



Select Client Retail Area

Please select your retail are for which you would like to view summary metrics

Cardiff - Indie

Cardiff - Indie Headline Metrics

- In Oct 2024, monthly retail sales in Cardiff - Indie were £7.06m. Year-to-Date (YTD) sales were £71.2m.
- Compared to Oct 2023, monthly sales decreased by -4.1% while YTD sales decreased by -3.3%.
- The decrease in monthly sales was due to a decrease of -5.9% in average revenue per customer (ARPC) and an increase of +1.8% in customer numbers.

Metric	Oct 24	Oct 24 vs Oct 23	YTD Oct 24	YTD Oct 24 vs YTD Oct 23
Sales	£7.06m	-4.1%	£71.2m	-3.3%
Transactions	365k	+1.2%	3.70m	-1.0%
Customers	158k	+1.8%	1.62m	-0.6%
ATV	£19.34	-5.3%	£19.26	-2.3%
ARPC	£44.58	-5.9%	£44.01	-2.7%

Key Retail Metrics for Cardiff - Indie

Cardiff - Indie vs Comparator Areas

- Monthly sales change between Oct 2023 and Oct 2024 in Cardiff - Indie (-2.6%) is higher than Cardiff - Indie (-4.1%), Cardiff - Retail (-4.3%) and Newport (-6.7%); similar to Cardiff - Hospitality (-2.1%) and lower than Cardiff - Other (+8.5%), Nottingham (+4.8%), Sheffield (+3.5%) and Bristol (+2.4%).
- YTD sales change between Oct 2023 and Oct 2024 in Cardiff - Indie (-3.4%) is higher than Cardiff - Retail (-4.5%), Cardiff - Hospitality (-6.2%), Bristol (-6.9%) and Newport (-7.8%); similar to Cardiff - Indie (-3.3%) and lower than Cardiff - Other (+3.6%), Sheffield (+0.4%) and Nottingham (-0.5%).

Retail Area	Oct 24 vs Oct 23	YTD Oct 24 vs YTD Oct 23
Cardiff - Indie	-4.1%	-3.3%
Cardiff	-2.6%	-3.4%
Cardiff - Hospitality	-2.1%	-6.2%
Cardiff - Retail	-4.3%	-4.5%
Cardiff - Other	+8.5%	+3.6%
Bristol	+2.4%	-6.9%
Newport	-6.7%	-7.8%
Nottingham	+4.8%	-0.5%
Sheffield	+3.5%	+0.4%
GB Benchmark	-1.8%	-4.1%

Sales Growth for Cardiff - Indie and Comparators

Cardiff - Indie Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£3.96m), Fashion (£1.49m), Grocery (£605k), General Retail (£439k), and Entertainment (£312k).
- The five sectors with the highest YTD sales are Food & Drink (£42.8m), Fashion (£12.0m), Grocery (£6.37m), General Retail (£3.84m), and Entertainment (£3.68m).
- The five sectors showing the largest change in sales between Oct 2023 and Oct 2024 are Fashion (-£186k), General Retail (+£105k), Health & Beauty (-£64.8k), Entertainment (-£52.6k) and Grocery (-£50.8k).

Sector	Oct 24	Oct 24 vs Oct 23	YTD Oct 24	YTD Oct 24 vs YTD Oct 23
Food & Drink	£3.96m	0.0%	£42.8m	+2.8%
Fashion	£1.49m	-11.1%	£12.0m	-17.8%
Grocery	£605k	-7.8%	£6.37m	-6.7%
General Retail	£439k	+31.4%	£3.84m	-0.2%
Entertainment	£312k	-14.4%	£3.68m	+0.2%
Health & Beauty	£124k	-34.4%	£1.25m	-18.7%
Transport	£69.1k	+11.0%	£595k	-12.8%
Consumer Services	£45.0k	-7.7%	£397k	+31.8%
Household	£12.7k	-61.9%	£92.4k	-33.1%
Tourism	£2.49k	-94.1%	£216k	-45.3%

Cardiff - Indie Sector Sales

Cardiff - Indie Customer Catchments

- Comparing the sales contribution of customer catchment areas between October 2023 and October 2024 reveals that Cardiff Region (-6.3ppt), Rest Of Wales (+5.3ppt) and Cardiff Inner City (+1.1ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between October 2023 and October 2024 reveals that only Rest Of Wales (+1.4ppt) has a change of 1 percentage point (ppt) or more.

Customer Catchment	Oct 24	Oct 24 vs Oct 23	YTD Oct 24	YTD Oct 24 vs YTD Oct 23
Cardiff Region	31.3%	-6.3ppt	33.5%	+0.7ppt
Cardiff Inner City	23.5%	+1.1ppt	22.6%	-0.5ppt
Cardiff Outer City	15.8%	+0.5ppt	15.0%	-0.9ppt
Rest Of Wales	14.6%	+5.3ppt	11.8%	+1.4ppt
Rest Of GB	13.2%	-0.3ppt	15.4%	-0.7ppt
M4 Corridor	1.5%	-0.3ppt	1.7%	+0.1ppt

Contribution of Customer Catchments to Cardiff - Indie Sales

Cardiff Data Download & FAQ

To download the data for all months click on the Historical button. To download metrics for the last month click on the Latest button. To download FAQ & Glossary click on the FAQ button.

Historical

Latest

FAQ