

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

JANUARY 2024

DESPITE DROPPING INTO THE RED, CHARITY RETAILERS OUTPERFORM THE COMMERCIAL HIGH STREET

Charity Retail Association®
The voice of charity retail

CHARITY



January 2023: +14.8%



January 2023: +35.0%



January 2023: +13.5%



January 2023: 28.8%

COMMENTS FROM CHARITY RETAIL

- Total LFL sales fell by -2.0% in January 2024, but this was off a very strong base of +14.8% in 2023.
- Total sales were generally driven by the sales of new goods, with LFLs up by +0.9% off a very strong base in 2023.
- Sales of donated goods dropped into the red, with LFLs down by -3.1% - although this, again, was off a strong base of +13.5% in the previous year.

KEY FACTORS AFFECTING THE MONTH

- The weather was one of the main challenges cited by charity retailers this month. Footfall was also impacted, and this was also cited as a significant challenge by charity retailers this month.
- On the flip side, several retailers reported encouraging strategic initiatives, such as opening new stores.
- While staffing number remain a challenge for several retailers, some reported increased volunteer numbers this month.

COMMERCIAL



January 2023: +19.5%



December 2022: +15.6%

COMMENTS FROM COMMERCIAL RETAIL

- In-store LFL sales fell by -4.2% from last year's very positive base of +19.5%. Poor store results across all categories throughout January, likely caused by the icy weather and several storms, exerted significant downward pressure this month.
- The high cost-of-living may still be influencing shopper habits - but there may be a shard of light on the horizon, as many factors contributing to the higher cost of living are continuing to ease.
- **Strongest performer:** Lifestyle in-store LFLs increased by +0.9%, while Homeware and Fashion LFLs both remained in the red at -10.1% and -6.7%, respectively.

*Source: 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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