Retail Sales Dashboard – December 2022

Source: Knight Frank, ONS, Oxford Economics, Macrobond

Headline Figures

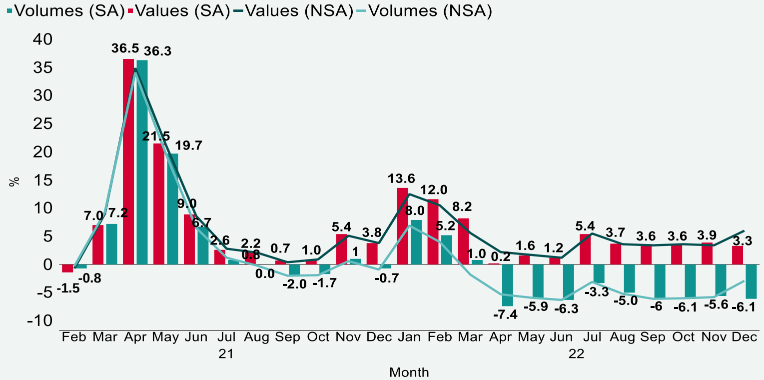
	Most recent month YoY growth (%)	Most recent 3 months YoY growth (%)
Value*	+3.3	+3.6
Volume*	-6.1	-6.0

**Seasonally adjusted, excluding fuel. Including fuel values (+3.8%); volumes (-5.8%)*

Key Messages

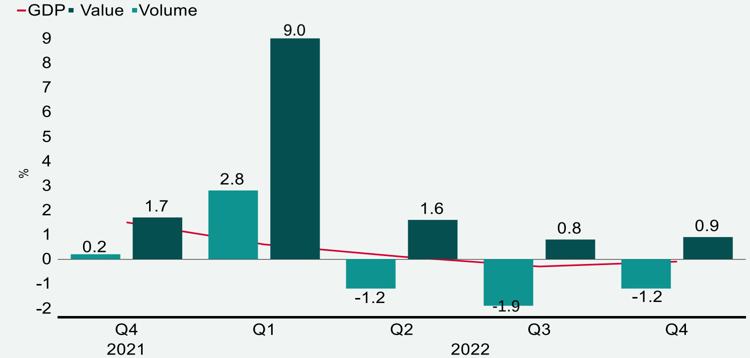
- Overall a very strong Christmas exceeding expectations. ONS figures show spend grew +3.3% vs. last Christmas, somewhat disappointing given the a) non-seasonally adjusted figure (+6.0%), b) BRC figure (+6.9%) and c) positive newsflow of robust sales from retailers;
- Standout sectors included fashion, cosmetics, footwear, and furniture. All enjoyed double digit value and positive volume growth, challenging the assumption of cutbacks on discretionary or 'big ticket' items;
- Online witnessed a -8.9% slump YoY but mysteriously penetration remains at 25.4%. Both grocery (-12.2%) and non-food (-3.9%) declined.

Monthly Performance YoY – All Retail



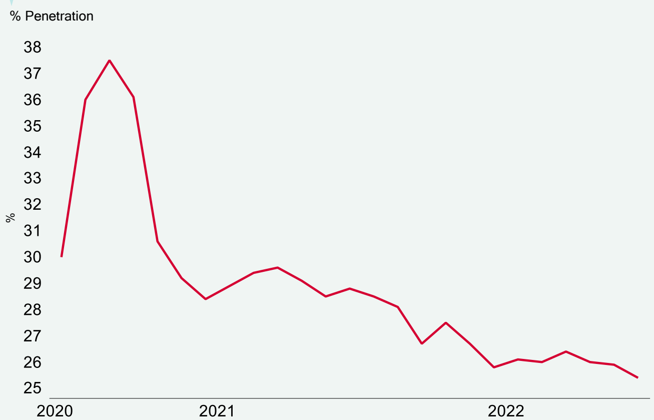
%	October	November	December
Volumes (NSA)	-6.0	-5.8	-2.9
Values (NSA)	3.6	3.4	6.0
Volumes (SA)	-6.1	-5.6	-6.1
Values (SA)	3.6	3.9	3.3

Quarterly Performance vs GDP (QoQ)



