

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

MARCH 2025

MARCH SAW POSITIVE GROWTH IN TOTAL SALES, SALES OF DONATED GOODS, AND NEW SALES

Charity Retail Association®
The voice of charity retail

CHARITY



March 2024: -1.7%



March 2024: -2.2%

* Figure re-stated excluding extreme values.

COMMENTS FROM CHARITY RETAIL

- After three months of consecutive falls, total LFL sales rebounded in March to +3.8%, compared to -1.7% a year earlier.
- Total LFL sales of new goods just about managed to stay positive, growing by +0.1%, and up on the -2.2% achieved a year ago.
- Total LFL sales of donated goods reversed falls seen in the last four months, growing by +3.7% in March, and an improvement on the -2.3% seen last year.



March 2024: -2.3%

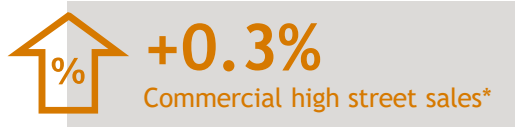


March 2024: 29.7%

KEY FACTORS AFFECTING THE MONTH

- March saw mixed sentiment about the weather and footfall. Some charity retailers highlighted a warmer month, which brought increased footfall, while others said the weather and footfall were challenging. The Met Office confirms the mean temperature for March was 1.3°C above average, although there were regional variations, which might explain the different experiences seen by charity retailers.
- According to Springboard, high street footfall averaged +2.5% in March.

COMMERCIAL



March 2024: -1.8%



March 2024: +3.0%

COMMENTS FROM COMMERCIAL RETAIL

- Total LFL sales growth of +3.8% achieved by charity retailers, outperformed the commercial high street which saw in-store sales grow by a moderate +0.3%.
- Commercial high street in-store *lifestyle* LFL declined by -0.7% in March, in-store *fashion* sales grew by +1.5%, and in-store *homeware* sales fell by -2.8%.
- UK GDP grew faster-than-expected at +0.5% in February. Meanwhile, the rate of unemployment remained unchanged in the three months to February at 4.4%. However, it could mark the last month of GDP expansion before the impact of the US President's global trade war is felt, combined with inflation-busting utility bills and council tax increases in April. At the same time, employers must now cope with £25bn of tax rises.



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:

David Chapman
Research Manager

david.a.chapman@bdo.co.uk
+44 7442 783 633



[1] Source: www.bdo.co.uk/high-street-sales-tracker

Any footfall figures quoted come from Springboard.