

## MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

FEBRUARY 2020



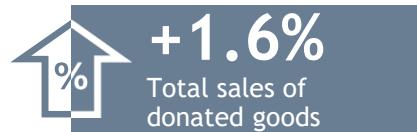
CHARITY RETAILERS START TO FEEL THE IMPACT OF RAPIDLY DECLINING FOOTFALL

### CHARITY

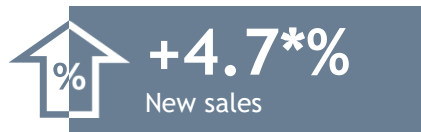
**Charity Retail Association®**  
The voice of charity retail



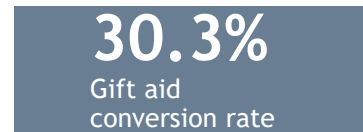
February 2019: +7.2%



February 2019: +7.8%



February 2019: +7.0%



February 2019: 30.4%

### COMMENTS FROM CHARITY RETAIL

- Positive LFL sales growth in a challenging month and from a strong base in February 2019 - but total sales and donated sales fell to their lowest levels of the last six months.
- New goods remained the driver of overall sales growth.
- Generally, very large charity retailers seemed to be the most impacted.

### KEY FACTORS AFFECTING THE MONTH

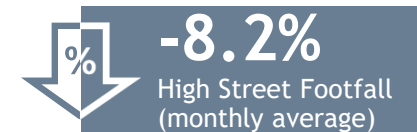
- The weather remained very challenging and impacted sales, amid near continuous rain and even severe flooding in some regions.
- Charity retailers also began to notice the impact of the coronavirus threat on footfall.

\* Figure re-stated excluding extreme value. New Sales grew by +23.12% when including this extreme value.

### COMMERCIAL



February 2019: -3.7%



February 2019: +4.9%

### COMMENTS FROM COMMERCIAL RETAIL

- Also mired by poor weather and growing concerns around the spread of coronavirus, retailers on the commercial high street took a hit and slipped into the red as in-store LFLs declined by -0.9%.
- **Strongest performer:** Fashion saw a marginal improvement of +0.3% in February, but failed to offset a negative base of -3.5% for last year. The result means the in-store LFLs for fashion have been positive for the first two months of 2020.
- **Weak performance:** In-store LFLs for homeware fell by -3.6%, the first negative monthly LFL for in-store homeware since August 2019.

### 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:

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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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