

MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

NOVEMBER 2023

CHARITY RETAILERS REPORT POSITIVE RESULTS AS CHRISTMAS APPROACHES

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

## CHARITY



November 2022: +10.9%



November 2022: +13.4%



November 2022: +10.5%



November 2022: 28.6%

### COMMENTS FROM CHARITY RETAIL

- Total LFL sales increased by +4.0% off a very strong base of +10.9% in 2022.
- Results were a mixed bag, with some retailers reporting strong - and even record-breaking - Christmas sales volumes while others reported lacklustre Christmas card sales and overall sales generally.
- Total sales were driven by donated goods, with several retailers highlighting this category's performance. New sales plunged into the red for the first time this year.

### KEY FACTORS AFFECTING THE MONTH

- The first half of the month was dominated by stormy weather, with Storms Ciaran and Debi bringing strong winds and near-constant rain, affecting footfall and sales.
- The level of gift aid sign ups was also cited as a challenge; this is reflected in a relatively low gift aid conversion rate of 28.7%.

## COMMERCIAL



November 2022: +5.5%



November 2022: +5.3%

### COMMENTS FROM COMMERCIAL RETAIL

- A positive in-store performance, with LFLs up by +3.1% from a base of +5.5% in 2022, was offset by negative LFLs for online sales. This led to negative LFL sales for the month, dragged down by poor fashion sales in particular.
- Although the rate of CPI growth may be easing, the cost of living remains high and household budgets remain under pressure; and while consumer confidence ticked up in November, decisions to increase the business rates multiplier and the minimum wage from April 2024 add to pressure on retailers.
- **Strongest performer:** Lifestyle in-store LFLs increased by +8.4%, while Homeware LFLs increased by +7.6%. Fashion remained in the red at -3.5%.

\*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:

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### FURTHER INFORMATION:

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