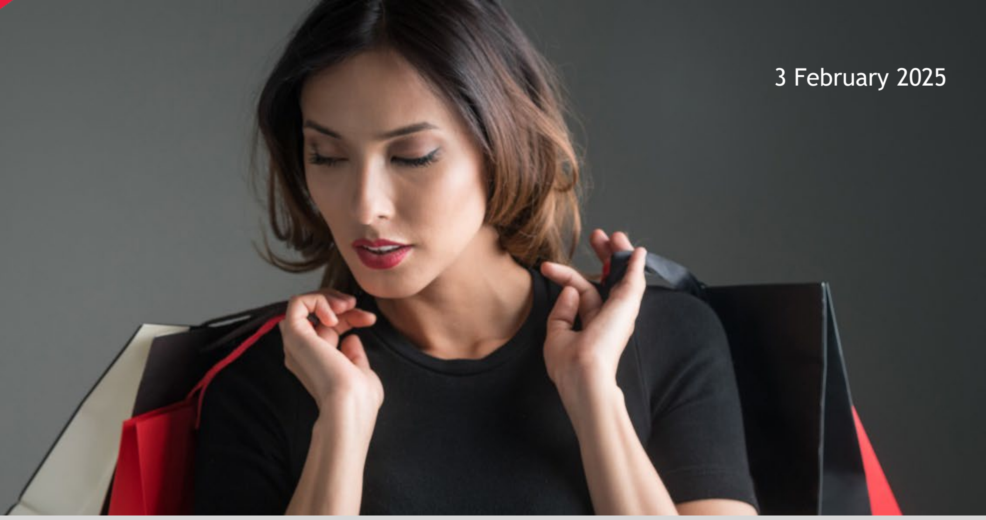
3 February 2025

HIGH STREET SALES TRACKER

January monthly review
Four weeks to 26 January 2025



STORE
+3.2%
January 2024 -4.2%

NON-STORE
+15.5%
January 2024 +3.2%

TOTAL
+7.1%
January 2024 -0.8%

Strong Non-Store Sales Drives Positive January for Retailers

- Total like-for-like (LFL) sales grew +7.1% in January, from a negative base of -0.8% for January last year. Store sales were up +3.2% from a negative base of -4.2% for the same month in 2024, while non-store sales grew by +15.5%, from a positive base of +3.2% for the same month last year.
- In the first week of January which this year and last included New Year's Day, LFL sales were up +18.54% from a poor base of -1.55% for the same week last year. In the subsequent week, LFL sales rose +6.76% from a base of +1.19% for the same week in 2024. In January's penultimate week, sales grew +8.60% from a base of +1.21% for the same week last year. In the final week of the month, LFL sales ticked down just -0.03% from a negative base of -5.16% for the same week in 2024.
- Footfall was mixed in January, with positive growth across all destinations in the first and third week of the month. In contrast, the second and final weeks of the month delivered moderate declines to high streets, retail parks and shopping centres. Perhaps reflecting the lure of New Year's promotions and discounts, the first week of January saw the strongest growth, with traffic increasing +5.5% overall, driven by strong growth in high street and shopping centre footfall.
- January was a month of cold, wintry weather which brought moderate rainfall and heavy rain and strong wind from arctic blasts and Storm Éowyn. The first named snow of 2025 brought disruption to major air and seaports and caused localised flooding. Some parts, particularly in Scotland and mountain regions experienced snow. The same month last year was milder, warmer and drier with no significant weather events.
- Following December's uplifting result, which was likely underpinned by strong Black Friday, Super Saturday and online sales, January's positive growth is a welcome start to the new year, and retailers will be hoping this marks the start of a return to long-term growth. This month's result, while dominated by double-digit growth in non-store fashion and lifestyle LFL sales, saw growth across all categories and channels. Non-store fashion and lifestyle sales were stable throughout the month, while the equivalent store sales fluctuated throughout the month and were negative in the final week, a reminder that bricks-and-mortar retail is still in an uncertain state of recovery.
- The UK economy is showing modest signs of growth, with GDP rising by 0.1% in November 2024 after two consecutive months of contraction. However, according to some commentators, annual GDP growth for 2025 is expected to stay below low. Inflation, measured by the Consumer Prices Index including owner occupiers' housing costs (CPIH), held steady at 3.5% in December 2024, unchanged from November.
- To keep inflation in check and support economic stability, the Bank of England has maintained the base rate at 4.75%. Despite this, the cost of living remains a pressing issue, with high energy and food prices continuing to put pressure on household budgets.
- Consumer confidence has also taken a knock, dropping to -22 in January 2025, highlighting a general sense of pessimism about the economic outlook. In summary, the UK is navigating a tough economic climate marked by sluggish growth, stubborn inflation, and weak consumer confidence, creating challenges for both businesses and households.

