Retail Sales Dashboard – December 2021

Source: Knight Frank, ONS, Oxford Economics, Macrobond

Headline Figures

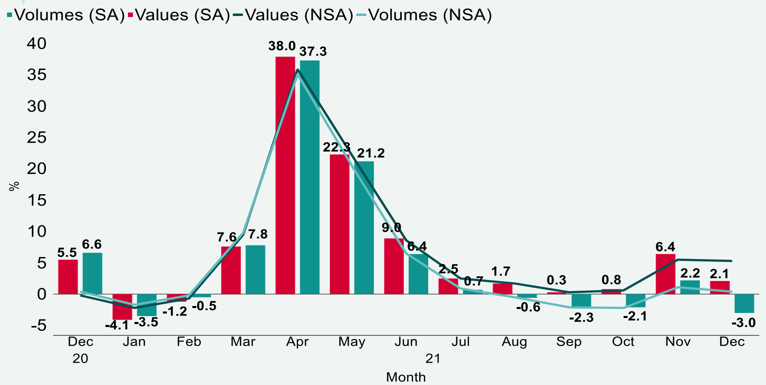
	Most recent month YoY growth (%)	Most recent 3 months YoY growth (%)
Value*	+2.1	+3.0
Volume*	-3.0	-1.2

*Seasonally adjusted, excluding fuel.
Including fuel values (+5.7%); volumes (-0.9%)

Key Messages

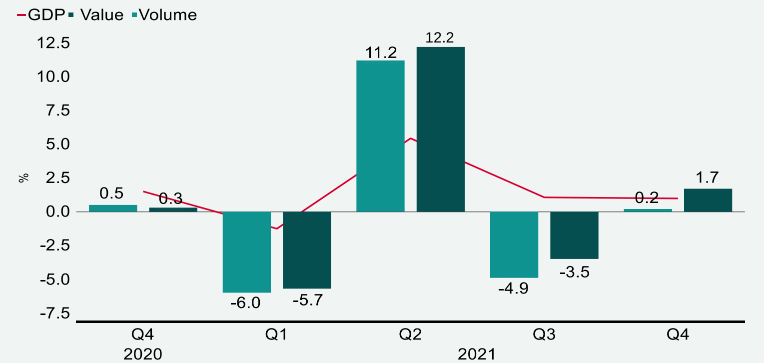
- Consumers spent more in December than last year (sales +2.1%) but bought less (volumes -3.0%), with MoM figures indicating consumers brought forward Christmas purchases to earlier in the year;
- Non-food (+5.4%) growth outstripped Food (+2.9%) but underperformed expectations given its weak comparison base (2020: -3.2%). The typical festive categories enjoyed strong demand however (clothing +13.4%; cosmetics +14.8%);
- Online sales decreased -8.3% YoY, with a stark decline in online fashion (-14.1%). Multi-channel retailers outperformed pureplay retailers, who suffered a steep decline (-9.6%).

Monthly Performance YoY – All Retail



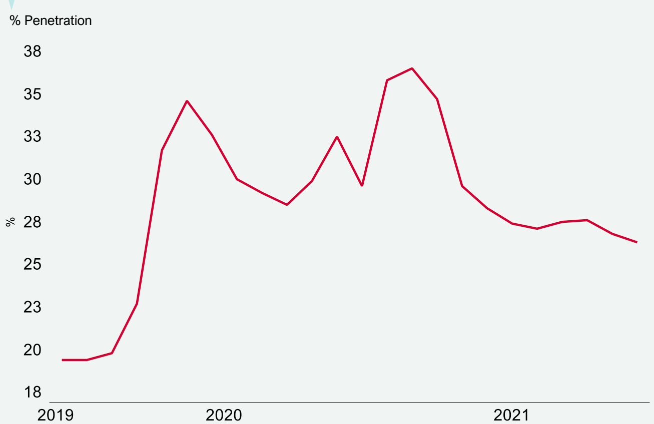
%	October	November	December
Volumes (NSA)	-2.2	1.1	0.4
Values (NSA)	0.6	5.5	5.3
Volumes (SA)	-2.1	2.2	-3.0
Values (SA)	0.8	6.4	2.1

Quarterly Performance vs GDP (QoQ)



	2020	2021			
%	Q4	Q1	Q2	Q3	Q4
Volume	0.5	-6.0	11.2	-4.9	0.2
Value	0.3	-5.7	12.2	-3.5	1.7
GDP Growth	1.5	-1.3	5.4	1.1	1.0

