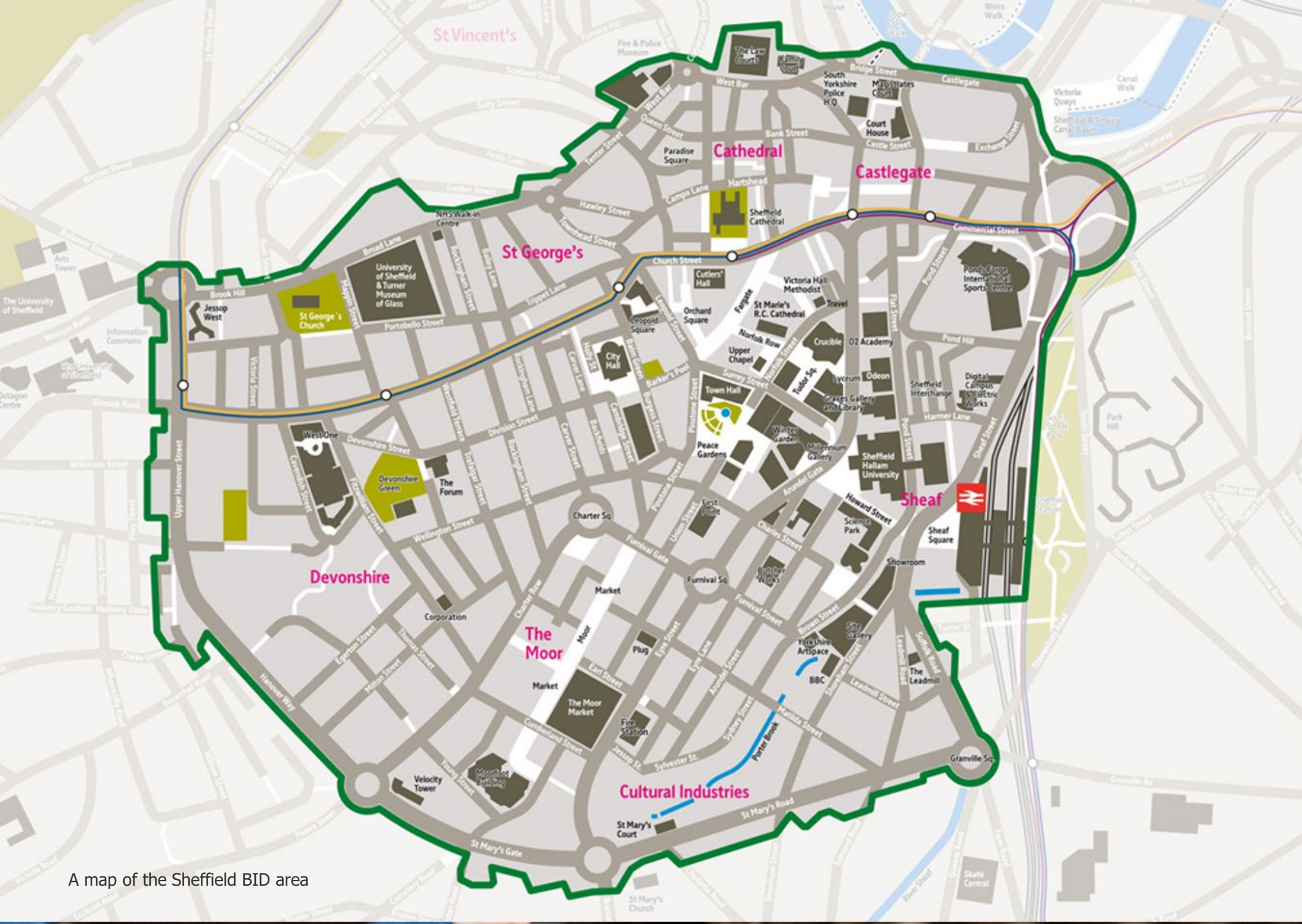

BID BAROMETER

Trends and insights

Sheffield city centre

September 2025



A map of the Sheffield BID area

Momentum returns as Sheffield defies national downturn

Year-to-date overview

Sheffield city centre continues to show resilient economic performance in 2025 with year-to-date sales up +0.2% and September spend +3.4% compared to the same month in 2024.

This places Sheffield well ahead of regional and national benchmarks, including:

- Leeds: -9.2% (Sept), -5.5% (YTD)
- Nottingham: -8.6% (Sept), -4.6% (YTD)
- GB Benchmark: -4.1% (Sept), -3.0% (YTD)

Monthly trends

Sheffield recorded five consecutive months of growth from January to May, peaking at +4.3% in May, before a summer slowdown:

Jan–May: Consistent growth (+3.1% to +4.3%)

June: -8.6% (calendar and weather impacts)

July: -1.3% (partial recovery)

August: -6.2% (but still outperforming peers)

September: +3.4% (renewed momentum)

Key retail metrics – September 2025 (Sheffield city centre)

- In September 2025, monthly retail sales in Sheffield were £17.5m. Year-to-Date (YTD) sales were £164m.
- Compared to September 2024, monthly sales increased by +3.4% while YTD sales marginally increased by +0.2%.
- The decrease in monthly sales was due to an increase of +5.8% in average revenue per customer (ARPC) and a decrease of -2.2% in customer numbers.

