
BID BAROMETER

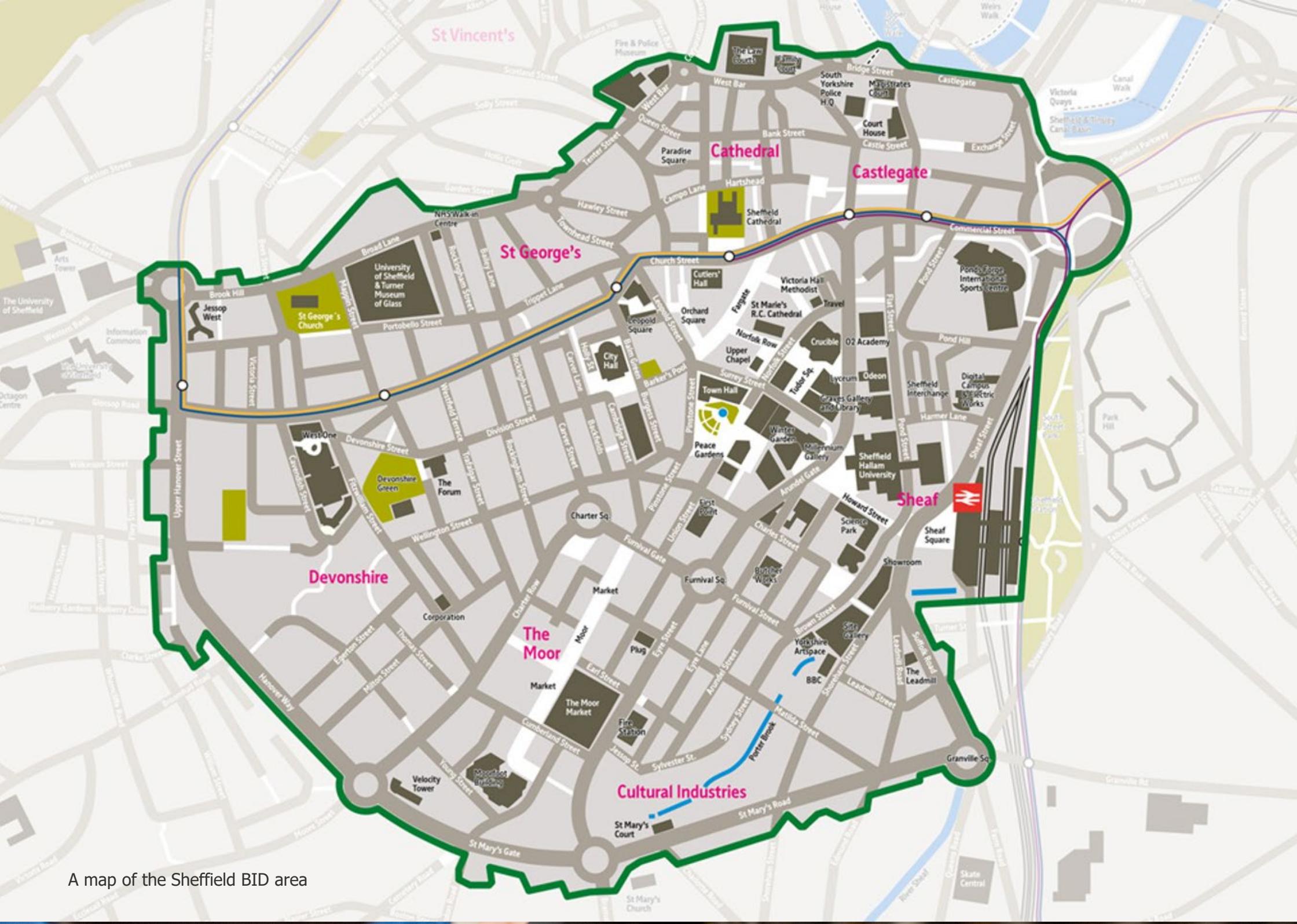
Trends and insights

Sheffield city centre

February 2026



SHEFFIELDBID



A map of the Sheffield BID area

Resilient spending trend cushions Sheffield against sharper regional declines

Despite a difficult national retail climate in February, Sheffield's city centre showed relative resilience, with performance surpassing that of comparable core cities. The decline in sales was driven primarily by reduced footfall - reflecting severe weather patterns - rather than a loss of spending confidence among those visiting.

