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# **BID BAROMETER**

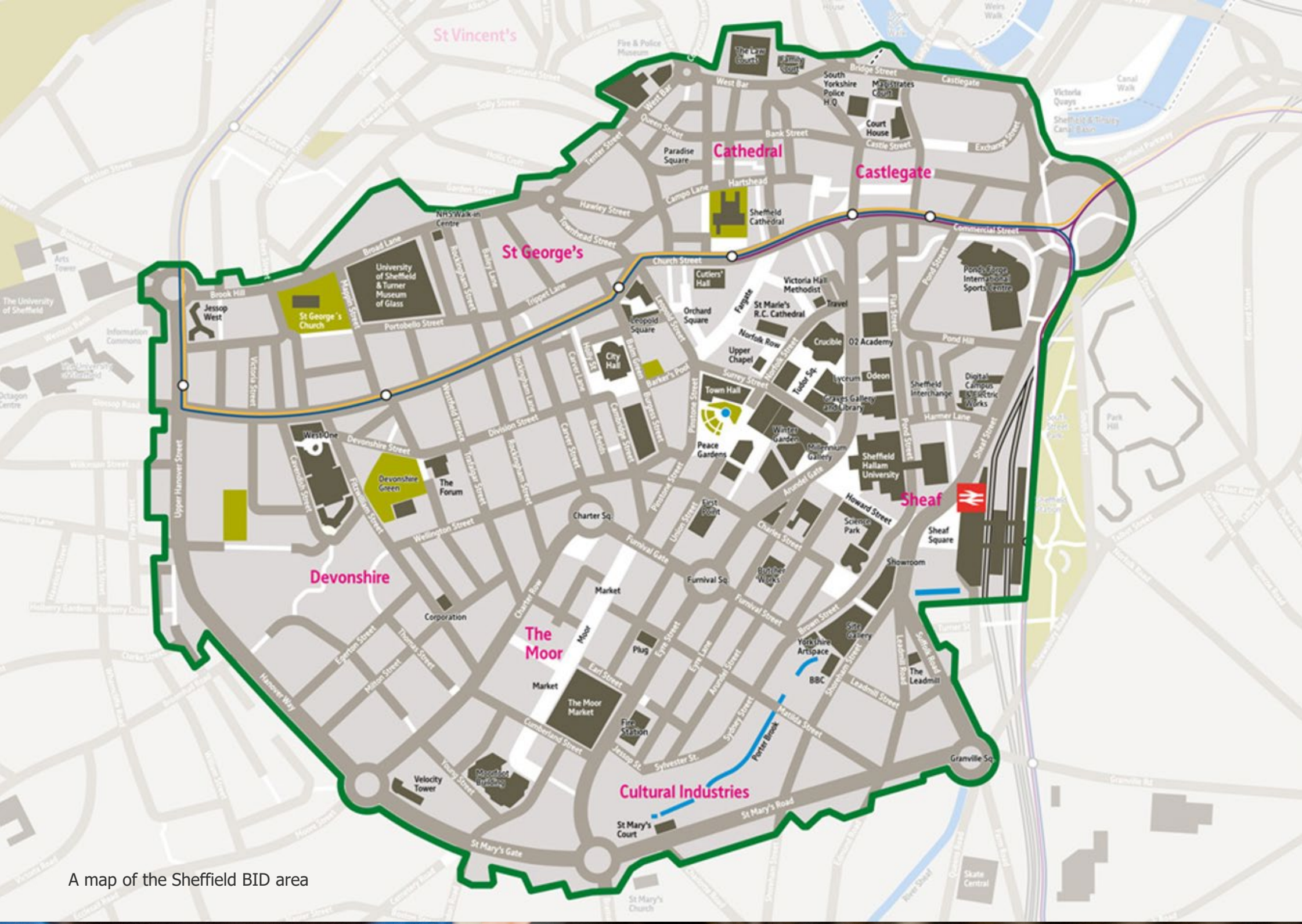
## **Trends and insights**

### **Sheffield city centre**

#### **Feb 2025**



**SHEFFIELD**BID



A map of the Sheffield BID area

# Key retail metrics

- In Feb 2025, monthly retail sales in Sheffield city centre were £18.0m. Year-to-Date (YTD) sales were £34.8m.
- Compared to Feb 2024, monthly sales increased by +0.6% while YTD sales increased by +1.8%.
- The marginal increase in monthly sales was due to an increase of +1.5% in average revenue per customer (ARPC) and a marginal decrease of -0.9% in customer numbers.

