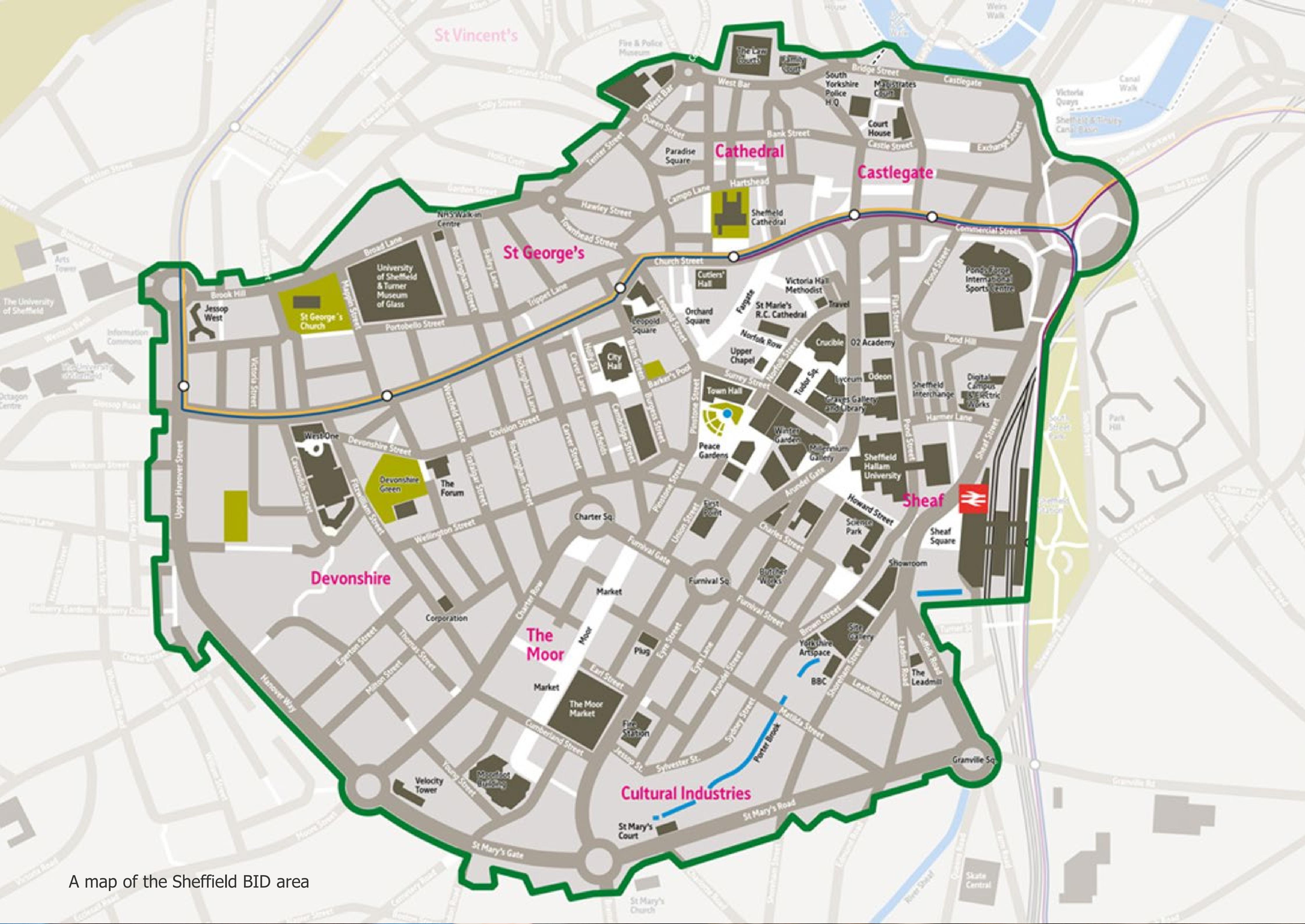
BID BAROMETER

Trends and insights

Sheffield city centre

August 2025

SHEFFIELD BID



A map of the Sheffield BID area

Summer slowdown but Sheffield holds its own

Overview year to date

The 2025 spend data shows a robust start to the year for Sheffield city centre, with visitor spending remaining resilient despite a mid-year dip. The data reflects five consecutive months of year-on-year growth from January to May, followed by a downturn in June and August, with a partial recovery in July. Sheffield city centre's performance continues to outpace many regional and national benchmarks.

Monthly spending trends

- January: +3.1% year-on-year growth
- February: +0.6% year-on-year growth
- March: +3.4% year-on-year growth
- April: +1.9% year-on-year growth
- May: +4.3% year-on-year growth
- June: -8.6% year-on-year downturn
- July: -1.3% year-on-year downturn
- August: -6.2% year-on-year downturn

Spending surged from £16.8 million in January to £21.8 million in May, a remarkable 30% increase over five months. This growth highlights strong consumer confidence and economic stability in Sheffield's city centre during the first half of 2025.

Summer slowdown

The 8.6% year-on-year drop in June aligns with a broader national trend, driven by two key factors:

Calendar impact: June 2025 had four Saturdays compared to five in June 2024, reducing key trading opportunities. This was compounded by the absence of a high-traffic trading day during the half-term weekend.

Weather influence: Unseasonably hot weather likely shifted consumer preferences toward outdoor and coastal destinations, diverting footfall from urban retail areas.

July marked a partial recovery, with Sheffield among the one-third of UK towns and cities reporting year-on-year sales growth.

Despite a 6.2% downturn in August, Sheffield's year-to-date performance remains among the strongest of major regional cities. The city centre is consistently outperforming regional and national benchmarks, and the overall trajectory remains positive.

Key retail metrics – August 2025 (Sheffield city centre)

- In August 2025, monthly retail sales in Sheffield were £17.6m. Year-to-Date (YTD) sales were £147m.
- Compared to August 2024, monthly sales decreased by -6.2% while YTD sales marginally increased by -0.5%.
- The decrease in monthly sales was due to a decrease of -3.2% in customer numbers and a decrease of -3.2% in average revenue per customer (ARPC).

Metric	Aug 25	Aug 25 vs Aug 24	YTD Aug 25	YTD Aug 25 vs YTD Aug 24
Sales	£17.6m	-6.2%	£147m	-0.5%
Transactions	1.21m	-6.8%	10.1m	-4.6%
Customers	304k	-3.2%	2.48m	-2.8%
ATV	£14.50	+0.6%	£14.58	+4.3%
ARPC	£57.89	-3.2%	£59.44	+2.4%

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

Sales growth – August 2025

Sheffield city centre v. comparator areas

- Monthly sales change between August 2024 and August 2025 in Sheffield (-6.2%) is better than Nottingham (-9.7%), on par with Leeds (-6.2%), but below both Manchester (+0.4%) and the GB benchmark (-4.8%).
- Year-to-date (YTD) sales change in Sheffield (-0.5%) remains stronger than Manchester (-3.3%), Nottingham (-4.1%), Leeds (-5.3%), and the GB benchmark (-2.9%).

