

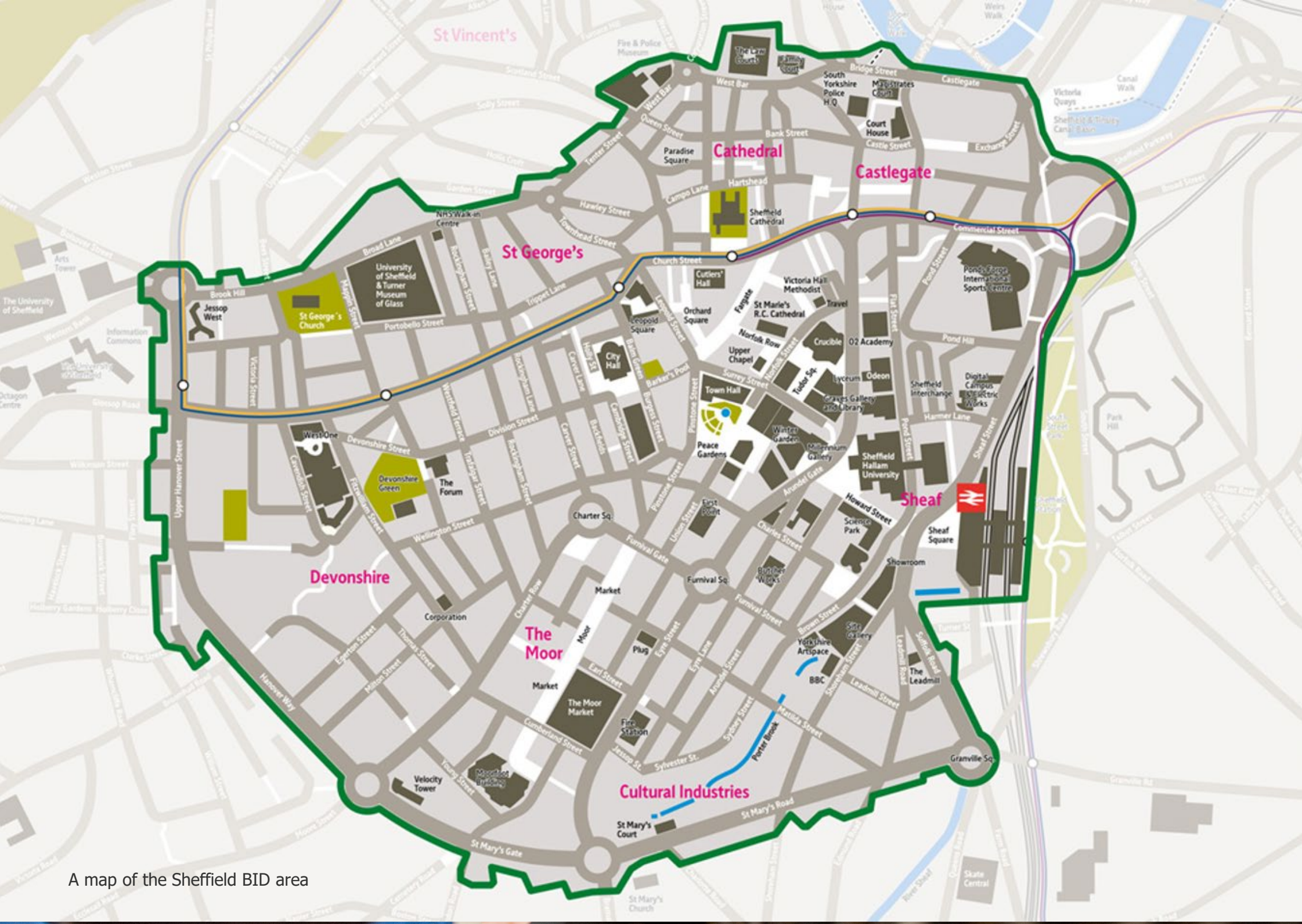
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# **BID BAROMETER**

## **Trends and insights Sheffield city centre**



**SHEFFIELD**BID



A map of the Sheffield BID area

# Key retail metrics

- In Oct 2024, monthly retail sales in Sheffield city centre were £18.5m. Year-to-Date (YTD) sales were £183m.
- Compared to Oct 2023, monthly sales marginally increased by +0.8% while YTD sales decreased by -3.6%.
- The marginal increase in monthly sales was due to an increase of +2.0% in average revenue per customer (ARPC) and a decrease of -1.2% in customer numbers.

