



BDO HIGH STREET SALES TRACKER

OCTOBER MONTHLY REVIEW - the five weeks to 1 November 2015

6 November 2015

TOTAL (excl non-store)

-0.2%

October 2014: +0.2%

LIFESTYLE

-0.2%

October 2014: +1.6%

FASHION

-0.4%

October 2014: -1.3%

HOMEWARES

+3.8%

October 2014: +9.8%

NON-STORE

+17.6%

October 2014: +31.1%

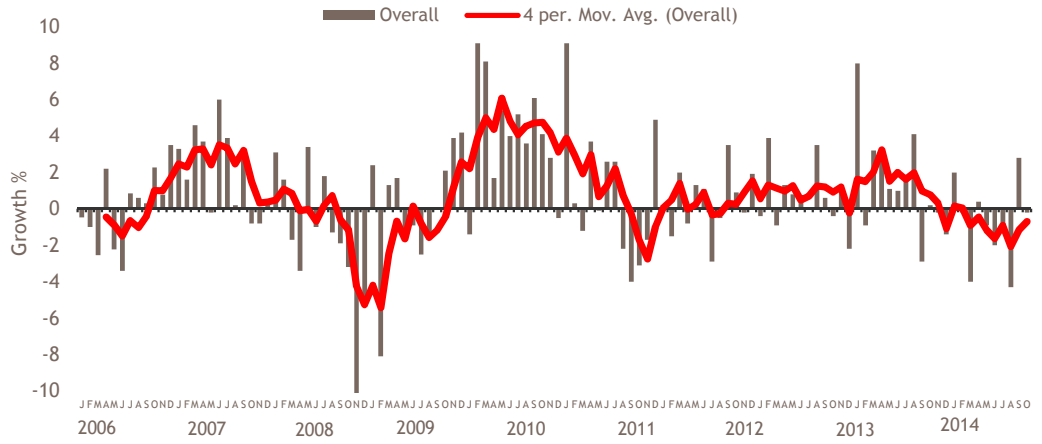
An Indian summer flattens late autumn sales

- A strong performance in September on the high street failed to be replicated in October, with sales falling by -0.2% as retailers struggled to shift stock as the country enjoyed Indian Summer conditions. Hallowe'en evening was reported to be the warmest on record.
- The figures will be a disappointment to retailers who enjoyed a strong performance in September as shoppers returned to the shops followed a period of muted spend during the summer period.
- With unemployment rates low and wages growing, the UK economy is in better shape than most other western economies. According to recent Nielsen figures, consumer confidence is at an all time high - but this is failing to translate into good sales figures on the high street.
- Consumers are still largely focusing spend on expendable items, with spend on hotels and leisure continuing to be positive. Additionally, the warm weather means many have delayed updating wardrobes.
- Results were mixed across the country as retailers were faced with differing footfall conditions across the country: Greater London saw declining footfall for most of the month, whilst the regions - particularly Scotland - saw an uplift.
- Lifestyle saw a marginal decline of -0.2% this month, led by falls in sales from outdoor goods retailers. The trend for increased spend on expendable items extended to retailers of small ticket gift items who enjoyed strong sales this month. Sales of stationery also defied the otherwise downward trend.
- Fashion retailers saw their like-for-like sales decline by -0.4% in October, despite being off a weak base in 2014 when retailers also noted a decline in sales. Sporadic discounting has led to mixed performances throughout the month, with some retailers choosing to launch flash sales of items which they are struggling to shift with the warmer weather such as outerwear. Many department stores saw sales dip as retailers within larger cities saw declining levels of footfall.
- Homewares was the only category to see an improvement this month, with like-for-like sales of +3.8%. The category is one which has seen the benefit of increased consumer confidence, with sales of larger items such as furniture on the increase.
- Non-store sales rose by 17.6% compared to October 2014. Although not an exceptional performance for a sales channel which has still yet to fully mature, it represents a fair performance given we have seen weeks reporting sales below 10% for this category over the course of this year. Fashion retailers had a good month online, reaping the benefits of targeted email marketing campaigns and flash online sales.

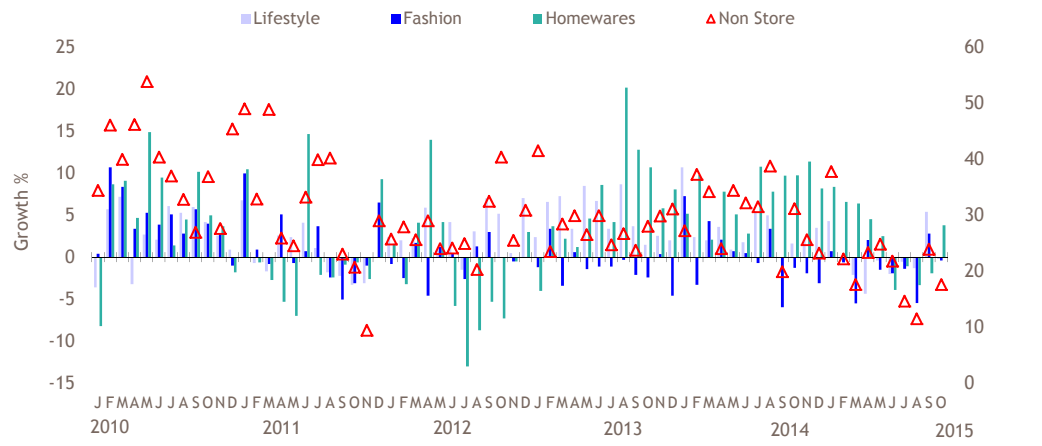
MONTHLY LIKE-FOR-LIKE RESULTS OCTOBER 2015

LFL Growth %	Week 1 (we 04/10)	Week 2 (we 11/10)	Week 3 (we 18/10)	Week 4 (we 25/10)	Week 5 (we 01/11)	Total October
Lifestyle	2.0	-2.6	2.5	0.7	-2.9	-0.2
Fashion	1.4	-4.6	0.2	-1.6	3.1	-0.4
Homewares	8.3	0.5	2.6	-4.8	12.6	3.8
Non-store	12.7	11.8	32.3	17.9	14.8	17.6
Total (excl non-store)	1.83	-3.88	0.78	-1.3	2.0	-0.2

MONTHLY LIKE-FOR-LIKE RESULTS 2006-2015



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



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