BRC – KPMG RETAIL SALES MONITOR

NOVEMBER 2024

COVERING THE FOUR WEEKS 27 OCTOBER – 23 NOVEMBER 2024

Festive falter as sales slip

% CHANGE year-on-year	**Vs Oct-24's % CHANGE**	**TOTAL**	**LIKE-FOR-LIKE**
UK Retail Sales	▼	**-3.3%**	**-3.4%**
Food *(3-mth)*	▼	**2.4%**	**1.9%**
Non-Food *(3-mth)*	▼	**-2.1%**	**-2.8%**
Non-Food – Store *(3-mth)*	▼	**-2.2%**	**-3.3%**
Non-Food – Online	▼	**-10.3%**	**n/a**

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Helen Dickinson OBE, Chief Executive | British Retail Consortium

"While it was undoubtedly a bad start to the festive season, the poor spending figures were primarily down to the movement of Black Friday into the December figures. Even so, low consumer confidence and rising energy bills have clearly dented non-food spending. Spending on fashion was particularly weak as households delayed purchases of new winter clothing, while health spending was boosted by the season's arrival of coughs and colds.

"Retailers will be hoping that seasonal spending is delayed not diminished and that customers get spending in the weeks running up to Christmas. If not, retailers will be feeling the squeeze from both sides as reduced revenues are met with huge additional costs next year. The Budget, as well as the introduction of new packaging levies, will cost retailers over £7 billion extra next year. The government must outline a plan to mitigate these costs or else risk higher prices and fewer jobs in the future."

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

"Along with the arrival of winter weather, retail sales also went into minus numbers for November.

"An upturn in health product buying also signalled that the colder months had arrived and, along with food and drink, was one of very few categories to see in-store or online sales growth.

"While the majority of November's data tells a disappointing tale for the retail sector, this reporting didn't include Black Friday week, so the hope for retailers is that consumers were being savvy shoppers and that the promotional push in the last days of the month saw held-back consumer spend materialise and mitigate what is otherwise a disappointing month. If not, then we may see some retailers launching Christmas sales early."

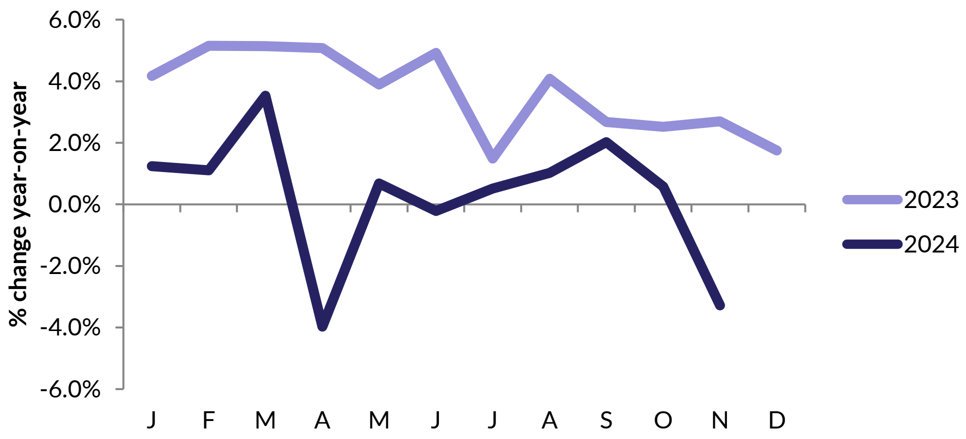
Food & Drink sector performance | Sarah Bradbury, CEO | IGD

"Post-October Budget, shoppers have likely noticed the media reaction from businesses, but this hasn't significantly shifted their behaviour. November's grocery market performance shows year-on-year growth in both value and volume. IGD's latest research highlights signs of festive cheer, with 5% more shoppers than last year (41% vs 36% in 2023) planning to spend what they want this Christmas. However, despite this uplift, it's unlikely to be a bumper Christmas for all, as many remain focused on budgeting. The festive optimism is there, but the underlying caution means spending will still be influenced by economic pressures, especially on out-of-home activities."