Metric	Oct 24	Oct 24 vs Oct 23	YTD Oct 24	YTD Oct 24 vs YTD Oct 23
Sales	£18.5m	+0.8%	£183m	-3.6%
Transactions	1.33m	-1.6%	13.2m	-4.2%
Customers	324k	-1.2%	3.22m	-2.0%
ATV	£13.90	+2.5%	£13.88	+0.6%
ARPC	£57.13	+2.0%	£56.72	-1.6%

# Sales growth

## Sheffield city centre v. comparator areas

- Monthly sales change between Oct 2023 and Oct 2024 (+0.8%) is similar to Leeds (+0.7%) and lower than Nottingham (+3.5%).
- YTD sales change between Oct 2023 and Oct 2024 in Sheffield (-3.6%) is similar to Leeds (-3.7%) and lower than Nottingham (-0.3%).

Retail Area (city centres)	Oct 24 vs Oct 23	YTD Oct 24 vs YTD Oct 23
Sheffield	+0.8%	-3.6%
Leeds	+0.7%	-3.7%
Nottingham	+3.5%	-0.3%
GB Benchmark	-1.8%	-4.1%

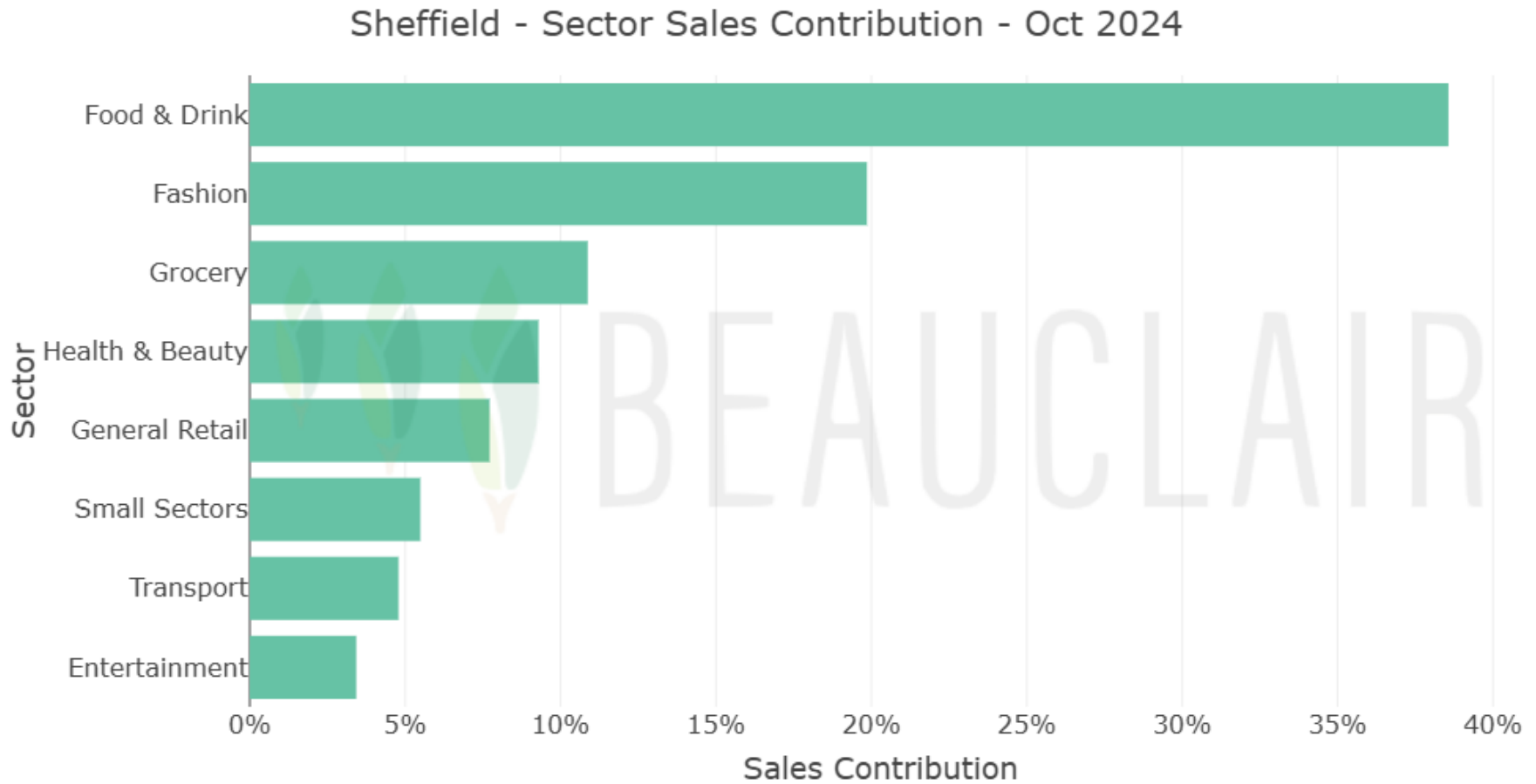
# Sector sales

- The five sectors with the highest monthly sales are Food & Drink (£7.13m), Fashion (£3.67m), Grocery (£2.01m), Health & Beauty (£1.72m), and General Retail (£1.43m).
