BRC – KPMG RETAIL SALES MONITOR

AUGUST 2024

COVERING FOUR WEEKS 28TH JUL – 24TH AUG 2024

Summertime picks up retail sales

% CHANGE year-on-year	**Vs Jul-24's % CHANGE**	**TOTAL**	**LIKE-FOR-LIKE**
UK Retail Sales	▲	1.0%	0.8%
Food *(3-mth)*	▲	2.9%	2.3%
Non-Food *(3-mth)*	▬	-1.7%	-2.2%
Non-Food – Store *(3-mth)*	▼	-2.8%	-3.5%
Non-Food – Online	▲	1.5%	n/a

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

Helen Dickinson OBE, Chief Executive | British Retail Consortium

"Sales growth picked up in August, particularly for food as people came together to host barbecue and picnic gatherings for family and friends, and for summer clothing, health & beauty products as people prepared for trips away and summer social events. While computing did well as university students made the most of summer discounting and readied themselves for the new academic year, other back to school related sales were weaker than normal as some families opted for second hand purchases."

"Following a difficult summer for much of retail, and the possible weakening of consumer spending as energy bills rise come October, many will be waiting for the Chancellor's Autumn Budget before finalising their investment strategies. Labour's first budget is a golden opportunity to make good on their manifesto commitment and fix the broken business rates system which is holding back investment in people, places, technology and limiting growth. Decisive action will benefit working people across the country."

Linda Ellett, UK Head of Consumer, Retail & Leisure | KPMG

"Despite summer finally making an appearance, and a slight uptick in consumer confidence, shoppers did not catch-up their spending during August, with total sales growth of only 1% reflecting the challenging retail environment that is likely to dominate for the rest of this year.

"After many tough months of falling sales, sports and travel equipment enjoyed a welcome boost during this key summer holiday period, and sales of clothing also saw a second month of growth on the high street. Food and drink sales were positive on the high street, whilst online retailers saw demand for DIY and gardening items with growth at nearly 11%. Fashion retailers will be hoping sales growth continues as they look to dispose of excess summer stock as we head into the key autumn season.

"Consumer sentiment is gradually starting to improve, but there still remains some nervousness around potential tax rises and the cost of putting the heating back on when the cooler weather arrives. The fragile nature of consumer confidence means shoppers will continue to be driven by price and value, moving from brand to brand to find the best price benefit and we are likely to see retailers using promotional activity to seek to win at this.

"As green shoots of growth start to appear, those retailers looking to seize on slowly returning consumer confidence will need to demonstrate best value for money, as well as tap in to the "experience" factor as consumers focus their discretionary spend on having fun or experiences over owning more 'stuff'. Winning retailers will need clear differentiation, targeting specific consumer needs, and executing with consistency and clarity."

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

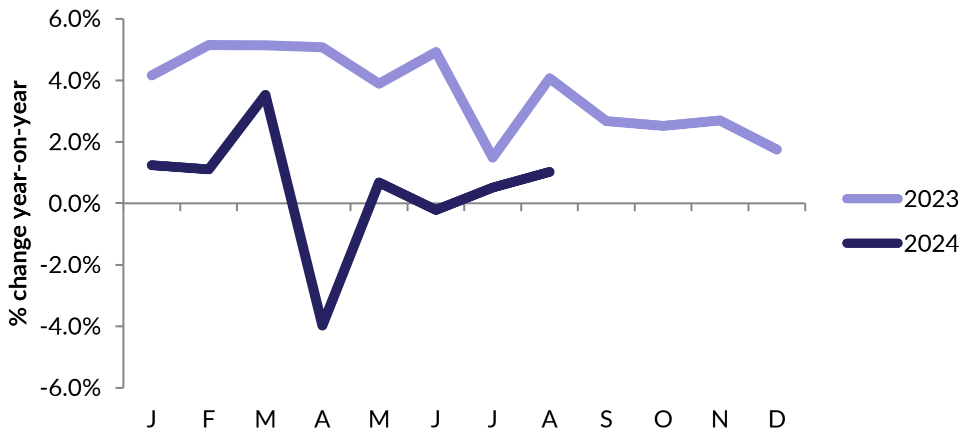
Food & Drink sector performance | Sarah Bradbury, CEO | IGD

"With the Olympics well under way and Summer in full swing, shoppers found opportunities to enjoy more, smaller-scale occasions during August.

"Comparing the first four weeks of the month against the same period last year yields positive news for the grocery market, as both sales and volumes have seen up-tick since last year and the rate of growth has accelerated from July.

"While Shopper Confidence has remained stable for the third month in a row, the outlook for the year ahead continues with caution. As we approach October's Budget announcement, we expect to see more movement in confidence as shoppers begin to understand what the future might hold."

