer spending and an increase in visitors from Mainland China”, retail sales surged by 21% in Hong Kong and Macau, while same-store sales (SSS) increased by 26%. Sales on the Mainland also fared well, increasing by 11%, with same-store sales up 4%. SSS refers to revenue from the self-operated POS existing as at 30 June 2018 and which have been opened prior to 1 April 2017.

In Hong Kong and Macau, gem-set jewelry saw significant improvements in terms of the volume of items moved and their average selling price, which increased to US\$1,414 (HK\$11,100) from US\$1,389 (HK\$10,900). Together this led to 26% rise in SSS. Sales of gold products followed the same trend, increasing by 31% during the first quarter. In Mainland China, SSS of gem-set jewelry declined by 4%, although its retail sales value showed positive 3% growth. Same store average selling price per item was much lower than in Hong Kong at US\$892 (HK\$7,000), but improved significantly from US\$828 (HK\$6,500) a year prior. Gold products also performed well on the Mainland, with sales increasing by 11%, supported by the 4% increase in the average international gold price in the quarter compared to the same period last year.