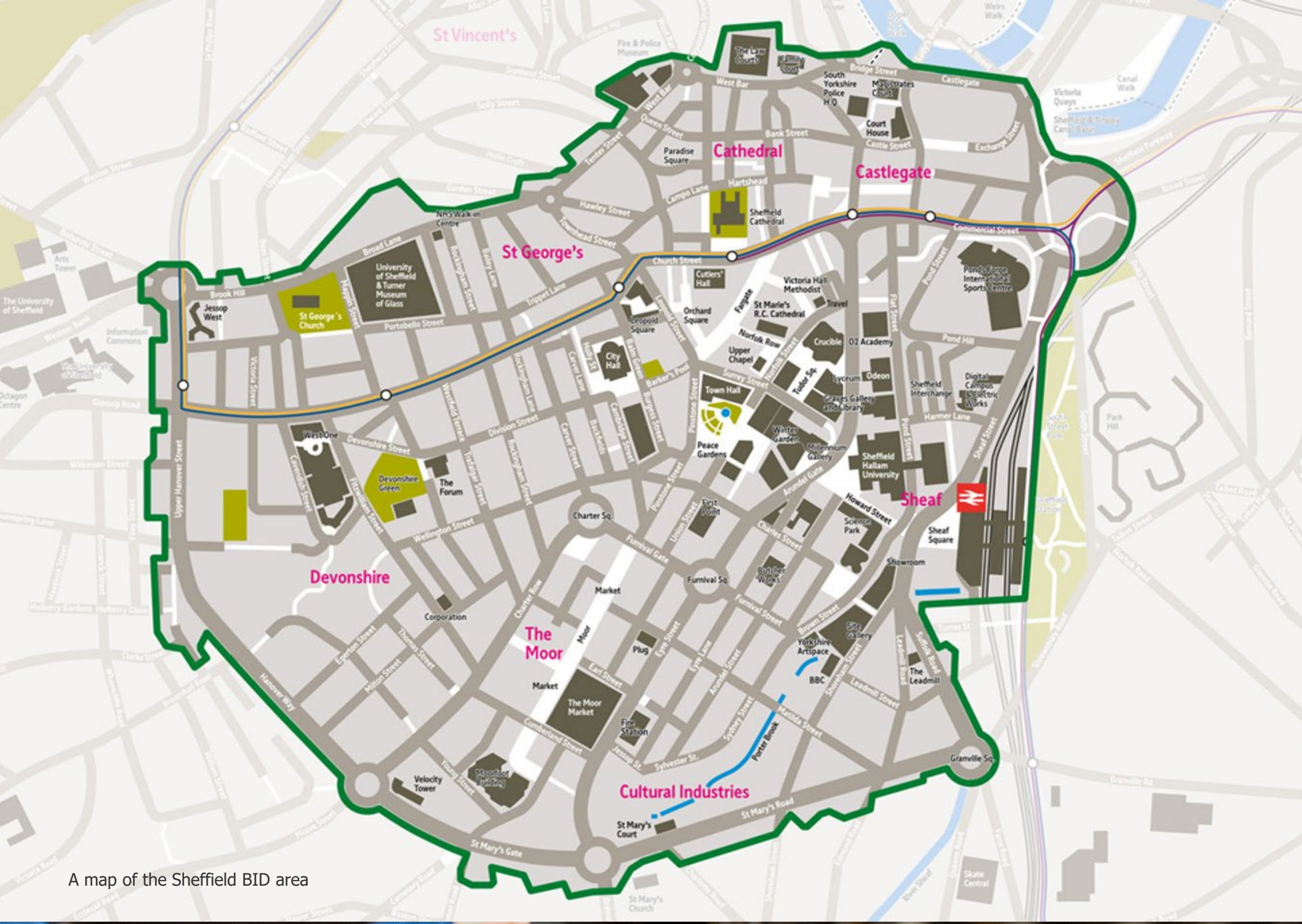

BID BAROMETER

Trends and insights

Sheffield city centre

July 2025



A map of the Sheffield BID area

Momentum to moderation: Sheffield's spending trends in 2025

The **BID Barometer** highlights a strong start to 2025 for Sheffield city centre, with five consecutive months of year-on-year growth in visitor spending:

- +3.1% in January
- +0.6% in February
- +3.4% in March
- +1.9% in April
- +4.3% in May
- - 8.6% in June
- - 1.3% in July

Spending rose from **£16.8 million in January to £21.8 million** in May, a **30% increase** over five months.

This sustained growth reflected resilient consumer confidence and economic stability in the city centre, outperforming both regional and national benchmarks throughout the period.

However, June saw an 8.6% year-on-year decline, in line with a broader national trend. This drop was likely due to a combination of factors:

- Fewer Saturdays in June 2025 (four vs. five in 2024), coinciding with the absence of a key trading day during the half-term weekend.
- Hot weather, which may have drawn consumers away from the city centre to outdoor and coastal destinations.

July delivered better news with Sheffield being just one of a third of towns and cities across the UK recording higher sales than the previous year.

Key retail metrics – July 2025 (Sheffield city centre)

- In July 2025, monthly retail sales in Sheffield were £19.2m. Year-to-Date (YTD) sales were £130m.
- Compared to July 2024, monthly sales decreased by -1.3% while YTD sales marginally increased by +0.3%.
- The decrease in monthly sales was due to a decrease of -2.8% in customer numbers and an increase of +1.5% in average revenue per customer (ARPC).