MONTHLY GROWTH OF TOTAL RETAIL SALES



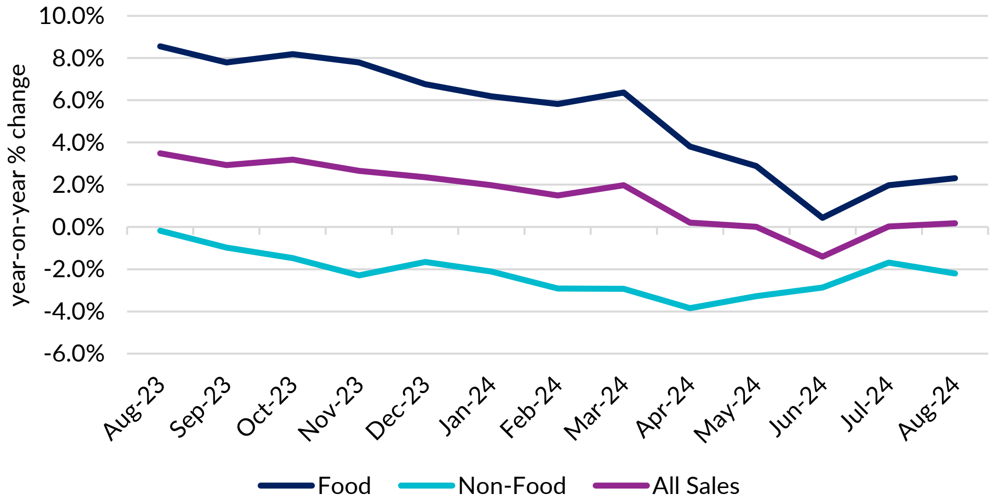
	LFL	TOTAL
Aug 2024	0.8%	1.0%
Aug 2023	4.3%	4.1%
Jul 2024	0.3%	0.5%
3m average	0.2%	0.4%
12m average	1.1%	1.2%

Source: BRC-KPMG RETAIL SALES MONITOR (Includes Food data from IGD)

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

LIKE-FOR-LIKE SALES:
3-MONTH AVERAGE % CHANGE YEAR-ON-YEAR



3-MONTH AVERAGE	LFL	TOTAL
Food	2.3%	2.9%
Non-food	-2.2%	-1.7%
All Sales	0.2%	0.4%

Source: BRC-KPMG RETAIL SALES MONITOR (Includes additional Food data from IGD)

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

OVERVIEW

In August 2024, retail sales experienced a year-on-year increase of 1.0%, reflecting modest yet consistent growth. Although this rate is below the high point seen in March of this year, it represents a strong rebound from the significant drop in April and the slight decline in June. The steady rise in growth from May to August indicates a gradually improving retail environment, with August showing signs of stabilisation and resilience in consumer spending. This trend highlights the retail sector's ability to adapt and recover as the year progresses, responding to seasonal shifts and economic factors.

The 3-month average for UK food sales increased by 2.9% year-on-year, signalling a recovery from the substantial slowdown seen in June of this year. Although this growth is lower than the strong gains earlier in the year, particularly from January through March, it indicates a steadying of the market. The slight uptick from July to August suggests that while growth remains modest compared to the year's early months, the food sales sector is gradually rebounding.

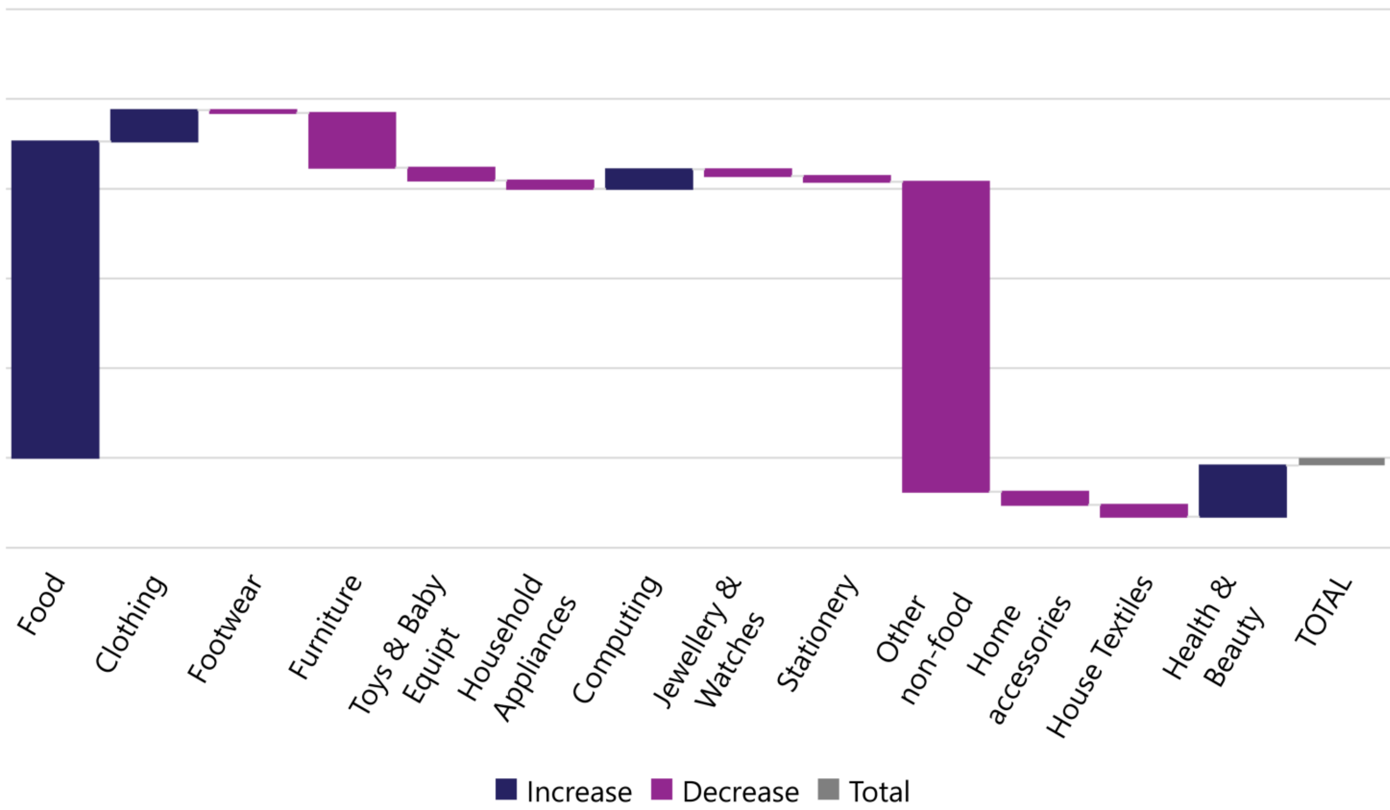
In August 2024, the 3-month average for UK non-food sales decreased by 1.7% year-on-year, the same decline seen in the previous month of July 2024. This marks an improvement from the more significant drops earlier in the year, particularly in February, April, and June, where declines ranged from -2.4% to -2.9%. The stabilisation in July and August suggests that the non-food retail sector is beginning to find its footing after a difficult first half of the year. The gradual easing in the rate of decline indicates a slow recovery as the sector adapts to ongoing economic challenges and shifting consumer spending habits.

