



# BDO HIGH STREET SALES TRACKER

OCTOBER MONTHLY REVIEW - the five weeks to 31 October 2016

04 November 2016

## TOTAL (excl non-store)

**+0.7%**

October 2015: -0.2%

## LIFESTYLE

**+2.3%**

October 2015: -0.2%

## FASHION

**-0.9%**

October 2015: -0.4%

## HOMEWARES

**+11.6%**

October 2015: +3.8%

## NON-STORE

**+19.5%**

October 2015: +17.6%

## High street has best October since 2012

- Total like-for-like sales in October were up by +0.7% as the High Street Sales Tracker moved into positive territory for the first time since January 2016.
- In-store sales of homeware and lifestyle goods propelled the tracker to its best October result since 2012, despite the fact that an unusually warm October held fashion in the negative.
- Overall footfall was down on last year in four of the five weeks of October, only seeing a positive uplift in week 41 (+1.2) and starting the month with its heaviest decline in week 40 (-2.8%). Footfall specifically on the high street was down in three of the five weeks of October, falling furthest in week 40 (-4.1%). Footfall at retail parks declined only in the last week of October (week 44), dropping to -1.7% following four weeks of growth or the same rate as last year. Shopping centres saw the heaviest declines in footfall in October, dropping in every week of the month, the low coming in the last week (week 44), which saw footfall down by -3.7%.
- The positive result comes after the CBI reported that its retail sales balance jumped to +21% in October. The ONS also reported that overall UK retail sales are continuing to grow, up by a robust +4.1% in September. The report suggested that all store types except textile, clothing and footwear stores showed growth. ONS data also suggests that unemployment continues to fall and average wages remain at healthy levels. The wider economy has also outperformed post-Brexit expectations to expand by 0.5% in the July-to-September period. Such a climate is clearly giving consumers the confidence to spend now, and with Black Friday and Christmas on the horizon commentators are tentatively predicting a bumper end to 2016.
- However, the ONS is also reporting that the Consumer Price Index (CPI) rose by 1% in September, the highest since November 2014, when it was also 1%. The main upward contributors to change in the rate were rising prices for clothing (notably), overnight hotel stays and motor fuels, and prices for gas, which were unchanged, having fallen a year ago. While overall retail spending remained up in October, part of the spend now mentality of the consumer has an eye on a depreciating pound and the further rise of inflation in the future.
- Lifestyle LFLs were up by +2.3% in October off of a negative base of -0.2% for the same month last year. Lifestyle LFLs were in the positive in each week of October, posting a high of +4.9% in week 41. The result also marked the fourth successive positive monthly result for lifestyle.
- Fashion LFLs remained in the negative in October, down by -0.9% off of an already negative base for October 2015 (-0.2%). Despite the result marking the ninth negative month in a row for fashion, it was its best result since January 2016. Fashion was negative in three of the five weeks of October, recording a high of +2.0% in week 41, before crashing to a low of -5.2% in week 44 leading up to Halloween. Another successive month of unseasonably warm weather has impacted in-store sales of winter lines and it was only after the month ended that the cold snap finally began.
- Homewares LFLs were up by +11.6% in October, marking its fourth positive month in succession as well as its fourth successive month as star performer. As the appetite for furniture and soft furnishings remained strong, homewares saw positive results in each week of October, with the high of +18.8% coming in week 41.
- Non-store LFLs bounced from their disappointing result last month (12.6%) to a stronger +19.5% in October. However, while the month began strongly, with results of +28.1% and +26.2% in weeks 40 and 41 respectively, each week of October saw successive declines, ending in week 44 with growth of just +13.8%. While the decreased value of the pound may be enticing international bargain hunters online to pick up high-end goods, the end of October saw a cooling of overall online purchasing.

