

# Retail Sales Dashboard



April 2024

| A monthly overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

## Headline Figures

# -1.5%

**Sales value (amount spent) growth**

April 2024 vs. April 2023

\*Seasonally adjusted, excluding fuel  
Including fuel -1.4%

# -3.0%

**Sales volume (items purchased) growth**

April 2024 vs. April 2023

\*Seasonally adjusted, excluding fuel  
Including fuel -2.7%

# +1.7%

**Sales value (amount spent) growth**

Most recent 3 months YoY growth

# -1.1%

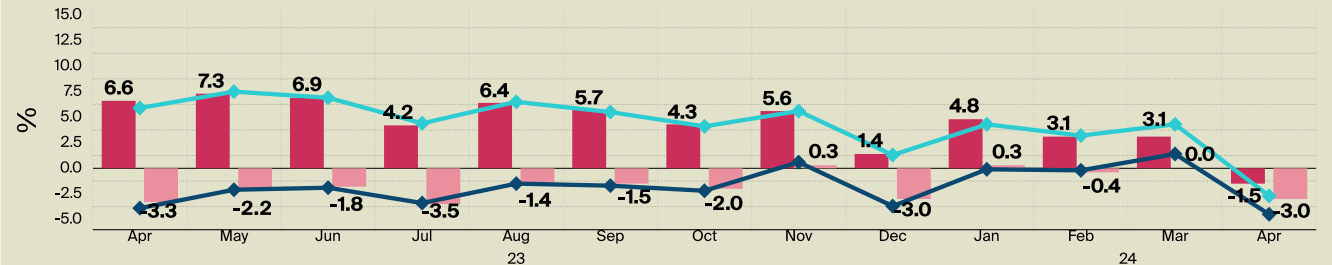
**Sales volume (items purchased) growth**

Most recent 3 months YoY growth

## Monthly Performance – All Retail

(ONS) Year-on-year

■ Volumes (SA) ■ Values (SA) ◆ Values (NSA) ◆ Volumes (NSA)

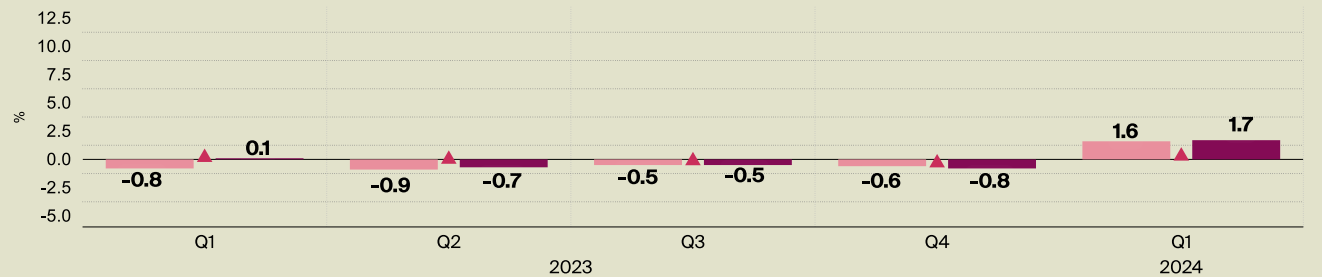


%	February	March	April
Non-Seasonally Adjusted			
Volumes	(0.2)	1.4	(4.5)
Values	3.2	4.3	(2.7)
Seasonally Adjusted			
Volumes	(0.4)	0.0	(3.0)
Values	3.1	3.1	(1.5)

## Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter

▲ GDP ■ Value ■ Volume



%	2023				2024
	Q1	Q2	Q3	Q4	Q1
Volumes	(0.8)	(0.9)	(0.5)	(0.6)	1.6
Values	0.1	(0.7)	(0.5)	(0.8)	1.7
GDP Growth	0.2	0.0	(0.1)	(0.3)	0.3