Retail Area (city centres)	Aug 25 vs Aug 24	YTD Aug 25 vs YTD Aug 24
Sheffield	-6.2%	-0.5%
Manchester	+0.4%	-3.3%
Leeds	-6.2%	-5.3%
Nottingham	-9.7%	-4.1%
GB Benchmark	-4.8%	-2.9%

The BID Barometer focuses on year-on-year percentage changes in visitor spending trends, not absolute spending volumes.

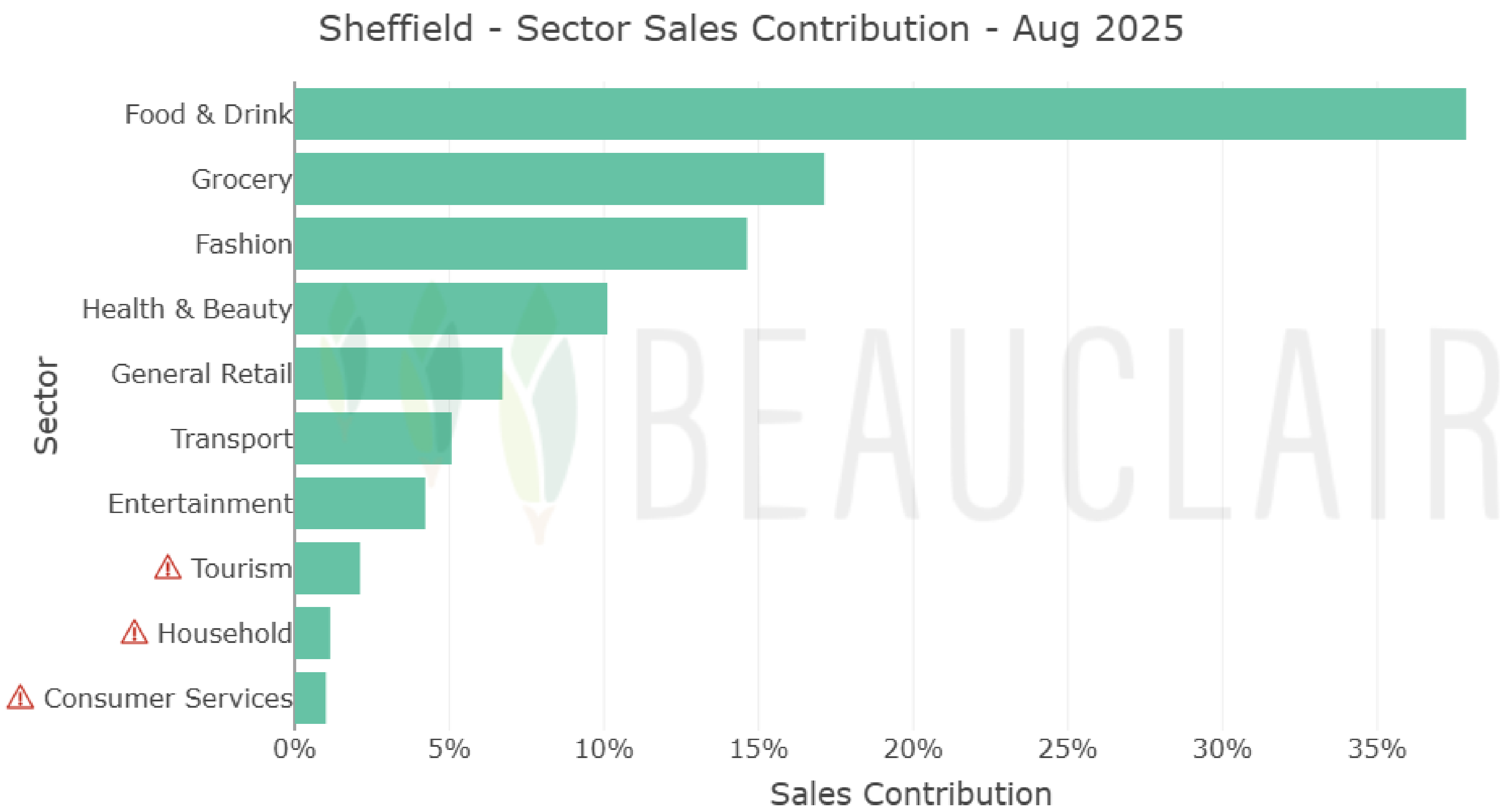
Sector sales – August 2025 (Sheffield city centre)

- The five sectors with the highest monthly sales are Food & Drink (£6.67m), Grocery (£3.01m), Fashion (£2.57m), Health & Beauty (£1.78m), and General Retail (£1.18m).
- The five sectors with the highest YTD sales are Food & Drink (£56.2m), Grocery (£25.3m), Fashion (£21.1m), Health & Beauty (£13.9m), and General Retail (£9.52m).
- The five sectors showing the largest change in sales between August 2024 and August 2025 are Fashion (-£489k), Food & Drink (-£484k), Tourism (-£162k), Grocery (-£81.7k), and Entertainment -£63.9k).

Sector	Aug 25	Aug 25 vs Aug 24	YTD Aug 25	YTD Aug 25 vs YTD Aug 24
Food & Drink	£6.67m	-6.8%	£56.2m	-1.7%
Grocery	£3.01m	-2.6%	£25.3m	+0.1%
Fashion	£2.57m	-16.0%	£21.1m	+1.9%
Health & Beauty	£1.78m	+1.3%	£13.9m	-0.2%
General Retail	£1.18m	+0.4%	£9.52m	-3.0%
Transport	£893k	+6.2%	£7.18m	-2.6%
Entertainment	£743k	-7.9%	£5.07m	-4.1%
Tourism	£372k	-30.3%	£4.39m	-0.6%
Household	£202k	+22.4%	£2.89m	+18.8%
Consumer Services	£177k	+1.0%	£1.55m	+14.2%

