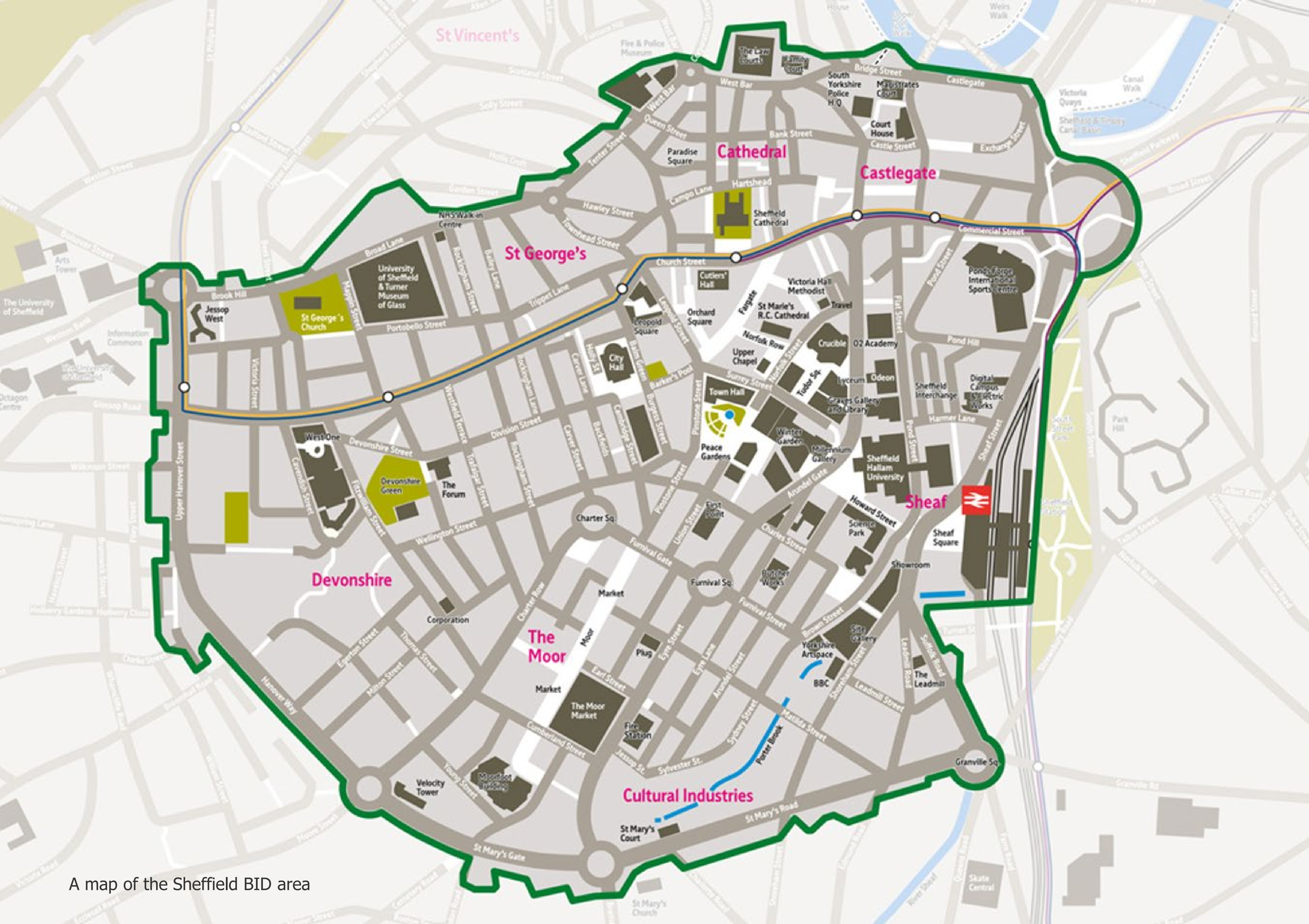
BID BAROMETER

Trends and insights

Sheffield city centre

Mar 2025

SHEFFIELDBID



A map of the Sheffield BID area

Key retail metrics

- In Mar 2025, monthly retail sales in Sheffield city centre were £20.2m. Year-to-Date (YTD) sales were £55.0m.
- Compared to Mar 2024, monthly sales increased by +3.4% while YTD sales increased by +2.3%.
- The marginal increase in monthly sales was due to an increase of +3.4% in customer numbers and static average revenue per customer (ARPC).

