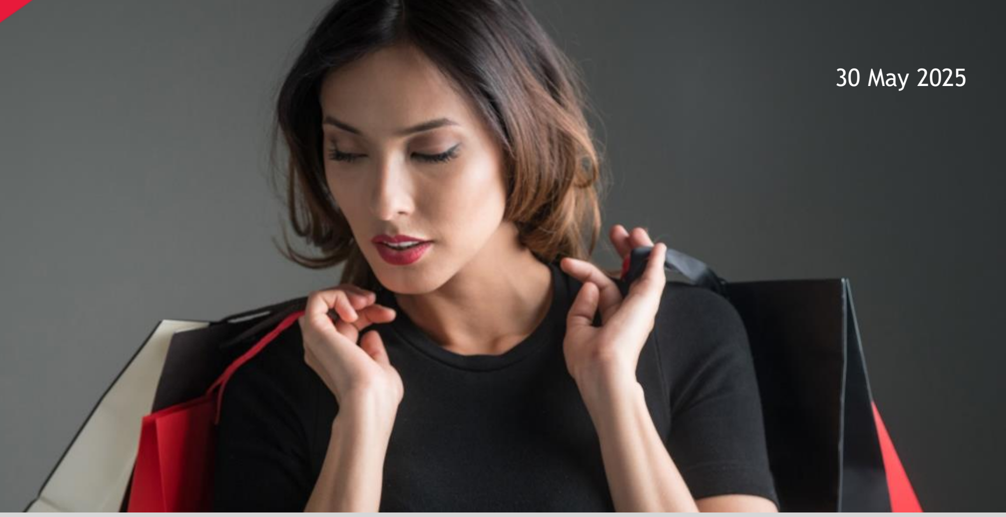
30 May 2025



# HIGH STREET SALES TRACKER

May monthly review
Four weeks to 25 May 2025

| STORE | NON-STORE | TOTAL |
|---|---|---|
| **+0.5%** | **-3.1%** | **-1.2%** |
| May 2024 +0.5% | May 2024 +8.5% | May 2024 +2.3% |

## May Sales Dip Amid Warmer Weather and Fragile Consumer Confidence

- Total like-for-like (LFL) sales in May fell -1.2%, from a positive base of +2.3% for May last year, ending a run of five consecutive months of positive results. Store sales grew by +0.5% from a positive base of +0.5% for the same month last year. Non-store sales fell by -3.1% from a positive base of +8.5% for the same month last year. Notably, all three headline LFL sales results are well below inflation.
- In the first week of May, which this year and last year ended with the Early May Bank Holiday weekend, LFL sales ticked up just +0.25% from a base of +3.95% for the same week last year. In week two, which commenced with the bank holiday Monday, LFL sales, which were pulled down by a third successive fall in non-store LFL sales, fell by -3.33% from a positive base of +5.30% for the same week last year. In week three, LFL sales fell across each category and channel, causing total LFL sales to decline by -1.43% from a positive base of +3.81% for the same week last year. In the final week of May, which both this year and last year culminated in the late May bank holiday weekend, LFL sales fell by -0.84% from a negative base of -2.34% for the same week last year.
- Footfall was mixed in May. The first week experienced the highest growth in footfall, up +3.7% from a flat base of +0.6%. The second week of the month saw footfall to dip into negative territory, falling by -1.5%. Footfall growth was positive, if muted, throughout the rest of the month.
- Following a particularly warm April, May was a notably warm and sunny. This brought above average temperatures and dry, settled conditions, particularly to southern parts of the country. May 2024 was cooler and wetter, with below-average sunshine.
- This month's result represents the first negative outcome since November 2024. Notably, while store sales remained positive, non-store sales, pulled down by poor homewares and fashion sales, slumped into negative territory. This month's poor non-store result may be due in part to the good weather encouraging outdoor activity, as there was no significant growth for store sales.
- GDP is estimated to have expanded by +0.7% in Q1, reflecting a cautious recovery amid global uncertainties. Inflation, however, continues to be a key concern as it remains steadfastly above the Bank of England 2.0% target, prompting the BoE to maintain the base rate at 4.5% in a bid to support economic activity while controlling inflation. Driven largely by rising household energy costs and regulated prices, CPI rose by 3.5% in the 12 months to April 2025, up from 2.6% in the 12 months to March with downward pressure coming largely from the fashion sector in which discounts and sales remain widespread. However, the latest ONS retail sales index shows fashion sales falling, with growth driven by food and household goods. Overall, the ONS report grew 0.7% in April, marking the fourth back-to-back monthly rise in retail sales - a feat last achieved in 2020, when consumer spending rebounded after the first COVID-19 lockdown.
- Against a backdrop of store closures, rising personal debt and the persistent pressure of the cost-of-living, consumer confidence remains fragile. While recent surveys showed a mild uptick in May, driven by a more optimistic view of long term personal financial and national economic growth, confidence remains low.
- May's negative result reflects the sector's underlying fragility across both store and non-store channels. Furthermore, it highlights the difficulty faced by retailers across all channels and sectors in a difficult trading environment during an economic recovery.