- The five sectors with the highest YTD sales are Food & Drink (£70.7m), Fashion (£36.2m), Grocery (£19.6m), Health & Beauty (£17.5m), and General Retail (£12.6m).
- The five sectors showing the largest change in sales between Oct 2023 and Oct 2024 are Food & Drink (+£493k), Health & Beauty (−£243k), Transport (−£199k), Fashion (−£185k) and Tourism (+£131k).

Sector	Oct 24	Oct 24 vs Oct 23	YTD Oct 24	YTD Oct 24 vs YTD Oct 23
<b>Food &amp; Drink</b>	£7.13m	+7.4%	£70.7m	-2.1%
<b>Fashion</b>	£3.67m	-4.8%	£36.2m	-6.2%
<b>Grocery</b>	£2.01m	+4.8%	£19.6m	+1.5%
<b>Health &amp; Beauty</b>	£1.72m	-12.4%	£17.5m	-0.7%
<b>General Retail</b>	£1.43m	+3.0%	£12.6m	+4.1%
<b>Transport</b>	£885k	-18.3%	£9.12m	-8.9%
<b>Entertainment</b>	£633k	+8.1%	£6.15m	+1.4%
<b>Tourism</b>	£595k	+28.3%	£5.57m	-6.6%
<b>Consumer Services</b>	£216k	+9.5%	£1.94m	-28.6%
<b>Household</b>	£204k	-18.0%	£3.08m	-33.4%

For a description of sectors please [visit our website](#).

