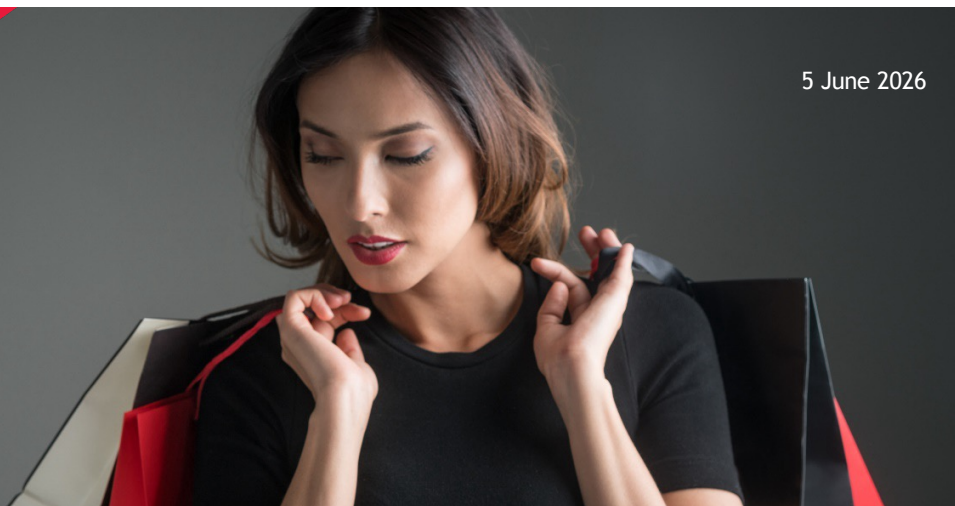


# HIGH STREET SALES TRACKER

May monthly review  
Five weeks to 31 May 2026



**STORE**

**+3.2%**

May 2025: +0.5%

**NON-STORE**

**+9.3%**

May 2025: -3.1%

**TOTAL**

**+3.4%**

May 2025: -1.2%

## Britons Warm to Shopping in Blazing May Weather

- ▶ Total like-for-like (LFL) sales in May were up +3.4% from a low base of -1.2% for the same month last year. Store sales rose +3.2% from a base of +0.5% and non-store sales grew +9.3% from a base of -3.1% in May 2025.
- ▶ Bar a dip into negative territory in week 3, total LFL sales remained at healthy levels for most of the month and peaked at +7.02% in week 2. Continuing an upward trend that started in the second half of April, the results were a welcome contrast to the results for May 2025, where there was only one week of positive figures.
- ▶ Non-store sales enjoyed a refreshingly strong month, kicking off with +8.45% in week 1 and hitting +11.30% and +11.54% in weeks 2 and 4 respectively, before settling at +8.89% in week 5. Store sales were more subdued but still reached +5.36% in week 4 and +6.78% in week 5. Notably, all weekly store and non-store results were higher this year than in May 2025.
- ▶ Sunny retail results reflected the weather after a cold, northerly start to the month gave way to a record-breaking late-month heatwave, with Kew Gardens registering the highest May temperature on record. England had its second warmest May ever. Rainfall was below average nationwide, potentially boosting outdoor, barbecue and summer clothing retail sales.
- ▶ While sunshine may have lured Britons outdoors, relatively few headed to the shops. Footfall was down throughout May up until week 5, when it rose to a mere +0.9%. The high street was particularly bereft of visits, with footfall down -6.3% in week 3. Retail parks, meanwhile, managed to sustain positive footfall levels throughout the month, peaking at +2.0% in week 2.
- ▶ This is the first time since August 2025 that total LFL sales growth has exceeded the rate of inflation, with the Consumer Prices Index up +2.8% year on year in April. It was also the best May since 2022 in terms of total LFL sales growth.
- ▶ The annual rate of increase of inflation, as measured by the CPI, slowed in April compared to its +3.3% year-on-year level in March. The easing in the 12-month rate between March and April 2026 reflected a downward effect from electricity, where prices fell by -8.4% in April compared with a rise of +2.9% a year ago, partly from changes to standard variable tariffs. On a monthly basis, the CPI rose by +0.7% in April 2026 compared with a rise of +1.2% in the same month a year ago.
- ▶ Energy pricing relief on inflation could be short lived as Ofgem has announced a +13% price cap increase for dual-fuel households from July. Meanwhile Barclays has reported that UK households cut back non-essential spending in April by -0.3%, and the British Retail Consortium said shop prices had increased +1.2% year on year in May.
- ▶ The UK GfK Consumer Confidence Index edged upwards from -25 to -23 points between April and May, beating sombre market forecasts while remaining at levels not seen since 2023. GfK consumer insights director Neil Bellamy cautioned that the uptick was unlikely to mark a sustained recovery in sentiment.
- ▶ May's figures, possibly a result of growing staycation levels coupled with pent-up demand after months of constrained retail spend, will be a welcome respite for retailers battered by months of below-inflation sales growth. The question is whether this month's glowing results can be sustained much longer.