Metric	YTD Sept 25 vs YTD Sept 24			
	Sept 25	Sept 25 vs Sept 24	YTD Sept 25	YTD Sept 25 vs YTD Sept 24
Sales	£17.5m	+3.4%	£164m	+0.2%
Transactions	1.19m	-2.6%	11.3m	-4.2%
Customers	295k	-2.2%	2.76m	-2.6%
ATV	£14.64	+6.2%	£14.61	+4.5%
ARPC	£59.12	+5.8%	£59.57	+2.8%

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

Sales growth – September 2025

Sheffield city centre v. comparator areas

- Monthly sales change between September 2024 and September 2025 in Sheffield (+3.4%) are higher than Nottingham (-8.6%) and Leeds (-9.2%).
- Year-to-date (YTD) sales between September 2024 and September 2025 (+0.2%) are higher than Nottingham (-4.6%) and Leeds (-5.5%).

Retail Area (city centres)	Sept 25 vs Sept 24	YTD Sept 25 vs YTD Sept 24
Sheffield	+3.4%	+0.2%
Leeds	-9.2%	-5.5%
Nottingham	-8.6%	-4.6%
GB Benchmark	-4.1%	-3.0%

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

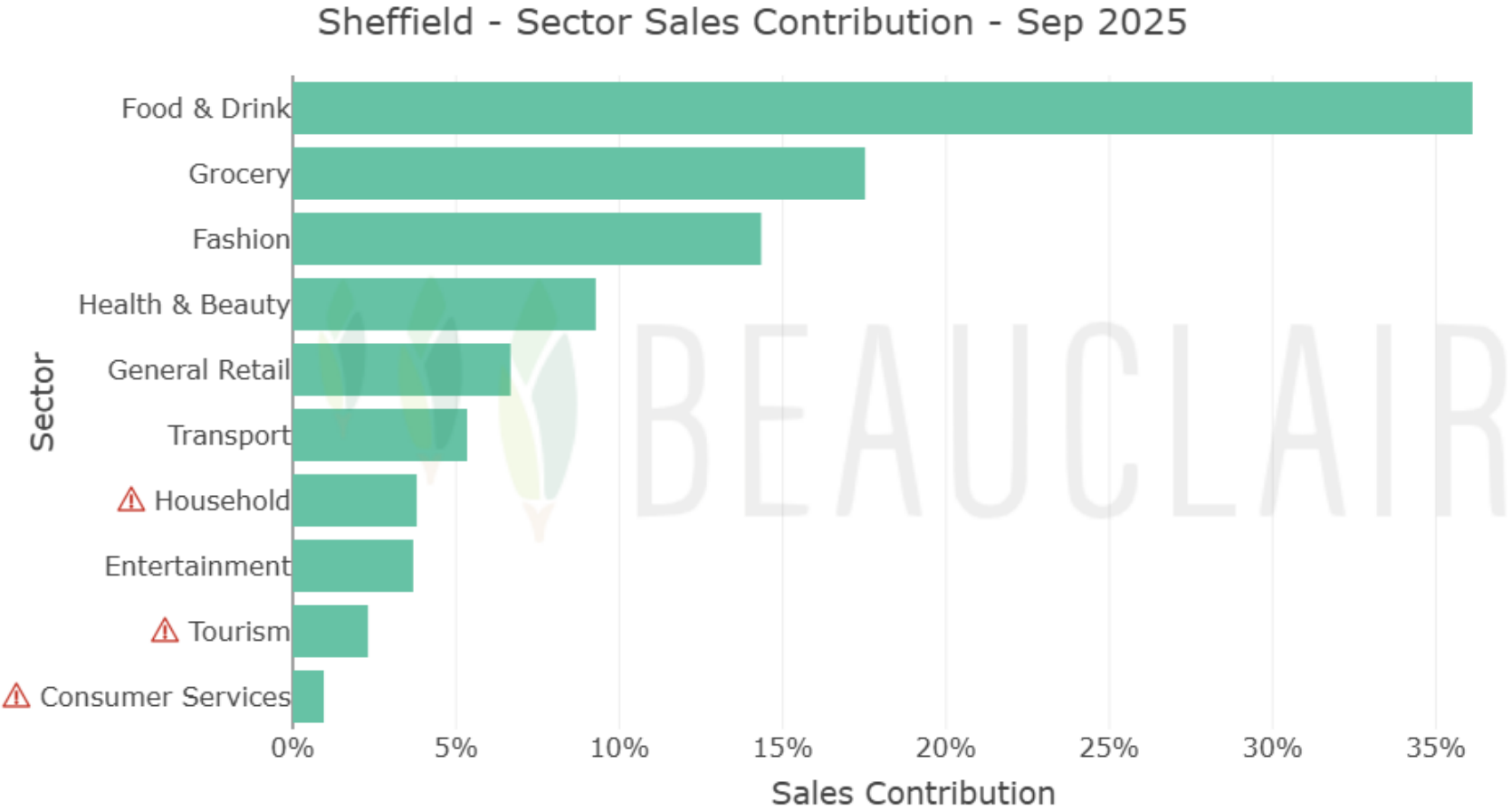
Sector sales – September 2025 (Sheffield city centre)

- The five sectors with the highest monthly sales are Food & Drink (£6.31m), Grocery (£3.06m), Fashion (£2.50m), Health & Beauty (£1.62m), and General Retail (£1.16m).
- The five sectors with the highest YTD sales are Food & Drink (£62.4m), Grocery (£28.3m), Fashion (£23.6m), Health & Beauty (£15.6m), and General Retail (£10.7m).
- The five sectors showing the largest change in sales between September 2024 and September 2025 are Household (+£502k), Fashion (+£130k), Food & Drink (-£128k), Transport (+£79.7k), and Entertainment (+£44k).

