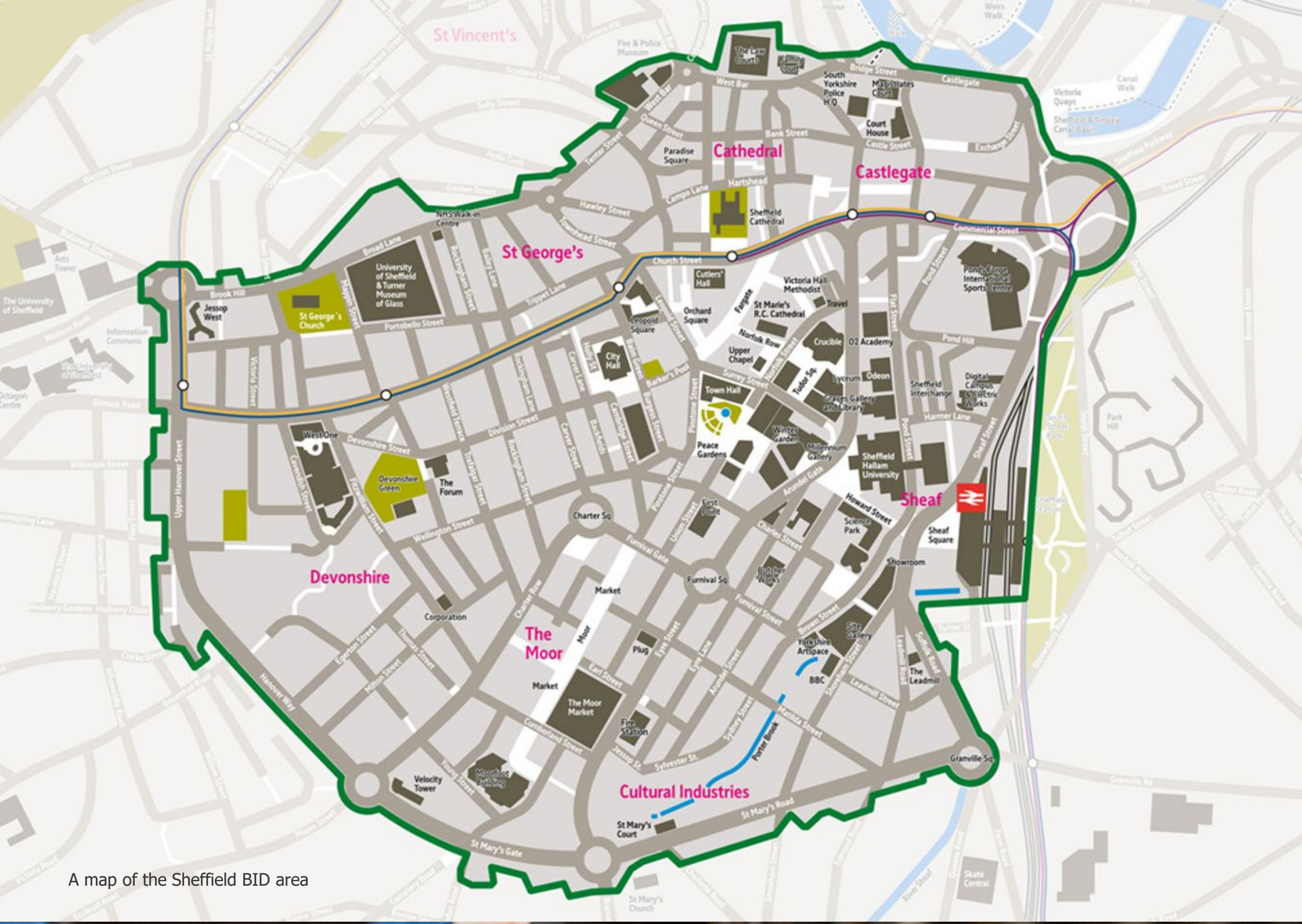

BID BAROMETER

Trends and insights

Sheffield city centre

December 2025



A map of the Sheffield BID area

Festive trading eases while year shows resilience

How did Sheffield perform in 2025?

December was the busiest month, with sales of £24.8m, though this was 4.1% lower than 2024

Total sales for 2025 reached £226m, just 0.7% down on 2024, so overall performance was steady.

Golden Quarter (Oct–Dec)

This key trading period brought in £64.1m, making up over 28% of the year's sales.

Compared to 2024, Golden Quarter sales dipped slightly (–2.8%), while the rest of the year (Jan–Sept) was almost flat (+0.2%).

What drove spending?

Food & Drink led the way in December, accounting for nearly 40% of spend, with Grocery holding strong. Fashion and general retail slowed, but Transport saw double-digit growth.

Customer trends

Local shoppers dominated December (almost 68%), but across the year, Sheffield continued to attract visitors from across the UK - showing its national appeal.

Big picture

Sheffield's trend performance was better than our comparator areas Leeds and Nottingham and close to the national average, proving resilience in a challenging climate.

Key retail metrics – December 2025 (Sheffield city centre)

- In December 2025, monthly retail sales in Sheffield were £24.8m. Year-to-Date (YTD) sales were £226m.
- Compared to December 2024, monthly sales decreased by -4.1% while YTD sales marginally decreased by -0.7%.
- The decrease in monthly sales was due to a decrease of -3.0% in average revenue per customer (ARPC) and a decrease of -1.2% in customer numbers.

Metric	Dec 25	Dec 25 vs Dec 24	YTD Dec 25	YTD Dec 25 vs YTD Dec 24
Sales	£24.8m	-4.1%	£226m	-0.7%
Transactions	1.55m	-1.6%	15.3m	-3.7%
Customers	355k	-1.2%	3.73m	-2.4%
ATV	£15.94	-2.5%	£14.76	+3.1%
ARPC	£69.68	-3.0%	£60.64	+1.8%

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

Sales growth – December 2025

Sheffield city centre v. our comparator areas

- The decline in monthly sales change between December 2024 and December 2025 in Sheffield (-4.1%) is milder than Leeds (-8.2%) and Nottingham (-9.0%).
- Sheffield outperformed Leeds and Nottingham in year-on-year visitor spending trends, recording a modest decline of -0.7% compared to -5.4% in Nottingham and -6.5% in Leeds.

