

Retail Sales Dashboard



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

Headline Figures

+5.7%

Sales value (amount spent) growth
November 2023 vs. November 2022
*Seasonally adjusted, excluding fuel
Including fuel +3.8%

+0.3%

Sales volume (items purchased) growth
November 2023 vs. November 2022
*Seasonally adjusted, excluding fuel
Including fuel +0.1%

+5.2%

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

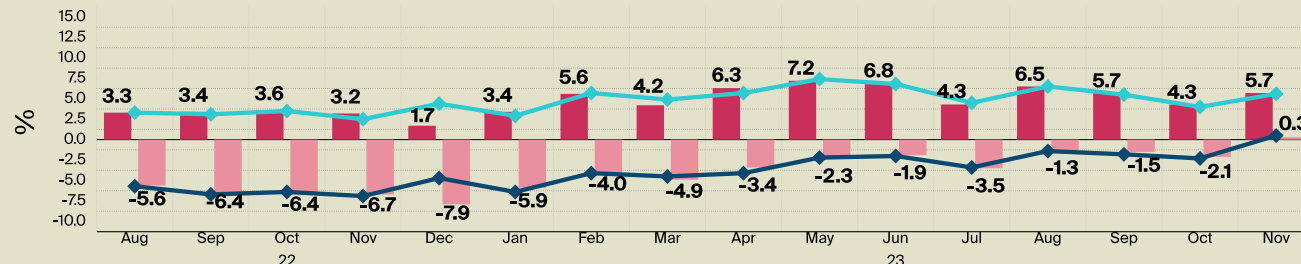
-1.1%

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)

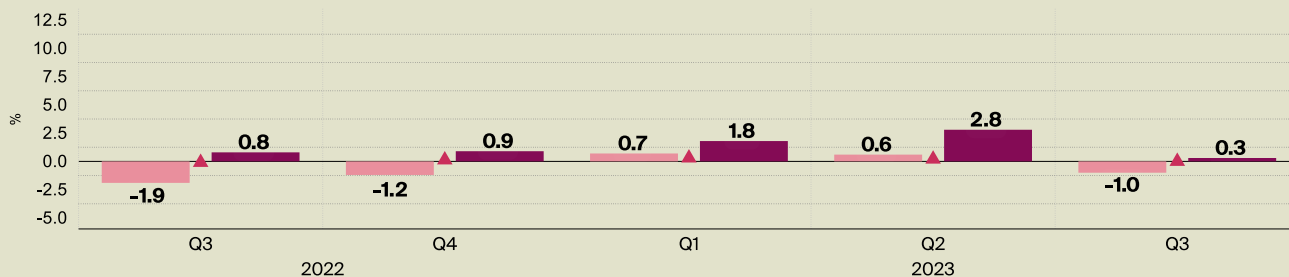


%	September	October	November
Non-Seasonally Adjusted			
Volumes	(1.8)	(2.3)	0.5
Values	5.5	4.0	5.6
Seasonally Adjusted			
Volumes	(1.5)	(2.1)	0.3
Values	5.7	4.3	5.7

Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter

▲ GDP ■ Value ■ Volume



%	2022			2023		
	Q3	Q4	Q1	Q2	Q3	
Volumes	(1.9)	(1.2)	0.7	0.6	(1.0)	
Values	0.8	0.9	1.8	2.8	0.3	
GDP Growth	(0.1)	0.1	0.3	0.2	0.0	

