

Retail Sales Dashboard



March 2024

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

Headline Figures

+3.4%

Sales value (amount spent) growth
March 2024 vs. March 2023
*Seasonally adjusted, excluding fuel
Including fuel +4.6%

+0.4%

Sales volume (items purchased) growth
March 2024 vs. March 2023
*Seasonally adjusted, excluding fuel
Including fuel +1.7%

+3.8%

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

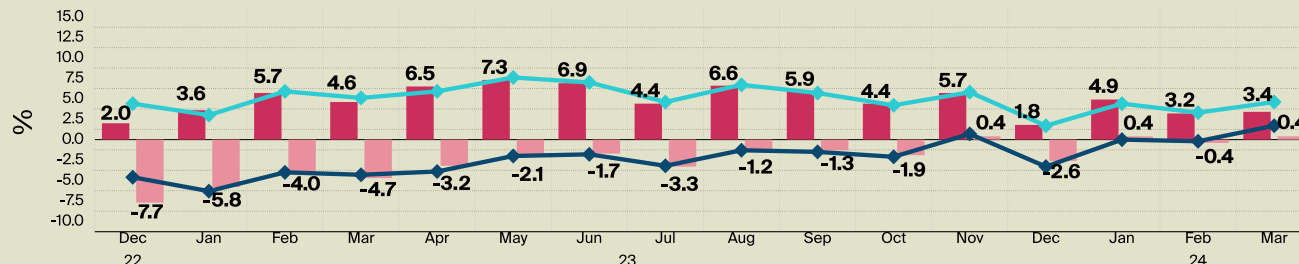
+0.2%

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)

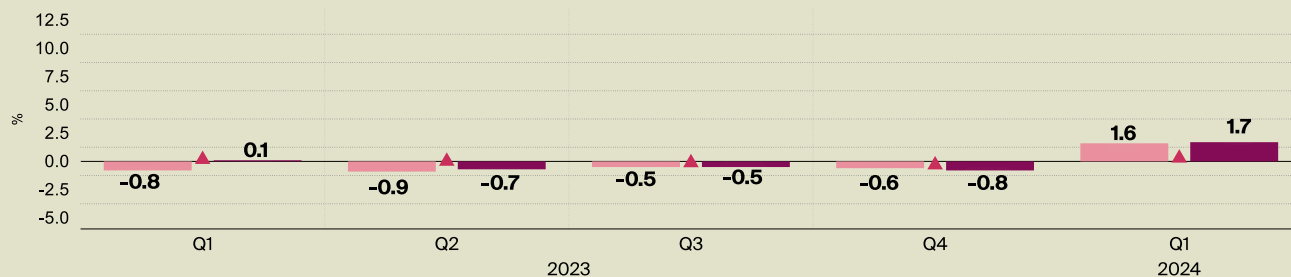


%	January	February	March
Non-Seasonally Adjusted			
Volumes	0.0	(0.2)	1.7
Values	4.4	3.3	4.6
Seasonally Adjusted			
Volumes	0.4	(0.4)	0.4
Values	4.9	3.2	3.4

Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter

▲ GDP ■ Value ■ Volume



%	2023				2024
	Q1	Q2	Q3	Q4	Q1
Volumes	(0.8)	(0.9)	(0.5)	(0.6)	1.6
Values	0.1	(0.7)	(0.5)	(0.8)	1.7
GDP Growth	0.2	0.0	(0.1)	(0.3)	0.3