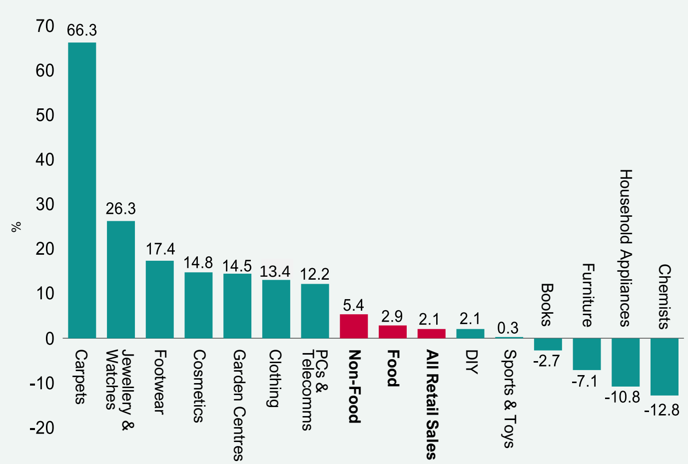
E-commerce Share of Retail Spend



%	April	May	June	July	Aug	Sep	Oct	Nov	Dec
E-commerce Share	29.6	28.3	27.4	27.1	27.5	27.6	26.8	26.3	26.6

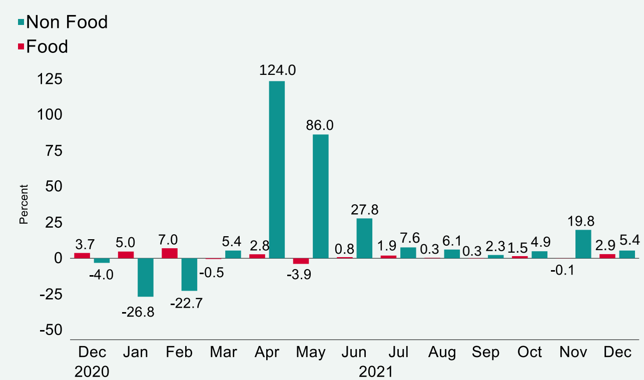
Monthly Performance YoY - by Sub-Sector

Value sales, YoY, seasonally adjusted



Monthly Performance YoY - Food vs. Non-Food

Value sales, YoY, seasonally adjusted



%	October	November	December
Non-Food	4.9	19.8	5.4
Food	1.5	-0.1	2.9

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Retail Sales Dashboard –2021 Year in Review

Source: Knight Frank, ONS, Oxford Economics, Macrobond

Headline Figures

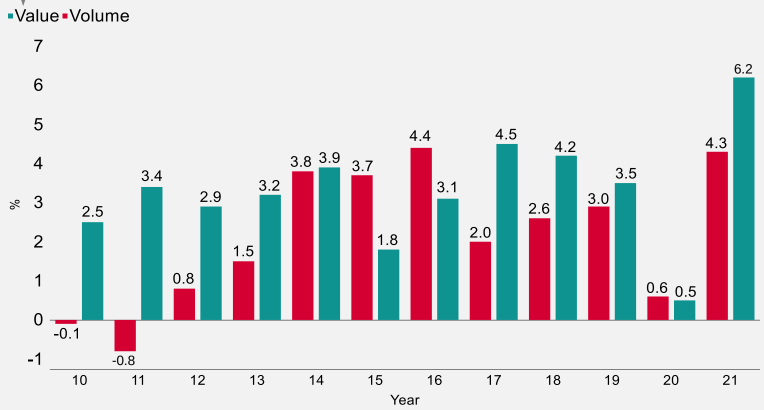
	YoY growth (%)	
	2020	2021
Value*	+0.5	+6.2
Volume*	+0.6	+4.3

**Excluding fuel.*
Including fuel values (+7.8%); volumes (+5.1%)

Key Messages

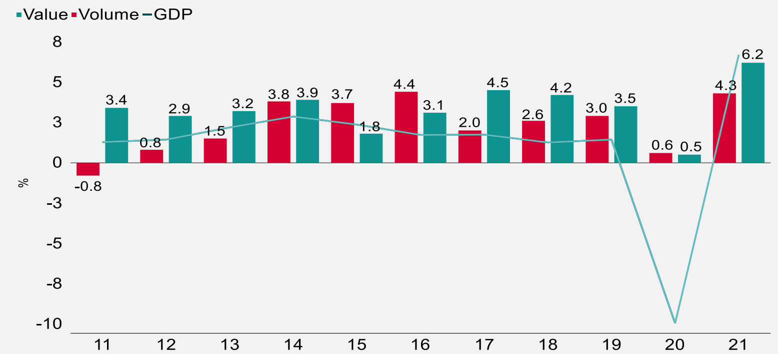
- In 2021 retail sales grew +6.2%, registering the third best annual performance since 1989, and outstripping Knight Frank forecasts of 5.0%;
- Consumers showed they were willing and able to spend when given free rein (i.e. in times of non-lockdown), despite economic headwinds;
- Food spend grew +1.4%; an extremely strong performance given 2020 (+5.1%) saw the highest annual growth since the GFC. Non-Food rebounded +11.8% with almost all categories achieving growth with the one exception of chemists (-6.0% vs. +42.4% 2020).

