
BID BAROMETER

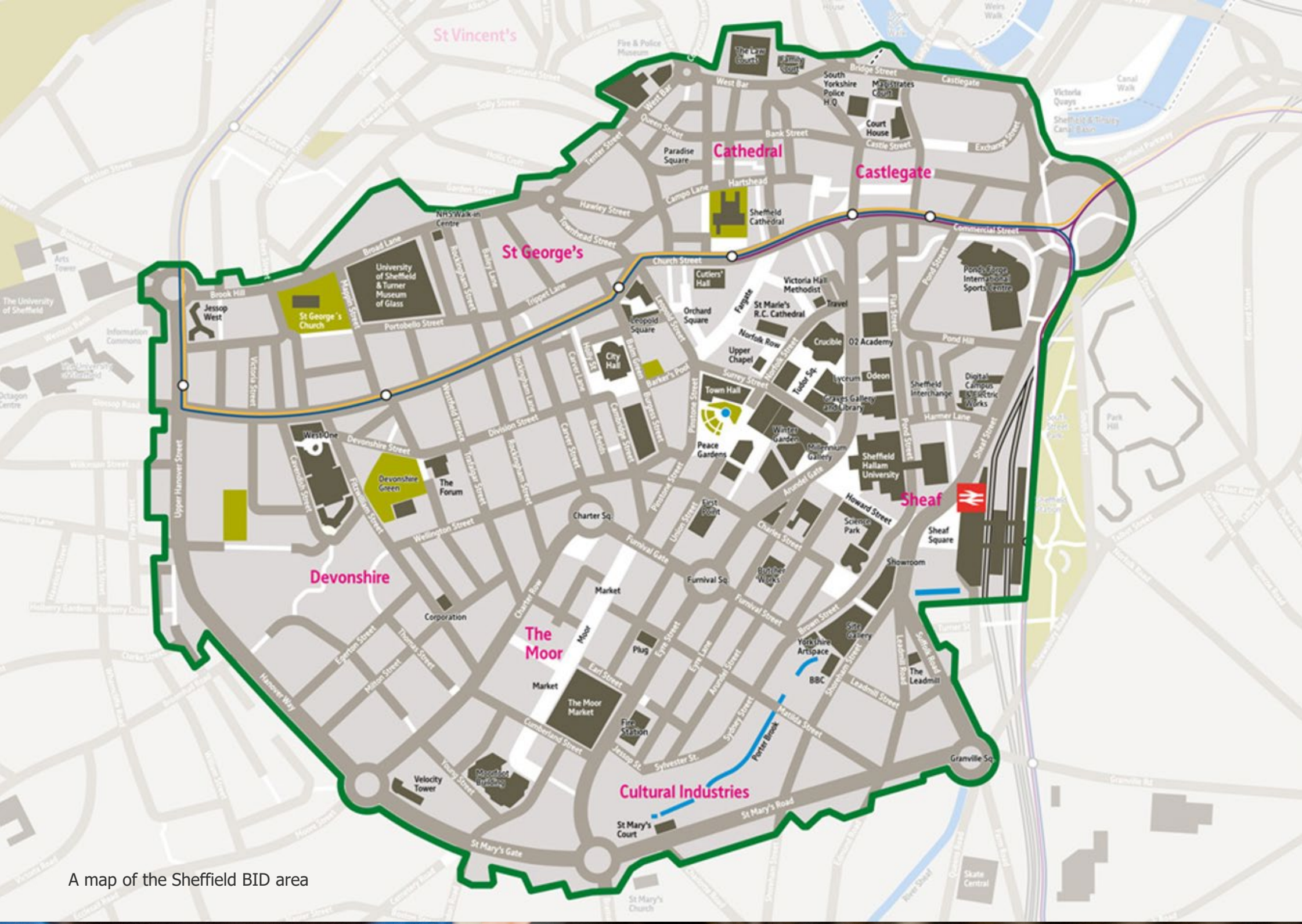
Trends and insights

Sheffield city centre

Jan 2025



SHEFFIELDBID



A map of the Sheffield BID area

Key retail metrics

- In Jan 2025, monthly retail sales in Sheffield city centre were £16.8m.
- Compared to Jan 2024, monthly sales increased by 3.1%.
- The increase in monthly sales was due to an increase of 11.2% in average revenue per customer (ARPC) and a decrease of -7.3% in customer numbers.