The online sales landscape showed a mixed performance across various categories. While some segments like Men's & Children's Clothing, Men's & Children's Footwear, and Computing experienced significant growth, others such as Women's Footwear, Home Accessories, and broader non-food items saw further declines. The overall trend points to strong demand in specific categories, particularly where back-to-school or seasonal factors may have played a role, while other areas continue to struggle, reflecting ongoing challenges in consumer confidence or spending patterns within those segments.

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

AUGUST: CONTRIBUTION TO TOTAL SALES GROWTH BY CATEGORY



Source: BRC-KMG RETAIL SALES MONITOR (Includes Food data from IGD); in this chart, purple blocks represent negative contributions

Detailed weekly data by category is available only to retailers that contribute sales data to the Retail Sales Benchmark. Further information is available here: https://brc.org.uk/insight/benchmarks/

If you would like to participate in the Retail Sales Benchmark, please contact:

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BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

MONTHLY RETAIL SALES:
% CHANGE YEAR-ON-YEAR

MONTH	2022		2023		2024	
	LFL	TOTAL	LFL	TOTAL	LFL	TOTAL
January	8.1	11.9	3.9	4.2	1.4	1.2
February	2.7	6.7	4.9	5.2	1.0	1.1
March	-0.4	3.1	4.9	5.1	3.2	3.5
April	-1.7	-0.3	5.2	5.1	-4.4	-4.0
May	-1.5	-1.1	3.7	3.9	0.4	0.7
June	-1.3	-1.0	4.2	4.9	-0.5	-0.2
July	1.6	2.3	1.8	1.5	0.3	0.5
August	0.5	1.0	4.3	4.1	0.8	1.0
September	1.8	2.2	2.8	2.7		
October	1.2	1.6	2.6	2.5		
November	4.1	4.2	2.6	2.7		
December	6.5	6.9	1.9	1.7		
Jan-Aug average	1.0	2.8	4.1	4.2	0.3	0.5
Jan-Dec average	1.8	3.1	3.6	3.6	n/a	n/a

Source: BRC-KPMG RETAIL SALES MONITOR (Includes Food data from IGD)

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

FOOD/NON-FOOD QUARTERLY ANALYSIS:
3-MONTH AVERAGE % CHANGE YEAR-ON-YEAR

3-MONTH AVERAGE	LIKE-FOR-LIKE			TOTAL		
	Food	**Non-Food**	**All Sales**	**Food**	**Non-Food**	**All Sales**
2023 Jun - Aug	8.6	-0.2	3.5	8.2	-0.2	3.6
Jul - Sep	7.8	-1.0	2.9	7.4	-1.2	2.7
Aug - Oct	8.2	-1.5	3.2	7.9	-1.0	3.1
Sep - Nov	7.8	-2.3	2.7	7.6	-1.6	2.6
Oct - Dec	6.8	-1.7	2.4	6.8	-1.5	2.3
Nov - Jan	6.2	-2.1	2.0	6.3	-1.8	1.9
Dec - Feb	5.8	-2.9	1.5	6.0	-2.5	1.4
Jan - Mar	6.4	-2.9	2.0	6.8	-1.9	2.1
Feb - Apr	3.8	-3.8	0.2	4.4	-2.8	0.5
Mar - May	2.9	-3.3	0.0	3.6	-2.4	0.3
Apr - Jun	0.4	-2.9	-1.4	1.1	-2.9	-1.1
May - Jul	2.0	-1.7	0.0	2.6	-1.7	0.3
2024 Jun - Aug	2.3	-2.2	0.2	2.9	-1.7	0.4

Source: BRC-KPMG RETAIL SALES MONITOR (Includes Food data from IGD)