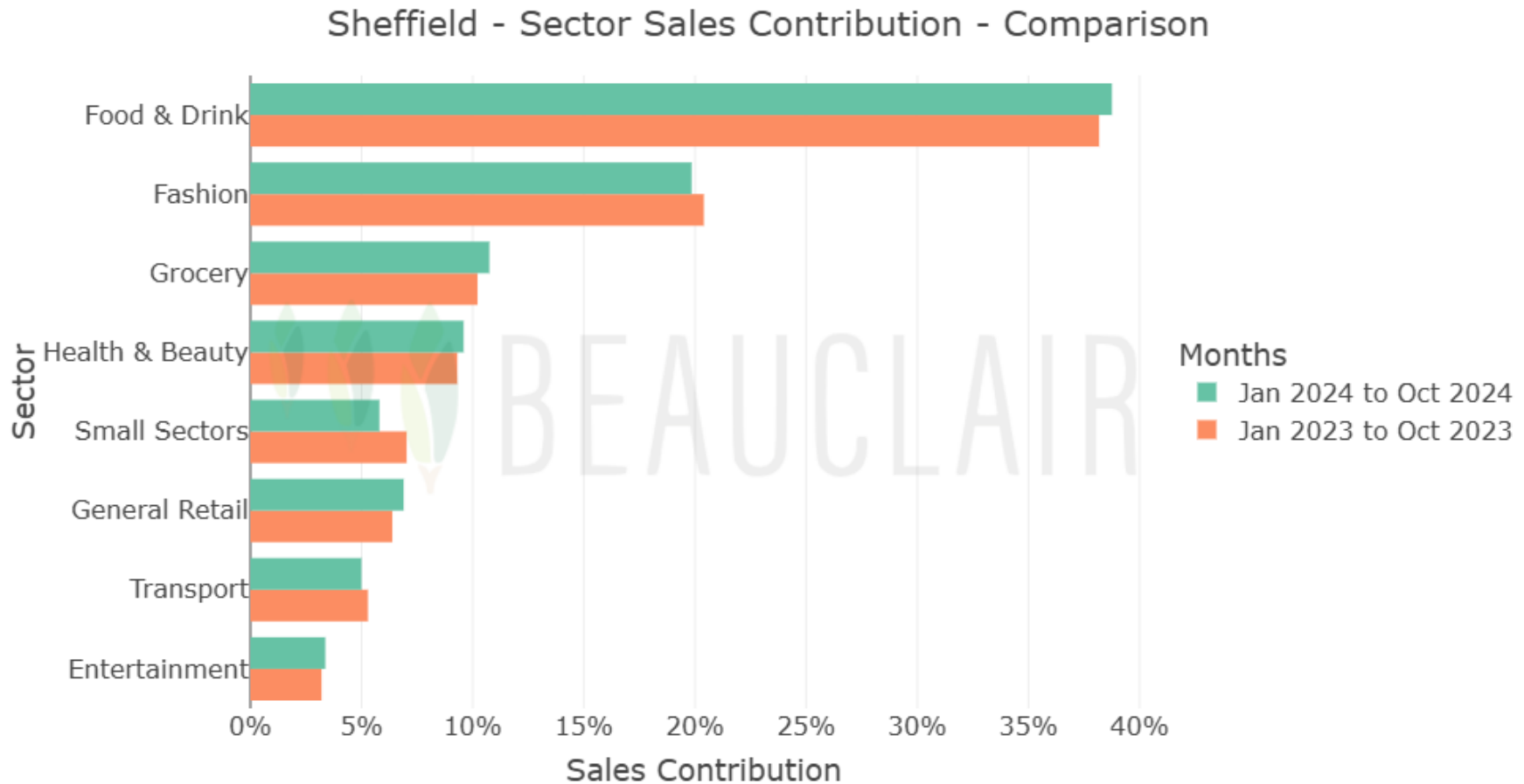
# Sector sales



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