Metric	Feb 25	Feb 25 vs Feb 24	YTD Feb 25	YTD Feb 25 vs YTD Feb 24
Sales	£18.0m	+0.6%	£34.8m	+1.8%
Transactions	1.21m	-7.5%	2.31m	-8.1%
Customers	313k	-0.9%	586k	-4.1%
ATV*	£14.89	+8.8%	£15.08	+10.9%
ARPC*	£57.58	+1.5%	£59.37	+6.2%

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

# Sales growth

## Sheffield city centre v. comparator areas

- Monthly sales change between Feb 2024 and Feb 2025 in Sheffield (+0.6%) is higher than Nottingham (-2.7%) and Leeds (-5.4%).
- YTD sales change between Feb 2024 and Feb 2025 in Sheffield (+1.8%) is higher than Nottingham (-0.9%) and Leeds (-5.5%)

<b>Retail Area (city centres)</b>	<b>Feb 25 vs Feb 24</b>	<b>YTD Feb 25 vs YTD Feb 24</b>
Sheffield	+0.6%	+1.8%
Leeds	-5.4%	-5.5%
Nottingham	-2.7%	-0.9%
GB Benchmark	-5.6%	-4.4%

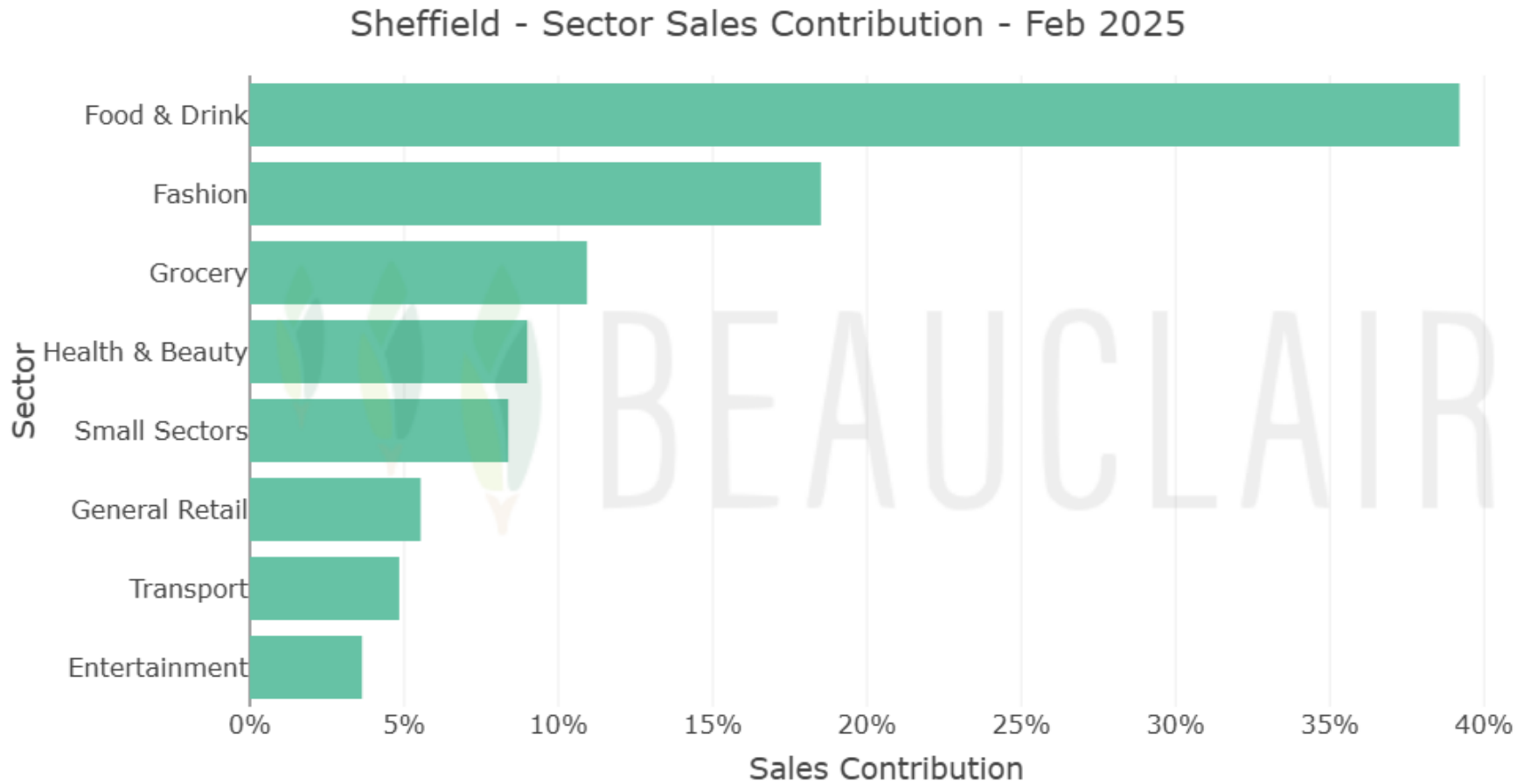
# Sector sales

- The five sectors with the highest monthly sales are Food & Drink (£7.07m), Fashion (£3.34m), Grocery (£1.97m), Health & Beauty (£1.62m), and General Retail (£998k).
- The five sectors with the highest YTD sales are Food & Drink (£12.6m), Fashion (£7.15m), Grocery (£3.90m), Health & Beauty (£3.38m) and General Retail (£2.14m)
- The five sectors showing the largest changes in sales between Feb 2024 and Feb 2025 are Household (+£381k), Food & Drink (+£283k), General Retail (-£250k) Health & Beauty (-£174k) and Tourism (+£83.8k).

Sector	Feb 25	Feb 25 vs Feb 24	YTD Feb 25	YTD Feb 25 vs YTD Feb 24
<b>Food &amp; Drink</b>	£7.07m	+4.2%	£12.6m	+1.1%
<b>Fashion</b>	£3.34m	-2.4%	£7.15m	+6.9%
<b>Grocery</b>	£1.97m	-1.5%	£3.90m	+0.1%
<b>Health &amp; Beauty</b>	£1.62m	-9.7%	£3.38m	-2.2%
<b>General Retail</b>	£998K	-20.0%	£2.14m	-15.2%
<b>Transport</b>	£873k	-6.5%	£1.68m	-9.5%
<b>Household</b>	£811k	+88.3%	£1.26m	+32.2%
<b>Entertainment</b>	£655k	-8.4%	£1.25m	-3.3%
<b>Tourism</b>	£508k	+19.8%	£1.03m	+49.5%
<b>Consumer Services</b>	£191k	+10.7%	£367k	+14.5%