		Jan 25 vs Jan 24
Metric	Jan 25	Jan 24
Sales	£16.8m	+3.1%
Transactions	1.09m	-8.9%
Customers	273k	-7.3%
ATV*	£15.30	+13.2%
ARPC*	£61.43	+11.2%

ATV = average transaction value / ARPC* = average revenue per customer*

Sales growth

Sheffield city centre v. comparator areas

- Monthly sales change between Jan 2024 and Jan 2025 in Sheffield (+3.1%) is higher than Nottingham (+0.8%) and Leeds (-6.3%).

Retail Area (city centres)	Jan 25 vs Jan 24
Sheffield	+3.1%
Leeds	-6.3%
Nottingham	+0.8%
GB Benchmark	-3.2%

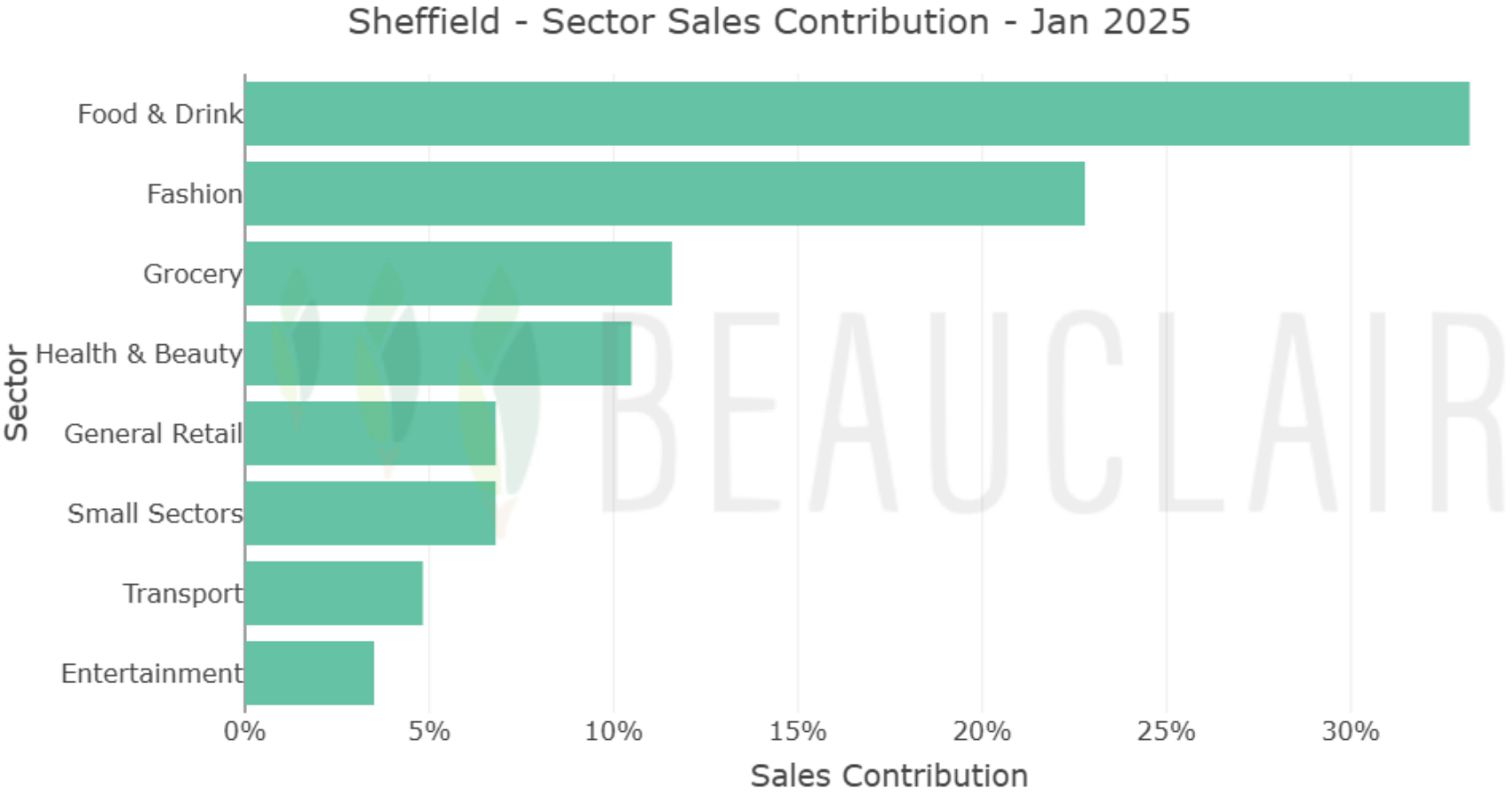
Sector sales

- The five sectors with the highest monthly sales are Food & Drink (£5.57m), Fashion (£3.82m), Grocery (£1.94m), Health & Beauty (£1.76m), and General Retail (£1.14m).