Where consumers did engage, spend per customer remained stable, particularly in essential and wellness-oriented categories, echoing national trends. Sheffield's strong relative performance versus Leeds and Nottingham underscores the competitiveness and underlying stability of its retail and hospitality offer.

At a strategic level, the growing contribution of customers from within the local catchment signals an increasingly loyal local audience - an important foundation as the BID continues to support vibrancy and drive reasons to visit.

Key retail metrics – February 2026 (Sheffield city centre)

- In February 2026, monthly retail sales in Sheffield were £16.5m. Year-to-date (YTD) sales were £32.3m.
- Compared to February 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%

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

Sales growth – February 2026

Sheffield city centre v. our comparator areas

- Monthly sales change between February 2025 and February 2026 in Sheffield (-5.7%) shows less of a decline than Nottingham (-7.6%) and Leeds (-8.2%).
- YTD sales change between February 2025 and February 2026 in Sheffield (-4.5%) is similar to Nottingham (-5.35%) but below the performance of 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%

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

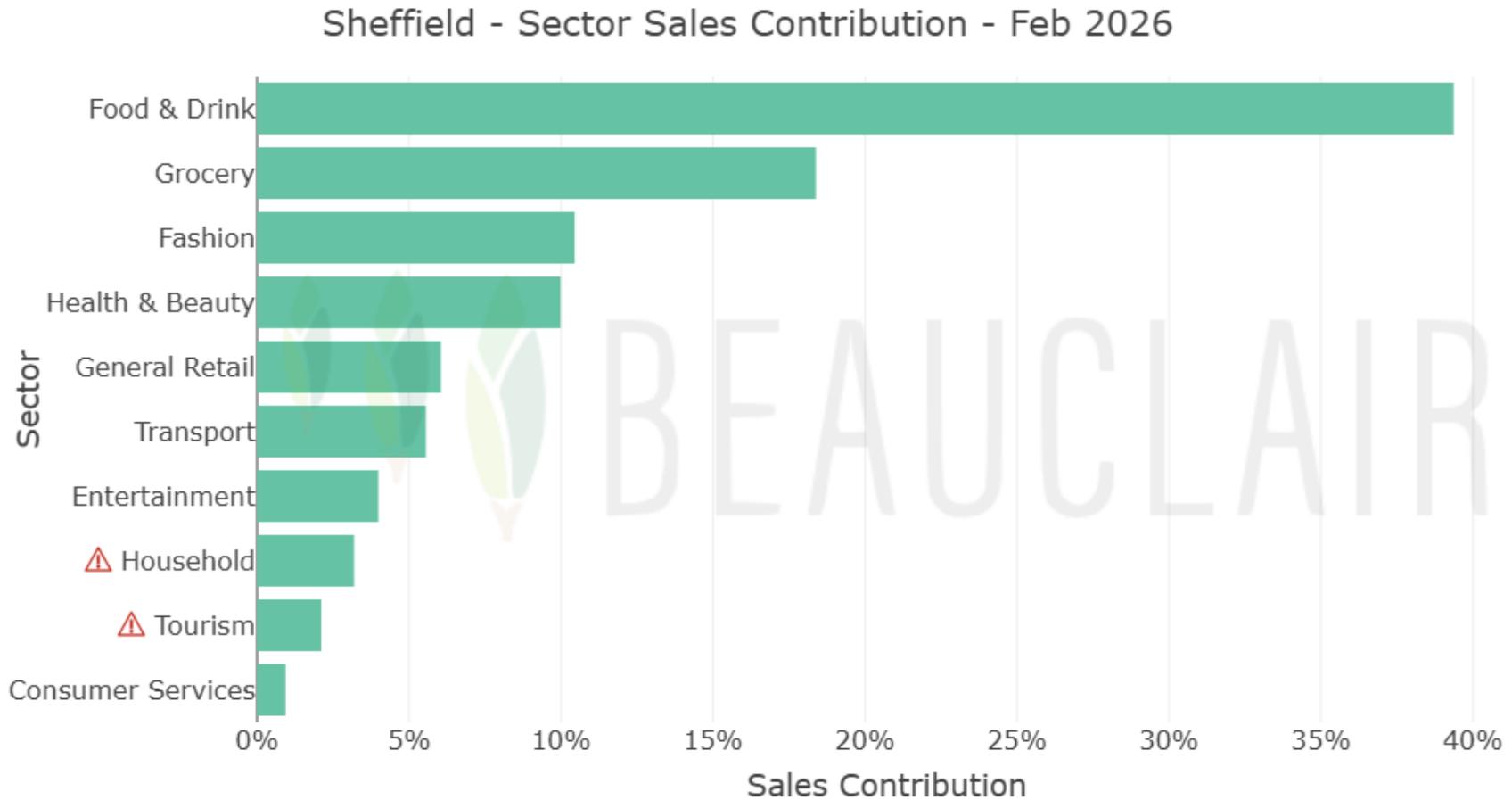
Sector sales – February 2026 (Sheffield city centre)