### TOTAL WEEKLY & MONTHLY LIKE-FOR-LIKE RESULTS, MAY 2026

LFL Growth	Week 1 (w/e 03/05)	Week 2 (w/e 10/05)	Week 3 (w/e 17/05)	Week 4 (w/e 24/05)	Week 5 (w/e 31/05)	Total May 2026
Lifestyle	-+1.44%	+1.76%	+6.76%	+5.93%	-3.52%	+2.6%
Fashion	+3.07%	+10.29%	-3.27%	+4.59%	+8.97%	+4.6%
Homeware	+10.50%	-4.40%	+0.43%	+6.45%	+14.43%	+6.7%
Store	+1.36%	+3.77%	-0.59%	+5.36%	+6.78%	+3.2%
Non-store	+8.45%	+11.30%	+6.73%	11.54%	+8.89%	+9.3%
<b>Total</b>	<b>+3.14%</b>	<b>+7.02%</b>	<b>-0.10%</b>	<b>+5.19%</b>	<b>+6.09%</b>	<b>+3.4%</b>


As of January 2018, fashion, homewares and lifestyle figures represent combined in-store and non-store totals for that category.

**LIFESTYLE**  
 **+2.6%**  
 May 2025: 0.0%

- ▶ Lifestyle LFL sales were up +2.6% this month, compared to no movement in the same month last year.
- ▶ In-store sales increased +3.8% and non-store sales were up +2.1%, from +0.7% for both categories in May 2025.
- ▶ Store sales enjoyed above-inflation growth for most of the month, going from +3.91% in week 2 to +7.15% in week 3, but ended down at -2.85% in week 5. In contrast, non-store sales had a downbeat start to the month, with -5.41% sales growth in week 1, then rose as far as +8.13% in week 3.

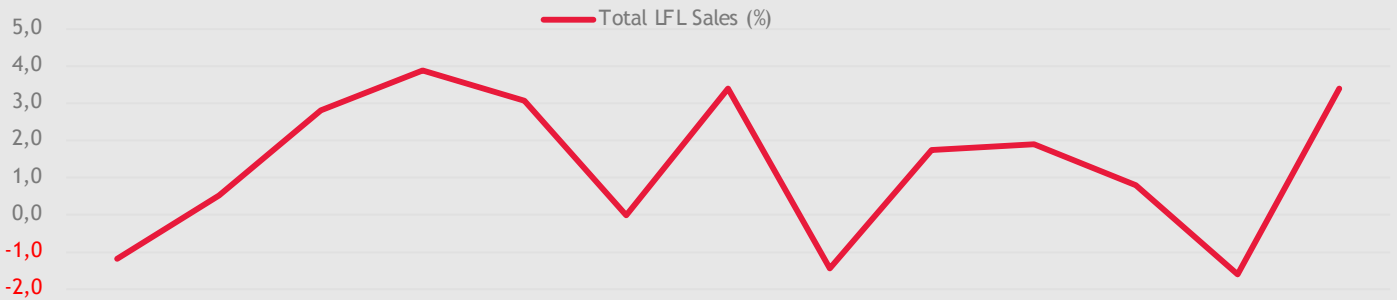
**FASHION**  
 **+4.6%**  
 May 2025: -2.0%

