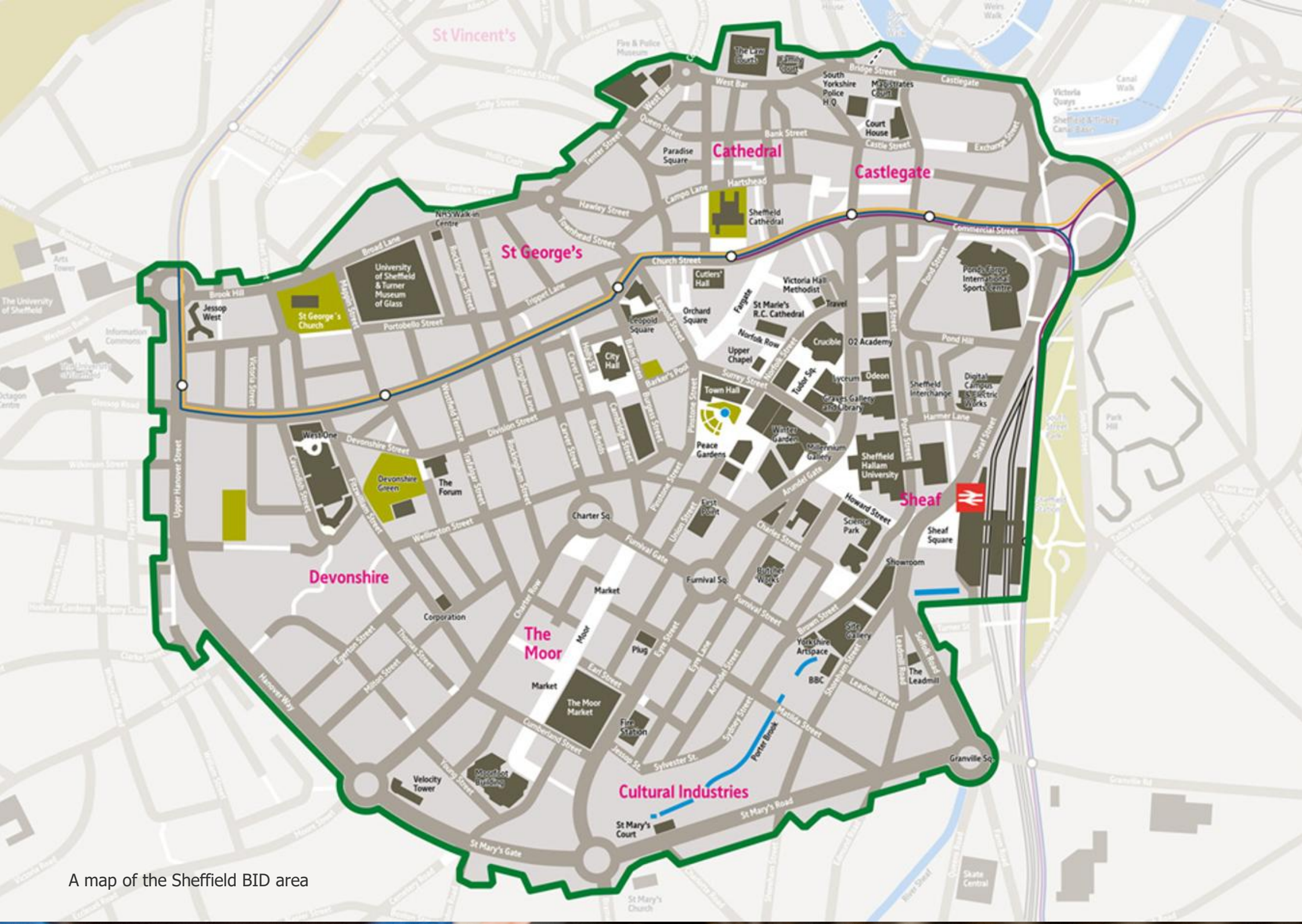

BID BAROMETER

Trends and insights

Sheffield city centre

May 2025



A map of the Sheffield BID area

Key retail metrics

- In May 2025, monthly retail sales in Sheffield were £21.8m. Year-to-Date (YTD) sales were £96.0m.
- Compared to May 2024, monthly sales increased by +10.2% while YTD sales increased by +4.3%.
- The increase in monthly sales was due to an increase of +11.5% in customer numbers and a decrease of -1.1% in average revenue per customer (ARPC).