### TOTAL LIKE-FOR-LIKE RESULTS FROM 2024-2025

| LFL Growth % | Week 1 (w/e 04/05) | Week 2 (w/e 11/05) | Week 3 (w/e 18/05) | Week 4 (w/e 25/05) | Total May |
|---|---|---|---|---|---|
| **Lifestyle** | -2.38 | 3.89 | -1.49 | -0.23 | 0.0 |
| **Fashion** | 2.80 | -7.74 | -1.16 | -1.14 | -2.0 |
| **Homeware** | -4.57 | -3.73 | -2.62 | -1.86 | -3.1 |
| **Store** | 2.83 | 0.42 | -0.97 | -0.10 | 0.5 |
| **Non-store** | -6.17 | -4.89 | -3.95 | 2.70 | -3.1 |
| **Total** | 0.25 | -3.33 | -1.43 | -0.84 | -1.2 |

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

LIFESTYLE

**+0.0%**

May 2024: +1.6%

- Lifestyle total LFLs were flat at +0.0% against a positive base of +1.6% for the same month last year.
- Both In-store and non-store LFL sales ticked up by +0.7% in May, from bases of +3.1% and +1.9% respectively for the same month last year.
- Lifestyle LFL sales were negative in all weeks except for the second week of May. In week two, LFL sales grew +3.89% from a negative base of -0.40%, driven by strong store and non-store sales, which rose +4.13% and +6.35% from bases of -0.19% and +2.29% for the same week last year.

FASHION

**-2.0%**

May 2024: +5.6%

- Fashion total LFLs fell -2.0% from a positive base of +5.6% for the same month last year.
- In-store sales grew by +0.1% in May, while non-store sales fell by -4.5% from bases of -2.9% and +15.7% respectively for the same month last year.
- Fashion LFL sales were negative in three of the four weeks of May. In week one, total fashion sales grew +2.80% from a base of +7.68% for the same week last year. In week two, fashion sales fell by -7.74% pulled down by negative store and non-store sales, from a base of +11.68% for the same week in 2024.