Retail Area	Dec 25 vs Dec 24	YTD Dec 25 vs YTD Dec 24
Sheffield	-4.1%	-0.7%
Leeds	-8.2%	-6.5%
Nottingham	-9.0%	-5.4%
GB Benchmark	-3.6%	-3.3%

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

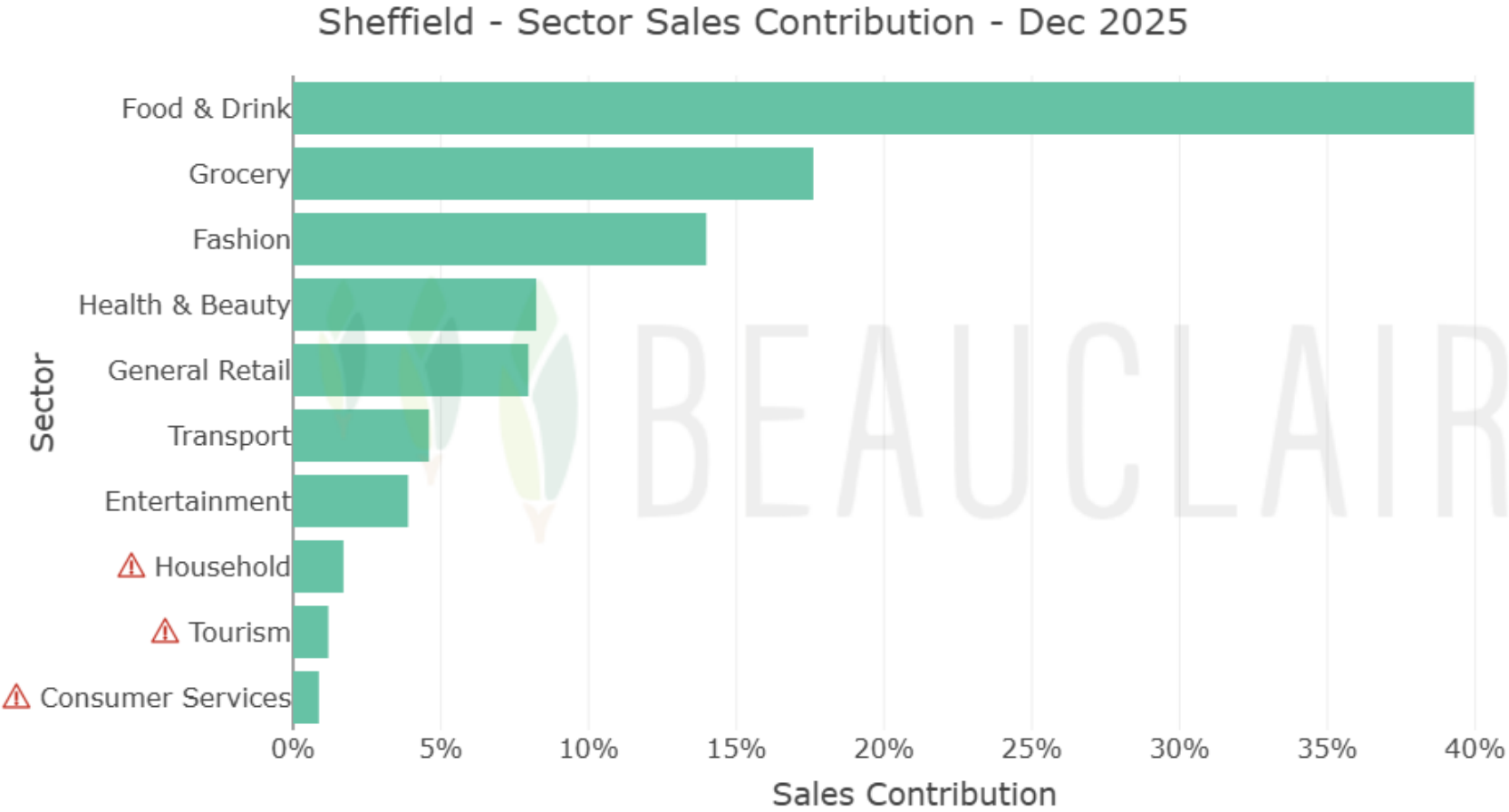
Sector sales – December 2025 (Sheffield city centre)

- The five sectors with the highest monthly sales are Food & Drink (£9.90m), Grocery (£4.36m), Fashion (£3.46m), Health & Beauty (£2.04m), and General Retail (£1.97m).
- The five sectors with the highest YTD sales are Food & Drink (£87.5m), Grocery (£39.2m), Fashion (£31.9m), Health & Beauty (£20.6m), and General Retail (£15.4m).
- The five sectors showing the largest change in sales between Dec 2024 and Dec 2025 are Fashion (-£495k), Tourism (-£279k), Household (-£235k), General Retail (-£219k) and Transport (+£179k).

Sector	Dec 25	Dec 25 vs Dec 24	YTD Dec 25	YTD Dec 25 vs YTD Dec 24
Food & Drink	£9.90m	-0.7%	£87.5m	-1.4%
Grocery	£4.36m	+3.0%	£39.2m	+1.9%
Fashion	£3.46m	-12.5%	£31.9m	-1.4%
Health & Beauty	£2.04m	-2.2%	£20.6m	-2.5%
General Retail	£1.97m	-10.0%	£15.4m	-4.6%
Transport	£1.14m	+18.7%	£11.3m	+2.6%
Entertainment	£963k	-1.2%	£7.93m	-0.2%
Household	£422k	-35.8%	£4.15m	+26.6%
Tourism	£295k	-48.6%	£5.92m	-10.0%
Consumer Services	£216k	+1.3%	£2.31m	+9.4%

