RetailEconomics

UK Retail Sales
Monthly report

Retail Sales

1.8%

Retail sales rose by 1.8% in January, year-on-year, according to Retail Economics.

Confidence

-9

Consumer confidence rose two points to -9 in January, according to GfK.

Footfall

-0.5%

Footfall fell by 0.5% in January, according to Ipsos.

Online Retail Sales

7.4%

Total online retail sales rose by 7.4% in January, value and non-seasonally adjusted, according to ONS.

Online Penetration

19.9%

Online accounted for 19.9% of total retail sales in January, value non-seasonally adjusted.

SAMPLE

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What you get out of our UK Retail Sales reports

✓ **Key economic trends from the latest available data**

✓ **A holistic and accurate view of the industry**

✓ **Expert analysis to help inform your decisions**

✓ **Identification of key risks and opportunities across the sectors**

✓ **Insight into where the retail industry is headed**

✓ **Weather data to help identify consumer behavioural trends**

✓ **Covid-19 related insights to assist your forward planning**

COVID-19 Service

We conduct extensive research and analysis on the impact of coronavirus (COVID-19) on the UK retail and leisure industry. Our service consists of frequent, timely analysis and updates in a variety of formats so you can absorb the information quickly in a way that best suits you.

What you get

1. Impact assessment reports for UK retail and leisure

These reports provide an in-depth analysis of the COVID-19 impact on the UK retail and leisure industry including consumer panel surveys, economics analysis, forecasts and other insights.

2. COVID-19 Quick Responses

Get the latest updates from retailers and the wider industry on the impact of COVID-19 as an when it happens - delivered directly to your inbox.

3. Consumer panel research

For the critical duration, we conduct fortnightly surveys using a panel of over 2,000 households to measure: 1) Behavioural shifts 2) Confidence 3) Sentiment These extensive surveys have proved to be a very accurate indicator of future trading vulnerabilities for the industry.

4. Weekly newsletter

Every week we produce a summary of all the 'need-to-know facts and stats' related to the impact of coronavirus on the retail and leisure industry broken down by sector (e.g. clothing & footwear, food, home and more) and by channel.

5. Economic chartbook

Produced monthly, a summary of all the critical macroeconomic data and trends in an easily digestible chartbook format. Ideal for identifying trends.

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Contents

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OMITTED SECTIONS

Retail sales beat expectations in January

Sector Growth Rankings	Jan-20	3 month avg.	6 month avg.	12 month avg.
Food	2.8%	1.8%	2.2%	2.3%
Footwear	2.7%	0.9%	0.6%	0.3%
Health and Beauty	2.2%	0.2%	0.5%	0.8%
Clothing	2.1%	0.7%	0.6%	0.5%
Furn & Floor	1.8%	0.7%	-0.1%	0.4%
Electricals	-0.5%	-1.5%	-1.2%	-0.9%
Homewares	-0.9%	-0.8%	-1.0%	0.1%
DIY and Gardening	-1.8%	-2.3%	-2.1%	-0.5%

Source: Retail Economics

Boost in confidence

- Retail sales rose by 1.8% in January, year-on-year, according to the Retail Economics Retail Sales Index (value, non-seasonally adjusted, exc. Fuel).

- Growth was driven by strong spending in Food (2.8%) which outpaced the 12-month average of 2.3%. However, parts of non-food also rose on last year's levels with Footwear (+2.7%), Health & Beauty (2.2%), Clothing (+2.1%) and Furniture & Flooring (+1.8%) all rising on last year's levels.

1

Leisure and entertainment

- Leisure and entertainment categories appeared to yield more impressive growth rates, with the following categories outperforming the market: Hospitality & Leisure (+5.7%), Eating & Drinking (+8.6%), Bars, Pubs & Clubs (+10.1%) and Takeaway & Fast food (+11.4%).

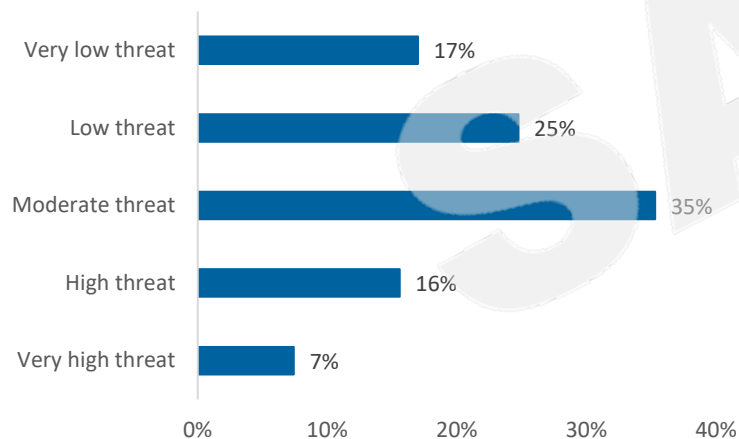- Spending across 'essentials' rose by 3.7% and non-essentials rose by 4.0%.

2

Parts of leisure and entertainment rose significantly

Category	Spend Growth	Transaction Growth
Essential	3.7%	5.5%
Non Essential	4.0%	9.7%
Retail	2.8%	5.4%
Hospitality & Leisure	5.7%	11.8%
Eating & Drinking	8.6%	11.9%
Bars, Pubs & Clubs	10.1%	19.4%
Takeaways and Fast Food	11.4%	10.5%
Digital Content & Subscription	8.5%	17.9%

Source: BarclayCard

What level of threat do you think the coronavirus currently poses to health in the UK?

- Very low threat — 17%
- Low threat — 25%
- Moderate threat — 35%
- High threat — 16%
- Very high threat — 7%

Source: Retail Economics

Risk from coronavirus

- There is confusion over the current level of threat. Around a quarter (23%) of consumers believe the coronavirus is a high threat to health in the UK, while around a third (35%) think it's a moderate threat, and two fifths (42%) see it as low threat.

- Concerned consumers (those who believe the virus threat is high) are currently five times more likely to avoid travelling abroad compared with those who think the threat is low.
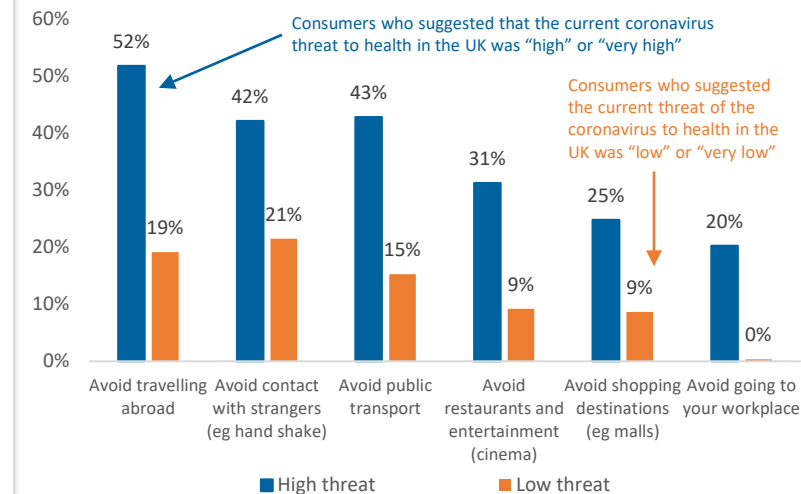
3

Holiday spending on hold

- However, the biggest impact is set to be on holidays if the outbreak continues.

- 31% of consumers would consider avoiding travelling abroad in the future. Given that average UK households spend around £2,200 per year on holidays abroad, according to the ONS, this could put £17 billion at risk in non-spending on travel overseas.

4

Which of the following actions, if any, would you consider in the future to protect yourself from the coronavirus if it persists?

Consumers who suggested that the current coronavirus threat to health in the UK was "high" or "very high"

Consumers who suggested the current threat of the coronavirus to health in the UK was "low" or "very low"

Action	High threat	Low threat
Avoid travelling abroad	52%	19%
Avoid contact with strangers (eg hand shake)	42%	21%
Avoid public transport	43%	15%
Avoid restaurants and entertainment (cinema)	31%	9%
Avoid shopping destinations (eg malls)	25%	9%
Avoid going to your workplace	20%	0%

Source: Retail Economics

Retail Sales Comparison: January 2020

RetailEconomics

Index	January 2020	Summary	Description of measure	Period covered
Retail Economics Sales Index	• +1.8% (Total) • +2.8% (Food) • +1.2% (Non-Food)	• Total sales rose 1.8% in January following a bounce in consumer confidence and underlying improvements in the housing market. • Food (+2.8%) was the best performer, followed by strong performances in Footwear (2.7%), Health & Beauty (2.2%) and Clothing (2.1%).	• Value and non-seasonally adjusted, annual growth, year-on-year, excluding automotive fuel. • Retail sales as defined by ONS Standard Industrial Classification. • Econometric model to include multiple sources of retail sales data. • Includes consumer survey panel data.	29 December 2019 – 1 February 2020
Office for National Statistics Retail Sales Index	• +3.7% value, non-SA • +3.0% volume, non-SA • 7.4% Online, non-SA (all exc. Fuel)	• Total sales rose by 3.7% year-on-year, against a rise of 3.8% last year. • Food sales rose by 3.0% against a rise of 4.2% last year. Non-Food rose by 1.3% against a rise of 1.1% last year. Online sales rose by 7.4% and accounted for 19.9% of total retail sales (value, NSA).	• Value and non-seasonally adjusted, annual growth, year-on-year, excluding automotive fuel. • Retail sales as defined by ONS Standard Industrial Classification.	29 December 2019 – 1 February 2020
BRC-KPMG Retail Sales Monitor	• +0.4% (total) • +0.0% (like-for-like) • +2.5% (online, non-food)	• Total retail sales rose 0.4% in January, year-on-year. Like-for-like sales were flat over the same period. • As healthy living and 'dry January' took hold during a month of resolutions, Food sales on a three-month basis dipped below its 12-month average, while Non-food sales were in-line with its yearly trend.	• Value and non-seasonally adjusted, annual growth, year-on-year, excluding automotive fuel. • Retail sales as defined by ONS Standard Industrial Classification. • Sample of c.70 retailers, sales data collected directly from retailers.	29 December 2019 – 1 February 2020
BDO High Street Sales Tracker	• +7.0% Total • +8.5% Lifestyle • +7.7% Fashion • +5.4% Homewares • +18.8% Non-Store	• The BDO High Street Sales Tracker reported overall like-for-like (LFL) sales rose 7.0% year-on-year in January, from a 3.8% rise a year earlier, with physical stores also reporting an uplift. • This was the strongest rise in total LFL sales since this measure was introduced in September 2017. What's more, all sub-components reported a rise for the first time since January 2018.	• Like-for-like sales values, non-seasonally adjusted, excludes non-store sales. Results based on adjusted averages which exclude outliers. • Sample of c.85 mid market retailers covering 10,000 individual stores. • Annual LFL growth figures collected directly from retailers.	30 December 2019 – 26 January 2020
Visa Consumer Spending Index	• -1.6%	• Visa's Consumer Spending Index, which reflects overall consumer spending, fell to -1.6% in January. • Spending volumes fell in seven of the eight categories monitored with Hotels, Bars & Restaurants (+4.5%) the only one to report a rise.	• Consumer spending – volumes, seasonally and trade day adjusted. • Data for all Visa debit, credit and prepaid cards held by UK cardholders • Spending by product categories consist of the Classification of Individual Consumption According to Purpose (COICOP) groups.	January 2020
CBI Distributive Trade Survey - Retail	• 0%	• Sales were flat in January, unchanged from the previous month. Retail sales volumes are expected to remain unchanged in February. • Internet sales growth improved markedly in January (+46%), with a similar rise expected in February (+50%).	• The DTS is a qualitative survey which aims to capture short and medium-term trends in the UK Retail Sector. • Sample of c.70 retailers who account for approximately a third of total employment in the retail sector, responded to the survey.	January 2020

