



Select Client Retail Area

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

Cardiff

Cardiff Headline Metrics

- In Dec 2024, monthly retail sales in Cardiff were £66.1m. Year-to-Date (YTD) sales were £490m.
- Compared to Dec 2023, monthly sales decreased by -5.4% while YTD sales decreased by -2.4%.
- The decrease in monthly sales was due to a decrease of -9.7% in customer numbers and an increase of +4.8% 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	£66.1m	-5.4%	£490m	-2.4%
Transactions	2.68m	-8.5%	24.3m	-3.4%
Customers	523k	-9.7%	5.32m	-3.0%
ATV	£24.67	+3.4%	£20.19	+1.0%
ARPC	£126.43	+4.8%	£91.98	+0.6%

Key Retail Metrics for Cardiff

Cardiff vs Comparator Areas

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

Cardiff Sector Sales

- The five sectors with the highest monthly sales are Fashion (£23.4m), Food & Drink (£20.0m), General Retail (£8.07m), Health & Beauty (£6.18m), and Entertainment (£2.73m).
- The five sectors with the highest YTD sales are Food & Drink (£176m), Fashion (£152m), General Retail (£44.4m), Health & Beauty (£40.8m), and Entertainment (£22.9m).
- The five sectors showing the largest change in sales between Dec 2023 and Dec 2024 are Food & Drink (-£1.48m), Entertainment (-£629k), Fashion (-£492k), General Retail (-£431k) and Transport (-£294k).

Sector	Dec 24	Dec 24 vs Dec 23	YTD Dec 24	YTD Dec 24 vs YTD Dec 23
Fashion	£23.4m	-2.1%	£152m	-3.7%
Food & Drink	£20.0m	-6.9%	£176m	-0.7%
General Retail	£8.07m	-5.1%	£44.4m	-9.5%
Health & Beauty	£6.18m	-3.4%	£40.8m	+3.2%
Entertainment	£2.73m	-18.7%	£22.9m	+3.0%
Grocery	£2.27m	-5.5%	£19.5m	-2.0%
Tourism	£1.43m	-2.6%	£14.9m	-4.4%
Transport	£1.41m	-17.3%	£14.8m	-3.0%
Household	£389k	+5.4%	£1.81m	-27.7%
Consumer Services	£298k	-17.1%	£3.07m	-0.3%

Cardiff Sector Sales

Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between December 2023 and December 2024 reveals that Cardiff Region (+2.6ppt) and Cardiff Inner City (-1.7ppt) 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	43.3%	+2.6ppt	38.2%	+0.5ppt
Cardiff Inner City	17.8%	-1.7ppt	19.3%	-0.5ppt
Cardiff Outer City	16.8%	-0.6ppt	16.7%	-0.3ppt
Rest Of Wales	12.1%	-0.1ppt	11.3%	+0.6ppt
Rest Of GB	8.9%	-0.2ppt	12.9%	-0.4ppt
M4 Corridor	1.2%	-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