BID BAROMETER

Trends and insights

Sheffield city centre

January 2026

SHEFFIELD**BID**

A map of the Sheffield BID area

Early-year momentum builds as customers and visits rise

January 2026 delivered a steady and encouraging start to the year for Sheffield, with several indicators pointing to a strengthening city centre. Total sales were slightly down year-on-year (-2.1%), but this headline figure masks some notably positive underlying trends.

Sheffield saw both **customer numbers (+3.0%) and transactions (+3.7%)** increase compared with January 2025 — a clear contrast to the national picture, where the GB benchmark continued to report declining customers (-2.2%) and transactions (-3.1%). This suggests that more people are choosing to visit, stay and engage with Sheffield's city centre offer despite wider retail pressures.

The pattern of rising activity but slightly lower **Average Transaction Value (-5.6%)** and **Average Revenue per Customer (-5.0%)** provides valuable insight into how people are spending. Shoppers are clearly **more active**, making more frequent visits and smaller purchases — a sign of everyday engagement with the city centre. This aligns with the strong performance of essential and habitual sectors: **Food & Drink delivered a standout +13.1% increase**, far surpassing national growth (+0.7%), and

Grocery also held firm (+0.6%). Meanwhile, more discretionary categories such as Fashion and Tourism faced ongoing pressures, mirroring national trends. Encouragingly, local shopper loyalty continues to strengthen.

Spend from Sheffield City Council residents rose by **+2.2 percentage points** to 67.6% of all sales, indicating that residents are increasingly choosing the city centre for regular, everyday purchases. This growing local base, combined with continued spend from the rest of the UK, reinforces Sheffield's position as both a community hub and a regional destination.

Taken together, these indicators point to a city centre that is **resilient, attracting more people, and maintaining strong levels of engagement**. While spend per visit remains cautious, the growth in customers and transactions provides a strong base to build on — and a clear opportunity to convert increased footfall into higher-value spending as confidence improves through 2026.

Key retail metrics – January 2026 (Sheffield city centre)

- In January 2026, monthly retail sales in Sheffield were £16.0m.
- Compared to January 2025, monthly sales decreased by -2.1%.
- Despite an increase of +3.0% in customer numbers and +3.7% in transactions, the decrease in monthly sales is due to a decrease of -5.0% in average revenue per customer (ARPC).

Metric	Jan 26	Jan 26 vs Jan 25
Sales	£16.0m	-2.1%
Transactions	1.11m	+3.7%
Customers	274k	+3.0%
ATV	£14.48	-5.6%
ARPC	£58.62	-5.0%

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

Sales growth – January 2026

Sheffield city centre v. our comparator areas

- Monthly sales change between January 2025 and January 2026 in Sheffield (-2.1%) was broadly in line with Nottingham (-2.5%) and lower than Leeds (+6.5%).

Retail Area	Jan 26 vs Jan 25
Sheffield	-2.1%
Leeds	+6.5%
Nottingham	-2.5%
GB Benchmark	-0.7%

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

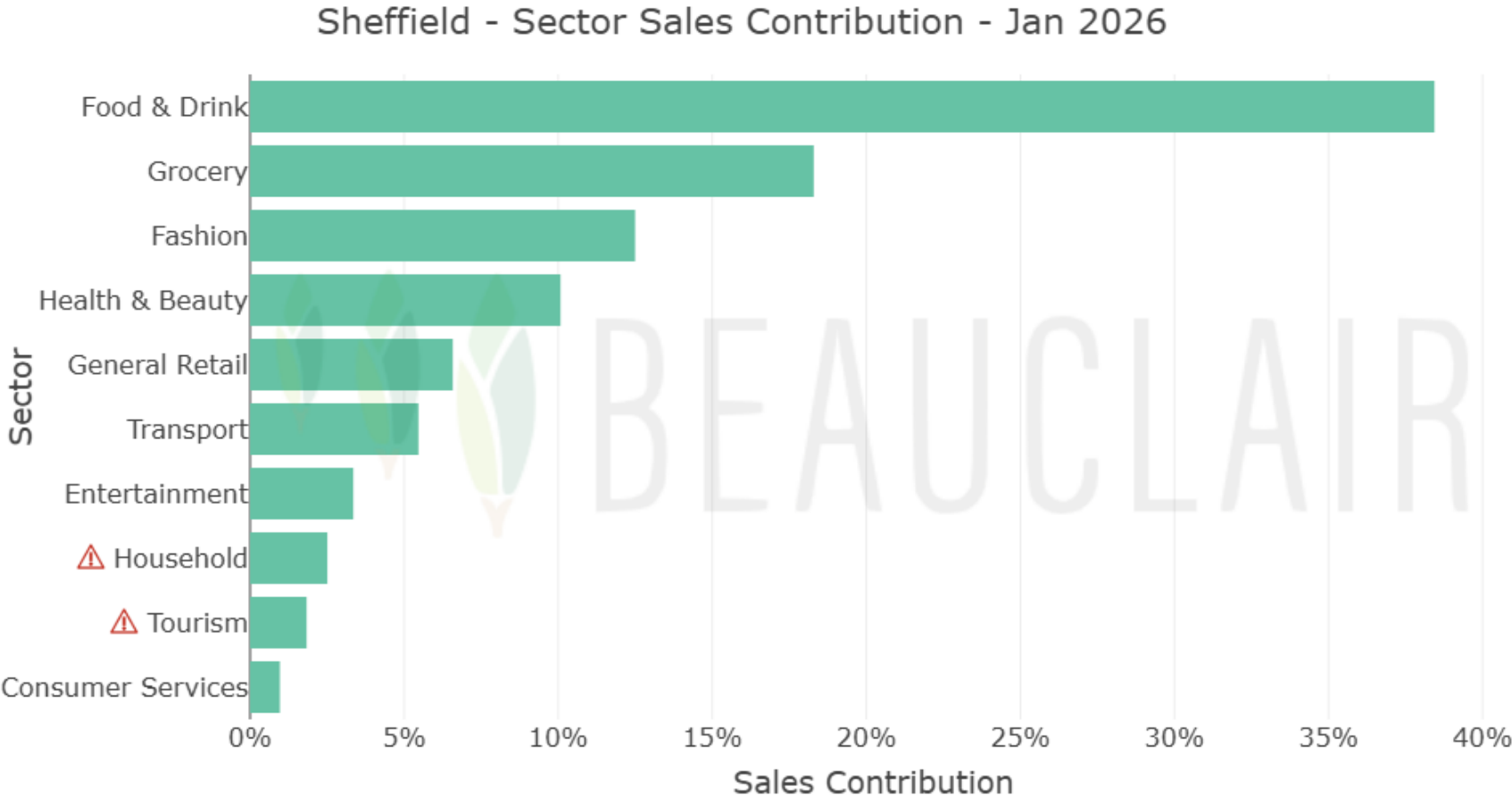# Sector sales – January 2026 (Sheffield city centre)