Note: For a more detailed explanation of the various methodologies and comparisons between measures, please contact us and ask to speak with one of our analysts.

Where possible, comparisons are made with consistent methodology, or as near as possible. For example, our base line is to use retail sales that are value, non-seasonally adjusted, excluding fuel and covering the ONS trading calendar period. In addition, the Visa Consumer Spending Index measure includes all parts of consumer spending, not just retail, and so is not directly comparable to other measures of retail sales.

WE ANALYSE MANY DATA SOURCES SO YOU GET A BALANCED VIEW

Consumer Pulse Calendar: January 2020

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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30 December	31 December WHO hears of first reports of unknown virus (Coronavirus)	**1 January 2020** • New Years Day • The start of Veganuary	2	3 Back to School (for many)	4	5
6	7 Job applications spike (Source: Glassdoor)	8 Prince Harry and Meghan Markle announce they are stepping down	9 Long haul destination booking peak (Source: Hitwise)	10	11	12 The first Winter series of Love Island starts on ITV
13	14 Start of 48-hour period of gales/storms; some 25 flood warnings and 165 flood alerts were issued	15 • Searches for package holidays peak (source: Hitwise) • Payday for 19% of workers (CIPP)	16 Searches for cheap holidays peak (source: Hitwise)	17	18	19
20 Blue Monday (claimed to be the most depressing day of the year)	21	22	23	24	25 • Chinese New Year, year of the Rat • Payday for 24% of workers (CIPP)	26
27	28 Payday for 21% for workers (CIPP)	29	30 WHO declares Coronavirus a public health emergency	31 • Brexit day • UK's first two cases of the Coronavirus • Payday for 39% of workers (CIPP)	1 February	2 February

Retail Sales – January 2020

Retail sales rose by 1.8% in January, year-on-year, according to the Retail Economics Retail Sales Index (value, non-seasonally adjusted, exc. Fuel). This compares with January 2019 when sales rose by 2.7%.

Boris Bounce?

Following the disruptive impact of Black Friday over the Christmas period, retail spending in January beat expectations. Growth was driven by strong spending in Food (2.8%) which outpaced the 12-month average of 2.3%. However, parts of non-food also rose on last year's levels with Footwear (+2.7%), Health & Beauty (2.2%), Clothing (+2.1%) and Furniture & Flooring (+1.8%) all rising on last year's levels.

In part, an improvement in consumer confidence is likely to have provided support, widely reported as the 'Boris Bounce'. Indeed, the latest data showed confidence rising to its highest level since September 2018 according to GfK. Only in November, it had hovered at a six-year low.

It stands to reason that with such a convincing win at the polls, large swathes of the electorate would have been reassured by the result of the general election, boosting sentiment and expectations of the future personal finances and economic performance. And even voters of other political persuasions may have sensed relief at a stable government and greater clarity over the future path of Brexit.

The government's PR machine also appears to have done a good job in convincing some consumers that Brexit has indeed been done. But in the coming months, the feel-good factor of returning blue passports is likely to be quashed by renewed and intense negotiations when the UK and the EU release their trade mandates in March. Uncertainties about the type of deal will resurface, and whether or not there will be a deal in place by November and ratified by the end of the year.

However, other supportive forces are likely to have taken hold too, particularly the housing market. Housing transactions rose by 6.2% in December compared with the previous month and the highest level since March 2016. Compared with the previous year, transactions were 6.8% higher.

Retail Economics Retail Sales Index – Non-Food Sales
(value, non-seasonally adjusted)
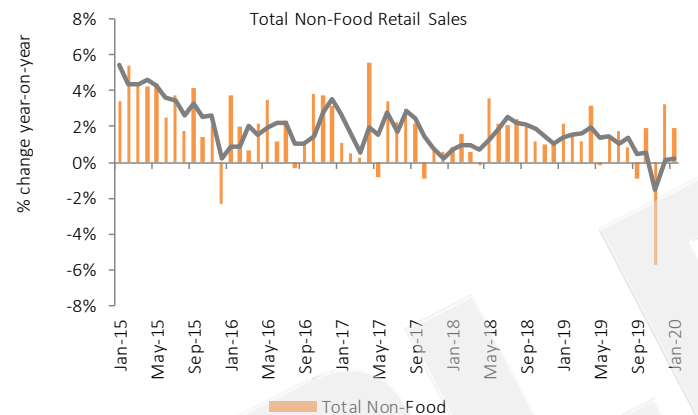
Source: Retail Economics - Retail Sales Index

Retail Economics Retail Sales Index – by category
(value, non-seasonally adjusted)
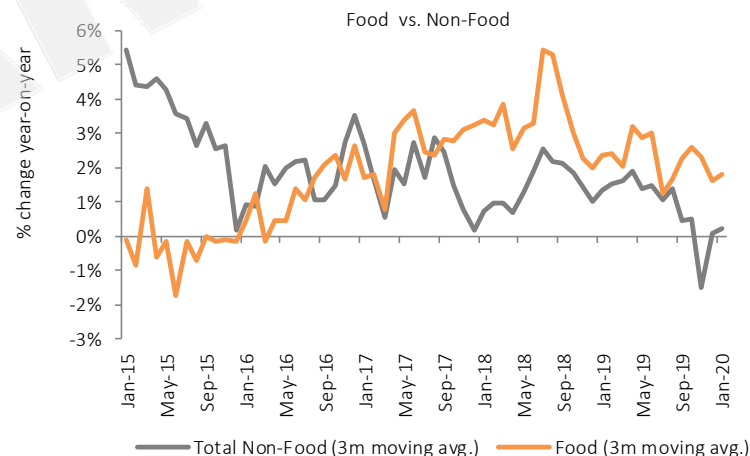
Source: Retail Economics - Retail Sales Index

Retail Sales

1.8%

Retail Economics Retail Sales Index shows sales rose by 1.8% year-on-year in January.

Food

2.8%

Food sales rose by 2.8% year-on-year.

The latest data showed confidence rising to its highest level since September 2018 according to GfK

Furthermore, forward looking indictors such as mortgage approvals suggest this momentum may be sustained in the short term. The Bank of England figures showed that the number of mortgages approved were 67,241 in December – up 4.6% on the previous year which is the strongest growth since August 2017.

Also, with the labour market remaining strong and real wage growth rising, the boost in confidence appears to have supported consumers' willingness to spend – at least in the short-run.

BRC-KPMG Retail Sales Monitor

The BRC-KPMG measure reported total sales rising by 0.4% in January, year-on-year, while on a like-for-like basis, sales were flat. This was considerably slower than the ONS, BDO and Retail Economics (RE) estimates. In the three months to January, total Food sales rose by 0.6%, below the 12-month average of 1.2% and the lowest since February 2017. Total non-food sales reportedly fell by 1.3% with LFL in-store sales falling 3.3% over the same period. Non-food online sales rose by just 2.5% in January – but do not include some sizeable players such as Amazon, eBay, Boohoo, Zara, Missguided, Farfetch and others.

BDO High Street Sales Tracker

The BDO High Street Tracker reported impressive growth of 7.0% in January, against a 3.8% rise in January 2019. Store growth was reportedly up by 5.7% while non-store sales rose by 18.8%. Overall growth was driven by Lifestyle (+8.5%), Fashion (+7.7%) and Homewares (+5.4%). January's result marks the best monthly total in-store LFL since January 2014. Note that the BDO figures covered the four weeks to 26 January and not the adjusted 5-week period adopted by the ONS, BRC and Retail Economics (RE).

ONS Retail Sales Index

The ONS retail sales index reported a rise in sales of 3.7% in January (value and non-seasonally adjusted – exc. Fuel). Growth was supported by Food retailers who saw sales rise by 3.0% against the previous year. Non-food sales rose by 1.3%.

The split between large and small retailers was once again mystifying. Larger retailers reportedly rose by 2.6% in January compared with growth of 7.6% for small retailers. This was the

strongest growth in the small retailer series since June 2019. The largest divergence occurred across non-food with the ONS reporting growth of 5.7% for small non-food retailers compared with a decline of 0.1% for large non-food retailers. Within the small retailer category, there was debateable growth rates reported by non-specialised non-food stores (+18.4%) and Clothing (14.2%).