Metric	Jul 25	Jul 25 vs Jul 24	YTD Jul 25	YTD Jul 25 vs YTD Jul 24
Sales	£19.2m	-1.3%	£130m	+0.3%
Transactions	1.32m	-5.0%	8.89m	-4.3%
Customers	319k	-2.8%	2.17m	-2.8%
ATV	£14.58	+3.8%	£14.64	+4.9%
ARPC	£60.19	+1.5%	£59.91	+3.2%

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

Sales growth – July 2025

Sheffield city centre v. comparator areas

- Monthly sales change between July 2024 and July 2025 in Sheffield (-1.3%) is higher than Nottingham (-5.3%) and Leeds (-6.8%).
- YTD sales change between July 2024 and July 2025 in Sheffield (+0.3%) is higher than Nottingham (-3.2%) and Leeds (-4.8%).

Retail Area (city centres)	Jul 25 vs Jul 24	YTD Jul 25 vs YTD Jul 24
Sheffield	-1.3%	+0.3%
Leeds	-6.8%	-4.8%
Nottingham	-5.3%	-3.2%
GB Benchmark	-1.4%	-3.0%

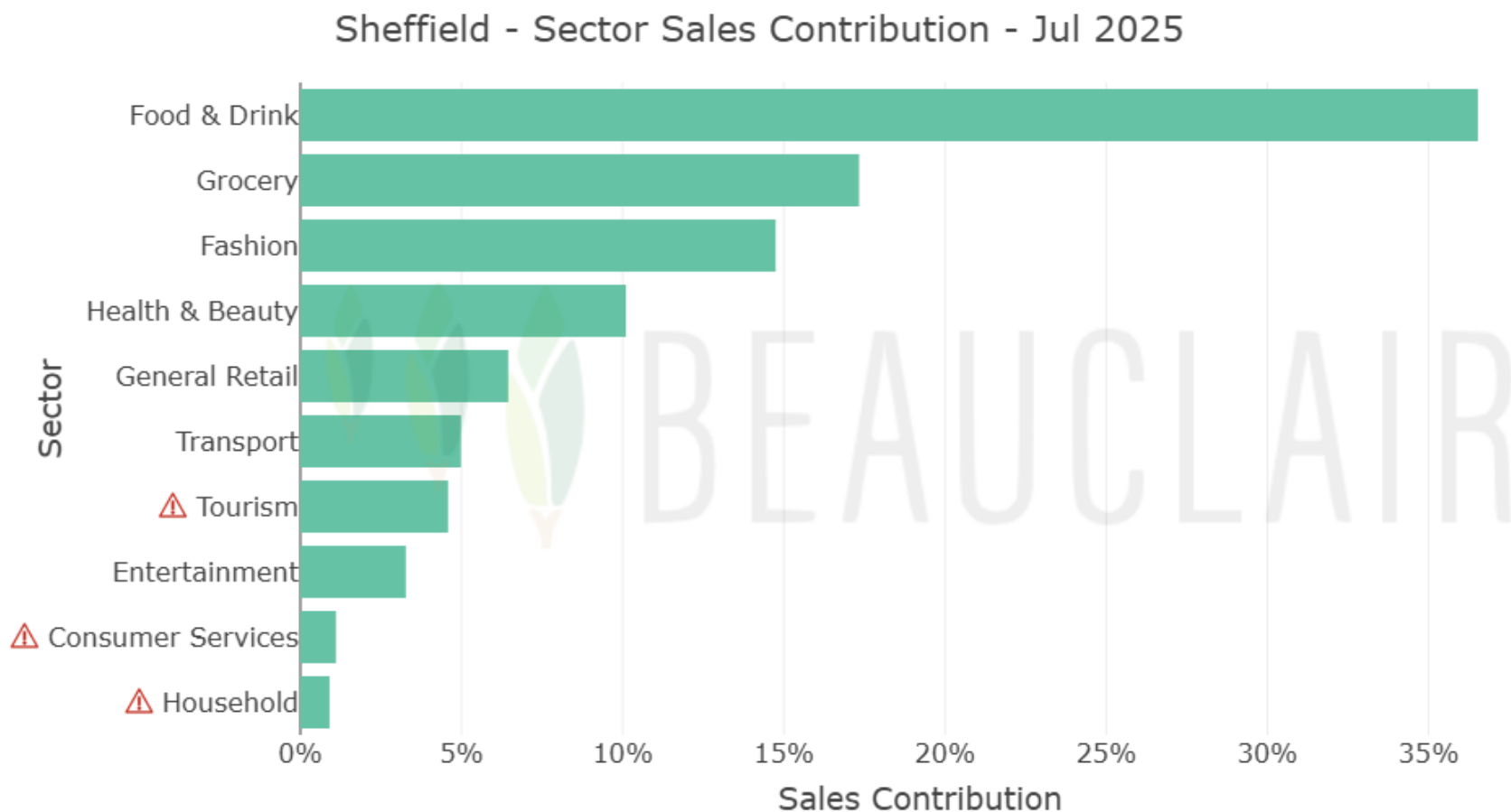
Sector sales – July 2025 (Sheffield city centre)

- The five sectors with the highest monthly sales are Food & Drink (£7.01m), Grocery (£3.33m), Fashion (£2.83m), Health & Beauty (£1.94m), and General Retail (£1.24m).
- The five sectors with the highest YTD sales are Food & Drink (£50.0m), Grocery (£22.3m), Fashion (£18.6m), Health & Beauty (£12.2m), and General Retail (£8.40m).
- The five sectors showing the largest change in sales between July 2024 and July 2025 are Food & Drink (-£439k), Household (-£159k), Grocery (+£148k), Tourism (+£91.4k) and General Retail (+£57.3k).

