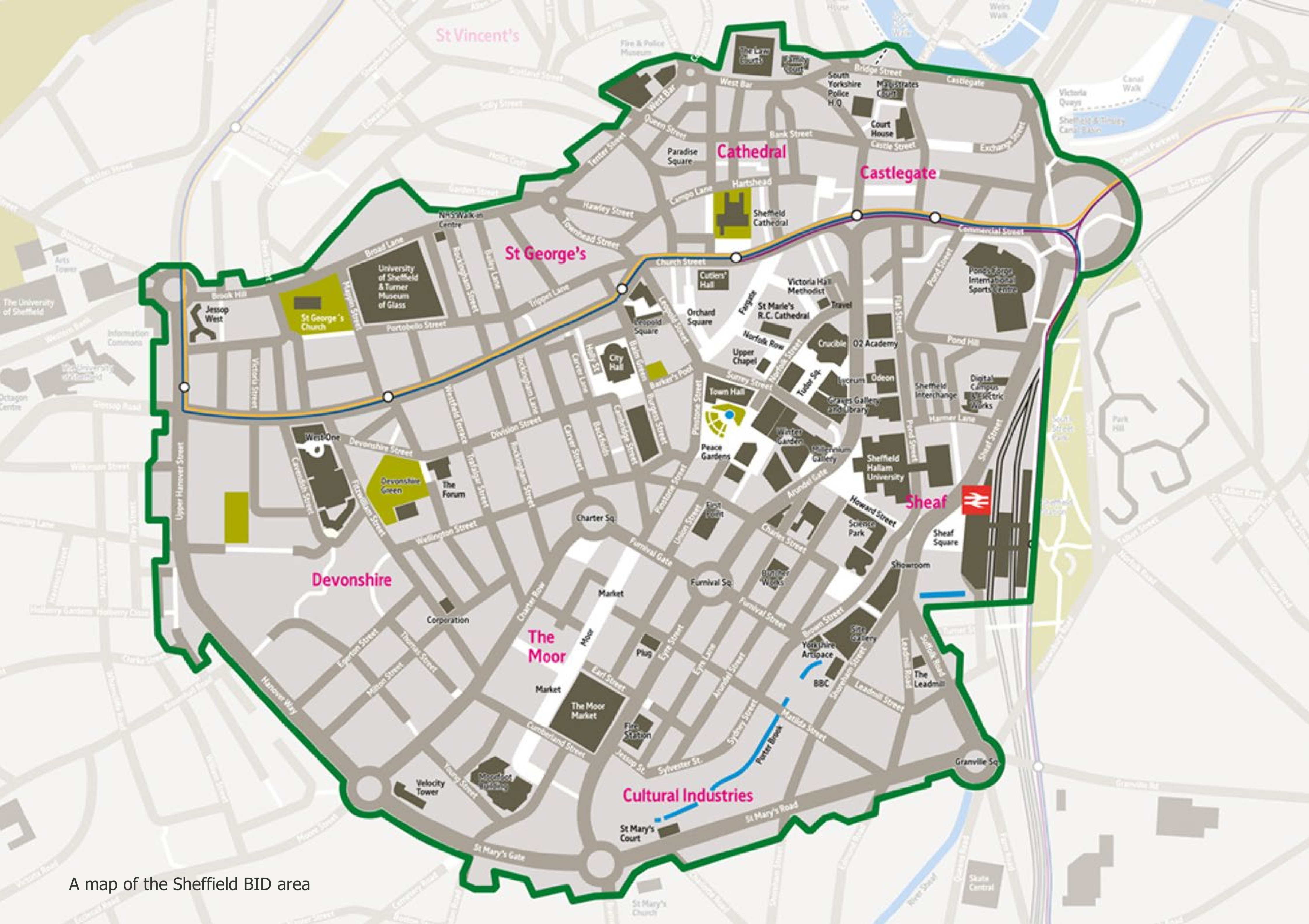
BID BAROMETER

Trends and insights

Sheffield city centre

Apr 2025

SHEFFIELDBID



A map of the Sheffield BID area

Key retail metrics

- In Apr 2025, monthly retail sales in Sheffield city centre were £19.0m. Year-to-Date (YTD) sales were £74.0m.
- Compared to Apr 2024, monthly sales increased by +1.9% while YTD sales increased by +2.3%.
- The increase in monthly sales was due to an increase of +1.0% in average revenue customer (ARPC) and a marginal increase of +0.8% in customer numbers.

