
BID BAROMETER

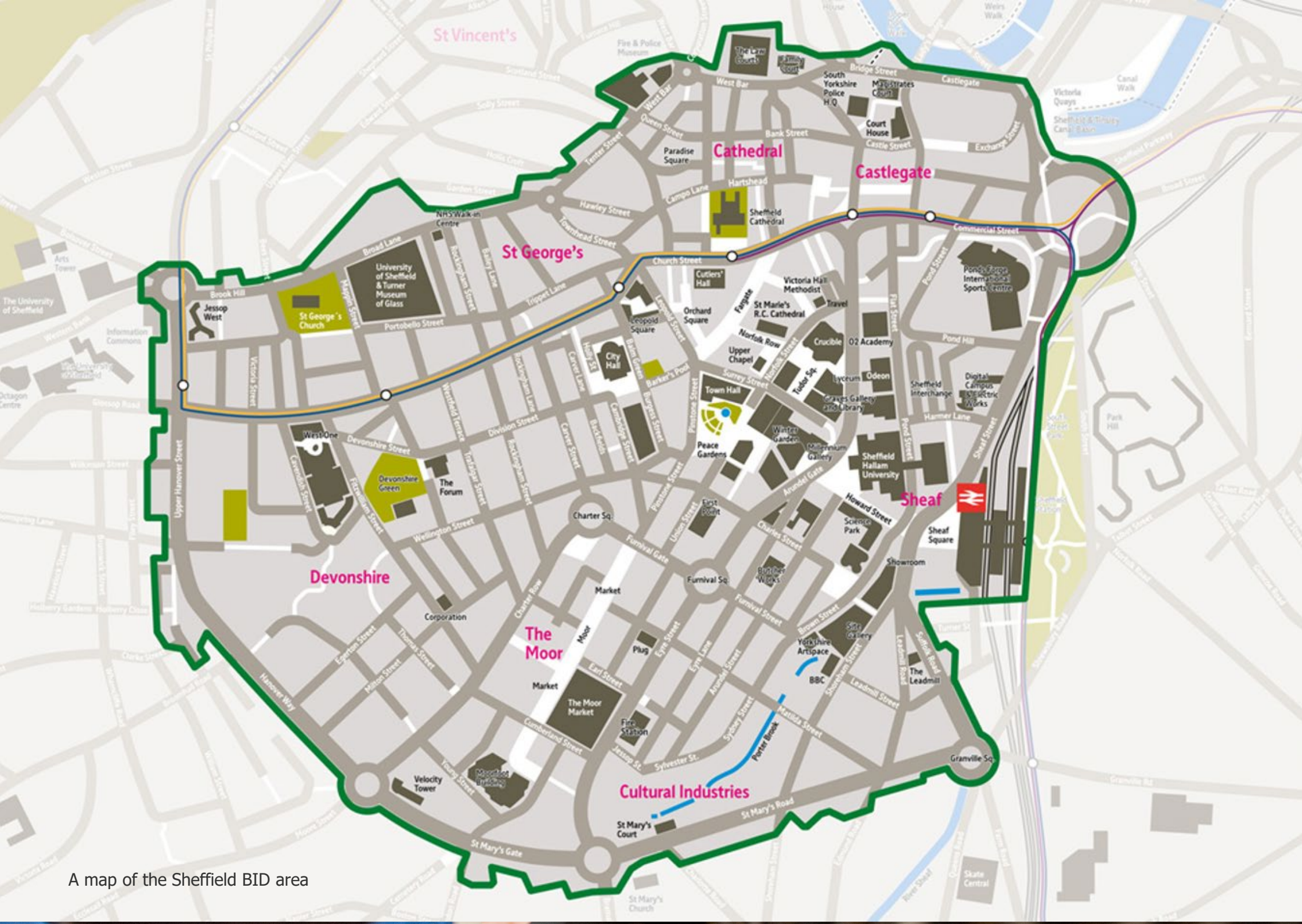
Trends and insights

Sheffield city centre

Nov 2024



SHEFFIELDBID



A map of the Sheffield BID area

Key retail metrics

- In Nov 2024, monthly retail sales in Sheffield city centre were £21.9m. Year-to-Date (YTD) sales were £204m.
- Compared to Nov 2023, monthly sales increased by +1.3% while YTD sales decreased by -3.0%.
- The increase in monthly sales was due to an increase of +1.9% in average revenue per customer (ARPC) and a marginal decrease of -0.5% in customer numbers.