- 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 changes in sales between Feb 2025 and Feb 2026 are Fashion (-£504k), Food & Drink Tourism (-£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%

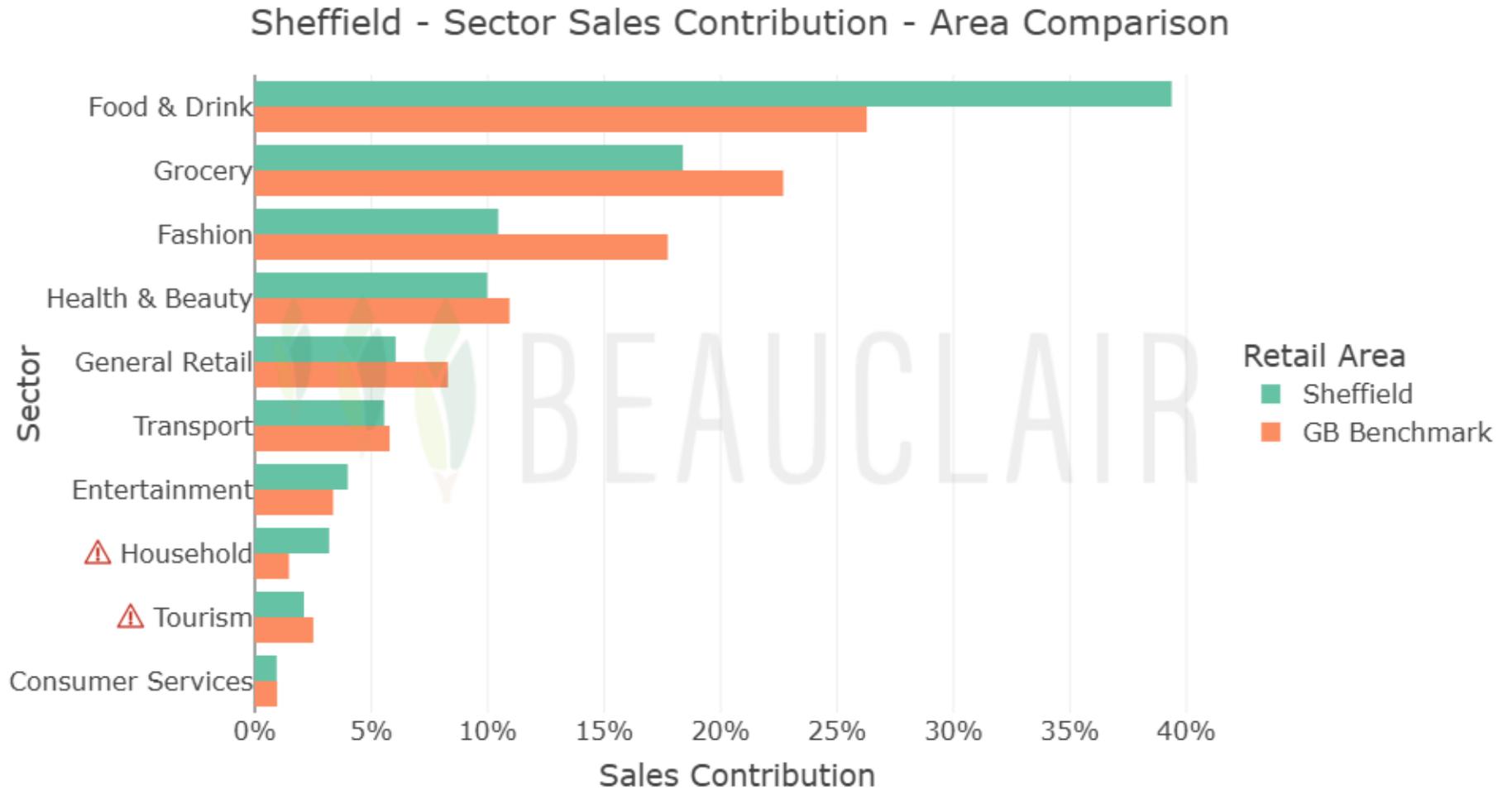
For a description of sectors please [visit our website](#).

