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# **BID BAROMETER**

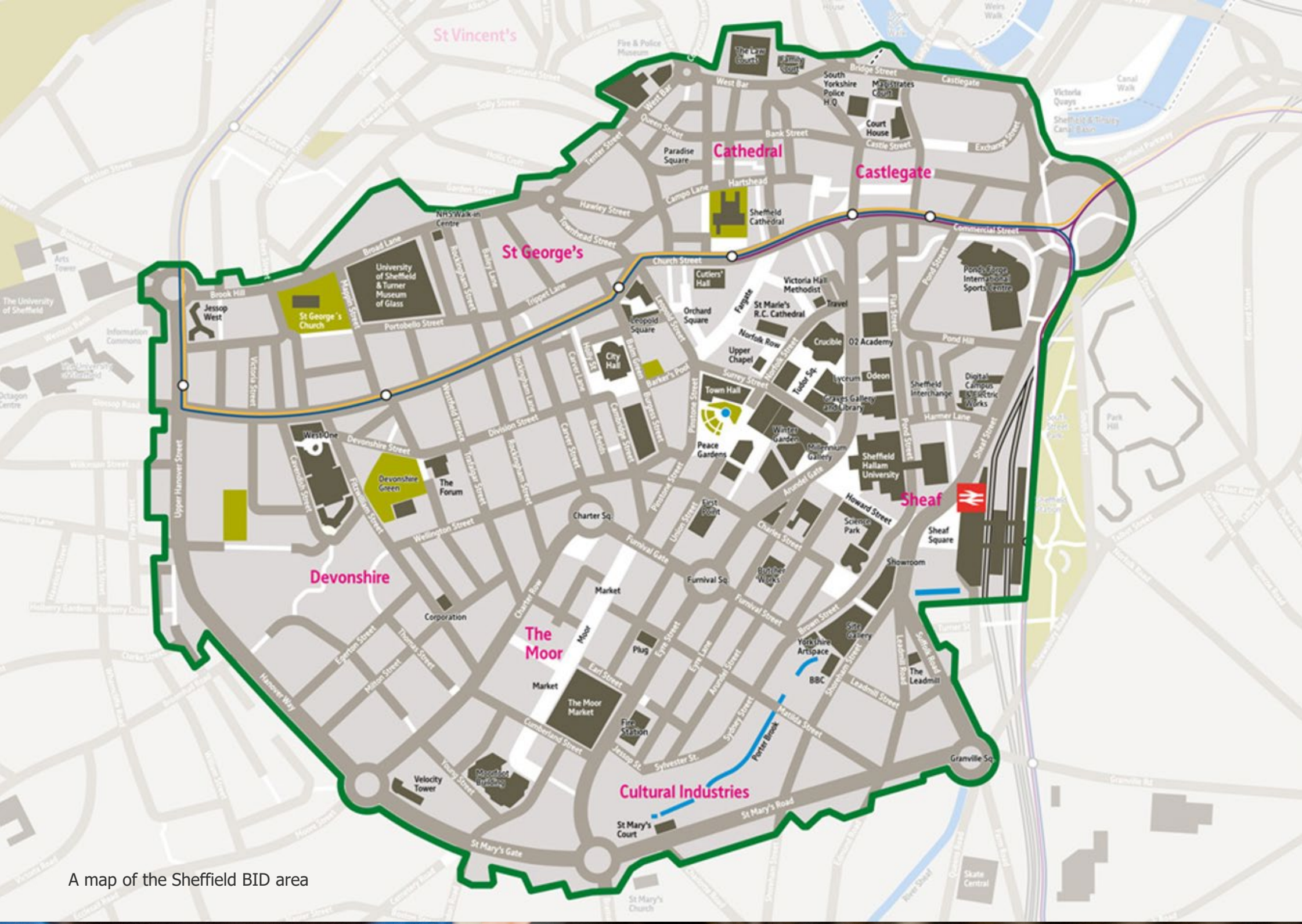
## **Trends and insights**

### **Sheffield city centre**

#### **Dec 2024**



**SHEFFIELD**BID



A map of the Sheffield BID area

# Key retail metrics

- In Dec 2024, monthly retail sales in Sheffield city centre were £25.9m. Year-to-Date (YTD) sales were £230m.
- Compared to Dec 2023, monthly sales marginally decreased by -0.9%. while YTD sales decreased by -2.7%.
- The marginal decrease in monthly sales was due to a decrease of -5.1% in customer numbers and an increase of +4.4% in the average revenue per customer (ARPC).