BRC – KPMG RETAIL SALES MONITOR NOVEMBER 2024

Covering the four weeks 27 October – 23 November 2024

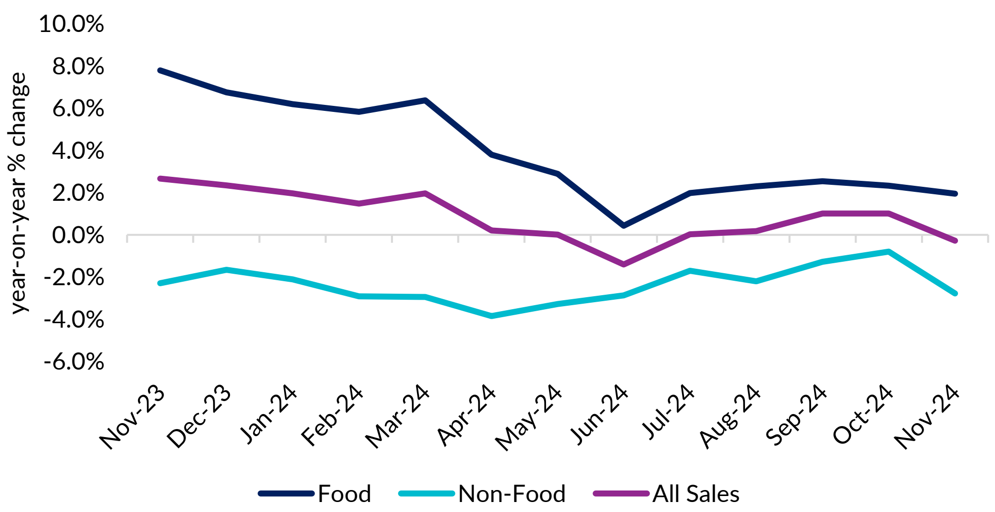
MONTHLY GROWTH OF TOTAL RETAIL SALES



	LFL	TOTAL
Nov-24	-3.4%	-3.3%
Nov-23	2.6%	2.7%
Oct-24	0.3%	0.6%
3M Avg	-0.3%	-0.1%
12M Avg	0.3%	0.5%

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

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



3-MONTH AVERAGE	LFL	TOTAL
Food	1.9%	2.4%
Non-food	-2.8%	-2.1%
All Sales	-0.3%	-0.1%

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

Covering the four weeks 27 October – 23 November 2024

OVERVIEW

With Black Friday happening five days later this year - and even in a completely different reporting month - non-food sales were obviously down for the month overall, and especially in the last couple of weeks. But even early in the month, sales were low in comparison to the same weeks the previous year, giving some indication that the low sales may not have been solely due to the change in dates.

