

BDO HIGH STREET TRACKER

JULY MONTHLY REVIEW
Five weeks to 30 July 2023



STORE

+6.3%

JULY 2022 +22.9%



NON-STORE

+4.5%

JULY 2022: +4.8%



TOTAL

+3.6%

JULY 2022: +12.4%

Sales Hold Up Under Damp July Skies

- ▶ Total like-for-like (LFL) sales in July grew +3.6% from last year's positive base of +12.4%. Store LFL sales grew by +6.3% from a base of +22.9% for the same month last year, while non-store sales grew +4.5% from a base of +4.8% for July 2022.
- ▶ Total LFL sales grew by +4.36% in the first week from a base of +9.60% for the same week in 2022. In the second week of July, sales leapt to the highest reading so far for 2023, up +14.87% from a base of +11.40%, stimulated by the strongest non-store sales since September 2021. In week three, pulled down by negative results for both store and non-store fashion sales, total LFLs grew +2.72% from a very positive base of +21.79%. In the penultimate week of July, sales flattened, falling by -0.55% from a healthy base of +12.19% for the same week in 2022. July concluded with sales falling by -0.42% from last year's strong base of +15.34%.
- ▶ Footfall was positive overall throughout July. The first week of the month saw the strongest overall growth, up 3.8% year on year with good footfall across shopping centres, retail parks and high streets. Shopping centre footfall was particularly strong, averaging over 4.0% growth throughout the month, possibly boosted by promotional sales together in addition (in the latter half of July) to school holidays and blockbuster films opening in cinemas.
- ▶ July was a mixed month wherein positive total sales were pulled down in the latter half of the month by negative non-store sales. Overall, however, July was a positive month owing to healthy store sales, potentially driven in part by holiday and tourist spending, combined with consumers taking advantage of widespread discounting and promotions as retailers tried to mitigate the effects of inclement weather. LFL sales may also have been somewhat aided by easing inflation relieving pressure on household budgets. CPI inflation growth continued to fall in June, with prices growing by +7.9%, down from +8.7% in May. Food price inflation fell for the third consecutive month, slowing to its lowest rate of 2023, as the cost of staples including oils, fats, fish and breakfast cereals went down, helping to ease some pressure on household purses. While consumer confidence did dip in July there is a real case for medium-term optimism. Easing inflation has prompted some lenders to reduce the interest rates of some mortgage packages, and the Bank of England has signalled that the current round of base rate rises may be nearing an end. In the near term, school holidays and a forecast warm August, together with tourist figures rising to pre-pandemic levels may be cause for optimism amongst retailers.

TOTAL LIKE-FOR-LIKE RESULTS FROM 2022-2023

LFL Growth %	Week 1 (w/e 02/07)	Week 2 (w/e 09/07)	Week 3 (w/e 16/07)	Week 4 (w/e 23/07)	Week 5 (w/e 30/07)	Total July
Lifestyle	7.40	12.87	11.54	3.41	0.73	7.1
Fashion	3.32	19.94	-2.99	-5.10	-0.21	3.0
Homeware	0.04	2.82	-1.38	6.02	-3.75	0.9
STORE	6.10	5.89	7.38	7.17	5.08	6.3
NON-STORE	3.79	30.07	-0.79	-4.34	-5.44	4.5
TOTAL	4.36	14.87	2.72	-0.55	-0.42	3.6