Sector	Jul 25	Jul 25 vs Jul 24	YTD Jul 25	YTD Jul 25 vs YTD Jul 24
Food & Drink	£7.01m	-5.9%	£50.0m	-0.9%
Grocery	£3.33m	+4.7%	£22.3m	+1.1%
Fashion	£2.83m	-1.5%	£18.6m	+5.5%
Health & Beauty	£1.94m	+0.4%	£12.2m	-0.8%
General Retail	£1.24m	+4.8%	£8.40m	-4.0%
Transport	£956k	+4.3%	£6.31m	-3.8%
Tourism	£879k	+11.6%	£4.02m	+3.7%
Entertainment	£628k	-0.5%	£4.27m	-4.3%
Consumer Services	£212k	+21.2%	£1.37m	+15.9%
Household	£174k	-47.8%	£2.69m	+8.0%

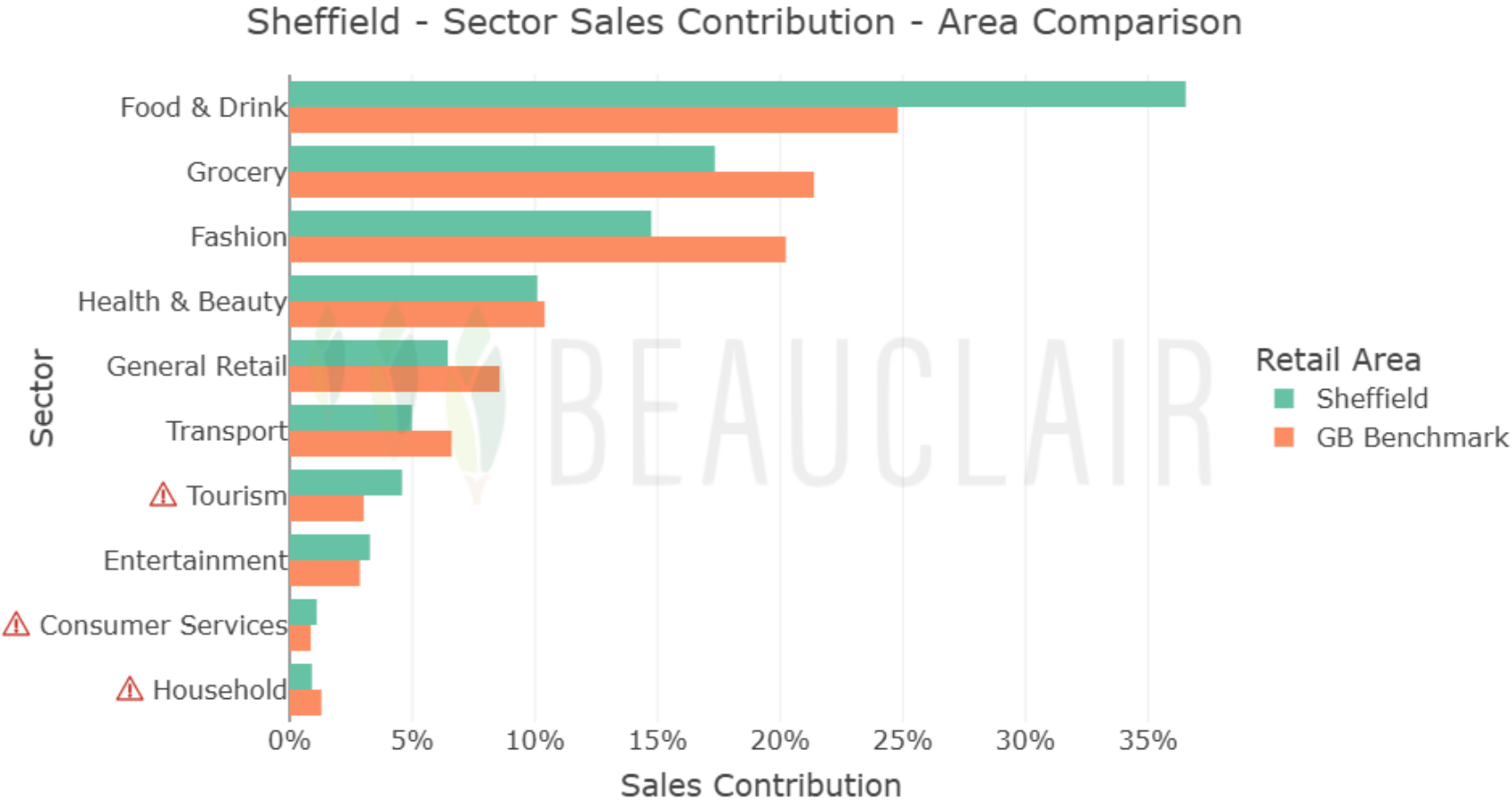
For a description of sectors please [visit our website](#).