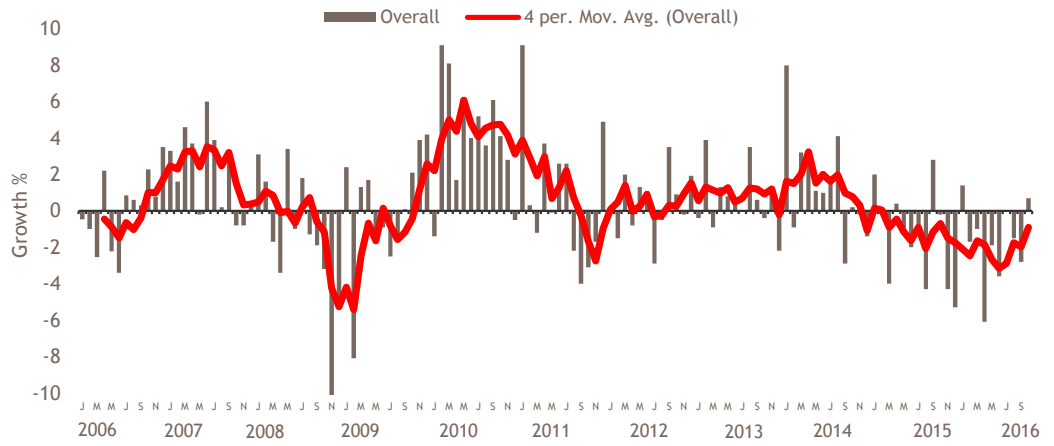
The High Street Sales Tracker outlines weekly like-for-like sales changes of c85 mid-tier retailers with c10,000 individual stores across Fashion: accessories, clothing, footwear. Lifestyle: general household goods, gifts, health and beauty, leisure goods. Homewares: cookware, furniture and floorcoverings, lighting, linen and textiles. Non-store: mail order, online and other non-store channels.



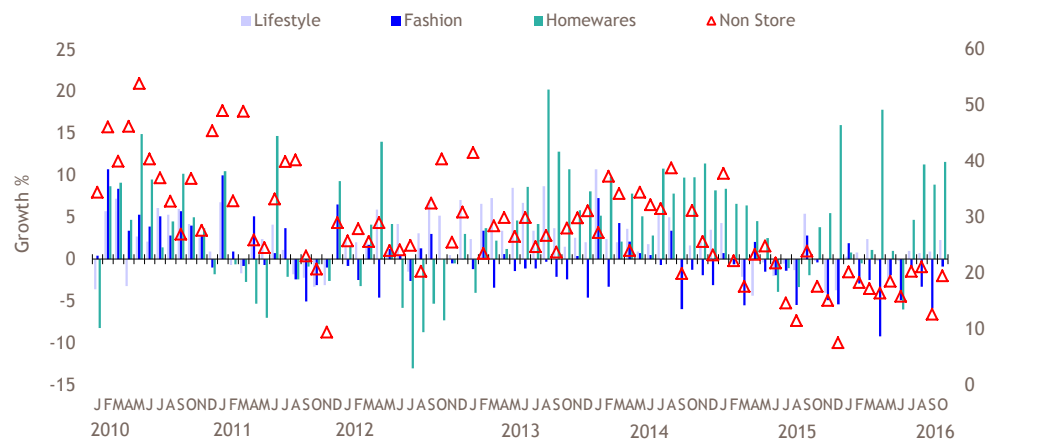
## MONTHLY LIKE-FOR-LIKE RESULTS 2016

LFL Growth %	Week 40 (we 2/10)	Week 41 (we 9/10)	Week 42 (we 16/10)	Week 43 (we 23/10)	Week 44 (we 30/10)	Total October
Lifestyle	1.0	4.9	3.4	1.7	0.5	2.3
Fashion	-0.3	2.0	0.1	-1.2	-5.2	-0.9
Homewares	12.8	18.8	8.0	10.8	9.5	11.6
Non-store	28.1	26.2	16.0	14.1	13.8	19.5
<b>Total (excl non-store)</b>	<b>0.4</b>	<b>3.8</b>	<b>1.6</b>	<b>0.3</b>	<b>-2.7</b>	<b>0.7</b>

## MONTHLY LIKE-FOR-LIKE RESULTS 2006-2016



## MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2010-2016



### Further Information: [HighStreetSalesTracker@bdo.co.uk](mailto:HighStreetSalesTracker@bdo.co.uk)

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