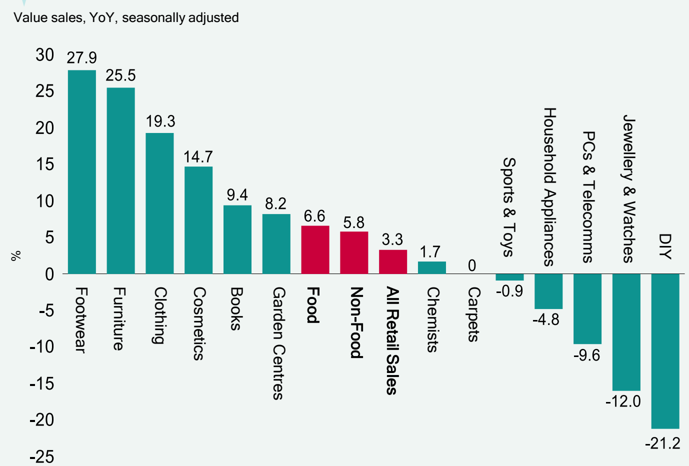
	2021	2022			
%	Q4	Q1	Q2	Q3	Q4
Volume	1.5	0.6	0.1	-0.3	-0.1
Value	1.7	9.0	1.6	0.8	0.9
GDP Growth	0.2	2.8	-1.2	-1.9	-1.2

E-commerce Share of Retail Spend

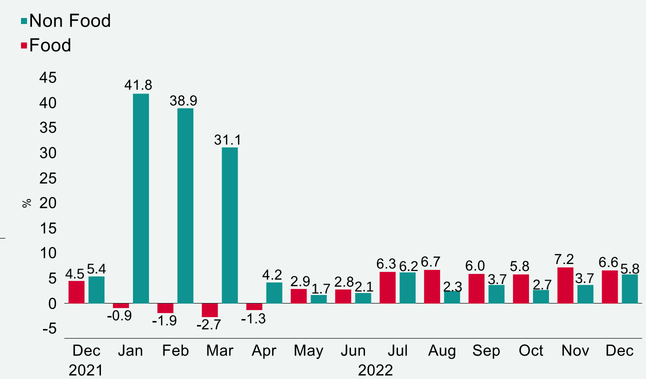


%	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
E-commerce Share	27.5	26.7	25.8	26.1	26.0	26.4	26.0	25.9	25.4

Monthly Performance YoY - by Sub-Sector



Monthly Performance YoY - Food vs. Non-Food



%	October	November	December
Non-Food	2.7	3.7	5.8
Food	5.8	7.2	6.6

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Retail Sales Dashboard –2022 Year in Review

Source: Knight Frank, ONS, Oxford Economics, Macrobond

Headline Figures

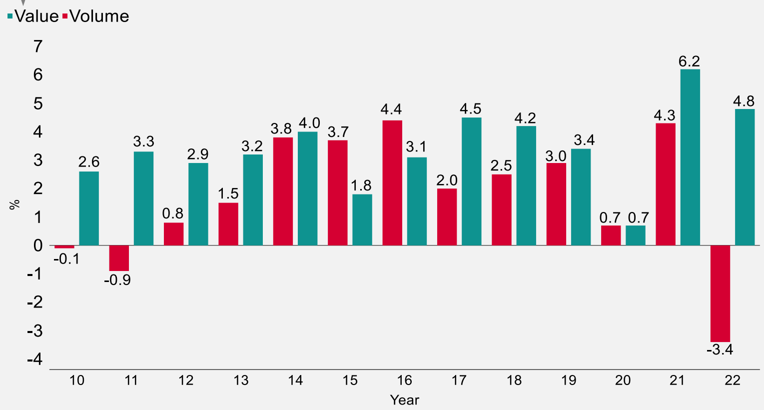
	YoY growth (%)	
	2021	2022
Value*	+6.2	+4.8
Volume*	+4.3	-3.4

**Excluding fuel.*
Including fuel values (+6.9%); volumes (-3.0%)

Key Messages

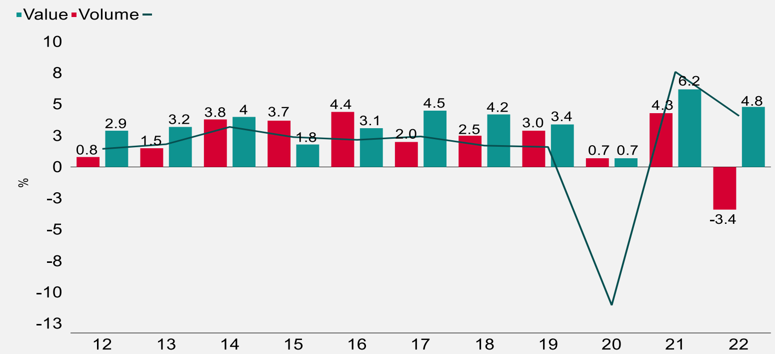
- A record year on all counts. Sales values (amount spent) grew +4.8%: the highest level of growth since 2004 (excluding an artificial post-COVID spike of +6.2% in 2021). Conversely, declines in volumes (items purchased) marked the worst annual performance since 1991 at -3.4% thanks to double digit inflation;
- Food growth (+3.1%) was respectable, above the 10-year average (+2.4%). Non-Food saw double digit growth for a second consecutive year (+10.2%);
- Unbelievably, carpets were the strongest performing category (values +40.2%, volumes +29.2%). Footwear, clothing, and cosmetics were also standout performers.

