

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

May 2024

Charity retailers and the commercial high street both experience flat sales

Charity Retail Association®
The voice of charity retail

CHARITY



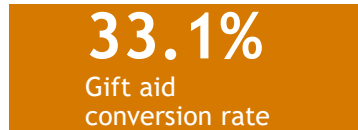
May 2023: +7.3%



May 2023: +6.8%



May 2023: +3.5%



May 2023: 33.3%

* Figure re-stated excluding extreme values.

COMMENTS FROM CHARITY RETAIL

- After edging up last month, total LFL sales were static this month, at 0.0%, compared to growth of +7.3% last year.
- Total LFL sales of new goods hit a healthy +18.5%, by far the best result this year, and up on the +3.5% this time last year.
- Sales of donated goods continue to struggle, down by -1.2% this month, compared to +6.8% this time last year. December 2023 was the last time sales of donated goods were positive.

KEY FACTORS AFFECTING THE MONTH

- Several charity retailers mentioned the quality of donated goods as a challenge this month.
- The weather for its part continued to challenge charity retailers, in what the Met Office described as the “warmest May and meteorological spring on record” but at the same time with above average rainfall.
- Other challenges charity retailers cited this month were low footfall and the level of gift aid sign ups.

COMMERCIAL



May 2023: +1.0%



May 2023: +4.2%

COMMENTS FROM COMMERCIAL RETAIL

- Compared to the stagnant total LFL sales experienced by charity retailers, the commercial high street fared little better with in-store sales edging up by just +0.5% in May.
- Commercial high street in-store *lifestyle* LFLs grew by +3.1%, while in-store *fashion* sales fell by -2.9%, and in-store *homeware* sales grew by +1.1%.
- The May inflation rate hit the BoE’s target for the first time in almost three years, easing to 2% in the 12 months to May 2024. GfK’s overall consumer confidence measure increased by three points in June to hit -14, the third consecutive month of improvement. The major purchase index, which measures consumers’ likelihood to make a big discretionary purchase, also rose two points to -23.



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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