

MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

SEPTEMBER 2023

CHARITY RETAILERS REPORT SUCCESSFUL STRATEGIC INITIATIVES WHICH ARE HELPING TO DRIVE SALES

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

## CHARITY



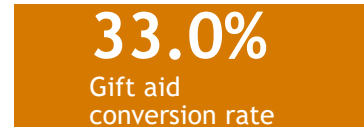
September 2022: +6.6%



September 2022: +6.1%



September 2022: +15.0%



September 2022: 29.1%

### COMMENTS FROM CHARITY RETAIL

- Total LFL sales increased by +6.3% in September, off a base of +6.6% in 2022.
- Growth was largely driven by sales of New Goods, with total LFLs up by +11.0% from a very strong base of +15.0% in 2022. However, sales of donated goods - including gift-aided donated goods - were also strong, with several retailers highlighting the performance of both categories this month.
- Overall, medium-sized retailers saw the strongest growth, reporting Total LFLs of +10.3%, compared to +1.5% in 2022.

### KEY FACTORS AFFECTING THE MONTH

- Several retailers continue to report the success of strategic initiatives, with the opening of new stores and marketing campaigns aiding a strong sales performance.
- Despite bouts of abnormally warm and sunny weather throughout the country, September was also a wetter than average month, and these extremes affected footfall.
- Staffing levels remain the main challenge facing charity retailers.

## COMMERCIAL



September 2022: +7.2%



September 2022: +8.3%

### COMMENTS FROM COMMERCIAL RETAIL

- In-store LFL sales grew by only +1.0% from a base of +7.2% in September 2022.
- While sales were far from stellar, the month did bring some welcome news. CPI inflation continued to slow in the twelve-months to August - a welcome ease to consumer budgets. Alongside this was the BoE's decision to hold the base rate at 5.25%, halting a run of 14 consecutive rises since the end of 2021. This may have contributed to rising consumer confidence, which in September recorded its best result since January 2022.
- Strongest performer:** Lifestyle in-store LFLs increased by +7.4%, while Homeware LFLs were level at 0.0% and Fashion was in the red at -5.0%.

\*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.



**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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### FURTHER INFORMATION:

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