

# BDO HIGH STREET SALES TRACKER

MAY MONTHLY REVIEW  
Five weeks to 31 May 2020



STORE

**-87.1%**

MAY 2019: -3.3%



NON-STORE

**+129.5%**

MAY 2019: +19.8%



TOTAL

**-18.3%**

MAY 2019: +2.2%

## Online sales surge but May brings little relief for retailers

- ▶ Total like-for-like (LFL) sales declined by -18.3% in May, but from a base of +2.2% for the equivalent month last year. Total in-store LFLs fell by -87.1% this month amidst continuing lockdown, from a base of -3.3% for May 2019. Total non-store LFLs increased by +129.5% in May from a good base of +19.8% last year. May's results reflect the complex reality of the ongoing lockdown for non-essential retail. While in-store LFL sales recorded another momentous low, non-store LFL sales documented a record high, since BDO began recording non-store LFLs in 2010. Total LFLs logged the second worst result on record (BDO started recording total LFLs in September 2017), but were held above April's historic low by the strong performance of online LFLs, most notably for homeware.
- ▶ May began with total LFLs falling by -27.00% from a marginal base of +0.90% for the same week last year. Total LFLs fell again by -18.58% in the second week of the month (which included Early May Bank Holiday) from a base of -1.30% last year, which also included the bank holiday but on Monday rather than Friday. As the UK government announced first stage plans for re-opening, the middle of the month saw total LFLs decline by -22.29% and -19.25% from good bases for the same weeks last year (+7.93% and +2.31%, respectively). May concluded with a week that began on late May Bank Holiday Monday as total LFLs dropped by -21.24% from a base of +3.79% for the same week last year (which also included the bank holiday).
- ▶ Overall footfall was poor throughout the month of May as compared to the equivalent weeks in 2019, though it did show progressive improvement throughout the month. Footfall at retail parks saw the biggest improvement recording a decline of -63.2% in the first week of the month and -48.9% in the final week of May. Both shopping centres and the high street continued to record declines in footfall closer to -80% throughout May, aside from the final week of the month when the high street posted a 'high' of -75.8%.
- ▶ Another month of lockdown has intensified pressure on UK retailers with cash flow difficulties affecting the vast majority and supply chain issues becoming increasingly pressing, according to recent reports. Retailers now face the immense logistical task of re-opening under strict guidelines and, in all likelihood, to significantly lower levels of footfall than usual as consumers cautiously return. Consumer confidence remains subdued as concern shifts to a prolonged economic recovery. Moreover, as retailers begin to re-open next month a significant portion of consumers are likely to continue favouring online channels for their shopping experience over coming months as the spectre of COVID-19 and the potential of a secondary spike remain. While the challenges are many, retailers must find opportunity amidst the turmoil by engaging consumers through their preferred channels.

### TOTAL LIKE-FOR-LIKE RESULTS FROM 2019-2020

LFL Growth %	Week 1 (we 03/05)	Week 2 (we 10/05)	Week 3 (we 17/05)	Week 4 (we 24/05)	Week 5 (we 31/05)	Total May
Lifestyle	-31.54	-31.17	-28.25	-22.24	-36.42	-30.0
Fashion	-24.64	-15.99	-35.08	-24.08	-13.69	-22.6
Homeware	-18.47	21.27	73.73	32.50	4.30	22.0
STORE	<b>-89.63</b>	<b>-83.99</b>	<b>-87.03</b>	<b>-83.34</b>	<b>-91.45</b>	<b>-87.1</b>
NON-STORE	<b>138.01</b>	<b>113.43</b>	<b>159.97</b>	<b>108.25</b>	<b>125.92</b>	<b>129.5</b>
TOTAL	<b>-27.00</b>	<b>-18.58</b>	<b>-22.29</b>	<b>-19.25</b>	<b>-21.24</b>	<b>-18.3</b>

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

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### LIFESTYLE

# -30.0%

MAY 2019: +1.4%

► Lifestyle total LFLs plunged by -30.0% in May from a base of +1.4% for the equivalent month last year. This month's result marks the fourth consecutive decline for total lifestyle LFLs this year, and the second lowest LFL on record for the category.



### FASHION

# -22.6%

MAY 2019: +2.7%

► Fashion total LFLs fell by -22.6% this month from a base of +2.7% for May last year. The result is the third straight negative result for total fashion LFLs. However the category did see a slight improvement on previous months as a result of slightly higher non-store LFL spending.



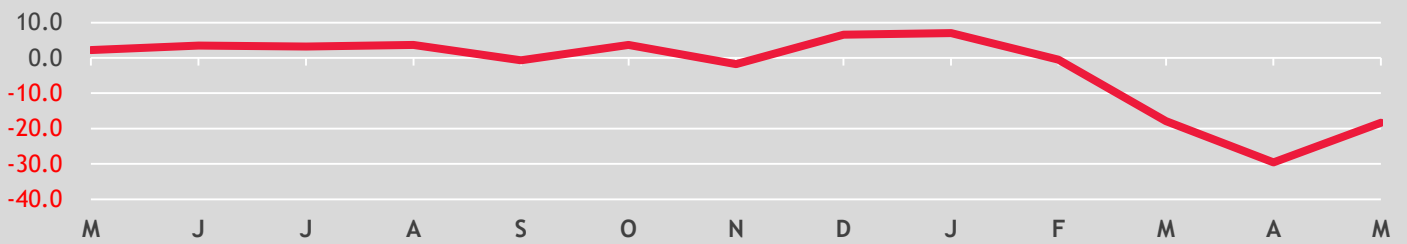
### HOMEWARES

# +22.0%

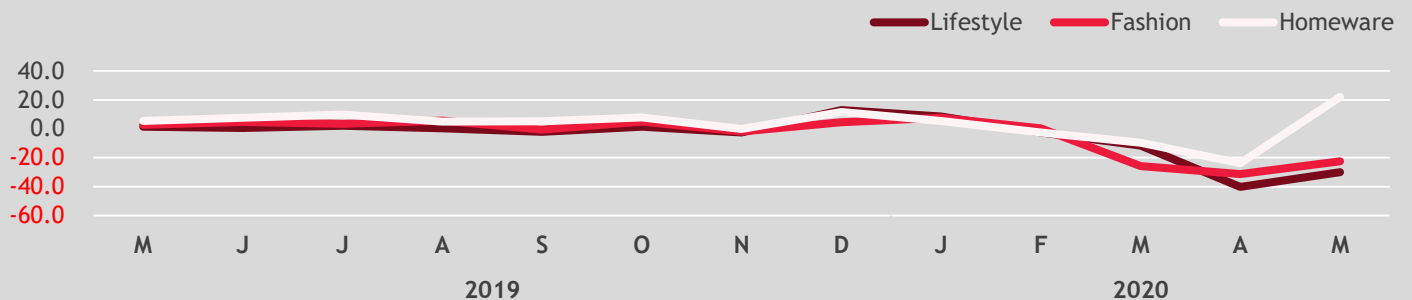
MAY 2019: +5.4%

► Homeware total LFLs, on the other hand, logged an increase of +22.0% in May from an already good base of +5.4% for the same month last year. May's total homeware results were strengthened by impressive non-store LFLs for the category and posted a high of +73.73% in the third week of the month. The result is the highest LFL on record for total homeware.

## MONTHLY LIKE-FOR-LIKE RESULTS 2019-2020



## MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2019-2020



### FOR MORE INFORMATION

e: [HighStreetSalesTracker@bdo.co.uk](mailto:HighStreetSalesTracker@bdo.co.uk)

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 exclude 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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