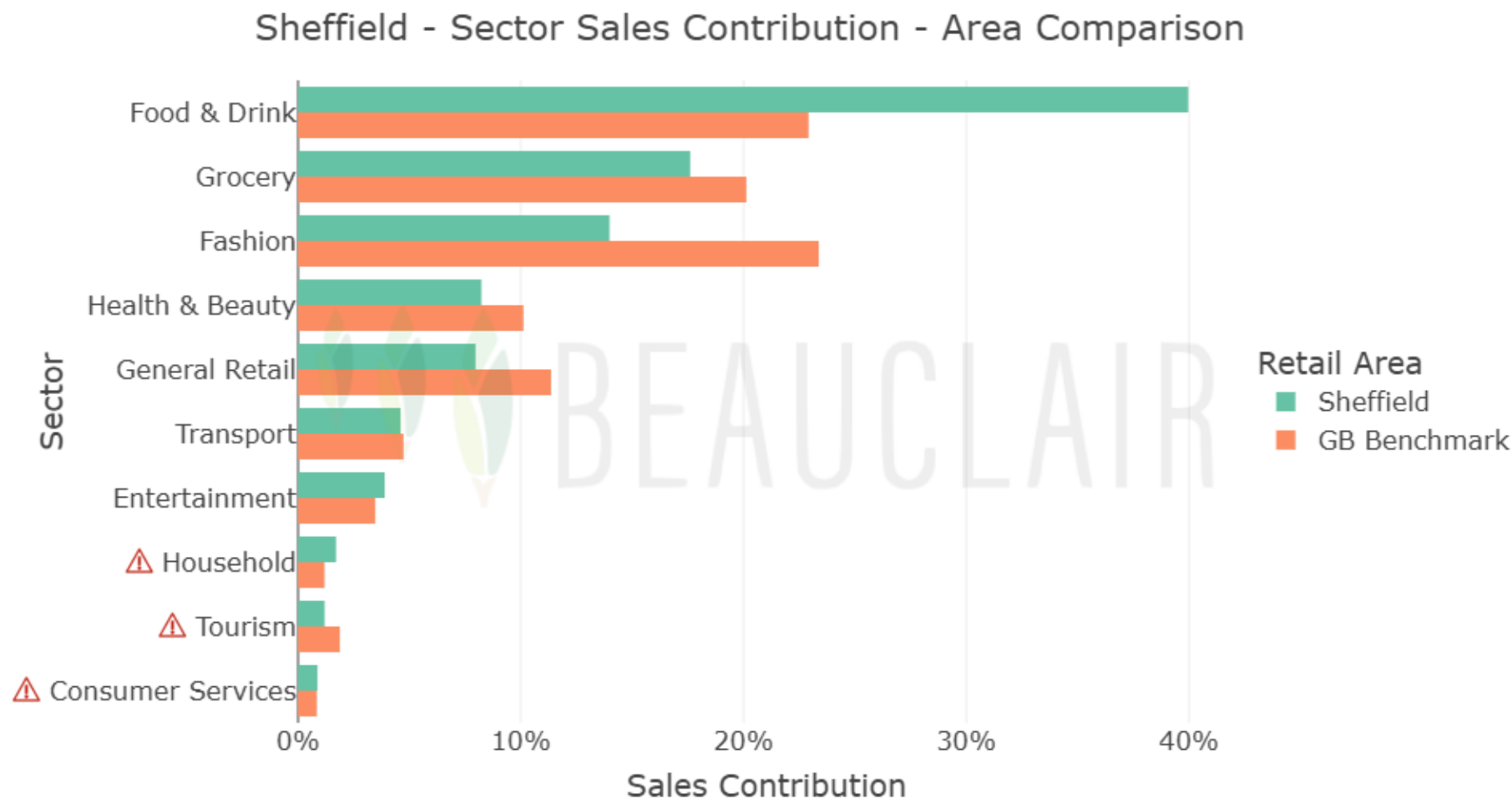
For a description of sectors please [visit our website](#).

Sector sales – December 2025 (Sheffield city centre)



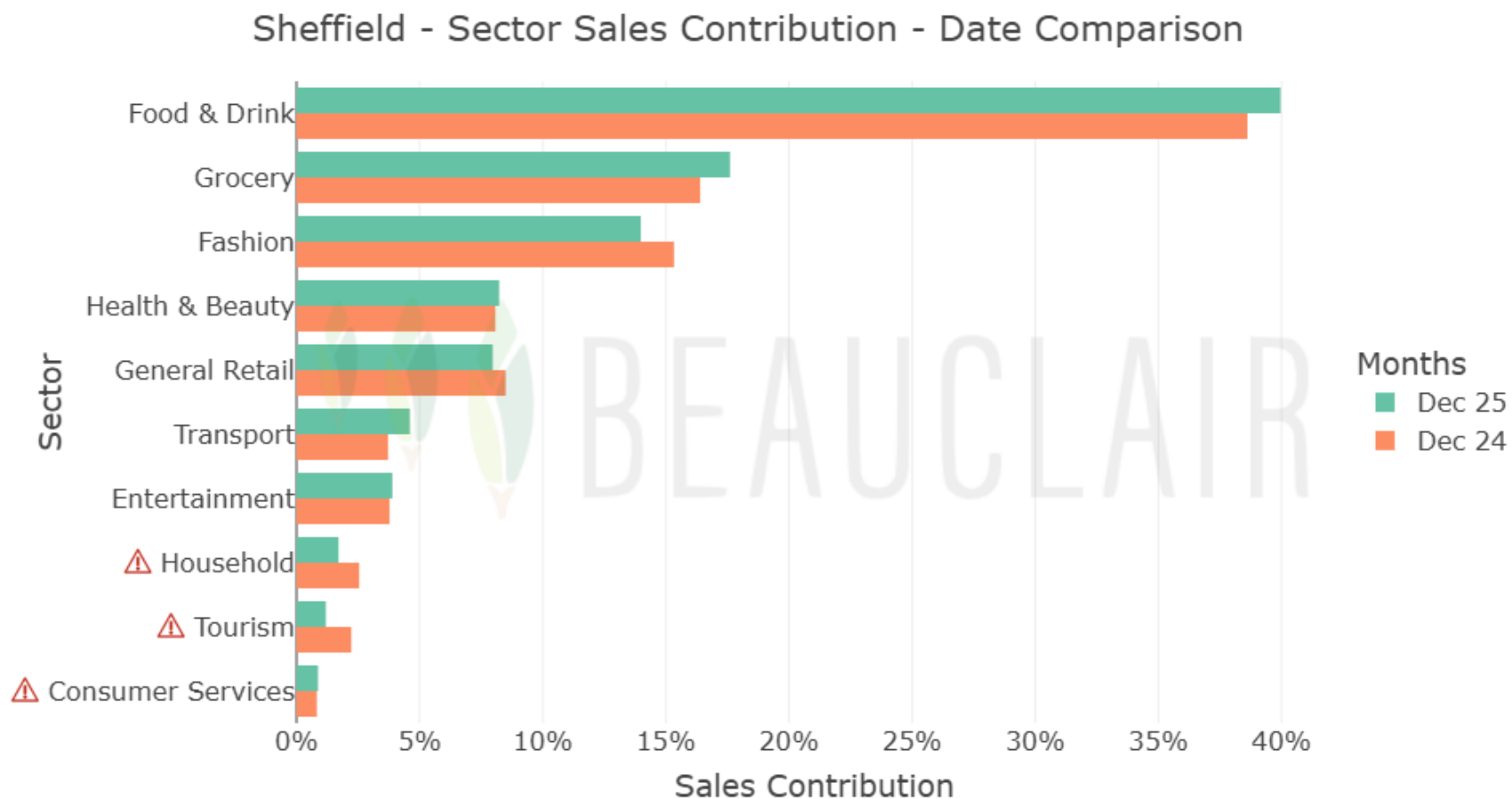
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Sector sales – December 2025 (comparison vs GB Benchmark)



