Retail Sales Dashboard – June 2021

Source: Knight Frank, ONS, Oxford Economics, Macrobond

Headline Figures

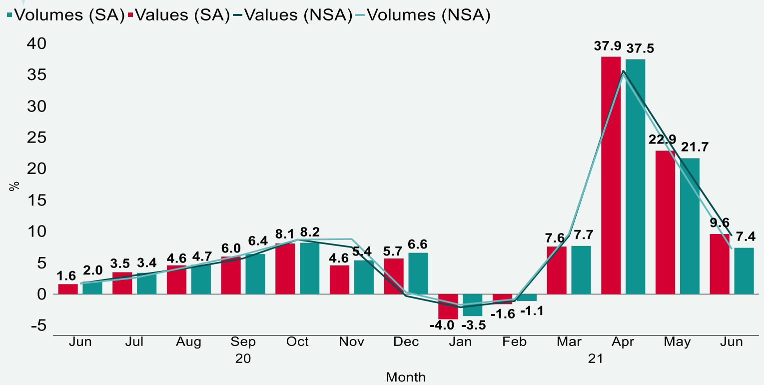
	Most recent month YoY growth (%)	Most recent 3 months YoY growth (%)
Value*	9.6	21.3
Volume*	7.4	19.9

**Seasonally adjusted, excluding fuel.*
Including fuel values (13.1%); volumes (9.7%)

Key Messages

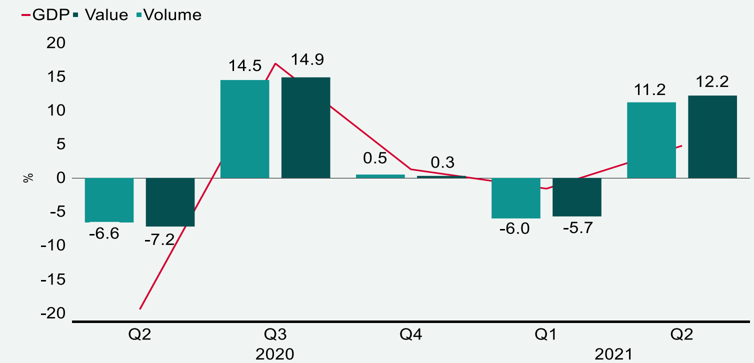
- June saw sustained and accelerating consumer demand with values and volumes up +7.4% and +9.6% YoY respectively;
- Although growth may seem lower than previous months the YoY comparable was more demanding with non-essential retail operational from 15 June 2020;
- Non-food was the primary driver (+29.1%) with lockdown categories continuing to trade well (DIY +13.2%) with others witnessing revival (clothing +43.8%);
- Online penetration continued to decline as shoppers returned to store (-8.7% YoY). Pureplay operators sales fell -6.5% YoY despite the fever of Amazon Prime Day.

Monthly Performance YoY – All Retail



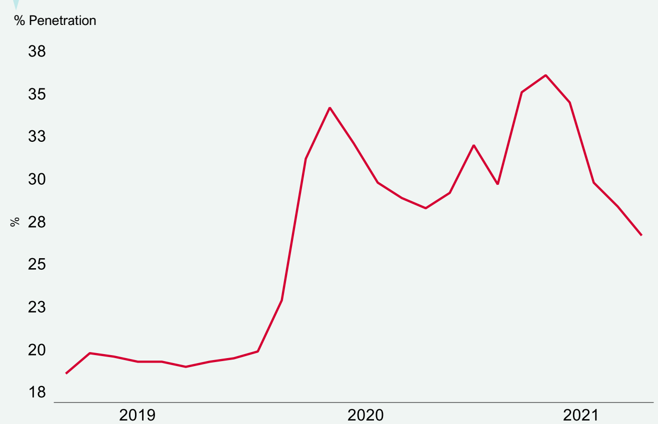
%	April	May	June
Volumes (NSA)	35.1	20.8	7.2
Values (NSA)	35.7	22.2	9.3
Volumes (SA)	37.5	21.7	7.4
Values (SA)	37.9	22.9	9.6

Quarterly Performance vs GDP (QoQ)



	2020			2021	
%	Q2	Q3	Q4	Q1	Q2
Volume	-6.6	14.5	0.5	-6	11.2
Value	-7.2	14.9	0.3	-5.7	12.2
GDP Growth	-19.5	17.0	1.3	-1.6	4.8

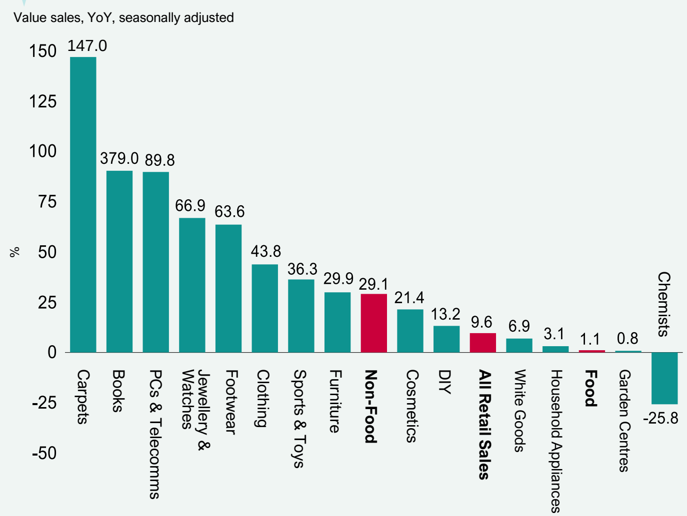
E-commerce Share of Retail Spend



%	Oct	Nov	Dec	Jan	Feb	March	April	May	June
E-commerce Share	29.2	32.0	29.7	35.1	36.1	34.5	29.8	28.4	26.7

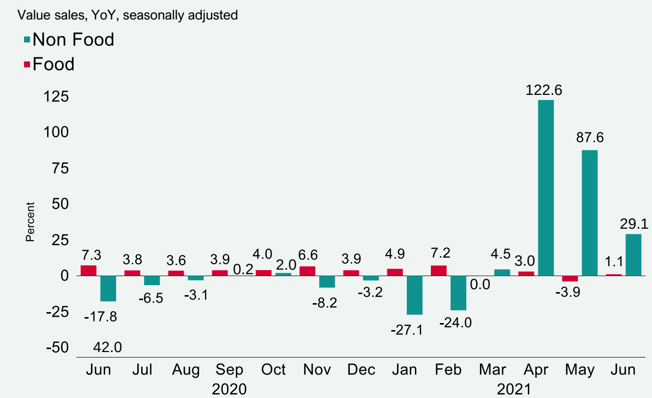
Monthly Performance YoY - by Sub-Sector

Value sales, YoY, seasonally adjusted



Monthly Performance YoY - Food vs. Non-Food

Value sales, YoY, seasonally adjusted



%	April	May	June
Non-Food	122.6	87.6	29.1
Food	3.0	-3.9	1.1

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