- The five sectors showing the largest changes in sales between Jan 2024 and Jan 2025 are Fashion (+£543k), Tourism (+£258k), Food & Drink (−£141k), General Retail (−£137k) and Transport (−£118k).

Sector	Jan 25	Jan 25 vs Jan 24
Food & Drink	£5.57m	-2.5%
Fashion	£3.82m	+16.6%
Grocery	£1.94m	+2.1%
Health & Beauty	£1.76m	+6.2%
General retail	£1.14m	-10.7%
Transport	£808k	-12.7%
Entertainment	£587k	+2.6%
Tourism	£526k	+96.6%
Household	£438k	-16.6%
Consumer Services	£175k	+18.6%

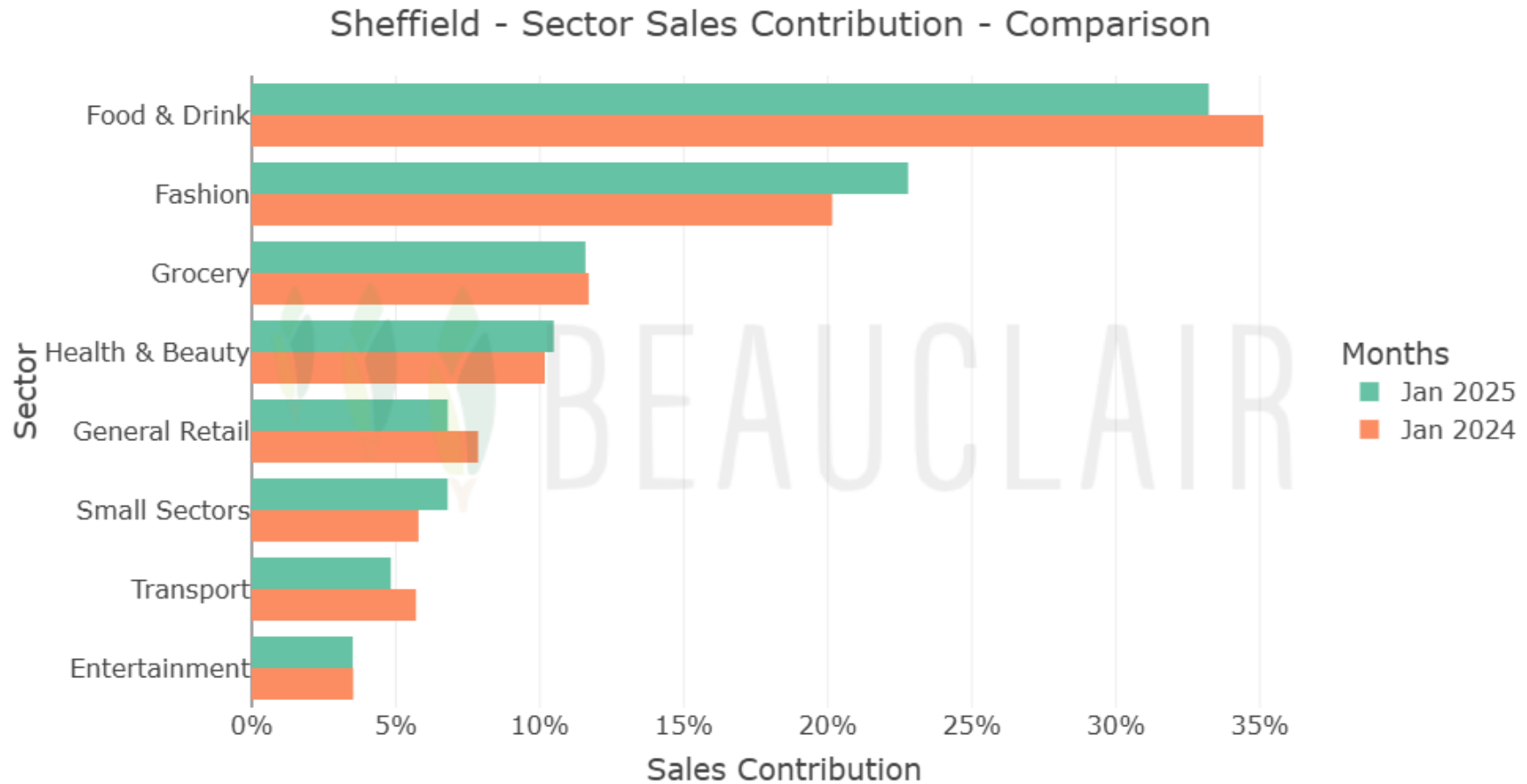
For a description of sectors please [visit our website](#).