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

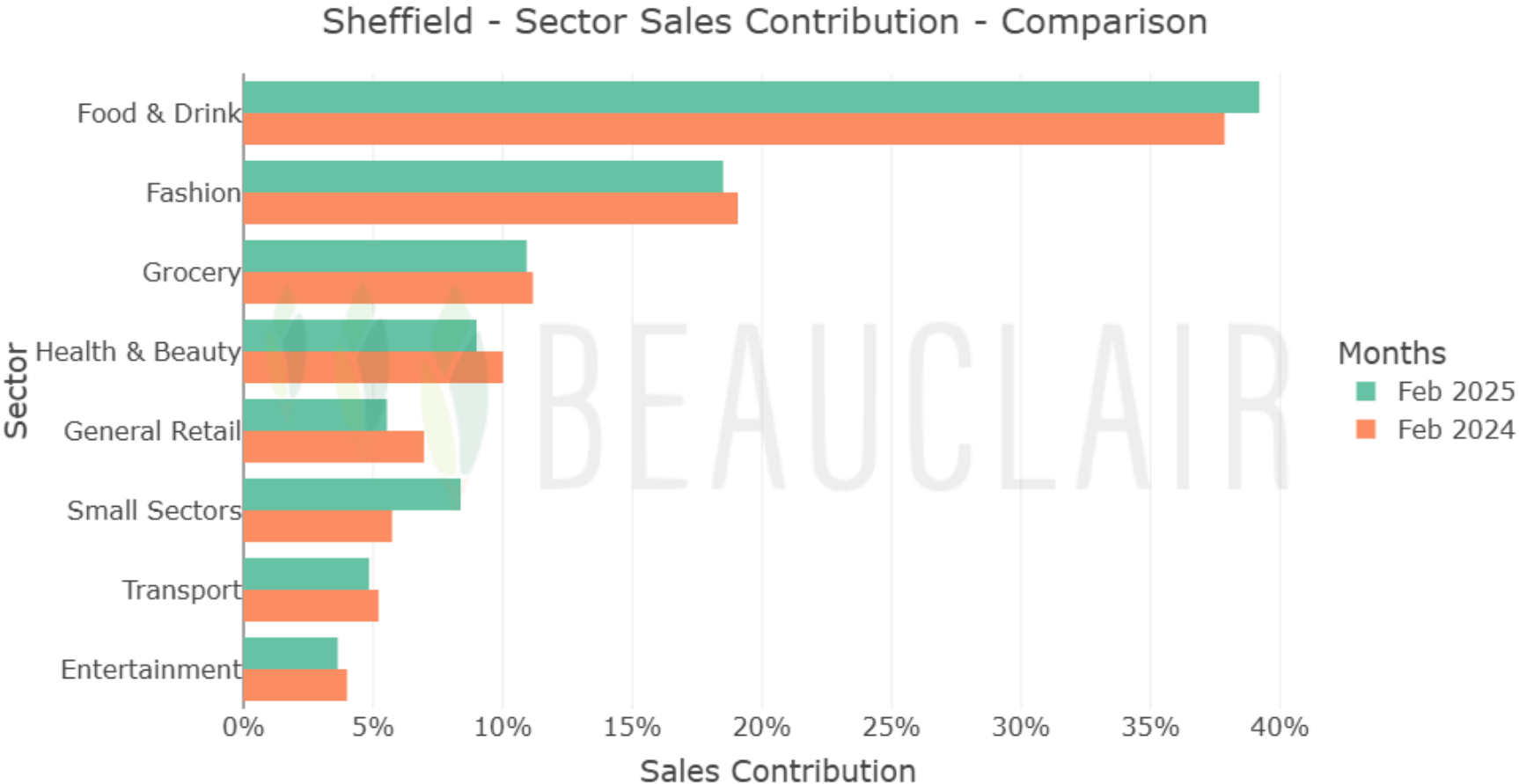
# Sector sales



