

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

APRIL 2024

Charity retailers' total sales outperform the commercial high street

Charity Retail Association®
The voice of charity retail

CHARITY



April 2023: +15.9%



April 2023: +17.0%



April 2023: +16.5%



April 2023: 31.5%

* Figure re-stated excluding extreme values.

COMMENTS FROM CHARITY RETAIL

- Charity retailers saw total LFL sales finally turn a corner, edging up +0.5% in April 2024 - the first increase since January - although this was off a strong base of +15.9% in April 2023.
- Total LFL sales of new goods showed a strong increase of +4.5% in April 2024, but off a strong base of +16.5% in the same month last year.
- Sales of donated goods have been negative since the beginning of the year but eased to -0.4% in April 2024.

KEY FACTORS AFFECTING THE MONTH

- Charity retailers continue to struggle with staffing levels, citing it as the main challenge.
- April continued the theme of the previous few months, being unsettled, wet and dull. While charity retailers cited the weather as the #2 challenge in the month, both total sales and new sales were resilient this month.
- Other challenges charity retailers cited this month were low footfall and the quality of donated stock.

COMMERCIAL



April 2023: +4.4%



April 2024: +1.1%

COMMENTS FROM COMMERCIAL RETAIL

- Total sales of +0.5% experienced by charity retailers outperformed the commercial high street, which saw in-store sales fall by -1.7% in the month.
- On a positive note, the UK came out of a short and shallow recession, with GDP growing by +0.6% in the first three months of the year compared with the previous quarter. The Bank of England now expects UK GDP to grow +0.5% this year.
- In-store lifestyle LFLs grew by +1.8%, while in-store fashion sales fell by -1.2%, and in-store homeware sales grew by +1.8%.

*Source: www.bdo.co.uk/high-street-sales-tracker

Any footfall figures quoted come from Springboard.



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:

charityretailsalestracker@bdo.co.uk

FURTHER INFORMATION:

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