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

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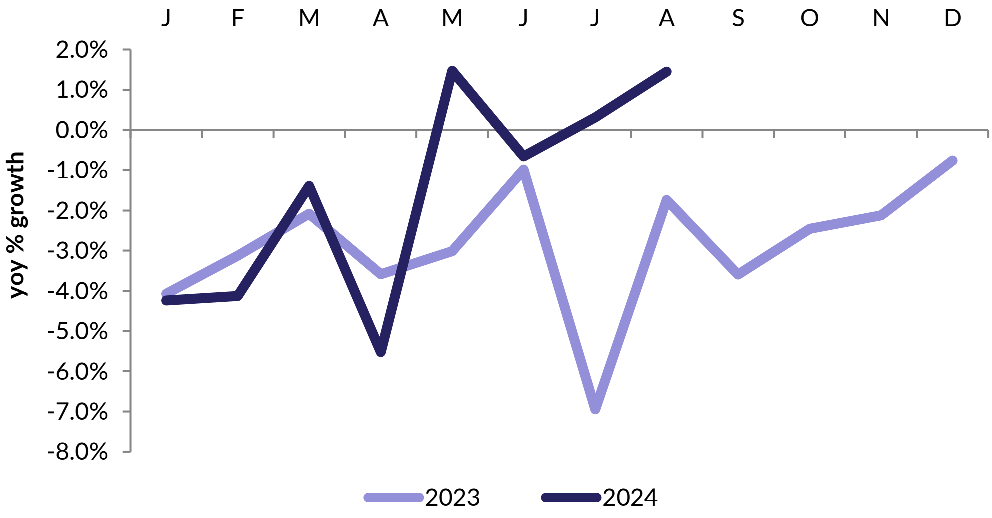
ONLINE SALES GROWTH (NON-FOOD):
% CHANGE YEAR-ON-YEAR

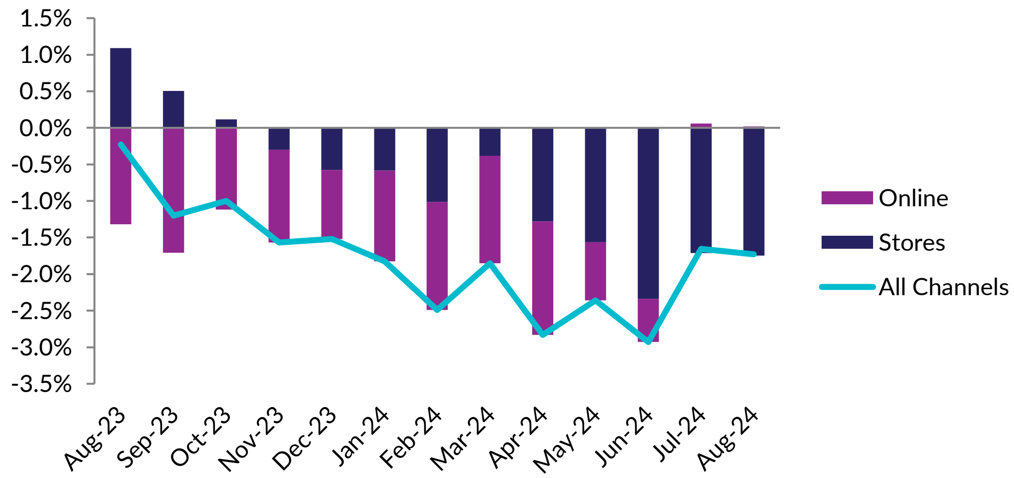


NON-FOOD GROWTH	ONLINE*	UK TOTAL
Aug-24	1.5%	n/d
Aug-23	-1.7%	n/d
Jul-24	0.3%	n/d
3m avg	0.3%	-1.7%
12m avg	-1.8%	-2.0%

n/d: cannot be disclosed

Source: BRC-KPMG RETAIL SALES MONITOR: **Online**: online sales of non-food goods (including mail and phone orders)