Metric	Apr 25	Apr 25 vs Apr 24	YTD Apr 25	YTD Apr 25 vs YTD Apr 24
Sales	£19.0m	+1.9%	£74.0m	+2.3%
Transactions	1.34m	+2.5%	5.04m	-3.5%
Customers	329k	+0.8%	1.26m	-0.8%
ATV*	£14.18	-0.6%	£14.69	+6.0%
ARPC*	£57.68	+1.0%	£58.95	+3.1%

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

Sales growth

Sheffield city centre v. comparator areas

- Monthly sales change between Apr 2024 and Apr 2025 in Sheffield (+1.9%) is higher than Nottingham (-2.5%) and Leeds (-3.5%).
- YTD sales change between Apr 2024 and Apr 2025 in Sheffield (+2.3%) is higher than Nottingham (-2.9%) and Leeds (-4.6%).

Retail Area (city centres)	Apr 25 vs Apr 24	YTD Apr 25 vs YTD Apr 24
Sheffield	+1.9%	+2.3%
Leeds	-3.5%	-4.6%
Nottingham	-2.5%	-2.9%
GB Benchmark	-0.1%	-3.1%

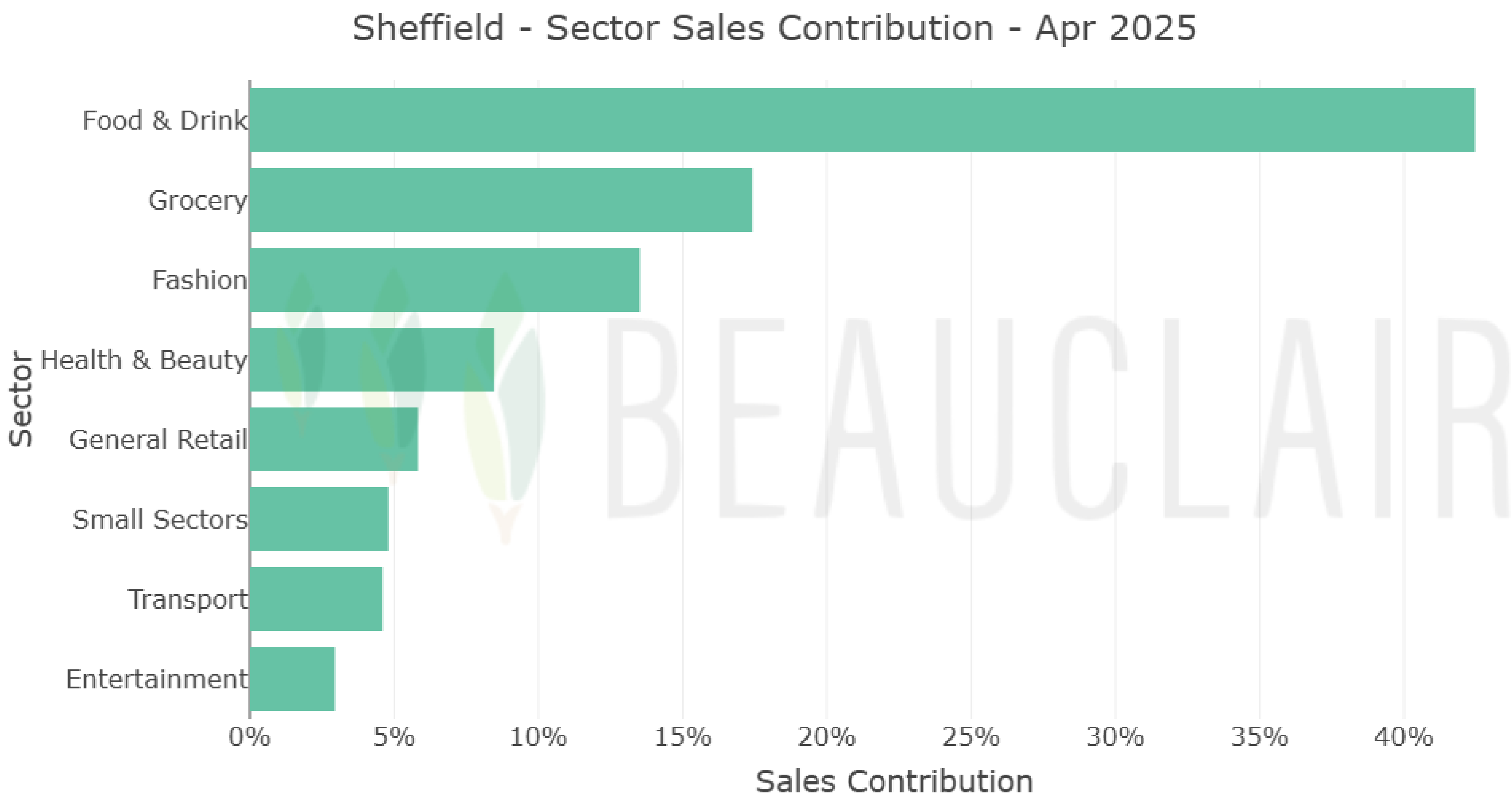
Sector sales

- The five sectors with the highest monthly sales are Food & Drink (£8.06m), Grocery (£3.31m), Fashion (£2.56m), Health & Beauty (£1.61m), and General Retail (£1.10m).