Growth concentrates in everyday categories (Food & Drink), while discretionary spend (Fashion, Tourism) softens

- The five sectors with the highest monthly sales are Food & Drink (£6.16m), Grocery (£2.93m), Fashion (£2.00m), Health & Beauty (£1.62m), and General Retail (£1.05m).

- The five sectors showing the largest changes in sales between Jan 2025 and Jan 2026 are Food & Drink (+£712k), Fashion (−£688k), Tourism (−£231k), Health & Beauty (−£119k) and Transport (+£83.7k).

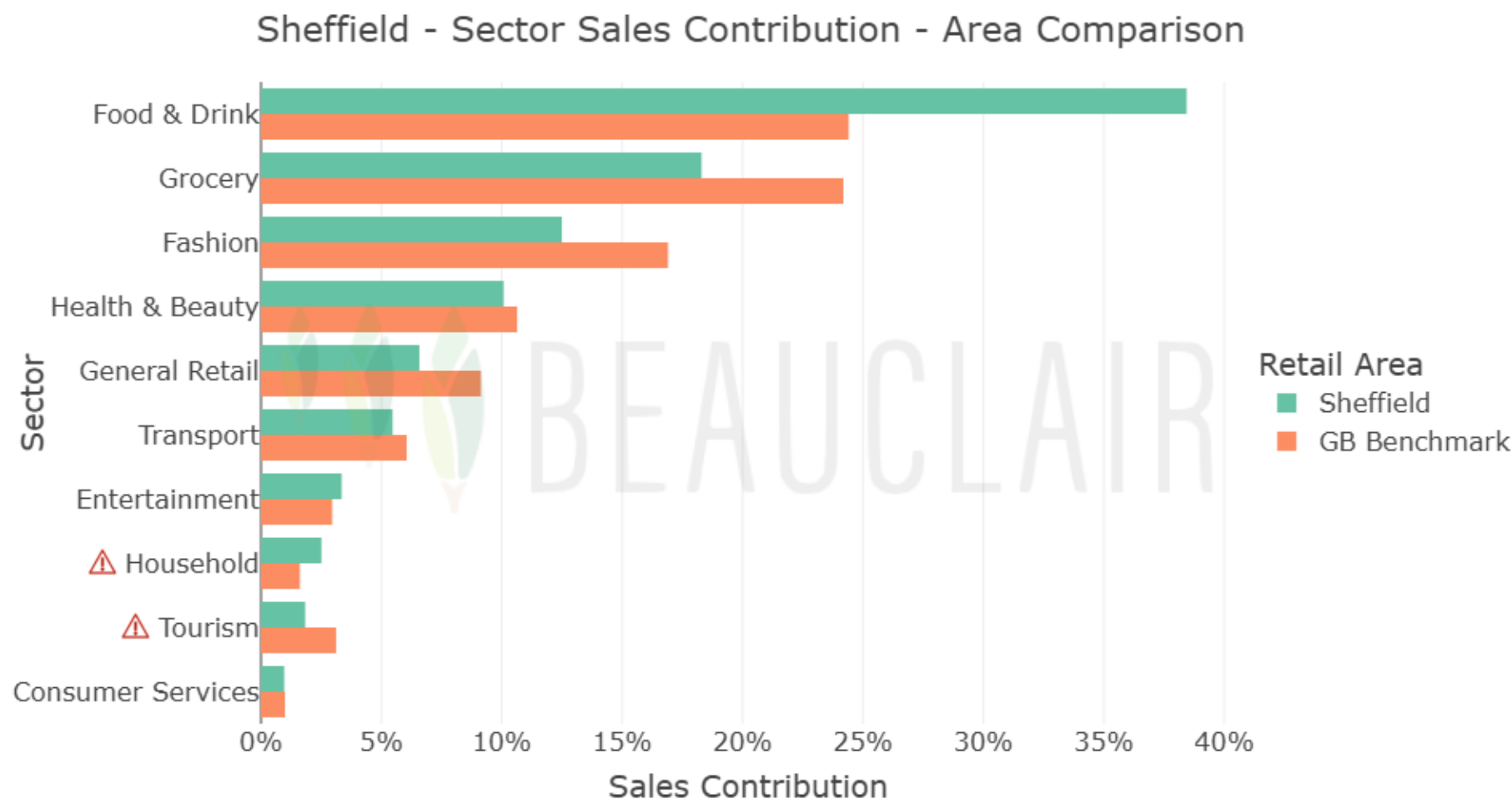| Sector	Jan 26	Jan 26 vs Jan 25
Food & Drink	£6.16m	+13.1%
Grocery	£2.93m	+0.6%
Fashion	£2.00m	-25.6%
Health & Beauty	£1.62m	-6.8%
General Retail	£1.05m	-5.1%
Transport	£876k	+10.6%
Entertainment	£537k	-7.9%
Household	£402k	-0.3%
Tourism	£294k	-44.0%
Consumer Services	£155k	-13.3%