Sector	Sept 25	Sept 25 vs Sept 24	YTD Sept 25	YTD Sept 25 vs YTD Sept 24
Food & Drink	£6.31m	-2.0%	£62.4m	-1.8%
Grocery	£3.06m	-0.3%	£28.3m	+0.7%
Fashion	£2.50m	+5.5%	£23.6m	+2.3%
Health & Beauty	£1.62m	+1.0%	£15.6m	-0.2%
General Retail	£1.16m	-2.3%	£10.7m	-3.1%
Transport	£932k	+9.4%	£8.11m	-1.3%
Household	£662k	+312.5%	£3.56m	+37.0%
Entertainment	£644k	+7.3%	£5.65m	+0.7%
Tourism	£402k	-9.1%	£4.79m	-1.4%
Consumer Services	£166k	+8.5%	£1.72m	+13.7%

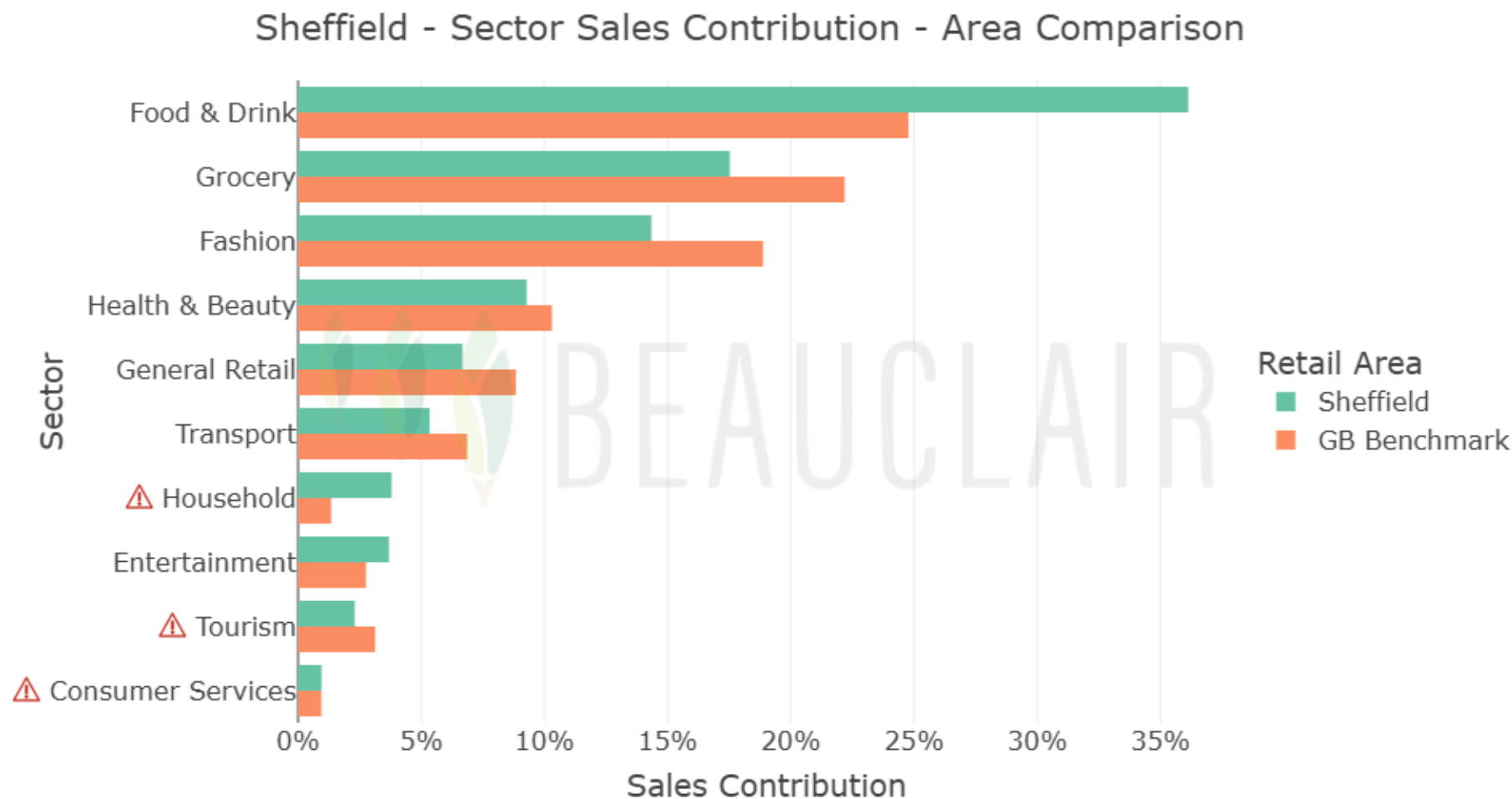
For a description of sectors please [visit our website](#).