- The five sectors with the highest YTD sales are Food & Drink (£29.2m), Grocery (£12.7m), Fashion (£10.3m), Health & Beauty (£6.76m), and General Retail (£4.65m).
- The five sectors showing the largest change in sales between Apr 2024 and Apr 2025 are Food & Drink (+£708k), Grocery (+£244k), Tourism (-£192k), General Retail (-£144k) and Entertainment (-£140k).

Sector	Apr 25	Apr 25 vs Apr 24	YTD Apr 25	YTD Apr 25 vs YTD Apr 24
Food & Drink	£8.06m	+9.6%	£29.2m	+5.4%
Grocery	£3.31m	+8.0%	£12.7m	-0.5%
Fashion	£2.56m	+1.1%	£10.3m	+11.3%
Health & Beauty	£1.61m	-1.0%	£6.76m	-1.9%
General Retail	£1.10m	-11.5%	£4.65m	-11.2%
Transport	£873k	-7.8%	£3.51m	-7.4%
Entertainment	£561k	-20.0%	£2.39m	-11.9%
Tourism	£457k	-29.6%	£1.92m	+1.7%
Household	£283k	-14.8%	£1.90m	+24.9%
Consumer Services	£170k	-9.7%	£715k	+11.4%

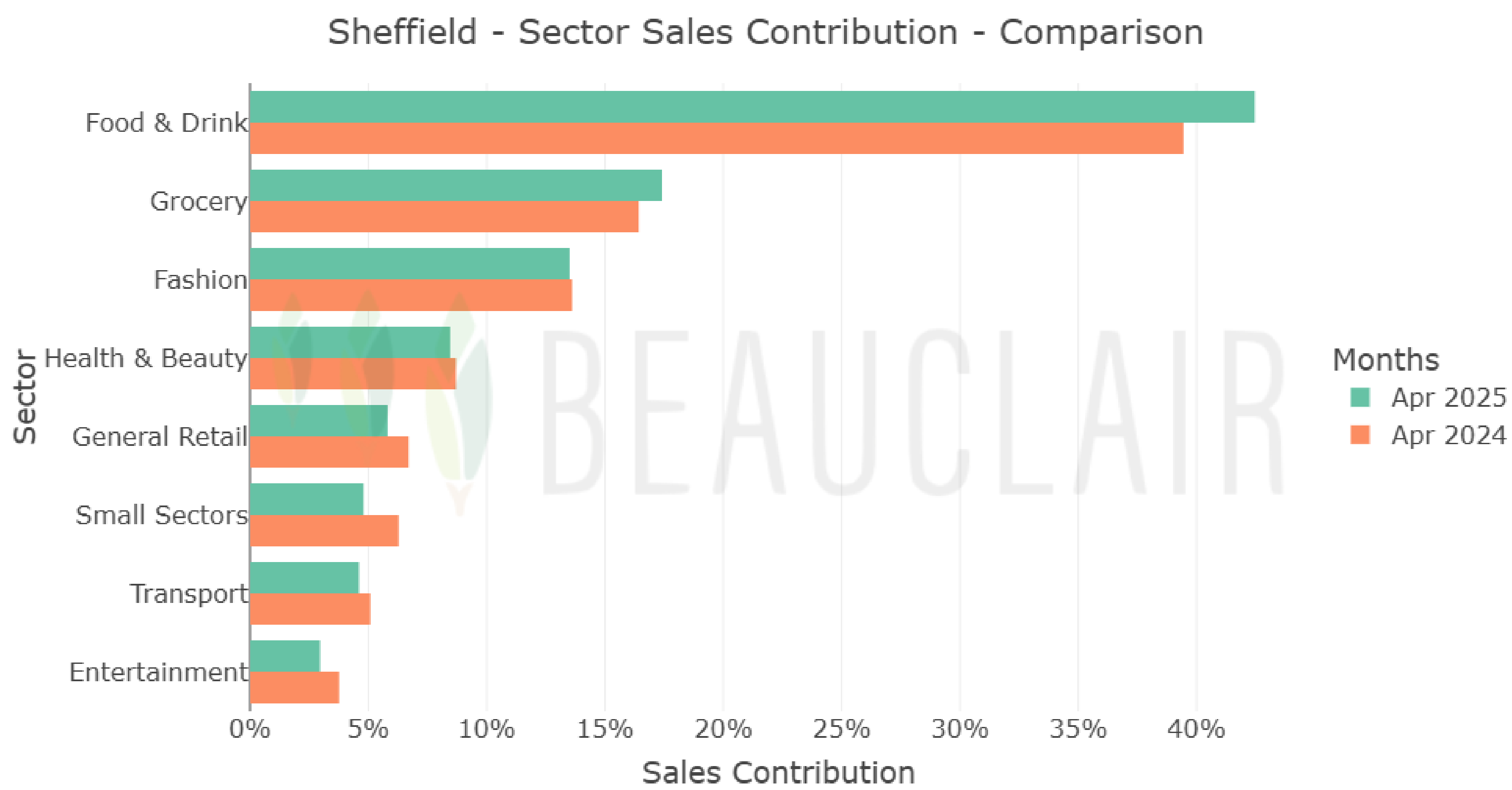
For a description of sectors please visit our website.

