

BDO HIGH STREET SALES TRACKER

JANUARY MONTHLY REVIEW
Four weeks to 26 January 2020



STORE

+5.7%

JANUARY 2019: -0.2%



NON-STORE

+18.8%

JANUARY 2019: +19.1%



TOTAL

+7.0%

JANUARY 2019: +3.8%

Confident Consumers Splash out in January Sales

- ▶ Total like-for-like (LFL) sales increased by +7.0% in January from a decent base of +3.8% for the equivalent month last year. Total in-store LFLs improved by +5.7% this month, but from a slightly negative base of -0.2% for January last year. Total non-store LFLs saw steady growth of +18.8% in January from a base of +19.1% last year. January's result marks the best monthly total in-store LFL since January 2014 contributing to the best total LFL since the BDO HSST began recording for the category in September 2017. Moreover, the strong performance was consistent across all segments with this month marking the first time since January 2018 that all three - lifestyle, fashion, and homeware - recorded positive results at the same time.
- ▶ January began with total LFLs jumping by +13.41% from an already strong base of +8.21% for the equivalent week last year. Total LFLs were good (+4.80%) in week two coming from a base of +1.98% for the same week last year. The third week of January saw total LFLs record a strong boost of +9.33% from a base of +2.46% last year. The month concluded with total LFLs increasing by +4.18% from a base of +3.99% for the same week last year.
- ▶ Overall footfall was down for all but the first week of January when compared to the same weeks in 2018. Footfall recorded an increase of +2.3% for the first week with retail parks (+4.6%) and shopping centres (+4.9%) experiencing higher turnout, while the high street was flat. The high street recorded negative results through the rest of January, posting the largest decline (-4.1%) for all categories in week two. Shopping centres recorded the best result of the month in the week one, however retail parks were the most consistent with three weeks of higher footfall.
- ▶ January has typically been a month where sales enjoy a boost from New Year discounts, despite the long-wait to payday for consumers. Following a difficult year, and mixed results across key sales dates in December, January saw a release of some pent-up demand. The landslide election result in December will have been a notable contributor to a cautious bounce in optimism amongst both businesses and consumers to start the new decade. Retailers will be awaiting next month's decision on the agenda for UK/EU negotiations around trade in goods, but these decisions will likely be further removed from consumers' consciousness. For consumers, whether this optimism continues will depend more on growth of wage and job measures. If these hold steady UK consumers may be willing to splash out more frequently this year, which would be a boon for struggling retailers.

TOTAL LIKE-FOR-LIKE RESULTS FROM 2019-2020

LFL Growth %	Week 1 (we 05/01)	Week 2 (we 12/01)	Week 3 (we 19/01)	Week 4 (we 26/01)	Total January
Lifestyle	8.71	8.10	6.98	10.38	8.5
Fashion	15.35	2.99	10.66	1.98	7.7
Homeware	11.95	11.80	4.35	-2.63	5.4
STORE	11.35	3.73	4.81	3.14	5.7
NON-STORE	24.32	14.95	25.82	10.40	18.8
TOTAL	13.41	4.80	9.33	4.18	7.0

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

IDEAS | PEOPLE | TRUST





LIFESTYLE

+8.5%

JANUARY 2019: +2.4%



FASHION

+7.7%

JANUARY 2019: +5.3%



HOMEWARES

+5.4%

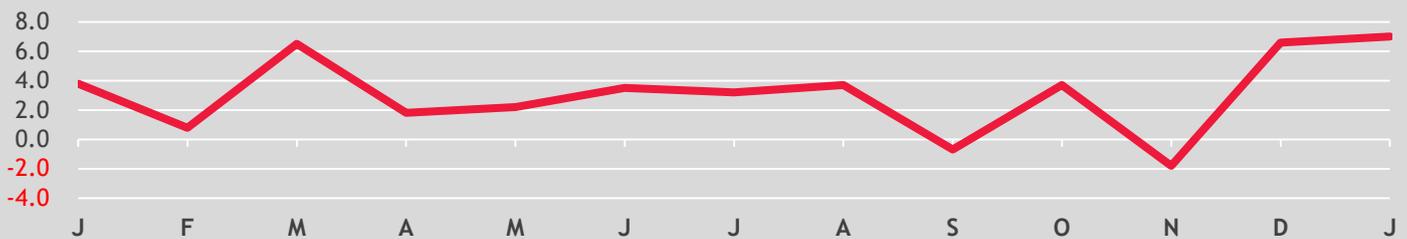
JANUARY 2019: +2.0%

► Lifestyle total LFLs increased by +8.5% in January from a base of +2.4% for the equivalent month last year. The result marks the second consecutive month of positive LFL sales for total lifestyle, and the second best result since the BDO HSST began recording total LFLs for the category. In-store LFLs for lifestyle improved by +5.1% this month, but from a negative base of -2.0% for January last year. This month's result keeps in-store lifestyle on positive ground for the second straight month after recording twenty-two months of negative results.

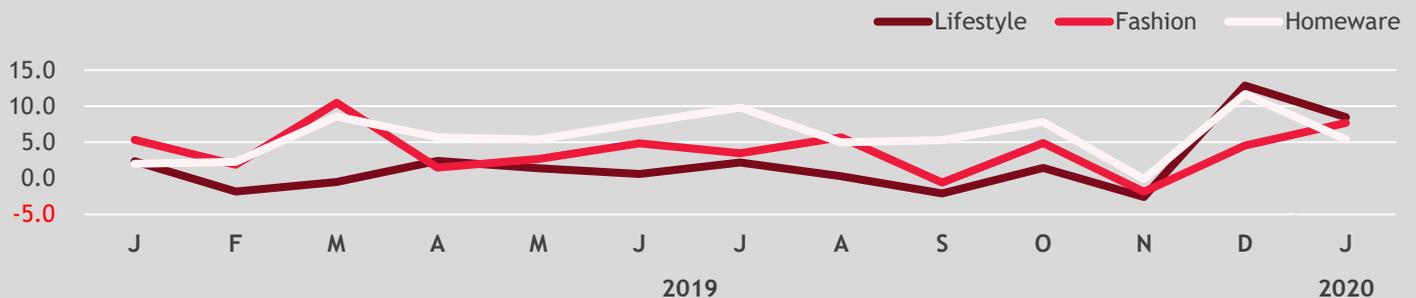
► Fashion total LFLs saw a good result of +7.7% this month from a good base of +5.3% for January last year. This month's result marks the largest increase for total fashion since March 2019, when LFLs rebounded from 2018's 'Beast from the East'. In-store LFLs for fashion also fared well, increasing by +5.8% from a marginal base of +0.6% for the same month last year. The result ends a two month slide of negative results for in-store fashion.

► Homeware total LFLs increased by +5.4% in January from a base of +2.0% for the same month last year. The result means that total homeware LFLs have been positive for fourteen out of the last fifteen months. In-store LFLs for homeware saw a good boost of +8.9% this month from a base of +0.6% for January last year. This month's result marks the fifth consecutive month of positive LFLs for in-store homeware.

MONTHLY LIKE-FOR-LIKE RESULTS 2019-2020



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



FOR MORE INFORMATION

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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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