Metric	Nov 24	Nov 24 vs Nov 23	YTD Nov 24	YTD Nov 24 vs YTD Nov 23
Sales	£21.9m	+1.3%	£204m	-3.0%
Transactions	1.46m	-0.5%	14.6m	-3.6%
Customers	353k	-0.5%	3.58m	-1.7%
ATV	£15.02	+1.9%	£13.98	+0.7%
ARPC	£61.91	+1.9%	£57.11	-1.4%

Sales growth

Sheffield city centre v. comparator areas

- Monthly sales change between Nov 2023 and Nov 2024 (+1.3%) is similar to Nottingham (+1.1%) and lower than Leeds (+2.5%).
- YTD sales change between Nov 2023 and Nov 2024 in Sheffield (-3.0%) is similar to Leeds (-3.2%) and lower than Nottingham (-0.3%).

Retail Area (city centres)	Nov 24 vs Nov 23	YTD Nov 24 vs YTD Nov 23
Sheffield	+1.3%	-3.0%
Leeds	+2.5%	-3.2%
Nottingham	+1.1%	-0.3%
GB Benchmark	+1.0%	-3.5%

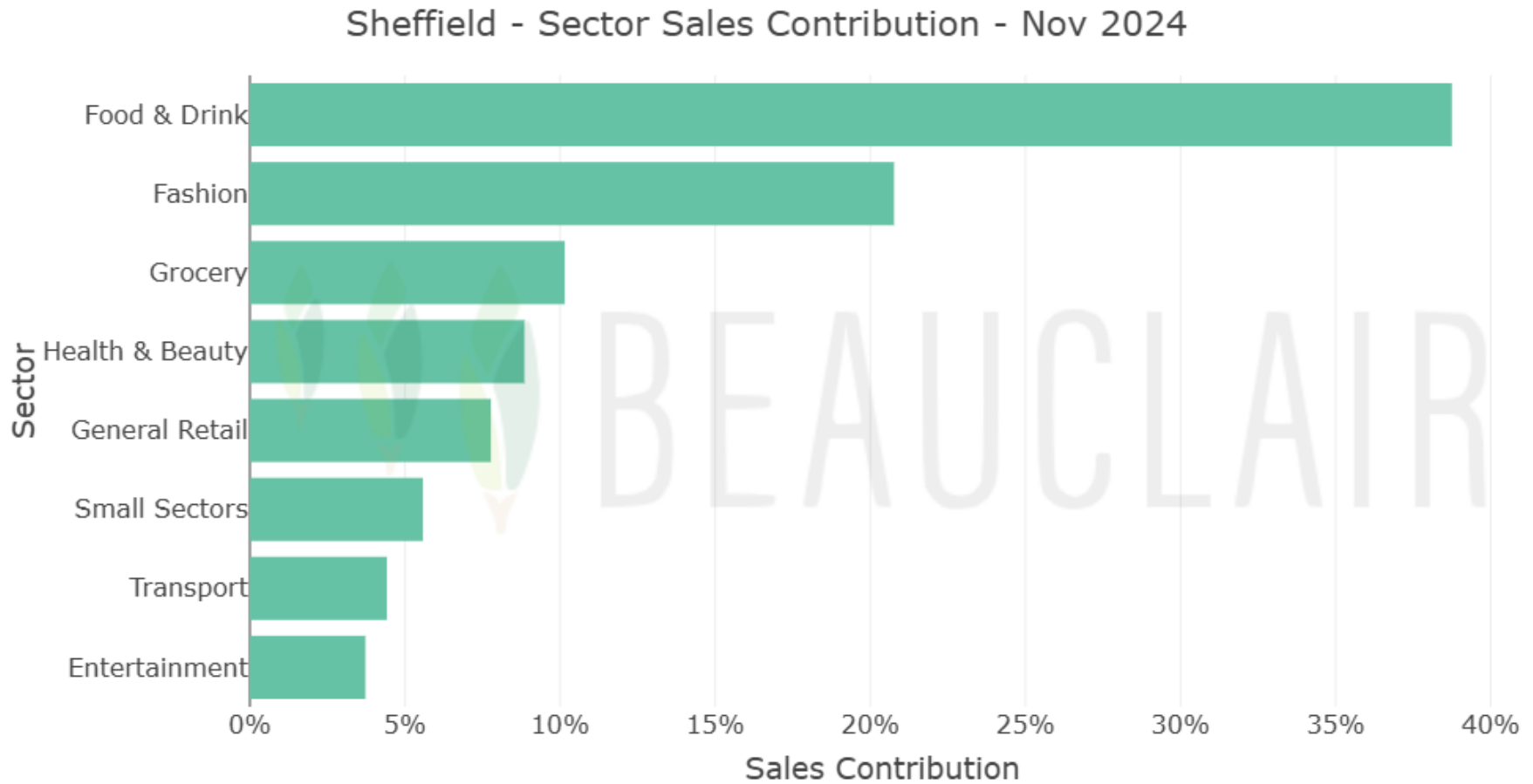
Sector sales

- The five sectors with the highest monthly sales are Food & Drink (£8.48m), Fashion (£4.54m), Grocery (£2.22m), Health & Beauty (£1.94m), and General Retail (£1.70m).