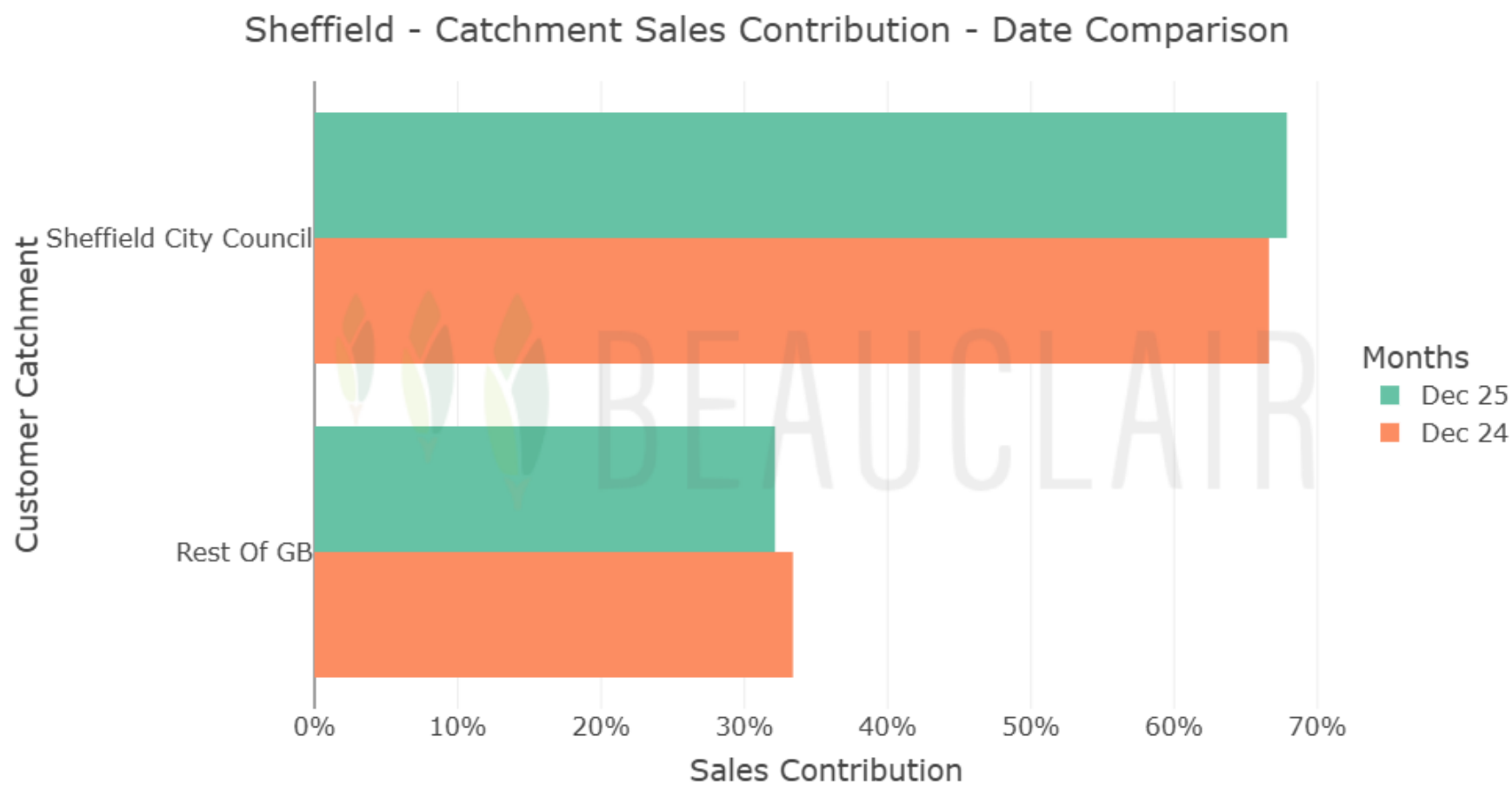
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data.