Sector sales



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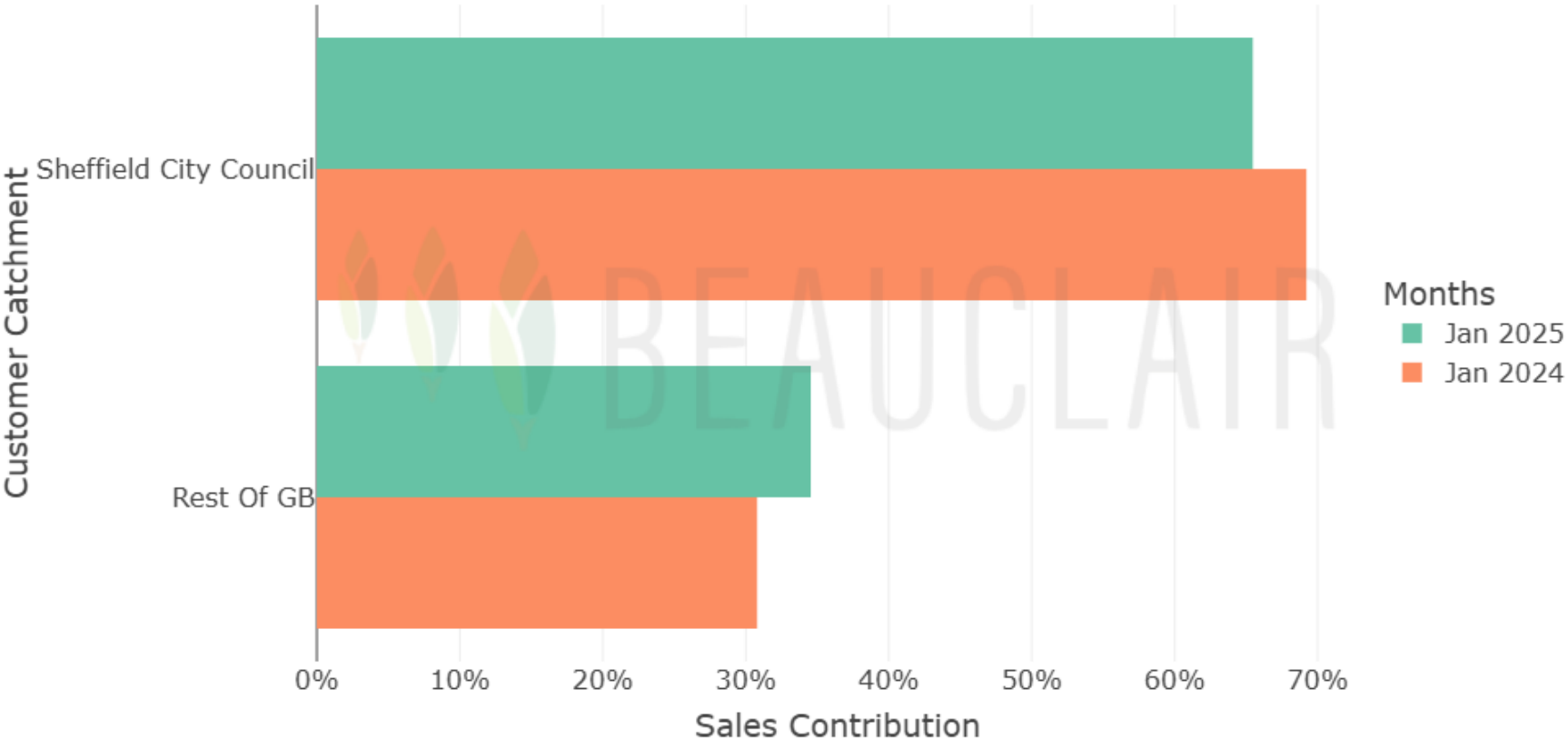
Sector sales



