



# BDO HIGH STREET SALES TRACKER

MAY MONTHLY REVIEW - the four weeks to 25 June 2017

07 July 2017

## TOTAL (excl non-store)

**+1.3%**

June 2016: -3.6%

## LIFESTYLE

**+1.2%**

June 2016: -0.2%

## FASHION

**+1.4%**

June 2016: -4.9%

## HOMEWARES

**+0.5%**

June 2016: -6.0%

## NON-STORE

**+22.2%**

June 2016: +15.8%

## Sales up in June on dismal month last year

- Total like-for-like sales were up by +1.3% in June off of a negative base of -3.6% for the same month last year.
- This was the best June since 2011 and the second best monthly result of 2017 to-date. However, the result was coming off of a poor base, as June 2016 was the worst June in more than a decade.
- The same month last year incorporated the day of the EU referendum when all eyes were focused on the Brexit vote. A year on, sales have improved from that time.
- June began with total sales up by +3.8% in week one as good weather and half term holidays in many areas boosted sales. In week two total sales crashed to -5.18% as unsettled weather during the General Election week deterred spending. The negative effect rolled over into week three, when good weather, upbeat footfall and Father's Day did not translate into positive sales with the week ending at -1.71%. However, in week four, the week comparing to the week of the EU referendum last year, sales roared back to +7.99% amid sustained warm weather.
- Fashion was the star performer in June as the UK basked in wall-to-wall sunshine. Lifestyle performed well, benefitting from strong tourist numbers, Father's Day and the good weather. Homeware also managed a positive result this month, but off of a weak base and non-store spending overall was solid, falling away slightly in week three when the weather was at its hottest.
- Overall footfall was up in every week of June except for the week of the General Election (-2.1%). The high street also only saw footfall decline in the week when voters went to the ballot boxes (-3.3%), rebounding strongly in week four with footfall up by +4.4% compared to the same week a year earlier. Retail parks saw footfall increase in every week of the month, with the high of +4.9% coming in week four. Footfall at shopping centres was up in weeks one and four, but down in the two weeks in the middle of the month, with the low of -1.8% coming in week two.
- While sales have improved on a dismal June last year, it will be the months ahead that will really test the resilience of retailers. The Confederation of British Industry (CBI) reported in June that its monthly retail sales balance showed that retailers are the most downbeat about the month ahead (July) since September last year. As inflation continues to rise against stagnating wage growth, it will be imperative for retailers to maximise the opportunities that the summer brings, and walk the increasingly fine line of balancing discounting with margin squeeze.
- Lifestyle LFLs were up by +1.2% in June off of a base of -0.2% for the same month last year. Lifestyle is the only sector to have been positive in every month of the year-to-date. Despite dipping into the negative in the first three weeks of the month, the declines were either coming off of a strong base, or were negligible. Week four provided a very strong result of +8.55% that helped tip the result for the month into the positive.
- Fashion LFLs was the star performer this month for the first time since January 2016. LFL sales were up by +1.4% in June, but off of a base of -4.9% for the same month last year. Sales were up by +5.93% in week one, and ended the month positively, up by +8.28%. However, the middle of the month saw negative results, down by as much as -8.10% in week two when the General Election was a factor.
- Homeware LFLs were up by a marginal +0.5% off of a poor base of -6.0% for June last year. This was its second positive month in succession. While footfall at retail parks was positive in June, the spells of unusually hot weather did not result in a significant boost for sales. Sales were up in week two (+2.63%) and in week four (+3.38%), but in the strong last week of the month homeware saw the smallest growth of all three sectors.
- Non-store LFLs were up by +22.2% in June off of a base of +15.8% for the same month last year. The result marked only the third month of the year-to-date in which non-store sales exceeded the +20% threshold. June started well with sales up by +24.49% and non-store sales saw less impact than store sales during General Election week (+22.19%). However, in the week of very hot weather following the election, sales growth was at a mediocre +14.47%, though the month ended strongly with sales up by +27.23% in week four.