3-MONTH AVERAGE: CONTRIBUTION TO NON-FOOD SALES GROWTH BY CHANNEL
% CHANGE YEAR-ON-YEAR



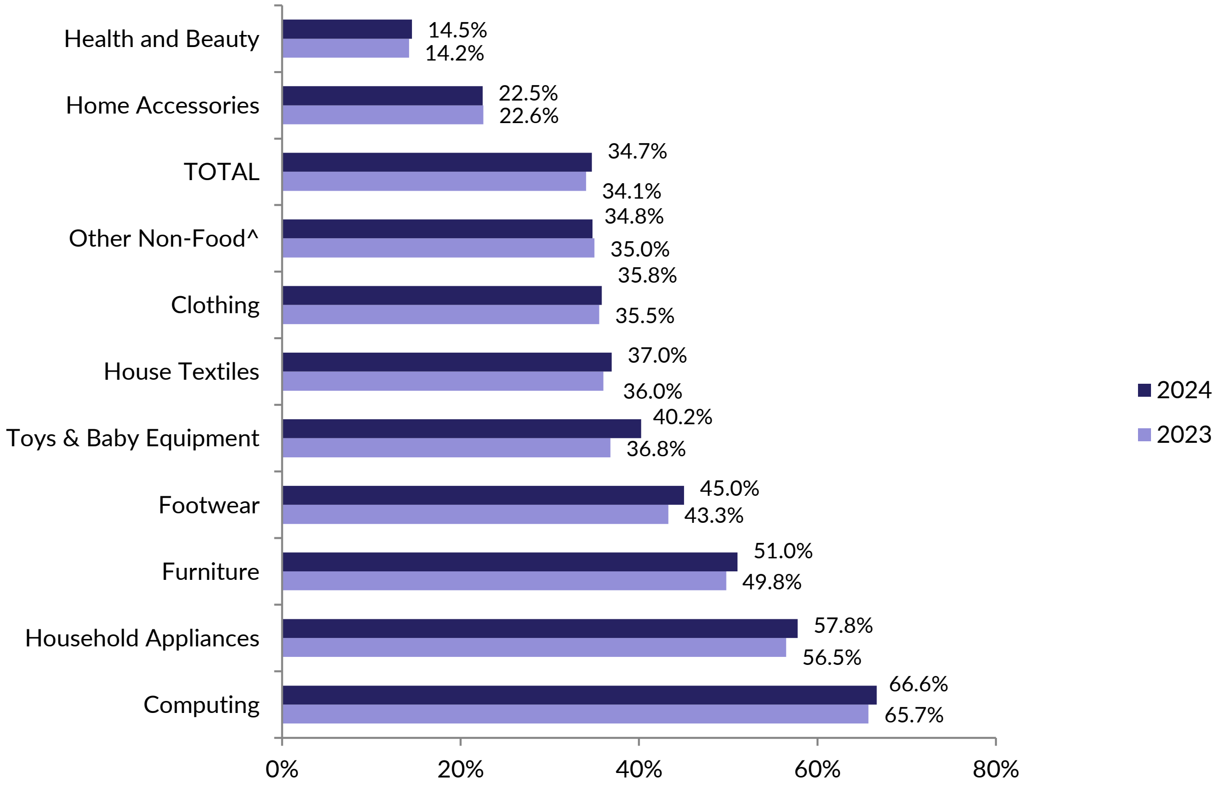
NON-FOOD IN-STORE % CHANGE YEAR-ON-YEAR		
	LFL	TOTAL
Jun 24 - Aug 24	-3.5%	-2.8%
Jun 23 - Aug 23	1.4%	1.3%
May 24 - Jul 24	-2.8%	-2.7%
12m avg	-3.1%	-2.1%

Source: BRC-KPMG RETAIL SALES MONITOR

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

AUGUST: ONLINE PENETRATION RANKINGS BY CATEGORY

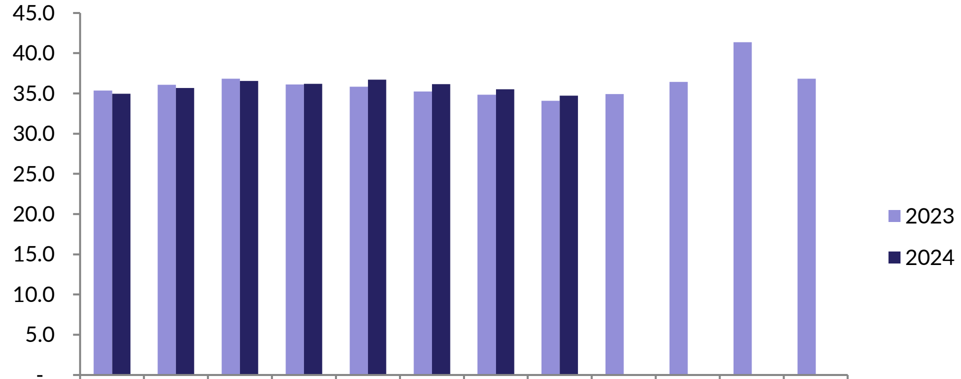


Source: BRC-KPMG RETAIL SALES MONITOR
Note: Online sales in the Monitor include all distance sales, notably mail and phone orders

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

TOTAL NON-FOOD SALES:
WEIGHTED ONLINE PENETRATION



	J	F	M	A	M	J	J	A	S	O	N	D
2023	35.4	36.1	36.8	36.1	35.9	35.2	34.9	34.1	34.9	36.5	41.4	36.8
2024	35.0	35.7	36.6	36.2	36.7	36.2	35.5	34.7				

NON-FOOD ONLINE PENETRATION RATE ONLINE AS % OF TOTAL	
Aug 2024	34.7%
Aug 2023	34.1%
Jul 2024	35.5%
3m average	35.5%
12m average	36.3%

Source: BRC-KPMG RETAIL SALES MONITOR

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

NON-FOOD ONLINE RETAIL SALES

MONTH	TOTAL GROWTH % CHANGE YOY		ONLINE PENETRATION AS % OF TOTAL SALES		CONTRIBUTION TO TOTAL NON-FOOD GROWTH (PERCENTAGE POINT)	
	MONTHLY*	3M AVERAGE*	MONTHLY	3M AVERAGE	MONTHLY	3M AVERAGE
Aug 2023	-1.7	-3.1	34.1	34.8	-0.7	-1.3
Sep	-3.6	-4.1	34.9	34.6	-1.6	-1.7
Oct	-2.5	-2.7	36.5	35.1	-0.9	-1.1
Nov	-2.1	-2.8	41.4	37.4	-1.1	-1.3
Dec	-0.8	-1.7	36.8	38.1	-0.8	-0.9
Jan 2024	-4.2	-2.3	35.0	37.6	-1.9	-1.2
Feb	-4.1	-2.9	35.7	35.9	-1.9	-1.5
Mar	-1.4	-3.1	36.6	35.8	-0.8	-1.5
Apr	-5.5	-3.5	36.2	36.2	-2.2	-1.6
May	1.5	-1.8	36.7	36.5	0.6	-0.8
Jun	-0.7	-1.5	36.2	36.3	-0.2	-0.6
Jul	0.3	0.3	35.5	36.1	-0.1	0.1
Aug	1.5	0.3	34.7	35.5	0.4	0.0