Metric	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
Sales	£21.8m	+10.2%	£96.0m	+4.3%
Transactions	1.48m	+7.0%	6.52m	-1.1%
Customers	365k	+11.5%	1.63m	+2.1%
ATV	£14.74	+3.0%	£14.72	+5.5%
ARPC	£59.54	-1.1%	£59.02	+2.2%

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

Sales growth

Sheffield city centre v. comparator areas

- Monthly sales change between May 2024 and May 2025 in Sheffield (+10.2%) is higher than Leeds (-1.6%), Manchester (-5.6%) and Nottingham (-2.3%).
- YTD sales change between May 2024 and May 2025 in Sheffield (+4.3%) is higher than Nottingham (-2.7%), Leeds (-4.0%) and Manchester (-3.6%).

Retail Area (city centres)	May 25 vs May 24	YTD May 25 vs YTD May 24
Sheffield	+10.2%	+4.3%
Leeds	-1.6%	-4.0%
Nottingham	-2.3%	-2.7%
Manchester	-5.6%	-3.6%
GB Benchmark	-1.8%	-2.3%

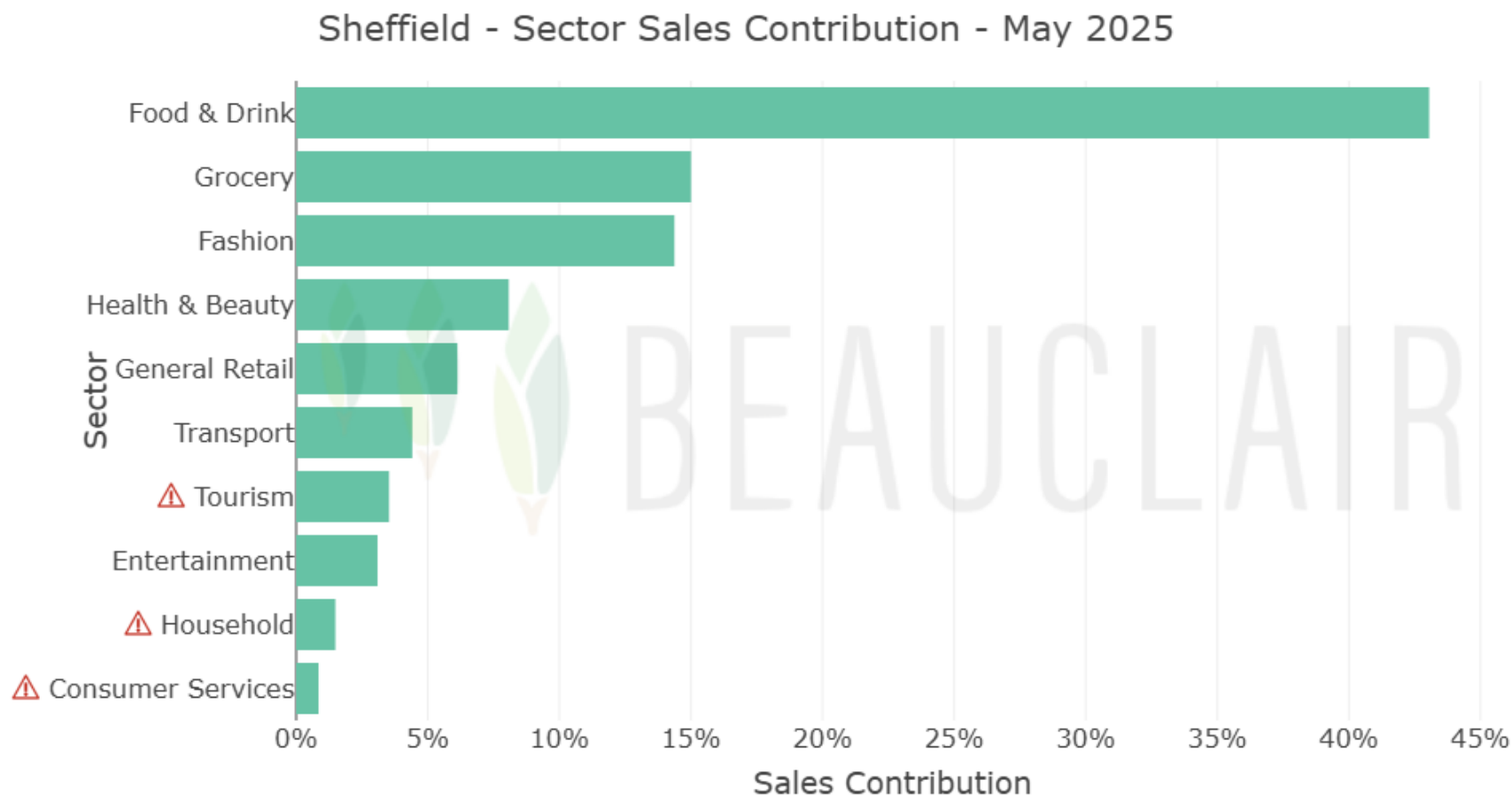
Sector sales - overview

