Retail Sales Dashboard – October 2021

Source: Knight Frank, ONS, Oxford Economics, Macrobond

Headline Figures

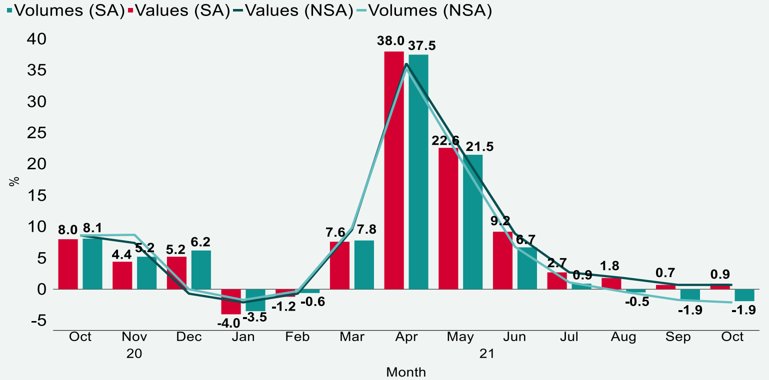
	Most recent month YoY growth (%)	Most recent 3 months YoY growth (%)
Value*	0.9	1.1
Volume*	-1.9	-1.5

**Seasonally adjusted, excluding fuel.*
Including fuel values (2.8%); volumes (-1.3%)

Key Messages

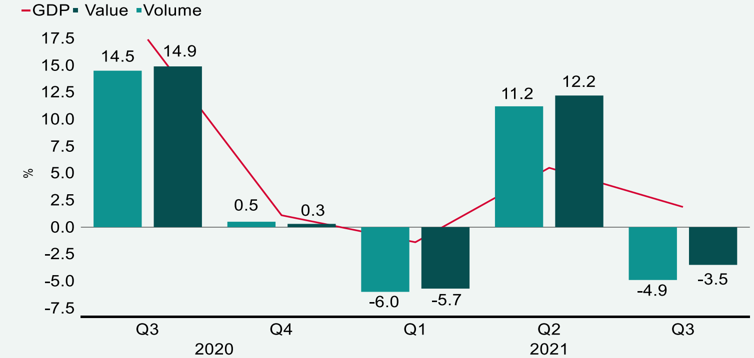
- October presented a solid set of figures (values up +0.9%) given YoY comparison to strong performance in October 2020 (values +8.0%);
- Non-food sales (+5.4%) outperformed food (+1.0%) thanks to a soft yearly comparison base. Categories achieving the best growth were those that underperformed a year ago (clothing +17.7% vs -13.9%) whilst those who enjoyed a mini boom saw the inverse (DIY -7.7% vs. +35.9%). Pet stores / garden centres remained star performers (+16.2% vs. +24.3%);
- Online sales receded -8.2% YoY and -0.6% MoM to account for 27.3% of all retail sales made. Non-food multi-channel operators (-7.0%) continued to outperform non-store pureplayers (-11.0%).

Monthly Performance YoY – All Retail



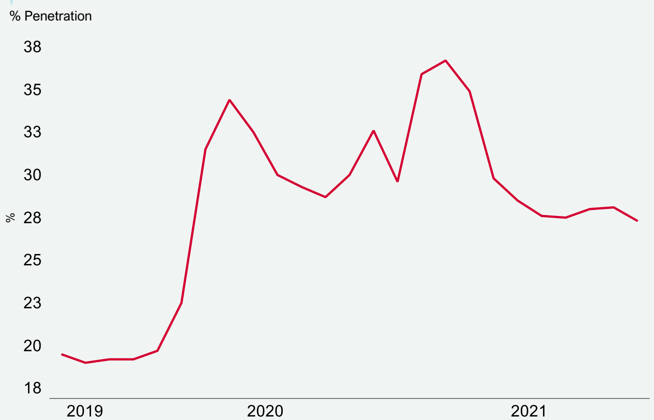
%	August	September	October
Volumes (NSA)	-0.4	-1.7	-2.1
Values (NSA)	1.8	0.7	0.7
Volumes (SA)	-0.5	-1.9	-1.9
Values (SA)	1.8	0.7	0.9

Quarterly Performance vs GDP (QoQ)



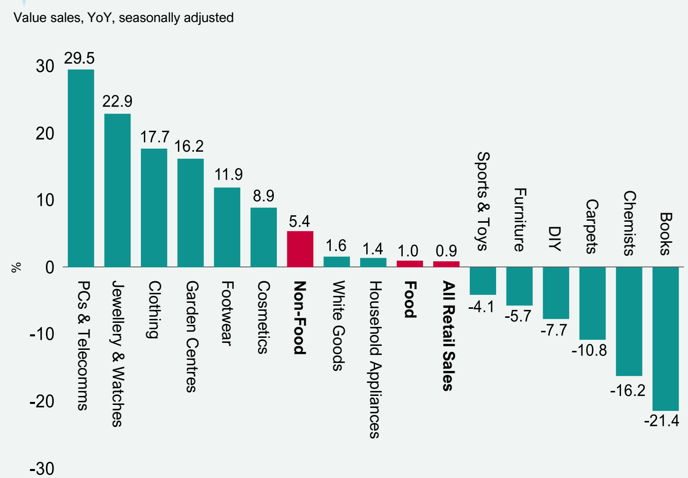
	2020		2021		
%	Q3	Q4	Q1	Q2	Q3
Volume	14.5	0.5	-6.0	11.2	-4.9
Value	14.9	0.3	-5.7	12.2	-3.5
GDP Growth	17.4	1.1	-1.4	5.5	1.87

E-commerce Share of Retail Spend

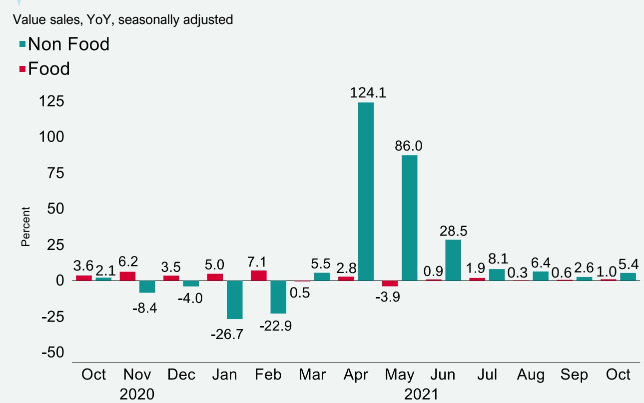


%	Feb	Mar	April	May	June	July	Aug	Sep	Oct
E-commerce Share	36.7	34.9	29.8	28.5	27.6	27.5	28	28.1	27.3

Monthly Performance YoY - by Sub-Sector



Monthly Performance YoY - Food vs. Non-Food



%	August	September	October
Non-Food	6.4	2.6	5.4
Food	0.3	0.6	1.0

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