



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 Nov 2024, monthly retail sales in Cardiff - Retail were £32.2m. Year-to-Date (YTD) sales were £236m.
- Compared to Nov 2023, monthly sales increased by +4.9% while YTD sales decreased by -3.4%.
- The increase in monthly sales was due to an increase of +7.7% in average revenue per customer (ARPC) and a decrease of -2.7% in customer numbers.

Metric	Nov 24	Nov 24 vs Nov 23	YTD Nov 24	YTD Nov 24 vs YTD Nov 23
Sales	£32.2m	+4.9%	£236m	-3.4%
Transactions	1.13m	-0.5%	9.55m	-5.2%
Customers	342k	-2.7%	3.10m	-5.7%
ATV	£28.49	+5.4%	£24.75	+1.9%
ARPC	£93.93	+7.7%	£76.33	+2.5%

Key Retail Metrics for Cardiff - Retail

Cardiff - Retail vs Comparator Areas

- Monthly sales change between Nov 2023 and Nov 2024 in Cardiff - Retail (+9.7%) is higher than Cardiff - Indie (+8.3%), Cardiff - Retail (+4.9%), Sheffield (+2.3%), Nottingham (+1.3%), Bristol (+1.1%) and Newport (-6.4%) and lower than Cardiff - Other (+26.8%) and Cardiff - Hospitality (+24.8%).
- YTD sales change between Nov 2023 and Nov 2024 in Cardiff - Retail (-1.9%) is higher than Cardiff - Hospitality (-3.2%), Cardiff - Retail (-3.4%), Bristol (-5.8%) and Newport (-7.3%); similar to Cardiff - Indie (-2.1%) and lower than Cardiff - Other (+6.2%), Sheffield (+0.7%) and Nottingham (-0.5%).

Retail Area	Nov 24 vs Nov 23	YTD Nov 24 vs YTD Nov 23
Cardiff - Retail	+4.9%	-3.4%
Cardiff	+9.7%	-1.9%
Cardiff - Hospitality	+24.8%	-3.2%
Cardiff - Indie	+8.3%	-2.1%
Cardiff - Other	+26.8%	+6.2%
Bristol	+1.1%	-5.8%
Newport	-6.4%	-7.3%
Nottingham	+1.3%	-0.5%
Sheffield	+2.3%	+0.7%
GB Benchmark	+1.0%	-3.5%

Sales Growth for Cardiff - Retail and Comparators

Cardiff - Retail Sector Sales

- The five sectors with the highest monthly sales are Fashion (£15.9m), Food & Drink (£4.87m), General Retail (£4.82m), Health & Beauty (£3.92m), and Entertainment (£1.09m).
- The five sectors with the highest YTD sales are Fashion (£113m), Food & Drink (£43.8m), General Retail (£30.2m), Health & Beauty (£28.0m), and Entertainment (£5.94m).
- The five sectors showing the largest change in sales between Nov 2023 and Nov 2024 are Fashion (+£1.44m), Health & Beauty (+£205k), Food & Drink (-£194k), General Retail (+£125k) and Entertainment (+£104k).

Sector	Nov 24	Nov 24 vs Nov 23	YTD Nov 24	YTD Nov 24 vs YTD Nov 23
Fashion	£15.9m	+10.0%	£113m	-2.1%
Food & Drink	£4.87m	-3.8%	£43.8m	+1.9%
General Retail	£4.82m	+2.7%	£30.2m	-12.2%
Health & Beauty	£3.92m	+5.5%	£28.0m	+3.9%
Entertainment	£1.09m	+10.5%	£5.94m	-19.4%
Transport	£579k	-11.3%	£5.86m	-7.2%
Tourism	£473k	-16.8%	£5.30m	-12.6%
Grocery	£225k	+5.2%	£1.86m	-1.2%
Household	£210k	-10.5%	£1.27m	-36.0%
Consumer Services	£132k	-1.9%	£1.40m	-11.6%

Cardiff - Retail Sector Sales

Cardiff - Retail Customer Catchments

- Comparing the sales contribution of customer catchment areas between November 2023 and November 2024 reveals that only Cardiff Outer City (-1.0ppt) has a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between November 2023 and November 2024 identifies no catchments with a change of 1 percentage point (ppt) or more.

Customer Catchment	Nov 24	Nov 24 vs Nov 23	YTD Nov 24	YTD Nov 24 vs YTD Nov 23
Cardiff Region	41.9%	+0.4ppt	40.0%	0.0ppt
Cardiff Outer City	16.5%	-1.0ppt	18.6%	0.0ppt
Cardiff Inner City	15.1%	-0.6ppt	19.3%	0.0ppt
Rest Of Wales	14.4%	+0.7ppt	10.8%	+0.5ppt
Rest Of GB	10.4%	+0.8ppt	10.0%	-0.5ppt
M4 Corridor	1.6%	-0.3ppt	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