

# Retail Sales Dashboard



April 2025 | A monthly overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

## Headline Figures

+6.2%

**Sales value (amount spent) growth**  
April 2025 vs. April 2024  
\*Seasonally adjusted, excluding fuel  
Including fuel +5.0%

+5.3%

**Sales volume (items purchased) growth**  
April 2025 vs. April 2024  
\*Seasonally adjusted, excluding fuel  
Including fuel +5.0%

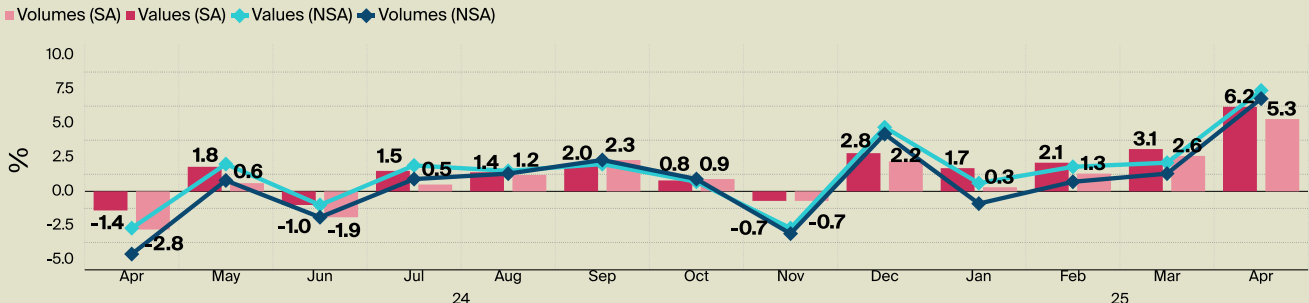
+2.8%

**Sales value (amount spent) growth**  
Most recent 3 months YoY growth

+2.6%

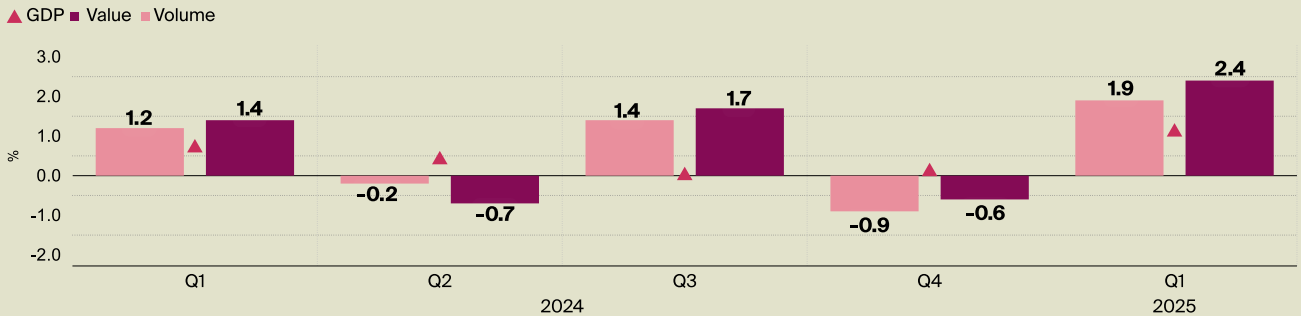
**Sales volume (items purchased) growth**  
Most recent 3 months YoY growth

### Monthly Performance – All Retail (ONS) Year-on-year



%	February	March	April
Non-Seasonally Adjusted			
Volumes	0.7	1.3	6.8
Values	1.8	2.1	7.4
Seasonally Adjusted			
Volumes	1.3	2.6	5.3
Values	2.1	3.1	6.2

### Quarterly Performance vs. GDP (ONS) Quarter-on-quarter



%	2024				2025
	Q1	Q2	Q3	Q4	Q1
Volumes	(0.5)	(1.4)	1.4	0.9	1.4
Values	3.1	(0.3)	1.7	1.1	2.4
GDP Growth	0.7	0.4	0.0	0.1	0.7