Barclaycard

Barclaycard (covering 23 December to 24 January) reported consumer spending growth of 3.9% in January, highlighting strong performances in food and fuel. Spending across 'essentials' rose by 3.7% and non-essentials rose by 4.0%. Their retail index reported growth of 2.8% over the period, driven by Grocery (+4.0%), General Retailers (+6.4%), Discount Stores (+9.5%) and Health & Beauty (+5.9). However, leisure and entertainment categories appeared to yield more impressive growth rates as Hospitality & Leisure (+5.7%), Eating & Drinking (+8.6%), Bars, Pubs & Clubs (+10.1%) and Takeaway & Fast food (+11.4%) all outperformed the market.
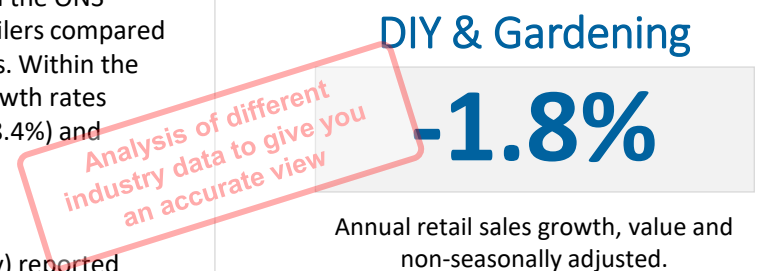
Will the 'Boris Bounce' persist?

The climb in retail sales is unlikely to persist heading into February. Storms across the UK and fears around the coronavirus are likely to have dampened consumers' spirits as well as their homes.

While we are mindful of keeping the influence of the coronavirus in perspective, given the number of cases and effect on UK tourist numbers, the next few weeks is likely to be critical in determining the magnitude of the impact on UK retail.

From a supply side, issues with production in Chinese factories have been widely reported, as large pools of production have been frozen. Apple warned that the coronavirus would hit its sales forecasts in the coming quarter. If production from Chinese factories does not ramp up as fast as expected, there could be supply constraints surfacing in the UK in the spring.

Reduced tourist numbers in the UK is also likely to impact some destinations. Reportedly, Bicester Village saw an 85% drop in shopper numbers due to Chinese tourists staying away.

Analysis of different industry data to give you an accurate view

DIY & Gardening

-1.8%

Annual retail sales growth, value and non-seasonally adjusted.

Clothing

2.1%

Annual retail sales growth, value and non-seasonally adjusted.

With the labour market remaining strong and real wage growth rising, the boost in confidence appears to have supported consumers' willingness to spend – at least in the short-run.

RetailEconomics

Coronavirus – special analysis

The coronavirus was first discovered towards the end of December 2019 in China. We take a look at the current trends in consumer behaviour concerning the virus and the potential ramifications should the outbreak persist.

Key statistics
- Almost a quarter (23%) of consumers surveyed think that the coronavirus poses a high level of threat to health in the UK.
- Consumers suggested that they would avoid: 'travelling abroad' (19%), 'contact with strangers' (14%), 'using public transport' (12%), visiting 'restaurants and entertainment venues' (9%) and 'shopping destinations' (6%).
- Almost a fifth (18%) of consumers are in some way worried about product shortages as a result of the coronavirus.

Of those that said the current level of threat of the coronavirus (to health) was "high" or "very high":

- Almost half (49%) suggested they would change what they bought to protect themselves (e.g. masks) should the virus persist.
- Over a third (35%) of consumers indicated they would shop more online (to avoid physical destinations) should the coronavirus persist.
- A quarter (25%) suggested they would avoid shopping destinations, while 42% would avoid contact with strangers.
- Over a third (34%) are worried about product shortages.

What impact could this have on retail and consumer spending?
Confusion and anxiety
There is confusion over the current level of threat. Around a quarter (23%) of consumers believe the coronavirus is a high threat to health in the UK, while around a third (35%) think it's a moderate threat and two fifths (42%) see it as low threat.

This disparity plays out in differences in consumer habits. Concerned consumers (those who believe the virus threat is high) are currently five times more likely to avoid travelling abroad in

order to protect themselves from the coronavirus, and are 20 times more likely to avoid shopping destinations such as malls.

More than a fifth (22%) of concerned consumers have bought products to protect themselves from the virus. Around a third (32%) of these consumers are already avoiding contact with others and a quarter of them avoid public transport.

What level of threat do you think the coronavirus currently poses to health in the UK?
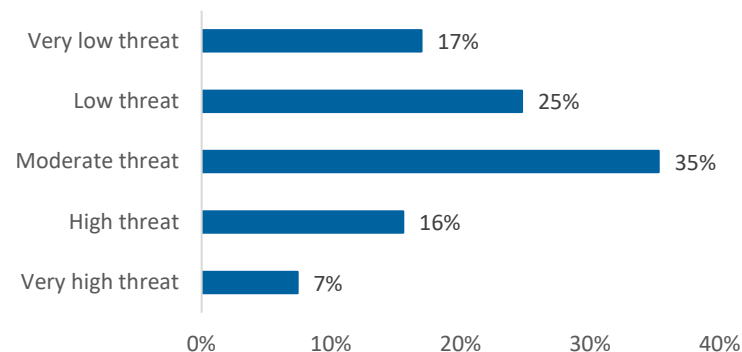
Source: Retail Economics

There's further anxiety and confusion around how consumers can safeguard themselves from the virus. A staggering 48% of respondents would try to avoid buying online from international sellers that ship products directly from China if the virus persists. But the majority of shoppers (81%) are not worried about product shortages as a result of the virus.

Avoiding future travel
If the virus persists, we expect to see a significant knock-on impact to the retail and leisure sector. There could be a near three-fold increase in the number of consumers that avoid shopping destinations (6% currently avoid shopping destinations to limit their exposure to the virus, compared with 16% who would consider it if the virus persists), while those who avoid restaurants and entertainment (e.g. cinema) could almost

Coronavirus

23%

Think that it poses a high level of threat.

Holidays

31%

Would consider cancelling holiday plans if the virus persisted.

There is confusion over the current level of threat. Around a quarter (23%) of consumers believe the coronavirus is a high threat to health in the UK, while around a third (35%) think it's a moderate threat, and two fifths (42%) see it as low threat.

double (from 9% currently to 17% if the virus persists in the future).

This would see more shoppers gravitate online, but also shop in less busy locations and avoid public transport. 41% would consider avoiding busier locations in favour of quieter destinations in the future if the virus persists; while more than a third (35%) would consider buying more products online to avoid physical destinations altogether. This is most likely to impact city and flagship destinations.

However, the biggest impact is set to affect holidays if the outbreak continues. 31% would consider avoiding travel abroad in the future. Given that UK households spend on average around £2,200 per year on holidays abroad, according to the ONS, this could put £17 billion at risk from non-spend on overseas travel.

Window of opportunity?
Resultantly, consumers could look to shift this discretionary spending to other parts of the consumer sector or put more into savings. Holidaying in the UK could see a rise (staycations). Also, shoppers may decide to treat themselves in other ways which could trickle through to the retail sector.

Indeed, if the virus persists, consumers will shift spending elsewhere as they substitute what they would have spent abroad to other areas of the economy. Diverting spending away from holidays is likely to impact the middle class and the most affluent households. The most affluent spend more than 13 times the amount on holidays abroad compared to the least affluent in the UK. They also have a high propensity to spend in other discretionary areas.

From a retail perspective, this could support certain areas, but whether or not the additional cash will offset fears of spending time in publics spaces (i.e. nervousness of visiting shopping locations) remains unclear. Additionally, a reduction in tourist numbers to the UK will hit luxury retailers, particular in the Capital and other tourist locations (e.g. Bicester Village). However, people have said they would shift more spend online, so retailers that have a good online proposition could benefit.

This should be put into context whereby the coronavirus compounds an already fragile backdrop for consumer confidence. People are worried about Brexit, a weaker outlook for the economy, lack of savings, and how to shop sustainably amid concerns over the impact of consumption on the environment.
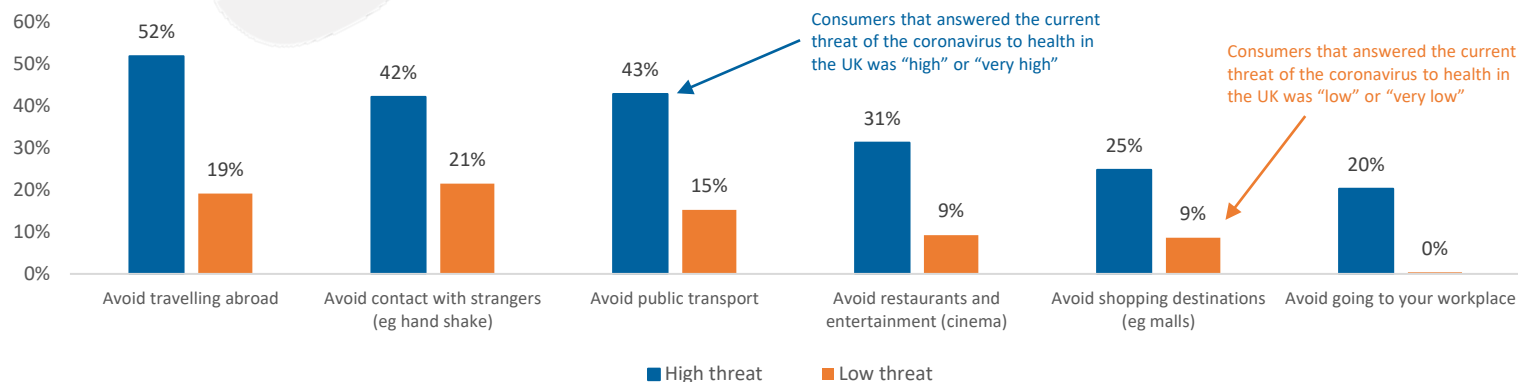
Holiday spending

£17bn

Of holiday spending put on hold if the coronavirus persists.

Shopping destinations

16%

Of respondents said they would consider avoiding shopping destinations if the virus persisted.

31% would consider avoiding travel abroad in the future. Given that UK households spend on average around £2,200 per year on holidays abroad (ONS), this could put £17 billion at risk from non-spend on overseas travel.

Which of the following actions, if any, would you consider in the future to protect yourself from the coronavirus if it persists?