- The five sectors with the highest monthly sales are Food & Drink (£9.37m), Grocery (£3.26m), Fashion (£3.13m), Health & Beauty (£1.76m), and General Retail (£1.33m).
- The five sectors with the highest YTD sales are Food & Drink (£38.4m), Grocery (£16.0m), Fashion (£13.7m), Health & Beauty (£8.53m), and General Retail (£5.96m).
- The five sectors showing the largest change in sales between May 2024 and May 2025 are Food & Drink (+£1.62m), Health & Beauty (–£231k), General Retail (+£200k), Fashion (+£189k) and Tourism (+£74.8k).

Sector	May 25	May 25 vs May 24	YTD May 25	YTD May 25 vs YTD May 24
Food & Drink	£9.37m	+20.9%	£38.4m	+9.0%
Grocery	£3.26m	+1.9%	£16.0m	+0.1%
Fashion	£3.13m	+6.4%	£13.7m	+11.0%
Health & Beauty	£1.76m	-11.6%	£8.53m	-3.5%
General Retail	£1.33m	+17.7%	£5.96m	-5.7%
Transport	£960k	+3.7%	£4.47m	-5.1%
Tourism	£768k	+10.8%	£2.69m	+4.4%
Entertainment	£672k	+9.6%	£3.09m	-7.1%
Household	£324k	-3.8%	£2.23m	+19.1%
Consumer Services	£185k	+19.8%	£936k	+17.7%