Source: BRC-KPMG Retail Sales Monitor.

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

NON-FOOD STORE THREE-MONTH AVERAGE RETAIL SALES YEAR-ON-YEAR CHANGE

THREE MONTHS ENDING	TOTAL % CHANGE YOY	LFL % CHANGE YOY
Aug 2023	1.3%	1.4%
Sep	0.3%	0.7%
Oct	-0.1%	-0.8%
Nov	-0.8%	-2.0%
Dec	-1.3%	-1.6%
Jan 2024	-1.5%	-2.0%
Feb	-2.3%	-2.9%
Mar	-1.1%	-2.8%
Apr	-2.4%	-4.0%
May	-2.7%	-4.1%
Jun	-3.7%	-3.6%
Jul	-2.7%	-2.8%
Aug	-2.8%	-3.5%

Source: BRC-KPMG Retail Sales Monitor

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

SECTOR PERFORMANCE: ONLINE SALES CATEGORY GROWTH RANKINGS

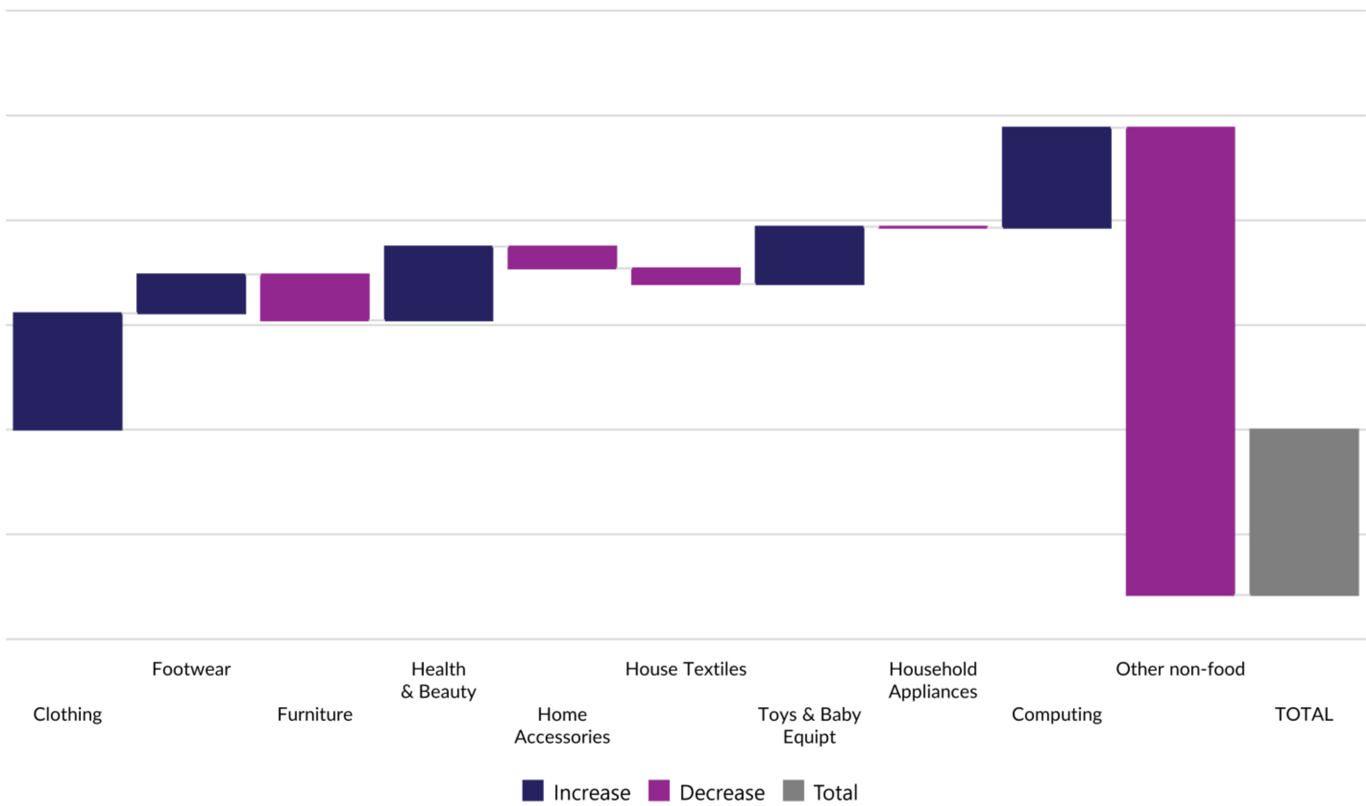
CATEGORY	RANKING UP / DOWN: AUG-24 vs JUL-24	GROWTH RANKINGS				
		AUG 2024	JUL 2024	AUG 2023	3M AVG	12M AVG
Computing	▲	1	2	9	1	2
Health & Beauty	▼	2	1	1	2	1
Toys & Baby Equipment	▬	3	3	7	3	3
Footwear	▲	4	5	6	9	9
Clothing	▼	5	4	8	7	6
Household Appliances	▲	6	7	5	10	10
House Textiles	▼	7	6	2	4	5
Home Accessories	▼	8	8	10	5	4
Furniture	▲	9	10	3	6	8
Other Non-Food	▼	10	9	4	8	7