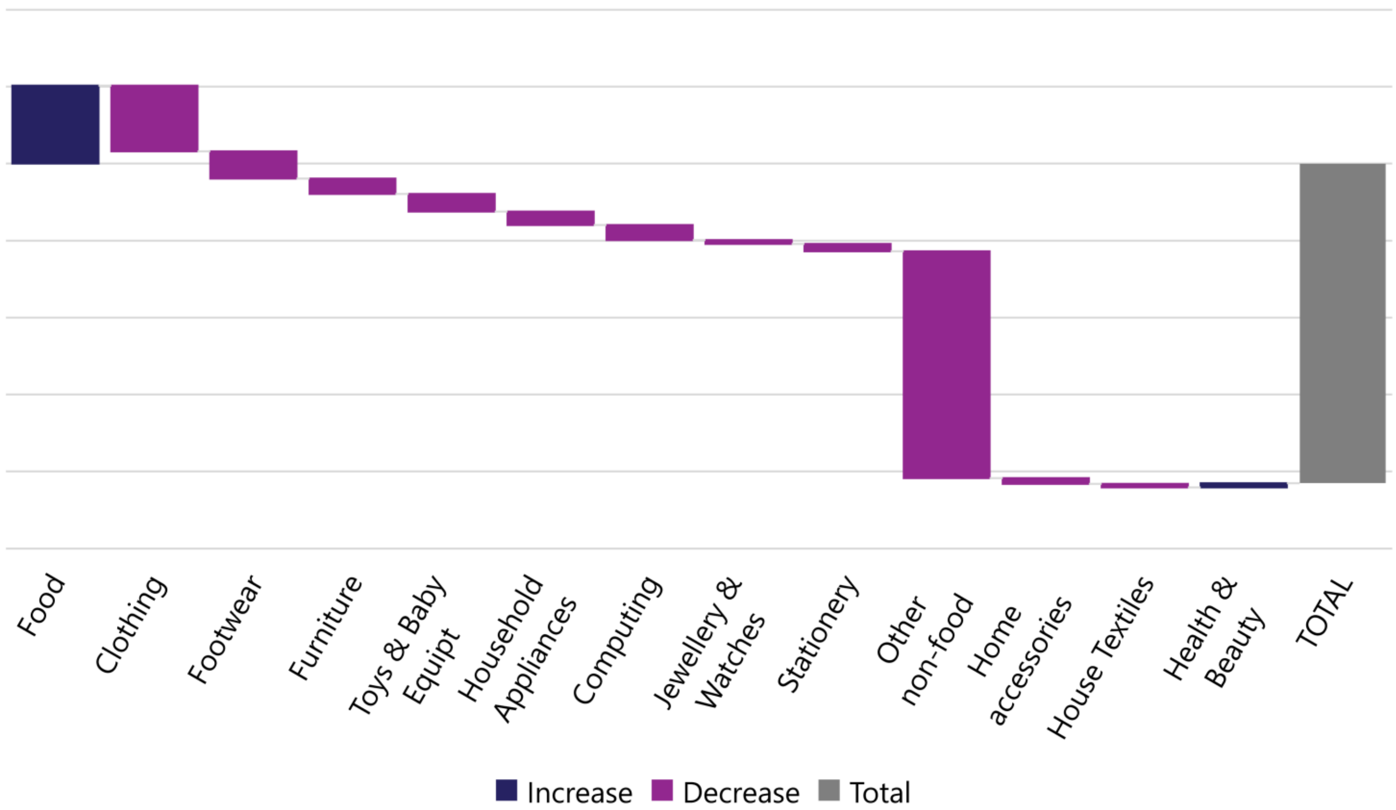
With Black Friday becoming an increasingly-online event, the lack of one in this November report period compared to last year meant that Online Non-food sales were down a whopping 10.3%, the lowest monthly figure since July of 2022 (which was comparing against a 2021 pandemic period). Online Penetration also dipped slightly compared to last year.

Food sales remained buoyant though, less affected by the change in dates, as Black Friday is more of a non-food event (although we have seen an increase in younger generations celebrating Thanksgiving, which always falls the day before). Health and Beauty was the only other category that saw positive growth, keeping a streak of 44 consecutive positive months alive, but also being the lowest figure during that period.

BRC – KPMG RETAIL SALES MONITOR NOVEMBER 2024

Covering the four weeks 27 October – 23 November 2024

NOVEMBER: 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 NOVEMBER 2024

Covering the four weeks 27 October – 23 November 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	1.7	2.0
October	1.2	1.6	2.6	2.5	0.3	0.6
November	4.1	4.2	2.6	2.7	-3.4	-3.3
December	6.5	6.9	1.9	1.7		
Jan-Nov average	1.0	2.6	3.8	3.9	0.2	0.4
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 NOVEMBER 2024