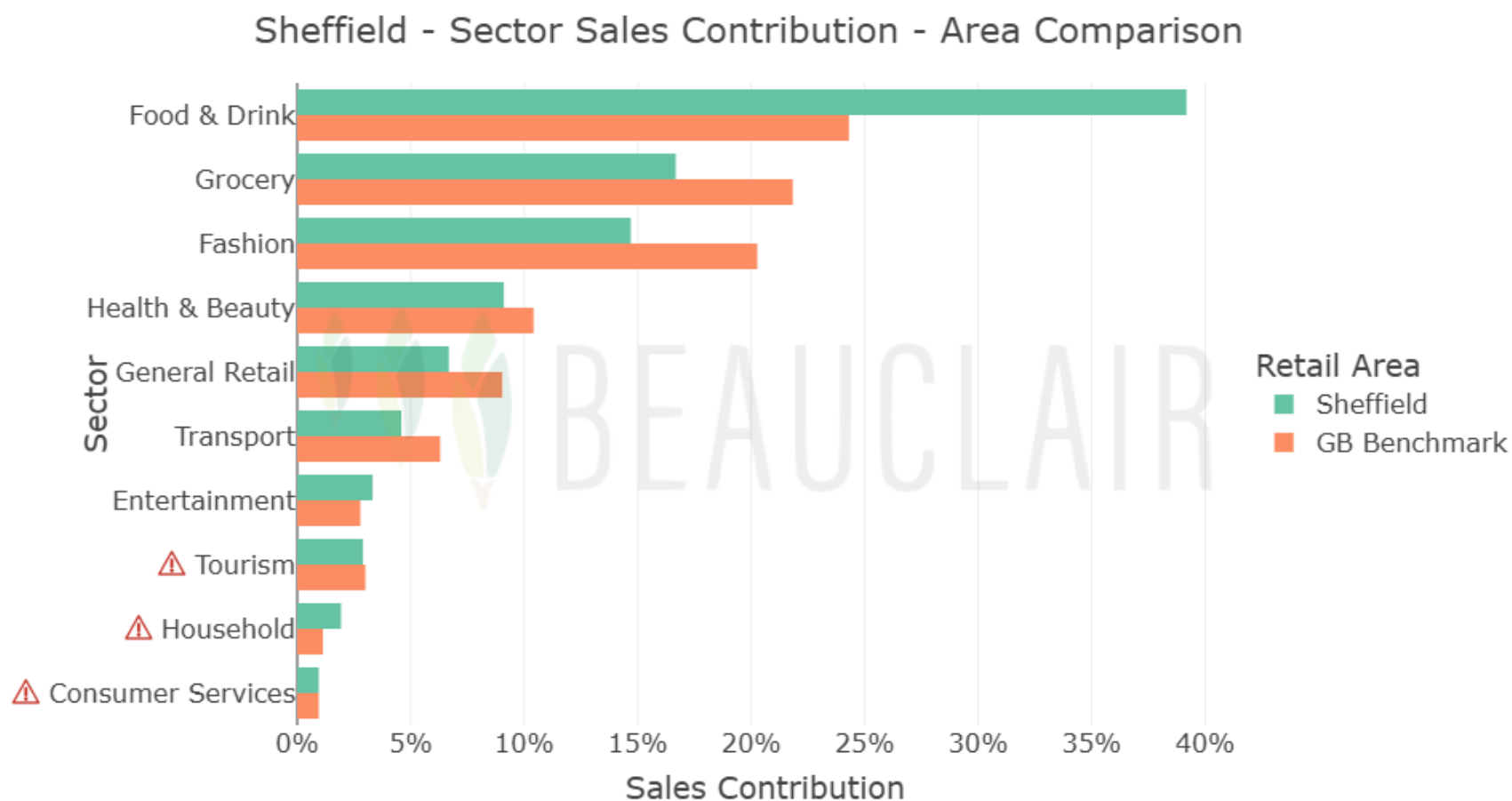
For a description of sectors please [visit our website](#).

Sector sales – May 2025 (Sheffield city centre)



