



Select Client Retail Area

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

Cardiff - Retail

Cardiff - Retail Headline Metrics

- In Oct 2024, monthly retail sales in Cardiff - Retail were £22.3m. Year-to-Date (YTD) sales were £205m.
- Compared to Oct 2023, monthly sales decreased by -4.3% while YTD sales decreased by -4.5%.
- The decrease in monthly sales was due to a decrease of -6.1% 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	£22.3m	-4.3%	£205m	-4.5%
Transactions	903k	+5.1%	8.50m	-5.5%
Customers	288k	+1.8%	2.77m	-5.9%
ATV	£24.73	-9.0%	£24.11	+1.1%
ARPC	£77.46	-6.1%	£74.08	+1.5%

Key Retail Metrics for Cardiff - Retail

Cardiff - Retail vs Comparator Areas

- Monthly sales change between Oct 2023 and Oct 2024 in Cardiff - Retail (-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 - Retail (-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 - Retail	-4.3%	-4.5%
Cardiff	-2.6%	-3.4%
Cardiff - Hospitality	-2.1%	-6.2%
Cardiff - Indie	-4.1%	-3.3%
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 - Retail and Comparators

Cardiff - Retail Sector Sales

- The five sectors with the highest monthly sales are Fashion (£11.0m), Food & Drink (£4.11m), General Retail (£2.79m), Health & Beauty (£2.58m), and Entertainment (£672k).
- The five sectors with the highest YTD sales are Fashion (£97.2m), Food & Drink (£39.6m), General Retail (£25.4m), Health & Beauty (£24.0m), and Transport (£5.29m).
- The five sectors showing the largest change in sales between Oct 2023 and Oct 2024 are Fashion (-£801k), Tourism (-£291k), General Retail (-£269k), Food & Drink (+£226k) and Health & Beauty (+£102k).

Sector	Oct 24	Oct 24 vs Oct 23	YTD Oct 24	YTD Oct 24 vs YTD Oct 23
Fashion	£11.0m	-6.8%	£97.2m	-4.1%
Food & Drink	£4.11m	+5.8%	£39.6m	+3.5%
General Retail	£2.79m	-8.8%	£25.4m	-14.3%
Health & Beauty	£2.58m	+4.1%	£24.0m	+4.5%
Entertainment	£672k	+12.5%	£4.88m	-23.8%
Transport	£526k	-3.5%	£5.29m	-6.8%
Tourism	£312k	-48.3%	£4.74m	-12.3%
Grocery	£142k	-6.9%	£1.50m	-6.6%
Household	£138k	+7.3%	£1.06m	-39.2%
Consumer Services	£50.4k	-42.1%	£1.21m	-15.8%

Cardiff - Retail Sector Sales

Cardiff - Retail Customer Catchments

- Comparing the sales contribution of customer catchment areas between October 2023 and October 2024 reveals that Cardiff Region (-4.7ppt), Rest Of Wales (+3.2ppt) and Rest Of GB (+1.6ppt) 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	37.6%	-4.7ppt	39.6%	-0.3ppt
Cardiff Outer City	18.6%	+0.2ppt	18.9%	+0.3ppt
Cardiff Inner City	18.5%	-0.3ppt	20.0%	+0.1ppt
Rest Of Wales	13.0%	+3.2ppt	10.2%	+0.4ppt
Rest Of GB	11.0%	+1.6ppt	10.0%	-0.7ppt
M4 Corridor	1.3%	0.0ppt	1.3%	+0.1ppt

Contribution of Customer Catchments to Cardiff - Retail 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