

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

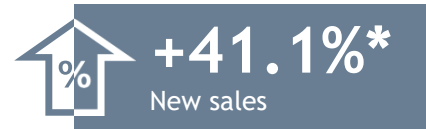
AUGUST 2021

STRONG SALES PERFORMANCE CONTINUES, BUT STAFFING LEVELS POSE GROWING CHALLENGE

CHARITY



August 2020: -28.6%



August 2020: -43.5%

Charity Retail Association®

The voice of charity retail



August 2020: -28.1%



August 2020: 29.6%

COMMENTS FROM CHARITY RETAIL

- Total LFL sales were up by +96.4%, but off a weak base of -28.6% in August 2020 when charity retailers were still in the process of fully re-opening their store estate.
- The sentiment is one of notable optimism as charity retailers continue to report encouraging footfall and donation levels, with some even reporting busier trading than usual for August.
- Encouragingly, retailers continue to launch strategic action plans, including the expansion of online operations, to tackle growth barriers.

KEY FACTORS AFFECTING THE MONTH

- Charity retailers reported a “real sense of life getting back to normal,” as sales continue to perform strongly.
- August was a month of few challenges, but staffing levels remain a significant issue.

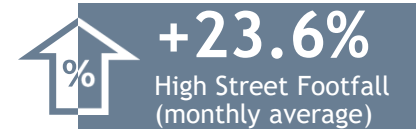
The CRST Monthly Review outlines monthly LFL sales changes of charity retailers with c4,000 individual stores (15 retailers reported this month with c. 2,400 stores between them).

* Figure re-stated excluding extreme value. New sales incl. extreme value were +1,506%.

COMMERCIAL



August 2020: -28.1%



August 2020: -37.9%

COMMENTS FROM COMMERCIAL RETAIL

- In-store LFLs were up by +35.7%, with bricks-and-mortar LFLs holding up well in the final weeks of August after appearing to slow from late-July. However, retailers still face a challenging landscape, with a significant portion of consumers unlikely to resume ‘normal’ shopping practices until sometime next year.
- The good news is that consumer confidence remains stable for the time being, alongside a clear willingness to spend discretionary incomes.
- **Strongest performer:** Fashion in-store LFLs were up by +42.3%, followed by Lifestyle (+31.6%) and Homewares (+19.2%).

Source: 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:

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FURTHER INFORMATION:

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