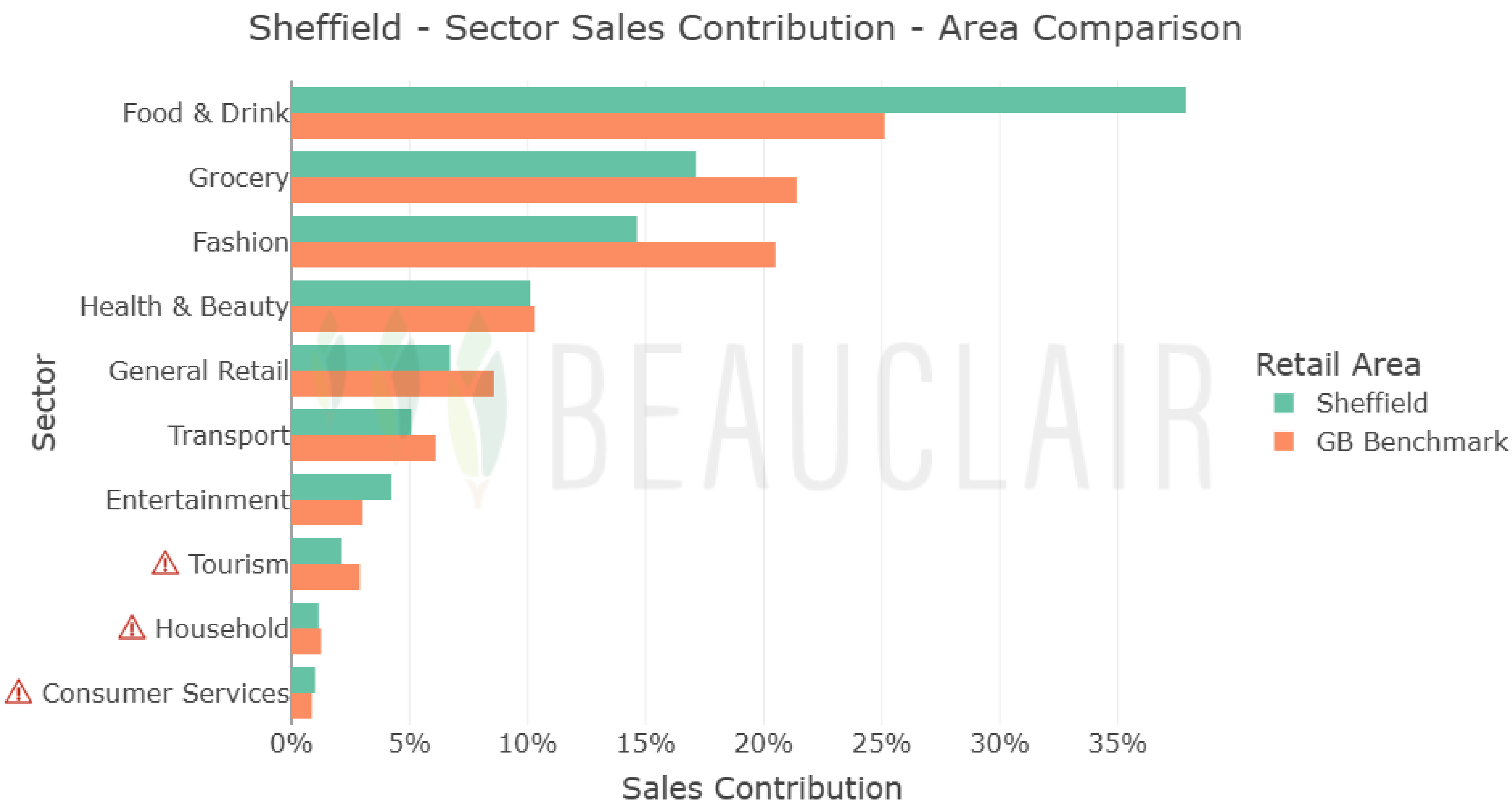
For a description of sectors please visit our website.

Sector sales – August 2025 (Sheffield city centre)



For a description of sectors please visit our website. Note that ! indicates small sectors with limited transaction data

Sector sales – August 2025 (comparison vs GB Benchmark)



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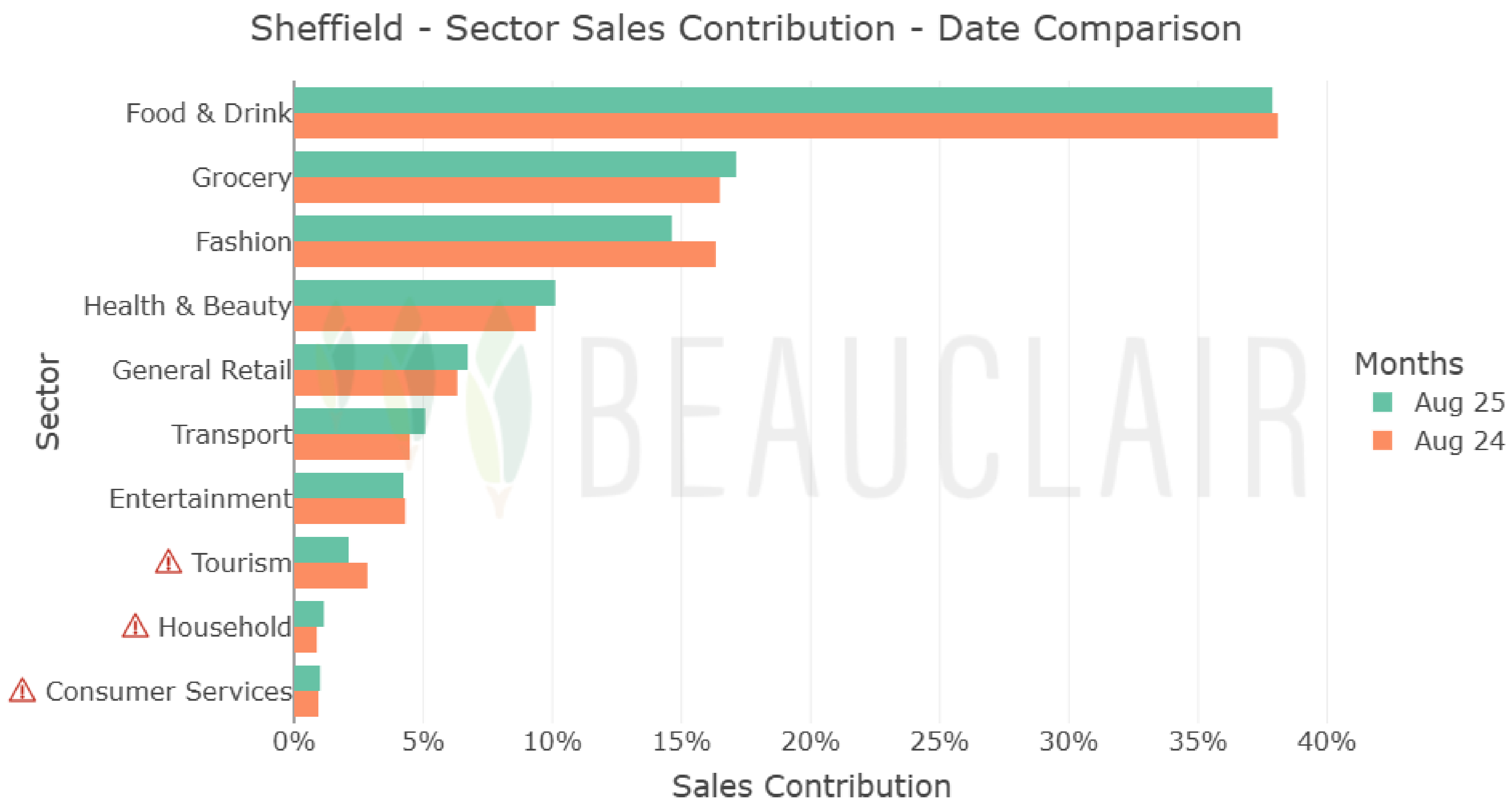
Sector sales – August 2025 v August 2024 (Sheffield city centre)