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

IDEAS | PEOPLE | TRUST





LIFESTYLE

+7.1%

JULY 2022: +11.6%



FASHION

+3.0%

JULY 2022: +20.0%



HOMEWARES

+0.9%

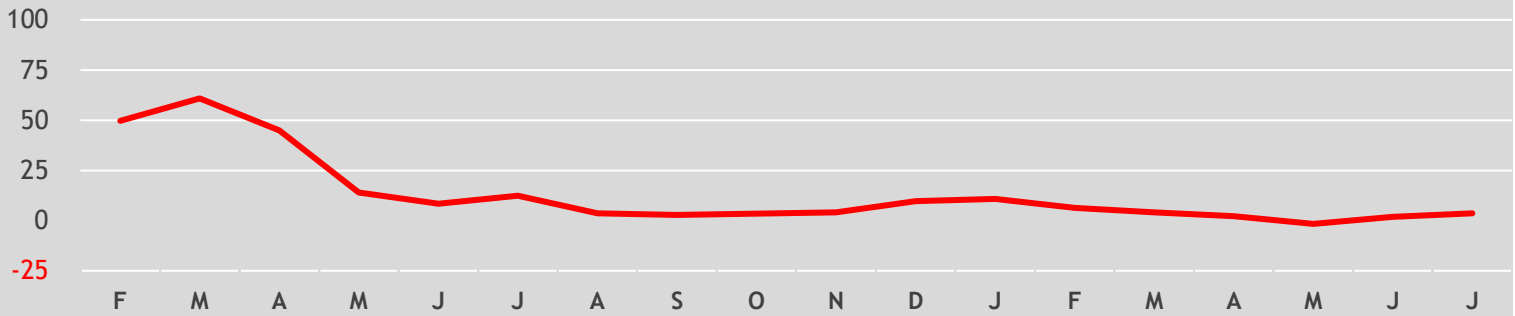
JULY 2022: -6.0%

► Lifestyle total LFLs grew by +7.1% this month from a base of +11.6% for the same month last year. In-store LFLs grew by +13.2% this month from a base of +18.9% last year. Possibly prompted by warm weather and holiday spending, store lifestyle sales were strong throughout July, achieving some of the strongest growth since March. Weeks three and four were the strongest weeks of the month, with store LFL sales growing by +20.02% and +15.41% from strong bases of +22.98% and +15.58% for the same weeks in 2022.

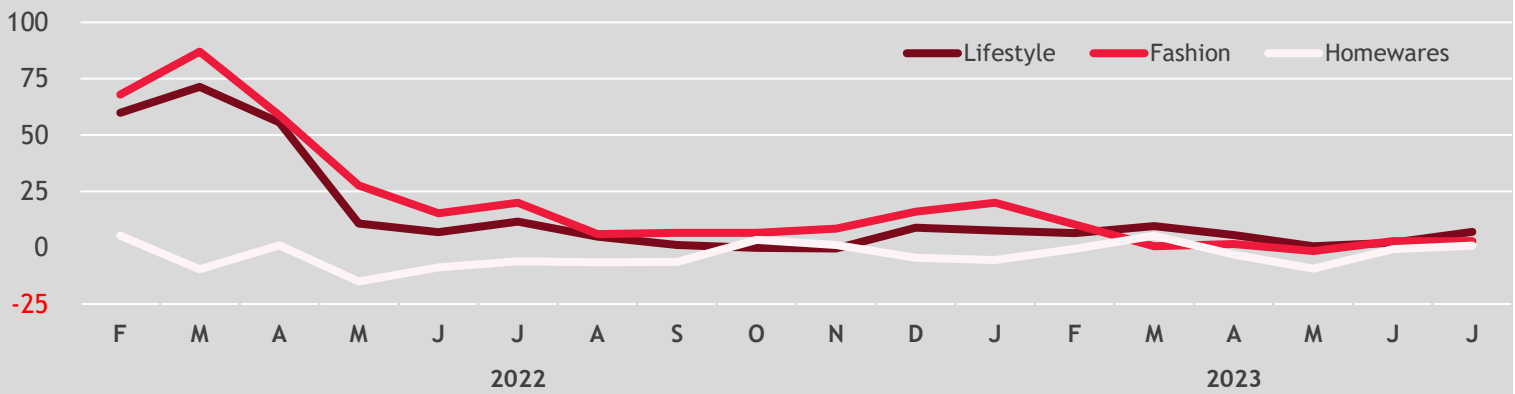
► Fashion total LFLs grew by +3.0% this month from a healthy base of +20.0% for the same month last year. Pulled down by negative sales in weeks three and four, in-store fashion LFLs fell by -0.3% this month, albeit from an exceptionally strong base of +30.9% for July 2022. In-store fashion sales were low throughout the rest of July, with the exception of week one which recorded the month's strongest growth, up +4.63% from a very strong base of +34.42% for the same week in 2022.

► Total homeware sales grew by +0.9% this month, failing to offset a negative base of -6.0% for the same month last year. In-store homewares sales grew by +8.4% this month, offsetting last year's negative base of -0.7%. In-store homeware sales were positive throughout July, while non-store LFL sales declined in each week. Despite the first two weeks failing to offset negative 2022 bases, the latter half of the month witnessed healthy store sales growth, offsetting last year's figures. Week four was the standout week, with store LFL sales up +20.42% from a base of +1.63% for the same week last year.

MONTHLY TOTAL LIKE-FOR-LIKE RESULTS 2022-2023



MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2022-2023



FOR MORE INFORMATION

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The High Street Sales Tracker outlines weekly like-for-like sales changes of some 80 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 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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