

MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

OCTOBER 2023

CHARITY RETAILERS REPORT POSITIVE RESULTS DESPITE CHALLENGING WEATHER CONDITIONS

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

## CHARITY



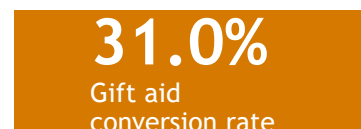
October 2022: +11.7%



October 2022: +38.3%



October 2022: +10.9%



October 2022: 28.4%

### COMMENTS FROM CHARITY RETAIL

- Total LFL sales increased by a marginal +0.5%, but this was off a very strong base of +11.7% in 2022, when a robust performance was fuelled by the run up to Christmas and the half-term holiday.
- Growth was mostly driven by the sale of New Goods. Sales of donated goods, however, tipped slightly to the red for the first time in over a year, with several retailers highlighting the level of donations this month as a challenge.

### KEY FACTORS AFFECTING THE MONTH

- Despite an unseasonably warm start, the weather deteriorated towards the end of the month as strong rains and storms battered the UK. This was a key challenge for charity retailers this month, with footfall and sales affected.
- Of a more positive note, however, were comments from retailers highlighting the positive impact of recent strategic initiatives on sales growth this month.
- Staffing levels remains a widespread challenge amongst charity retailers.

## COMMERCIAL



October 2022: +5.9%



October 2022: +7.1%

### COMMENTS FROM COMMERCIAL RETAIL

- In-store LFLs dropped by -1.0% from a base of +5.9% in 2022 - the first negative result since February 2021.
- October's LFL result will be particularly concerning for retailers, coming as it does at the start of retail's golden quarter and the lead-up to Christmas, during which the majority of annual profits are made ahead of January's business rates deadline.
- Strongest performer:** Lifestyle in-store LFLs increased by +3.4%, while Homeware LFLs increased by +2.7%. Fashion was in the red at -6.3%.



**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:

[charityretailsalestracker@bdo.co.uk](mailto:charityretailsalestracker@bdo.co.uk)

### FURTHER INFORMATION:

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\*Source: [www.bdo.co.uk/high-street-sales-tracker](http://www.bdo.co.uk/high-street-sales-tracker)

Any footfall figures quoted come from Springboard.