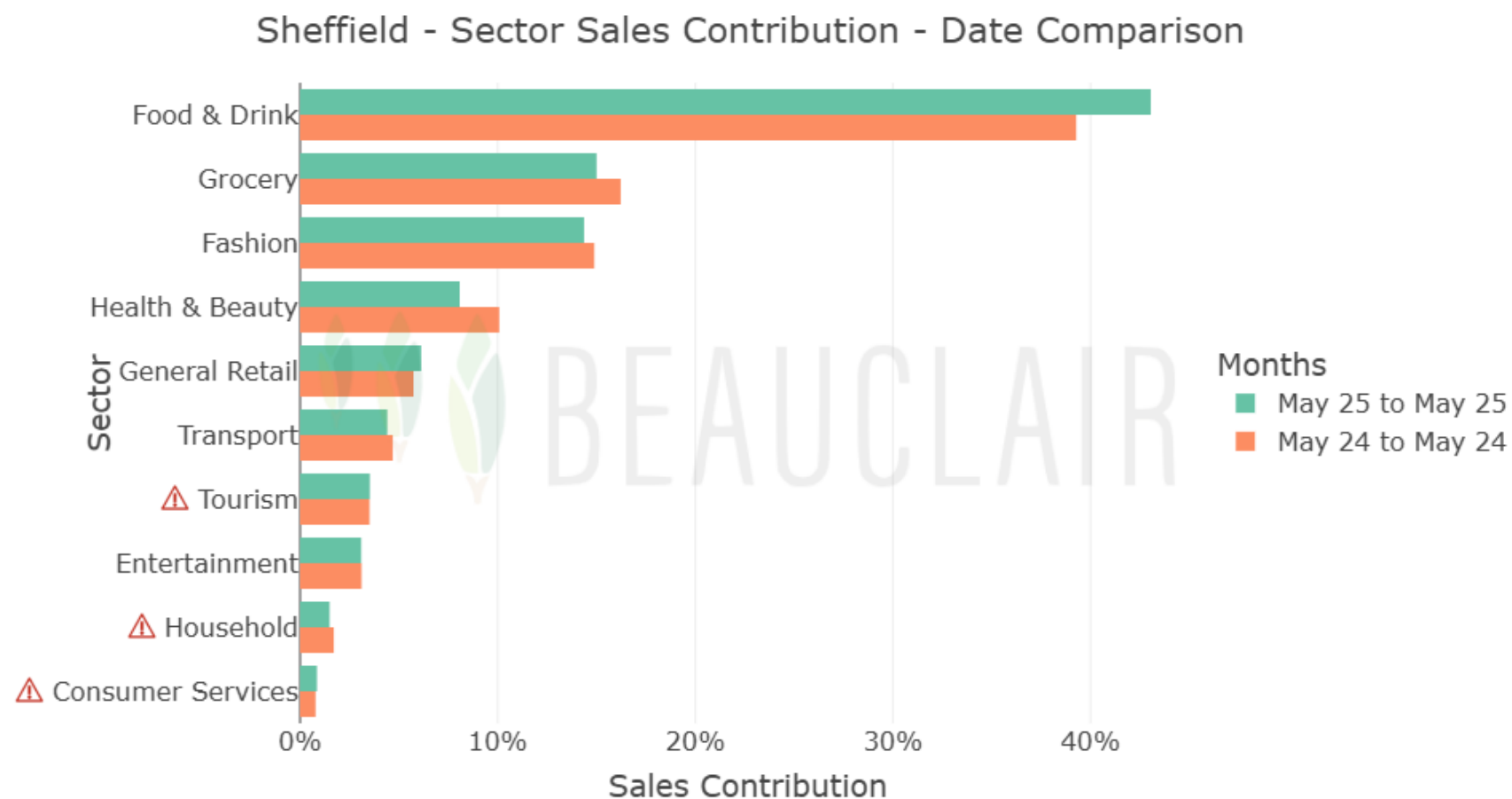
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Sector sales – May 2025 (comparison vs GB Benchmark)



