

MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

NOVEMBER 2024

Total LFL sales grew for the second month, increasing by +0.2%

**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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**CHARITY**



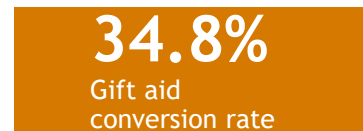
November 2023: +4.0%



November 2023: +4.0%



November 2023: -0.5%



November 2023: 28.7%

\* Figure re-stated excluding extreme values.

**COMMENTS FROM CHARITY RETAIL**

- Total LFL sales grew for the second month, increasing by +0.2%, but down on the +4.0% seen this time last year.
- Total LFL sales of new goods improved by +2.9%, continuing the positive momentum seen since April, and an improvement on the fall of -0.5% seen this time last year.
- Total LFL sales of donated goods fell by -0.7%, compared to a stronger +4.0% seen this time last year.

**KEY FACTORS AFFECTING THE MONTH**

- The Met Office described November as a month of two halves - mild, dry and gloomy at first, then storms, snow, and heavy rain to close. That no doubt explains the number of charity retailers citing the weather and footfall as challenges this month - the High Street saw a footfall low of -15.3% this month.
- On a plus, a number of charity retailers reported positive Christmas sales, which will hopefully continue into December.

**COMMERCIAL**



November 2023: +3.1%



November 2023: -3.0%

**COMMENTS FROM COMMERCIAL RETAIL**

- Total LFL sales of +0.2% recorded by charity retailers outperformed the commercial high street which saw in-store sales fall by -5.5% in November vs. +3.1% seen this time last year.
- Commercial high street in-store *lifestyle* LFL sales fell by -3.8% in November, in-store *fashion* sales declined by -8.0%, while in-store *homeware* increased by +1.6%.
- Looking at the economy, GDP shrank by -0.1% in October. It follows a decline of -0.1% in September and sluggish growth of +0.1% in the third quarter of the year.

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](http://www.bdo.co.uk/high-street-sales-tracker)

Any footfall figures quoted come from Springboard.