Sector sales – September 2025 (Sheffield city centre)



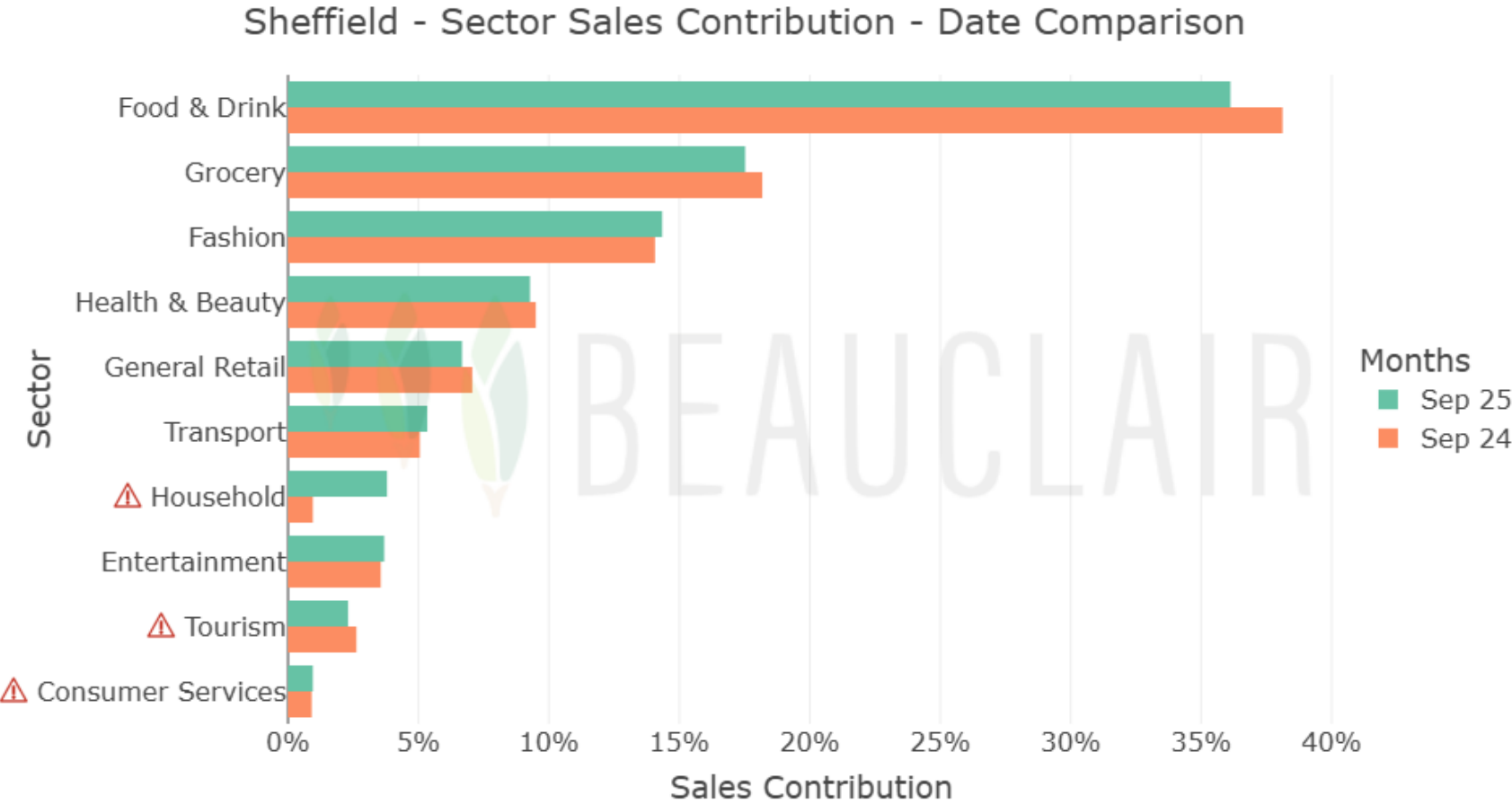
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Sector sales – September 2025 (comparison vs GB Benchmark)



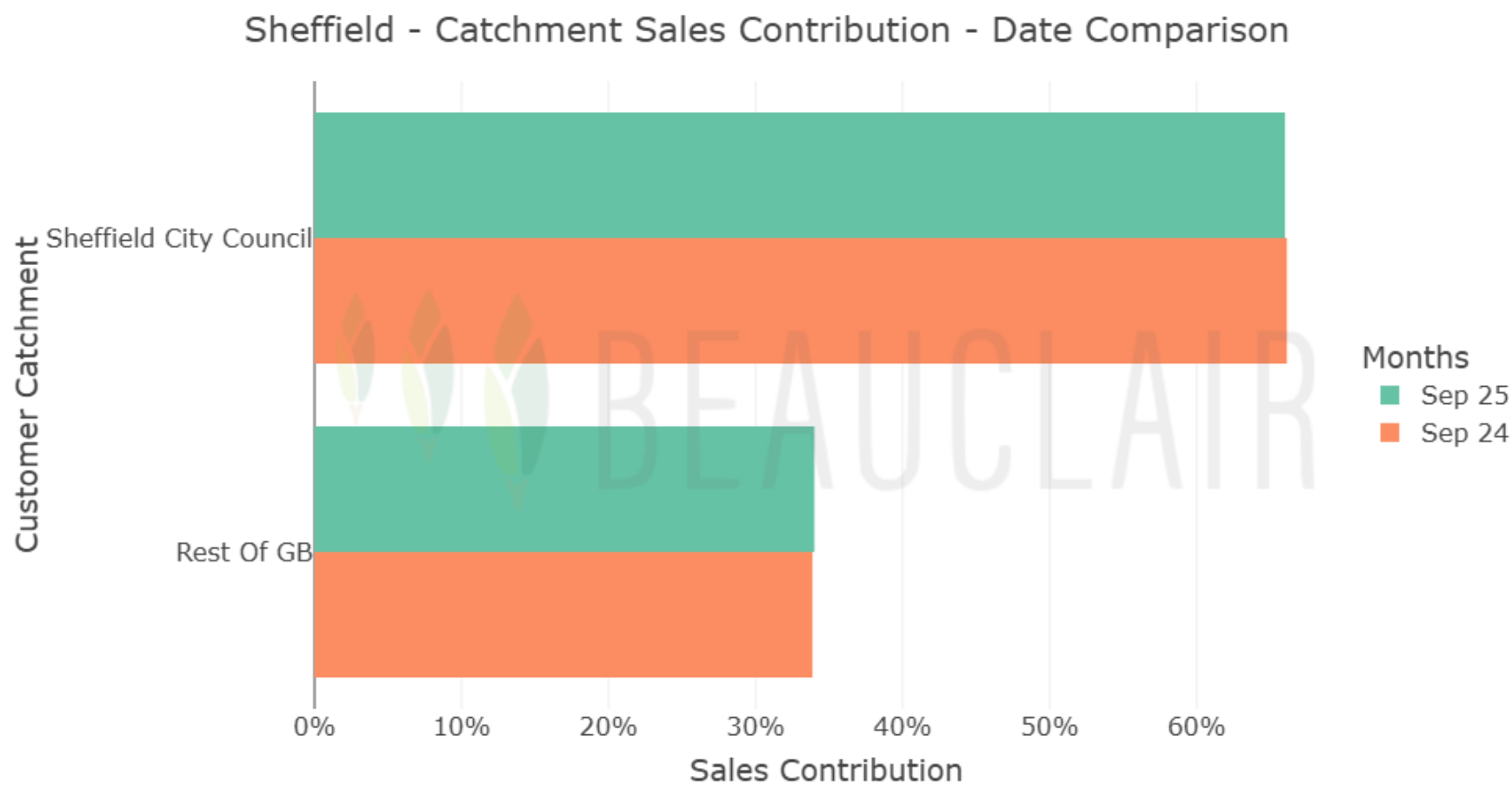
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data.