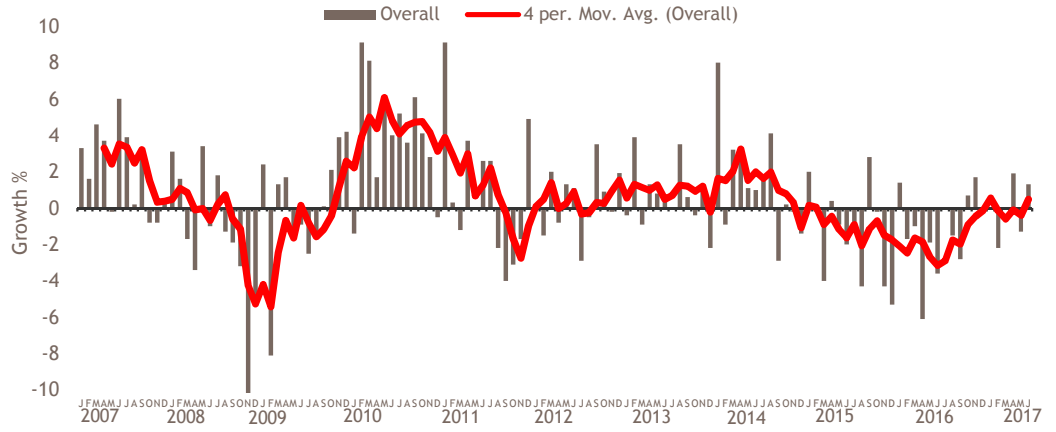
The High Street Sales Tracker outlines weekly like-for-like sales changes of c85 mid-tier retailers with c10,000 individual stores across Fashion: accessories, clothing, footwear. Lifestyle: general household goods, gifts, health and beauty, leisure goods. Homewares: cookware, furniture and floorcoverings,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



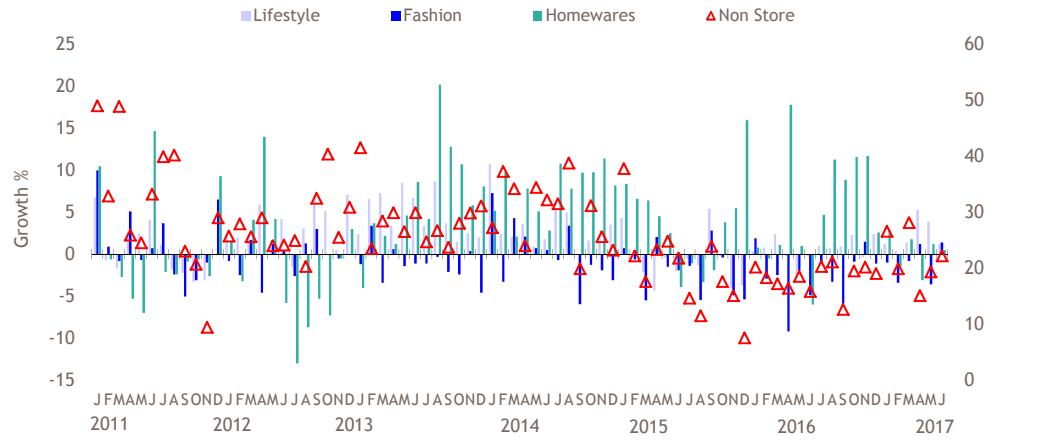
## MONTHLY LIKE-FOR-LIKE RESULTS 2017

LFL Growth %	Week 1 (we 04/06)	Week 2 (we 11/06)	Week 3 (we 18/06)	Week 4 (we 25/06)	Total June
Lifestyle	-1.27	-0.19	-2.25	8.55	1.2
Fashion	5.93	-8.10	-1.54	8.28	1.4
Homewares	-3.97	2.63	-0.93	3.38	0.5
Non-store	24.49	22.19	14.47	27.23	22.2
<b>Total (excl non-store)</b>	<b>3.38</b>	<b>-5.18</b>	<b>-1.71</b>	<b>7.99</b>	<b>1.3</b>

## MONTHLY LIKE-FOR-LIKE RESULTS 2007-2017



## MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2011-2017



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

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