Sector sales



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

Sector sales



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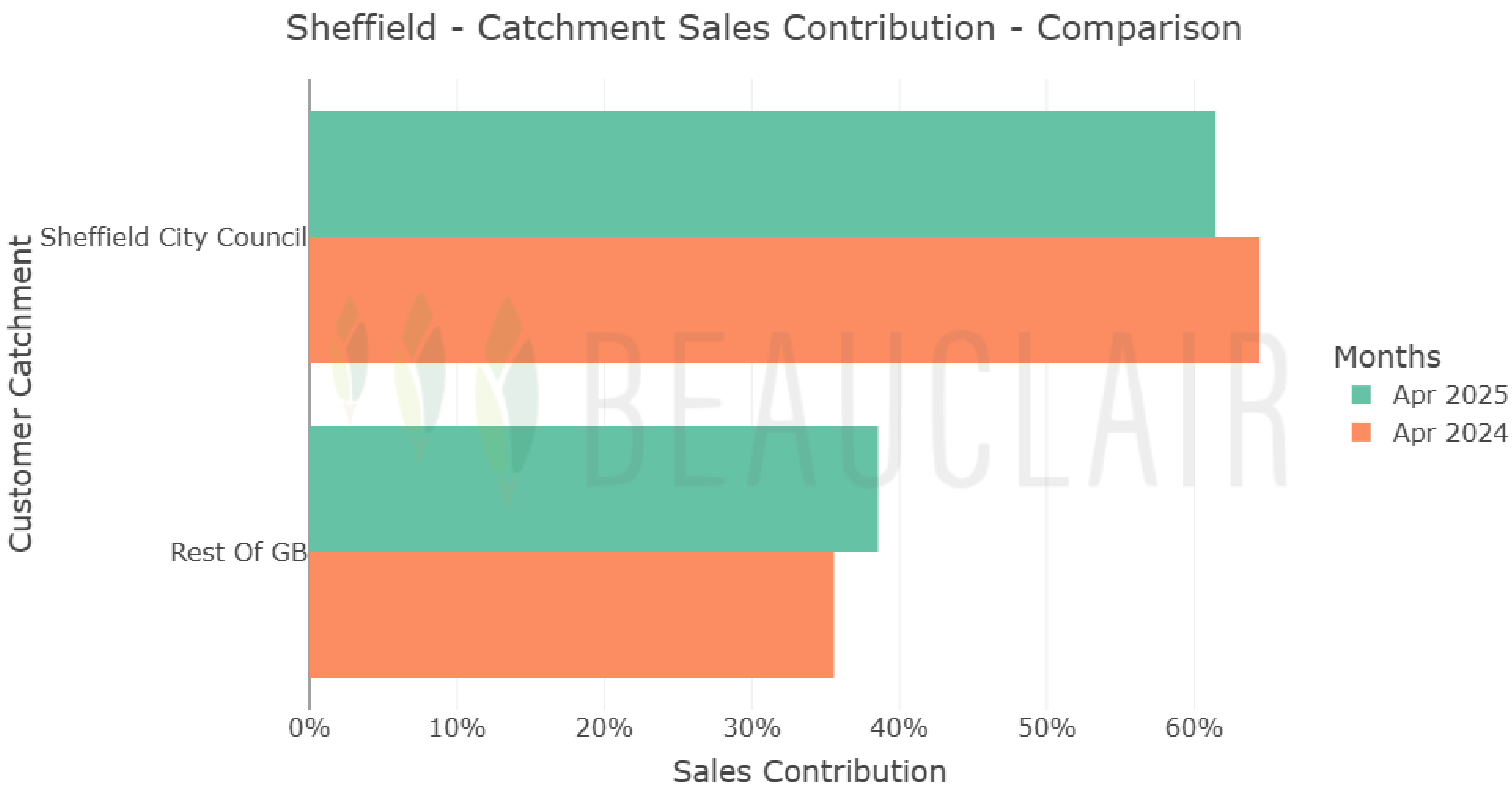
