

## MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

DECEMBER 2019

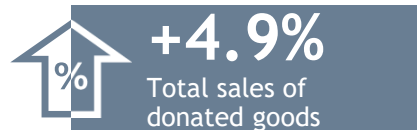
THE RAIN DIDN'T KEEP SHOPPERS FROM VISITING CHARITY RETAILERS

### CHARITY

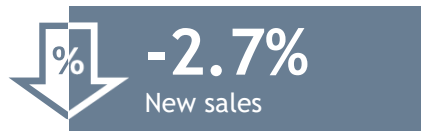
**Charity Retail Association®**  
The voice of charity retail



December 2018: +6.0%



December 2018: +5.4%



December 2018: +5.6%



December 2018: 28.2%

### COMMENTS FROM CHARITY RETAIL

- Christmas provided a strong boost to charity retailers and December saw further sales growth, with total sales growing by +3.9%.
- Good overall performance was mostly driven by sales of donated goods, with new sales recording their first negative LFL growth of 2019.

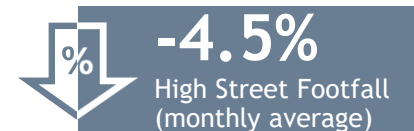
### KEY FACTORS AFFECTING THE MONTH

- Despite ongoing challenges from the weather, with the UK reporting its wettest December on record, and underperforming staffing levels, retailers still reported good sales.
- A new, generalised challenge this month was seen in declining rag prices.

### COMMERCIAL



December 2018: -1.9%



December 2018: -1.3%

### COMMENTS FROM COMMERCIAL RETAIL

- In-store LFLs increased slightly by +0.7% this month but still failed to offset a poor result of -1.9% last year.
- **Strongest performer:** Lifestyle experienced a rise of +6.0%, though from a dire base of -3.9% for December last year.
- **Weak performance:** Fashion fell by -2.4% from a poor base of -2.0% for December last year.



**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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The Charity Retail Sales Tracker Monthly Review outlines monthly like-for-like sales changes of charity retailers with approximately 4,000 individual stores between them. Any footfall figures quoted come from Springboard who are a leading provider of automated visitor counting and retail sales analysis.

Source: BDO High Street Sales Tracker

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