Sector sales – July 2025 (Sheffield city centre)



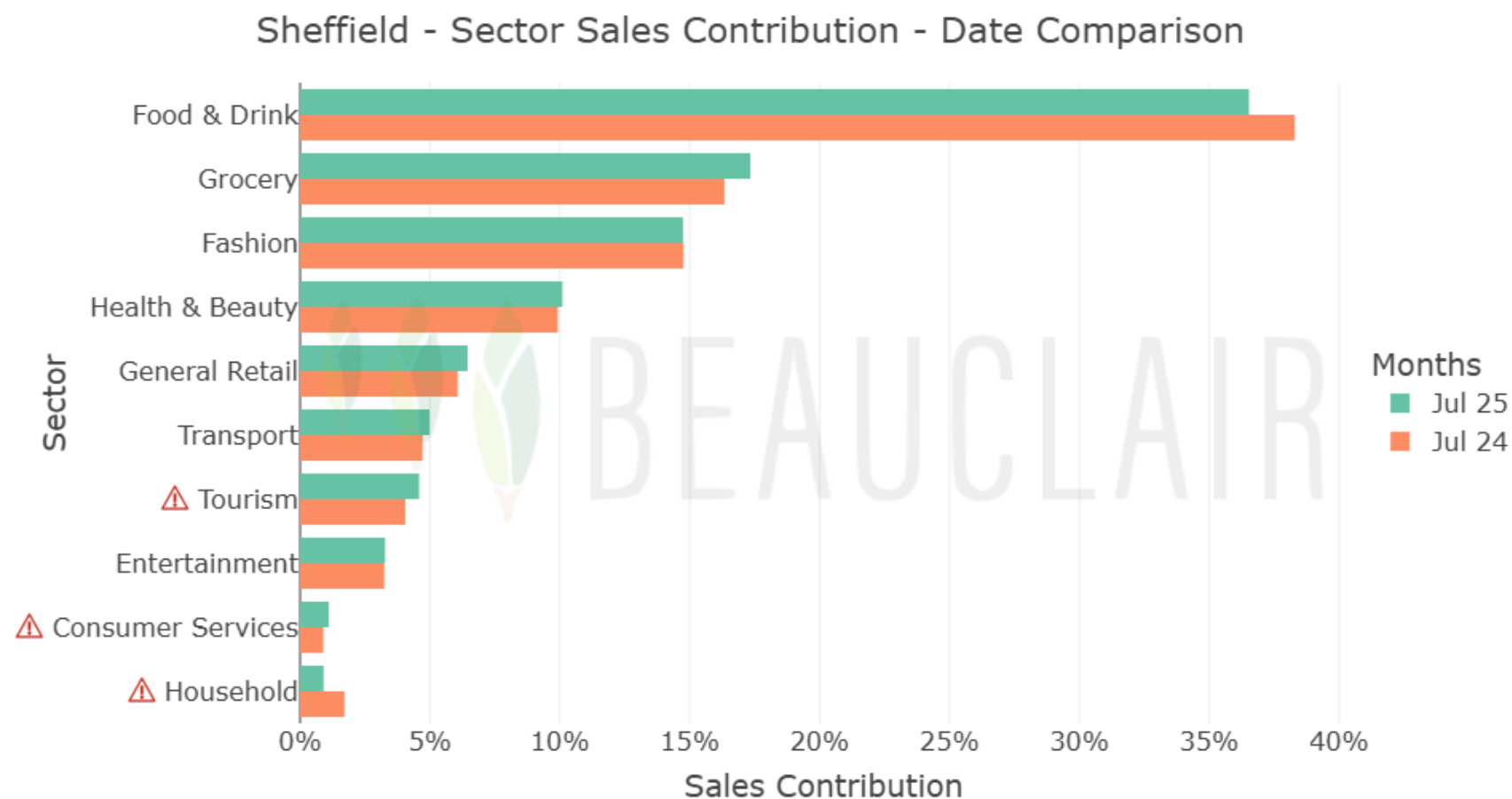
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Sector sales – July 2025 (comparison vs GB Benchmark)



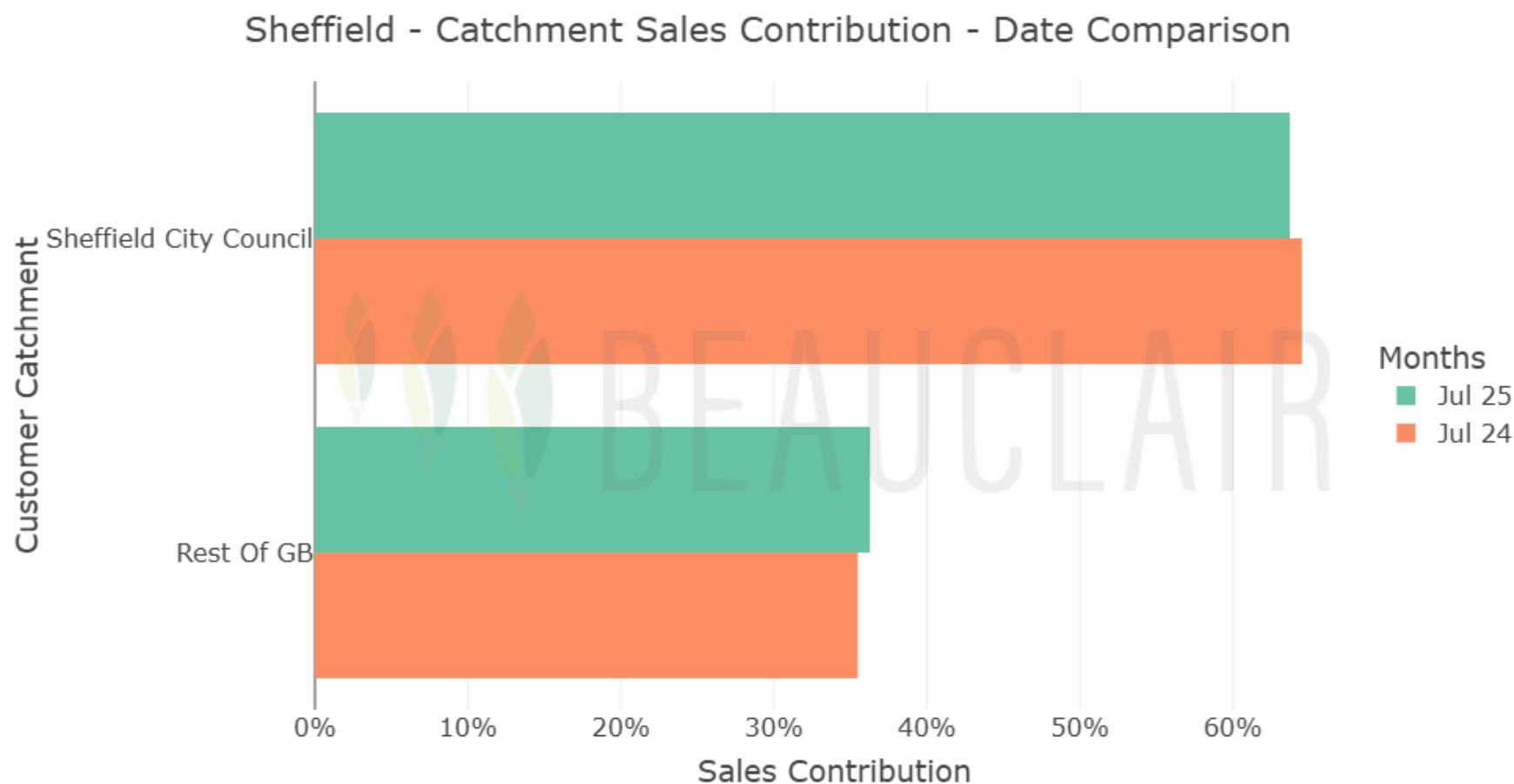
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data.