Metric	Dec 24	Dec 24 vs Dec 23	YTD Dec 24	YTD Dec 24 vs YTD Dec 23
Sales	£25.9m	-0.9%	£230m	-2.7%
Transactions	1.60m	-4.1%	16.2m	-3.6%
Customers	367k	-5.1%	3.91m	-1.9%
ATV*	£16.17	+3.3%	£14.21	+0.9%
ARPC*	£70.65	+4.4%	£58.72	-0.9%

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

# Sales growth

## Sheffield city centre v. comparator areas

- Monthly sales change between Dec 2023 and Dec 2024 in Sheffield (-0.9%) is higher than Nottingham (-6.1%) and Leeds (-6.4%).
- YTD sales change between Dec 2023 and Dec 2024 in Sheffield (-2.7%) is similar to Leeds (-3.0%) and lower than Nottingham (-1.0%).

Retail Area (city centres)	Dec 24 vs Dec 23	YTD Dec 24 vs YTD Dec 23
Sheffield	-0.9%	-2.7%
Leeds	-6.4%	-3.0%
Nottingham	-6.1%	-1.0%
GB Benchmark	-7.9%	-3.9%

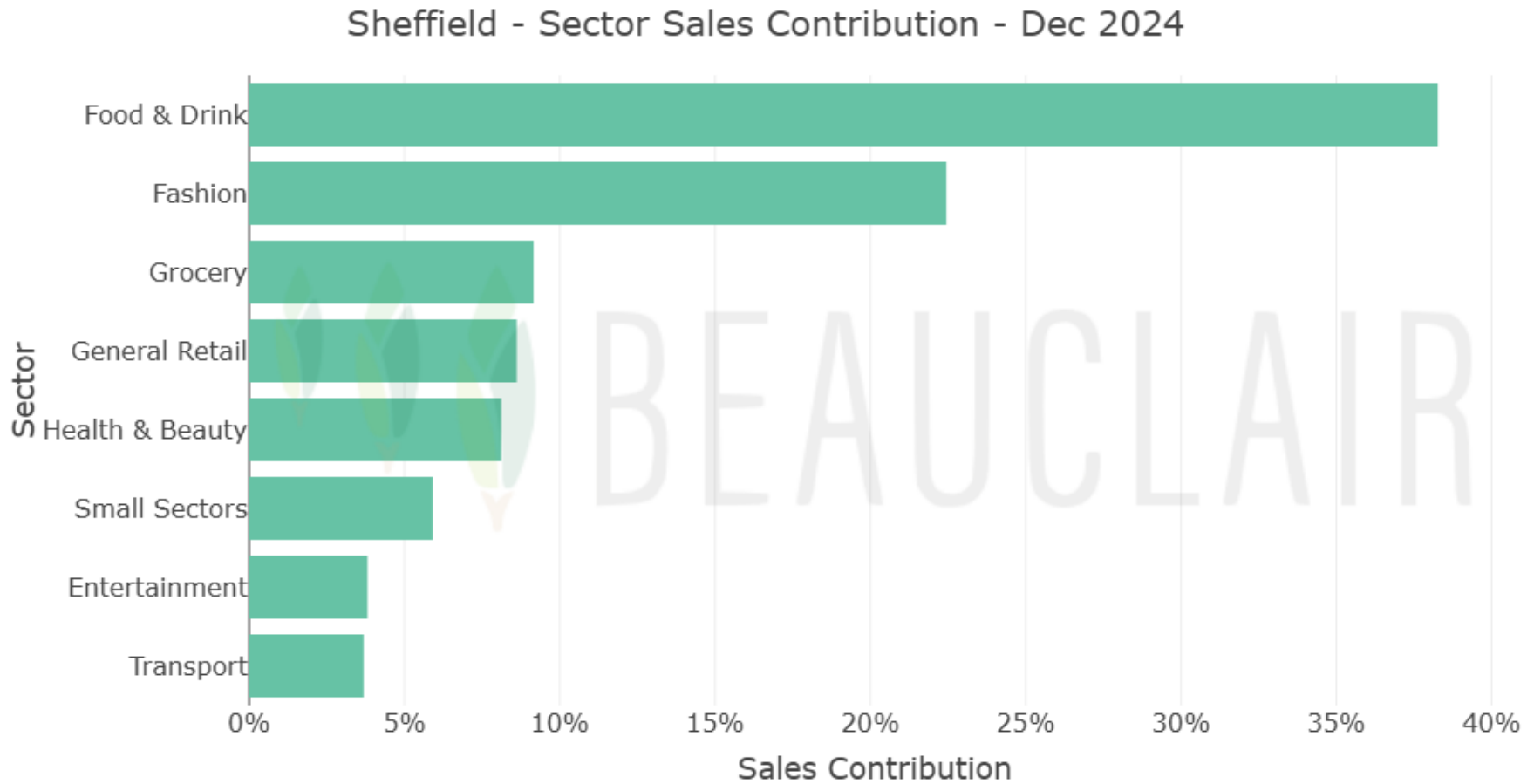
# Sector sales

- The five sectors with the highest monthly sales are Food & Drink (£9.91m), Fashion (£5.82m), Grocery (£2.37m), General Retail (£2.23m), and Health & Beauty (£2.10m).
- The five sectors with the highest YTD sales are Food & Drink (£89.1m), Fashion (£46.4m), Grocery (£24.2m), Health & Beauty (£21.5m), and General Retail (£16.5m).
- The five sectors showing the largest change in sales between Dec 2023 and Dec 2024 are Household (+£399k), Health & Beauty (-£321k), Fashion (-£294k), Grocery (+£170k), and Transport (-£146k).

Sector	Dec 24	Dec 24 vs Dec 23	YTD Dec 24	YTD Dec 24 vs YTD Dec 23
<b>Food &amp; Drink</b>	£9.91m	+0.2%	£89.1m	-0.9%
<b>Fashion</b>	£5.82m	-4.8%	£46.4m	-6.6%
<b>Grocery</b>	£2.37m	+7.7%	£24.2m	+3.1%
<b>General Retail</b>	£2.23m	-3.1%	£16.5m	+1.6%
<b>Health &amp; Beauty</b>	£2.10m	-13.2%	£21.5m	-2.4%
<b>Entertainment</b>	£987k	-7.3%	£7.93m	+2.1%
<b>Transport</b>	£954k	-13.2%	£11.0m	-9.5%
<b>Household</b>	£732k	+119.8%	£4.19m	-18.3%
<b>Tourism</b>	£582k	+10.1%	£6.73m	-5.1%
<b>Consumer Services</b>	£217k	+13.3%	£2.17m	-19.1%