Consumers that answered the current threat of the coronavirus to health in the UK was "high" or "very high"

Consumers that answered the current threat of the coronavirus to health in the UK was "low" or "very low"

| Action	High threat	Low threat
Avoid travelling abroad	52%	19%
Avoid contact with strangers (eg hand shake)	42%	21%
Avoid public transport	43%	15%
Avoid restaurants and entertainment (cinema)	31%	9%
Avoid shopping destinations (eg malls)	25%	9%
Avoid going to your workplace	20%	0%

■ High threat ■ Low threat

Retail Economics Retail Sales Index – January 2020

According to the Retail Economics Retail Sales Index, total retail sales rose by 1.8% in January, year-on-year, compared with growth of 2.7% last year.

The growth in spending exceeded expectations and it appears that a boost in consumer confidence, driven by a stable government and a recovery in the housing market, persuaded consumers to loosen their purse strings in January.

Food vs. Non-Food
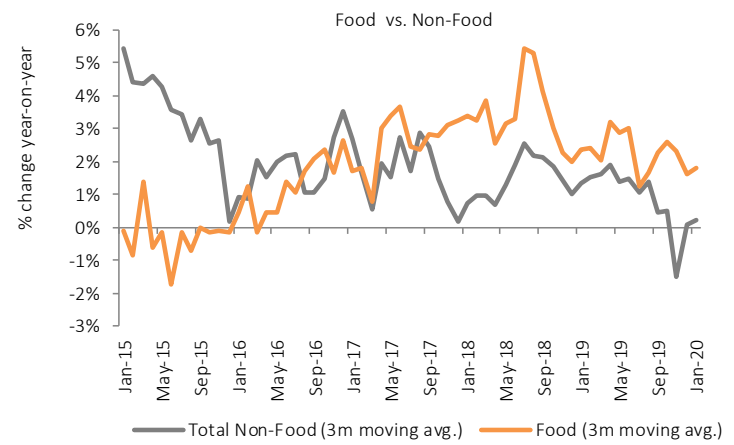
Source: Retail Economics
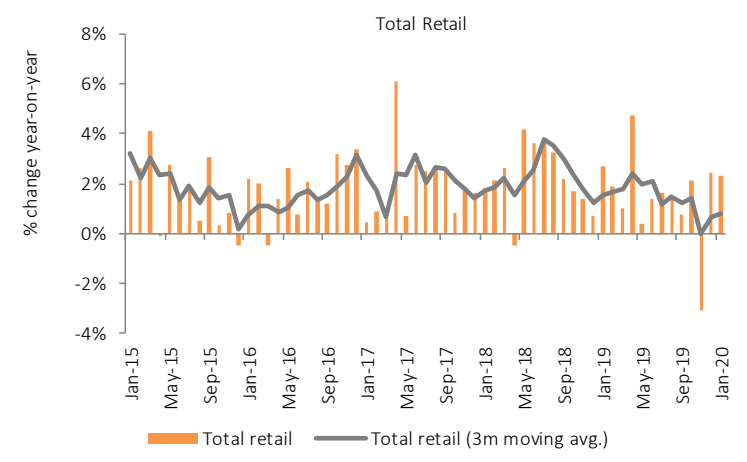
Total Retail

Source: Retail Economics

Total retail market	Annual % growth
Aug-19	1.5%
Sep-19	0.7%
Oct-19	2.1%
Nov-19	-3.1%
Dec-19	2.5%
Jan-20	2.3%

Source: Retail Economics: Retail Sales Series – value, non-seasonally adjusted
*Period aligned to ONS trading calendar: 29 December 2019 – 1 February 2020

Retail Sales

1.8%

Total retail sales in January rose by 1.8% year-on-year.

Retail Sales Three-month average

0.7%

In the three months to January, retail sales rose by 0.7%.

The growth in spending exceeded expectations and it appears that a boost in consumer confidence, driven by a stable government and a recovery in the housing market, persuaded consumers to loosen their purse strings in January.

Retail Economics Retail Sales Index – January 2020

Food was the best performing category in January with sales rising 2.8% on the previous year. However, a range of non-food categories also produced impressive results with growth reported across Footwear (+2.7%), Health & Beauty (+2.2%), Clothing (+2.1%) and Furniture & Flooring (+1.8%).

Food was a bright spot among households in January as it appeared trading up to premium ranges was popular, while the milder weather also helped footfall, supporting top line growth.

Veganuary was also a key trend with consumers switching to meat-free products as the growing shift towards more sustainable lifestyles gathers traction.

With sturdier finances, it appears that a somewhat constrained Christmas period was met with renewed optimism in January. In fact, our consumer survey on the outlook for 2020 reported an improvement in confidence for personal finances, job security, the strength of the economy and the performance of financial assets. Discounting across categories such as Apparel and Health & Beauty appears to have resonated with some consumers.

Meanwhile, Electricals (-0.5%), Homewares (-0.9%) and DIY & Gardening (-1.8%) all fell on last year's levels.

Comparison of sales growth by sector over the last 12 months

Sector Growth Rankings	Jan-20	3 month avg.	6 month avg.	12 month avg.
Food	2.8%	1.8%	2.2%	2.3%
Footwear	2.7%	0.9%	0.6%	0.3%
Health and Beauty	2.2%	0.2%	0.5%	0.8%
Clothing	2.1%	0.7%	0.6%	0.5%
Furn & Floor	1.8%	0.7%	-0.1%	0.4%
Electricals	-0.5%	-1.5%	-1.2%	-0.9%
Homewares	-0.9%	-0.8%	-1.0%	0.1%
DIY and Gardening	-1.8%	-2.3%	-2.1%	-0.5%

Source: Retail Economics: Retail Sales Series – value, non-seasonally adjusted

Source: Retail Economics: Retail Sales Series – value, non-seasonally adjusted
*Period aligned to ONS trading calendar – 29 December 2019 – 1 February 2020

Food

2.8%

Food rose by 2.8% year-on-year.

Footwear

2.7%

Footwear rose by 2.7% year-on-year.

Food was a bright spot among households in January as it appeared trading up to premium ranges was popular, while the milder weather also helped footfall, supporting top line growth.
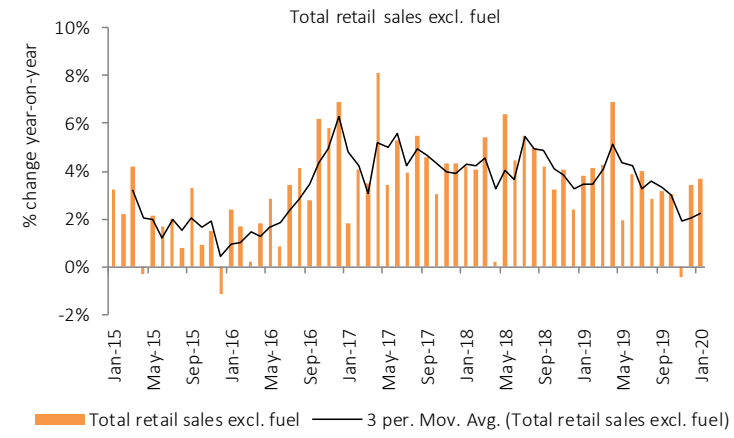
Total Retail Sales –
Office for National Statistics – January 2020

The ONS retail sales index reported a rise in sales of 3.7% in January (value and non-seasonally adjusted – exc. Fuel).

Growth was supported by food retailers who saw sales rise by 3.0% over the same period. The split between large and small retailers was more modest than in the previous month. Large food retailers reportedly saw growth of 2.8% compared with small retailers who reported growth of 4.3%.

Within non-food, clothing saw growth of 2.1% over the period, while footwear and leather goods reported sales rising by 5.8%.

Household goods stores (-1.2%) fell on last year's levels, with small stores outperforming their larger counterparts.

Total retail sales excl. fuel

Legend: Total retail sales excl. fuel — 3 per. Mov. Avg. (Total retail sales excl. fuel)

Total retail market (exc. fuel)	Annual % growth	Monthly % growth
Aug-19	2.9%	-3.5%
Sep-19	3.2%	-0.5%
Oct-19	3.0%	4.2%
Nov-19	-0.4%	10.4%
Dec-19	3.4%	15.8%
Jan-20	3.7%	-29.4%

Source: ONS
*Period aligned to ONS trading calendar – 29 December 2019 – 1 February 2020

ONS Retail Sales

3.7%

According to the ONS, retail sales values were up 3.7% in January, year-on-year.

Store Prices

0.7%

According to the ONS, average store prices rose by 0.7% in January, year-on-year.

Within non-food, clothing saw growth of 2.1% over the period, while footwear and leather goods reported sales rising by 5.8%.

Online Retail Sales –
Office for National Statistics – January 2020

Online had an uncharacteristically tough month with sales rising by just 7.4% (value, non-seasonally adjusted) on the previous year, accounting for 19.9% of retail sales in January (value and non-seasonally adjusted).

On a seasonally-adjusted basis, sales for online food rose by 1.5% as non-food online sales fell by 1.4%. This is only the second time online sales for non-food have dipped into negative territory since December 2011.

Within non-food, Department Stores (-14.4%) and Textiles & Apparel (-1.5%) were the worst performers. However, it's important to recognise that these are for retailers who have a store and online presence.

For non-store retailing (representative primarily of pure online retailers), sales rose by 9.9% on the previous year which would include retailers like Amazon, boohoo, eBay, Farfetch and many others.

