



## Select Client Retail Area

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

Cardiff

## Cardiff Headline Metrics

- In Oct 2024, monthly retail sales in Cardiff were £38.1m. Year-to-Date (YTD) sales were £371m.
- Compared to Oct 2023, monthly sales decreased by -2.6% while YTD sales decreased by -3.4%.
- The decrease in monthly sales was due to a decrease of -4.2% in average revenue per customer (ARPC) and an increase of +1.7% in customer numbers.

Metric	Oct 24	Oct 24 vs Oct 23	YTD Oct 24	YTD Oct 24 vs YTD Oct 23
Sales	£38.1m	-2.6%	£371m	-3.4%
Transactions	1.96m	+3.4%	19.2m	-3.5%
Customers	429k	+1.7%	4.29m	-2.8%
ATV	£19.47	-5.8%	£19.27	+0.1%
ARPC	£88.88	-4.2%	£86.37	-0.7%

Key Retail Metrics for Cardiff

## Cardiff vs Comparator Areas

- Monthly sales change between Oct 2023 and Oct 2024 in Cardiff (-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 (-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	-2.6%	-3.4%
Cardiff - Hospitality	-2.1%	-6.2%
Cardiff - Indie	-4.1%	-3.3%
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 and Comparators

## Cardiff Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£13.3m), Fashion (£12.6m), General Retail (£3.33m), Health & Beauty (£3.19m), and Grocery (£1.65m).
- The five sectors with the highest YTD sales are Food & Drink (£139m), Fashion (£111m), General Retail (£31.0m), Health & Beauty (£30.0m), and Entertainment (£17.2m).
- The five sectors showing the largest change in sales between Oct 2023 and Oct 2024 are Fashion (-£1.07m), Food & Drink (+£429k), Tourism (-£203k), General Retail (-£170k) and Grocery (+£107k).

Sector	Oct 24	Oct 24 vs Oct 23	YTD Oct 24	YTD Oct 24 vs YTD Oct 23
Food & Drink	£13.3m	+3.3%	£139m	-1.1%
Fashion	£12.6m	-7.8%	£111m	-6.2%
General Retail	£3.33m	-4.9%	£31.0m	-11.8%
Health & Beauty	£3.19m	-1.2%	£30.0m	+4.3%
Grocery	£1.65m	+6.9%	£15.5m	-2.1%
Entertainment	£1.40m	-2.6%	£17.2m	+3.3%
Transport	£1.21m	-1.2%	£12.0m	-1.7%
Tourism	£1.05m	-16.2%	£12.0m	-5.7%
Consumer Services	£197k	+0.4%	£2.48m	+0.3%
Household	£151k	-7.4%	£1.21m	-35.9%

Cardiff Sector Sales

## Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between October 2023 and October 2024 reveals that Cardiff Region (-4.2ppt), Rest Of Wales (+3.0ppt) and Rest Of GB (+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 identifies no catchments with 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	35.6%	-4.2ppt	37.2%	+0.1ppt
Cardiff Inner City	19.7%	-0.1ppt	20.1%	-0.1ppt
Cardiff Outer City	17.2%	+0.4ppt	16.8%	-0.1ppt
Rest Of Wales	13.2%	+3.0ppt	10.8%	+0.7ppt
Rest Of GB	13.0%	+1.1ppt	13.5%	-0.7ppt
M4 Corridor	1.4%	-0.2ppt	1.6%	+0.1ppt

Contribution of Customer Catchments to Cardiff 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