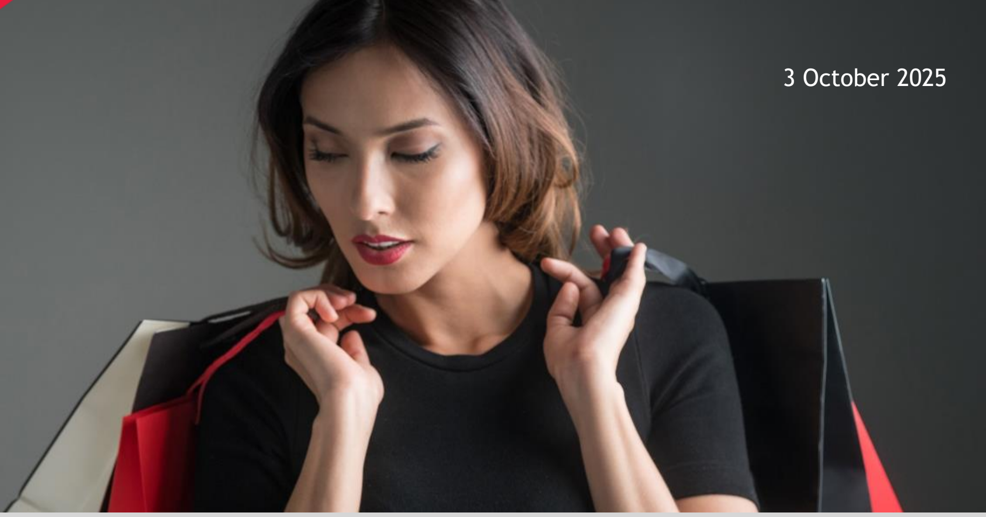
3 October 2025



HIGH STREET SALES TRACKER

September monthly review
Four weeks to 28 September 2025

STORE
+3.7%
September 2024 +1.8%

NON-STORE
+3.0%
September 2024 +11.6%

TOTAL
+3.1%
September 2024 +4.7%

Persistent Inflation Weighs on September Retail Sales Growth

- Total like-for-like (LFL) sales in September rose +3.1% from a positive base of +4.7% for the same month last year. Store sales rose +3.7% from a base of +1.8%, while non-store sales increased by +3.0% from a healthy base of +11.6% for September 2024.
- LFL sales jumped by +7.59% from a base of +15.95% in the first week of September. In the second week of the month, sales increased by +1.54% from a base of +14.45%. The third week of September saw LFL sales grow by +6.31% from a base of -3.87%. In week four, LFL sales ticked down -0.91% from a base of +2.59% for the same week last year, pulled down by the lowest non-store LFL sales result since the first week of March 2025.
- This month brought cooler-than-average temperatures, persistent rainfall, and a pronounced northwest-southeast weather split. Southern England and South Wales saw heavy rain early on, while northern areas turned drier later. Temperatures lagged by nearly 2°C below seasonal norms. In contrast, September 2024 was milder and more stable, with near-average Autumnal temperatures during which southern regions enjoyed drier conditions, while the north and west saw moderate rain.
- Footfall was mixed in September, with traffic to retail destination growing in the first and final weeks, bookending negative results in the middle weeks of the month. The final week of September was the standout week, with strong growth in footfall for both high street and retail park destinations. Perhaps reflecting both the mixed weather and changing season, traffic to retail parks – car accessible and often the location of big-box retailers – saw growth throughout the month. Conversely, high street footfall fell sharply in weeks two and three, before showing strong growth in the final week of September.
- Following above inflation growth across total, store and non-store LFL sales in August, September saw an unwelcome return to below CPI growth. Potentially due to seasonal discounting and promotions, total and fashion in-store sales surpassed total and fashion non-store sales for the first time since May.
- The UK economy remains fragile, with inflation edging up and growth subdued, prompting cautious signals from the Bank of England.
- UK GDP growth remained subdued in Q3 2025, reflecting ongoing slack in the economy and a gradual loosening in the labour market. The economy is estimated to have grown by just 0.3% in Q2 2025, following an increase of 0.7% in Q1. CPI inflation rose to 3.8% in August driven by persistent wage pressures and seasonal increases in services costs, notably transport and hospitality. The Bank of England held the base rate at 4.00% in September, with two MPC members voting for a cut to 3.75%, citing progress in disinflation and weakening pay growth.
- Consumer sentiment showed modest improvement, though economic uncertainty continues to weigh on household spending. Business confidence remains fragile, particularly in manufacturing, where expectations for future output have deteriorated. The Bank signalled a cautious approach to further rate cuts, balancing inflation risks against softening growth.
- While the results across both store and non-store are positive, they are again below inflation, and while the bricks-and-mortar result will be encouraging for retailers, the sector will be looking for real growth heading into the essential golden quarter.

TOTAL LIKE-FOR-LIKE RESULTS FROM 2024-2025

LFL Growth %	Week 1 (w/e 07/09)	Week 2 (w/e 14/09)	Week 3 (w/e 21/09)	Week 4 (w/e 28/09)	Total September
Lifestyle	1.95	2.85	1.68	2.20	2.2
Fashion	10.81	0.73	8.14	-3.58	4.0
Homeware	12.50	1.73	12.33	7.30	8.2
Store	5.14	0.49	4.14	5.09	3.7
Non-store	9.88	0.72	8.43	-6.75	3.0
Total	7.59	1.54	6.31	-0.91	3.1

As of September 2018, fashion, homewares and lifestyle figures represent combined in-store and non-store totals for that category.