UK Online - spend vs. growth

Legend: Online UK avg. weekly sales; Online UK % y/y; 3 per. Mov. Avg. (Online UK % y/y)

UK Online - avg. weekly spend (£m)

Legend: Online UK avg. weekly sales; Online as % of total retail sales
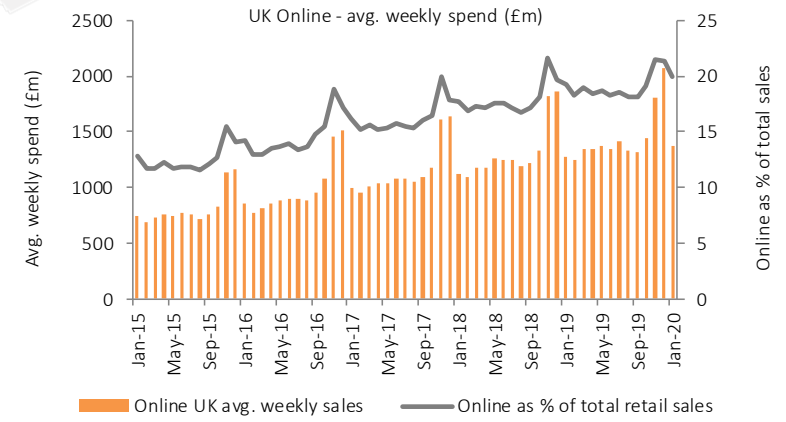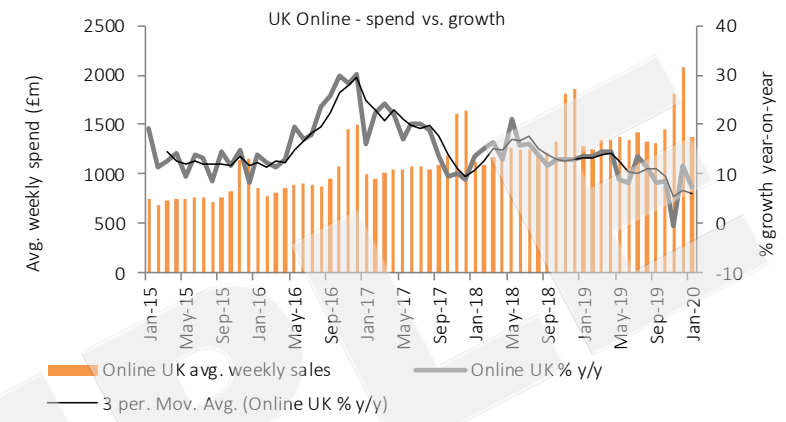
Source: ONS
*Period aligned to ONS trading calendar – 29 December 2019 – 1 February 2020

Online Retail Sales

7.4%

Online Retail sales rose by 7.4% in January, year-on-year, value and non-seasonally adjusted.

Online Share of Total

19.9%

Online accounted for 19.9% of total retail sales in January, non-seasonally adjusted.

Online had an uncharacteristically tough month with sales rising by just 7.4% (value, non-seasonally adjusted) on the previous year.

BRC-KPMG Retail Sales Monitor – January 2020

Retail sales were flat year-on-year on a like-for-like (LFL) basis in January according to the BRC-KPMG Retail Sales Monitor (RSM). As healthy living and 'dry January' took hold during a month of resolutions, Food sales on a three-month basis dipped below its 12-month average, while Non-food sales were in-line with its yearly trend.

Retail sales have been under pressure from consumers holding back on non-essential spending. In general, favourable household financials are not trickling through to the retail sector.

This saw the long-term trend in retail sales hit a record low in January according to the BRC-KPMG monitor (which began in 1995), with total sales down by 0.2% on a 12-month basis.

Total sales increased by 0.4% year-on-year in the five weeks to 1 February 2020, against 2.2% growth in the previous year. This was above the three-month and 12-month average declines of 0.4% and 0.2% respectively. On a LFL basis, sales were flat however, compared to a 1.8% increase last year.

In the three months to January, total Food sales rose by 0.6% year-on-year, which is below the 12-month average of 1.2%. On a LFL basis, sales dipped 0.1% in the three months to January.

On a three-month rolling basis, Non-food sales declined by 1.3% on a total basis and 1.5% on a like-for-like basis. However, the BRC commented that Non-food was "in slight growth year-on-year" in January.

Online Non-Food sales increased by a subdued 2.5% year-on-year in January. This compared to a 5.4% rise last year, when online sales were supported by snow in the last two weeks of January 2019.

Non-food In-store sales were down by 3.0% on a total basis and down by 3.3% on a LFL basis in the three months to January.

Compared to last year, the Non-food online penetration rate increased by 1.1% points to 30.6% in January.

BRC-KPMG UK RSM Total Food and Non-Food

— BRC-KPMG Total food - 3m rolling
— BRC-KPMG Total non-food - 3m rolling

BRC-KPMG UK RSM LFL food and non-food

— BRC-KPMG LFL - 3m rolling
— BRC-KPMG LFL Food - 3m rolling
— BRC-KPMG LFL Non-Food - 3m rolling
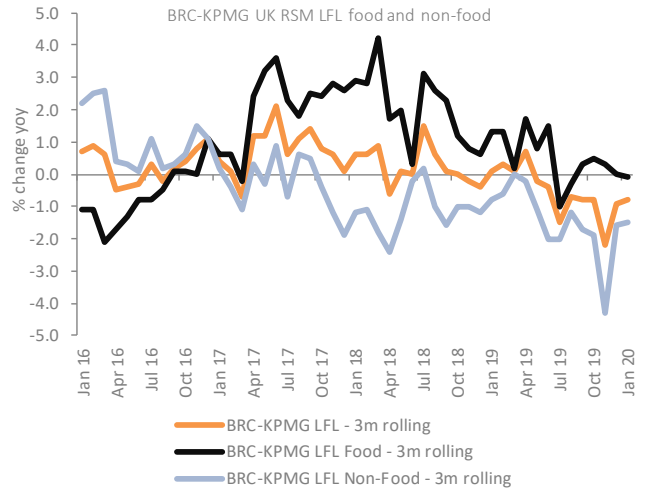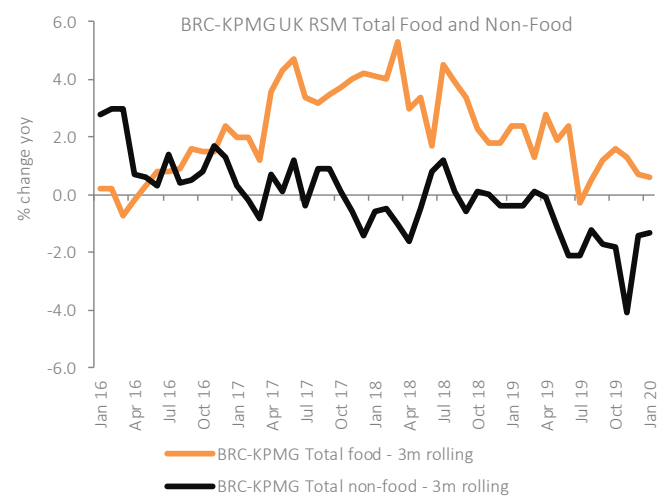
Source: BRC-KPMG, Retail Economics analysis
*Period aligned to ONS trading calendar – 29 December 2019 – 1 February 2020

Key call out stats for easy data intake

BRC Retail Sales Total

0.4%

Total sales increased in January, according to the BRC-KPMG Retail Sales Monitor.

BRC Retail Sales LFL

0.0%

Like-for-like sales were broadly flat in January, according to the BRC-KPMG Retail Sales Monitor.

Food sales on a three-month basis dipped below its 12-month average, while Non-food sales were in-line with its yearly trend.

CBI Distributive Trade Survey for Retail – January 2020

Sales were flat in January, according to the latest CBI Distributive Trades Survey, unchanged from the previous month. Retail sales volumes are expected to remain unchanged in February.

The greatest positive contribution to growth in sales volumes in January was Non-specialised Stores while Other Normal Goods, Household Furniture and Hardware & DIY stores made negative contributions.

Sales volumes for this time of year remained downbeat in January (-7%), but improved from the -31% reported in December.

Orders placed on suppliers fell in January (-17%) at a faster pace than in the previous month with a similar decline expected in February (-19%).

Internet sales growth improved markedly in January (+46%), with a similar rise expected in February (+50%).

Coffer Peach Business Tracker – January 2020

The Coffer-Peach Tracker monitors sales for the UK Pub and Restaurant sector, collecting and analysing monthly performance data from 57 operating groups.

Total sales rose by 4.7% year-on-year across the sector in January, with like-for-like (LFL) sales rising 1.9% year-on-year. This compares with a 1.8% LFL decline in January 2018.

Sales were stronger outside of the M25, up 2.3% on a LFL basis, compared with 0.7% in London.

On a like-for-like basis, Restaurant Groups outperformed Pubs, up 2.5% and 1.7% year-on-year, respectively. Furthermore, for Restaurant Groups, it was a strong performance outside of the M25 which drove the majority of the rise.
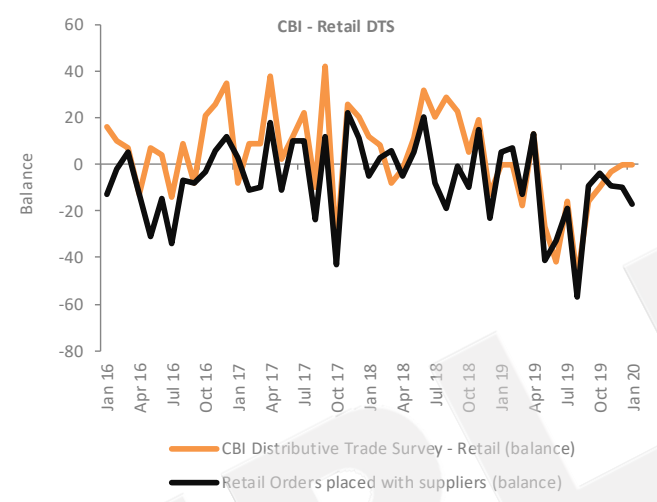
Source: CBI
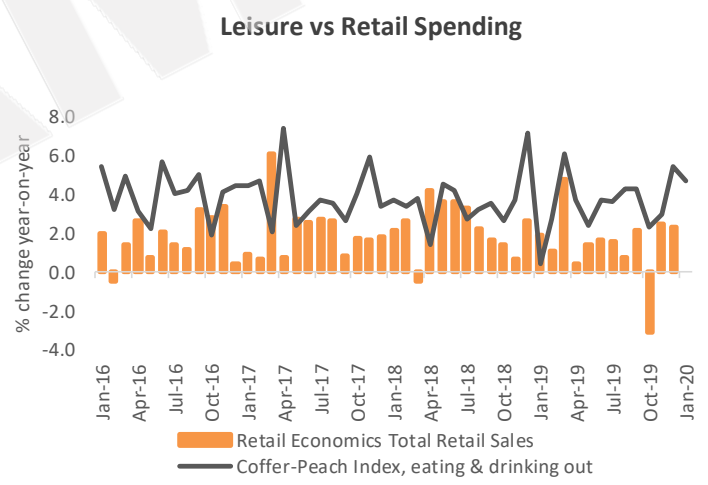
Source: Coffer Peach Business Tracker

Distributive Trades

0%

The overall balance of sales volumes for retailers in January was broadly flat, unchanged from the previous month.