Source: BRC-KPMG RETAIL SALES MONITOR

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

AUGUST: CONTRIBUTION TO NON-FOOD ONLINE SALES GROWTH BY CATEGORY



Source: BRC-KPMG RETAIL SALES MONITOR

BRC – KPMG RETAIL SALES MONITOR AUGUST 2024

Covering the four weeks 28 Jul – 24 Aug 2024

SECTOR PERFORMANCE: STORE TOTAL SALES GROWTH

CATEGORY	SALES UP / DOWN AUG-24 VS JUL-24	GROWTH RANKINGS				
		AUG 2024	JUL 2024	AUG 2023	3M AVG	12M AVG
Health & Beauty	▬	1	1	1	1	1
Computing	▲	2	5	9	2	6
Clothing	▼	3	2	4	5	5
Home Accessories	▬	4	4	5	3	2
Footwear	▼	5	3	3	8	4
Household Appliances	▲	6	8	7	9	9
House Textiles	▼	7	6	6	4	3
Furniture	▲	8	9	2	6	8
Toys & Baby Equipment	▲	9	10	8	10	7
Other Non-Food	▼	10	7	10	7	10

Source: BRC-KPMG RETAIL SALES MONITOR

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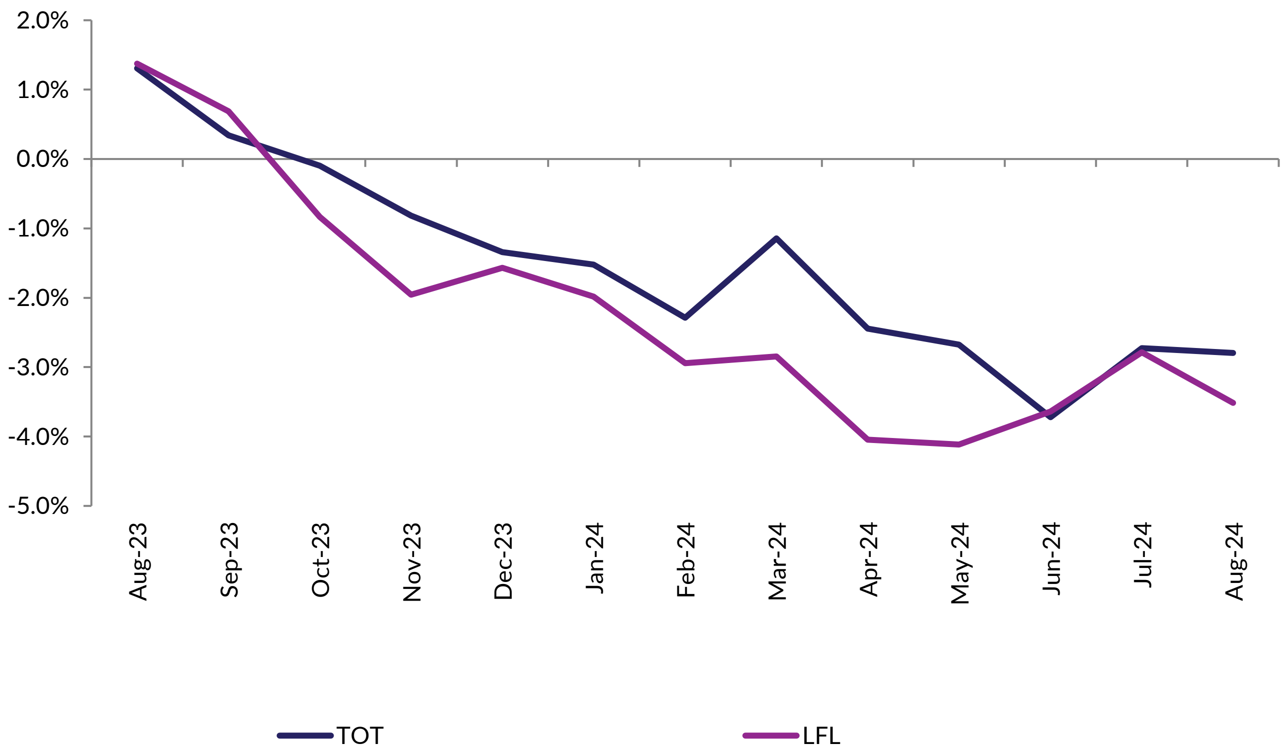
NON-FOOD STORE THREE-MONTH AVERAGE RETAIL SALES YEAR-ON-YEAR CHANGE (%)



Source: BRC-KPMG RETAIL SALES MONITOR

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METHODOLOGY

The BRC-KPMG Retail Sales Monitor measures changes in the actual value (including VAT) of retail sales, excluding automotive fuel. The Monitor measures the value of spending and hence does not adjust for price or VAT changes. If prices are rising, sales volumes will increase by less than sales values. In times of price deflation, sales volumes will increase by more than sales values.