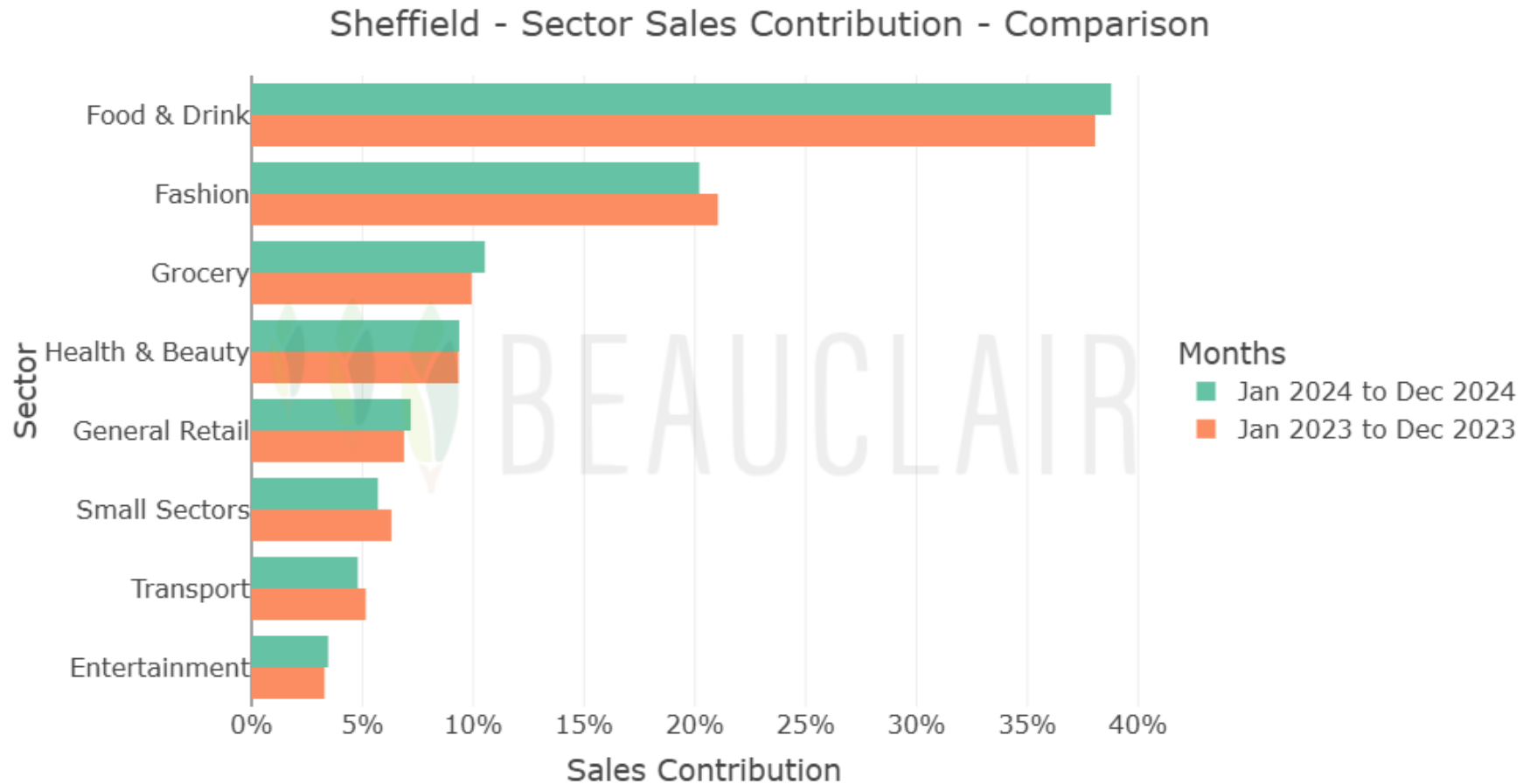
For a description of sectors please [visit our website](#).