Retail Sales Dashboard



March 2024

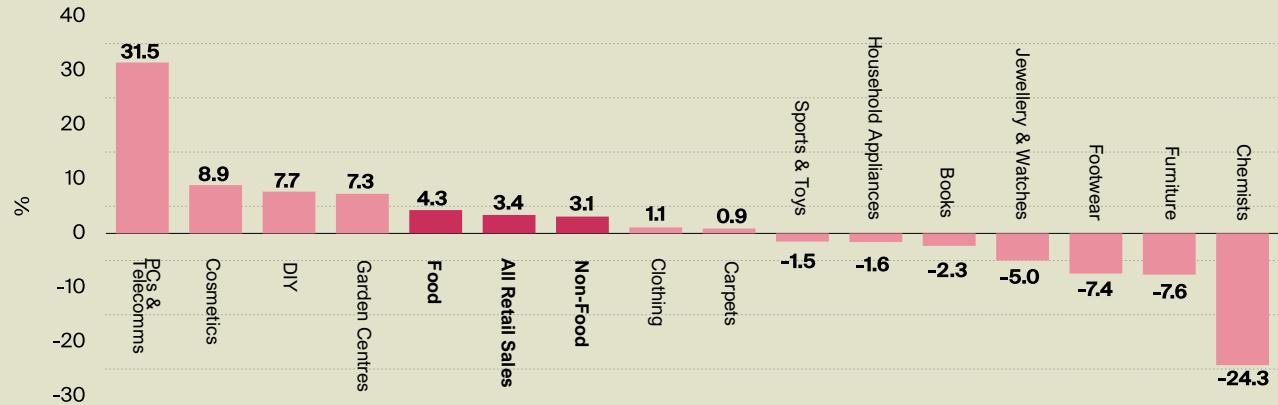
| A monthly overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

Key Messages

- Retail sales increased +3.4% (value) and +0.4% (volume), indicating an improvement in shop price inflation to 3.0%.
- Food sales rose +4.3% (value) but volume decreased -0.7%: disappointing given the expected pre-Easter demand boost. Non-food sales also saw a rise in value (+3.1%), with volumes increasing by a notable +1.7%.
- Sub-sector performance showed change from recent trends. Second-hand sales dramatically increased (+107%), rebounding from being one of the weakest categories over the past 18 months. In contrast, footwear sales plummeted -7.4% after previously performing well.
- Online sales grew +1.7%, which was lower than the overall growth in retail sales, yet online market share still increased to 25.9%.

Monthly Performance by Sub - Sector

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



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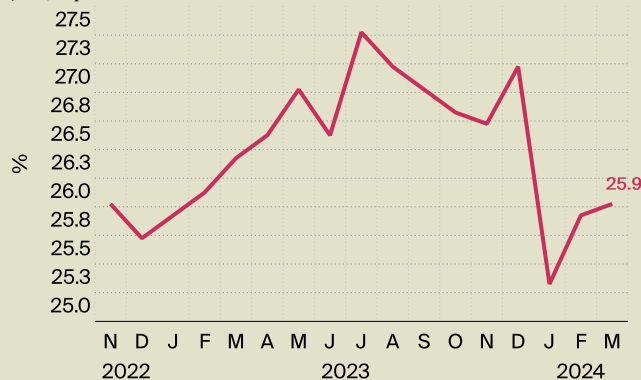
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E-commerce Share of Retail Spend

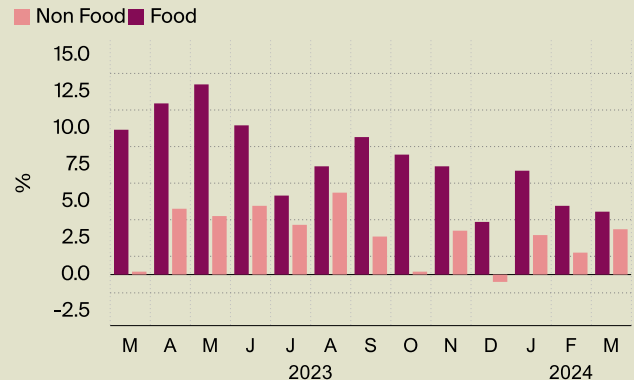
(ONS) % penetration



%	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
E-commerce Share	27.4	27.1	26.9	26.7	26.6	27.1	25.2	25.8	25.9

Food vs. Non-Food Monthly Performance

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



%	January	February	March
Non-Food	2.7	1.5	3.1
Food	7.1	4.7	4.3

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