

Retail Sales Dashboard



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

Headline Figures

+4.4%

Sales value (amount spent) growth
July 2023 vs. July 2022
*Seasonally adjusted, excluding fuel
Including fuel +1.1%

-3.4%

Sales volume (items purchased) growth
July 2023 vs. July 2022
*Seasonally adjusted, excluding fuel
Including fuel -3.2%

+6.3%

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

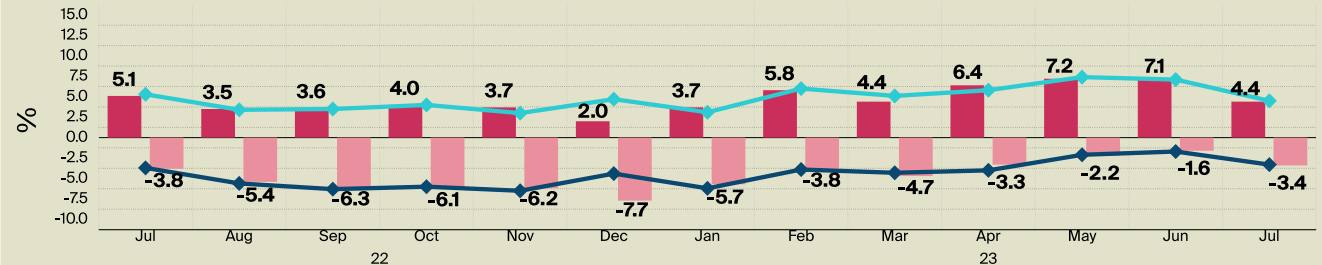
-2.3%

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)

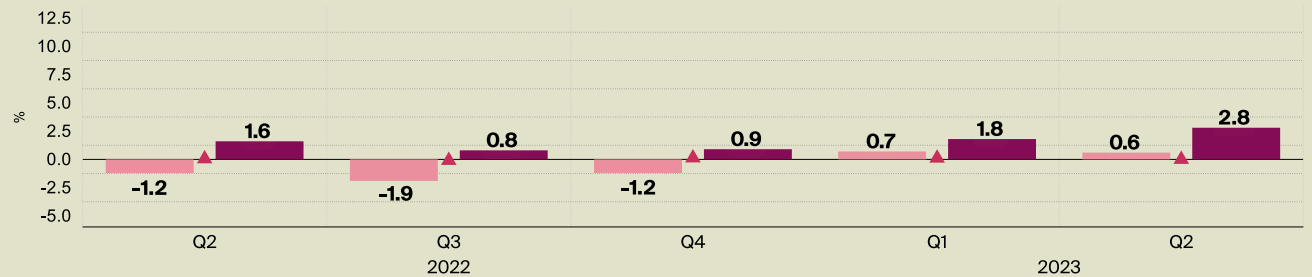


%	May	June	July
Non-Seasonally Adjusted			
Volumes	(2.1)	(1.7)	(3.3)
Values	7.4	7.1	4.5
Seasonally Adjusted			
Volumes	(2.2)	(1.6)	(3.4)
Values	7.2	7.1	4.4

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

Retail Sales Dashboard



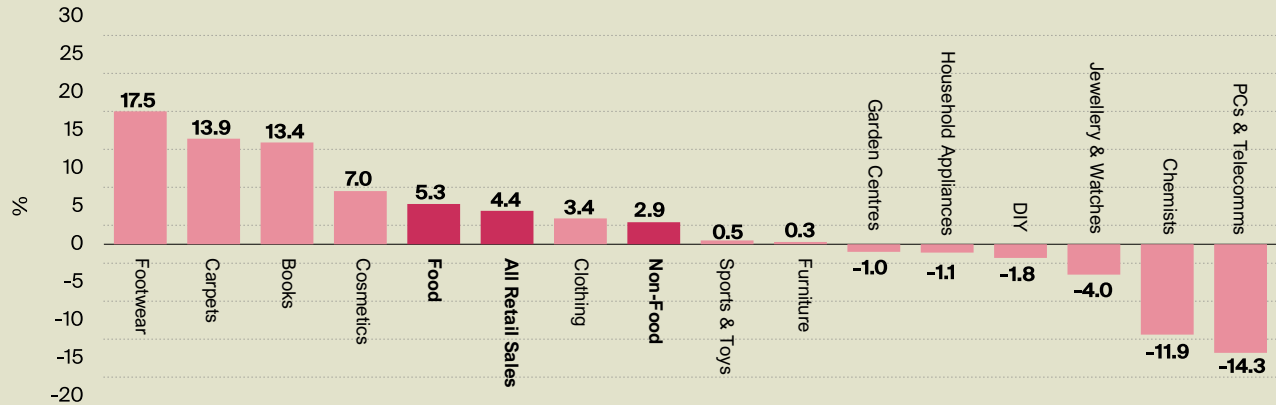
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Key Messages

- Retail sales stellar run of out-performance came to an abrupt end in July, with sales down -1.1% versus June. Year on year, sales did grow +4.4%, but this marked the lowest rate of growth since January. Disappointingly, improvements in volume declines also reversed (-3.4%).
- Weak performance was largely weather induced (July the 6th wettest on record), reflecting a “wobble” in retail sales rather than the start of any sustained downward trend.
- Poor weather did benefit online sales though which grew +9.8% YoY: the strongest month since the pandemic. Online purchases accounted for 27.8% of total retail sales, with grocery penetration at 8.8% (vs. 15% pandemic peak).
- Music & Videos (+32.4%) were the best category performers, alongside Footwear (17.5%), Carpets (+13.9%) and Books (+13.4%).

Monthly Performance by Sub - Sector

(ONS) Year-on-year seasonally adjusted sales values



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E-commerce Share of Retail Spend

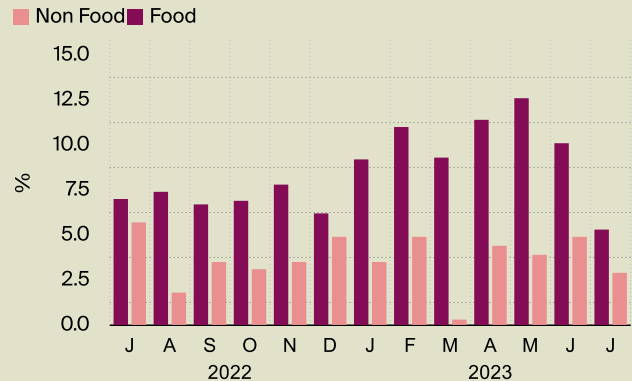
(ONS) % penetration



%	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July
E-commerce Share	25.7	25.7	25.3	25.6	26.0	26.1	26.6	26.0	27.4

Food vs. Non-Food Monthly Performance

(ONS) Year-on-year seasonally adjusted sales values



%	May	June	July
Non-Food	3.9	4.9	2.9
Food	12.6	10.1	5.3

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