Annual Performance YoY – All Retail



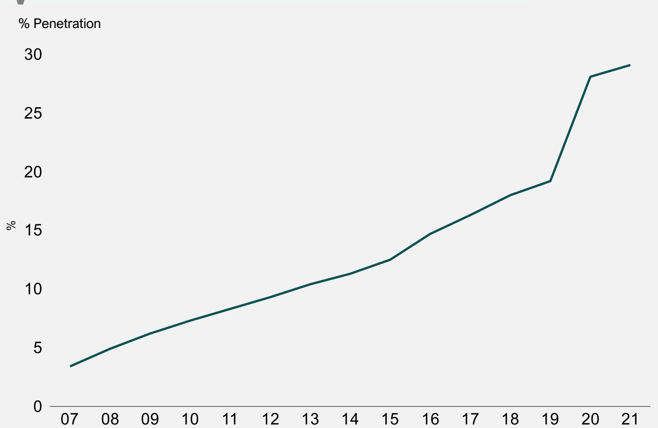
%	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Volume	-0.8	0.8	1.5	3.8	3.7	4.4	2.0	2.6	2.9	0.6	4.3
Value	3.4	2.9	3.2	3.9	1.8	3.1	4.5	4.2	3.5	0.5	6.2

Annual Performance vs GDP (YoY)



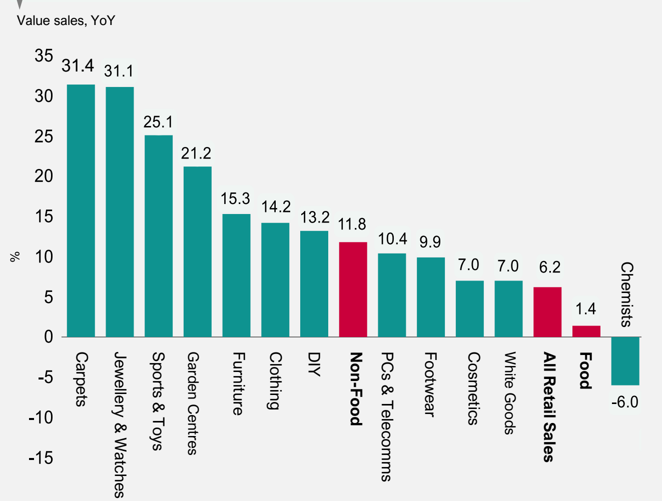
%	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Volume	-0.8	0.8	1.5	3.8	3.7	4.4	2.0	2.6	2.9	0.6	4.3
Value	3.4	2.9	3.2	3.9	1.8	3.1	4.5	4.2	3.5	0.5	6.2
GDP Growth	1.3	1.4	2.2	2.9	2.4	1.7	1.7	1.3	1.4	-10.0	6.7

E-commerce Share of Retail Spend

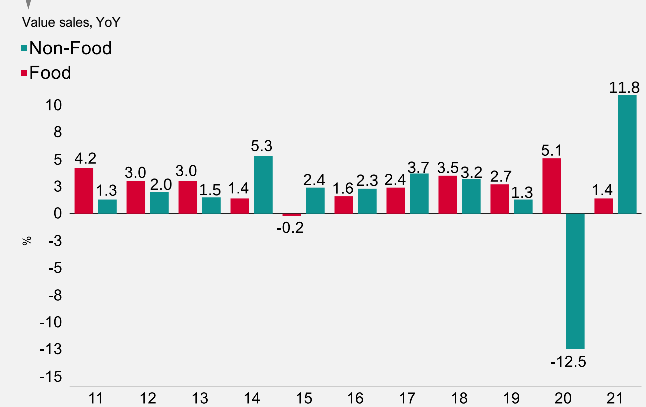


%	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
E-commerce Share	8.3	9.3	10.4	11.3	12.5	14.7	16.3	18.0	19.2	28.1	29.1

Annual Performance YoY - by Sub-Sector



Annual Performance YoY - Food vs. Non-Food



%	2016	2017	2018	2019	2020	2021
Non-Food	2.3	3.7	3.2	1.3	-12.5	11.8
Food	1.6	2.4	3.5	2.7	5.1	1.4

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