

BDO HIGH STREET SALES TRACKER

NOVEMBER MONTHLY REVIEW
Four weeks to 24 November 2019



STORE

-1.9%

NOVEMBER 2018: -2.6%



NON-STORE

+2.8%

NOVEMBER 2018: +18.2%



TOTAL

-1.8%

NOVEMBER 2018: +1.4%

November sales frozen before Black Friday

- ▶ Total like-for-like (LFL) sales fell by -1.8% this month from a base of +1.4% for November last year. Total in-store LFLs declined by -1.9% in November from an already negative base of -2.6% for the same month last year. This marks the third consecutive November of negative in-store LFL sales. Total non-store LFLs only managed a small increase of +2.8% from a base of +18.2% for November last year. As Black Friday fell a week later than last year, this month's like-for-like results do not include Black Friday week. Due in part to this change, the final week of November witnessed a stark decline in LFL sales leading to the lowest monthly total LFL since the 'Beast from the East' hit Britain in March 2018. Total non-store LFLs suffered the lowest monthly result since the HSST began recording for this channel in 2010.
- ▶ October began with more or less flat total LFLs (+0.30%), but from a good base of +6.59% for the equivalent week last year. Total LFLs posted a stronger performance (+9.81%) in week two, but from a base of -3.73% for the same week last year. The penultimate week of November also saw total LFLs increase, by +8.72%, but from a poor base of -3.96% last year. The month concluded with total LFLs nosediving by -25.29%, but from a positive base of +7.62% for the same week last year, which included Black Friday.
- ▶ Overall footfall was down for all weeks in November when compared to the same weeks in 2018. The month began with footfall recording a decline of -2.7% and recorded its largest fall of -5.1% in the penultimate week. The high street was the worst performer in all but the final week recording the worst result of the month (-6.6%) in the penultimate week. Shopping centres posted the second worst result across all categories (-5.3%) in the final week. Retail parks managed to buck the negative trend once in November by logging a small increase of +0.4% in week two of November.
- ▶ November's LFL results provide a stark representation of the delicate trading environment within which retailers are currently operating. With Black Friday shifting later in the month for the first time in five years, this month demonstrated how engrained promotional discounting has become in directing consumer spending. Sales are likely to see an uptick in the tail-end of this critical holiday trading period, but with reports that consumer confidence continues to languish in negative territory retailers will be holding out hope of seeing 2019 conclude with clarity on the future of business rates, investment, and Brexit.

TOTAL LIKE-FOR-LIKE RESULTS FROM 2018-2019

LFL Growth %	Week 1 (we 03/11)	Week 2 (we 10/11)	Week 3 (we 17/11)	Week 4 (we 24/11)	Total November
Lifestyle	0.25	8.38	5.11	-20.96	-2.6
Fashion	-0.18	10.64	10.74	-28.44	-1.9
Homeware	6.17	5.95	2.57	-13.13	-0.1
STORE	-0.21	6.68	3.87	-17.14	-1.9
NON-STORE	4.72	22.10	24.08	-37.68	2.8
TOTAL	0.30	9.81	8.72	-25.29	-1.8

As of September 2018, fashion, homewares and lifestyle figures represent combined in-store and non-store totals for that category.

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LIFESTYLE

-2.6%

NOVEMBER 2018: -1.5%

► Lifestyle total LFLs declined by -2.6% in November from an already negative base of -1.5% for the same month last year. The result marks the worst total lifestyle LFL since April 2018 on the back of a poor performance in week three (-20.96%). In-store LFLs for lifestyle fell by -5.2% this month from a similarly dire base of -4.8% for November last year. This month's result marks the second worst monthly result of the year after recording the worst weekly LFL since March in the final week (-18.14%) of November.



FASHION

-1.9%

NOVEMBER 2018: +3.3%

► Fashion total LFLs dropped by -1.9% this month, but from a base of +3.3% for November last year. The result marks the worst monthly LFL for total fashion since March 2018 also pulled down by a dismal result in the final week of the month (-28.44%). In-store LFLs for fashion declined by -0.5% for November from a poor base of -1.7% for the same month in 2018. Despite recording three weeks of positive LFLs to begin the month, a final week decline led to November becoming the fifth month of negative LFLs for in-store fashion in the year-to-date.