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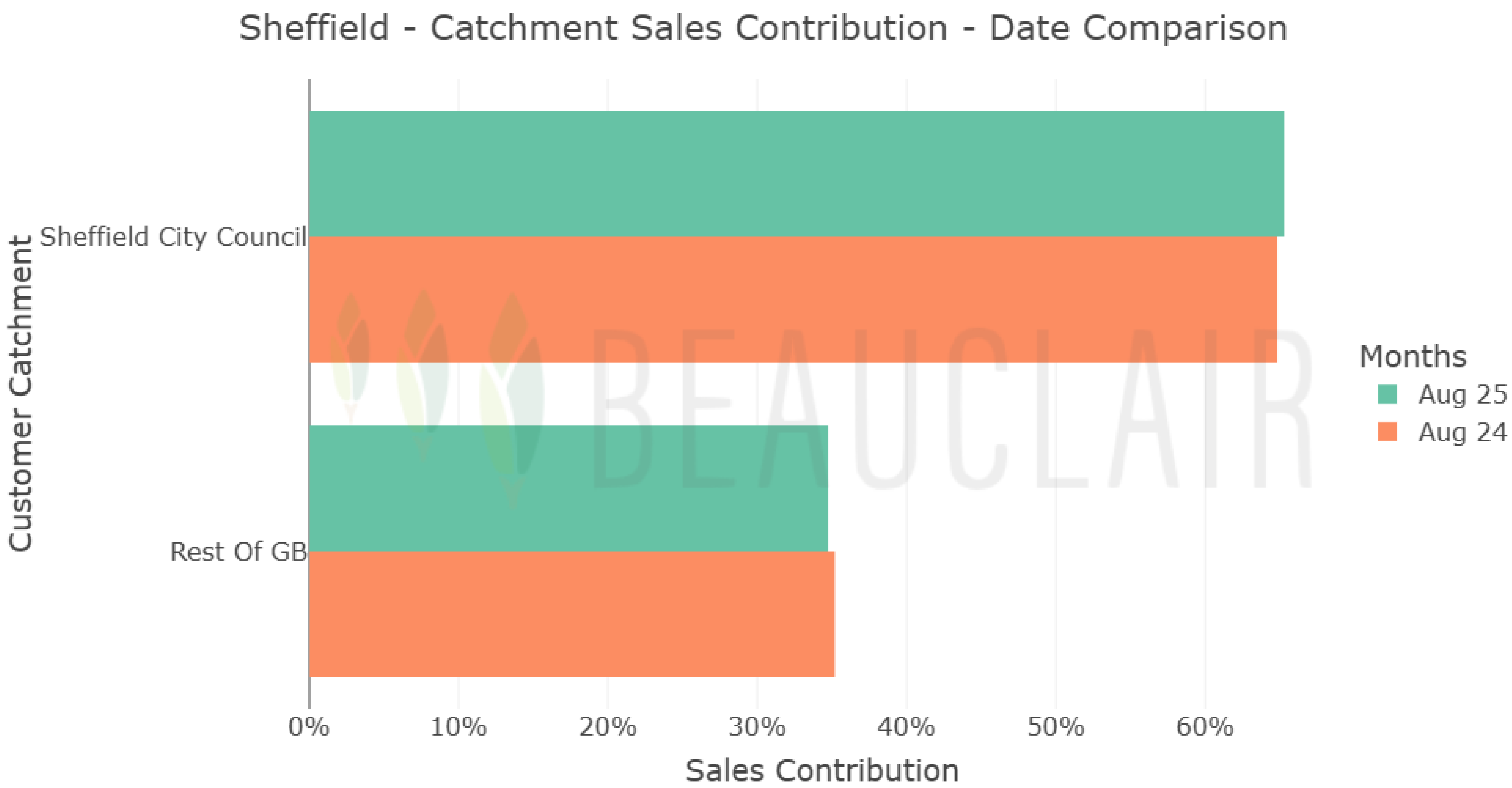
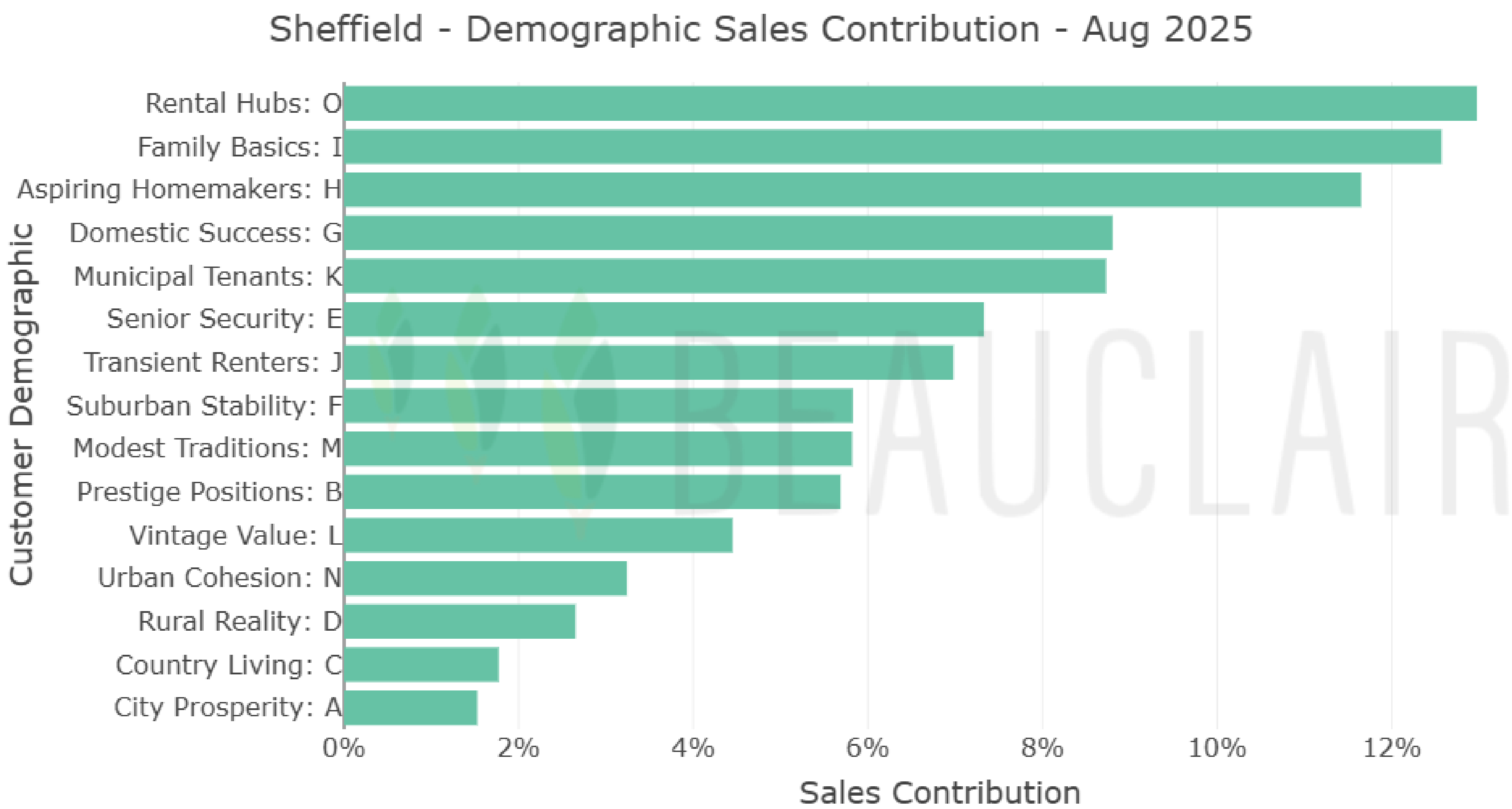
Catchment sales – August 2025 (Sheffield city centre)