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

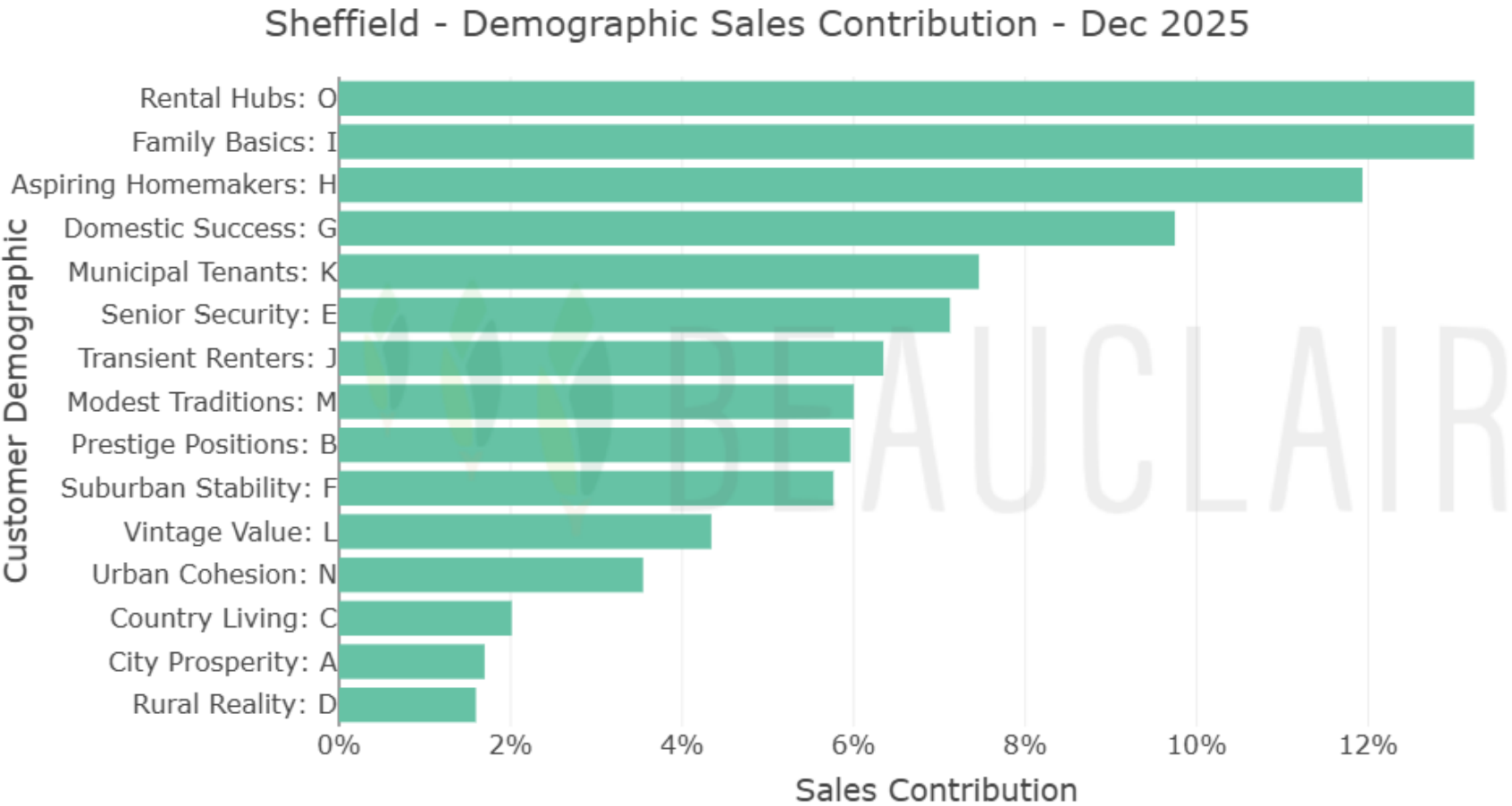


For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Catchment sales – December 2025 (Sheffield city centre)

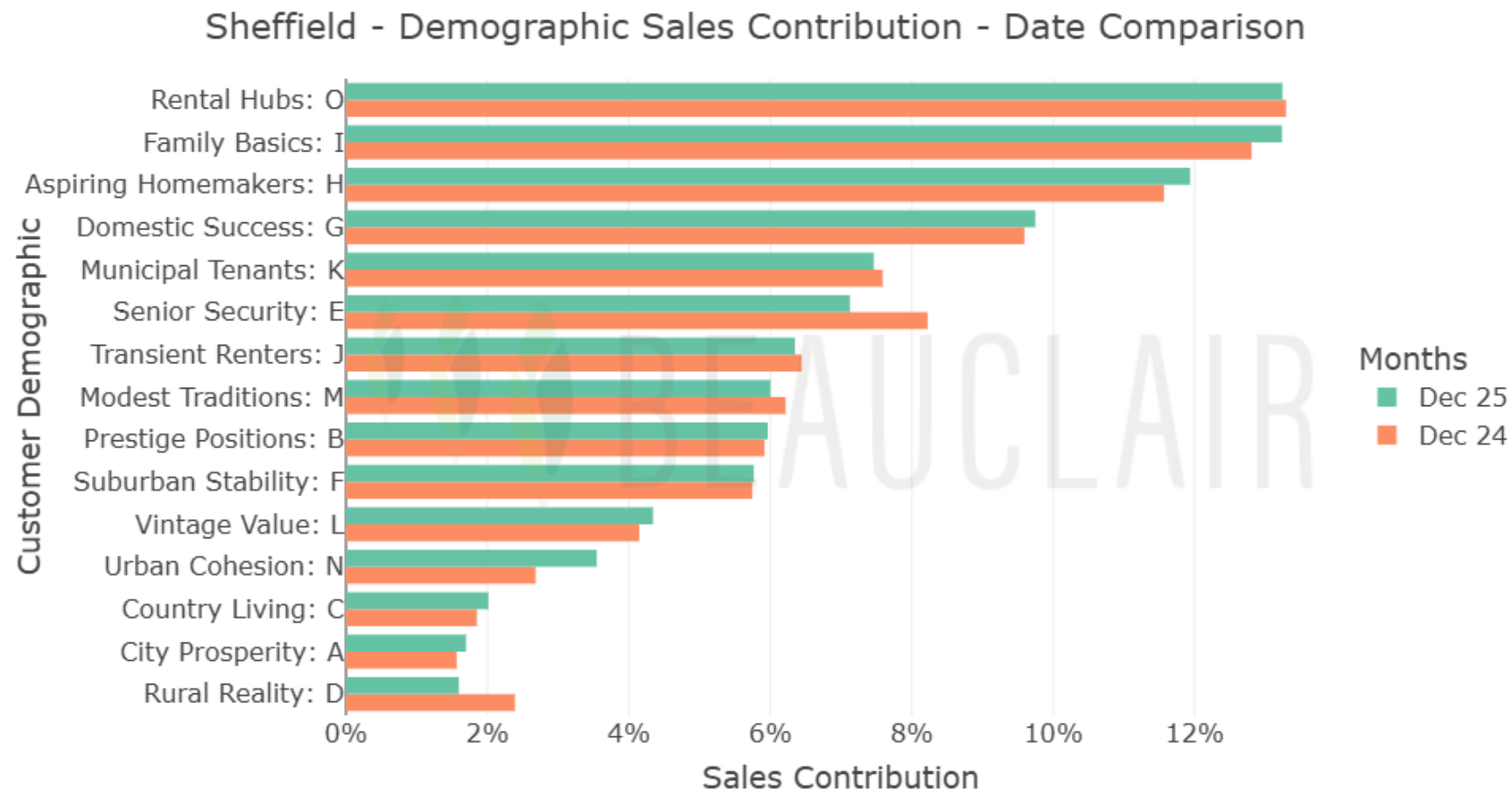


Customer demographics – December 2025 (Sheffield city centre)