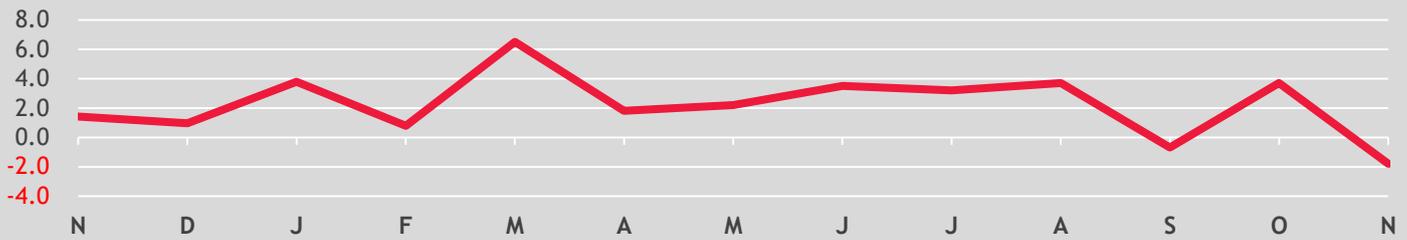
HOMEWARES

-0.1%

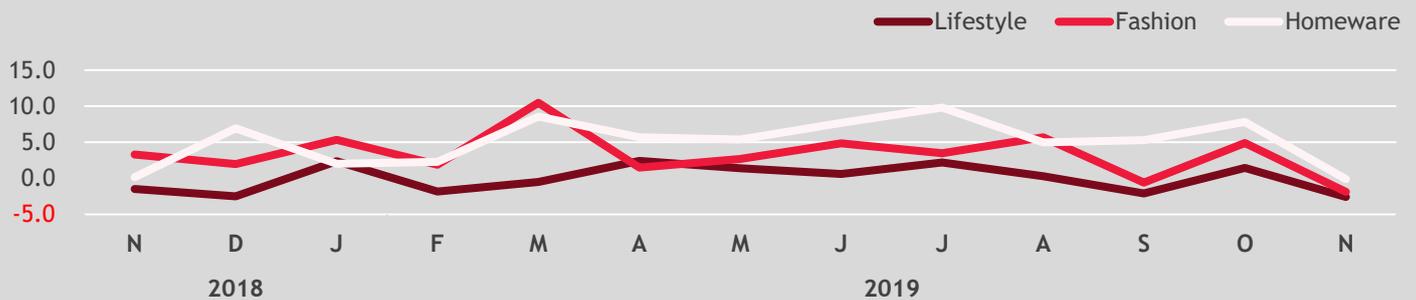
NOVEMBER 2018: +0.2%

► Homeware total LFLs saw a marginal decline of -0.1% in November from a slightly positive base of +0.2% for the same month last year. The narrow fall marks the first negative LFL for total homeware since October 2018. In-store LFLs for homeware were the lone bright spot in November, increasing by +2.1% this month from a base of -0.4% for November last year. The result marks three consecutive months of positive LFL sales for in-store homeware.

MONTHLY LIKE-FOR-LIKE RESULTS 2018-2019



MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2018-2019



FOR MORE INFORMATION

e: HighStreetSalesTracker@bdo.co.uk

The High Street Sales Tracker outlines weekly like-for-like sales changes of some 80 mid-tier retailers with c10,000 individual stores across **Fashion**: accessories, clothing, footwear. **Lifestyle**: general household goods, gifts, health and beauty, leisure goods. **Homewares**: cookware, furniture and floor coverings, lighting, linen and textiles. **Non-store**: mail order, online and other non-store channels. Total like-for-likes exclude non-store sales. Any footfall figures quoted are provided by Springboard who are a leading provider of automated visitor counting and retail sales analysis.

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