

MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

FEBRUARY 2024

Charity retailers and the commercial high street experience similar falls in LFL sales

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

## CHARITY



February 2023: +16.8%



February 2023: +28.9%



February 2023: +16.9%



February 2023: 26.1%

### COMMENTS FROM CHARITY RETAIL

- Charity retailers saw Total LFL sales fall by -1.7% in February 2024, although this was off a very strong base of +16.8% in February 2023.
- This month, sales of new goods was strong, up +14.0%, the best result in the last six months, but lower than at the same time last year.
- Sales of donated goods dropped into the red again this month, with LFLs down by -2.2%, although this again was off a strong base of +16.9% in the previous year.

### KEY FACTORS AFFECTING THE MONTH

- Staffing levels was the number one challenge cited by charity retailers this month.
- This was closely followed by charity retailers reporting low footfall as a challenge, with Springboard recording numbers down on the High Street compared to a strong base year last year.
- The weather was also cited as a challenge. February was reported to be a wetter than average month.

## COMMERCIAL



February 2023: +11.3%



February 2023: +16.4%

### COMMENTS FROM COMMERCIAL RETAIL

- Store sales fell by -2.0%, but from a strong base of +11.3% for the same month in 2023. Store sales were a major contributor to the poor total LFL sales result for the commercial high street.
- While inflation is considerably below that of a year ago (+4.0% in January, compared with +10.1% in January 2023), prices remain far above those of two years ago, meaning household budgets remain under strain and discretionary spend is limited. This, coupled with the UK having fallen into a technical recession following the economy shrinking by -0.3% in the three months to December 2023, may have added to both cautious consumer spending and lower confidence.

\*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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