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

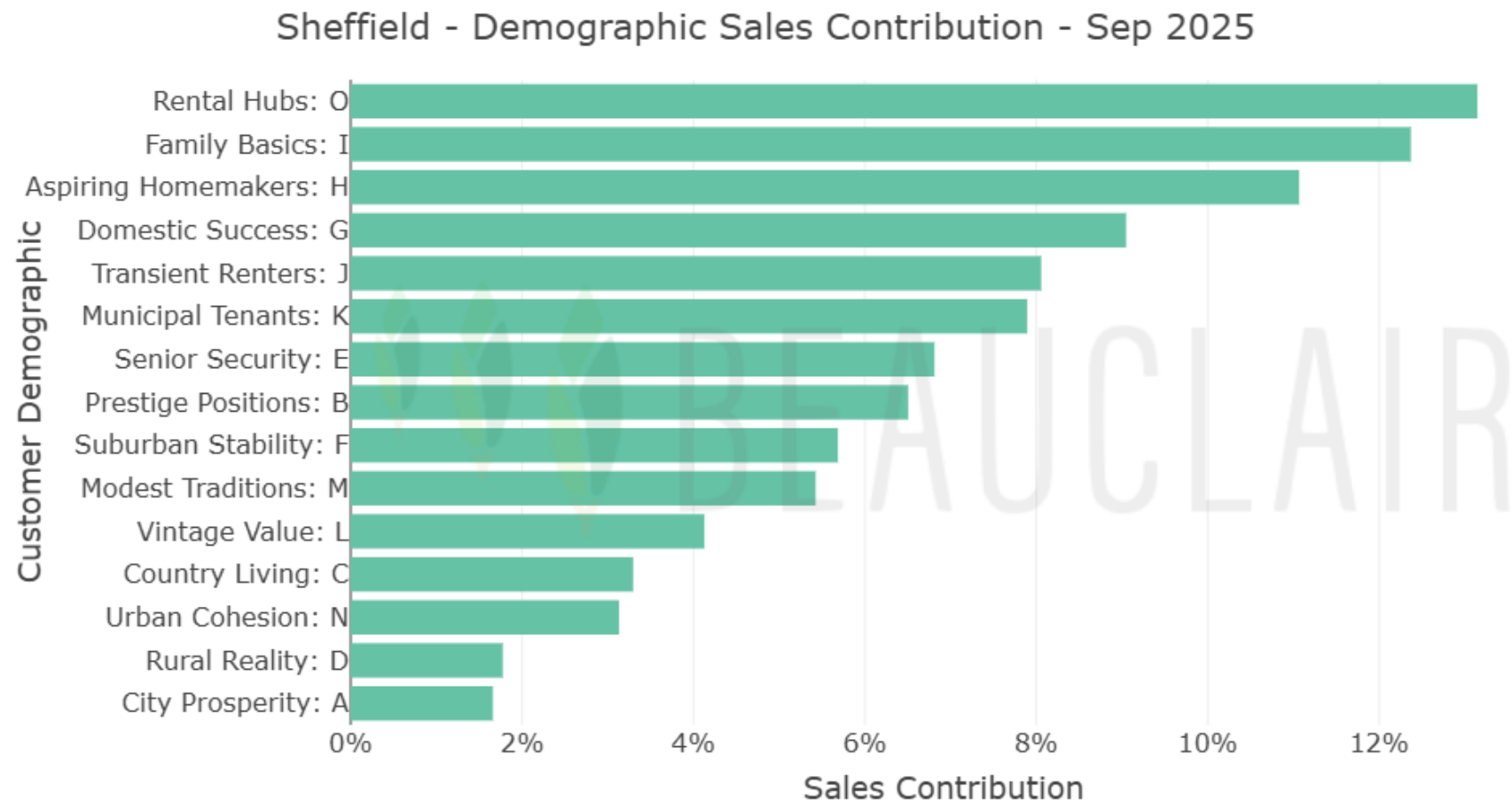


For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Catchment sales – September 2025 (Sheffield city centre)

