

BDO HIGH STREET SALES TRACKER

Sales Fall in Volatile September

SEPTEMBER MONTHLY REVIEW
THE FIVE WEEKS TO 29 SEPTEMBER 2019



STORE

-3.1%

SEPTEMBER 2018: -2.7%



NON-STORE

+12.4%

SEPTEMBER 2018: +11.6%



TOTAL

-0.7%

SEPTEMBER 2018: +0.3%

- ▶ Total like-for-like (LFL) sales declined by -0.7% in September from a slight base of +0.3% for the equivalent month last year. September's result is the first negative LFL for total sales since Spring last year. Total in-store LFLs fell by -3.1% this month from an already negative base of -2.7% for September last year. The result marks the worst in-store LFL for September since 2011. Total non-store LFLs recorded growth of +12.4% this month from an unexceptional base of +11.6% last year.
- ▶ September began with total LFLs falling by -4.10%, but from a positive base of +4.22% for the equivalent week last year. Total LFLs picked up in the next two weeks by +2.12% and +1.39%, but both from negative bases (-1.64% and -2.73%, respectively) for the same weeks last year. The penultimate week of September saw total LFLs fall again, by -1.37%, from a base of -1.61% last year. The month concluded with total LFLs falling by -1.82%, but from a positive base of +3.31% for the same week last year.
- ▶ Overall footfall was down for all but one week in September when compared to the same weeks in 2018. The month began with footfall recording a decline of -2.5% and concluded with its largest fall of -5.8%. The high street experienced the worst result of the month with footfall dropping by -8.0% in the final week, but also recorded the strongest result in the penultimate week of September when footfall rose by +2.2%. Shopping centres recorded negative results throughout the month, whereas retail parks saw footfall increase in all but the final week of September.
- ▶ With recent high-profile closures and reports that over one-third of bricks-and-mortar retail businesses face higher risk of insolvency, business optimism continues to wane. Political divisions have only become more entrenched as we get closer to Brexit crunch time, leaving little room to focus on more immediate policies that could help revitalize the UK economy. Businesses can be forgiven for feeling dizzy by the volatility that only intensified throughout the month. However, for retailers, it is essential that they look to the long-term by continuing to invest in an omni-channel customer experience. Consumers are also waiting for clarity, and the result of this wait-and-see approach appears to be a reduction in discretionary spending. Supportive and responsive government policy, starting with the reform of the business rates regime, could help to alleviate some of this hardship but it is clear that we first need a solution to the current impasse.



LIFESTYLE

-2.1%

SEPTEMBER 2018: +1.3%



FASHION

-0.6%

SEPTEMBER 2018: +0.7%



HOMEWARES

+5.3%

SEPTEMBER 2018: -5.2%

- ▶ Lifestyle total LFLs fell by -2.1% in September, but from a base of +1.3% for the same month last year. The result marks the worst LFL for total lifestyle this year and ends a five month run of positive LFL sales for the category. Total LFLs for lifestyle were negative in each week of September. In-store LFLs for lifestyle plummeted by -5.4% this month from a poor base of -2.1% last year. The result marks the worst monthly LFL for in-store lifestyle since November 2008.
- ▶ Fashion total LFLs declined slightly by -0.6% from a marginal base of +0.7% for September last year. This month's result marks the first negative LFL for total fashion since June last year. In-store LFLs for fashion declined by -2.0% in September from a low base of -2.8% for the same month last year. The result ends a three-month-run for in-store fashion with no negative LFLs.
- ▶ Homeware total LFLs increased by +5.3% in September, offsetting a base of -5.2% for the equivalent month last year. The result continues an eleven-month-run of positive LFL sales for total homeware. In-store LFLs for homeware recorded a slight increase of +0.2% this month, but from a very weak base of -4.4% for September last year. This month's result puts in-store homeware back on positive ground after posting negative LFL sales in August.

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

FOR MORE INFORMATION

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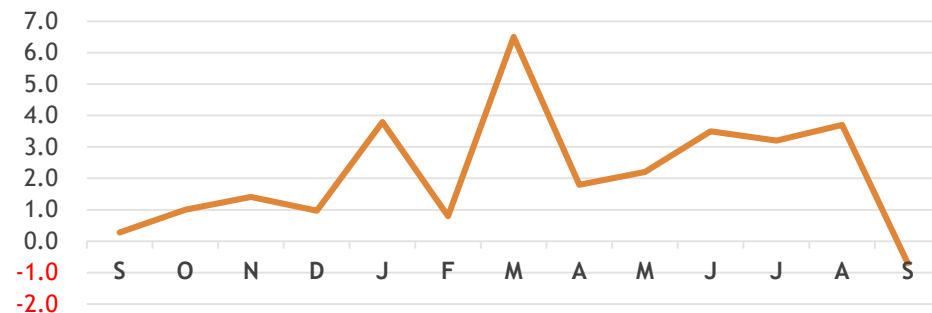
The High Street Sales Tracker outlines weekly like-for-like sales changes of some c85 retailers with c10,000 individual stores across
Fashion: accessories, clothing, footwear. **Lifestyle:** general household goods, gifts, health and beauty, leisure goods. **Homewares:** cookware, furniture and floor coverings, lighting, linen and textiles. **Non-store:** mail order, online and other non-store channels.
 Total like-for-likes exclude 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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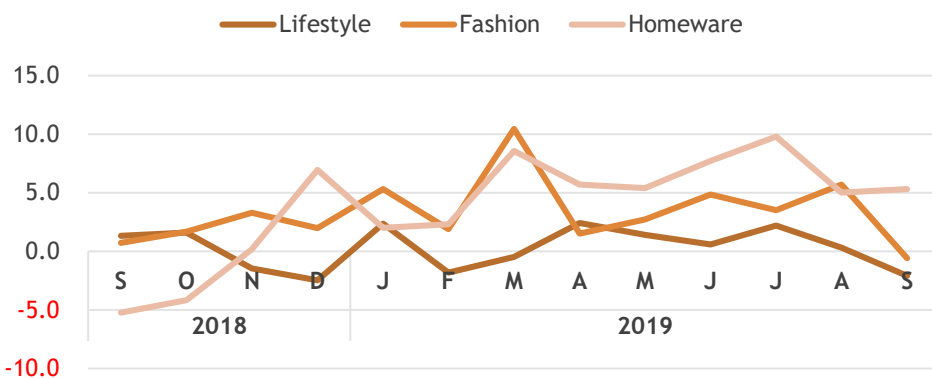
TOTAL LIKE-FOR-LIKE RESULTS FROM 2018-2019

LFL Growth %	Week 1 (we 01/09)	Week 2 (we 08/09)	Week 3 (we 15/09)	Week 4 (we 22/09)	Week 5 (we 29/09)	Total September
Lifestyle	-4.92	-1.03	-1.68	-0.73	-2.31	-2.1
Fashion	-4.57	3.37	2.62	-2.13	-2.10	-0.6
Homeware	5.40	5.87	5.23	3.60	7.00	5.3
STORE	-6.47	-0.05	-3.61	-1.67	-3.96	-3.1
NON-STORE	5.70	20.34	15.29	10.76	9.95	12.4
TOTAL	-4.10	2.12	1.39	-1.37	-1.82	-0.7

MONTHLY LIKE-FOR-LIKE RESULTS 2018-2019



MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2018-2019



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