- The five sectors with the highest YTD sales are Food & Drink (£79.3m), Fashion (£40.7m), Grocery (£22.0m), Health & Beauty (£19.4m), and General Retail (£14.3m).
- The five sectors showing the largest change in sales between Nov 2023 and Nov 2024 are Food & Drink (+£613k), Fashion (-£469k), Household (+£199k), General Retail (-£198k) and Grocery (+£168k).

Sector	Nov 24	Nov 24 vs Nov 23	YTD Nov 24	YTD Nov 24 vs YTD Nov 23
Food & Drink	£8.48m	+7.8%	£79.3m	-1.2%
Fashion	£4.54m	-9.4%	£40.7m	-6.6%
Grocery	£2.22m	+8.2%	£22.0m	+2.5%
Health & Beauty	£1.94m	-2.6%	£19.4m	-1.3%
General Retail	£1.70m	-10.4%	£14.3m	+2.3%
Transport	£966k	-12.0%	£10.0m	-9.1%
Entertainment	£815k	+17.6%	£6.96m	+3.5%
Tourism	£592k	+0.4%	£6.15m	-6.3%
Household	£403k	+97.7%	£3.46m	-27.9%
Consumer Services	£225k	+19.3%	£1.96m	-21.5%

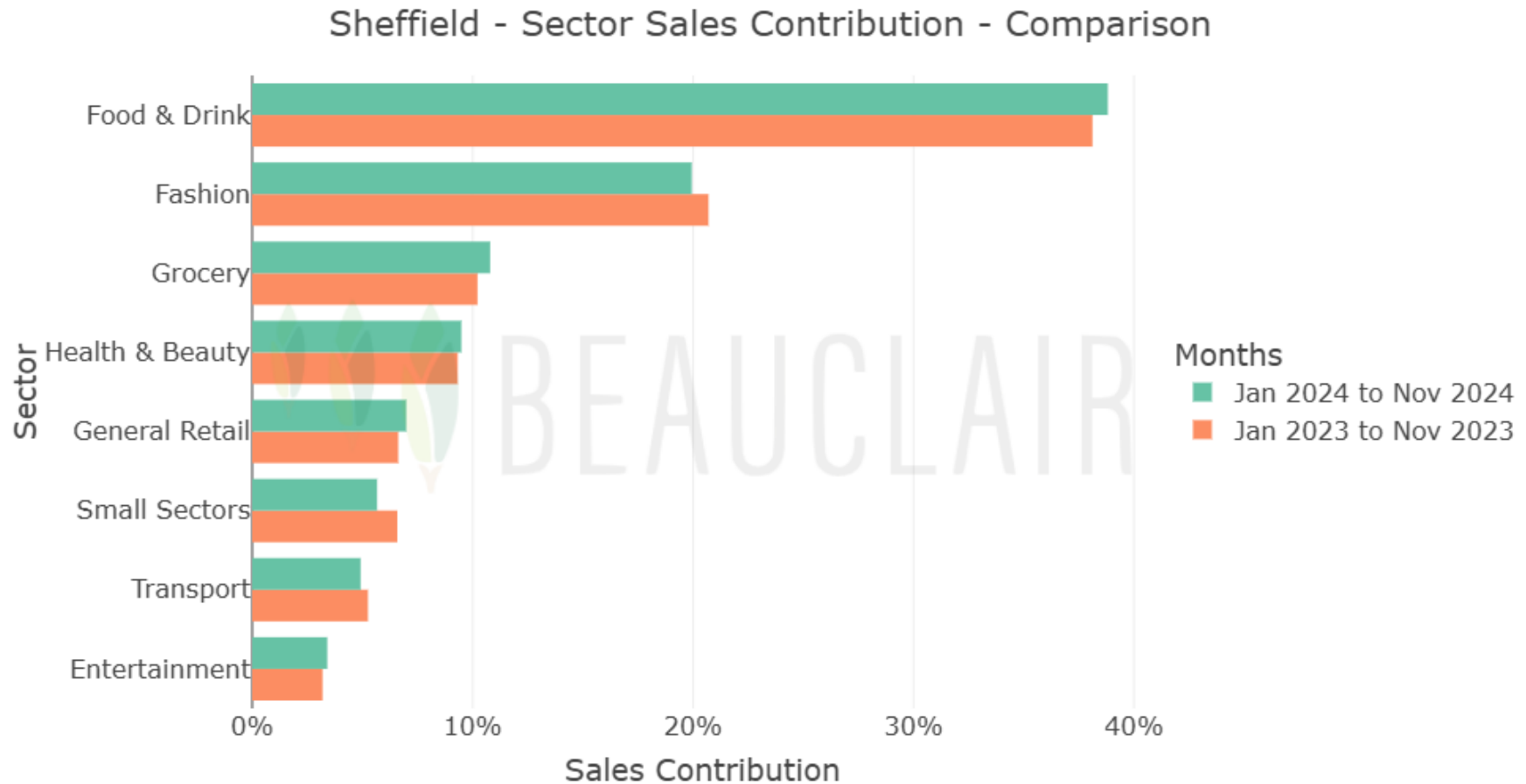
For a description of sectors please [visit our website](#).