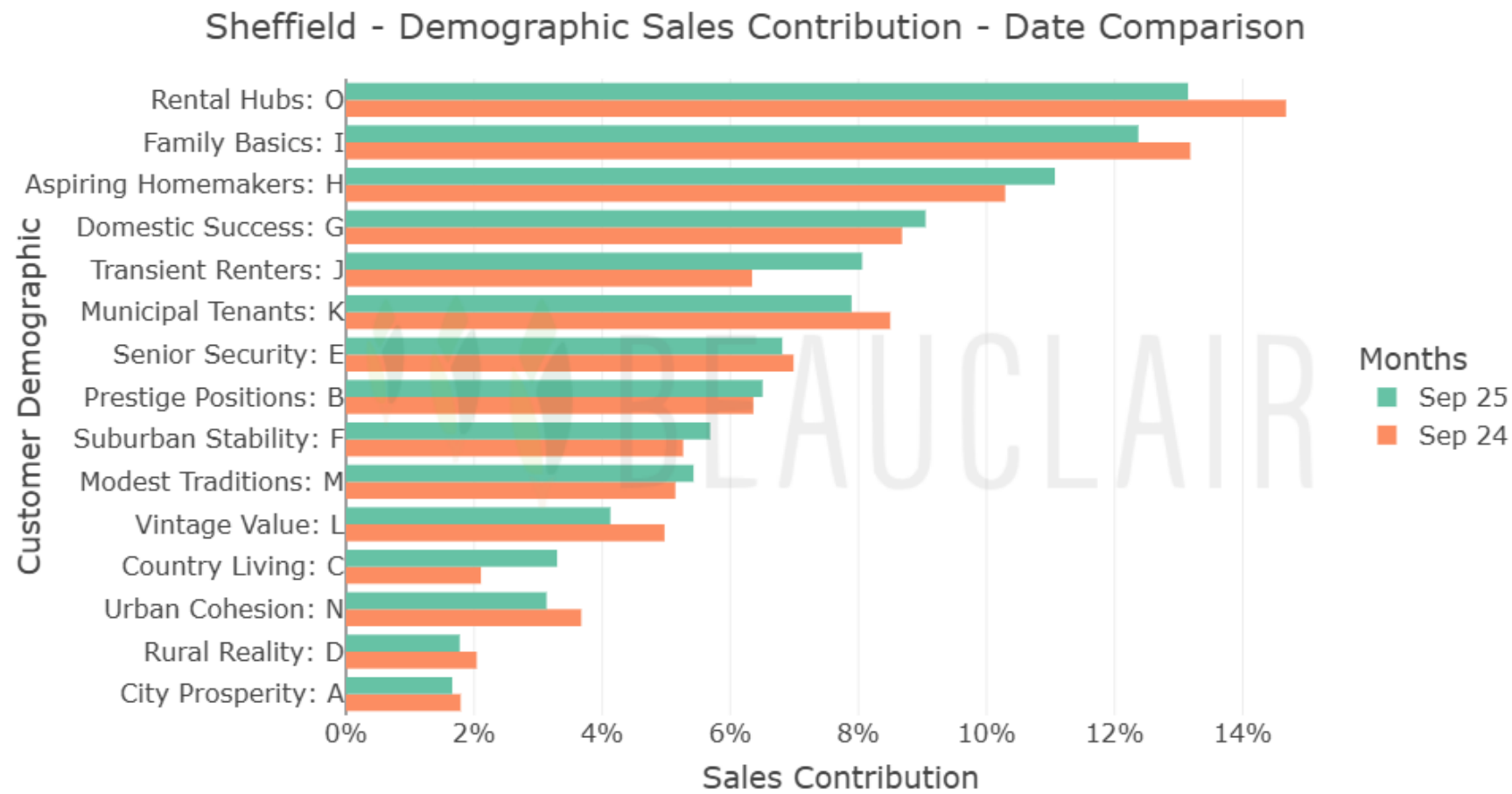


Customer demographics – September 2025 (Sheffield city centre)