# Retail Sales Dashboard

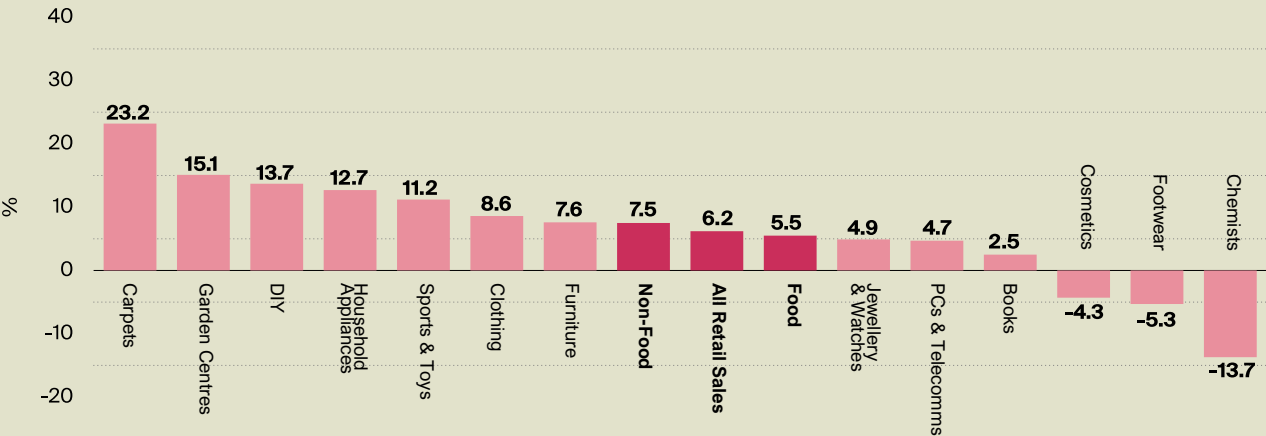


April 2025 | A monthly overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

## Key Messages

- The timing of Easter and prolonged good weather provided a significant boost to consumer demand in April.
- Retail sales values (exc fuel) were up year-on-year by +6.2%, while volumes were ahead by +5.3%. Implied inflation of 0.9% was considerably lower than headline CPI (3.5%).
- Grocery sales rebounded strongly (values +5.5%, volumes +2.7%), as did Clothing (+8.6%, +6.3%).
- Online sales slipped -0.3% MoM in April, resulting in a -30bps decline in online penetration from 27.1% to 26.8%.
- May's figures will show an inevitable deceleration in growth.

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



## Contact us

### COMMERCIAL RESEARCH

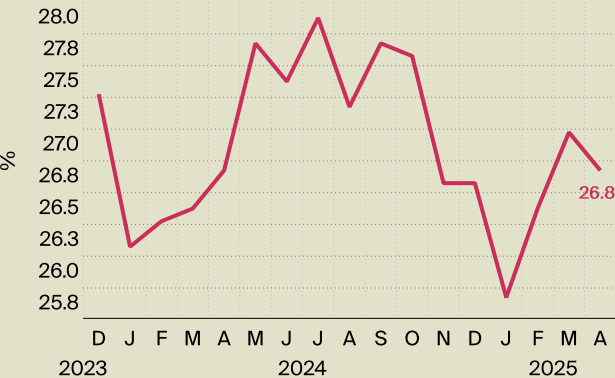
 **Stephen Springham**  
Partner, Head of Retail Insight  
+44 20 7861 1236  
stephen.springham@knightfrank.com

 **Emma Barnstable**  
Associate, Commercial Insight  
+44 20 8106 1385  
emma.barnstable@knightfrank.com

Keep up to speed with retail markets with our quarterly dashboards and weekly Retail Note

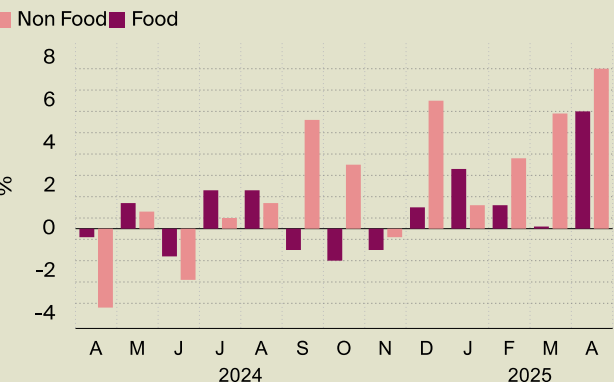
SIGN UP  
ONLINE

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



%	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
E-commerce Share	27.3	27.8	27.7	26.7	26.7	25.8	26.5	27.1	26.8

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



	February	March	April
Non-Food	3.3	5.4	7.5
Food	1.1	0.1	5.5

© Knight Frank LLP 2023 - This presentation has been prepared for general information only and not to be relied upon in any way. Although high standards have been used in the preparation of the information, analysis, views and projections presented, no responsibility or liability whatsoever can be accepted by Knight Frank LLP for any loss or damage resultant from any use of, reliance on or reference to the contents of this presentation. As a general presentation, this material does not necessarily represent the view of Knight Frank LLP in relation to particular properties or projects. Reproduction of this presentation in whole or in part is not allowed without prior written approval of Knight Frank LLP to the form and content within which it appears. Knight Frank LLP is a limited liability partnership registered in England with registered number OC305934. Our registered office is 55 Baker Street, London, W1U 8AN, where you may look at a list of members' names.