

Retail Sales Dashboard



May 2024

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

Headline Figures

+2.1%

Sales value (amount spent) growth
May 2024 vs. May 2023
*Seasonally adjusted, excluding fuel
Including fuel +2.2%

+1.2%

Sales volume (items purchased) growth
May 2024 vs. May 2023
*Seasonally adjusted, excluding fuel
Including fuel +1.3%

+1.4%

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

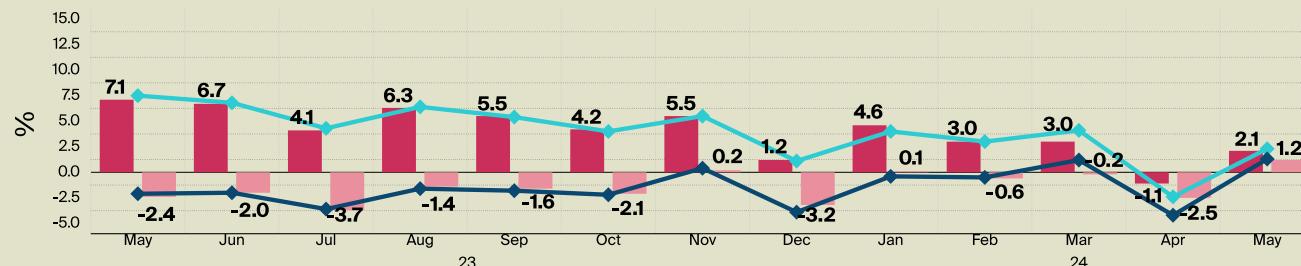
-0.5%

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)

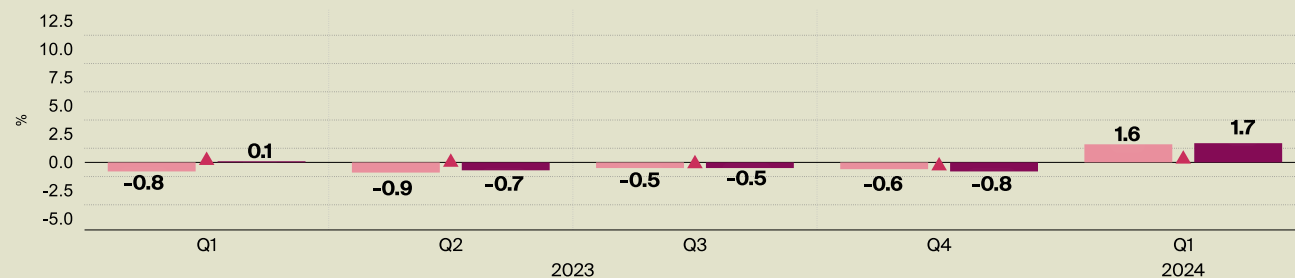


%	February	March	April
Non-Seasonally Adjusted			
Volumes	1.2	(4.2)	1.3
Values	4.1	(2.4)	2.3
Seasonally Adjusted			
Volumes	(0.2)	(2.5)	1.2
Values	3.0	(1.1)	2.1

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

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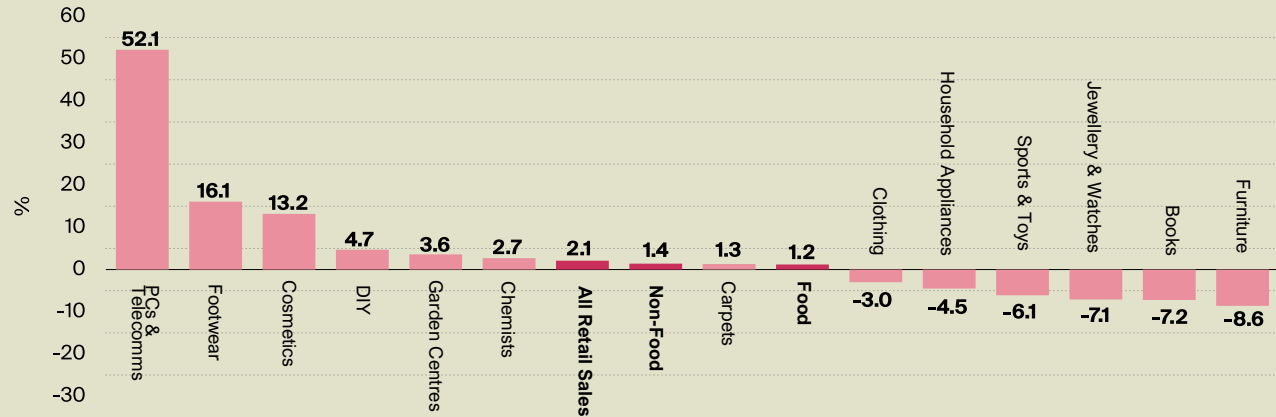
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Key Messages

- Retail sales improved in May following an abysmal April performance. Retail sales values returned to positive territory, growing by +2.1%, but the volume recovery was relatively more impressive at +1.2%, marking the strongest performance since February 2022.
- Volume improvements were driven by heavy discounting of spring/summer stock, as evident in the non-food sales values, which increased by +1.4%, slightly below the volume growth of +1.5%.
- Select categories rebounded while others floundered. Footwear saw strong growth of +16.1% after three months of decline. Cosmetics continued its stellar streak with a +13.2% increase. Clothing, however, had another challenging month, declining by -3.0%.

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



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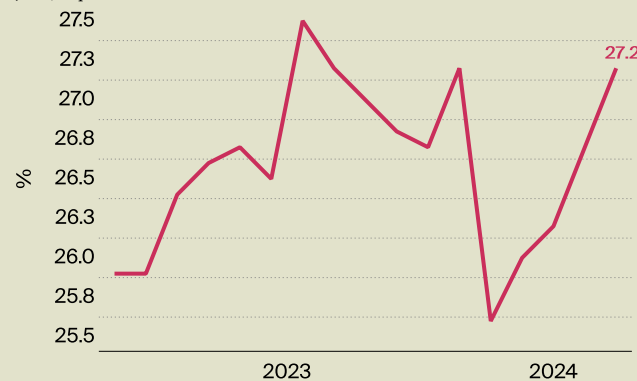


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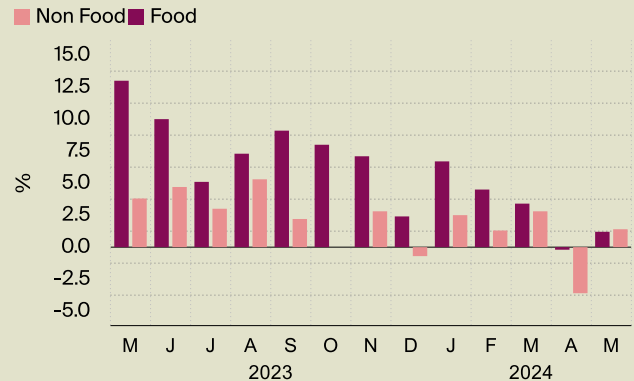
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E-commerce Share of Retail Spend
(ONS) % penetration



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



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%	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
E-commerce Share	27.0	26.8	26.7	27.2	25.6	26.0	26.2	26.7	27.2

%	March	April	May
Non-Food	2.8	(3.6)	1.4
Food	3.4	(0.2)	1.2