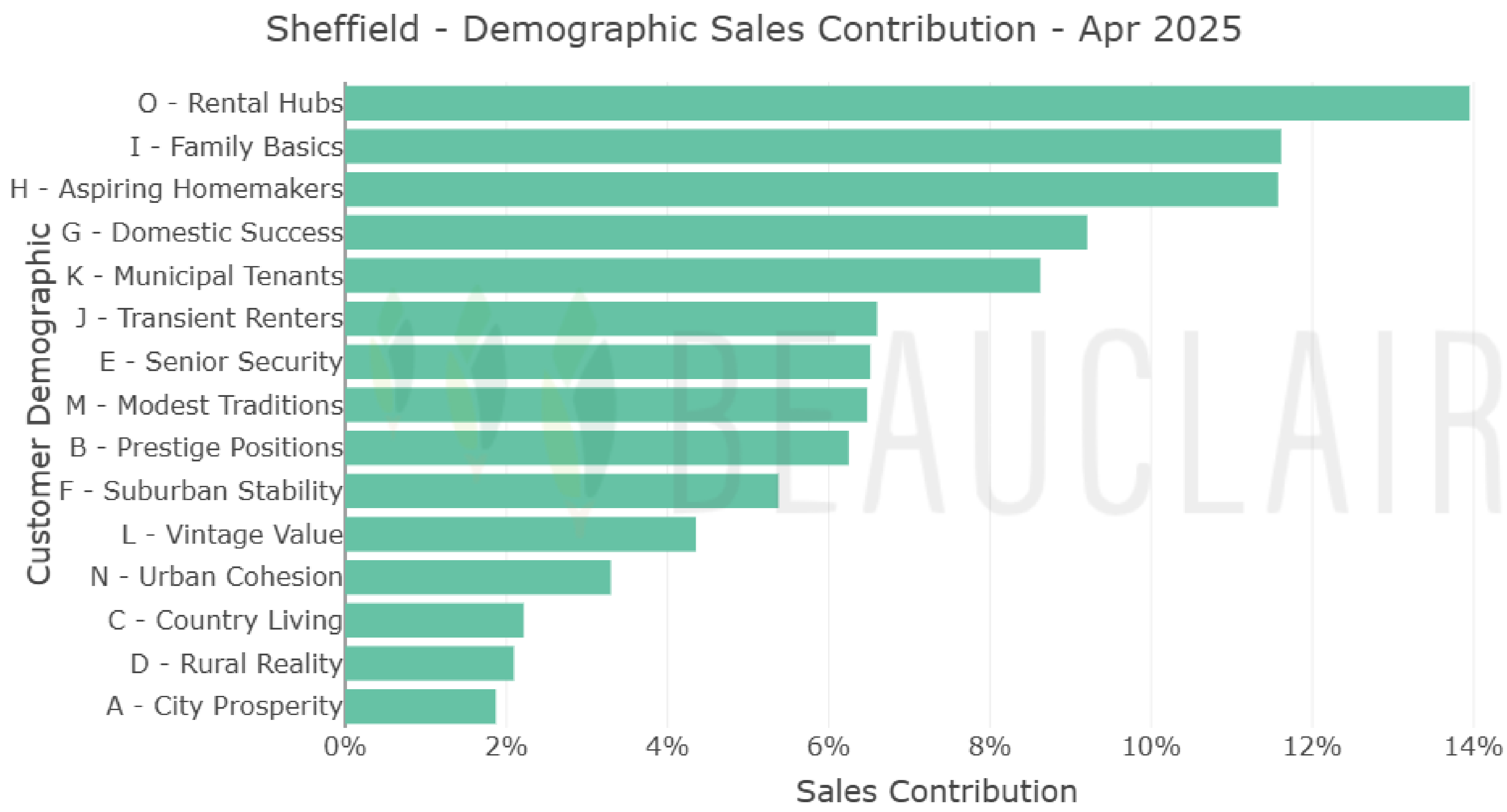
Catchment sales



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 April are available on our website.

Data source: Beauclair