BDO HIGH STREET SALES TRACKER

NOVEMBER MONTHLY REVIEW - the four weeks to 29 November 2015 4 December 2015

Black Friday fails to provide a boost to November sales

TOTAL (excl non-store)

-4.3%

November 2014: -0.2%

- After a disappointing performance in October, retailers saw comparables fall even further in November, with like-for-like sales falling by -4.3% compared to November 2014 . Although like-for-likes improved as November progressed, an exceptionally poor start to the month heavily impacted the overall figure.
- The figures will be a disappointment to many bricks and mortar retailers who would have been hoping Black Friday would have induced more positive spending figures this month.
- Even with consumer confidence remaining high, a reluctance to spend on the high street is clearly prevalent and, with the terrorist attacks of Paris reportedly also keeping shoppers away from high street and shopping centre locations, retailers are being hit hard.
- There has been some recompense with online sales, and targeted email and web-based promotions saw many retailers report exceptional like-for-like non-store sales in Black Friday week - particularly those who failed to participate in Black Friday in 2014. Other retailers made the strategic decision not to participate in Black Friday this year which pushed like-for-likes into heavily negative territory.
- The unseasonably warm weather has also hit fashion retailers particularly with consumers failing to update wardrobes with autumn and winter lines. Outerwear sales have reportedly suffered the most.

LIFESTYLE

-4.0%

November 2014: +2.1%

- Lifestyle saw a heavy decline of -4.0% this month with sales of small ticket giftware items – which have been extremely positive for most of the year – putting a dampener on the overall figure this month. Black Friday week saw the majority of our contributing retailers posting negative like-for-likes with retailers of consumer electronics the only group which bucked the downward trend.

FASHION

-4.9%

November 2014: -1.9%

- Fashion retailers saw their like-for-like sales decline by -4.9% in November, even though the figures were already off a weak base in 2014. Although fashion retailers also suffered from poor bricks and mortar sales during Black Friday week with designer retailers particularly badly hit, the mild weather is continuing to impact sales of winter lines. Outerwear has been a significant casualty of this reduced spend, with some retailers launching flash sales in an attempt to shift stock.

HOMEWARES

+5.5%

November 2014: +11.4%

- Homewares was the only category to see an improvement this month, with like-for-like sales improving by +5.5%. The category continues to see the benefit of increased consumer confidence, with sales of larger items such as furniture particularly strong. Black Friday week saw an uplift of +7.9% for the sector, demonstrating relative success for the promotional week.

NON-STORE

+15.1%

November 2014: +25.6%

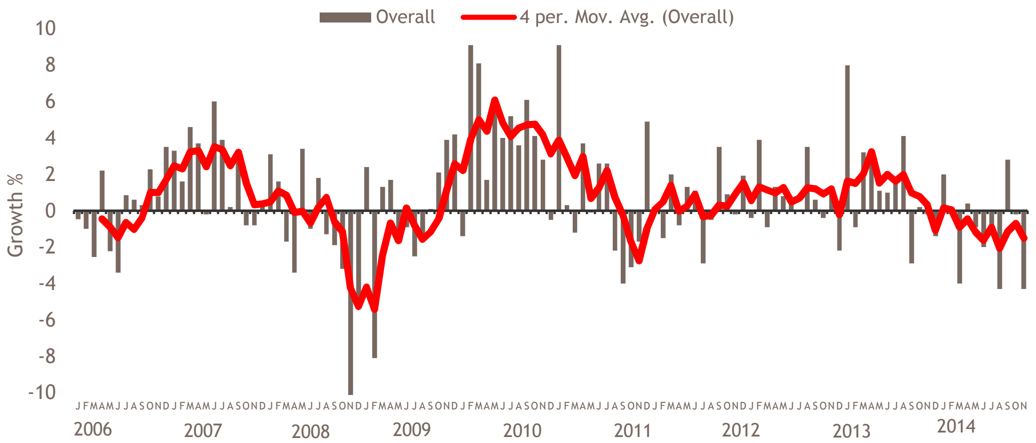
- Non-store sales rose by 15.1% for the month compared to November 2014. Whilst this is a fairly weak performance for non-store, it should be noted that sales were based off a particularly strong month in November 2014 when like-for-likes rose by +25.6%. Black Friday week was the strongest week of the month, with like-for-likes rising by +20.6% showing the success of the promotional week in terms of non-store sales.

The High Street Sales Tracker outlines weekly like-for-like sales changes of c85 mid-tier retailers with c10,000 individual stores across **Fashion:** accessories, clothing, footwear. **Lifestyle:** general household goods, gifts, health & beauty, leisure goods. **Homewares:** cookware, furniture & floorcoverings, lighting, linen & textiles. **Non-store:** mail order, online & other non-store channels.

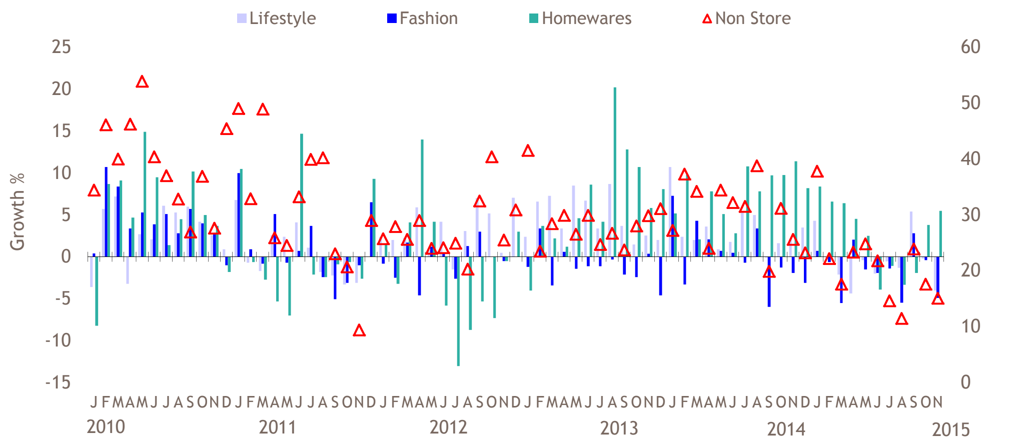
MONTHLY LIKE-FOR-LIKE RESULTS NOVEMBER 2015

LFL Growth %	Week 1 (we 08/11)	Week 2 (we 15/11)	Week 3 (we 22/10)	Week 4 (we 29/10)	Total November
Lifestyle	-3.70	-4.49	-5.56	-2.11	-4.0
Fashion	-6.61	-7.09	-4.56	-1.90	-4.9
Homewares	6.90	5.28	3.80	7.90	5.5
Non-store	5.00	13.82	19.62	20.57	15.1
Total (excl non-store)	**-5.54**	**-5.82**	**-4.45**	**-1.73**	**-4.3**

MONTHLY LIKE-FOR-LIKE RESULTS 2006-2015



MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2010-2015



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