

MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

MARCH 2024

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

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

## CHARITY



March 2023: +14.4%



March 2023: +20.7%

\* Figure re-stated excluding extreme values.



March 2023: +13.8%



March 2023: 29.9%

### COMMENTS FROM CHARITY RETAIL

- Consistent with last month, charity retailers saw total LFL sales fall by -1.7% in March 2024, although this was off a strong base of +14.4% in March 2023.
- March saw new sales decline by -2.2%, and down from +20.7% a year earlier, which might have been impacted by stores being closed on Easter Sunday in March this year versus in April last year.
- Sales of donated goods have been negative since the beginning of the year, with the March total down by -2.3%.

### KEY FACTORS AFFECTING THE MONTH

- Charity retailers continued to struggle with staffing levels as the main challenge this month.
- Donations also proved a challenge, with charity retailers citing both quality of donated goods and the level of donations as challenges this month.
- The weather played its part in hampering sales with the Met Office characterising March as “unsettled, wet and dull” and colder than normal at the start of the month.

## COMMERCIAL



March 2023: +6.6%



March 2023: -2.6%

### COMMENTS FROM COMMERCIAL RETAIL

- The fall in total LFL sales experienced by charity retailers was on par with the commercial high street, where in-store sales fell by -1.8% from a strong base of +6.6% for the same month in 2023.
- Retailers may be encouraged by the latest inflation figures, which show UK consumer price inflation fell to its lowest rate since September 2021. The year-on-year rate of consumer price inflation eased to +3.2% in March, from +3.4% in February, helped by a slowdown in food price growth.
- In-store lifestyle LFLs grew by +2.1%, while in-store fashion sales fell by -6.0%, and in-store homeware sales fell by -2.6%.

\*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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