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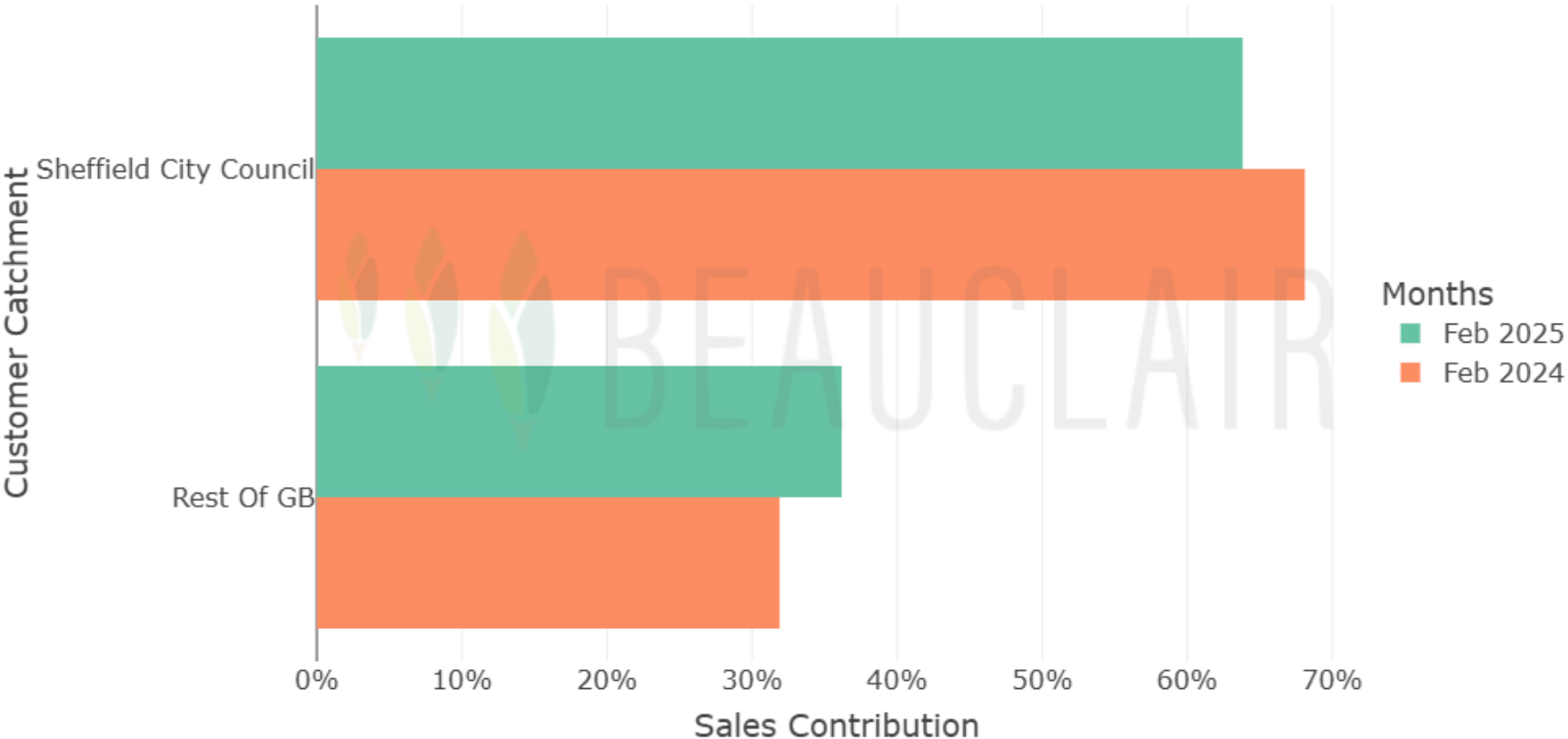
# Sector sales