Metric	Mar 25	Mar 25 vs Mar 24	YTD Mar 25	YTD Mar 25 vs YTD Mar 24
Sales	£20.2m	+3.4%	£55.0m	+2.3%
Transactions	1.40m	-1.0%	3.70m	-5.7%
Customers	344k	+3.4%	929k	-1.4%
ATV*	£14.46	+4.5%	£14.85	+8.5%
ARPC*	£58.89	0.0%	£59.24	+3.7%

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

Sales growth

Sheffield city centre v. comparator areas

- Monthly sales change between Mar 2024 and Mar 2025 in Sheffield (+3.4%) is higher than Leeds (-5.1%) and Nottingham (-5.7%).
- YTD sales change between Mar 2024 and Mar 2025 in Sheffield (+2.3%) is higher than Nottingham (-2.7%) and Leeds (-5.4%).

Retail Area (city centres)	Mar 25 vs Mar 24	YTD Mar 25 vs YTD Mar 24
Sheffield	+3.4%	+2.3%
Leeds	-5.1%	-5.4%
Nottingham	-5.7%	-2.7%
GB Benchmark	-4.6%	-4.2%

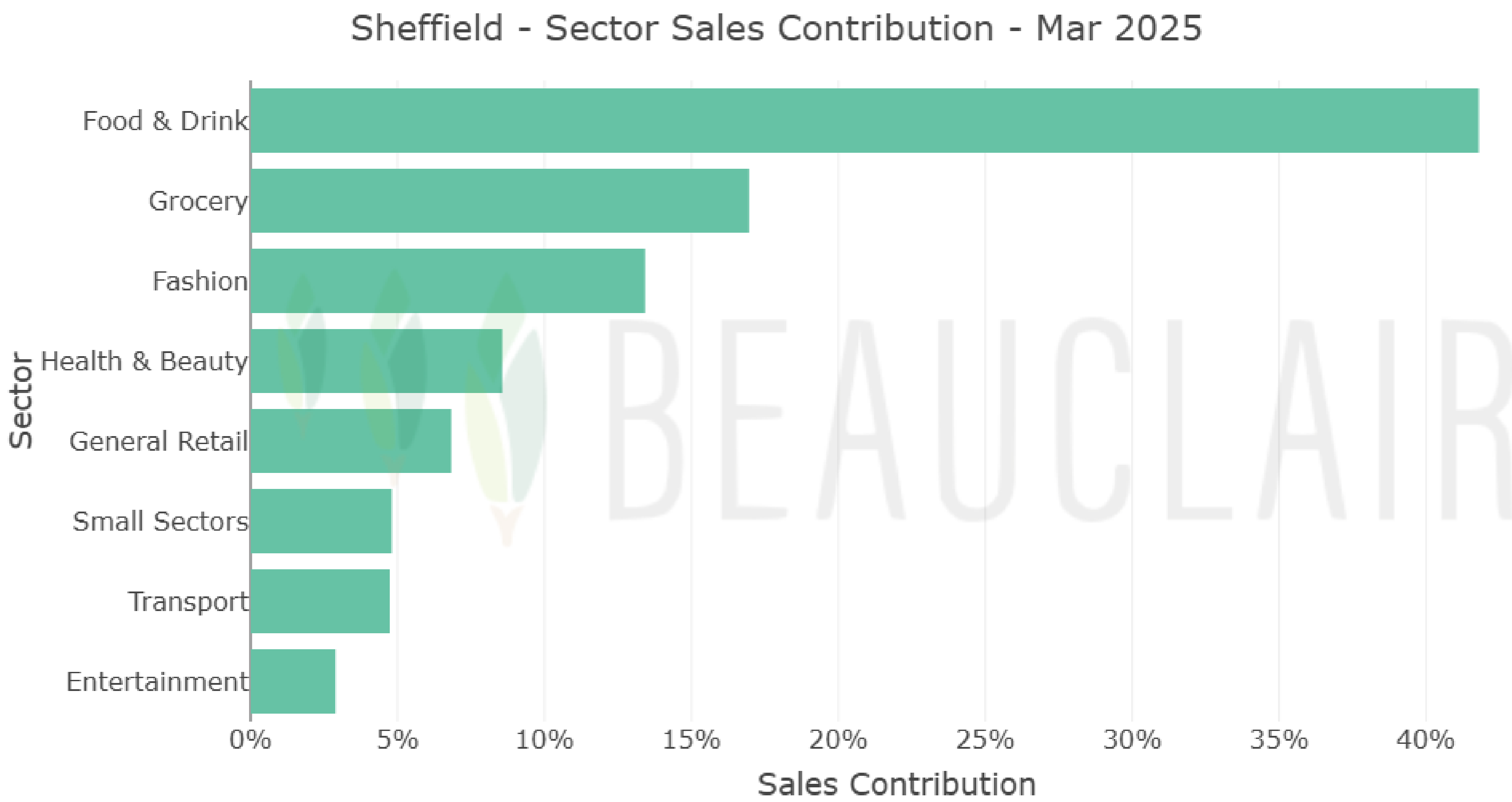
Sector sales

- The five sectors with the highest monthly sales are Food & Drink (£8.46m), Grocery (£3.43m), Fashion (£2.72m) Health & Beauty (£1.73m), and General Retail (£1.38m).