Coffer Peach

4.7%

Total sales across the Pub & Restaurant sector rose 4.7% year-on-year in January.

On a like-for-like basis, Restaurant Groups outperformed Pubs, up 2.5% and 1.7% year-on-year, respectively. For Restaurant Groups, it was a strong performance outside of the M25 which drove the majority of the rise.

BDO High Street Sales Tracker – January 2020

The latest BDO High Street Sales Tracker reported that overall like-for-like (LFL) sales rose 7.0% year-on-year in January, from a 3.8% rise a year earlier, with physical stores also reporting an uplift.

This was the strongest rise in overall LFL sales since this measure was introduced in September 2017. Also, all sub-components reported a rise for the first time since January 2018.

Total non-store LFL sales rose 18.8% in the four weeks to 26 January, while in-store LFLs rose 5.7%, against a marginal decline of 0.2% a year ago. For stores, this was the sharpest rise since January 2014.

Overall footfall fell in three out of four weeks of the month, with week one recording a rise of 2.3%. This was driven by Retail Parks (4.6%) and Shopping Centres (+4.9%) while High Streets reported flat footfall growth. Retail Parks were the strongest performing location throughout January, with higher footfall growth in three weeks of the month.

Looking at the weekly performance suggests that total LFL's rose in all weeks of the month, with weeks one (+24.32%) and three (+25.82%) the strongest performing.

Lifestyle was the strongest performing category in January with total LFLs rising 8.5% year-on-year, from a base of 2.4% a year ago. In-store Lifestyle sales rose for the second consecutive month, up 5.1% from a negative base of -2.0% a year ago. Total sales rose in all weeks of the month with the final week (+10.38) the strongest performing.

Total Fashion LFL's rose 7.7% year-on-year, against a 5.3% rise last year – the sharpest rise since March 2019. In-store Fashion LFLs also rose, up 5.8% in the month against a 0.6% rise a year earlier.

Despite Homewares being the weakest performing category, overall LFLs rose by 5.4% in January, against a 2.0% rise last year. In-store LFLs continued to rise, up 8.9% in the month, from a 0.6% rise in the previous year.

Source: BDO, Retail Economics analysis
Period covers 30 December 2019 – 26 January 2020

BDO Overall Like-for-Like Sales

7.0%

Retail sales rose by 7.0% in January, year-on-year.

BDO Non-Food Non-Store

18.8%

According to BDO, Non-Food Non-Store (predominately a measure of online non-food sales) rose 18.8% in January 2020.

January's uplift was the strongest rise in overall LFL sales since this measure was introduced in September 2017. Also, all sub-components reported a rise for the first time since January 2018.

UK Retail Sales

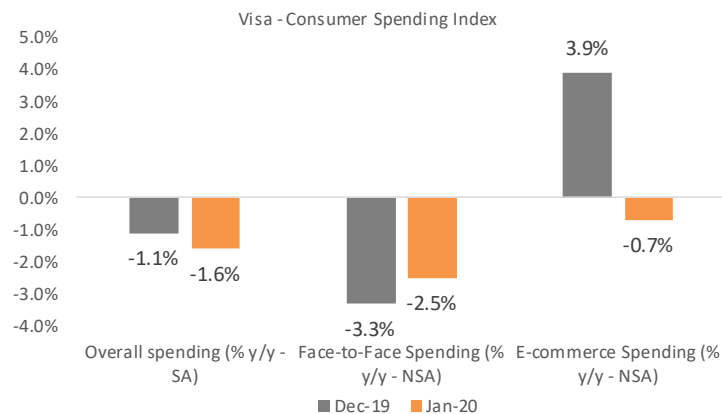## Visa – UK Consumer Spending Index (Volumes) – January 2020

Visa's UK Consumer Spending Index fell back in January with expenditure down by 1.6% year-on-year, from January's 1.1% fall. This was weaker than the three-month-on-three-month measure which was broadly flat in January, slowing from a positive trend demonstrated since October.

Spending volumes fell in seven out of the eight categories monitored. Indeed, only Hotels, Restaurants & Bars (+4.5%) reported a rise, the sharpest uplift since December 2018, excluding Easter distortions.

At the other end of the spectrum, Clothing & Footwear (-5.0%) was the weakest performing, having fallen for 16 consecutive months, while the Household Goods (-4.1%) and Misc. Goods & Services (-3.2%) categories also disappointed.

Elsewhere, Recreation & Culture (-1.9%) reported a decline in spending in January having improved in the previous month.

It should be noted that Visa expresses growth in volume terms. Adjusting for inflation means Visa's overall spending data remains weaker than the sales data reported by BRC-KPMG and BDO for January.

Visa - Consumer Spending Index

	Dec-19	Jan-20
Overall spending (% y/y - SA)	-1.1%	-1.6%
Face-to-Face Spending (% y/y - NSA)	-3.3%	-2.5%
E-commerce Spending (% y/y - NSA)	3.9%	-0.7%

Source: Visa

Consumer Spending Index	Dec-19	Jan-20
Food, Beverages and Tobacco	-3.3%	-2.8%
Clothing and Footwear	-0.1%	-5.0%
Household Goods	-3.7%	-4.1%
Health and Education	-3.8%	-1.5%
Transport and Communication	-1.8%	-2.2%
Recreation and Culture	1.8%	-1.9%
Hotels, Restaurants and Bars	3.9%	4.5%
Misc. Goods and Services	-0.5%	-3.2%

Source: Visa Europe's UK Consumer Spending Index

Note – Visa's Consumer Spending Index is based on COICOP groups and so spending covers a much wider scope than retail. All figures reported are in volume terms and so adjusted for inflation.

Consumer Spending Index

-1.6%

The Visa Europe UK Consumer Spending Index showed spending fell by 1.6% in January, year-on-year.

Clothing & Footwear

-5.0%

The Clothing & Footwear category reported a decline of 5.0% in January.

Only Hotels, Restaurants & Bars (+4.5%) reported a rise, the sharpest uplift since December 2018, excluding Easter distortions.
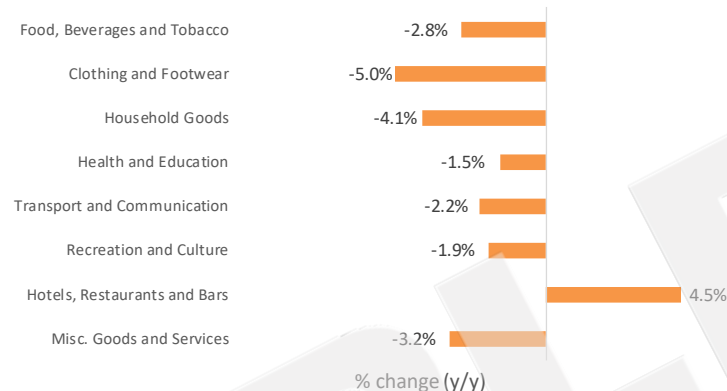
RetailEconomics

Visa – UK Consumer Spending Index (Volumes) – January 2020

E-commerce (-0.7%) spending returned to negative territory in January following December's improvement which was boosted by the later timing of Cyber Monday. This was the seventh decline in the last 12 months.

Meanwhile, store spending continued to decline, although reported an improvement in January. Indeed, Face-to-Face expenditure fell -2.5% in January year-on-year, from December's 3.3% decline, the ninth consecutive month of falling spending.

Visa Consumer Spending Index – by category

Food, Beverages and Tobacco	-2.8%
Clothing and Footwear	-5.0%
Household Goods	-4.1%
Health and Education	-1.5%
Transport and Communication	-2.2%
Recreation and Culture	-1.9%
Hotels, Restaurants and Bars	4.5%
Misc. Goods and Services	-3.2%

% change (y/y)

	Dec-19	Jan-20
Overall spending (% y/y - SA)	-1.1%	-1.6%
Face-to-Face Spending (% y/y - NSA)	-3.3%	-2.5%
E-commerce Spending (% y/y - NSA)	3.9%	-0.7%

Source: Visa Europe's UK Consumer Spending Index

Note – Visa's Consumer Spending Index is based on COICOP groups and so spending covers a much wider scope than retail. All figures reported are in volume terms and so adjusted for inflation.

E-Commerce

-0.7%

Spending online fell by 0.7% in January compared with the previous year.

Face-to-Face

-2.5%

Face-to-face expenditure fell by 2.5% in January.

E-commerce (-0.7%) spending returned to negative territory in January following December's improvement which was boosted by the later timing of Cyber Monday. This was the seventh decline in the last 12 months.

UK Retail Sales by Sector

Retail Sales by Sector – Retail Economics Index

Growth by Category y/y

- Food: 2.8%
- Homewares: -0.9%
- Electricals: -0.5%
- Clothing: 2.1%
- Footwear: 2.7%
- Furn & Floor: 1.8%
- DIY and Gardening: -1.8%
- Health and Beauty: 2.2%
- Other: 3.5%
- Online: 7.4%
- Total retail: 2.3%

Total Retail Spend by Category (Av. weekly spend £m)

- Food: £2,640
- Homewares: £209
- Electricals: £313
- Clothing: £690
- Footwear: £80
- Furn & Floor: £264
- DIY and Gard.: £150
- H&B: £284
- Other: £1,275
- Online: £887

Total Retail Spend by Category (pie chart)

- Food 45%
- Homewares 4%
- Electricals 5%
- Clothing 12%
- Footwear 1%
- Furn & Floor 4%
- DIY and Gard. 2%
- H&B 5%
- Other 22%

Avg. weekly sales by region (Avg. weekly sales £m)

- North East: £277
- Yorks & the Humber: £566
- Wales: £306
- Scotland: £571
- West Midlands: £571
- North West: £728
- East Midlands: £478
- South West: £539
- East: £612
- London: £781
- South East: £867

Regional data allows you to spot key opportunities and threats.