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

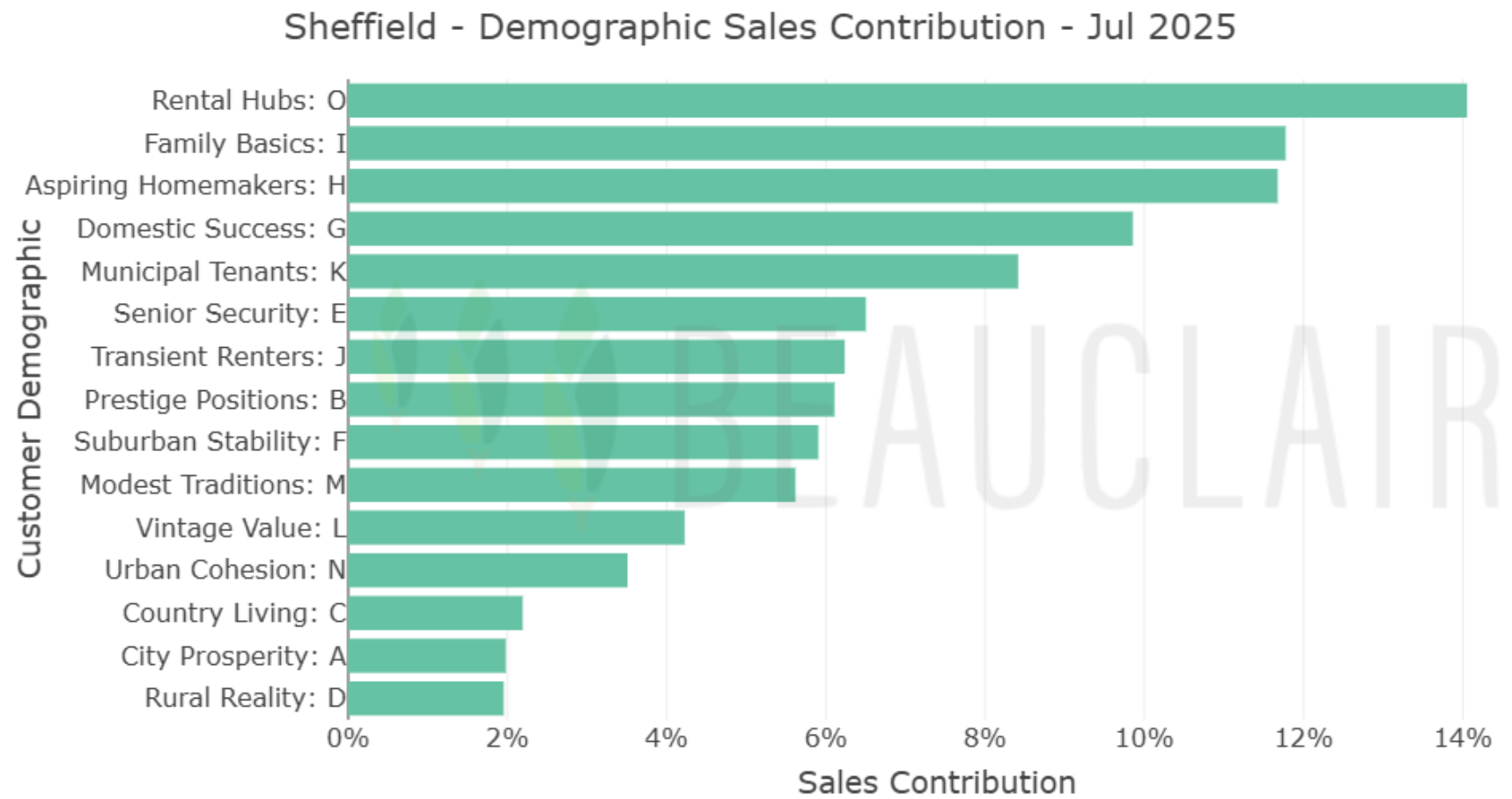


For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Catchment sales – July 2025 (Sheffield city centre)