Sector sales – February 2026 (Sheffield city centre)



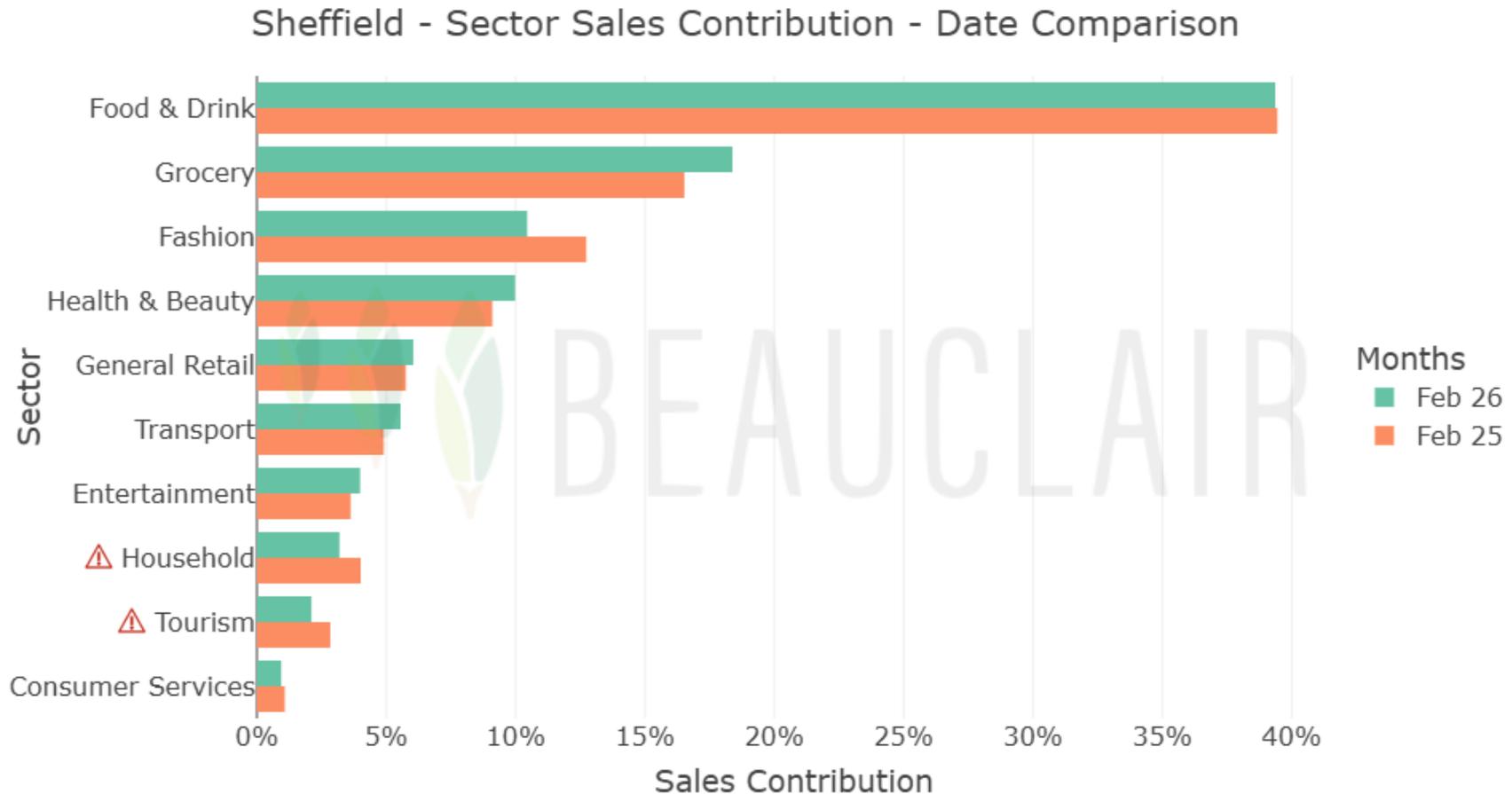
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Sector sales – February 2026 (comparison vs GB Benchmark)



