



Sheffield Headline Metrics

- In Feb 2026, monthly retail sales in Sheffield were £16.5m. Year-to-Date (YTD) sales were £32.3m.
- Compared to Feb 2025, monthly sales decreased by -5.7% while YTD sales decreased by -4.5%.
- The decrease in monthly sales was due to a decrease of -6.3% in customer numbers and a marginal increase of +0.7% in average revenue per customer (ARPC).

Metric	Feb 26	Feb 26 vs Feb 25	YTD Feb 26	YTD Feb 26 vs YTD Feb 25
Sales	£16.5m	-5.7%	£32.3m	-4.5%
Transactions	1.13m	-4.3%	2.22m	-1.1%
Customers	284k	-6.3%	551k	-2.9%
ATV	£14.67	-1.4%	£14.58	-3.4%
ARPC	£58.21	+0.7%	£58.75	-1.6%

Key Retail Metrics for Sheffield

Sheffield vs Comparator Areas

- Monthly sales change between Feb 2025 and Feb 2026 in Sheffield (-5.7%) is higher than Nottingham (-7.6%) and Leeds (-8.2%).
- YTD sales change between Feb 2025 and Feb 2026 in Sheffield (-4.5%) is similar to Nottingham (-5.3%) and lower than Leeds (-0.9%).

Retail Area	Feb 26 vs Feb 25	YTD Feb 26 vs YTD Feb 25
Sheffield	-5.7%	-4.5%
Leeds	-8.2%	-0.9%
Nottingham	-7.6%	-5.3%
GB Benchmark	-4.0%	-2.2%

Sales Growth for Sheffield and Comparators

Sheffield Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£6.51m), Grocery (£3.04m), Fashion (£1.73m), Health & Beauty (£1.65m), and General Retail (£999k).
- The five sectors with the highest YTD sales are Food & Drink (£12.5m), Grocery (£5.98m), Fashion (£3.72m), Health & Beauty (£3.27m), and General Retail (£2.04m).
- The five sectors showing the largest change in sales between Feb 2025 and Feb 2026 are Fashion (-£504k), Food & Drink (-£407k), Household (-£176k), Tourism (-£148k) and Grocery (+£142k).

Sector	Feb 26	Feb 26 vs Feb 25	YTD Feb 26	YTD Feb 26 vs YTD Feb 25
Food & Drink	£6.51m	-5.9%	£12.5m	+1.0%
Grocery	£3.04m	+4.9%	£5.98m	+3.0%
Fashion	£1.73m	-22.6%	£3.72m	-24.1%
Health & Beauty	£1.65m	+3.4%	£3.27m	-1.9%
General Retail	£999k	-1.0%	£2.04m	-3.4%
Transport	£918k	+6.9%	£1.79m	+8.5%
Entertainment	£659k	+3.8%	£1.20m	-1.6%
Household	£527k	-25.0%	£930k	-16.0%
Tourism	£348k	-29.9%	£642k	-37.1%
Consumer Services	£155k	-17.8%	£305k	-16.0%

Sheffield Sector Sales

Sheffield Customer Catchments

- Comparing the sales contribution of customer catchment areas between February 2025 and February 2026 identifies no catchments with a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between February 2025 and February 2026 reveals that Sheffield City Council (+1.1ppt) and Rest Of GB (-1.1ppt) have a change of 1 percentage point (ppt) or more.

Customer Catchment	Feb 26	Feb 26 vs Feb 25	YTD Feb 26	YTD Feb 26 vs YTD Feb 25
Sheffield City Council	63.3%	-0.3ppt	65.6%	+1.1ppt
Rest Of GB	36.7%	+0.3ppt	34.4%	-1.1ppt

Contribution of Customer Catchments to Sheffield Sales

Sheffield Data Download & FAQ

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