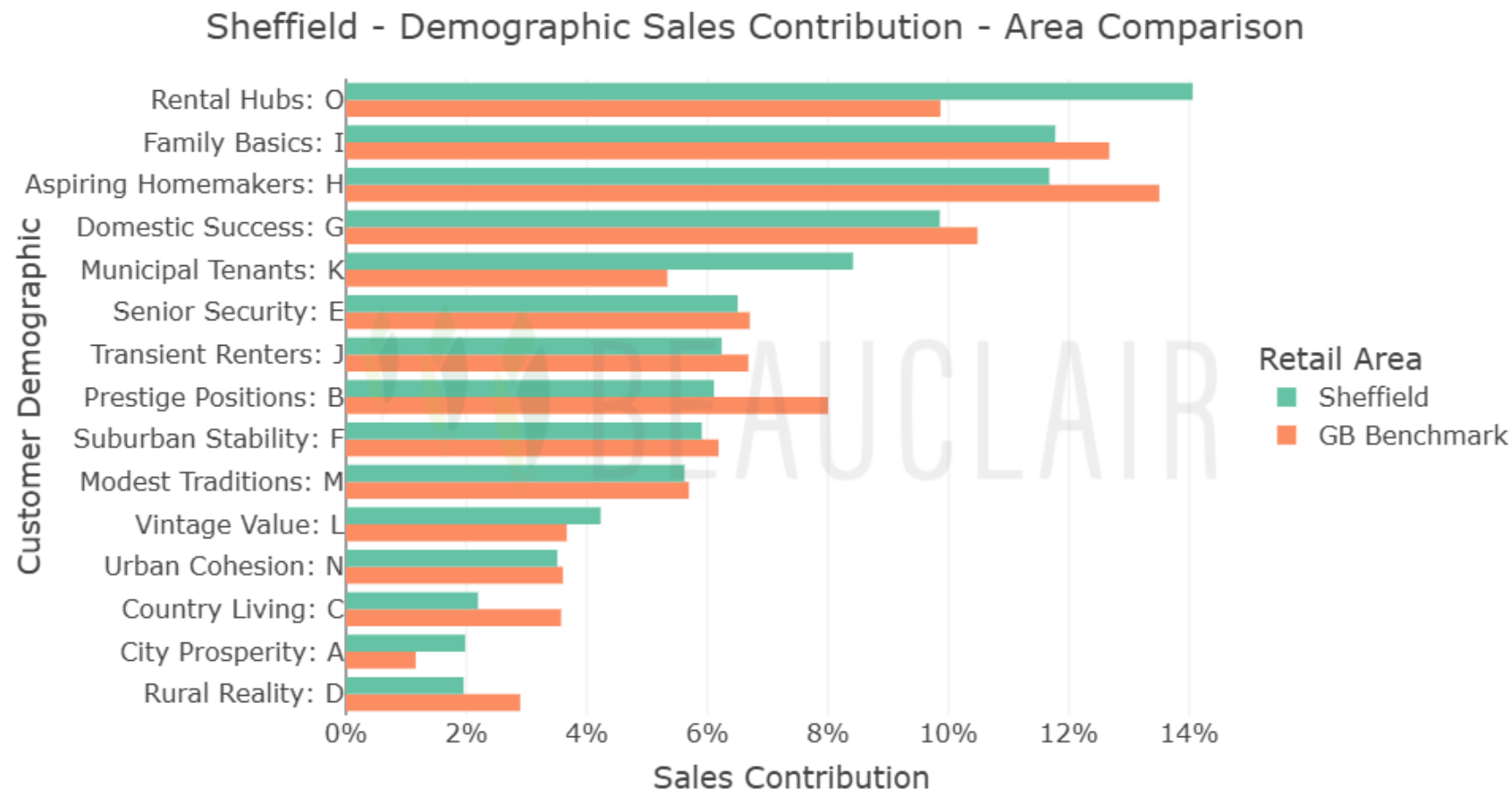


Customer demographics – July 2025 (Sheffield city centre)