# Sector sales



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

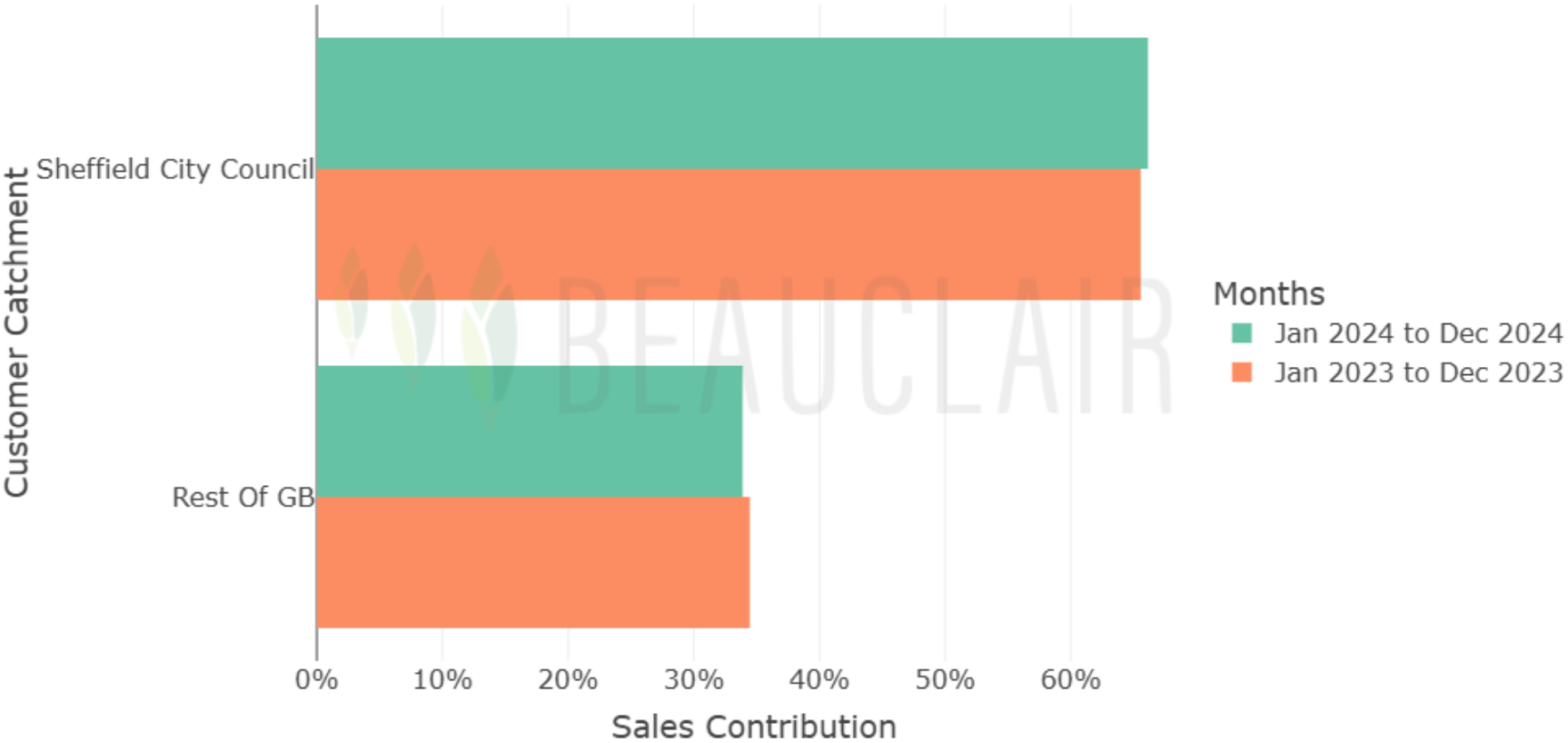
# Sector sales