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

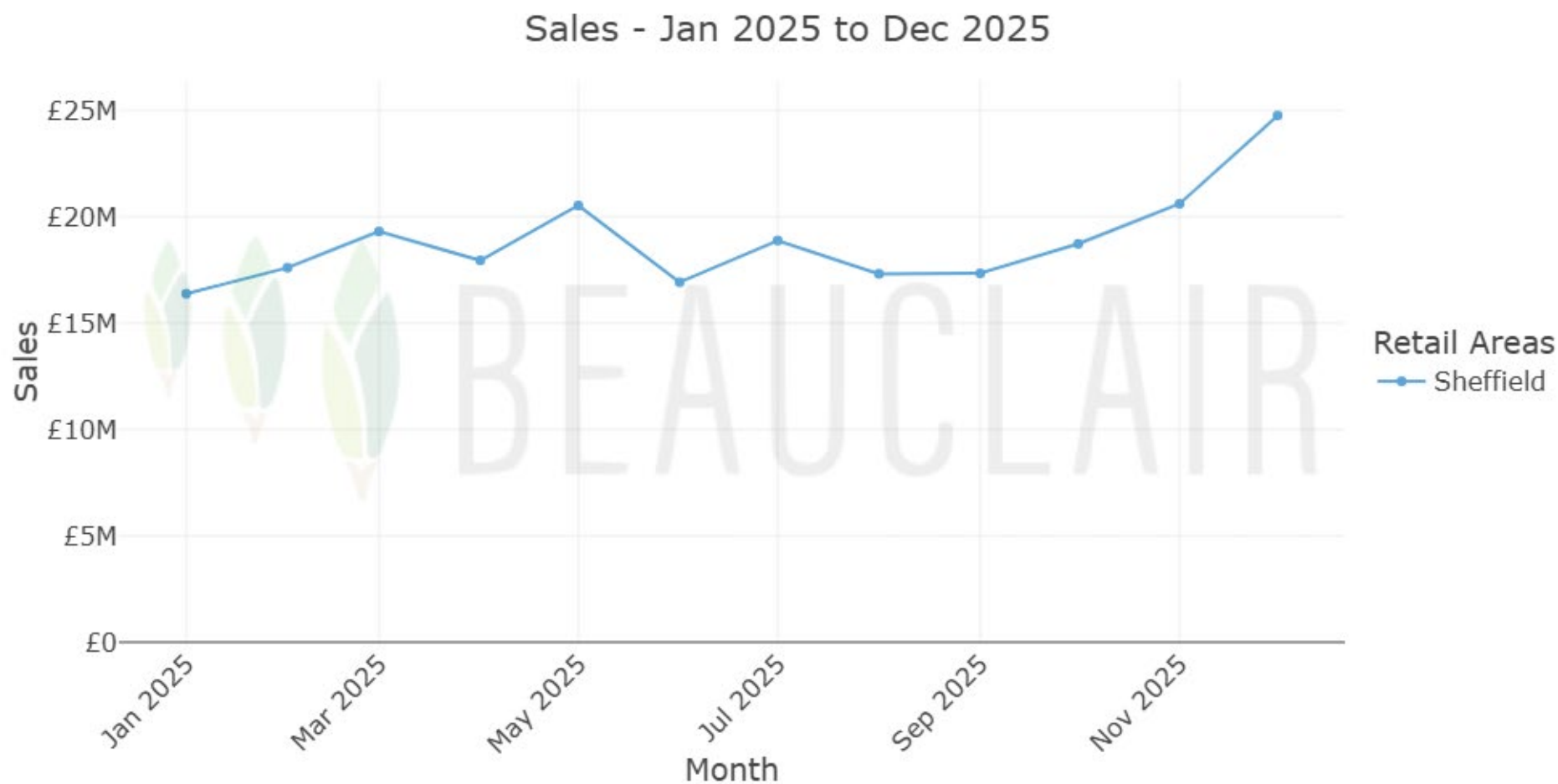
Customer demographics – December 2025 (comparison with GB Benchmark)



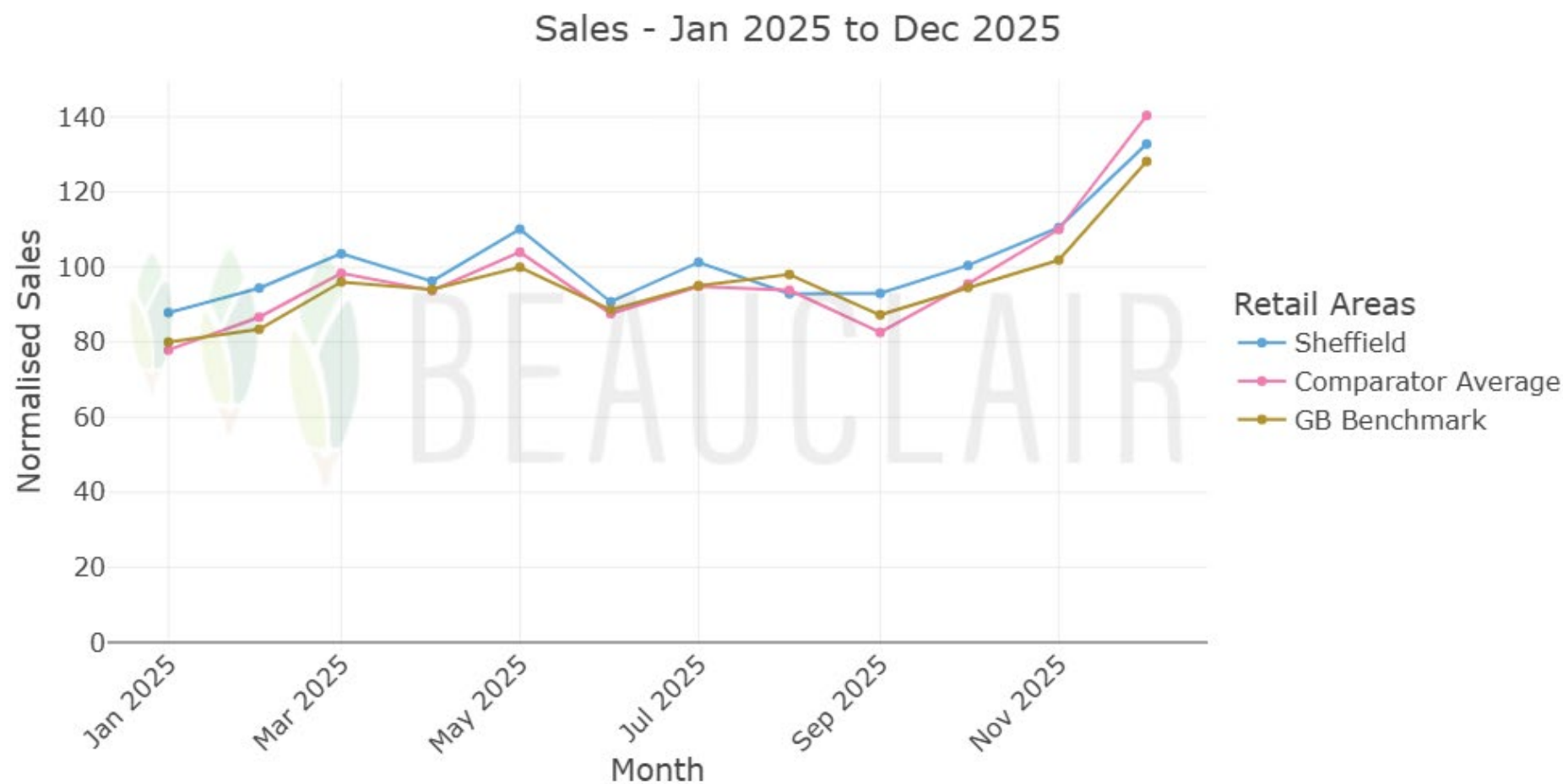
For a description of the Customer Demographic groups [please visit our website.](#)

