



## Select Client Retail Area

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

Cardiff

## Cardiff Headline Metrics

- In Nov 2024, monthly retail sales in Cardiff were £53.7m. Year-to-Date (YTD) sales were £424m.
- Compared to Nov 2023, monthly sales increased by +9.7% while YTD sales decreased by -1.9%.
- The increase in monthly sales was due to an increase of +6.1% in average revenue per customer (ARPC) and an increase of +3.4% in customer numbers.

Metric	Nov 24	Nov 24 vs Nov 23	YTD Nov 24	YTD Nov 24 vs YTD Nov 23
Sales	£53.7m	+9.7%	£424m	-1.9%
Transactions	2.42m	+5.1%	21.6m	-2.7%
Customers	517k	+3.4%	4.81m	-2.1%
ATV	£22.16	+4.4%	£19.62	+0.8%
ARPC	£103.85	+6.1%	£88.11	+0.2%

Key Retail Metrics for Cardiff

## Cardiff vs Comparator Areas

- Monthly sales change between Nov 2023 and Nov 2024 in Cardiff (+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 (-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	+9.7%	-1.9%
Cardiff - Hospitality	+24.8%	-3.2%
Cardiff - Indie	+8.3%	-2.1%
Cardiff - Retail	+4.9%	-3.4%
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 and Comparators

## Cardiff Sector Sales

- The five sectors with the highest monthly sales are Fashion (£17.8m), Food & Drink (£17.7m), General Retail (£5.44m), Health & Beauty (£4.66m), and Entertainment (£3.03m).
- The five sectors with the highest YTD sales are Food & Drink (£156m), Fashion (£129m), General Retail (£36.3m), Health & Beauty (£34.6m), and Entertainment (£20.2m).
- The five sectors showing the largest change in sales between Nov 2023 and Nov 2024 are Food & Drink (+£1.75m), Fashion (+£1.61m), Entertainment (+£791k), Health & Beauty (+£446k) and Grocery (+£124k).

Sector	Nov 24	Nov 24 vs Nov 23	YTD Nov 24	YTD Nov 24 vs YTD Nov 23
Fashion	£17.8m	+9.9%	£129m	-4.0%
Food & Drink	£17.7m	+11.0%	£156m	+0.1%
General Retail	£5.44m	-0.5%	£36.3m	-10.5%
Health & Beauty	£4.66m	+10.6%	£34.6m	+4.5%
Entertainment	£3.03m	+35.3%	£20.2m	+7.0%
Grocery	£1.89m	+7.0%	£17.5m	-1.0%
Tourism	£1.35m	+4.0%	£13.4m	-4.6%
Transport	£1.33m	-0.6%	£13.4m	-1.4%
Consumer Services	£288k	+12.4%	£2.84m	+3.6%
Household	£215k	-12.6%	£1.42m	-33.4%

Cardiff Sector Sales

## Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between November 2023 and November 2024 reveals that Rest Of GB (+1.9ppt) and Cardiff Inner City (-1.2ppt) have 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	39.0%	-0.4ppt	37.4%	+0.2ppt
Cardiff Inner City	16.1%	-1.2ppt	19.6%	-0.3ppt
Cardiff Outer City	16.0%	-0.5ppt	16.7%	-0.3ppt
Rest Of GB	13.6%	+1.9ppt	13.5%	-0.4ppt
Rest Of Wales	13.4%	+0.3ppt	11.2%	+0.7ppt
M4 Corridor	1.9%	-0.1ppt	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