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

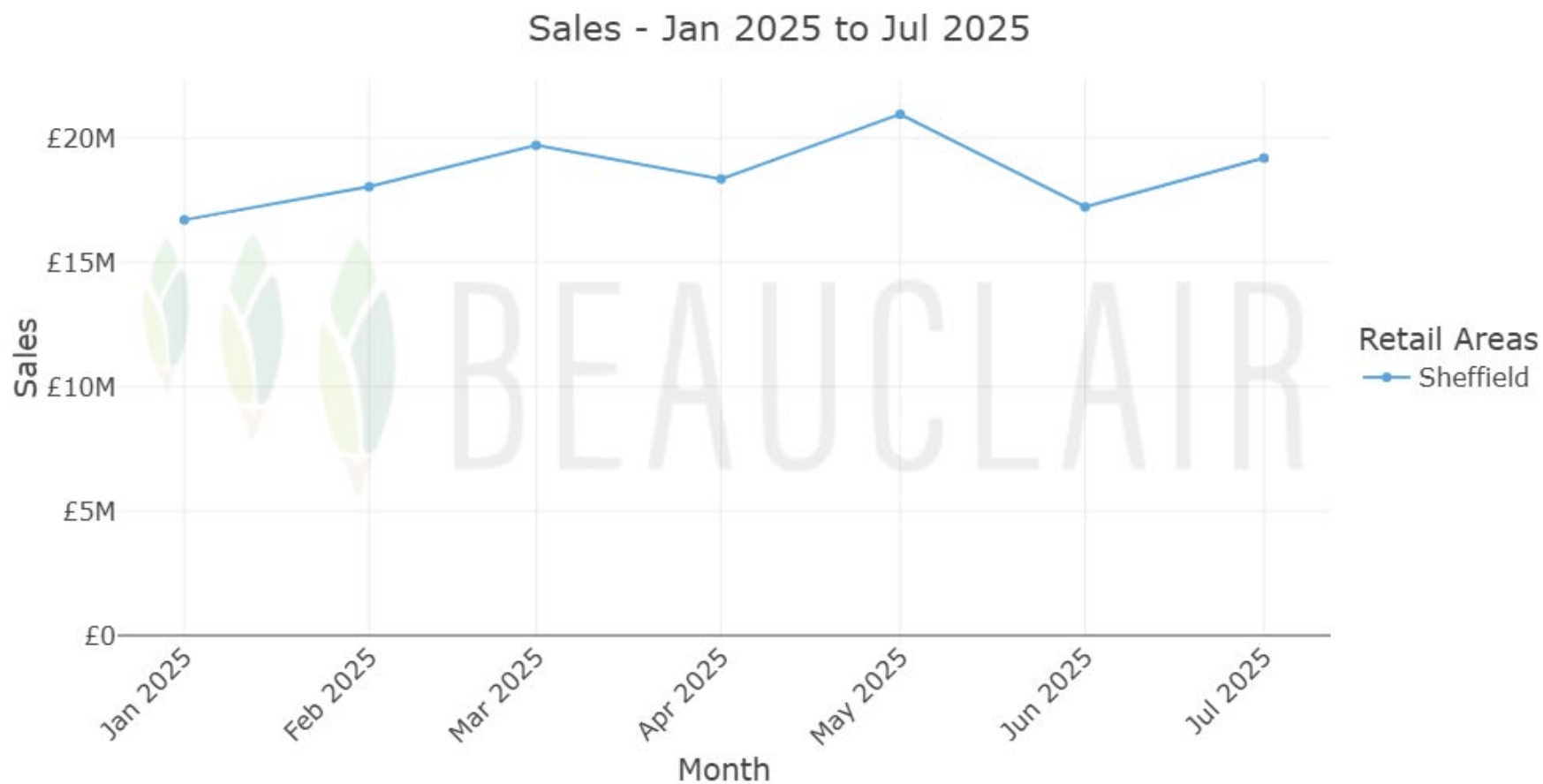
Customer demographics – July 2025 (comparison with GB Benchmark)



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

Year to date comparisons

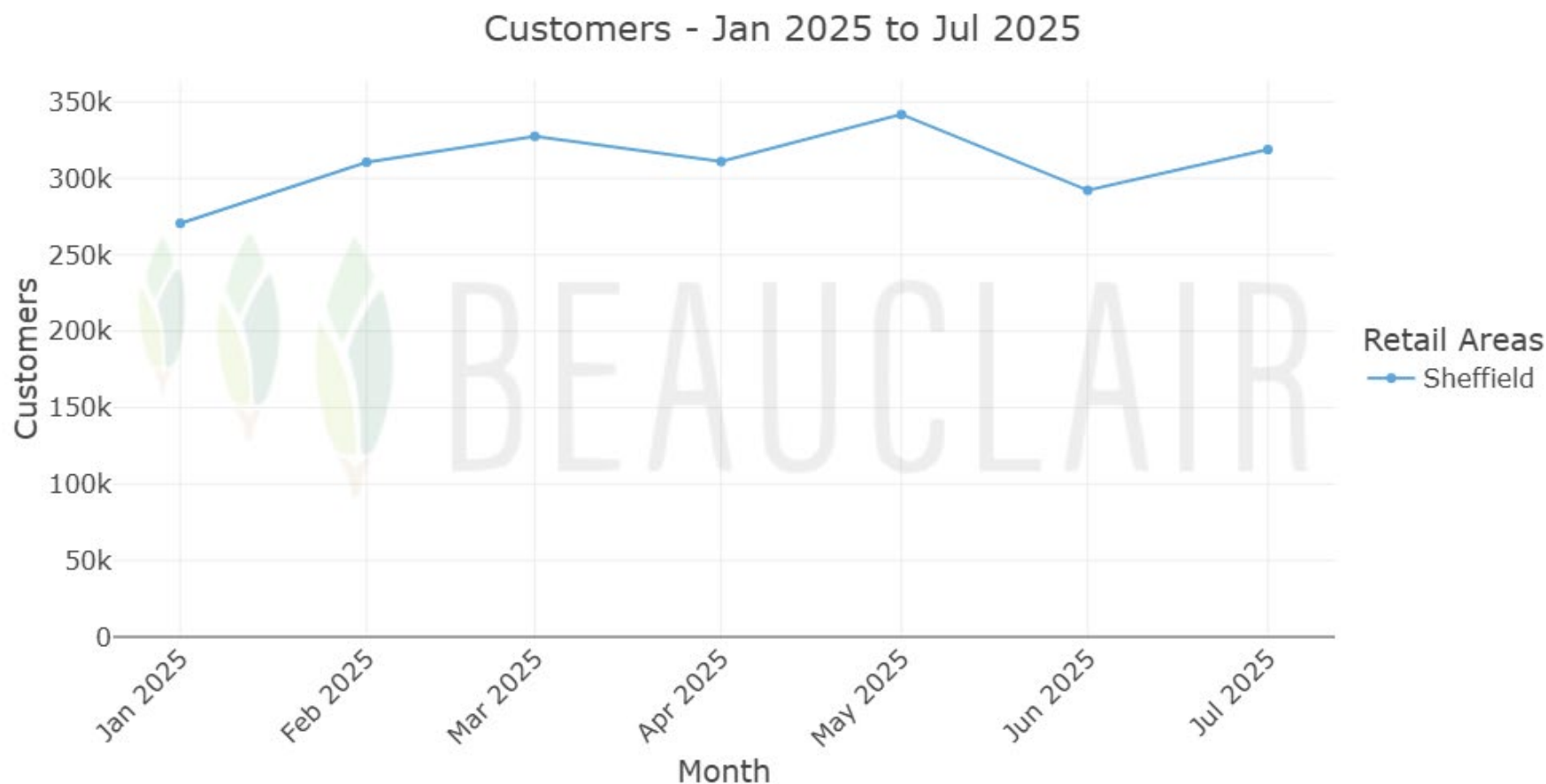
Sales – YTD 2025 (Sheffield city centre)