Year to date comparisons

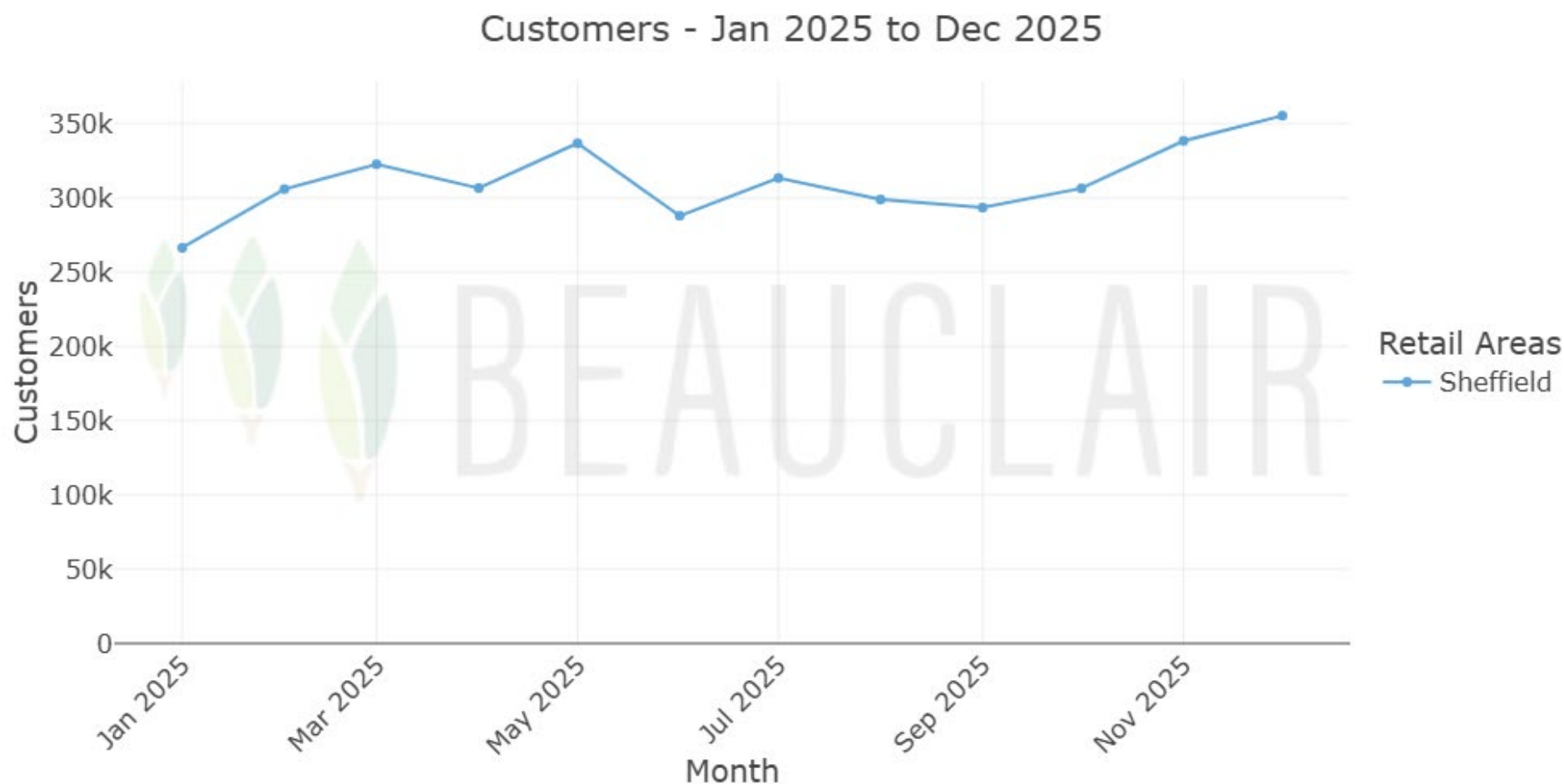
Sales – YTD 2025 (Sheffield city centre)



