

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

JANUARY 2025

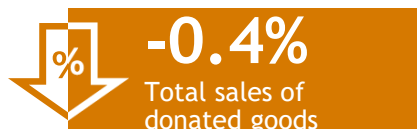
NEW SALES TICKED UP IN JANUARY

Charity Retail Association®
The voice of charity retail

CHARITY



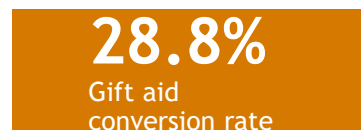
January 2024: -2.0%



January 2024: -3.1%



January 2024 : +0.9%



January 2024: 32.6%

* Figure re-stated excluding extreme values.

COMMENTS FROM CHARITY RETAIL

- Total LFL sales fell for the second month in a row, falling by -1.0% in January, compared to -2.0% seen this time last year.
- Total LFL sales of new goods picked up in January, growing by +2.6%, and up on the +0.9% achieved this time last year.
- Total LFL sales of donated goods fell by -0.4%, compared to -3.1% recorded last year.

KEY FACTORS AFFECTING THE MONTH

- According to provisional statistics, the Met Office said January was the fifth sunniest on record, though temperatures were subdued compared to average. The average mean temperature was 3°C, 0.9°C lower than the current long-term average, which probably helped sales of coats and winter stock.
- Several charity retailers pointed to lower footfall this month, corroborated by Springboard data, which showed average high street footfall was down by -0.5% in January.

COMMERCIAL



January 2024: -4.2%



January 2024: +2.5%

COMMENTS FROM COMMERCIAL RETAIL

- The commercial high street performed well in January with in-store sales growing by +3.2%, compared to charity retailers which saw total LFL sales fall by -1.0%.
- Commercial high street in-store *lifestyle* LFL sales grew by +3.0% in January, in-store *fashion* sales improved by +3.3%, and in-store *homeware* increased by +3.4%.
- Looking at the economy, in February the Bank of England cut interest rates to 4.5% from 4.75% but added the economy is now expected to grow by just +0.75% in 2025, down from its previous estimate of +1.5%.



JOIN THE TRACKER FOR MORE DETAILED REPORTS

As part of the Charity Retail Sales Tracker (CRST), we produce more detailed weekly and monthly reports for the medium to very large retail chains that take part, allowing them to easily benchmark their performance against peers.

The more charity retailers involved, the greater the value our tracker can provide for participants and the wider sector as a whole.

To participate and receive these exclusive reports, contact:

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FURTHER INFORMATION:

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HB011459 The CRST Monthly Review outlines monthly LFL sales changes of charity retailers with c.4,000 stores (21 retailers reported this month with c. 3,700 stores between them).

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[1] Source: www.bdo.co.uk/high-street-sales-tracker

Any footfall figures quoted come from Springboard.