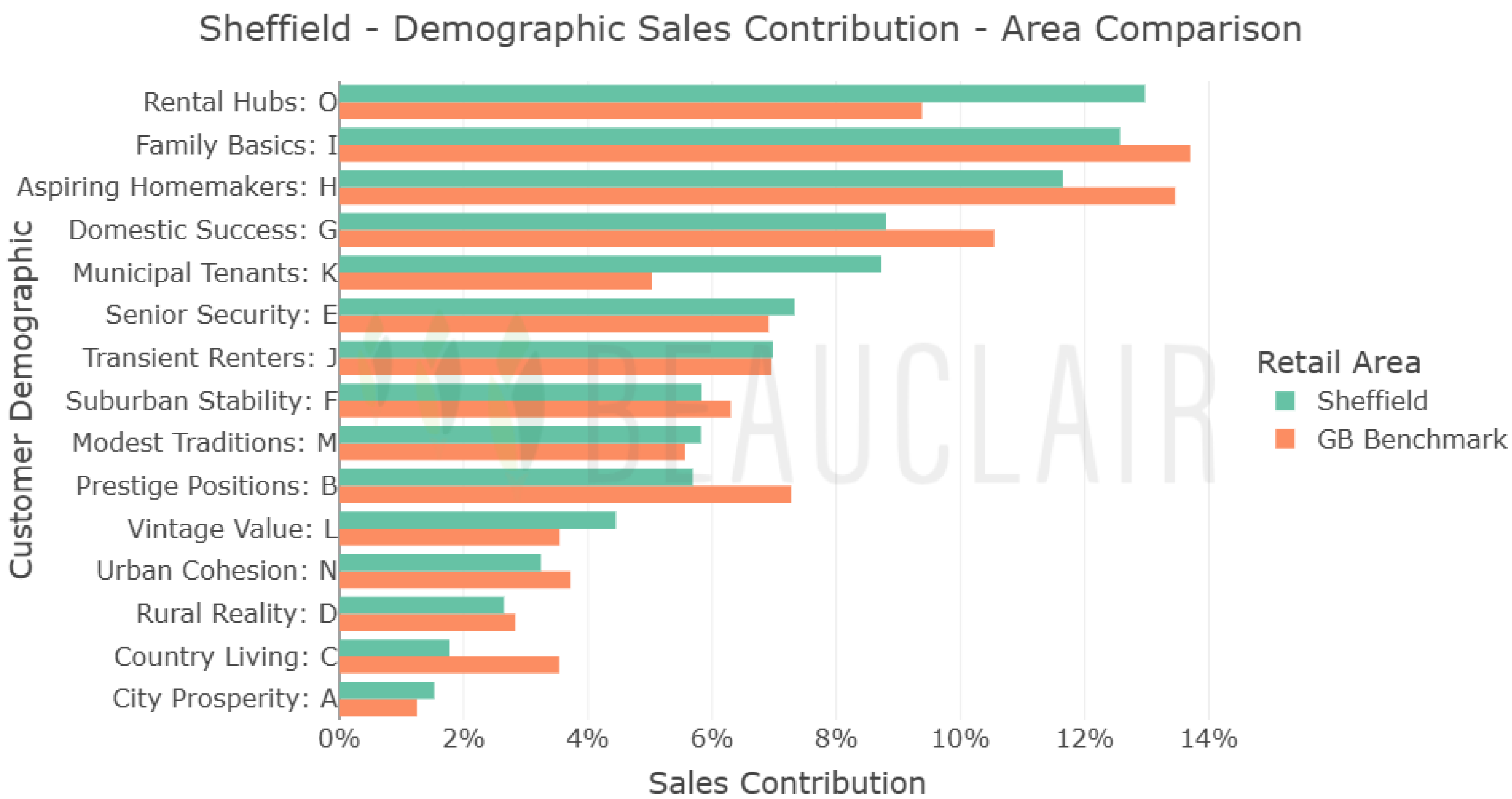


Customer demographics – August 2025 (Sheffield city centre)



For a description of the Customer Demographic groups please visit our website.

