BDO HIGH STREET SALES TRACKER

FEBRUARY MONTHLY REVIEW - the four weeks to 29 February 2016 2 March 2016

A muffled month as sales remain muted

TOTAL (excl non-store)
-1.7%
February 2015: -0.2%

- Like-for-like sales fell by -1.7% in February 2016 compared to the same month in 2015. After a boost last month and a weak December, February was a month of muted sales as fashion's on-going negative LFL sales and the sharp push and pull of lifestyle muffled positive results in homeware and online.
- After a fairly flat, but promising January where like-for-like sales improved as a result of post-Christmas sales and bargain hunting, the new figures will not provide the much needed confidence boost retailers need in the face of Brexit concerns and the looming implementation of the National Living Wage.
- Like-for-like sales remained in the negative throughout the month with some respite around Valentine's Day in week 7 as the litany of storms eased and shoppers were able to return to the stores. However, the lack of sales, on-going flooding and depressed consumer confidence collided to create a month of muted sales. The results mirror the recent results of the CBI's quarterly survey of retailers which found that sales dropped below normal in February as the benefits of stock clearance sales which boosted January figures appeared to be short-lived. In recent weeks this has given way to expectations of a tougher 2016.

LIFESTYLE
+0.8%
February 2015: -0.1%

- Lifestyle was the surprise strong performer of the February as the push and pull of extreme weather and mid-month gifting drove up sales. Non-store was also boosted by mid-month gifting alongside mid-season sales in fashion and homewares, and an early Mother's Day which helped the category to end the month with its strongest week of LFL sales (+23.05% in week 9).
- After a difficult two months, lifestyle was a mixed bag in February with +0.80% in LFL sales. Like-for-like sales lifted mid-month with positive results in weeks 7 and 8 but the category was bookended by negative LFL sales in the first and last week of the month. Gift and stationary retailers helped the mid-month surge due in large part to Valentine's Day but outdoor and sporting goods continued to suffer the effects of unstable and extreme weather.

FASHION
-2.9%
February 2015: -0.6%

- After a turn as star performer in January, fashion was the poorest performer this month with LFL sales down -2.9%. Like-for-like figures hovered at the -3.0 mark in weeks 7 to 9 as retailers have been unable to drive growth in the sector and footfall remained low on the High Street and in shopping centres. Of the three sub-categories, accessories saw a surge in week 8 while clothing has seen steeper declines week-on-week throughout the month. Non-store fashion was strong but consumers failed to drives sales in-store.

HOMEWARES
-0.5%
February 2015: +6.6%

- Homewares had the most extreme month with LFL sales plummeting in week 8 after beginning February with two strong weeks. However, with a welcome boost at the end of the month resulting in three weeks of positive growth LFL sales only fell by -0.50%. Homeware accessories, such as curtains, blinds and home decoration, did well and mid-month sales helped drive the end of the month growth.

NON-STORE
+18.3%
February 2015: +22.2%

- Remote sales continued to perform well with LFL sales up +18.3% in February 2016. After a slow start in week 6 with LFL sales hovering below 15%, poor weather and selective sales created a moderate boost throughout the rest of the month before early spring and targeted Mother's Day sales helped create an end of month surge in week 9 of +23.05%.

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.

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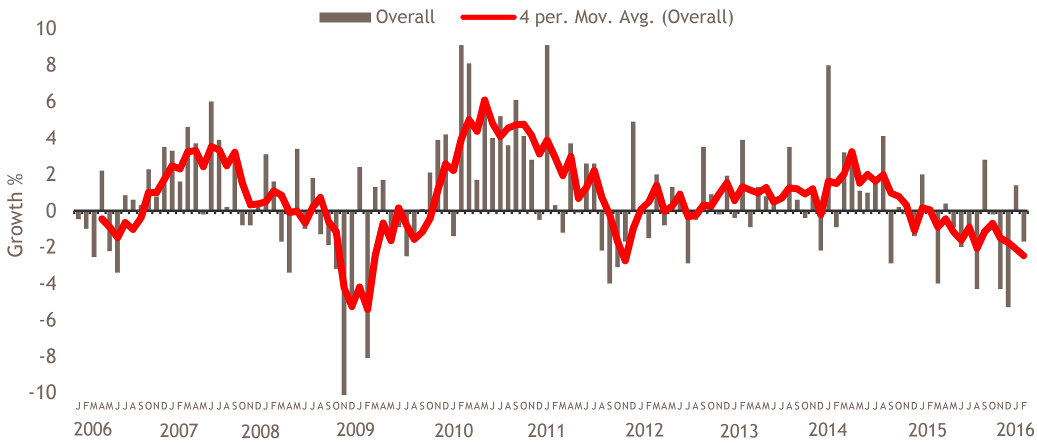
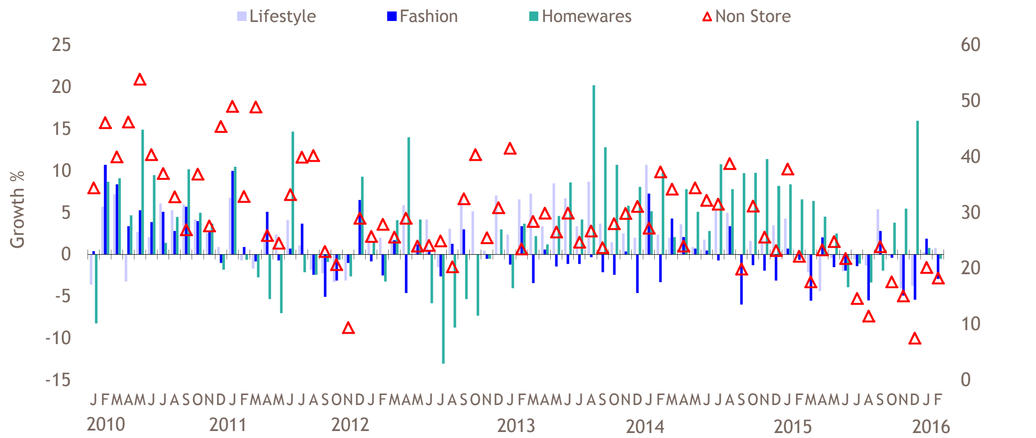
MONTHLY LIKE-FOR-LIKE RESULTS FEBRUARY 2016

LFL Growth %	Week 6 (we 7/2)	Week 7 (we 14/2)	Week 8 (we 21/2)	Week 9 (we 28/2)	Total February
Lifestyle	-1.28	3.34	1.17	-0.17	0.8
Fashion	-3.74	-2.20	-2.69	-2.88	-2.9
Homewares	1.50	4.45	-10.80	2.85	-0.5
Non-store	13.76	18.75	17.70	23.05	18.3
Total (excl non-store)	**-2.79**	**-0.43**	**-2.05**	**-1.81**	**-1.7**

MONTHLY LIKE-FOR-LIKE RESULTS 2006-2015



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



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