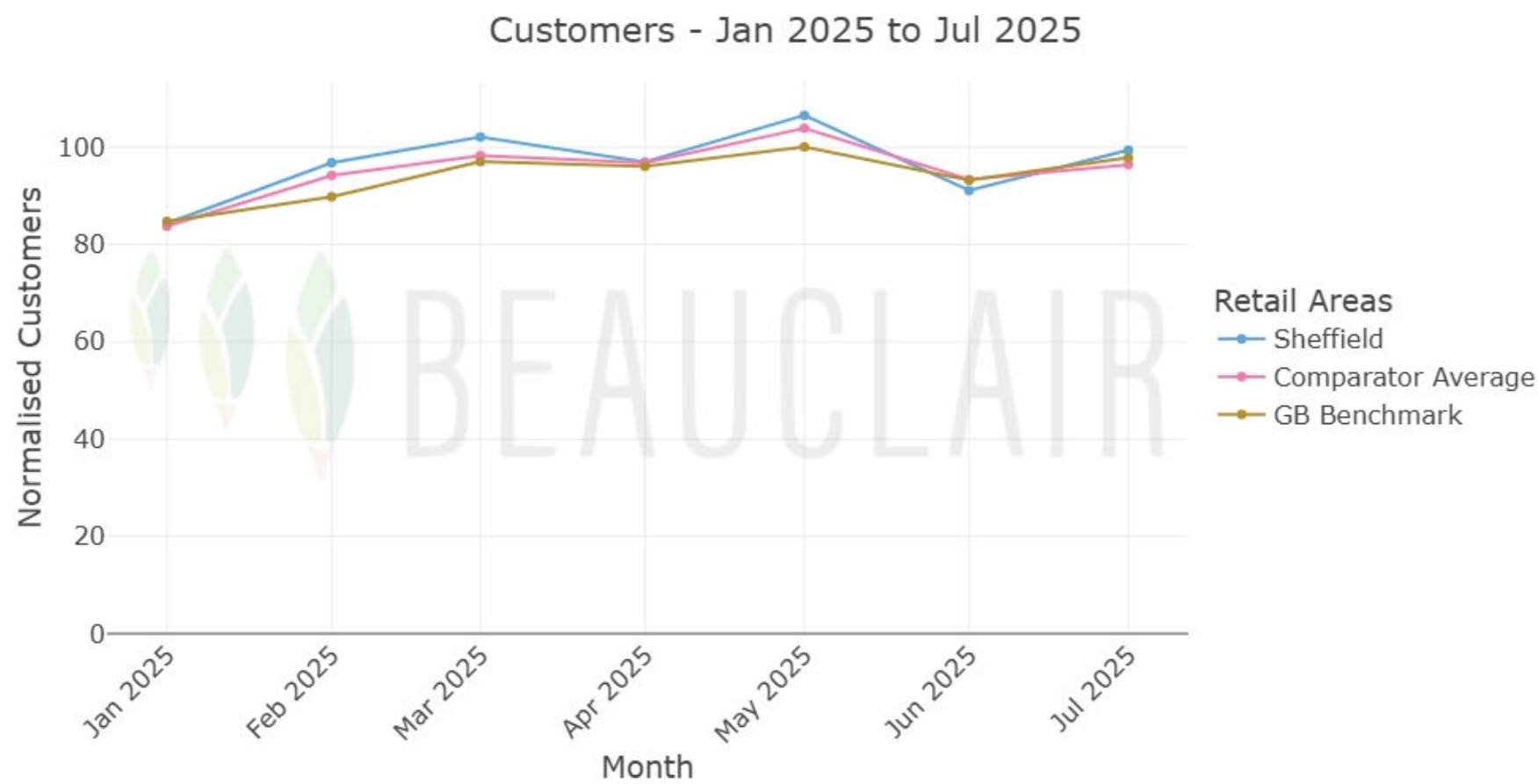
Sales – YTD 2025 (comparison vs GB Benchmark)



Customers – YTD 2025 (Sheffield city centre)



Customers – YTD 2025 (comparison vs GB Benchmark)



Average revenue per customer – YTD 2025 (Sheffield city centre)



Average revenue per customer – YTD 2025 (comparison vs GB Benchmark)



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

Data source: Beauclair

