



BDO HIGH STREET SALES TRACKER

NOVEMBER MONTHLY REVIEW - the four weeks to 27 November 2016

09 December 2016

TOTAL (excl non-store)

+1.7%

November 2015: -4.3%

LIFESTYLE

-0.4%

November 2015: -4.0%

FASHION

+1.5%

November 2015: -4.9%

HOMEWARES

+11.7%

November 2015: +5.5%

NON-STORE

+20.2%

November 2015: +15.1%

High street has best November since 2010

- Total like-for-like sales in November were up by +1.7% as retailers posted their best month of the year to-date.
- The result marked the best month for in-store sales growth since September 2015 and the best November since 2010. However, the total LFL growth was coming off of a very weak base of -4.3% for November 2015, which was the poorest November since the year of the financial crash in 2008.
- A strong month for sales of homeware goods and a cold snap that finally saw shoppers restocking wardrobes, propelled the tracker to its second positive month in succession. Only lifestyle slipped into the negative after ending the month poorly.
- Following three weeks of positive total LFLs in November, total sales for the week of Black Friday fell into the negative (-2.95%). Despite the discounts offered by participating retailers, in-store growth was down on the previous year. However, online sales did benefit from Black Friday trading, posting its best week in a very strong month of growth.
- Footfall was down in November. Overall footfall and footfall on the high street only grew in the first week of the month (week 45), declining in the following three weeks. Retail parks saw positive footfall growth for the first three weeks of November, while footfall at shopping centres was down successively further in every week of the month.
- The sales growth seen this month chimed with the CBI's retail sales balance which jumped to +26% in November. Consumer spending on retail remains robust, particularly online, and the economy has performed better than expected following the vote to leave the EU. However, as longer term sentiment crumbles, the Consumer Price Index (CPI) rose by 1% in September and despite falling marginally to 0.9% in October, still remains higher than the rates otherwise seen since late 2014. Meanwhile, pub and restaurant sales slipped into the negative in October (according to The Coffey Peach Business Tracker), a fall attributable in part to the boost received from last year's Rugby World Cup. While it is encouraging to see positive in-store and online growth for retailers in November, the weak comparable month last year may be lending additional gloss to the results in a market that will undoubtedly become more challenging next year.
- Lifestyle was the worst performing sector in November, with LFLs down by -0.4% off of a weak base of -4.0% in November last year. The result was the poorest month for lifestyle since May, and despite seeing LFL growth in weeks 46 and 47, it fell to a month low of -3.54% in week 48. While high end gift and wellbeing retailers posted positive LFL growth spurred by a weak pound, other lower ticket gift retailers had a tough month, shared by some retailers of electronic goods, stationers and budget retailers.
- Fashion LFLs were up by +1.5% this month, its best result since January when seasonal sales were in full swing. However, the in-store growth was coming off of a weak base of -4.9% for the same month last year. Fashion was positive in the first two weeks of November, up by +5.05% in week 45 and +5.78% in week 46 as the weather finally turned colder. However, fashion fell into the negative in week 47 (-0.80%) and had a poor Black Friday in week 48, posting -3.78% to end the month.
- Homeware was the star performer this month, up by +11.7%, its best result since April and its fifth positive month in a row. The growth was coming off of an already positive base of +5.5% for the same month last year. While kitchenware struggled, the strong overall performance was supported by continued solid sales of furniture and soft furnishings, and a good performance from department stores.
- Non-store LFLs had a strong month, up by +20.2%, its joint third best result of the year with January and just behind the high seen in July (+21.7%). Breaking the +20% threshold in week 45 it posted a very strong +22.2% in week 48, boosted by Black Friday trading.

