

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

FEBRUARY 2025

TOTAL LFL SALES FALL FOR THE THIRD MONTH, BUT TOTAL LFL SALES OF NEW GOODS REMAIN POSITIVE

Charity Retail Association®
The voice of charity retail



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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CHARITY



* Figure re-stated excluding extreme values.

COMMENTS FROM CHARITY RETAIL

- Total LFL sales fell for the third month in a row, falling by -3.2% in February, compared to -1.7% seen this time last year.
- Total LFL sales of new goods saw another positive month, growing by +1.5%, but down on the +14.0% achieved this time last year.
- Total LFL sales of donated goods fell for the fourth month in row, falling by -2.1%.

KEY FACTORS AFFECTING THE MONTH

- According to the Met Office, although temperatures for the UK in the first two weeks of February were below average, the shift mid-month to warmer conditions led to an overall mean temperature above average for the month. Despite a warmer month, Springboard data shows average high street footfall was down by -2.5% in February.

COMMERCIAL



COMMENTS FROM COMMERCIAL RETAIL

- Commercial high street in-store sales grew by +1.2% in February, outperforming charity retailers which saw total LFL sales fall by -3.2%.
- Commercial high street in-store *lifestyle* LFL sales grew by +1.8% in February, in-store *fashion* sales were flat at 0.0%, and in-store *homeware* sales increased by +6.1%.
- In February the ONS reported GDP rose by +0.1% in Q4 2024 - after zero growth in the previous three months, meaning the UK avoided taking the first step towards a possible technical recession. However, the Consumer Prices Index measure rose to +3% in January (most recent figure reported), and up from +2.5% in December, which could deter the BoE from cutting rates more aggressively this year.

HB011459 The CRST Monthly Review outlines monthly LFL sales changes of charity retailers with c.4,000 stores (19 retailers reported this month with c. 3,740 stores between them).

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

Any footfall figures quoted come from Springboard.