- ▶ Fashion LFL sales were up +4.6% compared to -2.0 in May 2025.
- ▶ Both store and non-store sales beat inflation this month. But the latter were particularly strong, hitting +10.0% compared to -4.5% a year ago.
- ▶ While store sales struggled somewhat in the first half of the month, registering -1.09% growth in week 1 and -4.90% in week 3, the final week saw a robust +12.33% peak. Non-store sales remained in double-digit territory for most of the month, rising as far as +12.08% in week 4 and +13.39% in week 2.

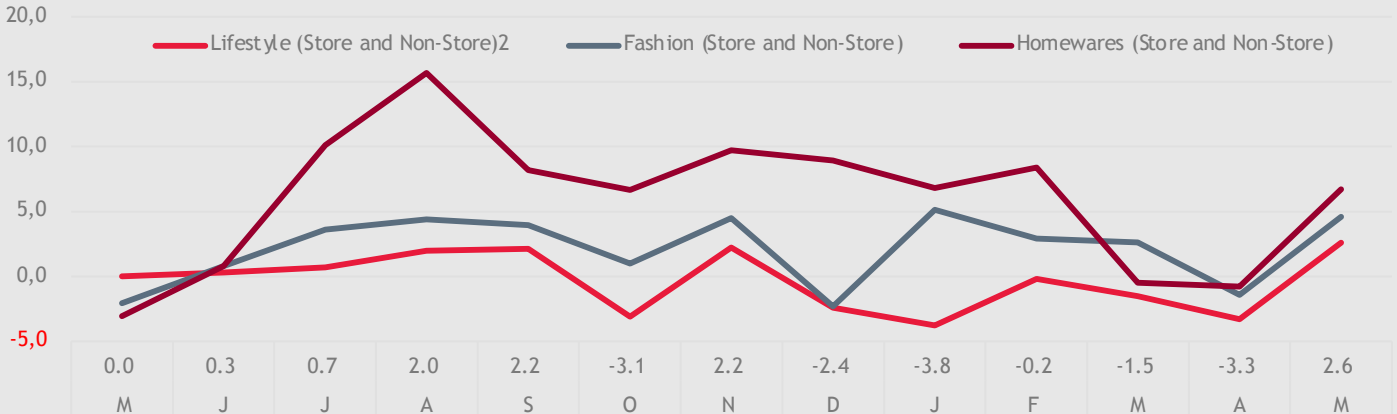
**HOMEWARES**  
 **+6.7%**  
 May 2025: -3.1%

- ▶ Homewares LFL sales were up +6.7% this month, from a base of -3.1% a year ago.
- ▶ Non-store sales achieved +20.2% growth over the month, compared to -10.8% in May 2025. In stores the signs were reversed, with sales falling -1.1% this year versus growth of +2.3% in 2025.
- ▶ Homeware store sales appeared to track the weather somewhat in May, with negative growth in the first two weeks followed by positive numbers for the rest of the month. However, all figures should be viewed in the context of a very low base in 2025.

Monthly total like-for-like results, 2025 to 2026



Monthly like-for-like results by sector, 2025 to 2026



For more information please contact:  
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The High Street Sales Tracker outlines weekly like-for-like sales changes of 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 floor coverings, lighting, linen and textiles. Non-store: mail order, online and other non-store channels. Total like-for-likes include store and non-store sales. Any footfall figures quoted are provided by Springboard who are a leading provider of automated visitor counting and retail sales analysis.

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