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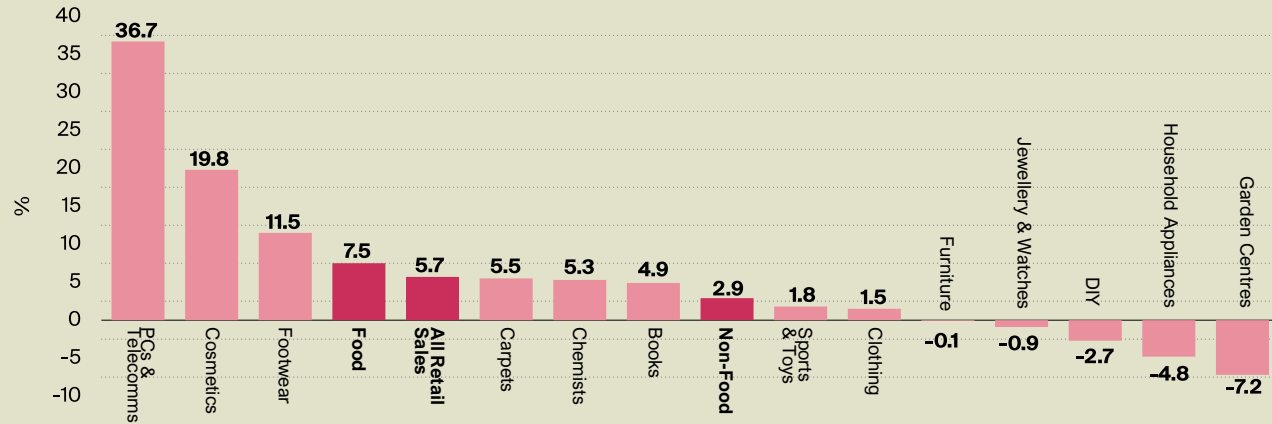


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Key Messages

- Retail sales were exceptionally strong in November. Sales values grew +5.7% year-on-year and marked the first month of volume growth (+0.3%) since March 2022.
- Figures were also extremely robust on a month-on-month basis: values (+1.2%) and volumes (+1.3%) both growing versus the previous month (October).
- These strong headline figures will provide a challenging month-on-month basis which will no doubt influence media messaging about December/ Christmas trading.
- Both Food (+7.5%) and Non-Food (+2.9%) saw solid sales value growth. Negative volume growth also improved under easing inflation (Food -0.6% / Non-Food -0.3%).

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



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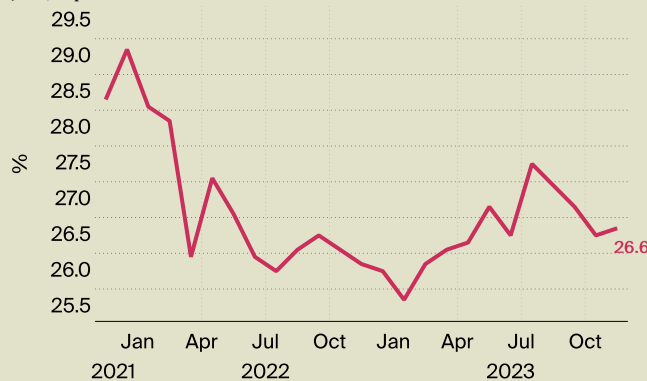


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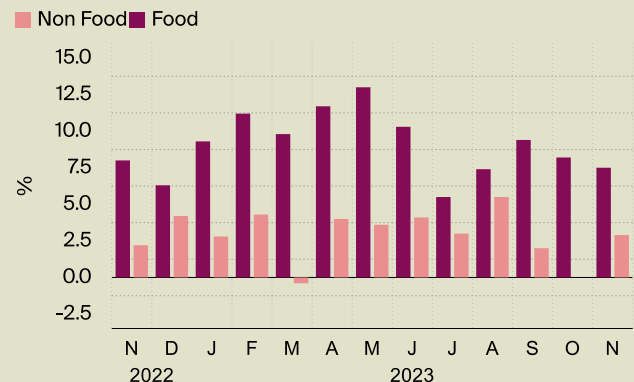
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E-commerce Share of Retail Spend
(ONS) % penetration



%	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov
E-commerce Share	26.3	26.4	26.9	26.5	27.5	27.2	26.9	26.5	26.6

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



%	September	October	November
Non-Food	2.0	0.0	2.9
Food	9.4	8.2	7.5

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