- The five sectors with the highest YTD sales are Food & Drink (£21.1m), Grocery (£9.43m), Fashion (£7.74m), Health & Beauty (£5.11m) and General Retail (£3.55m).
- The five sectors showing the largest changes in sales between Mar 2024 and Mar 2025 are Food & Drink (+£581k), Fashion (+£312k), Household (+£120k), Tourism (-£114k) and Entertainment (-£93.2k).

Sector	Mar 25	Mar 25 vs Mar 24	YTD Mar 25	YTD Mar 25 vs YTD Mar 24
Food & Drink	£8.46m	+7.4%	£21.1m	+3.8%
Grocery	£3.43m	-1.4%	£9.43m	-3.3%
Fashion	£2.72m	+13.0%	£7.74m	+15.3%
Health & Beauty	£1.73m	-4.3%	£5.11m	-2.9%
General Retail	£1.38m	-3.0%	£3.55m	-11.2%
Transport	£958k	-1.8%	£2.64m	-6.9%
Entertainment	£585k	-13.7%	£1.84m	-9.0%
Tourism	£436k	-20.7%	£1.47m	+18.4%
Household	£355k	+50.8%	£1.62m	+35.9%
Consumer Services	£182k	+36.5%	£548k	+20.9%

For a description of sectors please visit our website.

Sector sales



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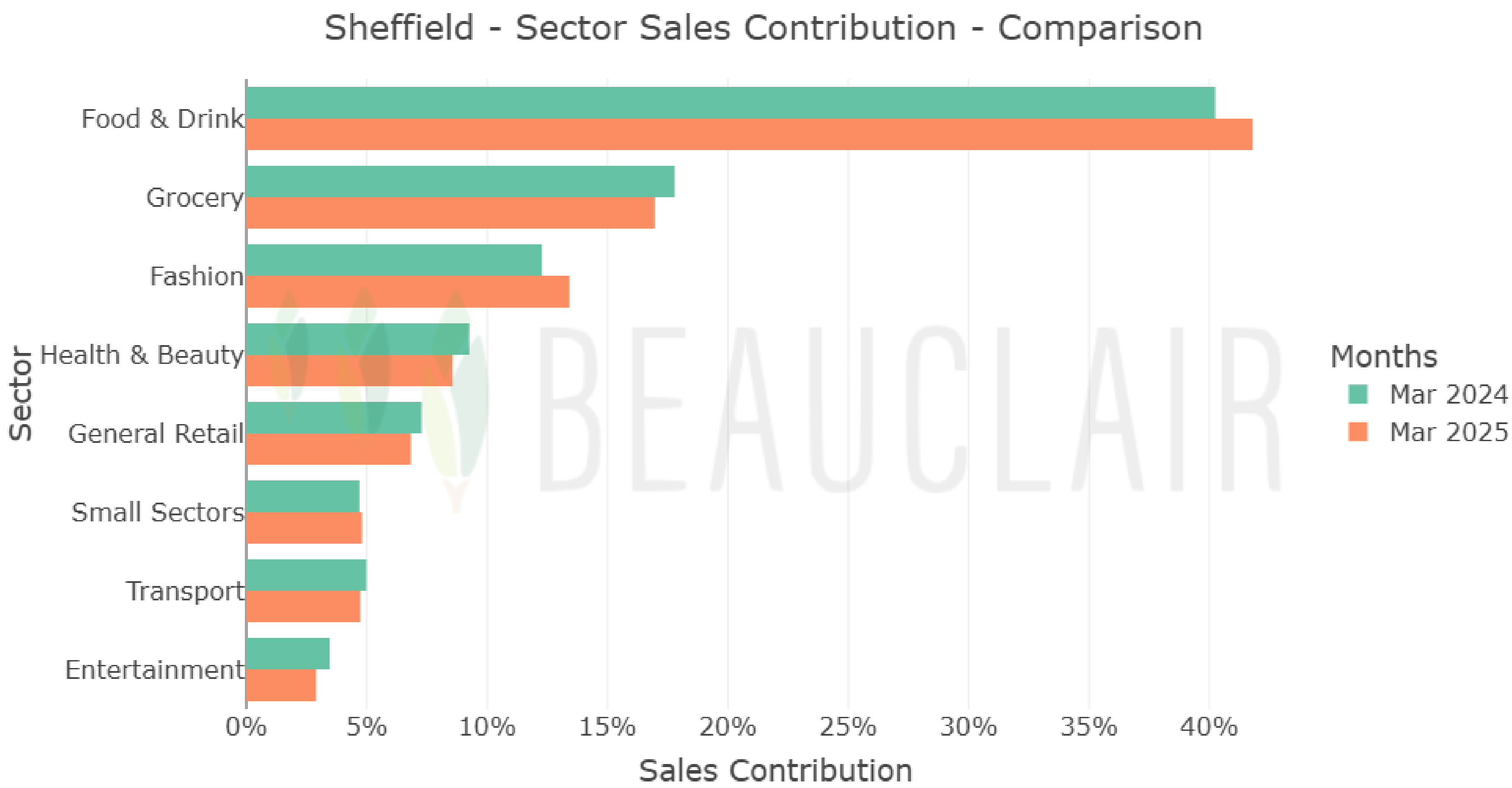
Sector sales