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

# Catchment sales

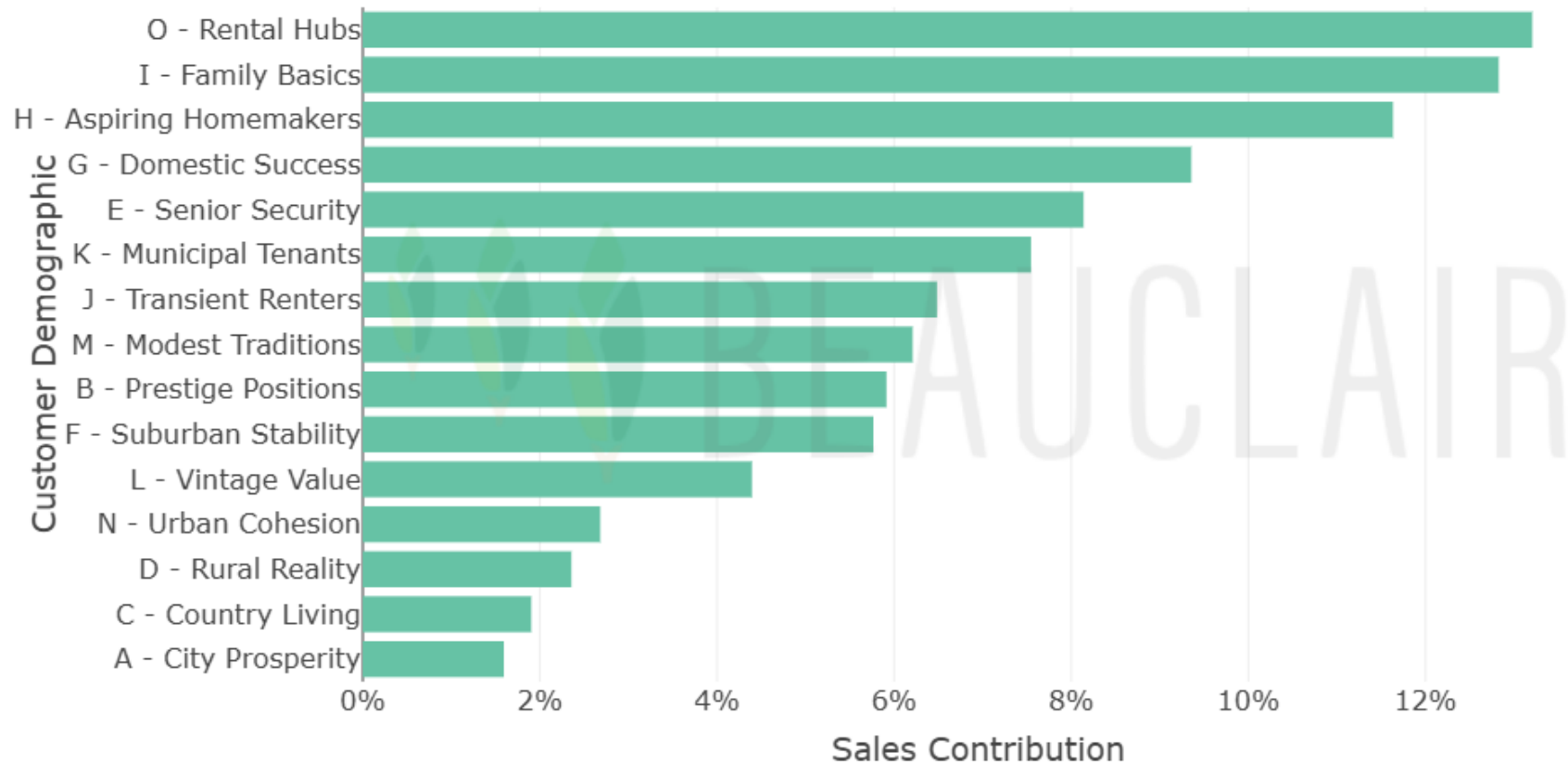
### Sheffield - Catchment Sales Contribution - Comparison