For a description of sectors please visit our website.

Sector sales – January 2026 (Sheffield city centre)
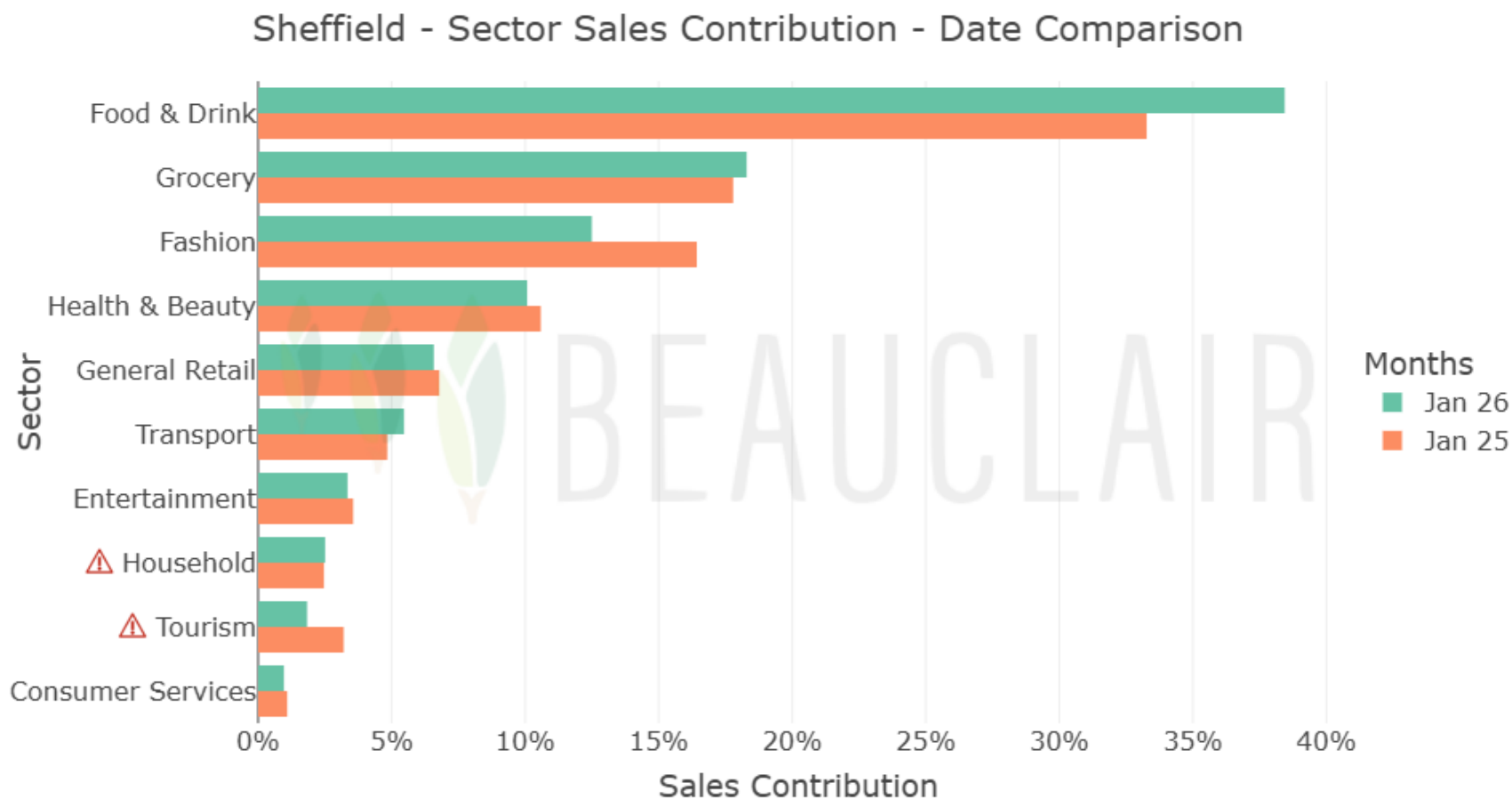