Sector sales



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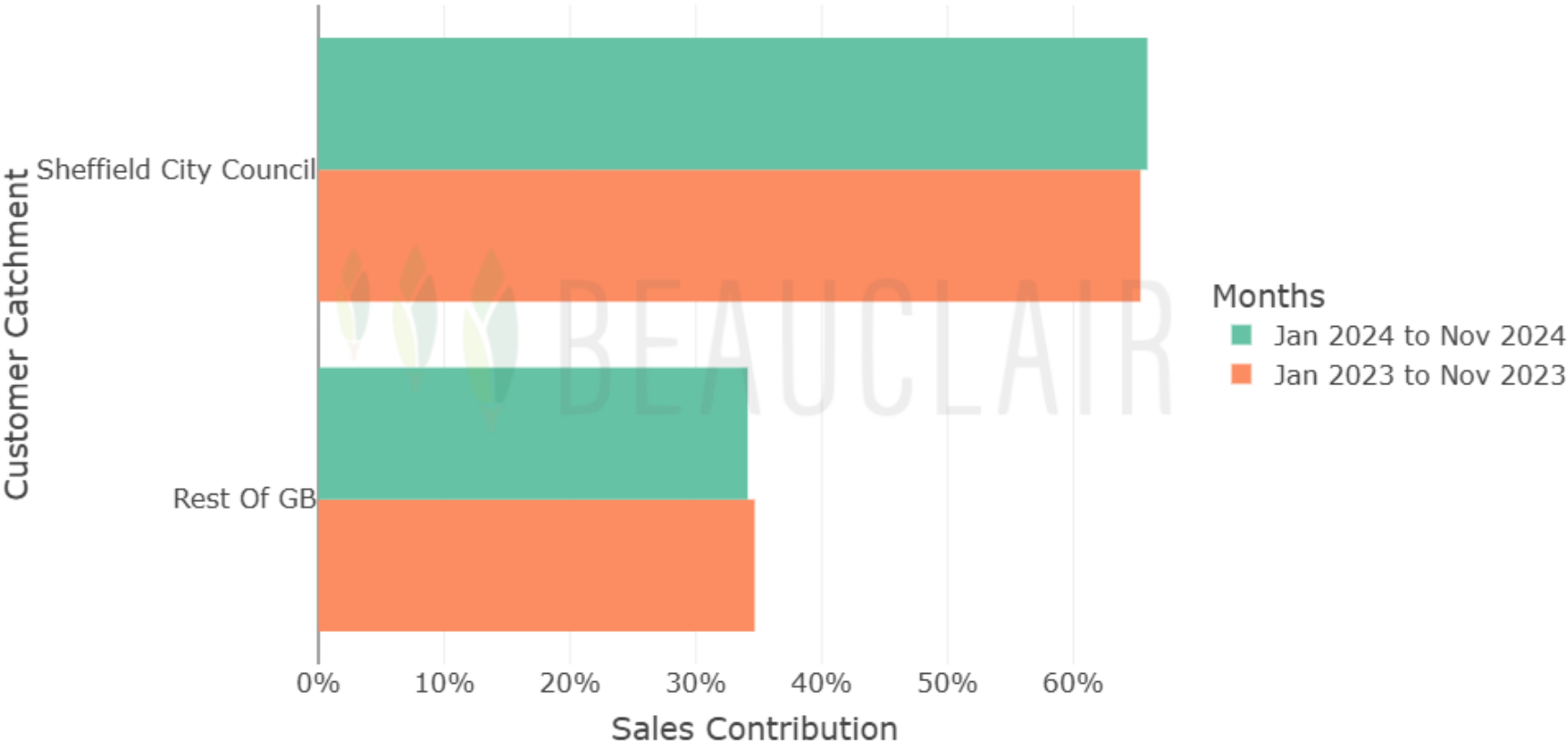
Sector sales