# Customer demographics

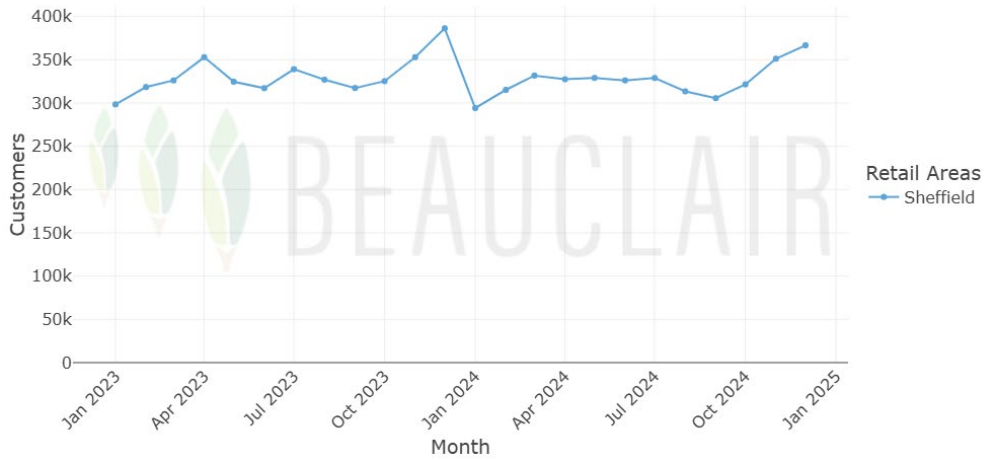
Sheffield - Demographic Sales Contribution - Dec 2024