Customer demographics – August 2025 (comparison with GB Benchmark)



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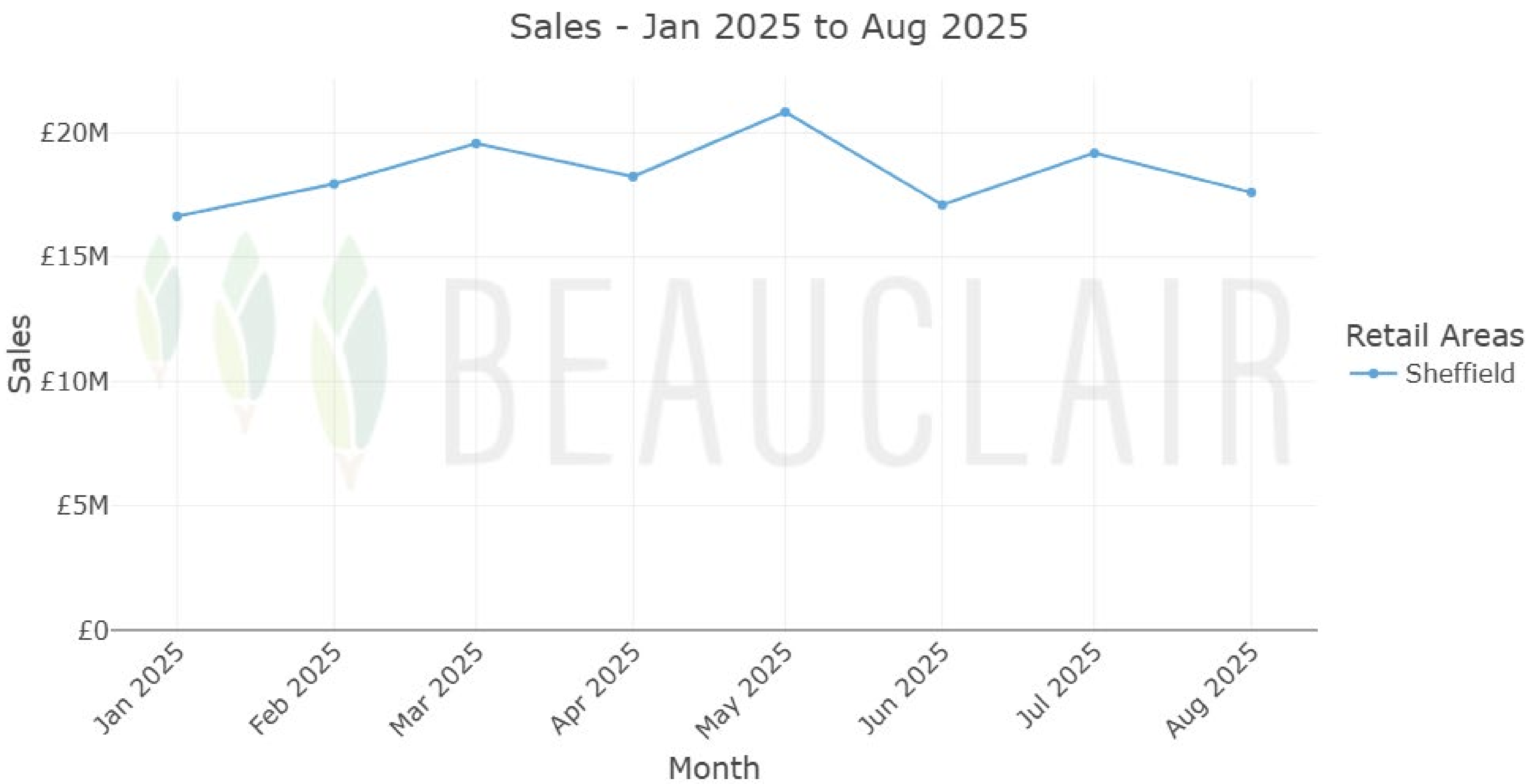
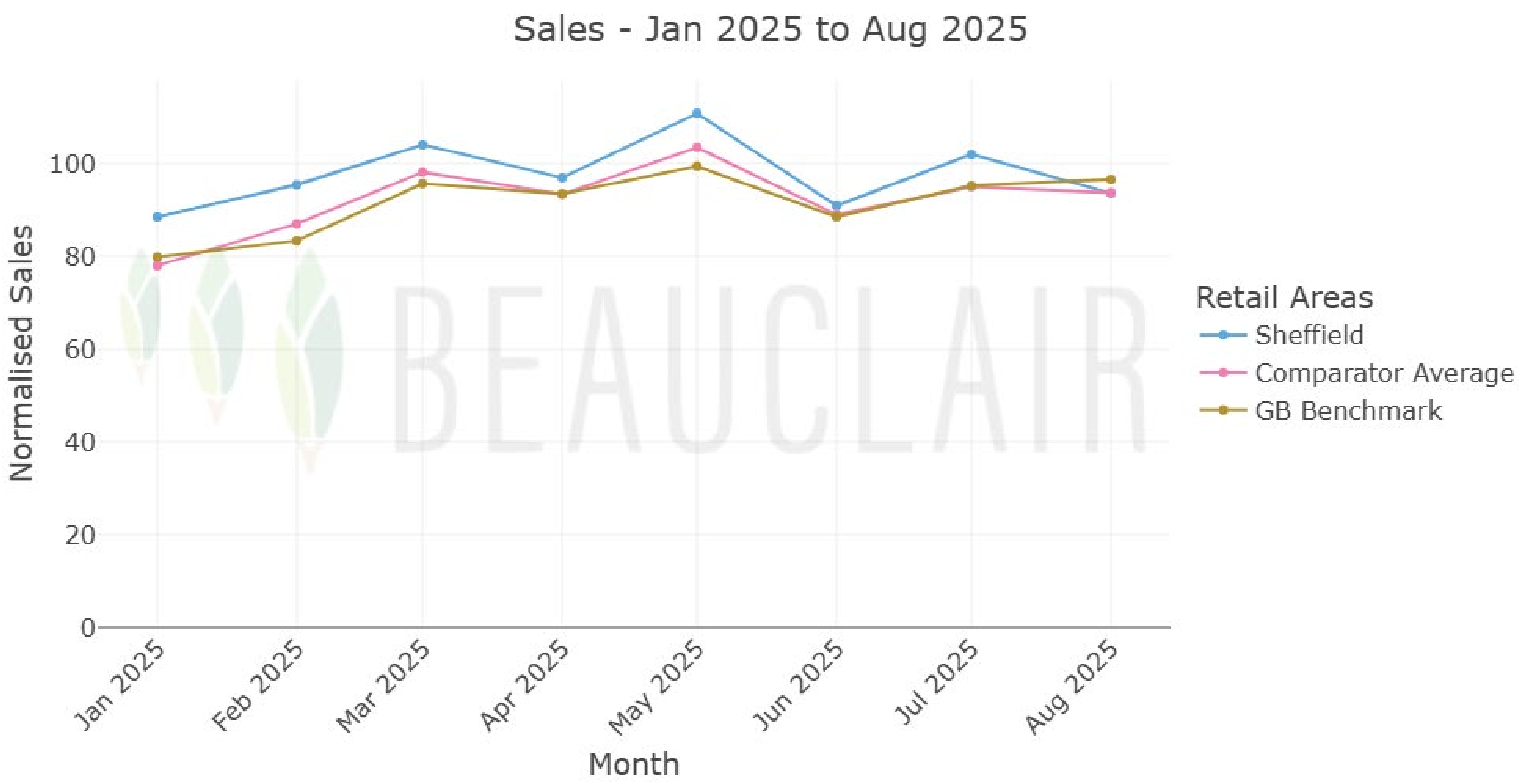
Year to date comparisons