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

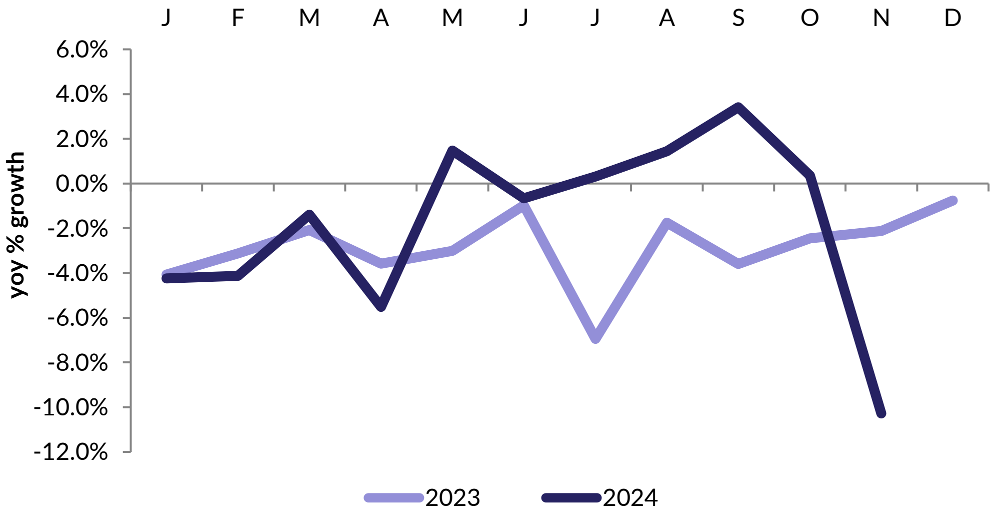
3-MONTH AVERAGE	LIKE-FOR-LIKE			TOTAL		
	Food	**Non-Food**	**All Sales**	**Food**	**Non-Food**	**All Sales**
2023 Sep - Nov	7.8	-2.3	2.7	7.6	-1.6	2.6
Oct - Dec	6.8	-1.7	2.4	6.8	-1.5	2.3
Nov - Jan	6.2	-2.1	2.0	6.3	-1.8	1.9
Dec - Feb	5.8	-2.9	1.5	6.0	-2.5	1.4
Jan - Mar	6.4	-2.9	2.0	6.8	-1.9	2.1
Feb - Apr	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
Jun - Aug	2.3	-2.2	0.2	2.9	-1.7	0.4
Jul - Sep	2.5	-1.3	1.0	3.1	-0.3	1.2
Aug - Oct	2.3	-0.8	1.0	2.9	-0.1	0.6
2024 Sep - Nov	1.9	-2.8	-0.3	2.4	-2.1	-0.1

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

BRC – KPMG RETAIL SALES MONITOR NOVEMBER 2024

Covering the four weeks 27 October – 23 November 2024

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

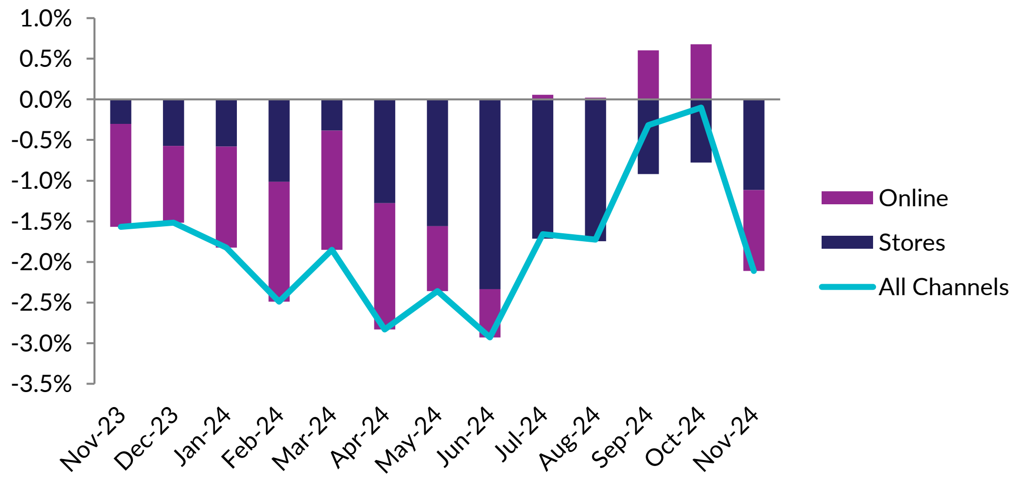


NON-FOOD GROWTH	ONLINE*	UK TOTAL
Nov-24	-10.3%	n/d
Nov-23	-2.1%	n/d
Oct-24	0.4%	n/d
3M Avg	-1.7%	-2.1%
12M Avg	-1.5%	-2.2%

