

# Retail Sales Dashboard



August 2023 | A monthly overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

## Headline Figures

# +6.4%

**Sales value (amount spent) growth**  
August 2023 vs. August 2022

\*Seasonally adjusted, excluding fuel  
Including fuel +3.8%

# -1.4%

**Sales volume (items purchased) growth**

August 2023 vs. August 2022

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

# +6.0%

**Sales value (amount spent) growth**

Most recent 3 months YoY growth

# -2.1%

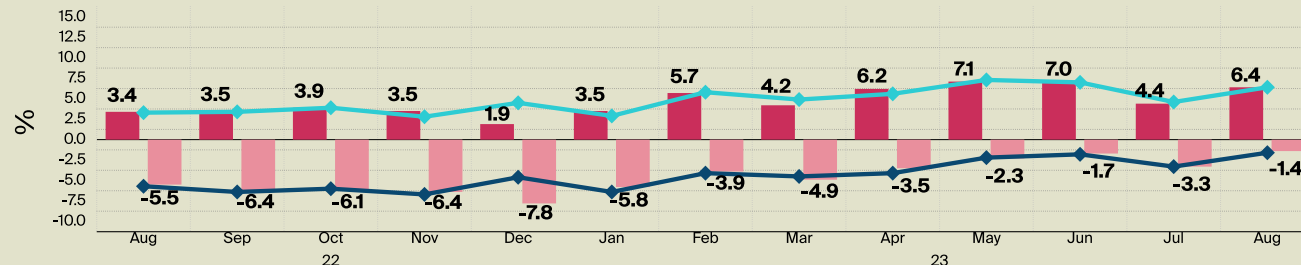
**Sales volume (items purchased) growth**

Most recent 3 months YoY growth

## Monthly Performance – All Retail

(ONS) Year-on-year

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

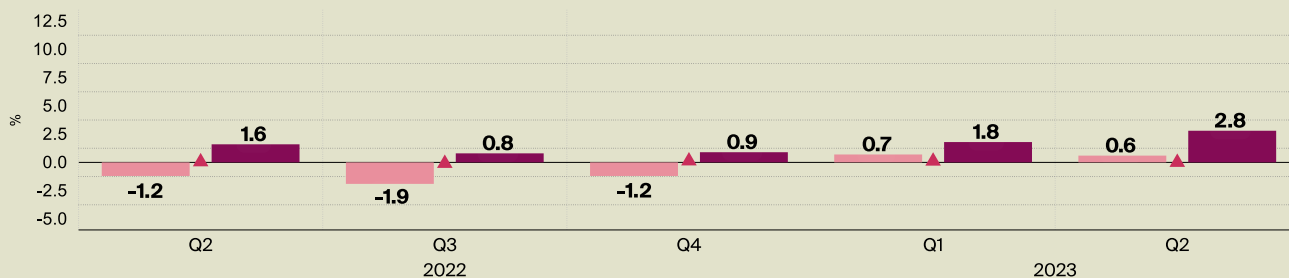


%	June	July	August
Non-Seasonally Adjusted			
Volumes	(1.8)	(3.3)	(1.6)
Values	7.0	4.6	6.4
Seasonally Adjusted			
Volumes	(1.7)	(3.3)	(1.4)
Values	7.0	4.4	6.4

## Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter

▲ GDP ■ Value ■ Volume



%	2022			2023	
	Q2	Q3	Q4	Q1	Q2
Volumes	(1.2)	(1.9)	(1.2)	0.7	0.6
Values	1.6	0.8	0.9	1.8	2.8
GDP Growth	0.1	(0.1)	0.1	0.1	0.0