Sheffield - Sector Sales Contribution - Jan 2026

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

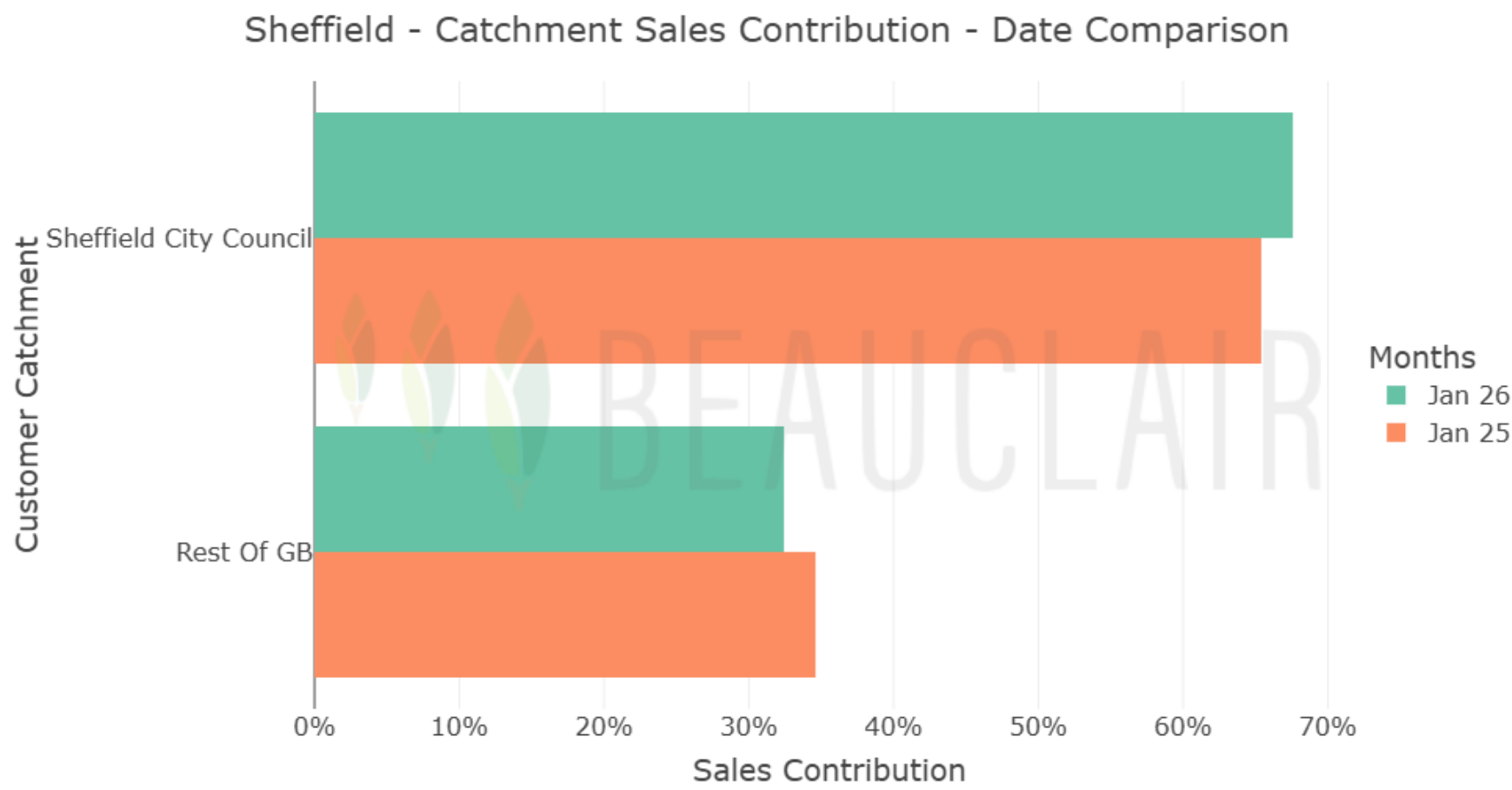# Sector sales – January 2026 (comparison vs GB Benchmark)