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# Catchment sales

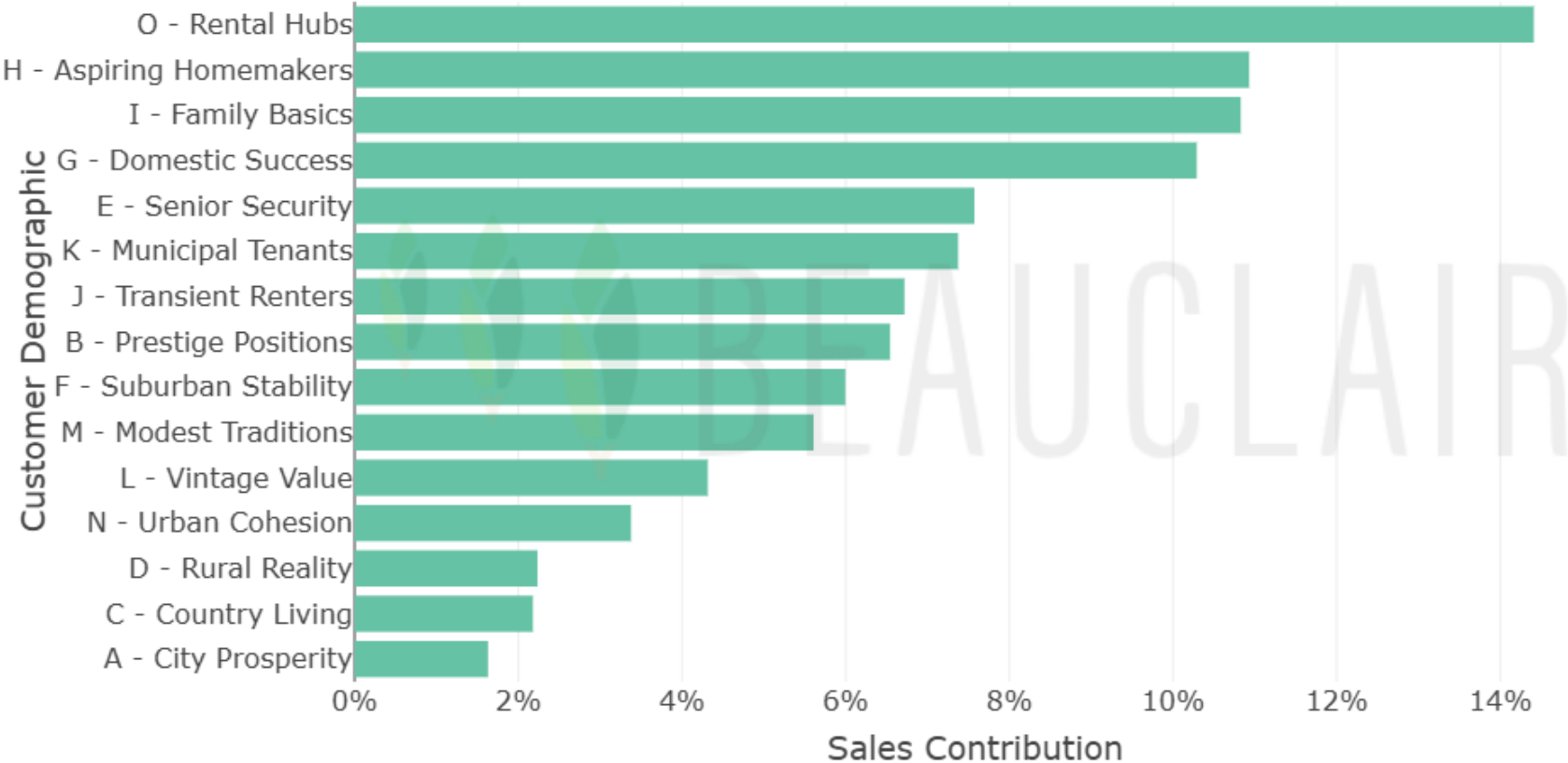
### Sheffield - Catchment Sales Contribution - Comparison





# Customer demographics

Sheffield - Demographic Sales Contribution - Feb 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](mailto:enquiries@sheffieldbid.com).

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

Data source: *Beauclair*