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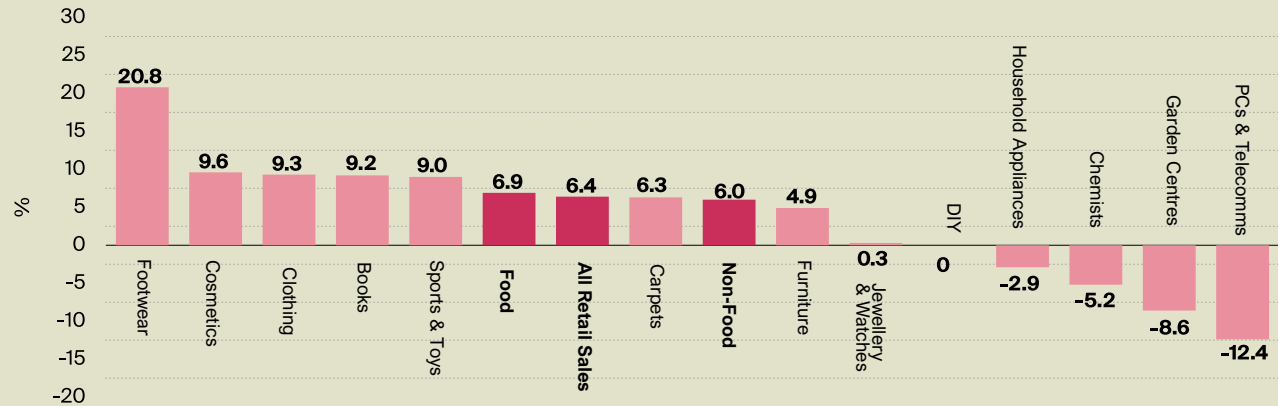


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## Key Messages

- Versus 2022 levels, retail sales values grew +6.4%. Inflation still impacted sales, with volumes down -1.4%. In comparison to July, retail sale values (+0.7%) and volumes (+0.6%) also grew, with shoppers spending and buying more in August than the previous month.
- Non-Food sales strengthen, growing +6.0% YoY, whilst Food sales remained buoyant at +6.9%.
- Top performing categories included Footwear, which witnessed double-digit growth (+20.8% YoY), Cosmetics (+9.6%), and Clothing (+9.3%).
- The proportion of sales made online receded to 26.9% of all retail sales made.

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



## Contact us

### COMMERCIAL RESEARCH



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

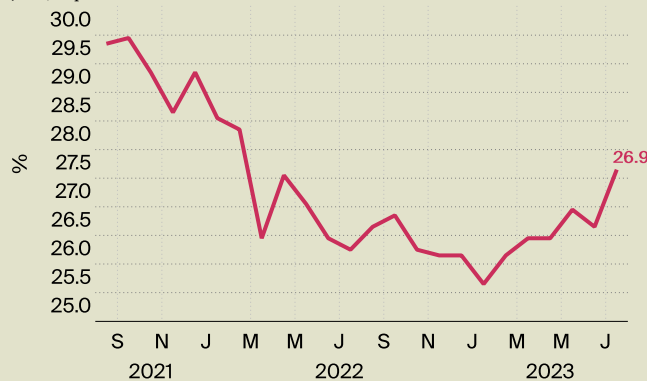


**Emma Barnstable**  
Associate, Commercial Research  
+44 20 8106 1385  
emma.barnstable@knightfrank.com

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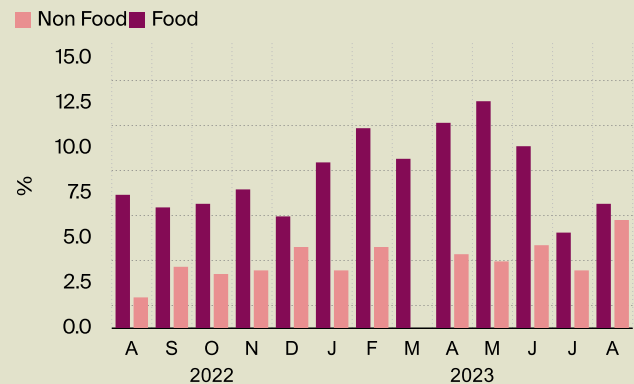
**SIGN UP ONLINE**

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



%	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
E-commerce Share	25.9	25.4	25.9	26.2	26.2	26.7	26.4	27.4	26.9

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



%	June	July	August
Non-Food	4.6	3.2	6.0
Food	10.1	5.3	6.9

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