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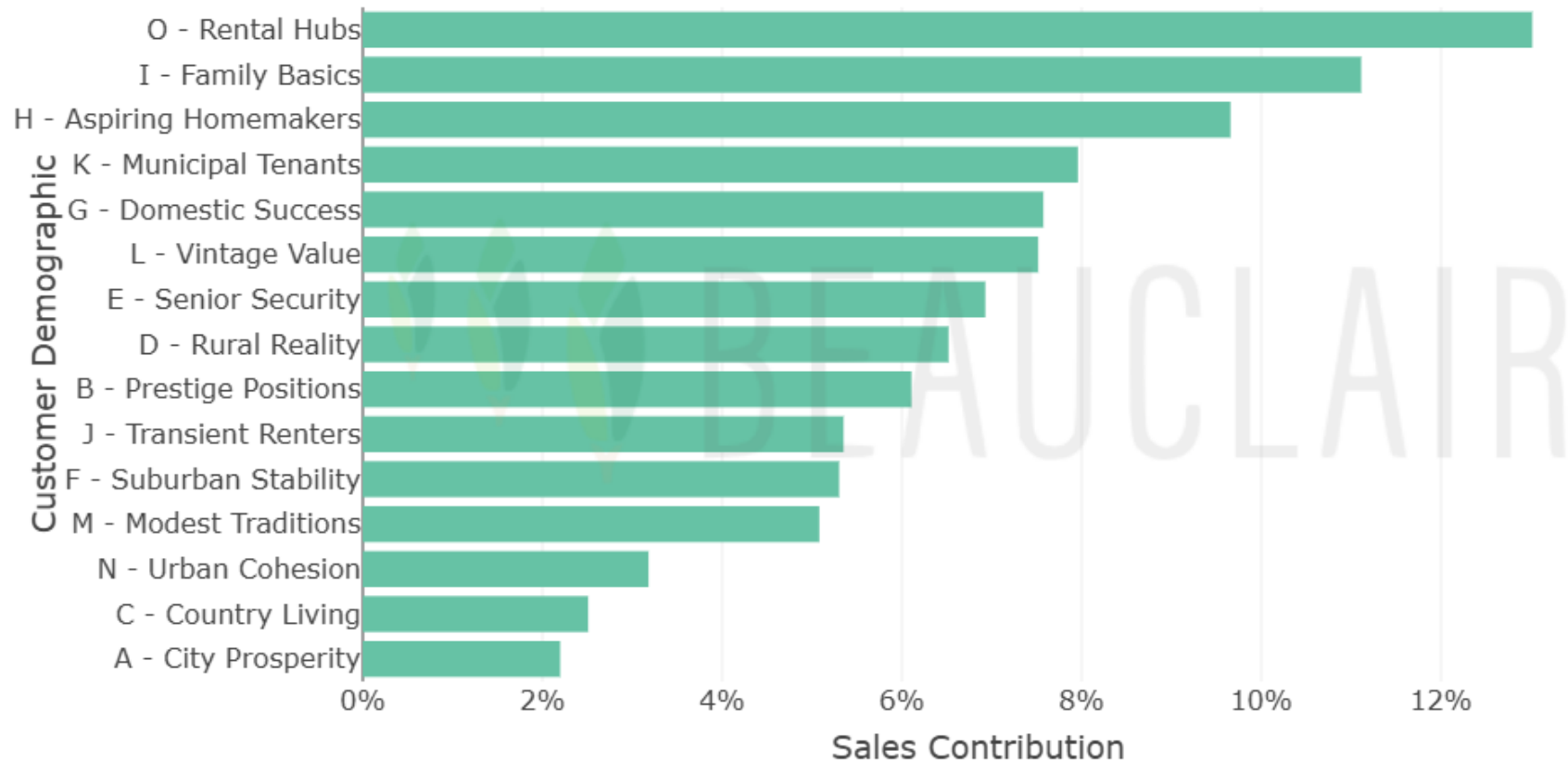
Catchment sales

Sheffield - Catchment Sales Contribution - Comparison



Customer demographics

Sheffield - Demographic Sales Contribution - Jan 2025



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 January are [available on our website](#).

Data source: *Beauclair*

