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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%

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%.



March 2023: +13.8%

29.7% Gift aid conversion rate

March 2023: 29.9%

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.

*Source: www.bdo.co.uk/high-street-sales-tracker

Any footfall figures quoted come from Springboard.

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 instore 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%.

medium to very large retail chains that take part, allowing them to easily benchmark their

produce more detailed weekly

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As part of the Charity Retail

and monthly reports for the

Sales Tracker (CRST), we

DETAILED REPORTS

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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The CRST Monthly Review outlines monthly LFL sales changes of charity retailers with c.4,000 stores (17 retailers reported this month with c. 3,670 stores between them).

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^{*} Figure re-stated excluding extreme values.