Sheffield - Sector Sales Contribution - Area Comparison

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

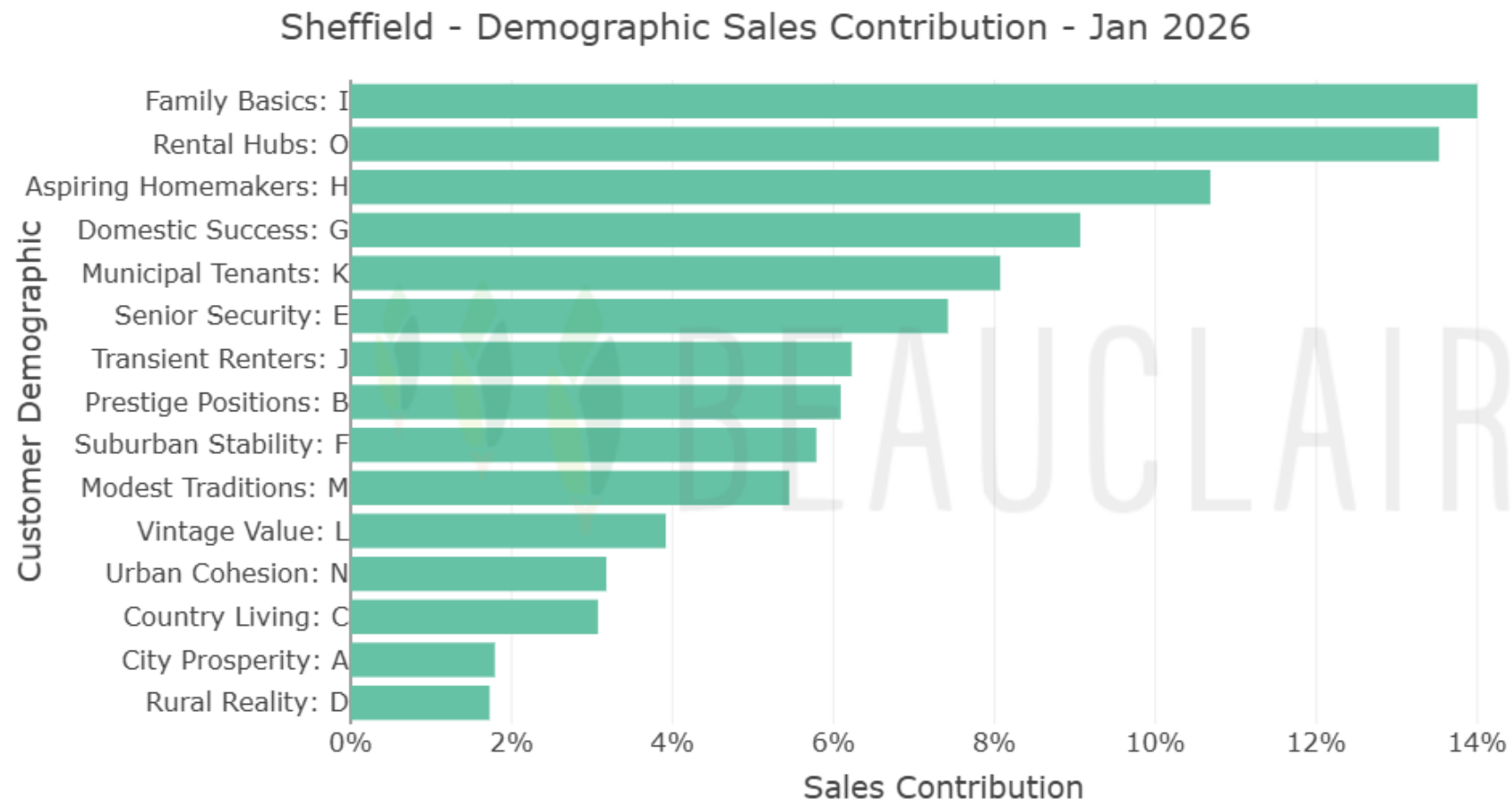# Sector sales – January 2026 v January 2025 (Sheffield city centre)