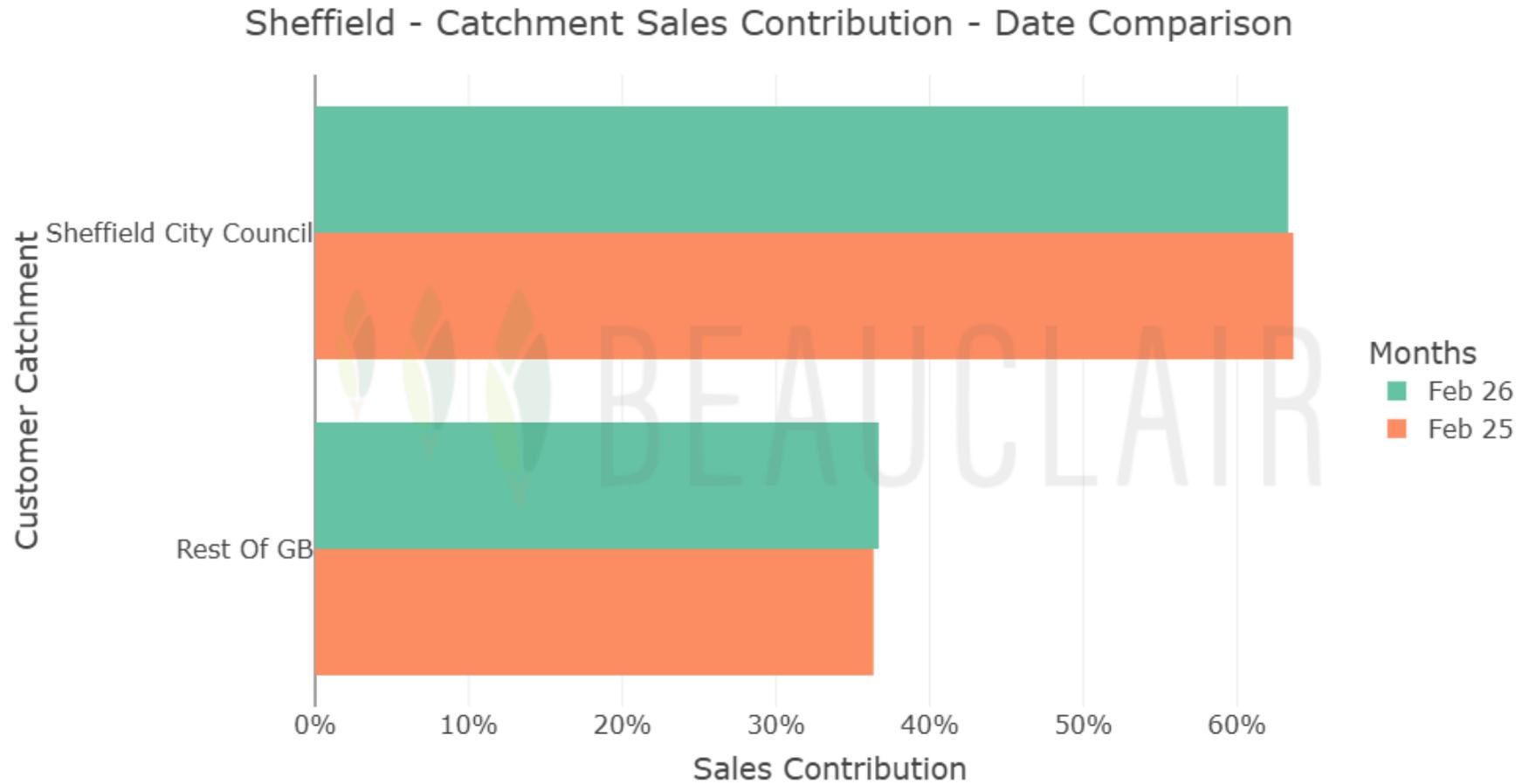
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Sector sales – February 2026 v February 2025 (Sheffield city centre)



