

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

JULY 2024

Total sales continue to struggle, while new sales remain resilient

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 by -3.2% this month, compared to +6.1% this time last year.
- Total LFL sales of new goods continued to show resilience, growing by +9.0% in July, but down on an exceptional +69.6% achieved this time last year.
- Sales of donated goods fell by -3.8%, compared to +5.2% this time last year.

KEY FACTORS AFFECTING THE MONTH

- Charity retailers struggled with staffing levels this month, closely followed by low footfall. Figures collated by Springboard, showed footfall on the high street averaged a meagre +0.6% in July.
- While the majority of charity retailers said the weather hindered sales, some actually said the weather was a positive. The Met Office said temperatures were persistently below average across the UK for the first two weeks of July, before increasingly briefly in the third week, with high pressure in charge in the last week.

COMMERCIAL



COMMENTS FROM COMMERCIAL RETAIL

- The fall in total LFL sales of -3.2% experienced by charity retailers this month was in contrast to the commercial high street, which saw in-store sales edge up by +1.1% in July.
- Commercial high street in-store *lifestyle* LFL sales grew by +2.0% in July, in-store *fashion* sales grew by +0.4%, while in-store *homeware* sales were flat at 0.0%.
- On a positive, the unemployment rate eased to 4.2% in the three months to the end of June, down from 4.4% over the previous quarter. Meanwhile, average weekly earnings, excl. bonuses, were +5.4% higher than a year earlier in the three months to the end of June, but easing from +5.8% in the three months to May. Overall CPI rose by +2.2% in the year to July - above the BoE's target of 2% where the rate had been since May.

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

Any footfall figures quoted come from Springboard.