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



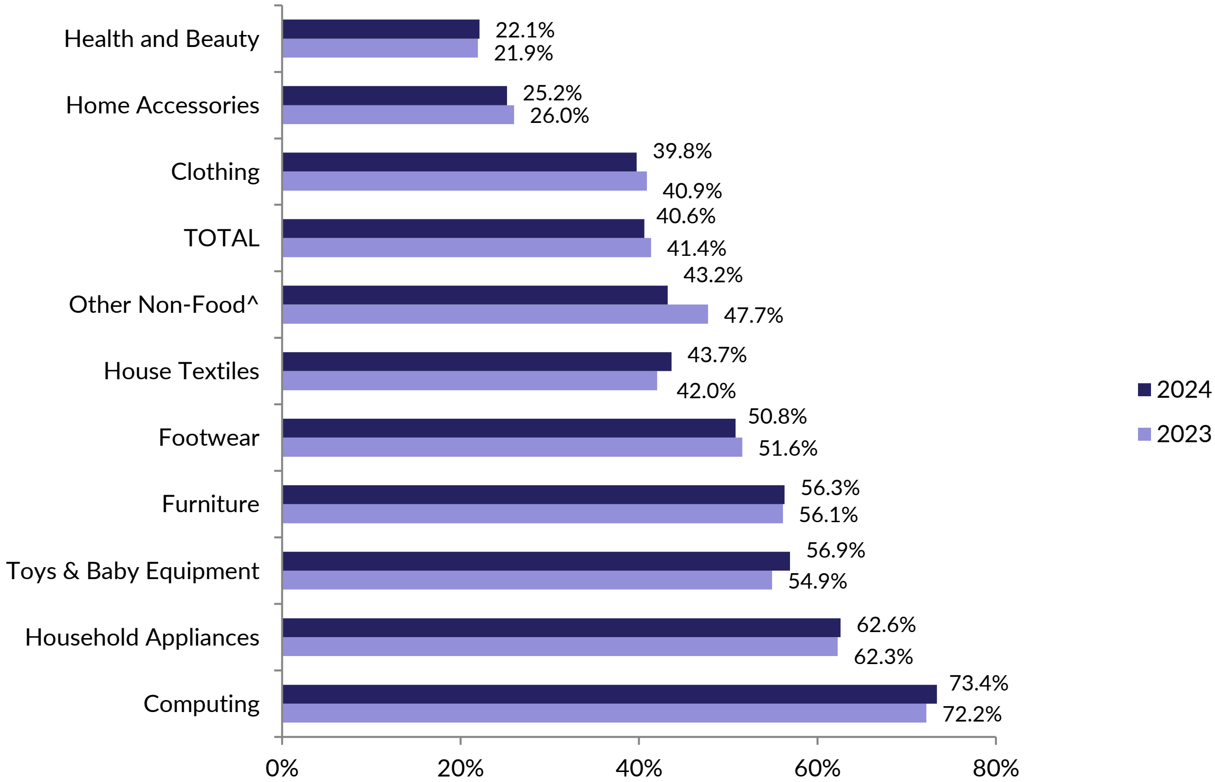
NON-FOOD IN-STORE % CHANGE YEAR-ON-YEAR		
	LFL	TOTAL
2024 Sep - Nov	-3.3%	-2.2%
2023 Sep - Nov	-2.0%	-0.8%
Aug - Oct	-2.2%	-1.2%
12M Avg	-3.5%	-2.5%