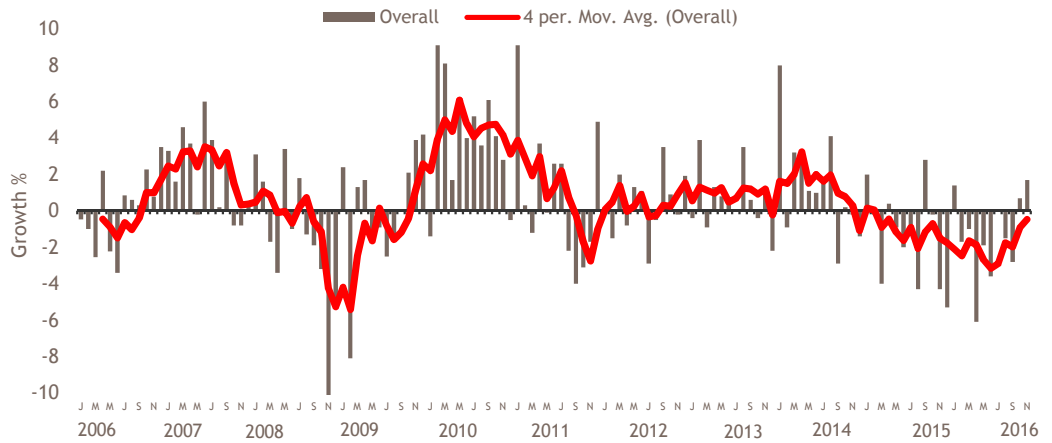
The High Street Sales Tracker outlines weekly like-for-like sales changes of c85 mid-tier retailers with c10,000 individual stores across Fashion: accessories, clothing, footwear. Lifestyle: general household goods, gifts, health and beauty, leisure goods. Homewares: cookware, furniture and floorcoverings,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



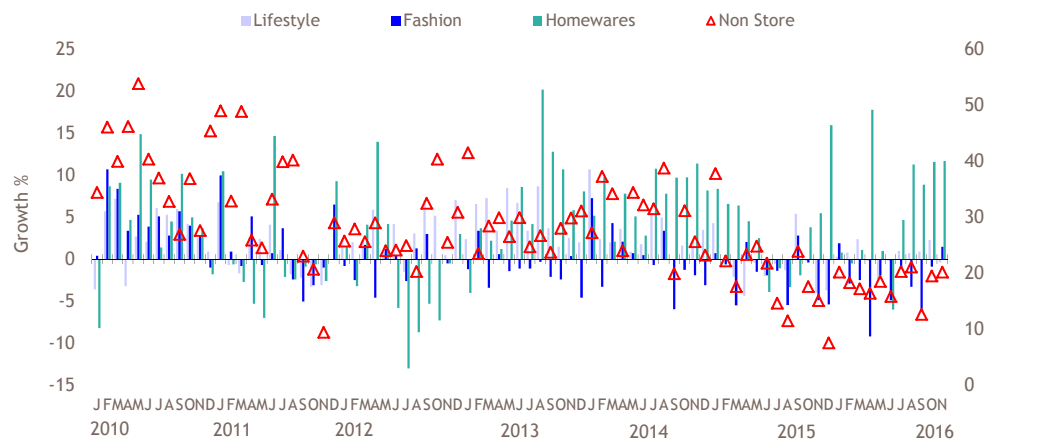
MONTHLY LIKE-FOR-LIKE RESULTS 2016

| LFL Growth % | Week 45 (we 6/11) | Week 46 (we 13/11) | Week 47 (we 20/11) | Week 48 (we 27/11) | Total November |
|-------------------------------|----------------------|-----------------------|-----------------------|-----------------------|-------------------|
| Lifestyle | 3.17 | -2.03 | 1.14 | -3.54 | -0.4 |
| Fashion | 5.05 | 5.78 | -0.80 | -3.78 | 1.5 |
| Homewares | 15.65 | 14.48 | 6.83 | 9.43 | 11.7 |
| Non-store | 20.31 | 18.26 | 19.47 | 22.55 | 20.2 |
| Total (excl non-store) | 5.39 | 4.32 | 0.29 | -2.95 | 1.7 |

MONTHLY LIKE-FOR-LIKE RESULTS 2006-2016



MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2010-2016



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