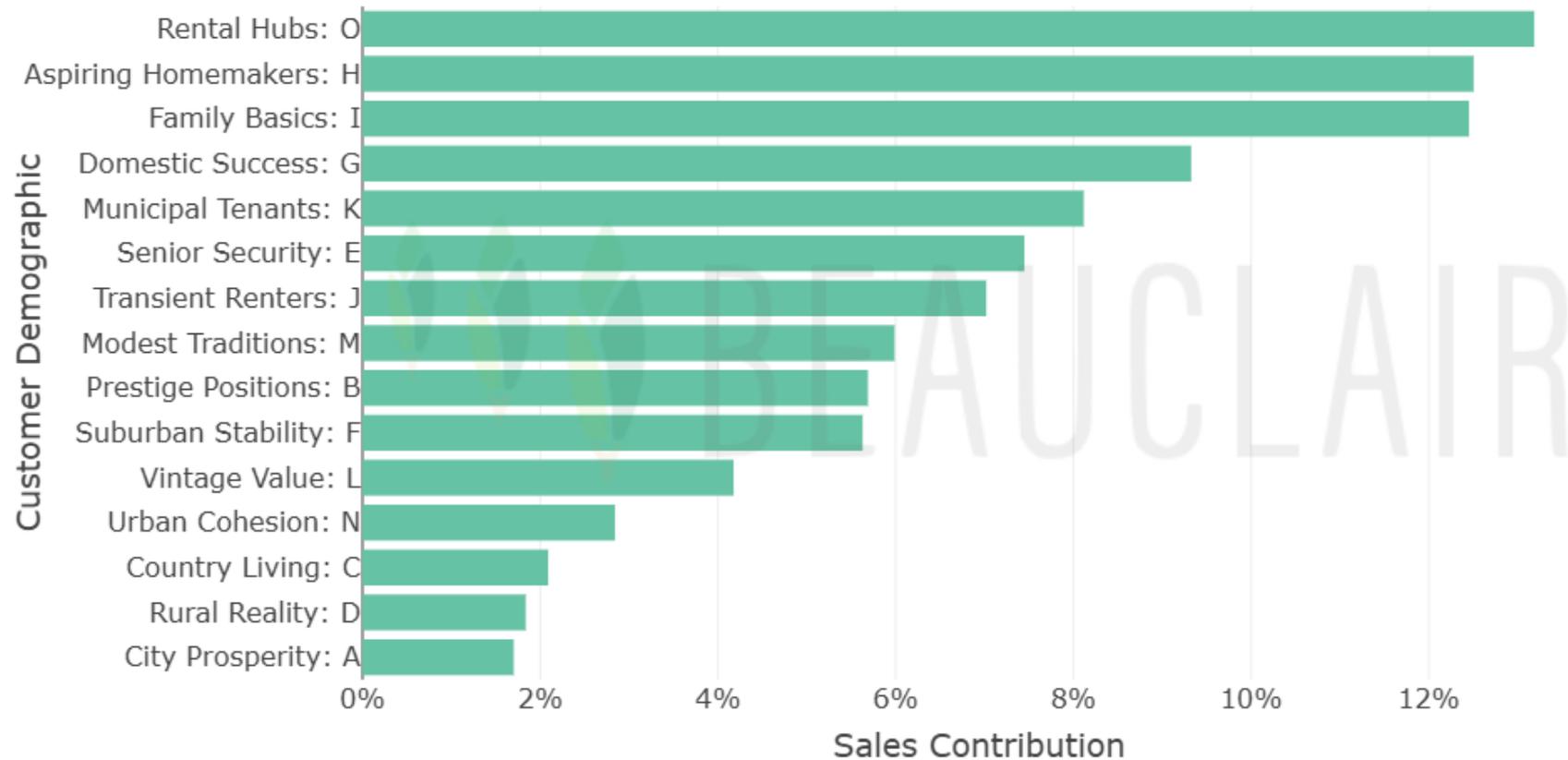
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Catchment sales – February 2026 (Sheffield city centre)