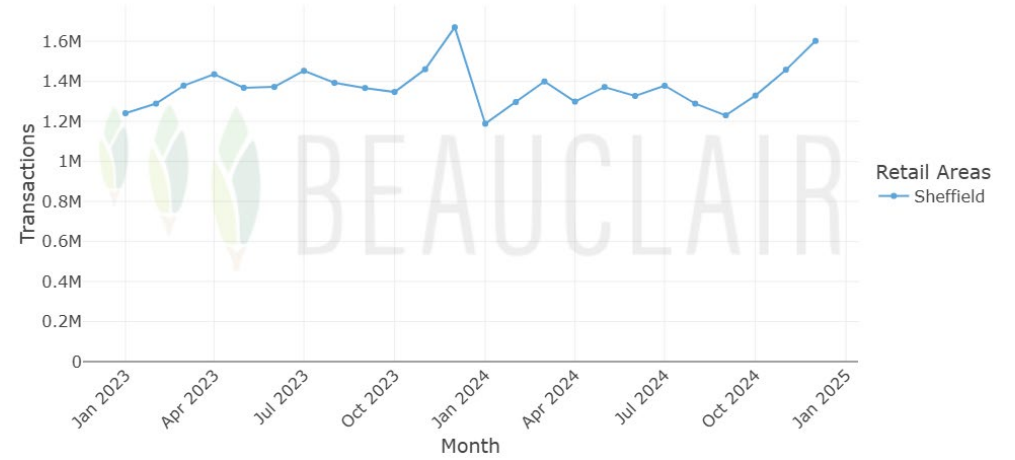
For a description of the Customer Demographic groups [please visit our website.](#)

# Year on year trends

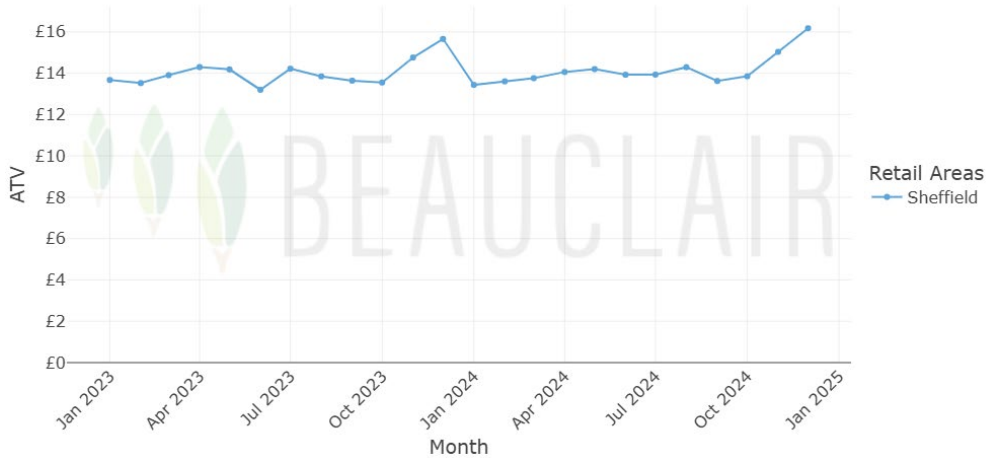
Customers - Jan 2023 to Dec 2024



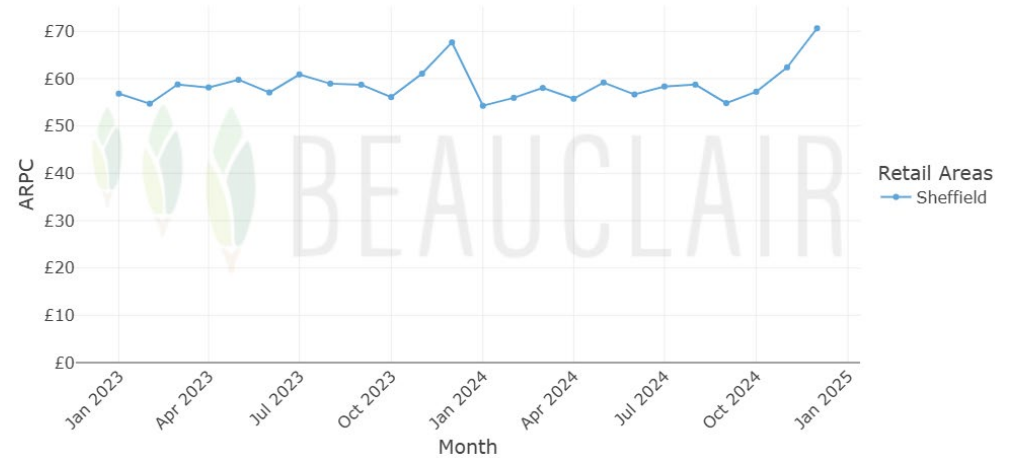
Transactions - Jan 2023 to Dec 2024



ATV - Jan 2023 to Dec 2024



ARPC - Jan 2023 to Dec 2024



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

Data source: *Beauclair*