TOTAL LIKE-FOR-LIKE RESULTS FROM 2024-2025

LFL Growth %	Week 1 (w/e 05/01)	Week 2 (w/e 12/01)	Week 3 (w/e 19/01)	Week 4 (w/e 26/01)	Total January
Lifestyle	14.29	4.20	9.01	-4.62	5.0
Fashion	22.93	8.69	10.30	2.81	11.1
Homeware	9.34	6.13	0.27	3.02	4.8
Store	15.16	-2.88	4.38	-2.88	3.2
Non-store	19.12	21.33	12.63	8.62	15.5
Total	18.54	6.76	8.60	-0.03	7.1

As of January 2018, fashion, homewares and lifestyle figures represent combined in-store and non-store totals for that category.

LIFESTYLE

+5.0%

January 2024: +0.4%

FASHION

+11.1%

January 2024: +0.3%

HOMEWARES

+4.8%

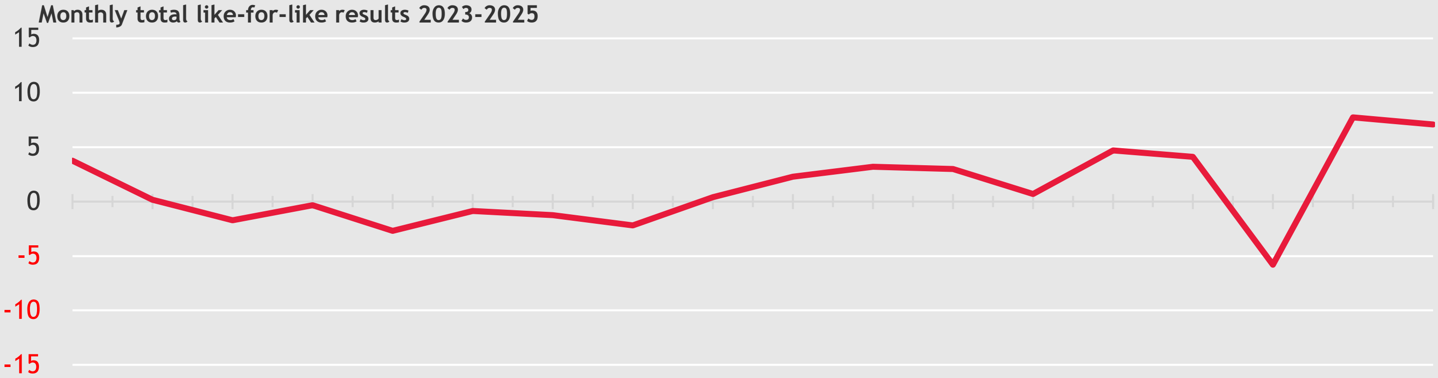
January 2024: -8.4%

- Lifestyle total LFLs grew by +5.0% from a base of +0.4% for the same month last year.
- In-store LFLs grew by +3.0% from a base of +0.9% for January 2024, while non-store sales grew by +14.8%, from a base of +0.6%.
- Weekly store lifestyle LFL sales were positive in all but the final week, while non-store sales were positive through the whole of January. Week one produced the strongest store sales, up +12.75% from a base of +5.12%, while week two saw the highest non-store sales, up +23.08% from a positive base of +0.95%.

