7 DECEMBER 2018

BDO HIGH STREET SALES TRACKER

High street suffers back-to-back negative Novembers in-store

NOVEMBER MONTHLY REVIEW
THE FOUR WEEKS TO 25 NOVEMBER 2018

STORE
-2.6%
NOVEMBER 2017: -1.3%

NON-STORE
+18.2%
NOVEMBER 2017: +17.5%

TOTAL
+1.4%
NOVEMBER 2017: +2.0%

- Total like-for-like (LFL) sales were up by +1.4% in November from a positive base of +2.0% in the same month last year. However, total in-store LFLs declined by -2.6% this month from an already poor base of -1.3% last year. The in-store result marks the worst for November since 2015. The last ten consecutive months have been negative for in-store LFL sales and in-store growth has not exceeded 1% for the last fourteen months. Total non-store LFLs were up by +18.2% this month from a base of +17.5% for the same month last year. Non-store LFLs were boosted by strong performances at the beginning and end of the month, most notably on the back of Black Friday discounting. The figure for November marks the best monthly result for non-store LFLs in the year-to-date.

- November began with total LFLs posting strong growth of +6.59% from an already positive base of +2.32% for the same week last year. However, total LFLs dipped in the middle of the month recording a decline of -3.73% in the second week from a poor base of -2.00%. Week three also logged a sharp drop of -3.96%, but from a base of +1.29%. In week four, with Black Friday discounts appearing, total LFLs saw an uptick on the back of strong non-store performance, increasing by +7.62% from an already robust base of +6.76 for the comparable week last year.

- Overall footfall was down in every week of November with the worst result (-5.6%) ironically coming in Black Friday week. The high street suffered poor footfall throughout November, negative in every week and posting the worst result (-6.5%) in week four. Shopping centres recorded negative footfall in each week including drops of -5.9% twice, in weeks two and four. Only retail parks experienced an increase in footfall this month, growing by 0.6% and 1.4% in weeks one and three, respectively, but also recording a drop of -4.7% in week two of November.

- The in-store result for November will not have provided any solace for retailers after a poor beginning to the final quarter of 2018 last month. With recent reports suggesting that closures are up and new openings are down this year, the high street will be hoping for exceptionally strong holiday sales to close out the quarter. Despite wages growing at their fastest rate in 10 years and the Consumer Price Index (CPI) remaining steady (2.4%), consumers continue to be hesitant with their spending with the uncertainty of a looming Brexit scenario reducing confidence to its lowest level this year. A poor Christmas run in December could cap the worst year on record for in-store sales.

LIFESTYLE
-1.5%
NOVEMBER 2017: +3.4%

- Lifestyle total LFLs were down by -1.5% in November, but from a decent base of +3.4% in the same month last year. Overall LFLs for lifestyle were mixed this month, posting two very poor results in weeks two (-7.82%) and three (-5.50%) with the best result of +5.74% coming in the first week. In-store LFLs for lifestyle were down by -4.8% this month, from a marginally positive base of +0.9% last year. The result marks the worst monthly in-store LFL for lifestyle since November 2008 when sales were affected by the economic crisis.

FASHION
+3.3%
NOVEMBER 2017: +1.3%

- Fashion total LFLs were up by +3.3% this month from a base of +1.3% for November last year. In the first and last weeks of November, fashion total LFLs posted excellent growth increasing by +8.38% and +11.14% respectively thanks to colder weather and discounting associated with Black Friday. In-store LFLs for fashion were less impressive logging a decrease of -1.7% this month from a poor base of -2.5% in the same month last year. In-store LFLs for fashion recorded significant declines in weeks two (-7.30%) and three (-4.26%) from already very poor bases for the equivalent weeks last year.

HOMEWARES
+0.2%
NOVEMBER 2017: +7.5%

- Homeware total LFLs were marginally up by +0.2% in November from a strong base of +7.5% last year. The best result came in week four with an increase of +5.60% from a superb base of +13.80% for the same week last year. In-store LFLs for homeware were down by -0.4% this month, but from a base of +2.2% last year. In-store homeware LFLs have been negative for ten consecutive months. In-store LFLs were down in the first two weeks this month with the best result coming in the final week that included Black Friday (+4.34%).

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

FOR MORE INFORMATION

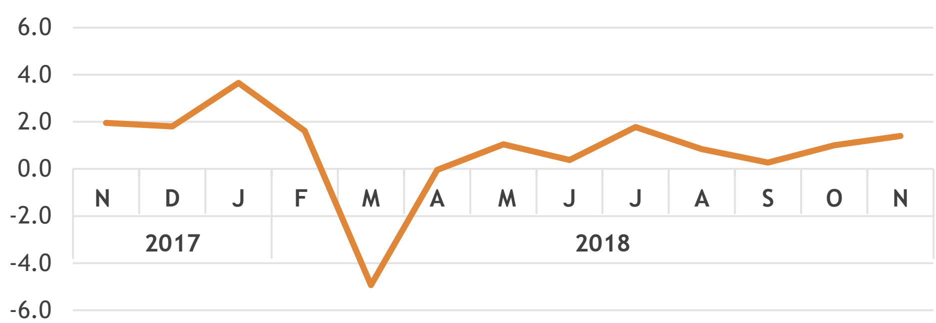
e: HighStreetSalesTracker@bdo.co.uk
The High Street Sales Tracker outlines weekly like-for-like sales changes of some c85 retailers with c10,000 individual stores across **Fashion:** accessories, clothing, footwear. **Lifestyle:** general household goods, gifts, health and beauty, leisure goods. **Homewares:** 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.

www.bdo.co.uk

TOTAL LIKE-FOR-LIKE RESULTS FROM 2017-2018

LFL Growth %	Week 1 (we 04/11)	Week 2 (we 11/11)	Week 3 (we 18/11)	Week 4 (we 25/11)	Total November
Lifestyle	5.74	-7.82	-5.50	1.71	-1.5
Fashion	8.38	-1.86	-3.65	11.14	3.3
Homeware	-1.15	-3.07	-0.88	5.60	0.2
STORE	**1.53**	**-7.60**	**-4.64**	**0.44**	**-2.6**
NON-STORE	**28.86**	**11.07**	**2.92**	**30.80**	**18.2**
TOTAL	**6.59**	**-3.73**	**-3.96**	**7.62**	**1.4**

MONTHLY LIKE-FOR-LIKE RESULTS 2017-2018



MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2017-2018