Source: Retail Economics: Retail Sales Series – value, non-seasonally adjusted

*Period aligned to ONS trading calendar –
29 December 2019 – 1 February 2020
** online measure is an estimate of channel growth. It is not mutually exclusive from sector estimates.

Food

45%

Food accounted for 45% of total spending in January.

Online

7.4%

Online sales rose by 7.4% year-on-year in January, value and non-seasonally adjusted.

RetailEconomics

Food – Retail Economics Index

Food - year-on-year growth

Food - avg. weekly sales (£m)

Food - avg. weekly sales by region

Food

2.8%

Food sales rose by 2.8% year-on year.

Weekly Spend

£2,640m

The average weekly spend on Food.

Food	Annual % growth	Avg. weekly spend (£m)
Aug-19	2.5%	£2,802
Sep-19	2.8%	£2,779
Oct-19	2.4%	£2,774
Nov-19	1.7%	£2,864
Dec-19	0.9%	£3,230
Jan-20	2.8%	£2,640

Source: Retail Economics: Retail Sales Series – value, non-seasonally adjusted

*Period aligned to ONS trading calendar – 29 December 2019 – 1 February 2020

Retail Economics Food and Grocery Sector Report – January 2020

Retail Economics publish a monthly, in-depth analysis on the Food and Grocery sector including: forecasts, market size estimates, market share estimates and sector-specific economic analysis. Contact us for access details.

Clothing – Retail Economics Index

Clothing - year-on-year growth

Clothing - avg. weekly sales (£m)

Clothing - avg. weekly sales by region

Clothing

2.1%

Clothing sales rose by 2.1% year-on-year.

Weekly Spend

£690m

The average weekly spend on Clothing.

Clothing	Annual % growth	Avg. weekly spend (£m)
Aug-19	1.7%	£782
Sep-19	-3.2%	£775
Oct-19	3.7%	£828
Nov-19	-4.8%	£880
Dec-19	3.8%	£1,213
Jan-20	2.1%	£690

Seasonal patterns are easily identifiable with our average weekly sales series.

Source: Retail Economics: Retail Sales Series – value, non-seasonally adjusted

*Period aligned to ONS trading calendar – 29 December 2019 – 1 February 2020

Retail Economics Clothing and Footwear Sector Report – January 2020

Retail Economics publish a monthly, in-depth analysis on the Clothing sector including: forecasts, market size estimates, market share estimates and sector-specific economic analysis. Contact us for access details.

UK Retail Sales by Sector

RetailEconomics

Footwear – Retail Economics Index

Footwear - year-on-year growth

Footwear
Footwear (3m moving avg.)
Total retail (3m moving avg.)

Footwear - avg. weekly sales (£m)

Footwear - avg. weekly sales by region

Footwear (£m)
Footwear per household per week

Footwear

2.7%

Footwear sales rose by 2.7% year-on-year.

Weekly Spend

£80m

The average weekly spend on Footwear.

Footwear	Annual % growth	Avg. weekly spend (£m)
Aug-19	0.8%	£101
Sep-19	-2.2%	£94
Oct-19	3.2%	£93
Nov-19	-3.0%	£98
Dec-19	2.2%	£127
Jan-20	2.7%	£80

Source: Retail Economics: Retail Sales Series – value, non-seasonally adjusted

*Period aligned to ONS trading calendar – 29 December 2019 – 1 February 2020

You can easily compare the performance of each sector against total retail sales.

Retail Economics Clothing and Footwear Sector Report – January 2020

Retail Economics publish a monthly, in-depth analysis on the Footwear sector including: forecasts, market size estimates, market share estimates and sector-specific economic analysis. Contact us for access details.

UK Retail Sales by Sector

Other Non-Food – Retail Economics Index

Other - year-on-year growth

Other - avg. weekly sales (£m)

Other - avg weekly sales by region

The Other Non-Food category includes books and stationery.

Other Non-Food

3.5%

Other Non-Food sales rose by 3.5%.

Weekly Spend

£1,275m
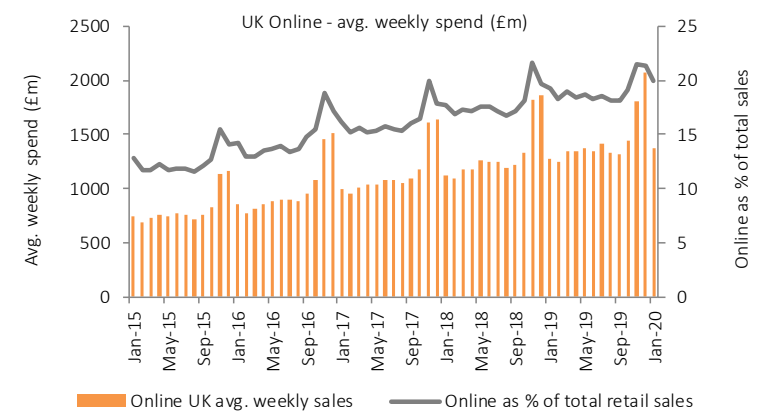
The average weekly spend on Other Non-Food.

Other	Annual % growth	Avg. weekly spend (£m)
Aug-19	1.8%	£1,312
Sep-19	1.8%	£1,296
Oct-19	1.2%	£1,399
Nov-19	-5.8%	£1,510
Dec-19	2.9%	£2,072
Jan-20	3.5%	£1,275

Source: Retail Economics: Retail Sales Series – value, non-seasonally adjusted

*Period aligned to ONS trading calendar – 29 December 2019 – 1 February 2020

UK Retail Sales by Sector

Online Retail Sales– Retail Economics Index

UK Online - avg. weekly spend (£m)

Legend: Online UK avg. weekly sales | Online as % of total retail sales

UK Online Retail	Annual % growth	Avg. weekly spend (£m)	Online as % of total retail sales
Aug-19	11.5%	£1,330	18.1%
Sep-19	8.2%	£1,319	18.1%
Oct-19	8.7%	£1,448	19.1%
Nov-19	-0.5%	£1,808	21.5%
Dec-19	11.8%	£2,074	21.4%
Jan-20	7.4%	£1,373	19.9%

Source: Retail Economics: Retail Sales Series – value, non-seasonally adjusted

*Online growth adjusted to remove telephone, catalogue and market stalls.

*Period aligned to ONS trading calendar – 29 December 2019 – 1 February 2020

Online Annual Growth

7.4%

Online retail sales rose by 7.4%, value and non-seasonally adjusted, year-on-year.

Penetration

19.9%

According to the ONS, Online accounted for 19.9% of total retail sales, non-seasonally adjusted.

Retail Economics Online Retail Report – January 2020

Retail Economics publish a monthly in-depth analysis on the Online retail sector including forecasts, market size estimates, market share estimates and sector-specific economic analysis. Contact us for access details.

UK Retail Sales Forecast 2020 – 2024
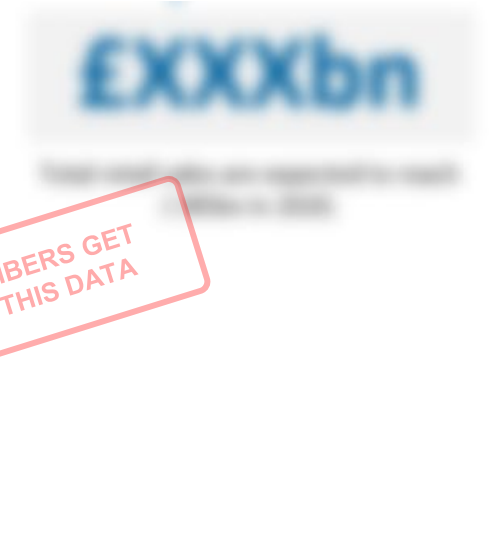
Total Spend Forecast

£XXXbn

UK Retail Sales Sector Forecasts 2020 – 2024

Forecasts up to 2024 for the following sectors are available in the following Retail Economics sector reports:

- Food & Grocery
- Clothing & Footwear
- Homewares
- Furniture & Flooring
- DIY & Gardening
- Electricals
- Health & Beauty

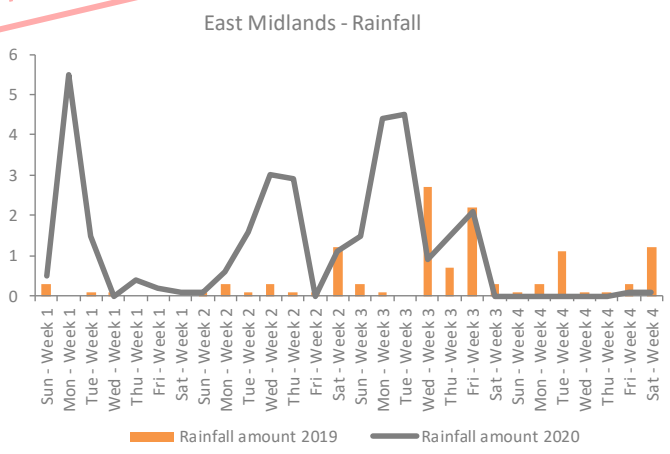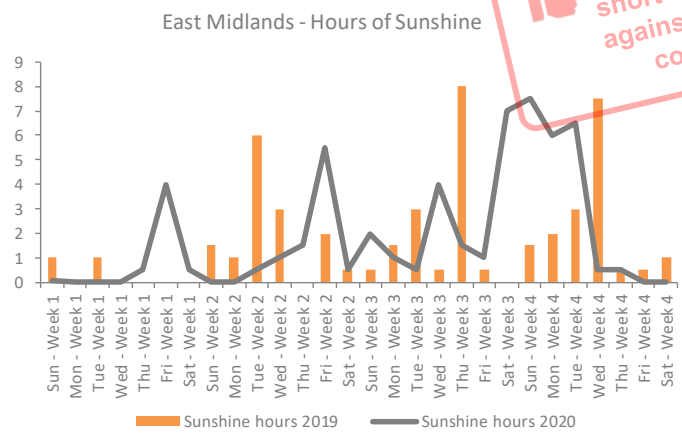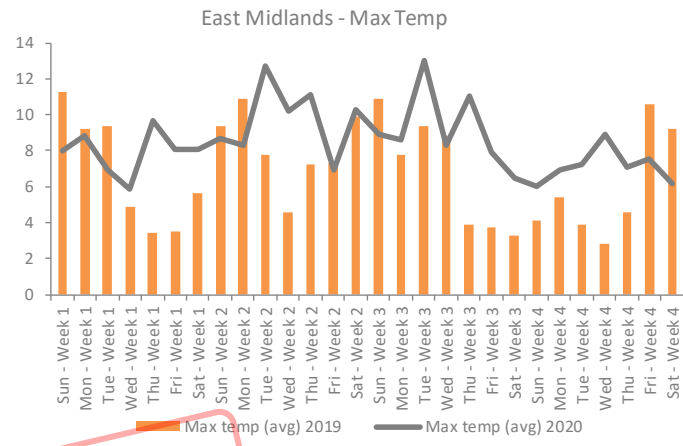Please contact us for details on how you can access these sector reports.