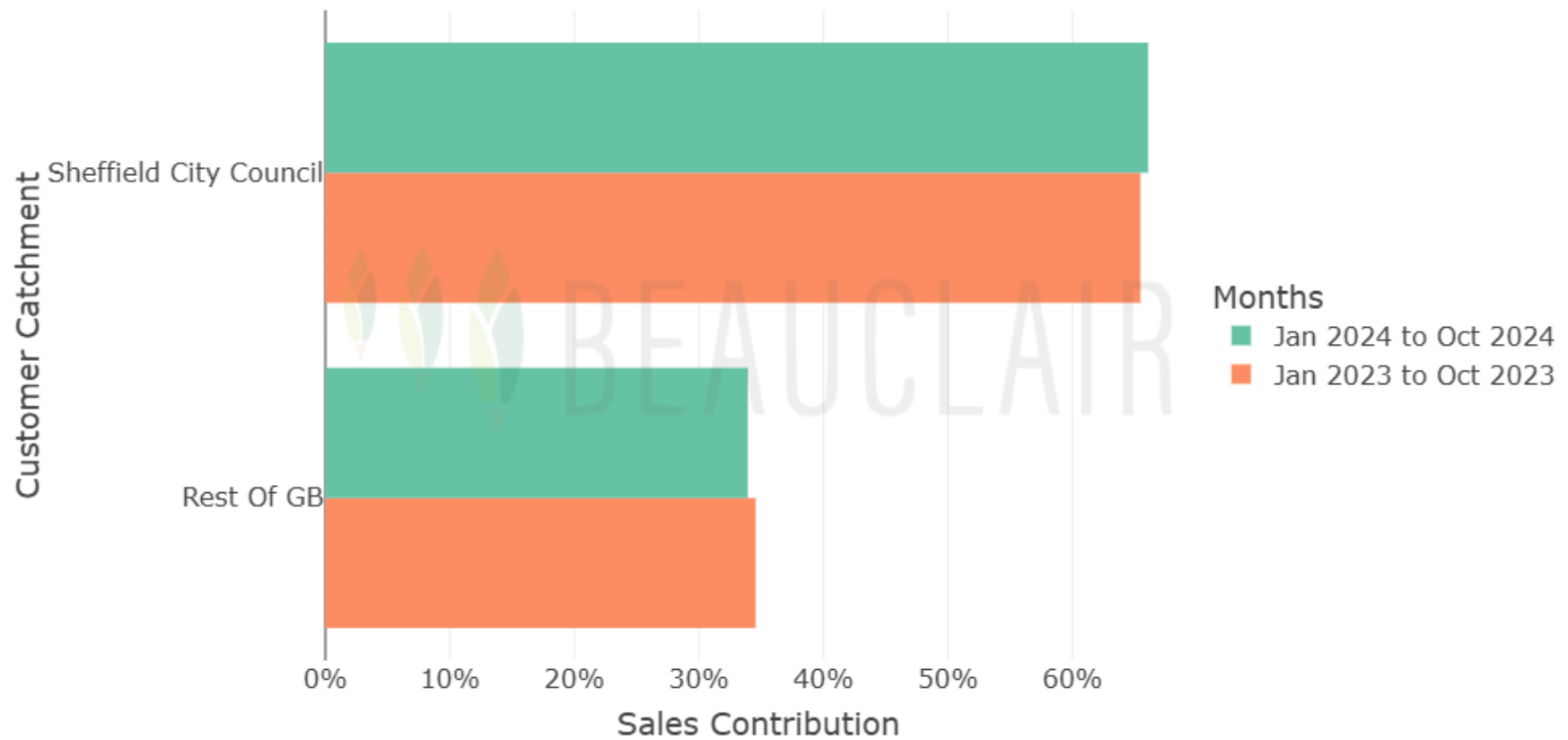
# Sector sales



