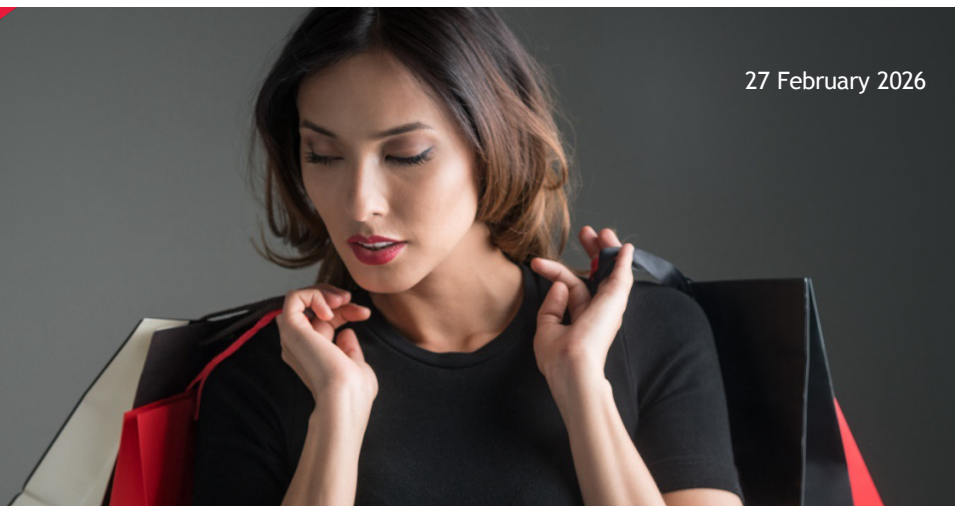


HIGH STREET SALES TRACKER

February monthly review
Four weeks to 22 February 2026



STORE



+0.6%

February 2025 **+1.2%**

NON-STORE



+3.1%

February 2025 **+5.0%**

TOTAL



+1.9%

February 2025 **+2.3%**

Weather Dampens Growth Prospects in February

- ▶ Total like-for-like (LFL) sales in February grew by +1.9% compared to +2.3% for the same month last year. Store sales rose by +0.6% from a base of +1.2%, while non-store sales were up by +3.1% in comparison to +5.0% in February 2025.
- ▶ The first week of the period saw total LFL sales rise +3.51%, compared to +1.69% for the same week last year. In week 2, total sales grew by +1.34% from a base of +2.61% for the same week in 2025. In the third week of the February period, total LFL sales rose +2.05% from a positive base of +4.72% for the same week last year. In the final week, sales went up by +2.22% from a positive base of +1.45% for the same week last year.
- ▶ There was only limited love for the high street this month, with most weekly store sales categories down in the fortnight before Valentines Day compared to the same period last year. Online sales made up somewhat for the shortfall, with non-store fashion posting a respectable +6.26% uplift in the first week of February - way ahead of the -6.51% fall witnessed in 2025. And the month was good for non-store homewares, with sales rising steadily from +3.95% in the first week to 20.45% in the fourth.
- ▶ Footfall fell in three of the four weeks in the period, alleviated only by a +1.2% rise in week 3. High street figures particularly may have been affected by inclement weather, with a decrease of -4.7% in the first week of the period and -3.7% in the second. Overall, though, shifts in footfall were more modest this year than in February 2025.
- ▶ February's weather was persistently wet and unsettled across much of the UK, contrasting with the drier-than-average conditions seen over the period a year ago.
- ▶ While any growth is welcome, the modest increases seen in the first two months of 2026 are hardly cause for optimism after sales contracted -1.4% in December 2025. And while February is not usually a big month for sales growth, this year's +1.9% rate is the second lowest in the last five years. It is also well below the rate of inflation, although non-store homewares enjoyed a boost, growing +12.8% compared to +0.9% in February 2025.
- ▶ Inflation dropped to +3% in January, a welcome—and expected—fall from the +3.4% rate seen in December 2025 but still above the Bank of England's +2% target. Economists surveyed by the Treasury predict the CPI annual inflation rate will continue falling throughout 2026, potentially hitting +2.2% by the fourth quarter of the year.
- ▶ Despite this, a recent survey indicates +61% of High Street businesses are planning to cut staff hours and +55% could trim head office jobs because of rising employment costs. The Employment Rights Act is expected to increase costs further, making cost a top-three concern for +84% of retail finance heads.
- ▶ Consumer confidence rose one point in January 2026 and was six points higher than a year ago. But it is still in negative territory, at -16, and has now been there for a decade. Perceptions of personal finance fitness have improved, but worries about the wider economy seem unlikely to lift anytime soon.
- ▶ A slow but steady decline in the inflation rate does not seem to be translating into big retail gains, with sales growth so far this year lagging behind the levels seen in 2025. Part of the reason for the modest growth in January and February could be weather related, but it remains unclear whether sunshine alone could brighten the outlook for retailers in the weeks and months ahead.