Sales – YTD 2025 (Sheffield city centre)

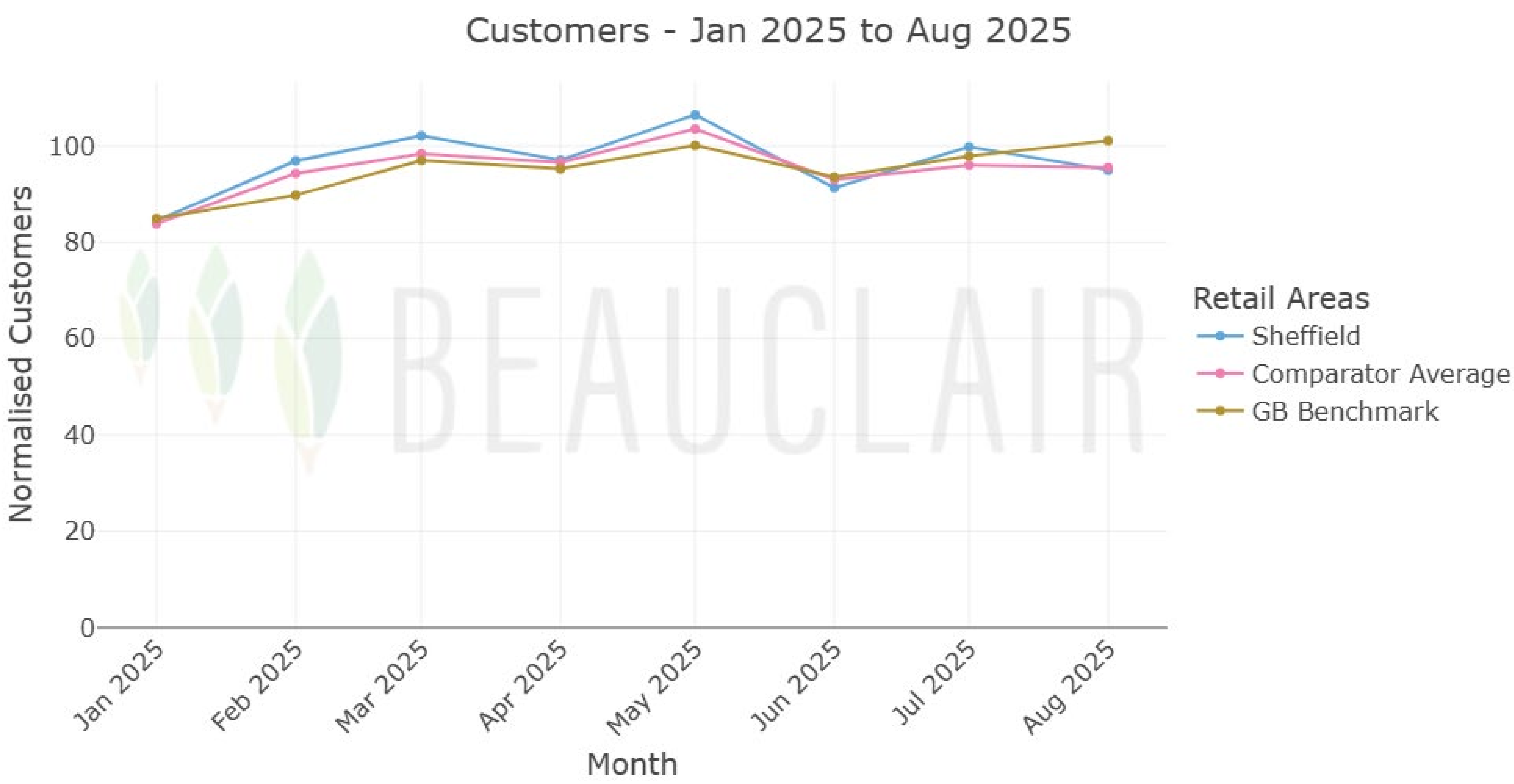


Sales – YTD 2025 (comparison vs GB Benchmark)

