

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER  
DECEMBER 2024

DECEMBER PROVED TO BE A CHALLENGING MONTH

Charity Retail Association®  
The voice of charity retail

CHARITY



December 2023: +3.2%



December 2023: +8.3%



December 2023: +2.6%



December 2023: 28.8%

COMMERCIAL



December 2023: -2.6%



December 2023: +4.7%

\* Figure re-stated excluding extreme values.

COMMENTS FROM CHARITY RETAIL

- After two positive months, total LFL sales fell back in December, falling by -1.2%.
- After a positive run since April, total LFL sales of new goods ran out of steam in December and fell by -3.8%.
- Total LFL sales of donated goods fell by -1.1%, compared to +2.6% seen this time last year.

KEY FACTORS AFFECTING THE MONTH

- A number of charity retailers pointed to lower footfall as a challenge this month - the High Street saw flat footfall during December, averaging just +0.9%.
- The weather was cited as another major challenge. The Met Office said December was marked by a series of unsettled weather patterns across the UK. The month began with a mix of rain and wintry showers, particularly affecting northern and western regions.

COMMENTS FROM COMMERCIAL RETAIL

- Total LFL sales of -1.2% recorded by charity retailers underperformed the commercial high street which saw in-store sales grow by a healthy +4.3% in December.
- Commercial high street in-store *lifestyle* LFL sales grew by +7.5% in December, in-store *fashion* sales improved by +1.5%, and in-store *homeware* increased by +3.6%.
- On the 23 December, revised figures from the ONS revealed the UK economy flatlined between July and September, growing by just +0.1%, and is on track to have stagnated over the entire second half of 2024.



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:

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The CRST Monthly Review outlines monthly LFL sales changes of charity retailers with c.4,000 stores (18 retailers reported this month with c. 3,600 stores between them).

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[1] 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.