LIFESTYLE

+2.2%

September 2024: +3.0%

- Lifestyle LFL sales grew +2.2% this month from a base of +3.0% for the same month last year.
- In-store sales ticked up +0.2% while non-store sales grew +1.3% from bases of +1.2% and +12.8% respectively for September 2024.
- Lifestyle LFL sales were positive throughout September. The first two weeks of the month saw moderate non-store lifestyle sales, growing by +2.83% and +2.61% from bases of +24.63% and +12.80% respectively for the same weeks in 2025.

FASHION

+4.0%

September 2024: +8.6%

- Fashion LFL sales grew +4.0% this month from a base of +8.6% for the same month last year.
- In-store sales grew +6.4% - the strongest year-on-year growth since June 2023 - while non-store sales grew +4.3% from bases of +1.4% and +14.9% respectively for September 2024.
- Fashion LFL sales were positive in all but the final week of September, in which total fashion sales were pulled down by negative non-store sales. Weeks one and three saw the month's strongest fashion sales, driven by non-store sales of +14.49% and 12.04% from bases of +30.75 and -5.30%.

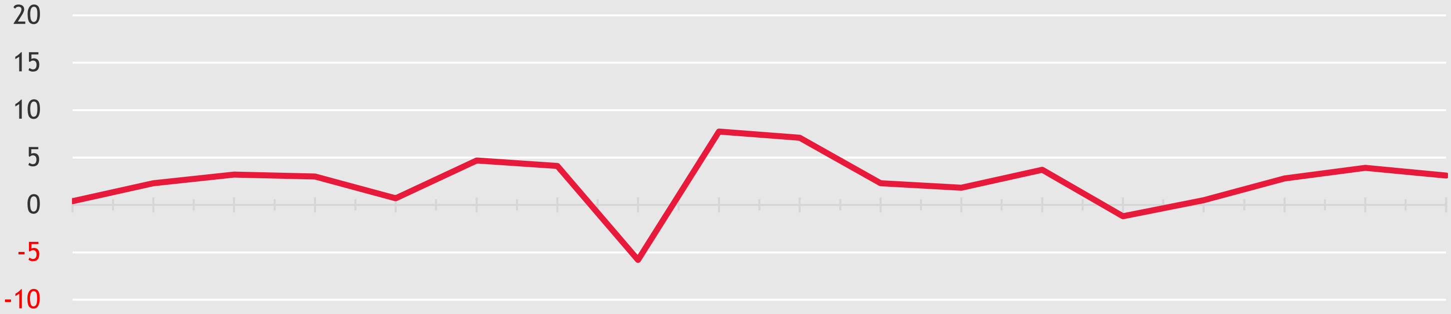
HOMEWARES

+8.2%

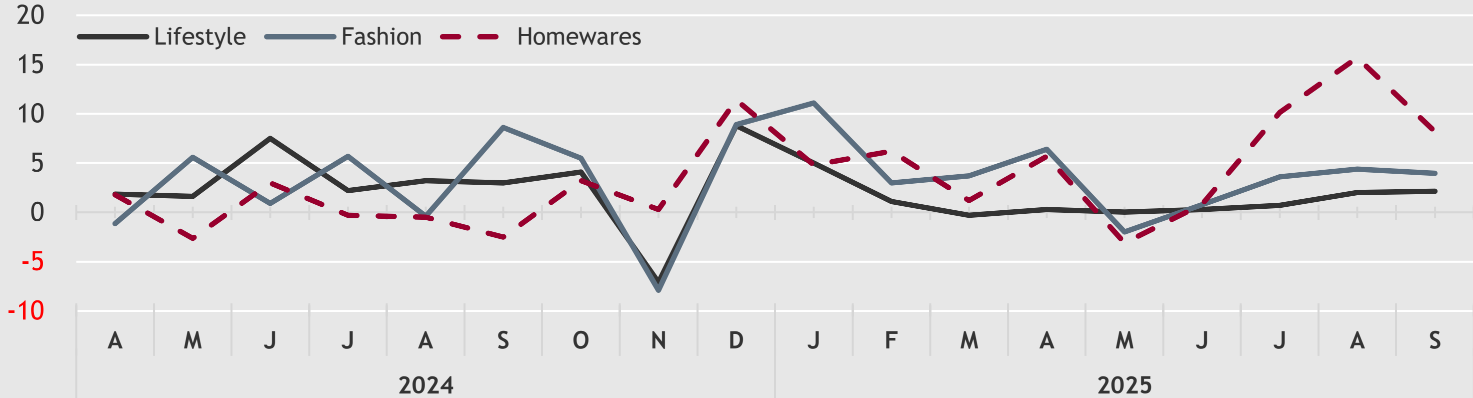
September 2024: -2.5%

- Homewares LFL sales grew +8.2% this month from a base of -2.5% for the same month last year.
- In-store sales grew +3.8% while non-store sales grew +8.8% from bases of +5.8% and -9.0% respectively for September 2024.
- Total homewares sales were positive throughout September. Store sales were positive in all but the second week, while non-store sales were positive in all but the final week. The first week of the month saw positive store and non-store sales up +13.80% and +8.80% respectively from bases of +16.07% and -11.79%.

Monthly total like-for-like results, 2024-2025



Monthly like-for-like results by sector, 2024-2025



For more information please contact:

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The High Street Sales Tracker outlines weekly like-for-like sales changes of some 80 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 floor coverings, lighting, linen and textiles. **Non-store:** mail order, online and other non-store channels. Total like-for-likes include store and non-store sales. Any footfall figures quoted are provided by Springboard who are a leading provider of automated visitor counting and retail sales analysis.

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