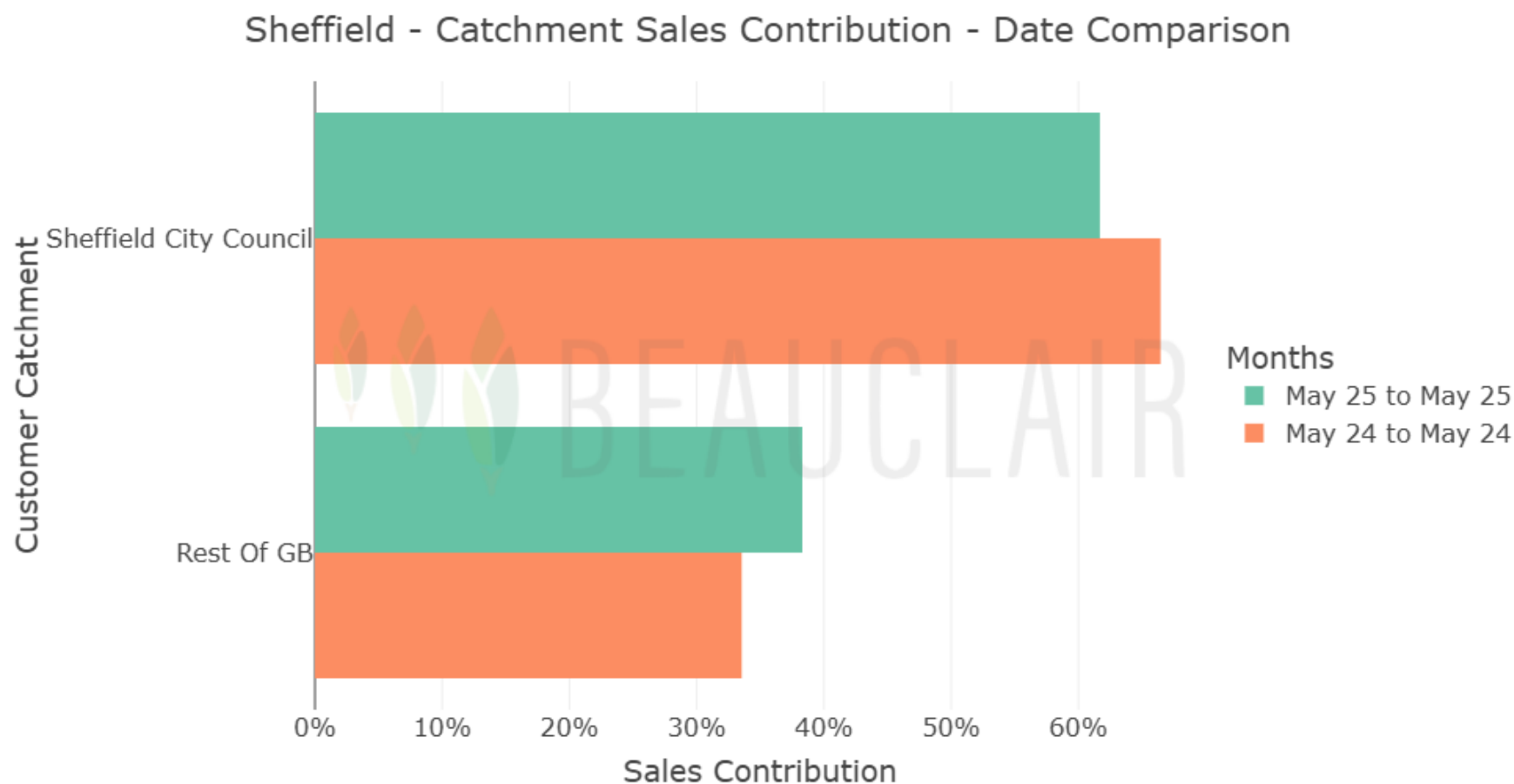
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data.

