

MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

DECEMBER 2023

CHARITY RETAILERS OUTPERFORM THE COMMERCIAL HIGH STREET IN KEY TRADING MONTH

**Charity Retail Association®**  
The voice of charity retail

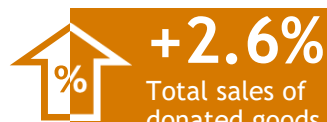
## CHARITY



December 2022: +17.9%



December 2022: +22.5%



December 2022: +16.8%



December 2022: 28.3%

### COMMENTS FROM CHARITY RETAIL

- Total LFL sales increased by +3.2% in December 2023, off a very strong base of +17.9% in December 2022. Driven partly by strong Christmas trading, some retailers even reported “amazing” overall results.
- Performance was underpinned by strong sales of new goods, with LFLs up by +8.3% in December 2023 from a very strong base of +22.5% in the prior year. Nonetheless, sales of donated goods were also strong.
- Performance was positive across the board, with all retailers reporting positive LFLs for sales of new and donated goods.

### KEY FACTORS AFFECTING THE MONTH

- Several retailers reported challenges with gift-aid sign ups and sales of gift-aided donated goods; this was particularly so for large retailers.
- Despite strong Christmas sales, charity retailers continued to face several challenges, including staffing levels and footfall.

## COMMERCIAL



December 2022: +15.5%



December 2022: +12.6%

### COMMENTS FROM COMMERCIAL RETAIL

- In-store LFL sales fell by -2.6% - although this was from a very positive base of +15.5% for December 2022.
- This result - the first negative December in-store LFL since 2020 - goes some way to confirm that following a year of higher living costs, the traditional spending largesse of the festive season appears to have been reigned in this year. Consumer sentiment ticked-up marginally in December, but this may not have been enough to inspire weary Britons to widespread spending.
- Strongest performer:** Lifestyle in-store LFLs increased by +1.0%, closely followed by Homeware LFLs, which increased by +0.9%. Fashion remained in the red at -7.5%.

\*Source: [www.bdo.co.uk/high-street-sales-tracker](http://www.bdo.co.uk/high-street-sales-tracker)

Any footfall figures quoted come from Springboard.



**JOIN THE TRACKER FOR MORE DETAILED REPORTS**

As part of the Charity Retail Sales Tracker (CRST), we produce more detailed weekly and monthly reports for the medium to very large retail chains that take part, allowing them to easily benchmark their performance against peers.

The more charity retailers involved, the greater the value our tracker can provide for participants and the wider sector as a whole.

To participate and receive these exclusive reports, contact:

[charityretailsalestracker@bdo.co.uk](mailto:charityretailsalestracker@bdo.co.uk)

### FURTHER INFORMATION:

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