



## 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 Dec 2024, monthly retail sales in Cardiff - Indie were £11.6m. Year-to-Date (YTD) sales were £92.1m.
- Compared to Dec 2023, monthly sales decreased by -2.4% while YTD sales decreased by -1.9%.
- The decrease in monthly sales was due to a decrease of -8.2% in customer numbers and an increase of +6.3% in average revenue per customer (ARPC).

Metric	Dec 24	Dec 24 vs Dec 23	YTD Dec 24	YTD Dec 24 vs YTD Dec 23
Sales	£11.6m	-2.4%	£92.1m	-1.9%
Transactions	499k	-10.2%	4.65m	-1.3%
Customers	217k	-8.2%	2.04m	-0.6%
ATV	£23.28	+8.7%	£19.79	-0.6%
ARPC	£53.50	+6.3%	£45.23	-1.3%

Key Retail Metrics for Cardiff - Indie

## Cardiff - Indie vs Comparator Areas

- Monthly sales change between Dec 2023 and Dec 2024 in Cardiff - Indie (-5.4%) is higher than Nottingham (-6.8%), Newport (-7.0%), Cardiff - Other (-10.8%), Cardiff - Hospitality (-12.5%) and Bristol (-15.0%) and lower than Sheffield (-0.1%), Cardiff - Indie (-2.4%) and Cardiff - Retail (-4.4%).
- YTD sales change between Dec 2023 and Dec 2024 in Cardiff - Indie (-2.4%) is higher than Cardiff - Retail (-3.6%), Cardiff - Hospitality (-4.3%), Bristol (-6.8%) and Newport (-7.4%); similar to Cardiff - Indie (-1.9%) and lower than Cardiff - Other (+4.4%), Sheffield (+0.6%) and Nottingham (-1.3%).

Retail Area	Dec 24 vs Dec 23	YTD Dec 24 vs YTD Dec 23
Cardiff - Indie	-2.4%	-1.9%
Cardiff	-5.4%	-2.4%
Cardiff - Hospitality	-12.5%	-4.3%
Cardiff - Retail	-4.4%	-3.6%
Cardiff - Other	-10.8%	+4.4%
Bristol	-15.0%	-6.8%
Newport	-7.0%	-7.4%
Nottingham	-6.8%	-1.3%
Sheffield	-0.1%	+0.6%
GB Benchmark	-7.9%	-3.9%

Sales Growth for Cardiff - Indie and Comparators

## Cardiff - Indie Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£6.47m), Fashion (£2.22m), Grocery (£1.16m), General Retail (£884k), and Entertainment (£635k).
- The five sectors with the highest YTD sales are Food & Drink (£54.8m), Fashion (£15.8m), Grocery (£8.38m), General Retail (£5.27m), and Entertainment (£4.75m).
- The five sectors showing the largest change in sales between Dec 2023 and Dec 2024 are Food & Drink (+£268k), Grocery (-£220k), General Retail (-£204k), Entertainment (-£170k) and Fashion (+£114k).

Sector	Dec 24	Dec 24 vs Dec 23	YTD Dec 24	YTD Dec 24 vs YTD Dec 23
Food & Drink	£6.47m	+4.3%	£54.8m	+4.2%
Fashion	£2.22m	+5.4%	£15.8m	-12.7%
Grocery	£1.16m	-16.0%	£8.38m	-7.4%
General Retail	£884k	-18.8%	£5.27m	-5.4%
Entertainment	£635k	-21.1%	£4.75m	-3.0%
Health & Beauty	£99.4k	-32.6%	£1.47m	-19.0%
Transport	£86.4k	-16.5%	£744k	-12.1%
Consumer Services	£55.9k	-3.5%	£519k	+27.7%
Household	£3.64k	-39.9%	£101k	-34.9%
Tourism	£1.21k	-64.9%	£218k	-47.3%

Cardiff - Indie Sector Sales

## Cardiff - Indie Customer Catchments

- Comparing the sales contribution of customer catchment areas between December 2023 and December 2024 reveals that only Rest Of Wales (+1.1ppt) has a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between December 2023 and December 2024 reveals that only Rest Of Wales (+1.3ppt) has a change of 1 percentage point (ppt) or more.

Customer Catchment	Dec 24	Dec 24 vs Dec 23	YTD Dec 24	YTD Dec 24 vs YTD Dec 23
Cardiff Region	36.5%	-0.4ppt	34.1%	+0.5ppt
Cardiff Inner City	22.8%	-0.2ppt	22.4%	-0.7ppt
Cardiff Outer City	16.9%	-0.8ppt	15.2%	-0.8ppt
Rest Of Wales	12.1%	+1.1ppt	11.9%	+1.3ppt
Rest Of GB	10.3%	+0.3ppt	14.8%	-0.3ppt
M4 Corridor	1.2%	0.0ppt	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