Source: BRC-KPMG RETAIL SALES MONITOR

BRC – KPMG RETAIL SALES MONITOR NOVEMBER 2024

Covering the four weeks 27 October – 23 November 2024

NOVEMBER: ONLINE PENETRATION RANKINGS BY CATEGORY

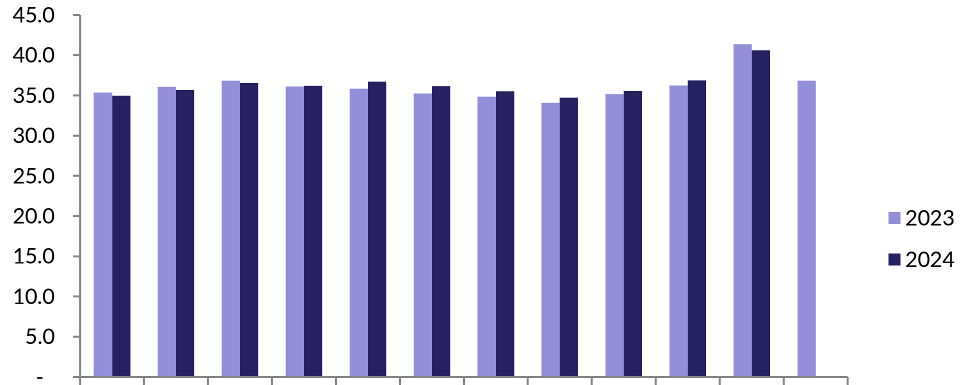


Source: BRC-KPMG RETAIL SALES MONITOR
Note: Online sales in the Monitor include all distance sales, notably mail and phone orders

BRC – KPMG RETAIL SALES MONITOR NOVEMBER 2024

Covering the four weeks 27 October – 23 November 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	35.1	36.2	41.4	36.8
2024	35.0	35.7	36.6	36.2	36.7	36.2	35.5	34.7	35.6	36.9	40.6	

NON-FOOD ONLINE PENETRATION RATE ONLINE AS % OF TOTAL	
Oct 2024	40.6%
Oct 2023	41.4%
Sep 2024	36.9%
3M Avg	37.5%
12M Avg	36.4%

Source: BRC-KPMG RETAIL SALES MONITOR

Covering the four weeks 27 October – 23 November 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 AVG*	MONTHLY	3M AVG	MONTHLY	3M AVG
2023 Nov	-2.1	-2.8	41.4	37.5	-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
Sep	3.4	1.9	35.6	35.3	1.3	0.6
Oct	0.4	1.9	36.9	35.7	0.2	0.7
Nov	-10.3	-1.7	40.6	37.5	-5.0	-1.0

Source: BRC-KPMG Retail Sales Monitor.

Covering the four weeks 27 October – 23 November 2024

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

3 MONTHS ENDING	TOTAL % CHANGE YOY	LFL % CHANGE YOY
2023 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%
Sep	-1.5%	-2.9%
Oct	-1.2%	-2.2%
Nov	-2.2%	-3.3%

