

BDO HIGH STREET TRACKER

NOVEMBER MONTHLY REVIEW
Four weeks to 27 November 2022



STORE

+5.5%

NOVEMBER 2021: +491.9%



NON-STORE

+5.5%

NOVEMBER 2021: -5.3%



TOTAL

+4.1%

NOVEMBER 2021: +32.1%

Golden Quarter Sales Rise Amid Persistent Inflation

- ▶ Total like-for-like (LFL) sales climbed by +4.1% in November from a base of +32.1% for the same month last year. Total in-store LFLs grew by +5.5% this month from a base of +491.9% for November last year when LFLs were rebounding from the second national lockdown in the prior year. Total non-store LFLs rose by +5.5% barely offsetting a base of -5.3% for November last year. The penultimate week helped to carry November total LFLs to the best monthly result since July, and yet it also marks the fourth consecutive month of below inflation-level growth rates. Total LFL sales were fairly steady across channels, however despite Black Friday promotions being spread through the latter half of the month, total in-store LFLs still posted the lowest result since February 2021. November denotes the twenty-first consecutive month of positive total LFL sales.
- ▶ November opened with total LFLs recording a meagre rise of +0.20% from a base of +27.27% for the corresponding week in November 2021. The second week of November saw total LFLs jump by +7.25% from a good base of +41.46% for the same week last year. In the third week of the month, total LFLs climbed by +7.30% from a base of +38.55% for the same month last year. In the final week which included Black Friday, total LFLs grew by +4.26% from a base of +38.98% for the same week in November 2021.
- ▶ Overall footfall was positive throughout November, with the largest growth (+6.5%) in the second week of the month. High street footfall was positive all through November, with its highest result (+8.5%) in the second week and climbing by +6.6% during Black Friday week. Shopping centre footfall was also positive throughout November, with its largest growth (+6.5%) in the second week and its lowest (+3.7%) during the final week, which included Black Friday. Retail park footfall opened the month with a growth of +0.4% and ended the month flat with -0.1%.
- ▶ November sales started on a flat note picking up pace in the middle of the month as many retailers initiated early Black Friday-related promotions. Black Friday week, on the other hand, was less impressive as a result of falling non-store sales across Lifestyle and Homeware segments. Only Fashion LFLs broke onto positive ground that week. While 'golden quarter' sales picked up in November, there will be concern that LFLs have once again fallen short of the most recent estimates of inflation rates across retail segments. As the festive period gets underway in earnest, consumer confidence remains in the doldrums and retailers will be hoping for a bumper December to help navigate further cost pressures as we head towards an uncertain new year.

TOTAL LIKE-FOR-LIKE RESULTS FROM 2021-2022

LFL Growth %	Week 1 (we 06/11)	Week 2 (we 13/11)	Week 3 (we 20/11)	Week 4 (we 27/11)	Total November
Lifestyle	-1.37	-1.68	1.95	-0.10	-0.3
Fashion	-0.56	14.72	12.41	8.14	8.5
Homeware	9.82	-2.99	0.48	-3.83	1.2
STORE	3.57	5.71	9.25	3.72	5.5
NON-STORE	1.11	7.43	8.88	4.80	5.5
TOTAL	0.20	7.25	7.30	4.26	4.1

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

-0.3%

NOVEMBER 2021: +20.6%

► Lifestyle total LFLs fell by -0.3% this month from a base of +20.6% for the same month last year. November marked the lowest LFL for the category since February 2021, and only the second negative result over the same period. In-store LFLs for lifestyle grew by +2.5% this month from a base of +251.7% last year when LFLs were rebounding from the lockdown in 2020. In-store LFLs for lifestyle were positive in all weeks of November.



FASHION

+8.5%

NOVEMBER 2021: +51.3%

► Fashion total LFLs climbed by +8.5% in November from a base of +51.3% for November 2021. November marks the twenty-first consecutive positive month for total LFLs for fashion. In-store LFLs for fashion jumped by +7.5% from a rebounding base of +768.9% last year. November marks the lowest result for in-store fashion LFLs since the UK was in lockdown back in February 2021. In-store fashion LFLs were positive all through November.



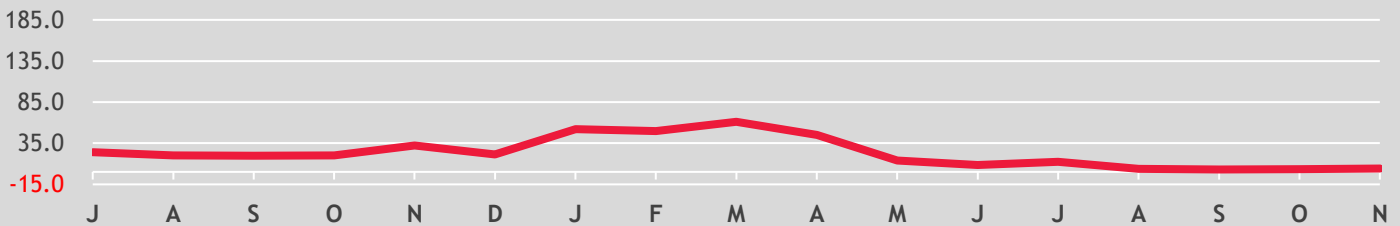
HOMEWARES

+1.2%

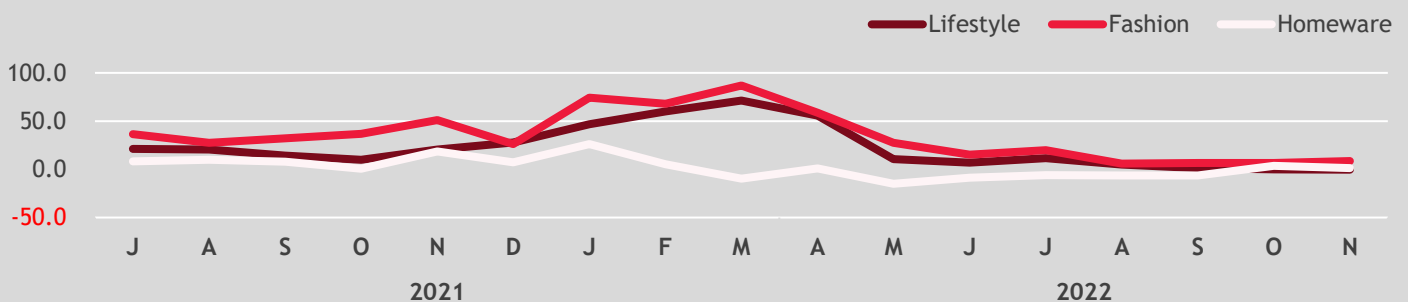
NOVEMBER 2021: +18.5%

► Homeware total LFLs grew by +1.2% in November from a base of +18.5% for November 2021. Despite registering three weeks of negative non-store LFL sales in the month, November now represents the fifth positive monthly result this year. In-store homeware LFLs rose by +8.3% this month from a rebounding base of +202.6% for November 2021. In-store homeware LFLs were positive throughout November leading to the third straight monthly LFL rise.

MONTHLY LIKE-FOR-LIKE RESULTS 2021-2022



MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2021-2022



FOR MORE INFORMATION

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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 include store and 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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