Sector sales – May 2025 v May 2024 (Sheffield city centre)

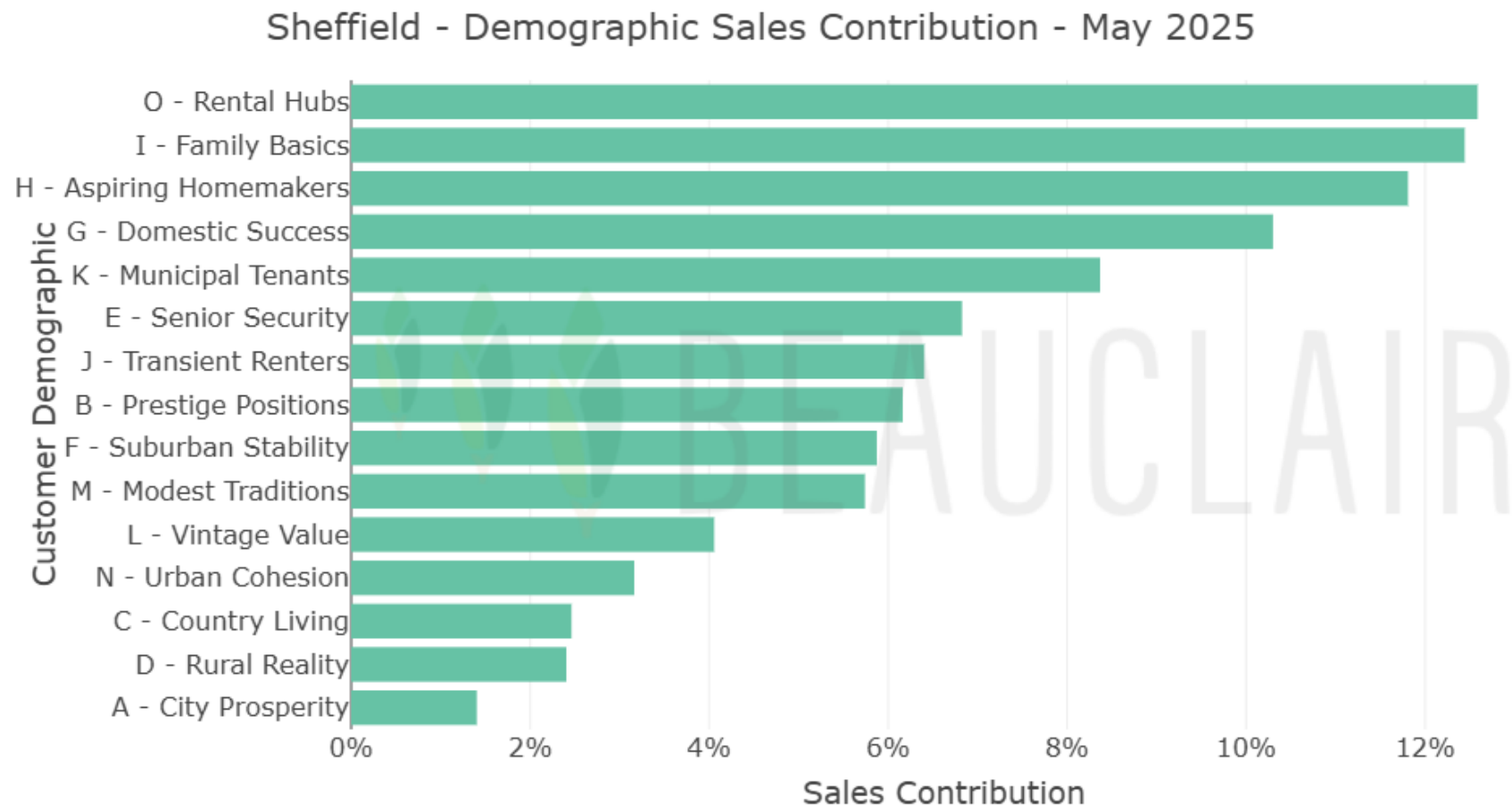


For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Catchment sales

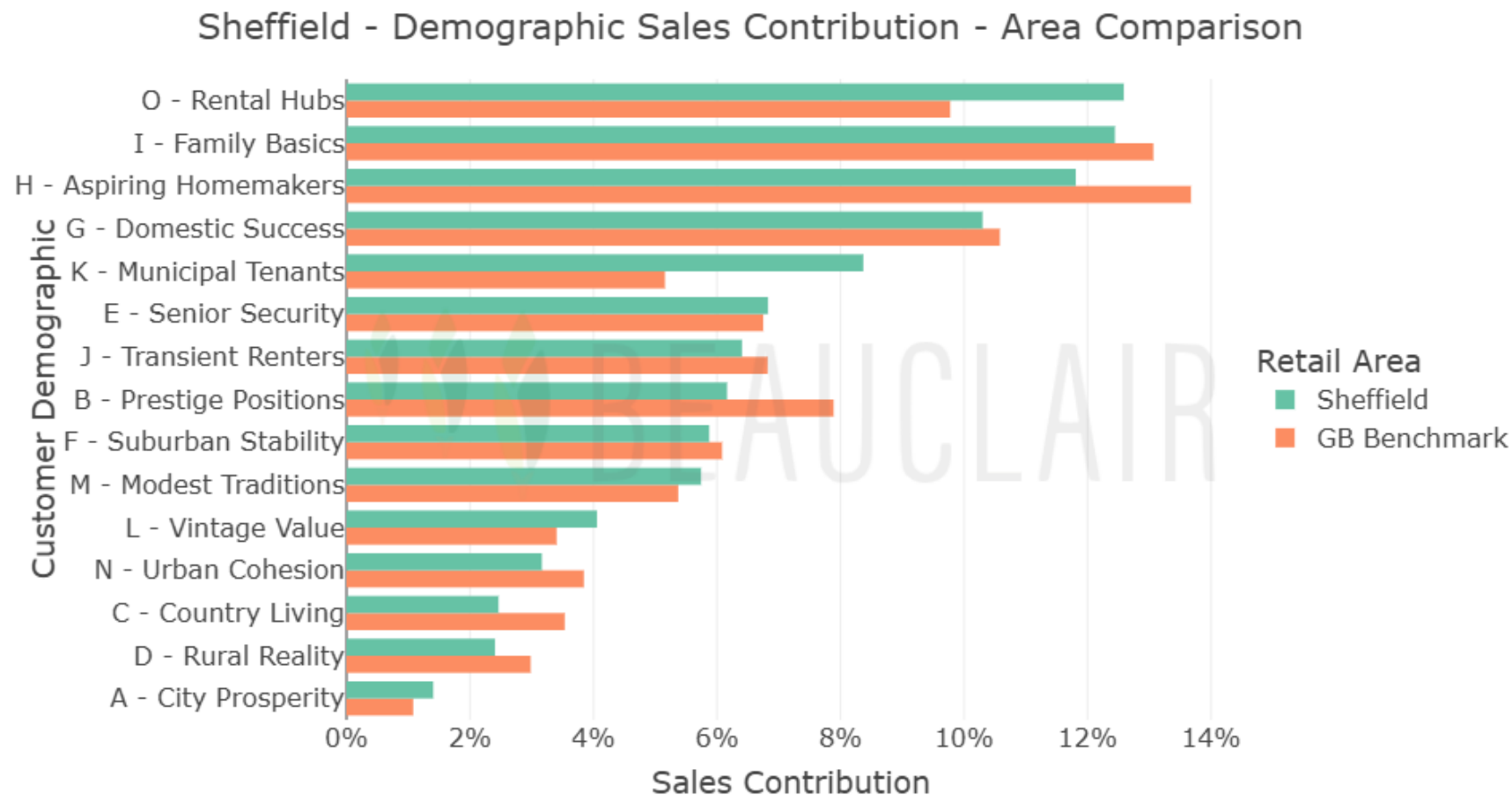


Customer demographics – May 2025 (Sheffield city centre)



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

Customer demographics – May 2025 (comparison with GB Benchmark)



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

Data source: Beauclair