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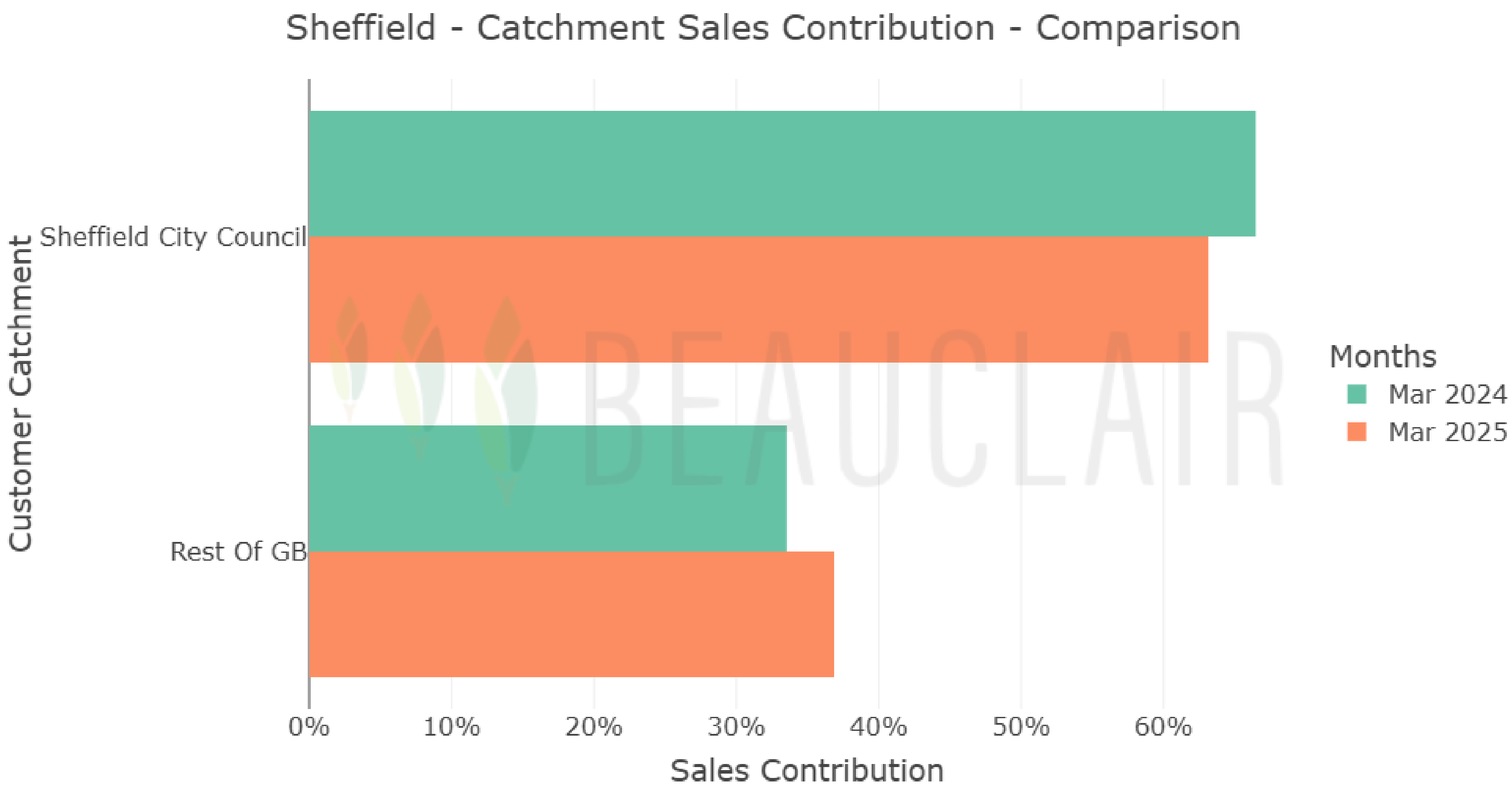
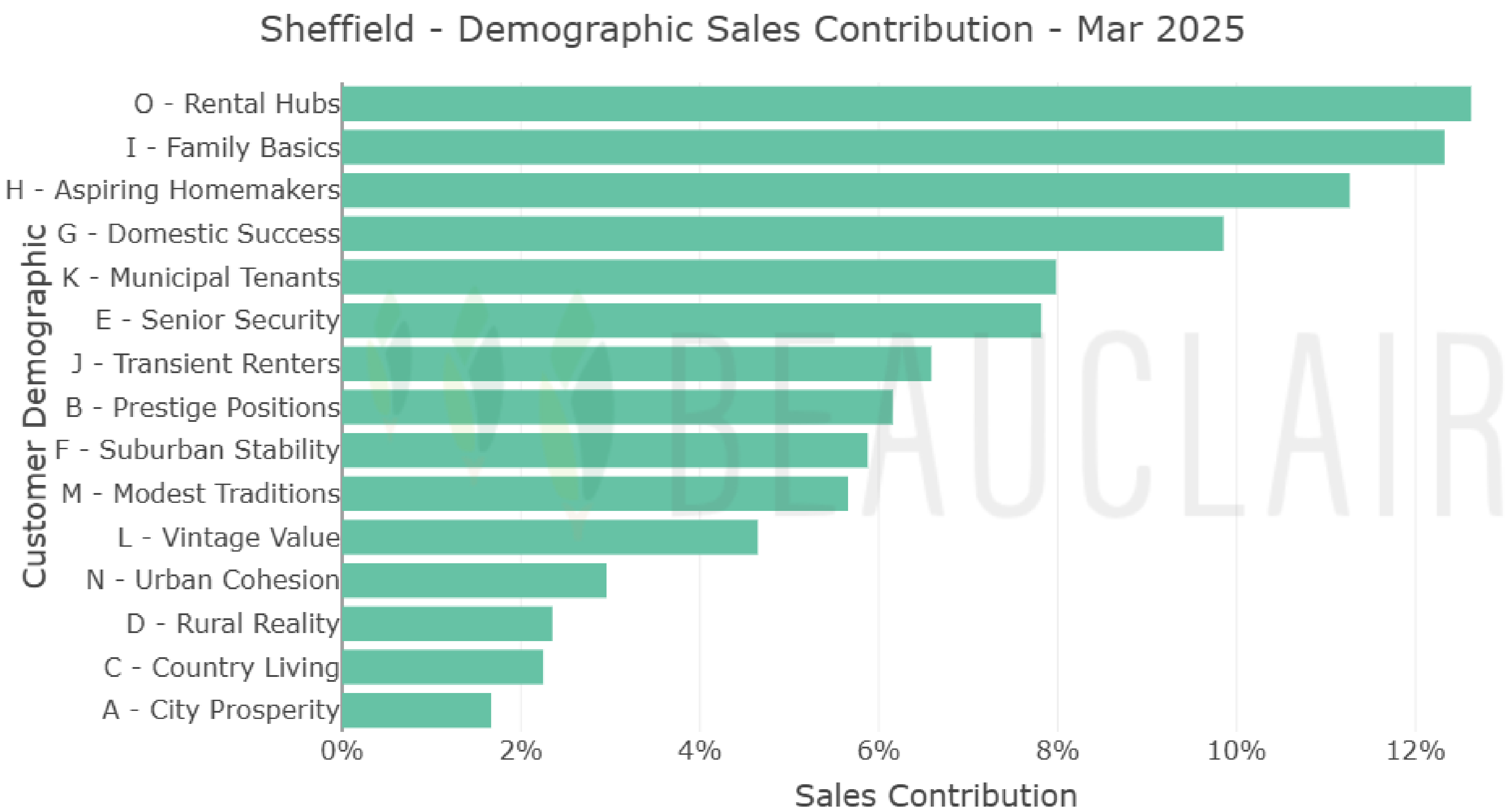
Catchment sales



Customer demographics



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 March are available on our website.

Data source: Beauclair