

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

DECEMBER 2025

A STRONG MONTH WITH TOTAL SALES, TOTAL SALES OF DONATED GOODS, AND NEW SALES ALL POSITIVE

Charity Retail Association®
The voice of charity retail

CHARITY



December 2024: -1.2%



December 2024: -1.1%



December 2024: -3.8%



December 2024: 31.2%

COMMENTS FROM CHARITY RETAIL

- Total LFL sales have remained positive for the sixth month in a row, increasing by +3.3%, and better than the -1.2% achieved this time last year.
- Total LFL sales of new goods have been positive since September, rising by +12.5% this month, and up on the -3.8% seen this time last year.
- After a small dip last month, total LFL sales of donated goods picked up in December, growing by +2.8%, and ahead of the -1.1% achieved this time last year.

KEY FACTORS AFFECTING THE MONTH

- The Met Office reported that December 2025 brought a mix of unsettled and settled weather across the UK, with notable regional contrasts in rainfall, temperature, and sunshine.
- Springboard figures showed footfall on the high street averaged -0.3% in December, underlying the number of charities citing both the weather and footfall as challenges this month.

COMMERCIAL



December 2024: +4.3%



December 2024: +0.9%

COMMENTS FROM COMMERCIAL RETAIL

- Total LFL sales of +3.3% achieved by charity retailers strongly outperformed the commercial high street which saw in-store sales fall by -0.5%.
- Commercial high street in-store *lifestyle* LFL sales fell by -1.5%, in-store *fashion* sales fell by -0.2%, and in-store *homeware* sales grew by +6.2%.
- Looking at the economy, Office for National Statistics' (ONS) figures showed the UK economy grew by a stronger-than-expected +0.3% in November 2025 - forecasters had expected a more modest +0.1% expansion.



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

FURTHER INFORMATION:

David Chapman
Research Manager

david.a.chapman@bdo.co.uk
+44 7442 783 633

HB011459

The CRST Monthly Review outlines monthly LFL sales changes of charity retailers with c.4,000 stores (20 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

Any footfall figures quoted come from Springboard.