UK Weather by Region and Metric

East Midlands - Feels like temp

Feels like temp 2019 — Feels like temp 2020

East Midlands - Max Temp

Max temp (avg) 2019 — Max temp (avg) 2020

East Midlands - Hours of Sunshine

Sunshine hours 2019 — Sunshine hours 2020

East Midlands - Rainfall

Rainfall amount 2019 — Rainfall amount 2020
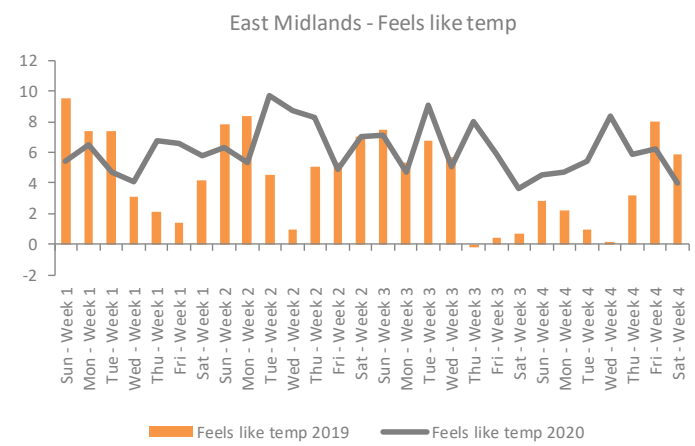
Weather can be a critical driver of short-term demand. A comparison against the previous year can help contextualise performance.

Source: Met Office

Our monthly *UK Monthly Weather by Region* report provides the following data for January 2020: Feels like temperature; Max temperature; Hours of sunshine; Rainfall.

For the following UK regions: East Midlands; East of England; London and the South East; North East England; North West England; Northern Ireland; Scotland; South West England; Wales; West Midlands.

Click here to download the full UK Monthly Weather by Region report for January 2020

Met Office Commercial Weather Services have been developed with retailers to support commercial, supply chain and insight teams in managing the impacts of weather on their business and offers value beyond the scope of weather data covered in this report.

For further information, please contact retail@metoffice.gov.uk. www.metoffice.gov.uk/retail

Other reports and Services

RetailEconomics

WE PUBLISH MANY OTHER RETAIL REPORTS

Economic Retail Reports

UK Retail Sales
Monthly: covers a range of retail sales indices and category breakdowns including online retail sales, clothing and footwear, household goods, food, DIY and gardening, consumer electricals and more. More info >

UK Online Retail
Monthly: covers a range of online retail sales indices and category breakdowns including online retail sales, online growth rates by sector, online penetration rates, forecasts and market size estimates. More info >

UK Retail Inflation
Monthly: covers a range of retail inflation indices and category breakdowns including food inflation, non-food inflation, clothing and footwear, household goods, food, DIY and gardening, consumer electricals, commodity prices, exchange rates and more. More info >

UK Consumer*
Quarterly: analyses a range of UK consumer spending indicators including housing market data, consumer confidence, consumer credit, household inflation, labour market statistics, wage growth, retail sales and more. More info >

UK Retail Economic Briefing
Monthly: analyses a range of macroeconomic indicators including GDP, consumer spending, inflation, labour market, commodity prices, exchange rates, monetary indicators, credit and lending market data, house prices, mortgage data, retail sales and more. More info >

UK Retail Industry Outlook*
Quarterly: provides a forward-looking critical retail analysis. Predictive forecasts and insightful narrative draw upon our econometric models to help you identify the key risks and future opportunities to drive your strategic planning. More info >

Executive Report
Monthly: provides a succinct one-page summary ideal for senior management and meeting notes; concise need-to-know retail data for the month which includes a mix of the major economic indicators and retail metrics. More info >

Retail Sector Reports

Food & Grocery
Food & Grocery retail sales index
Bespoke sector specific economic analysis
Food online sales and penetration rates
Market share data
Food inflation analysis and more. More info >

Clothing & Footwear
Clothing & Footwear retail sales index
Bespoke sector specific economic analysis
Clothing online sales and penetration rates
Consumer trends for online shopping
Spend on clothing by region and more. More info >

Homewares
Homewares retail sales index
Bespoke sector specific economic analysis
Homewares region spending data
Analysis of key economic drivers such as house moves, personal finances etc.
Weather data and more. More info >

Furniture & Flooring
Furniture & Flooring retail sales index
Bespoke sector specific economic analysis
Consumer trends for online shopping
Analysis of key economic drivers such as consumer confidence, credit and lending
Regional footfall statistics and more. More info >

DIY & Gardening
DIY & Gardening retail sales index
Bespoke sector specific economic analysis
DIY & Gardening region spending data
Analysis of key economic drivers such as weather data, 'improve not move' trends
Executive summary and more. More info >

Electricals
Electricals retail sales index
Bespoke sector specific economic analysis
Consumer trends for online shopping
Analysis of key economic drivers such as disposable income growth, product launches etc.
Electricals inflation and more. More info >

Health & Beauty
Health & Beauty retail sales index
Bespoke sector specific economic analysis
Health & Beauty shopper trends such as 'lipstick effect', own-brand cosmetics etc.
Impact of digital and social media
Household spend by region and more. More info >

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COVID-19 Service
Get impact assessment reports for the UK retail and leisure industry to help identify threats
"COVID-19 Quick Responses", consumer panel research COVID-19 newsletters, economic chartbooks and more...
info >

Shopper Sentiment Survey
Keep a finger on the pulse of what's driving UK consumer shopping behaviour. Identify the range of macroeconomic factors that influences household spending. Really understand your consumer base and the cost pressures they face Identify opportunities within your sector.
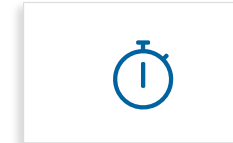
Quick Response Service
Get the latest need-to-know retail news straight to your inbox. Choose: 1) Economic updates — GDP, consumer spending, retail sales, wages, house prices, credit and more; or 2) Retailer results — key financial results and critical retailer news reported for around 50 listed retailers.
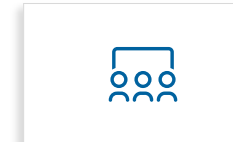
Face-to-face presentation
Hear our thought-provoking views and opinions at your conferences, seminars, company away-days or board meetings
Get the personal touch from senior staff members — Richard Lim (CEO) & Stephen Robertson (Chairman) being in popular demand.

Retail Cost Base Index
Essential for improving your financial planning strategy
Gain a deeper understanding of your operating costs in order to manage risk. Learn how macroeconomic factors might affect your supply chain. Producer Price Index (inputs and outputs) data. Understand the impact of labour costs, business rates etc.

Tailored Reporting
Get the precise data your looking for and accurately answer key retail questions. It cuts through the noise and enables us to deliver bespoke reporting tools which are relied on by executive teams to identify the need-to-know economic indicators and to interpret what they mean for your business.

Additional users
Need more user accounts? No problem, this bolt-on allows you to add additional users so you can share insights directly within your team.

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Head of Retail and Leisure

> " *Retail Economics provides the business with the latest socio-economic data that enables us to understand the latest factors impacting customer behaviour.*

Dixons Carphone
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> " *Retail Economics helps put in to context the volatile economic environment which adds significant value to our business.*

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SQUIRE PATTON BOGGS • La Redoute • NORTHWOOD INVESTORS • AkzoNobel • PRIMARK • JUST EAT

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Our subscription service is a completely tailored, holistic, retail intelligence package:

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- Help desk assistance
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- Shopper sentiment surveys
- COVID-19 Service content
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Thought Leadership Research

Be a prominent thought leader and command authority within your field by publishing thought leadership research.

Publishing cutting edge research on ahead-of-the-curve issues and trends affecting the industry is a proven method to command authority and raise profile. We plan and implement research, analyse results, identify key findings and generate reports with complete flexibility of input. This is a complete end-to-end service from research planning to campaign launch.

CEO Presentations

Get the personal touch and interact face-to-face with the CEO Retail Economics (City AM Analyst of the Year 2019 nominee).

Secure an opportunity to hear our thought-provoking views and opinions at your conferences, seminars, company away-days or board meetings; both Richard Lim (CEO) and Stephen Robertson (Chairman) being in popular demand.

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COVID-19 Service

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Better understand how your key industry variables affect your organisation: demography, socio-economic profiles, regional, sector, policy, industry and skills etc.

Our economic consultancy team use industry standard practices for: forecasting, scenario analysis, data analytics, socio-demographic projections and economic impact modelling. We also undertake highly bespoke modelling for forecasting.

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We work with multiple retailers, institutional investors and government departments using robust data and expert advice on: business plans, propositioning, funding, marketing and strategy. We can also conduct market research for more informed planning.

Brexit advisory service

Our Brexit advisory service arms you with critical insights needed to limit your risk and ensure Brexit readiness and beyond.

Brexit is affecting many industries above and beyond retail. Our specialist Brexit advisors can help you navigate the policy implications, bringing clarity to your planning strategies and ensure you are best placed going forward.

Get in touch

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Retail Economics is an independent economics research consultancy focusing exclusively on the UK retail and consumer industry. Our subscription service empowers you with a deeper understanding of the key economic drivers supporting the UK retail industry, providing a competitive edge needed to make critical business and investment decisions.