Customer demographics – February 2026 (Sheffield city centre)

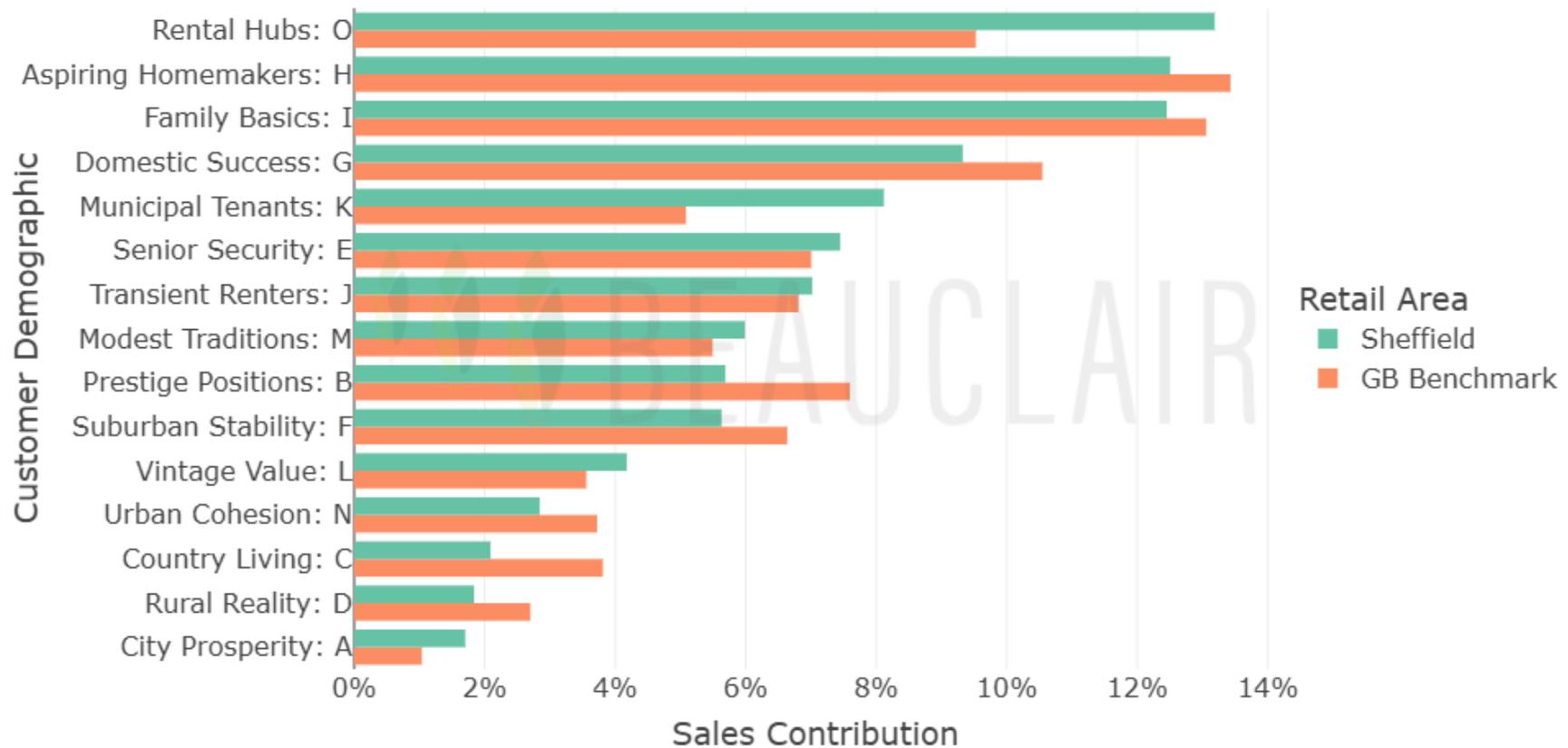
Sheffield - Demographic Sales Contribution - Feb 2026



