**SEPTEMBER 2025 TOWN & CITY CENTRE BEAUCLAIR INSIGHTS**

**SALES IN GB TOWNS AND CITIES DECLINED ANNUALLY DURING SEPTEMBER BY -4.1%, WHICH WAS THE FIFTH CONSECUTIVE MONTH IN 2025 WITH SALES LOWER THAN IN THE SAME MONTH THE YEAR BEFORE. AS WE ENTER Q4 - THE "GOLDEN QUARTER" FOR RETAIL TRADING - IT IS CLEAR THAT CONSUMERS ARE EXCEEDINGLY CAUTIOUS IN TERMS OF THEIR SPENDING BEHAVIOUR, WITH ANNUAL DECLINES IN EIGHT OF THE NINE MONTHS SINCE JANUARY 2025 AND SALES FOR THE YEAR TO DATE STANDING AT -3% FROM 2024.** *According to Diane Wehrle, of Rendle Intelligence and Insights & Beauclair's Brand Ambassador.*

It was anticipated that sales in GB towns and cities during September would be -2% lower than during September 2024 (presented during Beauclair's Golden Quarter 2025 webinar). However, the more severe annual decline of -4.1% during September 2025, following a drop of -5% during September 2024 and -4.8% during August 2025, is a clear demonstration of the increasing nervousness of consumers to spend.

Examination of the three key spending metrics provides valuable information on consumers' spending behaviour. Virtually all of the drop in spending was due to fewer customers and transactions (-3.3% and -4.1% respectively), while the average transaction value (ATV) declined only very marginally (-0.7%). This is a clear indication that while many consumers are reining in their spending, the spending level of those who made purchases remained stable - the issue for towns and cities is that there are just fewer of them than last year.

Sales were lower during September in four of the five key sectors that account for 85% of all spending in GB towns and cities, with the greatest drops occurring in Fashion and Food & Drink (-5.4% and -5.3% respectively) which both comprise largely discretionary spending. In contrast, sales in the General Retail and Grocery sectors - both of which comprise far more functional spending - also declined but by a far more modest amount (-1.8% and -2.7%).

Despite the caution of consumers, spending in the Health & Beauty sector rose (by +2.7%) reflecting the increasing appetite for self-care amongst adults of all ages. This sector was not immune to cautiousness in spending, with declines in the number of customers and transactions (a drop of -4.1% in each). However, the ATV in Health & Beauty increased by more than three times any of the other key sectors (+7.1%), reflecting the priority placed on this type of spending by those who can afford to do so.

**GB Benchmark – September 2025**

| Sector | Sales vs Sep 2024 | Transactions vs Sep 2024 | Customers vs Sep 2024 | ATV vs Sep 2024 | ATV |
|---|---|---|---|---|---|
| All Sectors | -4.1% | -4.1% | -3.3% | +0.0% | £18.30 |
| Fashion | -5.4% | -6.1% | -4.5% | +0.8% | £39.04 |
| Food & Drink | -5.3% | -6.3% | -5.9% | +1.0% | £12.83 |
| General Retail | -1.8% | -3.8% | -4.9% | +2.1% | £16.33 |
| Grocery | -2.7% | -3.1% | -3.4% | +0.4% | £14.98 |
| Health & Beauty | +2.7% | -4.1% | -4.1% | +7.1% | £26.94 |

**GB Benchmark – YTD September 2025**

| Sector | YTD Sales vs Sep 2024 | YTD Transactions vs Sep 2024 | YTD Customers vs Sep 2024 | YTD ATV vs Sep 2024 | YTD ATV |
|---|---|---|---|---|---|
| All Sectors | -3.0% | -4.2% | -3.1% | +1.3% | £18.47 |
| Fashion | -4.9% | -4.5% | -3.9% | -0.5% | £37.45 |
| Food & Drink | -2.8% | -4.8% | -3.2% | +2.1% | £13.37 |
| General Retail | -2.1% | -2.6% | -3.4% | +0.5% | £15.99 |
| Grocery | -2.2% | -1.9% | -1.2% | -0.4% | £14.95 |
| Health & Beauty | -0.5% | -5.0% | -3.9% | +4.7% | £26.74 |

*Our GB Benchmark is based on the median retail performance of 62 nationwide Town & City Centres.*