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

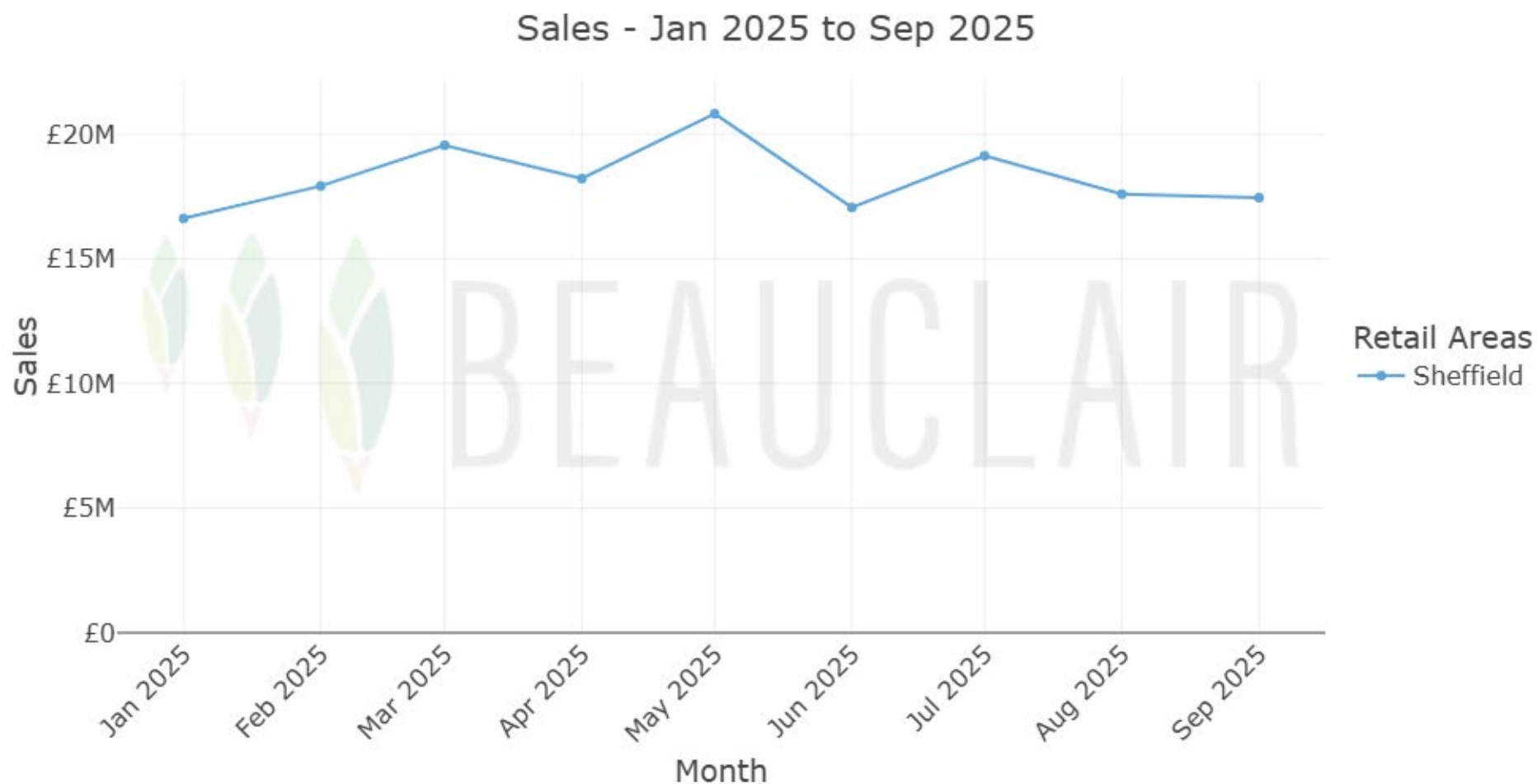
Customer demographics – September 2025 (comparison with GB Benchmark)



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

Year to date comparisons

Sales – YTD 2025 (Sheffield city centre)



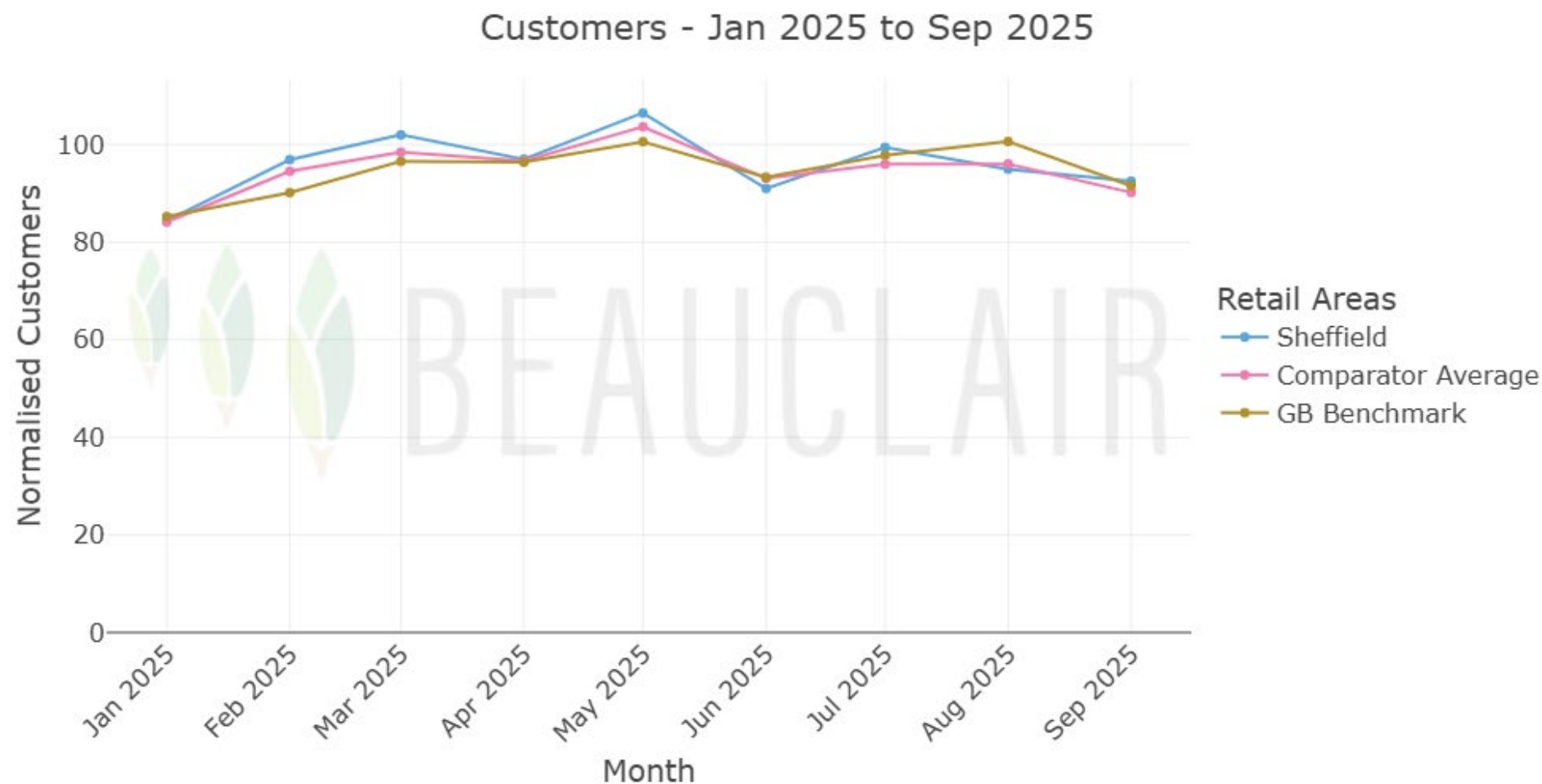
Sales – YTD 2025 (comparison vs GB Benchmark)