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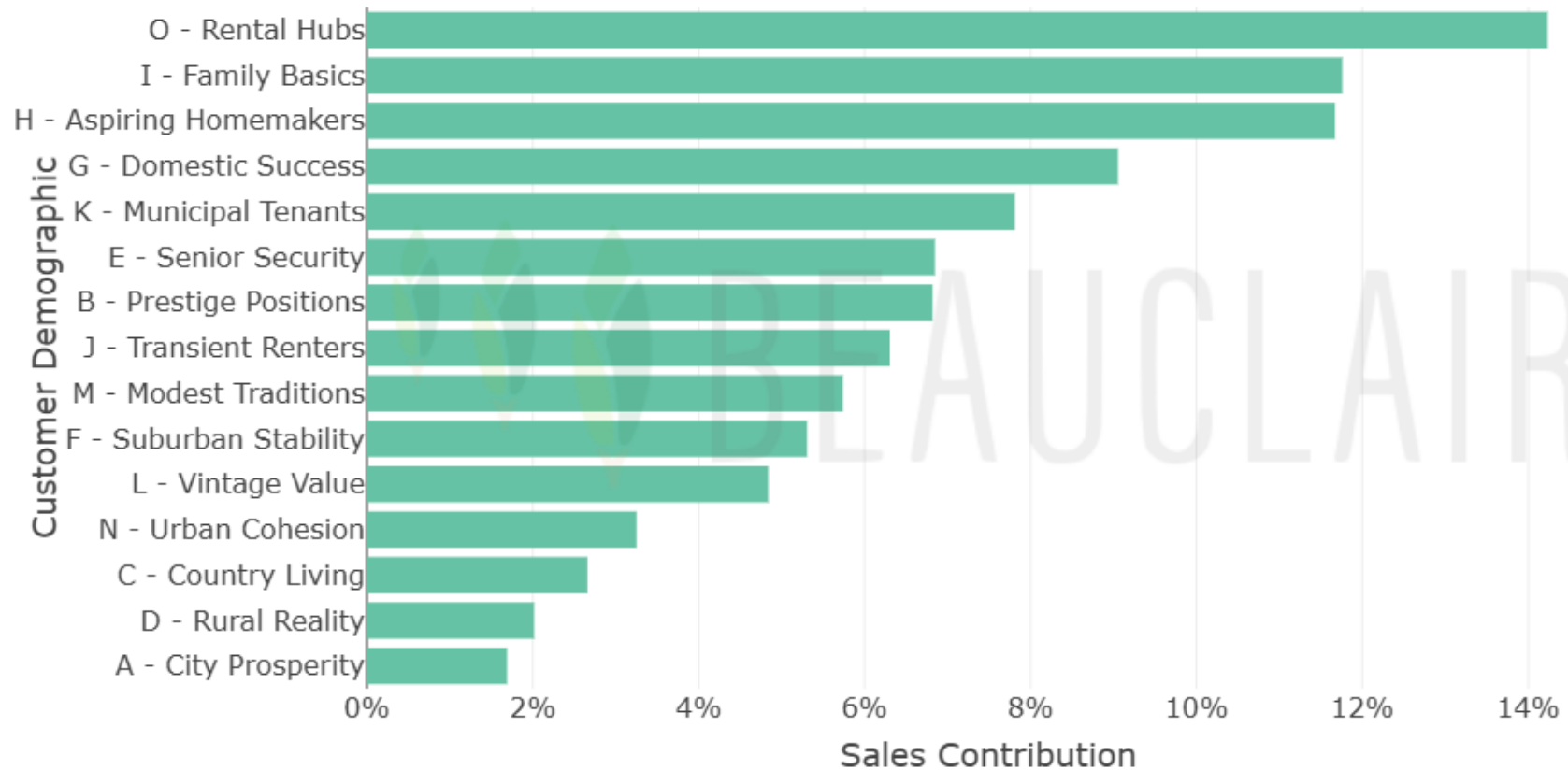
Catchment sales

Sheffield - Catchment Sales Contribution - Comparison



Customer demographics

Sheffield - Demographic Sales Contribution - Nov 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.

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

Data source: *Beauclair*