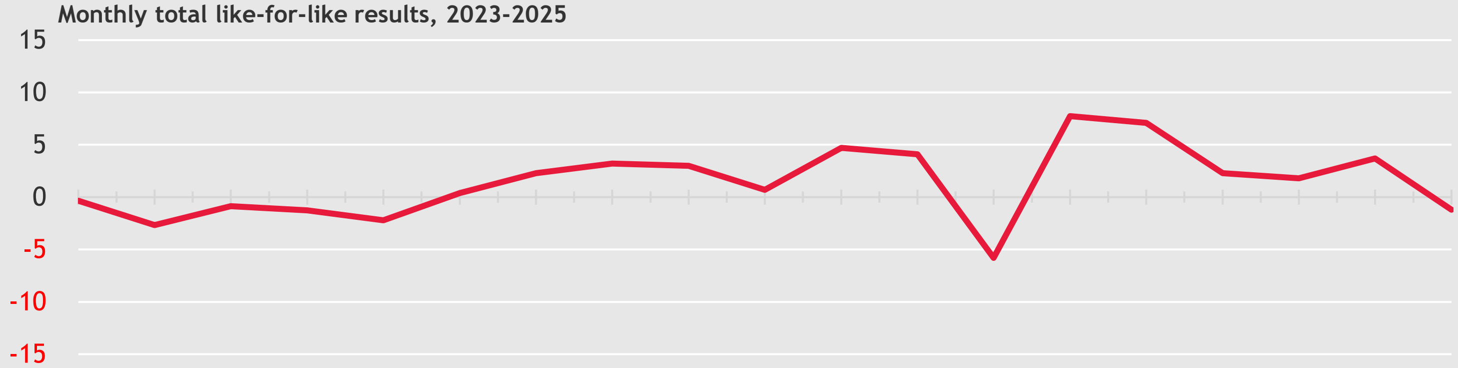
HOMEWARES

**-3.1%**

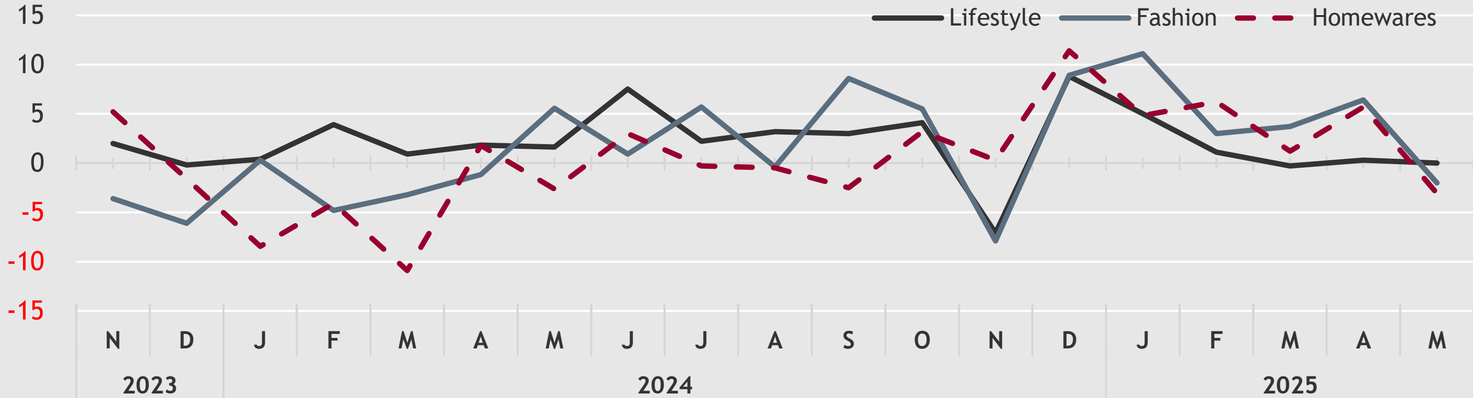
May 2024: -2.6%

- Homewares total LFLs fell -3.1% from a negative base of -2.6% for the same month last year.
- In-store sales grew by +2.3% in May, while non-store sales fell by -10.8% from bases of +1.1% and -10.3% respectively for the same month last year.
- Homewares LFL sales were negative throughout May. Non-store sales were negative in each week, while store sales were positive in the second and final weeks of the month. In week two, store sales grew +12.05% from a base of +3.98% for the same week last year.

**Monthly total like-for-like results, 2023-2025**




**Monthly like-for-like results by sector, 2023-2025**




**For more information please contact:**

e: 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 include store and non-store sales. Any footfall figures quoted are provided by Springboard who are a leading provider of automated visitor counting and retail sales analysis.



**www.bdo.co.uk**