Retailers report the value of their sales for the current period and the equivalent period a year ago. These figures are reported both in total and on a 'like-for-like' basis. Total sales growth is the percentage change in the value of all sales compared to the same period a year earlier. The total sales measure is used to assess market level trends in retail sales. It is a guide to the growth of the whole retail industry, or how much consumers in total are spending in retail – retail spending represents approximately one-third of consumer spending. It is this measure that is often used by economists. Many retailers include distance sales as a component of total sales.

'Like-for-like' sales growth (LFL) is the percentage change in the value of comparable sales compared to the same period a year earlier. It excludes any spending in stores that opened or closed in the intervening year, thus stripping out the effect on sales of changes in floorspace. Many retailers include distance sales as a component of like-for-like comparable sales. The like-for-like measure is often used by retailers, the city and analysts to assess the performance of individual companies, retail sectors and the industry overall, without the distorting effect of changes in floorspace.

From April 2020, the LFL guidance was to exclude stores that were forced to close temporarily due to **COVID-19** measures from both the current period and the equivalent period a year ago. Online was considered open all the time. The majority of retailers could comply, but some couldn't exclude temporarily closed stores from their LFL figures.

Online (including mail order and phone) sales of non-food are transactions which take place over the internet, or via mail order or phone. Online sales growth is the percentage change in the value of online sales compared to those in the same period a year earlier. It is a guide to the growth of sales made by these non-store channels. It should be noted that online sales are still a small proportion of total UK retail sales.

Penetration is the proportion of sales attributed to the online channel (including mail order and phone). Penetrations are calculated category by category as online sales submitted by participating retailers relative to total sales those retailers submit to the BRC-KPMG Retail Sales Monitor. Participants who do not sell online (or through non-store channels) are included but participants who do sell online but do not submit their online sales are excluded.

The responses provided by retailers within each sales category are weighted (based on weightings derived from the ONS Family Spending survey) to reflect the contribution of each category to total retail sales, thus making it representative of UK retail sales as a whole. Category weightings for Online and In-Store growth and contribution to growth are derived from the UK weightings. The methodology used for weightings is revised from time to time. Because the figures compare sales each month with the comparable period last year, a seasonal adjustment is not made. However, changes in the timing of Bank Holidays and Easter can create distortions, which should be considered in the interpretation of the data.

As well as receiving sales value direct from the retailers in the scheme the BRC-KPMG Retail Sales Monitor also receives food and drink sales value data from the IGD's Market Track Scheme.

In its role as sponsor of the BRC-KPMG Retail Sales Monitor, KPMG is responsible for the aggregation of the retail sales data provided by the retailers on a weekly basis. This data consists of the relevant current week's sales data and comparative sales figures for the same period in the prior year. The aggregation has been performed by KPMG on data for periods following 2 April 2000 and equivalent prior periods. The accuracy of the data is entirely the responsibility of the retailers providing it. The sponsorship role has been performed by KPMG since 10 April 2000 and the same for the aggregation of comparative sales figures for the period from 2 April 2000 it is not responsible for the aggregation of any data included in this Monitor relating to any period prior to 2 April 2000.

The commentary from KPMG is intended to be of general interest to readers but is not advice or a recommendation and should not be relied upon without first taking professional advice. Anyone choosing to rely on it does so at his or her own risk. To the fullest extent permitted by law, KPMG will accept no responsibility or liability in connection with its sponsorship of the Monitor and its aggregation work to any party other than the BRC.

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The September 2024 Monitor, covering the five weeks 25 Aug – 28 Sep 2024, will be released at 00.01am on Tuesday 08 Oct 2024. The data is collected and collated for the BRC by KPMG.

The British Retail Consortium (BRC) is the UK's leading retail trade association. It represents the full range of retailers, large and small, multiples and independents, food and non-food, online and store based.

SPONSORED AND ADMINISTERED BY

KPMG LLP, a UK limited liability partnership, operates from 22 offices across the UK with approximately 16,300 partners and staff. The UK firm recorded a revenue of £2.338 billion in the year ended 30 September 2018. KPMG is a global network of professional firms providing Audit, Tax, and Advisory services. It operates in 154 countries and has 200,000 professionals working in member firms around the world. The independent member firms of the KPMG network are affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. Each KPMG firm is a legally distinct and separate entity and describes itself as such.

FOOD DATA SUPPLIED BY

IGD is an education and training charity for the food and grocery industry that undertakes research for the benefit of the public. Our in-depth understanding of shoppers, retailing and supply chains is supported by our knowledge of broader topics affecting the industry – health, nutrition, sustainability and economics among them. This gives us unparalleled insight that can help identify opportunities to improve performance and tackle business challenges. Our reach is global, with experts based in the UK, Singapore and North America. We invest the net income we make from selling our expertise back into our charitable activities.

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Detailed weekly data by category
is available to retailers who contribute to the monitor:

If you would like to participate in the Retail Sales Monitor, please contact:
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