TOTAL WEEKLY & MONTHLY LIKE-FOR-LIKE RESULTS, FEBRUARY 2026

LFL Growth %	Week 1 (w/e 01/02)	Week 2 (w/e 08/02)	Week 3 (w/e 15/02)	Week 4 (w/e 21/02)	Total February 2026
Lifestyle	0.28	1.89	0.81	-3.91	-0.2
Fashion	5.28	-0.46	2.63	4.20	2.9
Homeware	5.40	10.07	3.90	12.83	8.4
Store	2.70	-0.22	2.44	-2.20	0.6
Non-store	2.38	3.20	1.67	5.19	3.1
Total	3.51	1.34	2.05	2.22	1.9

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



LIFESTYLE

-0.2%

February 2025: +1.1%

- ▶ Lifestyle LFL sales fell by -0.2% this month from a positive base of +1.1% for the same month last year.
- ▶ In-store sales slipped -1.7% while non-store sales were up +0.5%, from bases of +1.8% and +3.3% respectively for February 2025.
- ▶ Lifestyle sales growth remained positive for the first three weeks of the period, falling to -3.91% in week 4 largely because of a -5.93% dip in store sales. Even during the rest of the month, store and non-store gains were modest, peaking at +1.89% in week 2.



FASHION

+2.9%

February 2025: +3.0%

- ▶ Fashion LFL sales were almost unchanged year on year, at +2.9% this February compared to +3.0% in 2025.
- ▶ Store sales rose by +2.0%, compared to zero growth in 2025, while non-store sales were up +2.8% from a base of +5.7% in February 2025.
- ▶ Fashion sales in stores were positive throughout the period, peaking at +3.85% in week 1 and returning to +3.74% in week 3. Non-store sales enjoyed even higher peaks, hitting +6.26% in week 1 and +5.49% in week 4, but dipped into negative territory (-0.79%) in week 2.



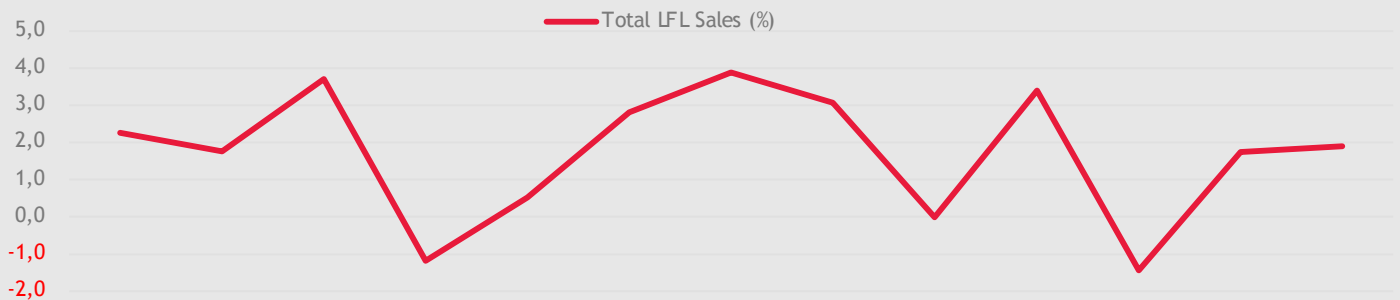
HOMEWARES

+8.4%

February 2025: +6.2%

- ▶ Homewares LFL sales saw +8.4% growth this month, compared to +6.2% in February last year.
- ▶ The month's growth was mainly driven by non-store activity, up +12.8%, while store sales saw a +3.3% rise. Last year the figures were +0.9% and +6.1% respectively.
- ▶ Weekly homewares sales were positive throughout the month, hitting +12.83% in the last week of the period. Non-store sales saw a consistent rise from week to week, while store figures only remained positive for the first fortnight.

Monthly total like-for-like results, 2025 to 2026



Monthly like-for-like results by sector, 2025 to 2026



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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 include store and 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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