



Select Client Retail Area

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

Cardiff - Other

Cardiff - Other Headline Metrics

- In Dec 2024, monthly retail sales in Cardiff - Other were £5.22m. Year-to-Date (YTD) sales were £63.2m.
- Compared to Dec 2023, monthly sales decreased by -10.8% while YTD sales increased by +4.4%.
- The decrease in monthly sales was due to a decrease of -5.6% in customer numbers and a decrease of -5.6% 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	£5.22m	-10.8%	£63.2m	+4.4%
Transactions	429k	-6.7%	5.45m	+0.5%
Customers	191k	-5.6%	2.25m	+3.7%
ATV	£12.18	-4.4%	£11.61	+3.8%
ARPC	£27.30	-5.6%	£28.17	+0.6%

Key Retail Metrics for Cardiff - Other

Cardiff - Other vs Comparator Areas

- Monthly sales change between Dec 2023 and Dec 2024 in Cardiff - Other (-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 - Other (-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 - Other	-10.8%	+4.4%
Cardiff	-5.4%	-2.4%
Cardiff - Hospitality	-12.5%	-4.3%
Cardiff - Indie	-2.4%	-1.9%
Cardiff - Retail	-4.4%	-3.6%
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 - Other and Comparators

Cardiff - Other Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£1.89m), Tourism (£858k), Grocery (£838k), Transport (£672k), and Entertainment (£405k).
- The five sectors with the highest YTD sales are Food & Drink (£21.1m), Grocery (£9.13m), Tourism (£8.74m), Entertainment (£8.29m), and Transport (£7.50m).
- The five sectors showing the largest change in sales between Dec 2023 and Dec 2024 are Fashion (-£204k), Transport (-£198k), Tourism (-£112k), Health & Beauty (-£103k) and Grocery (+£90.8k).

Sector	Dec 24	Dec 24 vs Dec 23	YTD Dec 24	YTD Dec 24 vs YTD Dec 23
Food & Drink	£1.89m	-3.0%	£21.1m	-6.3%
Tourism	£858k	-11.5%	£8.74m	+2.6%
Grocery	£838k	+12.2%	£9.13m	+2.7%
Transport	£672k	-22.8%	£7.50m	+2.4%
Entertainment	£405k	-14.0%	£8.29m	+57.0%
Fashion	£241k	-45.9%	£1.46m	-33.6%
Health & Beauty	£211k	-32.7%	£5.09m	+19.1%
General Retail	£70.5k	-12.3%	£1.28m	+4.5%
Consumer Services	£41.7k	+172.8%	£542k	+81.0%
Household	£0	-100.0%	£54.7k	+1,578.5%

Cardiff - Other Sector Sales

Cardiff - Other Customer Catchments

- Comparing the sales contribution of customer catchment areas between December 2023 and December 2024 reveals that Cardiff Region (+1.7ppt) and Rest Of Wales (-1.3ppt) have 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 Cardiff Region (+1.2ppt) 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	37.8%	+1.7ppt	32.7%	+1.2ppt
Cardiff Inner City	21.3%	+0.2ppt	20.4%	-0.6ppt
Cardiff Outer City	15.6%	-0.8ppt	15.0%	+0.2ppt
Rest Of GB	13.5%	+0.2ppt	19.4%	-0.6ppt
Rest Of Wales	10.6%	-1.3ppt	10.5%	0.0ppt
M4 Corridor	1.2%	-0.1ppt	2.0%	-0.1ppt

Contribution of Customer Catchments to Cardiff - Other 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.