Annual Performance YoY – All Retail



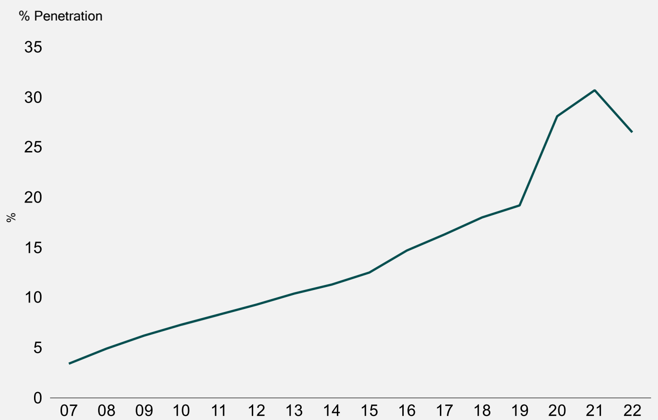
%	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Volume	0.8	1.5	3.8	3.7	4.4	2.0	2.5	2.9	0.7	4.3	-3.4
Value	2.9	3.2	4.0	1.8	3.1	4.5	4.2	3.4	0.7	6.2	4.8

Annual Performance vs GDP (YoY)



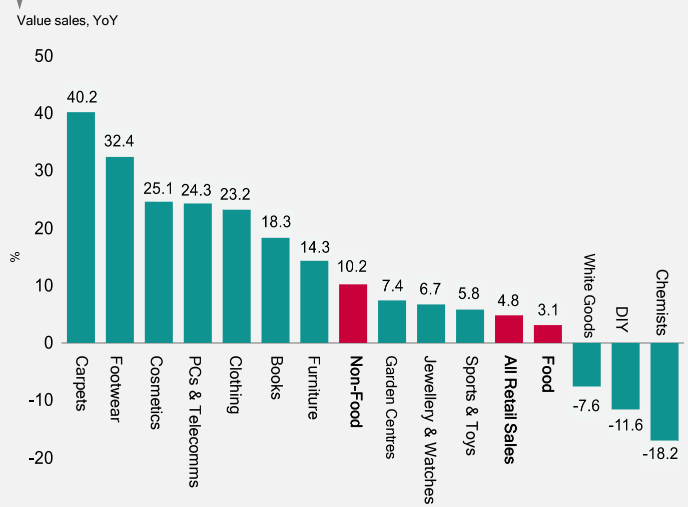
%	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Volume	0.8	1.5	3.8	3.7	4.4	2.0	2.5	2.9	0.7	4.3	-3.4
Value	2.9	3.2	4.0	1.8	3.1	4.5	4.2	3.4	0.7	6.2	4.8
GDP Growth	1.5	1.8	3.2	2.4	2.2	2.4	1.7	1.6	-11.0	7.6	4.1

E-commerce Share of Retail Spend

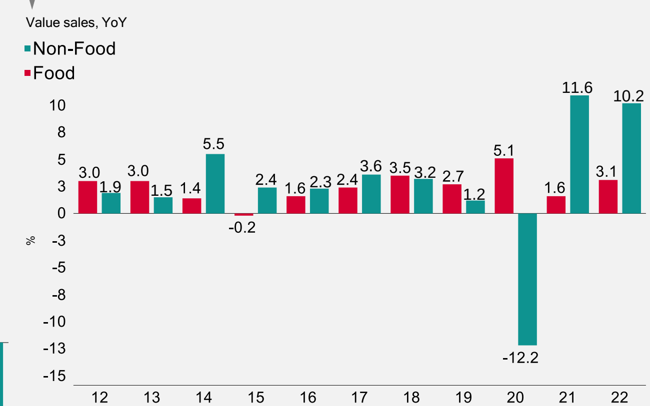


%	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
E-commerce Share	9.3	10.4	11.3	12.5	14.7	16.3	18.0	19.2	28.1	30.7	26.5

Annual Performance YoY - by Sub-Sector



Annual Performance YoY - Food vs. Non-Food



%	2017	2018	2019	2020	2021	2022
Non-Food	3.6	3.2	1.2	-12.2	11.6	10.2
Food	2.4	3.5	2.7	5.1	1.6	3.1

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