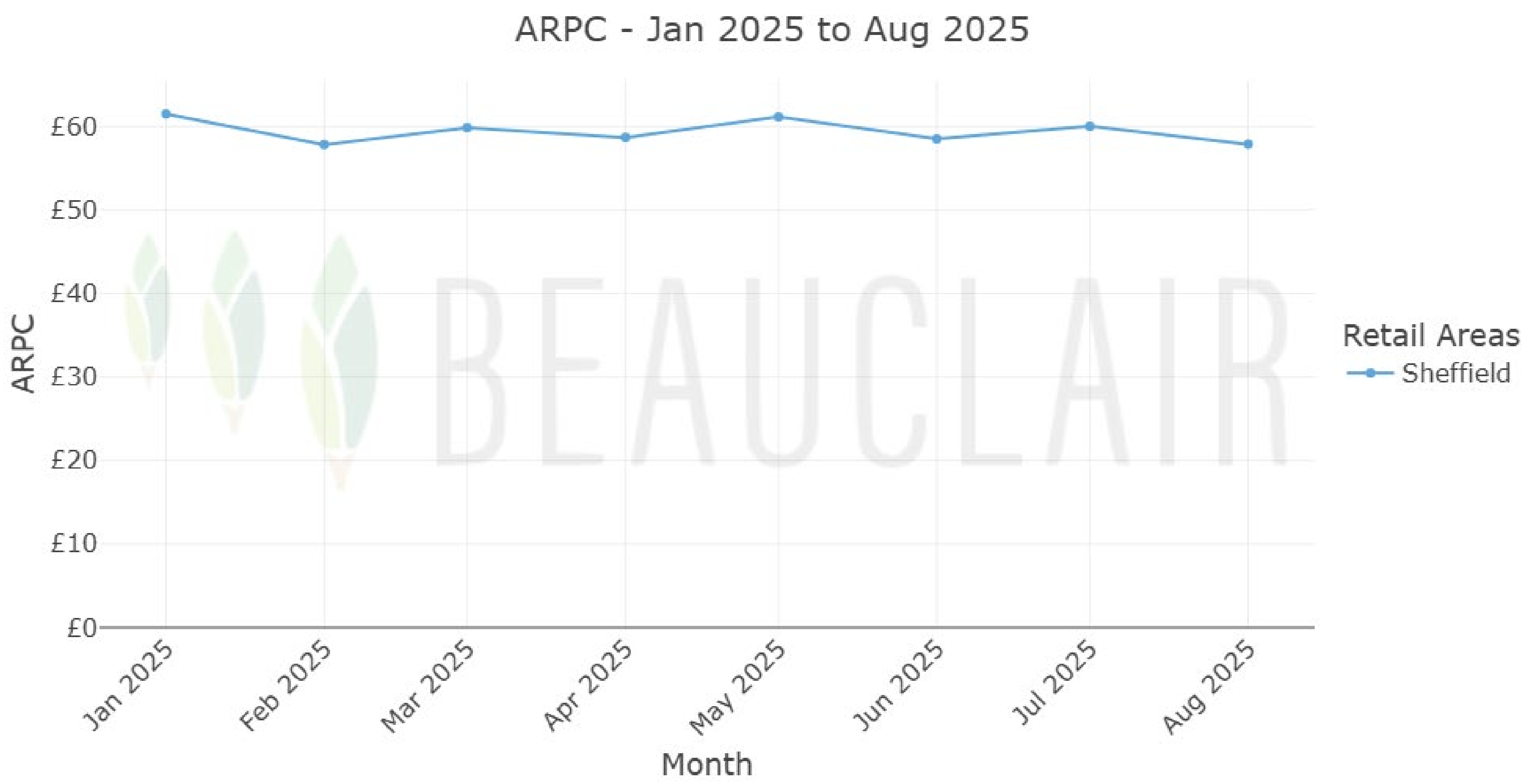


Customers – YTD 2025 (Sheffield city centre)

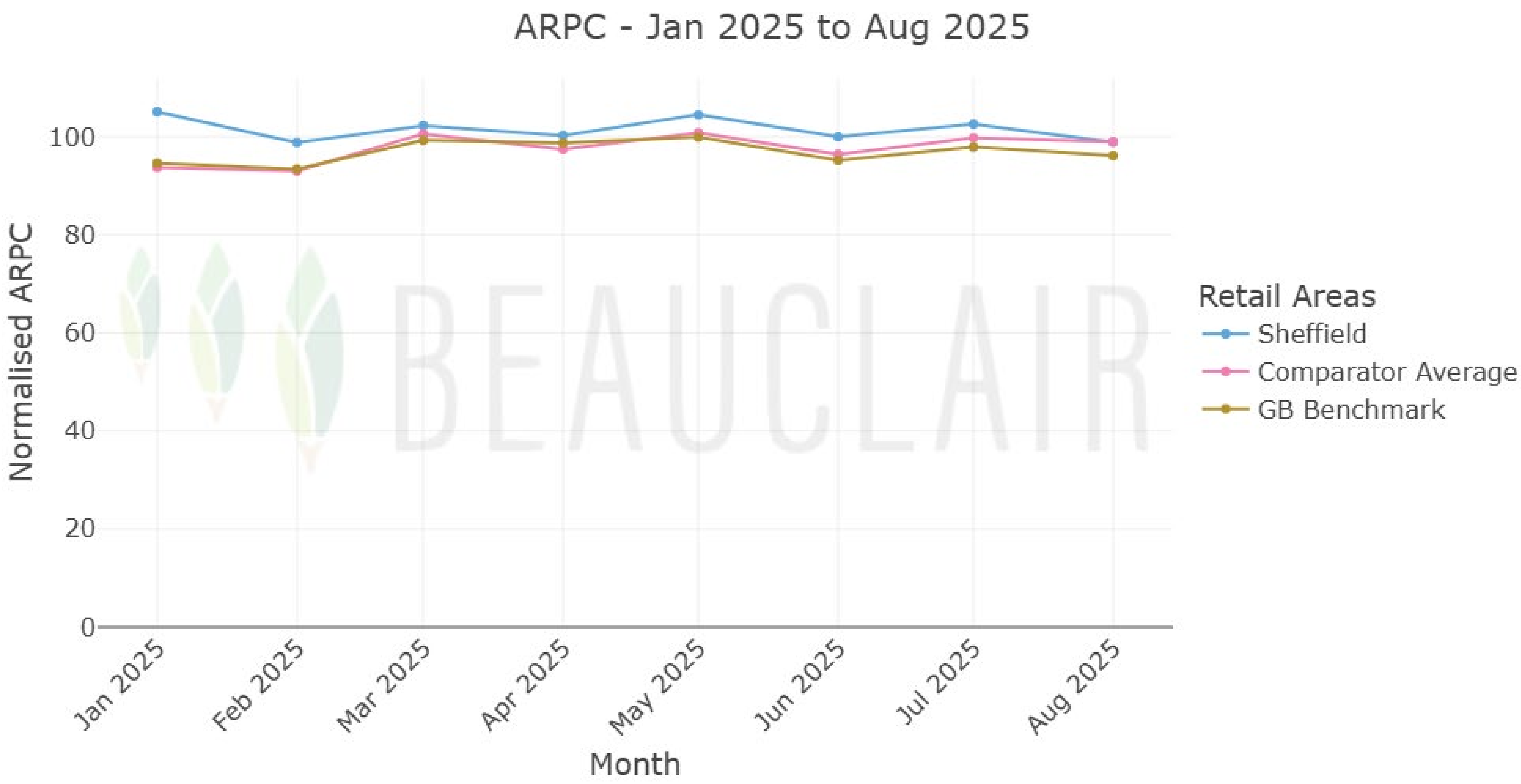
Customers – YTD 2025 (comparison vs GB Benchmark)



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 August are available on our website.

Data source: Beauclair