Source: BRC-KPMG Retail Sales Monitor

BRC – KPMG RETAIL SALES MONITOR NOVEMBER 2024

Covering the four weeks 27 October – 23 November 2024

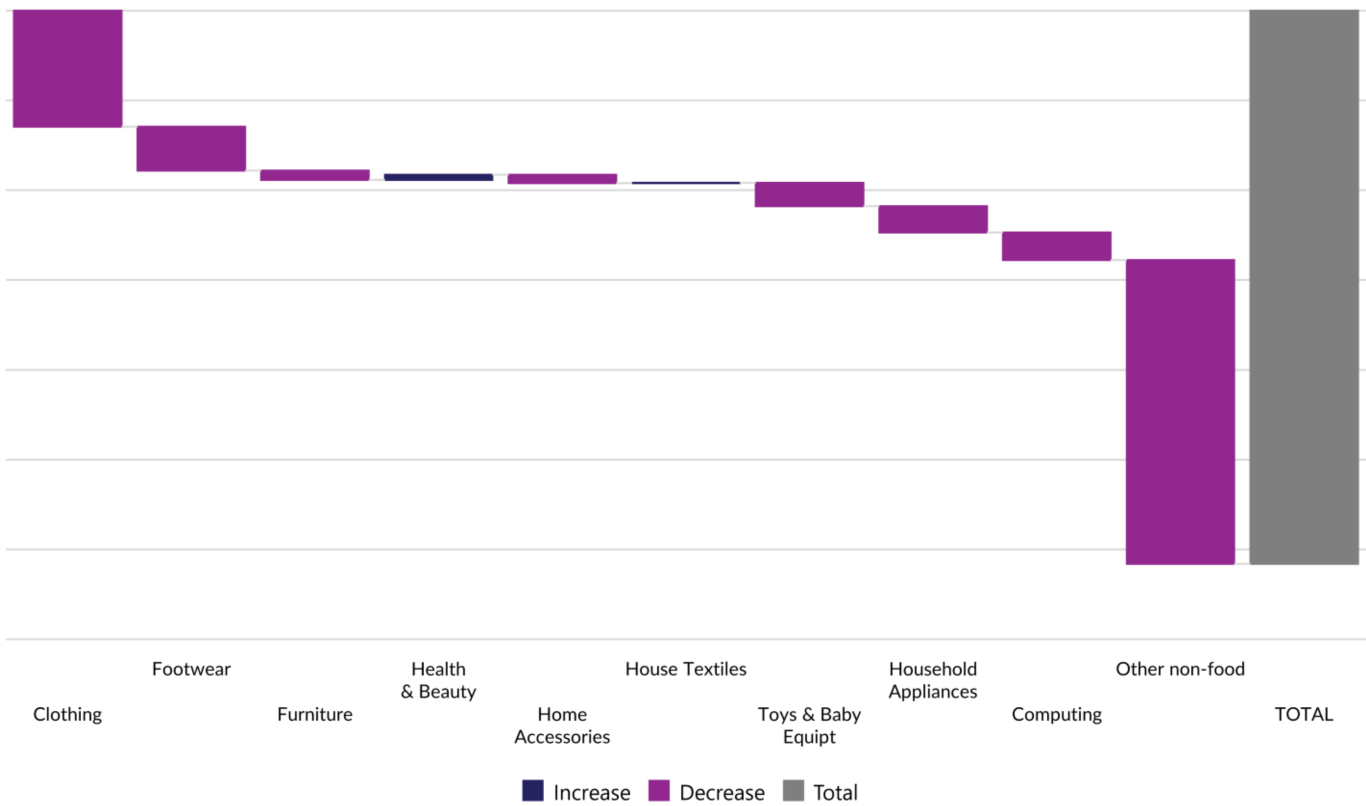
SECTOR PERFORMANCE: ONLINE SALES CATEGORY GROWTH RANKINGS

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

Source: BRC-KPMG RETAIL SALES MONITOR

Covering the four weeks 27 October – 23 November 2024

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



Source: BRC-KPMG RETAIL SALES MONITOR

BRC – KPMG RETAIL SALES MONITOR NOVEMBER 2024

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SECTOR PERFORMANCE: STORE TOTAL SALES GROWTH

CATEGORY	SALES UP / DOWN NOV-24 VS OCT-24	GROWTH RANKINGS				
		NOV-24	OCT-24	NOV-23	3M AVG	12M AVG
Health & Beauty	▲	1	1	1	1	1
Home Accessories	▼	2	4	7	4	2
Furniture	▼	3	2	5	3	7
Clothing	▼	4	7	4	2	3
House Textiles	▼	5	3	3	5	5
Household Appliances	▼	6	6	6	9	8
Footwear	▼	7	9	2	8	6
Other Non-Food	▼	8	8	9	7	9
Computing	▼	9	5	8	6	4
Toys & Baby Equipment	▼	10	10	10	10	10

Source: BRC-KPMG RETAIL SALES MONITOR

Covering the four weeks 27 October – 23 November 2024

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

Source: BRC-KPMG RETAIL SALES MONITOR

Covering the four weeks 27 October – 23 November 2024

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.

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 December 2024 Monitor, covering the 5 weeks 24 Nov – 28 Dec 2024, will be released at 00.01am on Tuesday 07 Jan 2025. 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 October 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:

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