

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

APRIL 2025

FOR THE SECOND MONTH, APRIL SAW POSITIVE GROWTH IN TOTAL SALES, SALES OF DONATED GOODS, AND NEW SALES

Charity Retail Association®  
The voice of charity retail

CHARITY



April 2024: +0.5%



April 2024: +4.5%



April 2024: -0.4%



April 2024: 30%

COMMENTS FROM CHARITY RETAIL

- Total LFL sales in April grew by +0.9%, compared to +0.5% a year earlier.
- Total LFL sales of new goods have remained positive since January 2024, growing by +3.3% in April, but down on the +4.5% achieved this time last year.
- Total LFL sales of donated goods grew for another month, up by +0.5%, and an improvement on the -0.4% seen in April 2024.

KEY FACTORS AFFECTING THE MONTH

- Several charities said a warmer and brighter April resulted in increased footfall and higher sales. The Met Office confirmed it has been the sunniest April for the UK since records began in 1910. The mean temperature for April was 9.6°C, 1.7°C above average for the UK, meaning it was the third warmest April for mean temperature since the series began in 1884.
- According to Springboard figures, footfall on the high street averaged +4.5% in April.

COMMERCIAL



April 2024: -1.7%



April 2024: -1.0%

COMMENTS FROM COMMERCIAL RETAIL

- Total LFL sales growth of +0.9% achieved by charity retailers underperformed the commercial high street which saw in-store sales grow by a +2.3%.
- Commercial high street in-store *lifestyle* LFL declined by -1.2% in April, in-store *fashion* sales grew by +5.2%, and in-store *homeware* sales grew by +0.9%.
- Looking at the economy, the UK economy grew at the fastest pace in a year between January and March, with GDP growing by +0.7% in the quarter. However, economists said much of the strength was the result of stronger levels of business investment as companies rushed to beat the US President's tariffs. For example, UK export volumes increased by +3.5%, after three consecutive quarterly declines.



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](mailto:charityretailsalestracker@bdo.co.uk)

FURTHER INFORMATION:

David Chapman  
Research Manager

[david.a.chapman@bdo.co.uk](mailto:david.a.chapman@bdo.co.uk)  
+44 7442 783 633



[1] 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.