

## MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

AUGUST 2020

CHARITY RETAILERS CONTINUE TO SEE SLOW BUT IMPROVING SALES GROWTH

### CHARITY



August 2019: +5.9%



August 2019: +16.3%

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



August 2019: +6.2%



August 2019: 28.7%

### COMMENTS FROM CHARITY RETAIL

- Charity retailers' August results were an improvement over July, with total sales down by -28.6% on a LFL bass - strikingly in line with the commercial high street.
- Charity retailers continue to highlight the successful re-opening of stores, with some already operating their full estate or planning to do so soon.
- Sales of donated goods appear to have driven improved performance.

### KEY FACTORS AFFECTING THE MONTH

- While footfall and staffing levels remain a challenge, the overall pace of recovery is encouraging - with one charity retailer even reporting higher-than-expected sales this month.
- Several charity retailers also reported challenging levels of gift aid sign ups.

\* Figure re-stated excluding extreme value. New Sales grew by +709.29% when including this extreme value.

### COMMERCIAL



August 2019: -0.1%



August 2019: -1.5%

### COMMENTS FROM COMMERCIAL RETAIL

- Progress has also been encouraging, though gradual and uneven. While in-store LFL sales received a much-needed boost as many brands introduced discounts ahead of the bank holiday weekend, there still remains substantial ground to recoup.
- **Strongest performer:** Homewares was again the only category to report positive - albeit small - growth of +0.7% in August.
- **Weak performance:** In-store LFLs for fashion and lifestyle continue to record declines, although smaller than previous months.



### 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 LFL sales changes of charity retailers with c4,000 individual stores between them (13 charity retailers reported this month with 2,796 individual stores between them). Any footfall figures quoted come from Springboard.

Source: [www.bdo.co.uk/high-street-sales-tracker](http://www.bdo.co.uk/high-street-sales-tracker)

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