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# Catchment sales

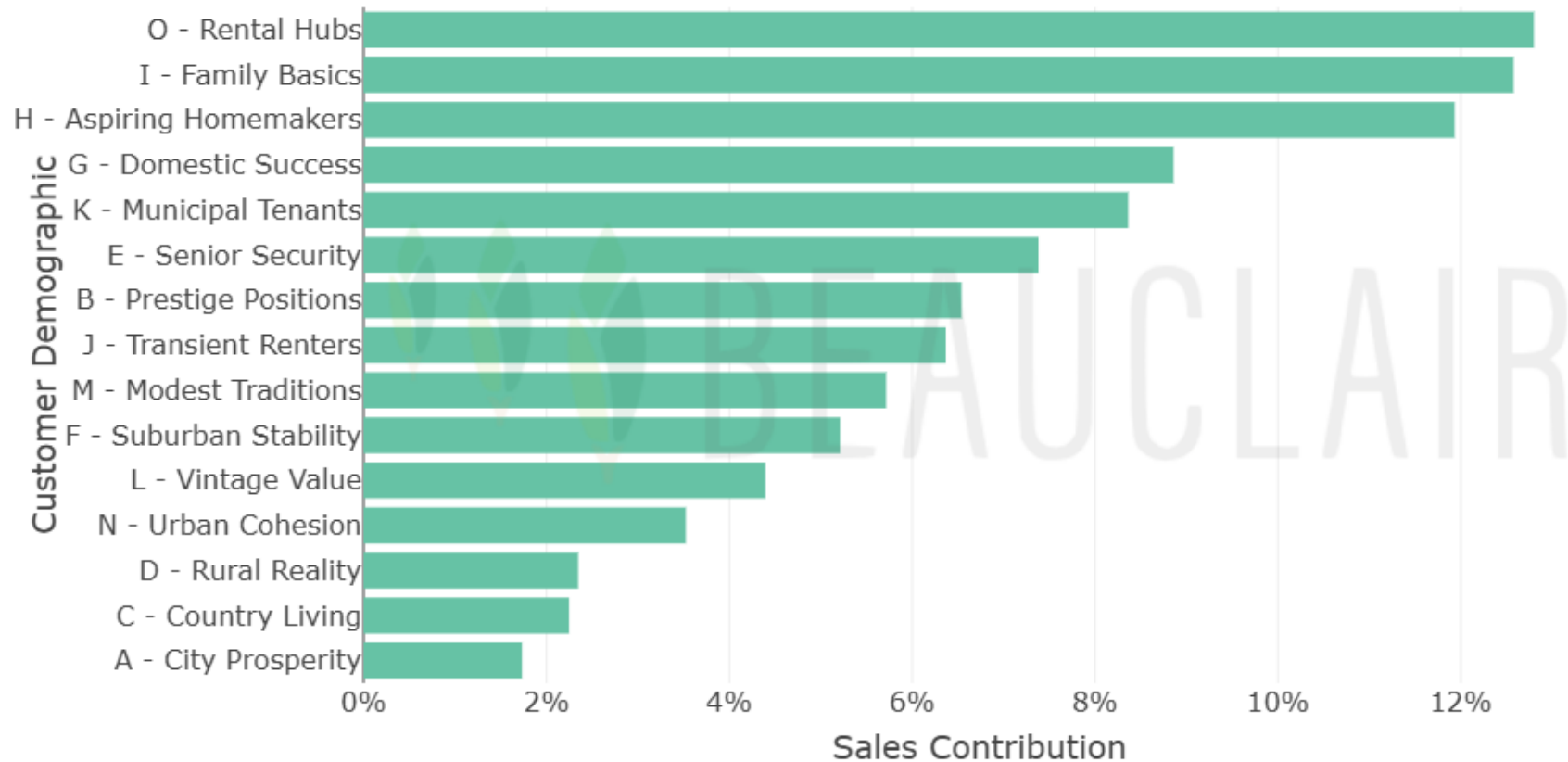
## Sheffield - Catchment Sales Contribution - Comparison





# Customer demographics

Sheffield - Demographic Sales Contribution - Oct 2024



For a description of the Customer Demographic groups [please visit our website.](#)

# About this report

Data provided is a brief snapshot of insights and trends around the economic performance of the BID area. For more detailed analysis tailored to individual requirements, please get in touch to discuss further.

Contact: [enquiries@sheffieldbid.com](mailto:enquiries@sheffieldbid.com).

GB benchmark insights for October are [available on our website](#).

Data source: *Beauclair*