Sheffield - Sector Sales Contribution - Date Comparison

Months
- Jan 26
- Jan 25

For a description of sectors please visit our website. Note that ! indicates small sectors with limited transaction data
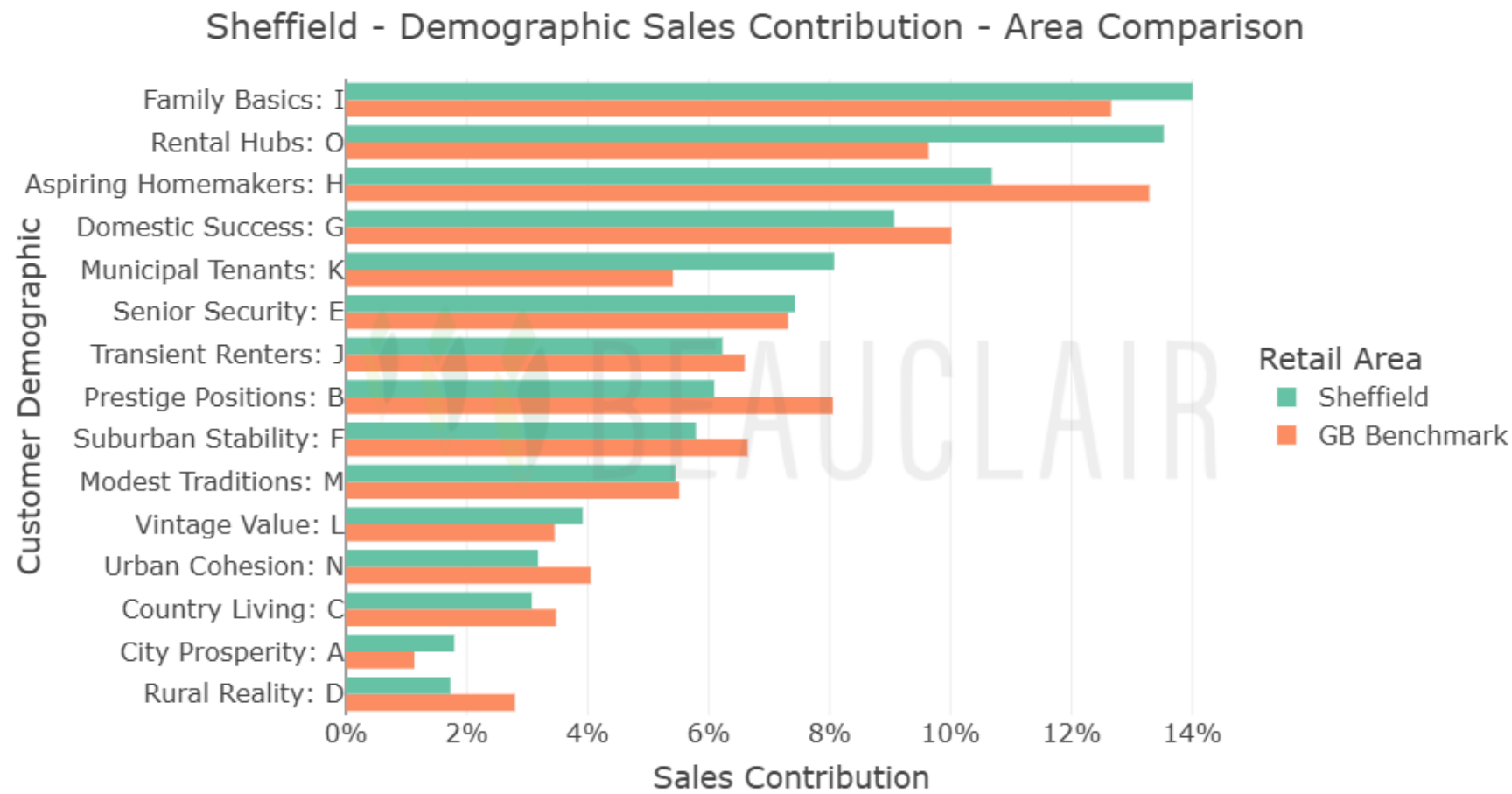
Catchment sales – January 2026 (Sheffield city centre)

Sheffield - Catchment Sales Contribution - Date Comparison

Customer demographics – January 2026 (Sheffield city centre)

Sheffield - Demographic Sales Contribution - Jan 2026

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

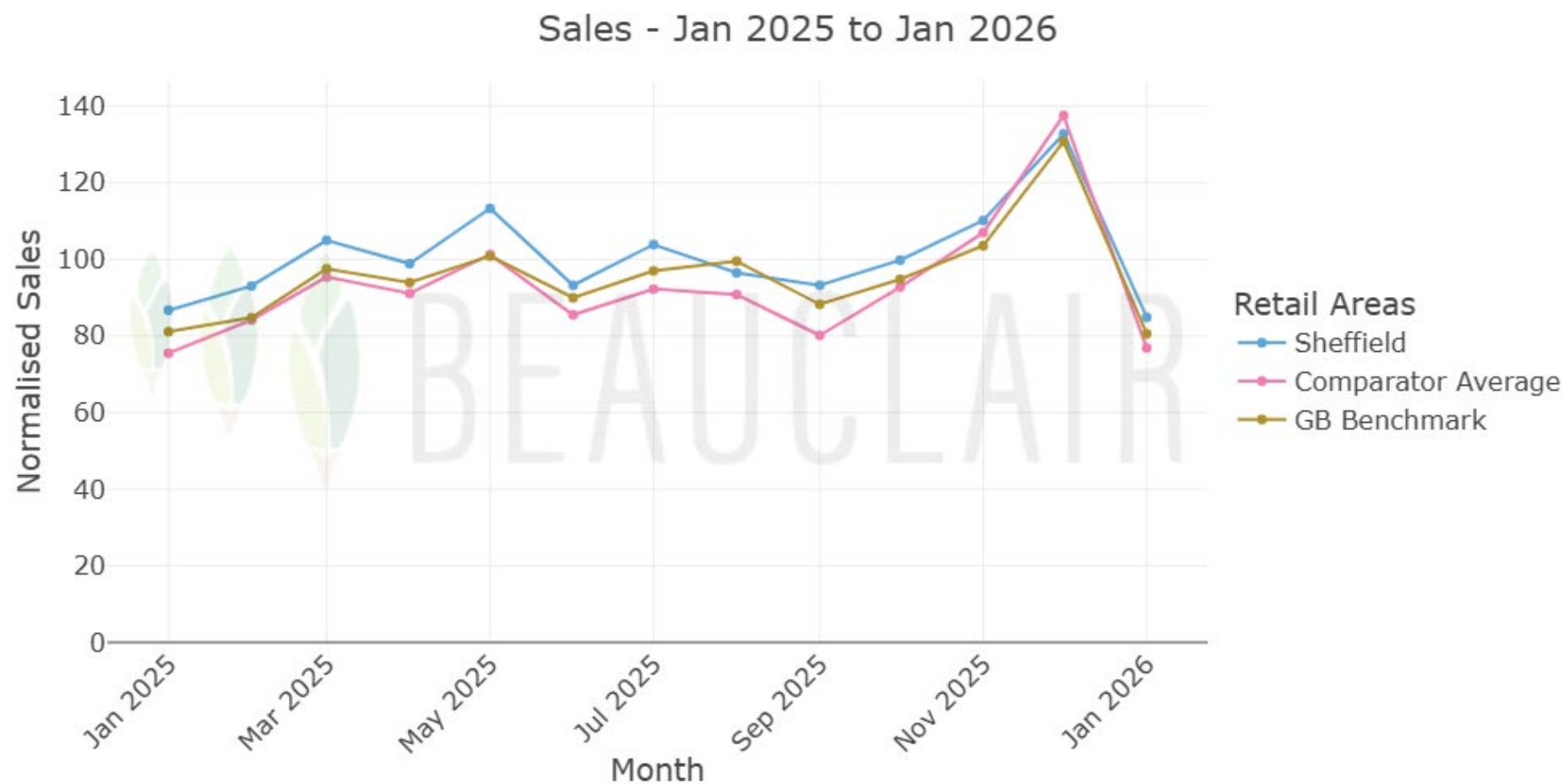Sheffield - Demographic Sales Contribution - Area Comparison