Customers – YTD 2025 (Sheffield city centre)



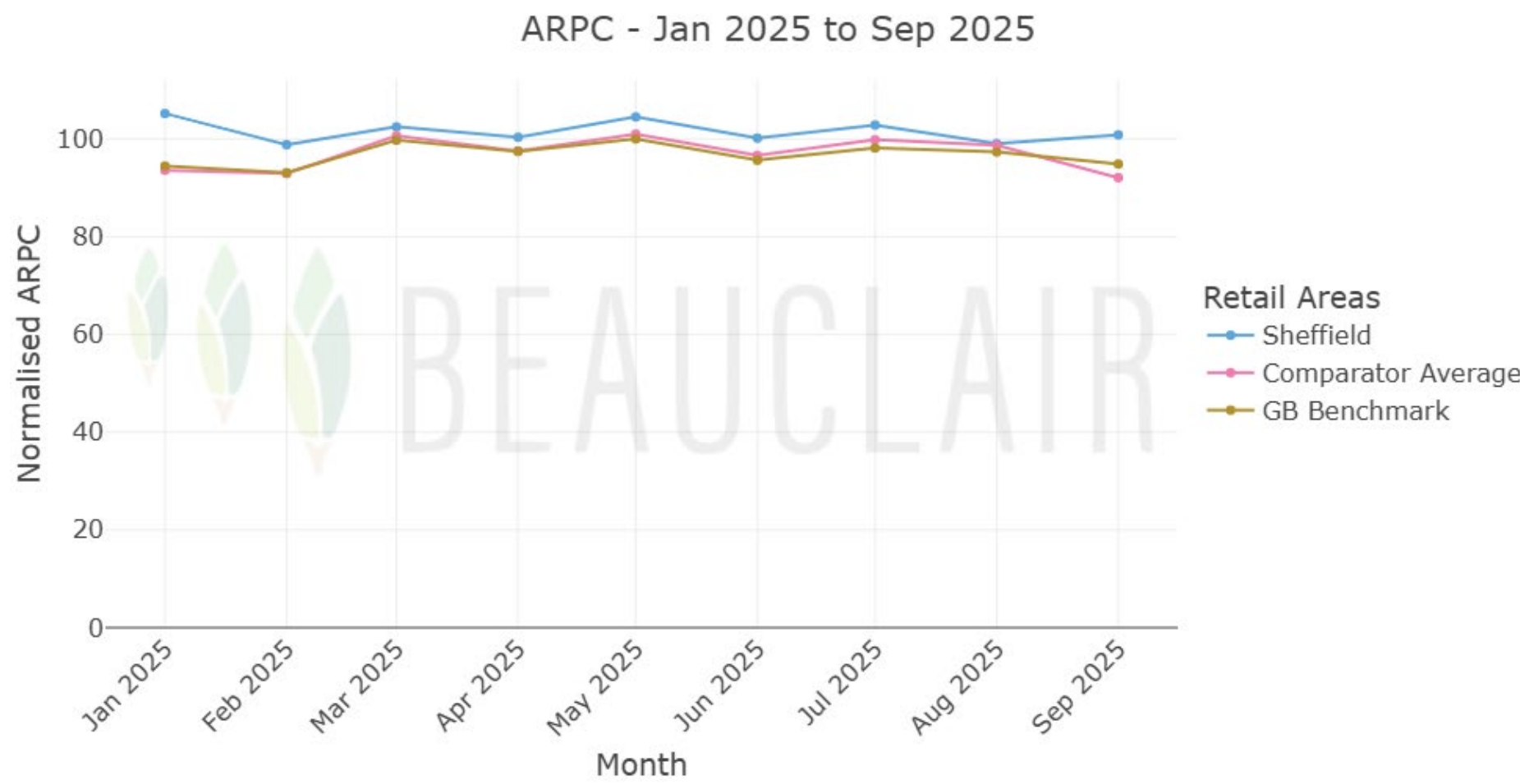
Customers – YTD 2025 (comparison vs GB Benchmark)



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

Data source: Beauclair

