

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

JANUARY 2020



CHARITY RETAILERS START THE NEW YEAR ON A HIGH NOTE

CHARITY



January 2019: +6.1%



January 2019: +30.0%

COMMENTS FROM CHARITY RETAIL

- Despite positive LFL sales growth, total sales growth of +3.0% fell short of a strong performance in January 2019.
- New sales returned to positive growth after a weak December and despite a very strong base in January 2019.
- Donated sales were impressive at +4.4%, but several charity retailers saw low levels of donations, as well as lower quality donated stock.

The Charity Retail Sales Tracker Monthly Review outlines monthly like-for-like sales changes of charity retailers with approximately 4,000 individual stores between them. Any footfall figures quoted come from Springboard who are a leading provider of automated visitor counting and retail sales analysis.

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Charity Retail Association® The voice of charity retail



January 2019: +5.3%



January 2019: 30.3%

KEY FACTORS AFFECTING THE MONTH

- The weather no doubt had a role to play, with a significant number of charity retailers reporting this was the main - and sometimes only - challenge this month. Even with England facing one of its warmest Januaries in history, grey skies and strong rainfall deterred shoppers.

COMMERCIAL



January 2019: -0.2%



January 2019: -1.3%

COMMENTS FROM COMMERCIAL RETAIL

- In-store LFLs improved by +5.7%, and despite this being from a slightly negative base of -0.2% for January 2019, the result marked the best monthly in-store LFL since January 2014.
- Strongest performer:** Homewares experienced a rise of +8.9%, but the strong performance was consistent across all segments with this month marking the first time since January 2018 that all three recorded positive results.
- Weak performance:** Lifestyle recorded the lowest growth rate, although still an impressive +5.1%.

Source: BDO High Street Sales Tracker

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:

charityretailsalestracker@bdo.co.uk

FURTHER INFORMATION:
Zarine Manekshaw
Charity Retail Lead
zarine.manekshaw@bdo.co.uk
+44 (0)207 893 2559

Alistair Brisbourne
Senior Research Analyst
alistair.x.brisbourne@bdo.co.uk
+44 (0)207 893 3259

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