# Retail Sales Dashboard



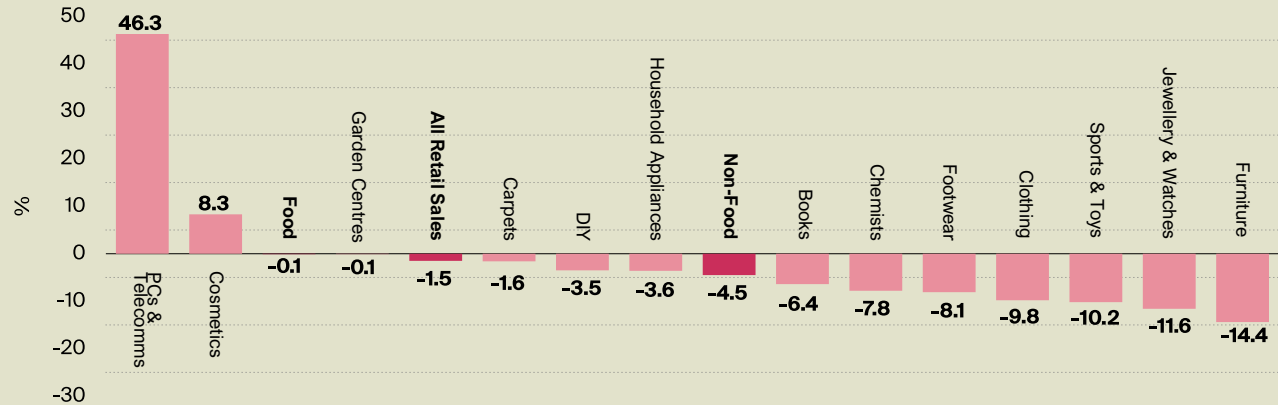
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## Key Messages

- Adverse weather had a significant negative impact on retail sales in April, resulting in what could be the worst monthly performance since records began in the late 1980s.
- Retail sales values (excluding fuel) fell by -1.5% year-on-year, a rare occurrence as negative growth in sales values has only happened twelve times since 1989. Volumes also declined by -3.0% year-on-year, despite the Consumer Price Index (CPI) inflation improving to 2.3% from 3.2% in March.
- While it is risky to draw conclusions from one month's figures, two consecutive bad months indicate a concerning trend, and contradict the improving economic narrative about consumer sentiment.

**Monthly Performance by Sub - Sector**  
(ONS) Year-on-year seasonally adjusted sales values



## Contact us

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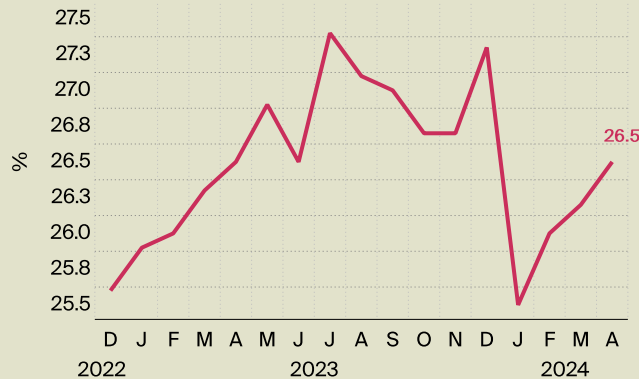


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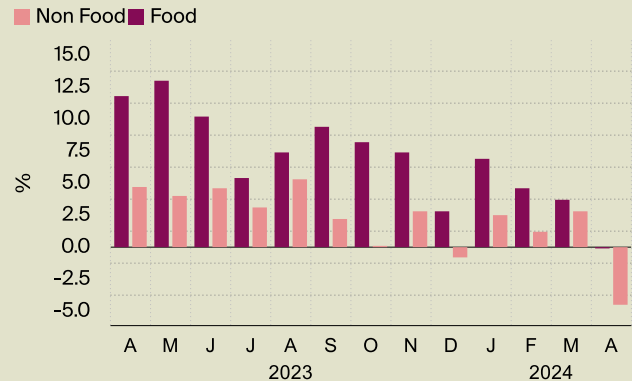
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**E-commerce Share of Retail Spend**  
(ONS) % penetration



%	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
E-commerce Share	27.1	27.0	26.7	26.7	27.3	25.5	26.0	26.2	26.5

**Food vs. Non-Food Monthly Performance**  
(ONS) Year-on-year seasonally adjusted sales values



%	February	March	April
Non-Food	1.2	2.8	-4.5
Food	4.6	3.7	-0.1

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