



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 Dec 2024, monthly retail sales in Cardiff - Retail were £43.2m. Year-to-Date (YTD) sales were £279m.
- Compared to Dec 2023, monthly sales decreased by -4.4% while YTD sales decreased by -3.6%.
- The decrease in monthly sales was due to a decrease of -11.6% in customer numbers and an increase of +8.1% 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	£43.2m	-4.4%	£279m	-3.6%
Transactions	1.42m	-6.7%	10.9m	-5.6%
Customers	384k	-11.6%	3.46m	-6.6%
ATV	£30.48	+2.5%	£25.57	+2.1%
ARPC	£112.34	+8.1%	£80.60	+3.2%

Key Retail Metrics for Cardiff - Retail

Cardiff - Retail vs Comparator Areas

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

Cardiff - Retail Sector Sales

- The five sectors with the highest monthly sales are Fashion (£20.7m), General Retail (£7.08m), Food & Drink (£6.09m), Health & Beauty (£5.81m), and Entertainment (£1.46m).
- The five sectors with the highest YTD sales are Fashion (£134m), Food & Drink (£49.8m), General Retail (£37.3m), Health & Beauty (£33.8m), and Entertainment (£7.36m).
- The five sectors showing the largest change in sales between Dec 2023 and Dec 2024 are Food & Drink (-£918k), Fashion (-£355k), Entertainment (-£324k), General Retail (-£189k) and Health & Beauty (-£84.6k).

Sector	Dec 24	Dec 24 vs Dec 23	YTD Dec 24	YTD Dec 24 vs YTD Dec 23
Fashion	£20.7m	-1.7%	£134m	-2.0%
General Retail	£7.08m	-2.6%	£37.3m	-10.5%
Food & Drink	£6.09m	-13.1%	£49.8m	-0.1%
Health & Beauty	£5.81m	-1.4%	£33.8m	+3.0%
Entertainment	£1.46m	-18.1%	£7.36m	-19.5%
Transport	£648k	-10.9%	£6.51m	-7.6%
Tourism	£560k	+15.2%	£5.86m	-10.5%
Household	£385k	+6.6%	£1.65m	-29.4%
Grocery	£221k	-17.8%	£1.71m	-12.7%
Consumer Services	£152k	-31.7%	£1.48m	-16.9%

Cardiff - Retail Sector Sales

Cardiff - Retail Customer Catchments

- Comparing the sales contribution of customer catchment areas between December 2023 and December 2024 reveals that Cardiff Region (+3.8ppt), Cardiff Inner City (-2.4ppt) and Cardiff Outer City (-1.0ppt) 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 identifies no catchments with 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	45.7%	+3.8ppt	40.9%	+0.6ppt
Cardiff Outer City	16.9%	-1.0ppt	18.3%	-0.1ppt
Cardiff Inner City	16.4%	-2.4ppt	18.8%	-0.4ppt
Rest Of Wales	12.2%	-0.2ppt	11.0%	+0.4ppt
Rest Of GB	7.7%	-0.2ppt	9.6%	-0.5ppt
M4 Corridor	1.1%	-0.1ppt	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