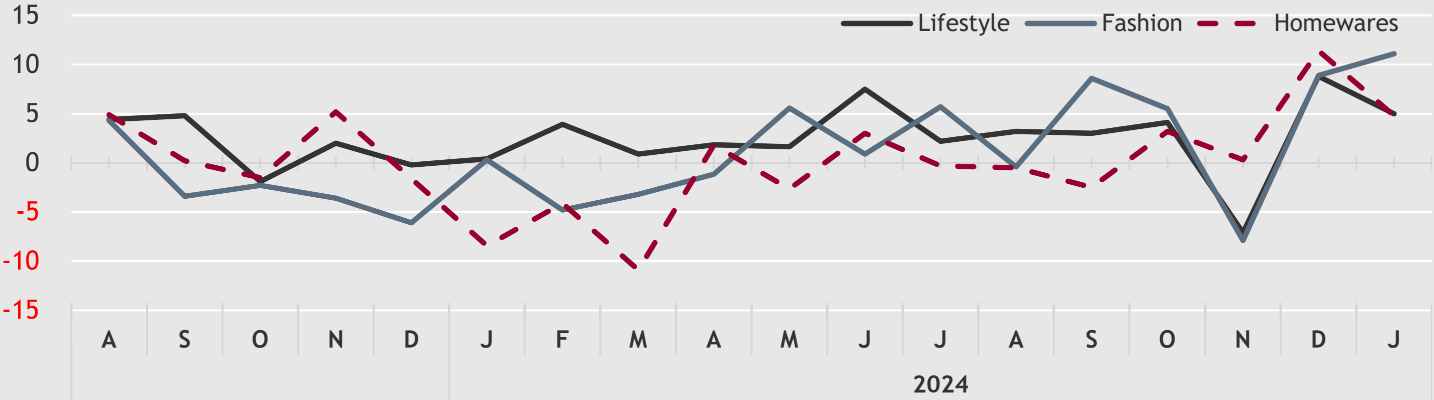
- Fashion total LFLs grew by +11.1% from a base of +0.3% for the same month last year.
- In-store LFLs grew by +3.3% from a base of -6.7% for January 2024, while non-store sales grew by +17.9%, from a base of +6.9%.
- Non-store fashion LFL sales were positive throughout January and each of the opening three weeks of the month returned double-digit growth. Week one saw the month’s highest growth in non-store LFL sales, up +26.60% from a strong base of negative base of -2.74%. Store sales were positive in weeks one and three, but negative through the rest of the month.

- Homewares total LFLs grew by +4.8% from a base of -8.4% for the same month last year.
- In-store LFLs grew by +3.4% from a base of -10.1% for January 2024, while non-store sales grew by +3.6%, offsetting a negative base of -2.3%.
- Store homewares sales were positive in the first and third weeks of January, while non-store sales were positive in all but week three. Week one saw the highest store LFL sales, up +12.00% from a base of -10.64%, while week two produced the highest non-store sales, up +16.50% from a base of -18.55%.

Monthly total like-for-like results 2023-2025



Monthly like-for-like results by sector 2023-2025



For more information please contact:

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The High Street Sales Tracker outlines weekly like-for-like sales changes of some 80 mid-tier retailers with c10,000 individual stores across **Fashion:** accessories, clothing, footwear. **Lifestyle:** general household goods, gifts, health and beauty, leisure goods. **Homewares:** cookware, furniture and floor coverings, lighting, linen and textiles. **Non-store:** mail order, online and other non-store channels. Total like-for-likes include store and non-store sales. Any footfall figures quoted are provided by Springboard who are a leading provider of automated visitor counting and retail sales analysis.

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