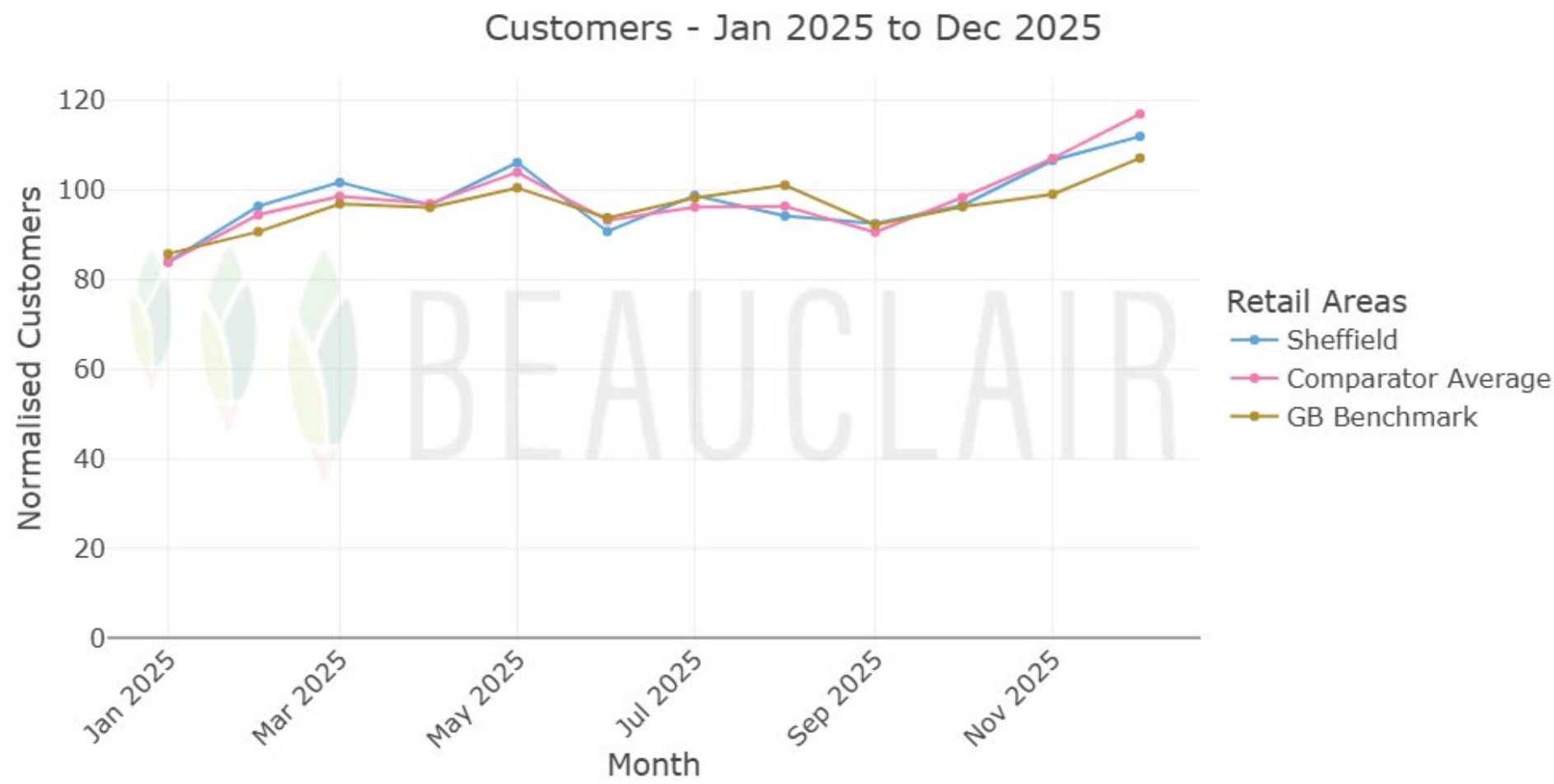
Sales – YTD 2025 (comparison vs GB Benchmark)



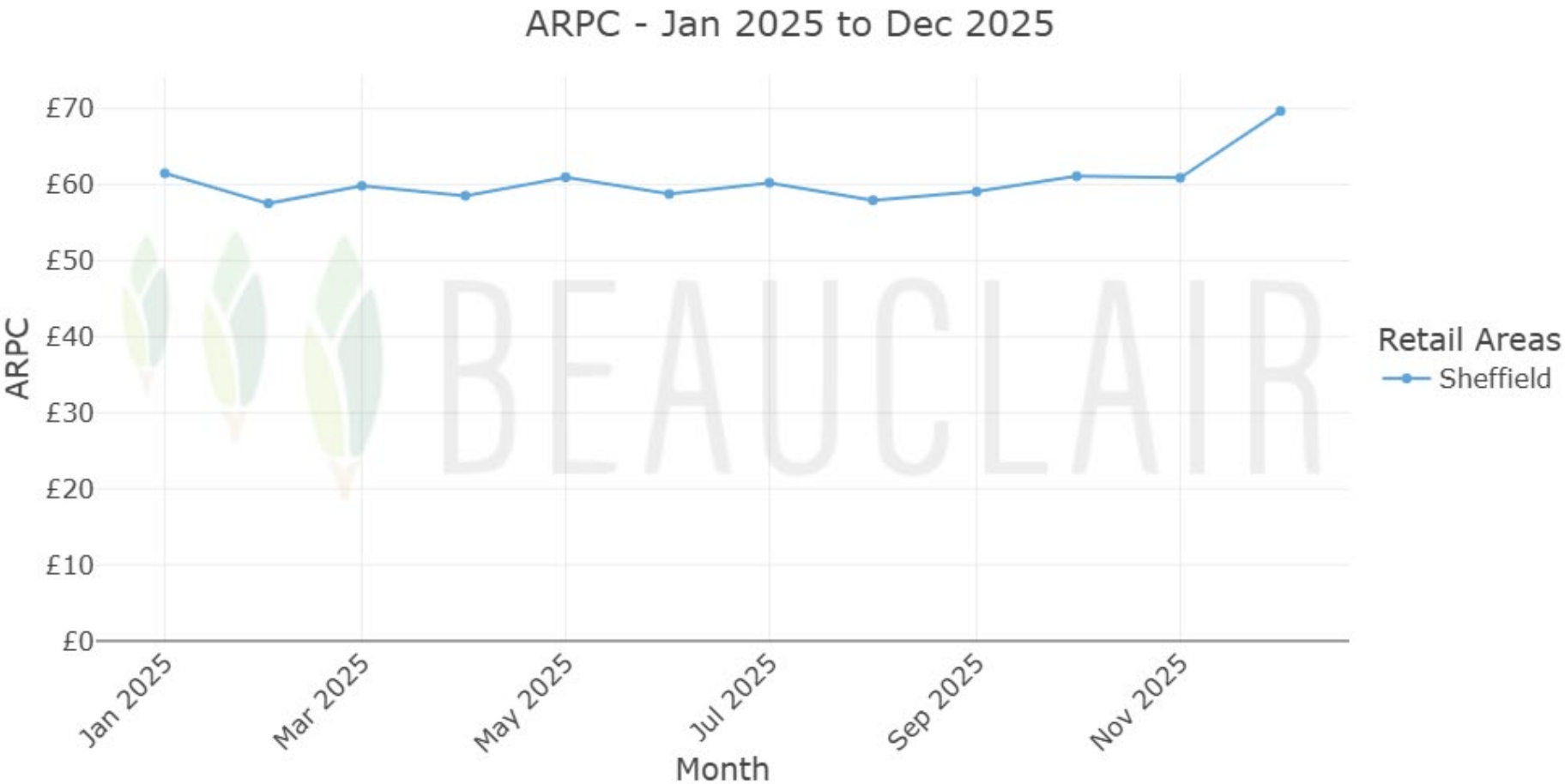
Customers – YTD 2025 (Sheffield city centre)



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

Data source: Beauclair