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

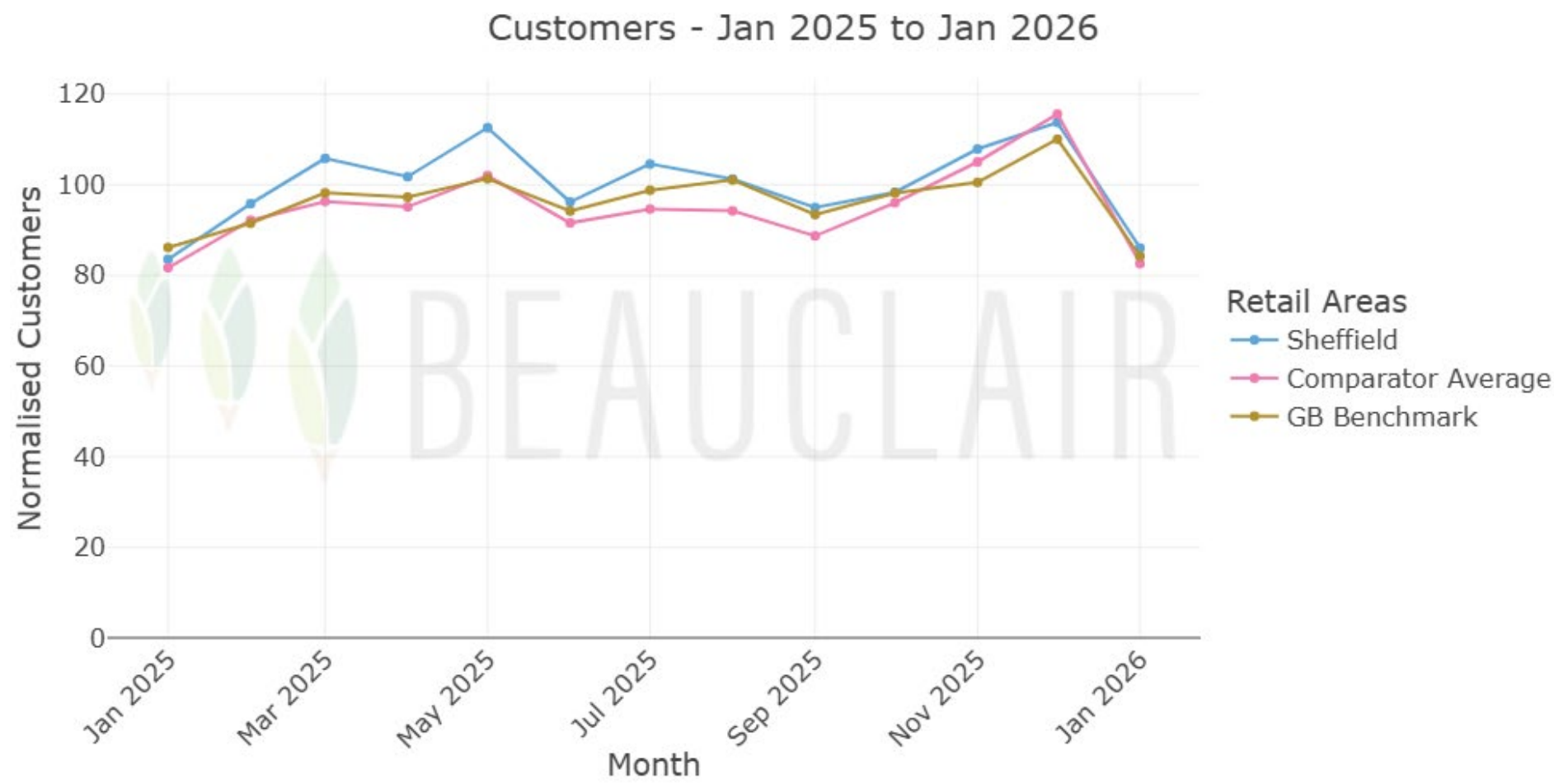# Year to date comparisons

Sales – Sheffield city centre

Sales - Jan 2025 to Jan 2026

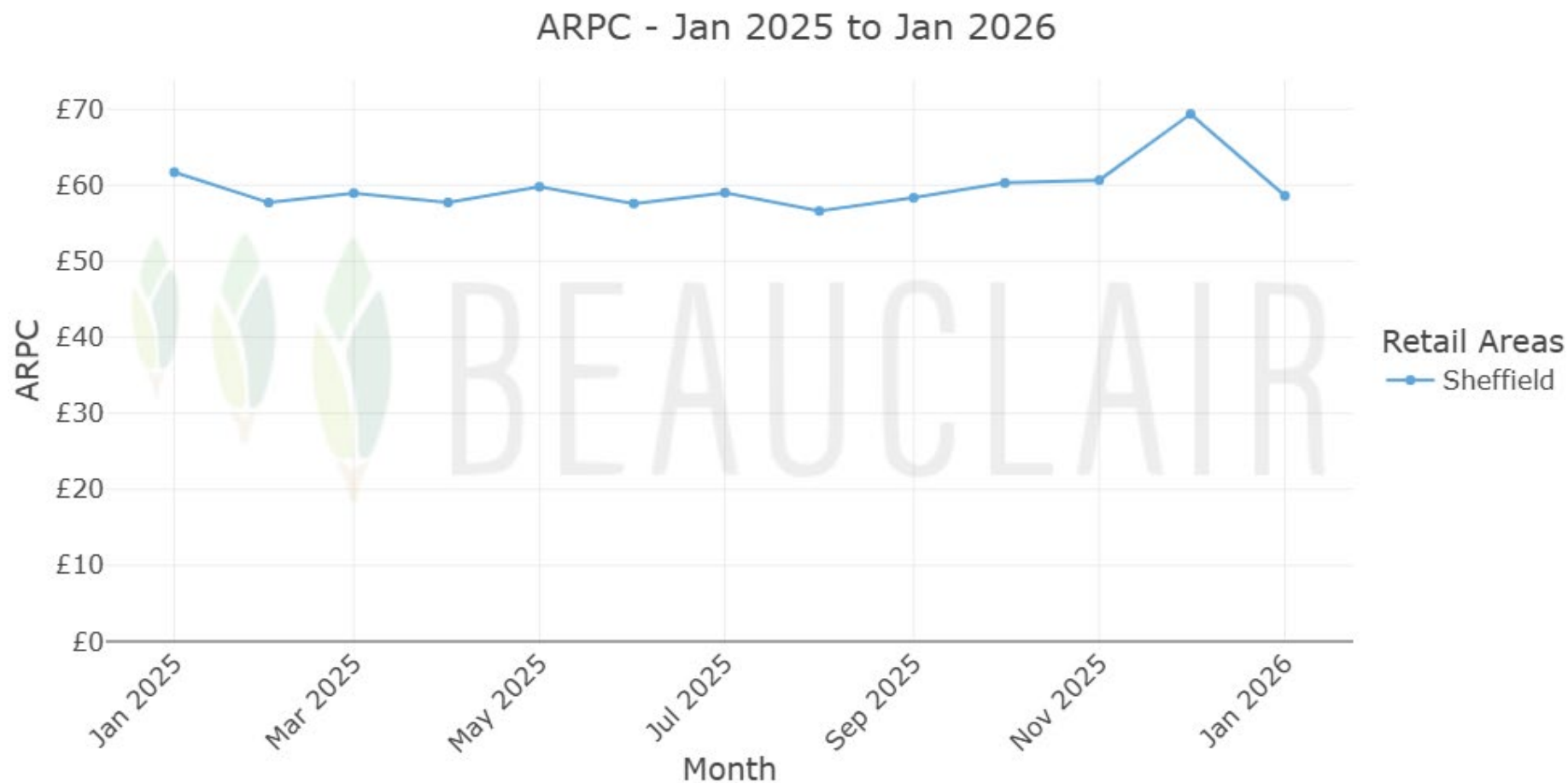# Sales – comparison vs GB Benchmark

Sales - Jan 2025 to Jan 2026

Retail Areas
- Sheffield
- Comparator Average
- GB Benchmark

Customers – Sheffield city centre

Customers - Jan 2025 to Jan 2026

Customers – comparison vs GB Benchmark

Average revenue per customer – Sheffield city centre

ARPC - Jan 2025 to Jan 2026

Retail Areas
— Sheffield

Average revenue per customer – comparison vs GB Benchmark

ARPC - Jan 2025 to Jan 2026

Retail Areas
- Sheffield
- Comparator Average
- GB Benchmark

January shows Sheffield bringing more people back, more often — the task now is to lift value from this growing activity as confidence improves through 2026

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 January are available on our website.

Data source: Beauclair