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

Customer demographics – February 2026 (comparison with GB Benchmark)

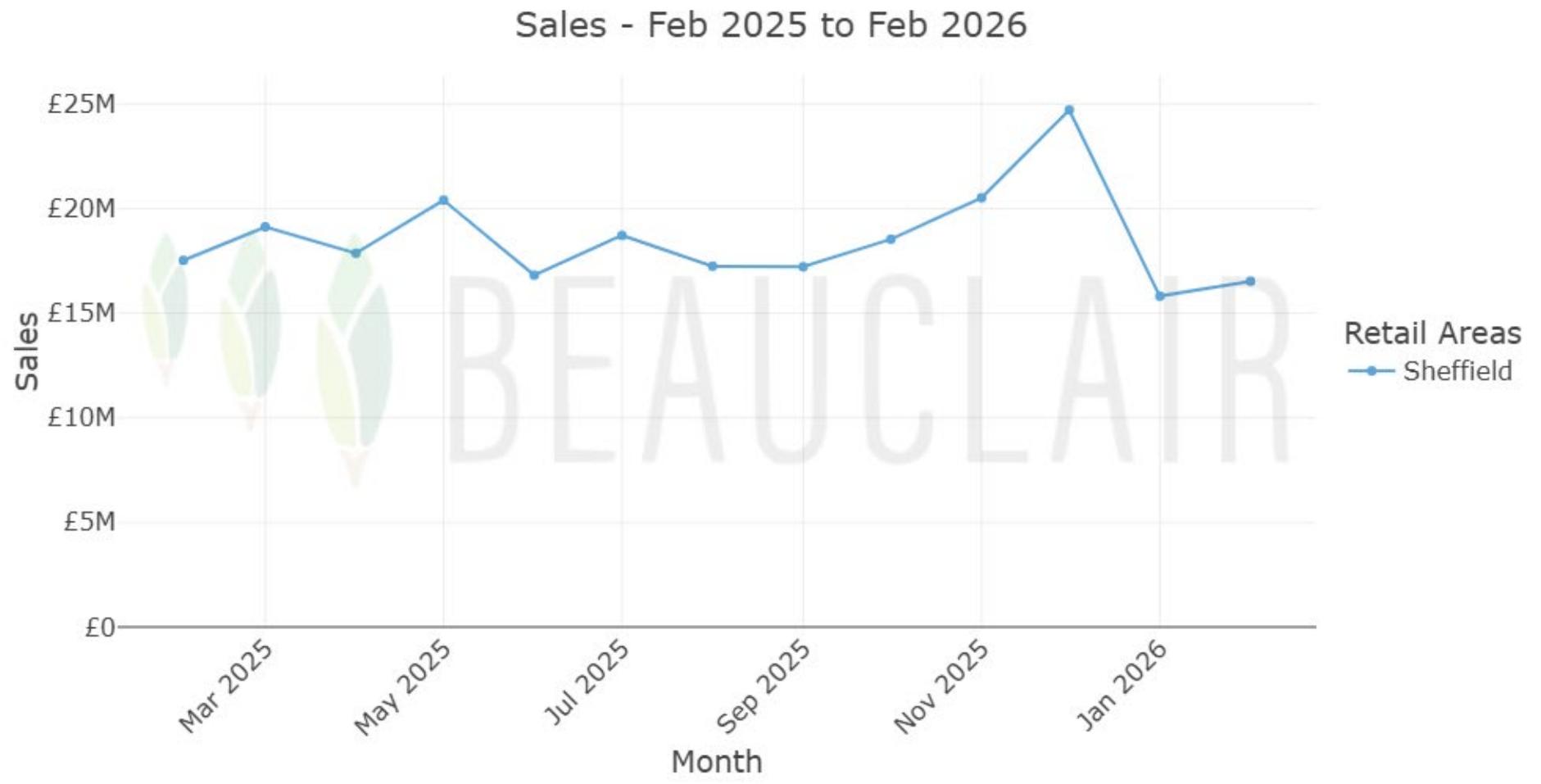
Sheffield - Demographic Sales Contribution - Area Comparison



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

Year to date comparisons

Sales – Sheffield city centre



Sales – comparison vs GB Benchmark



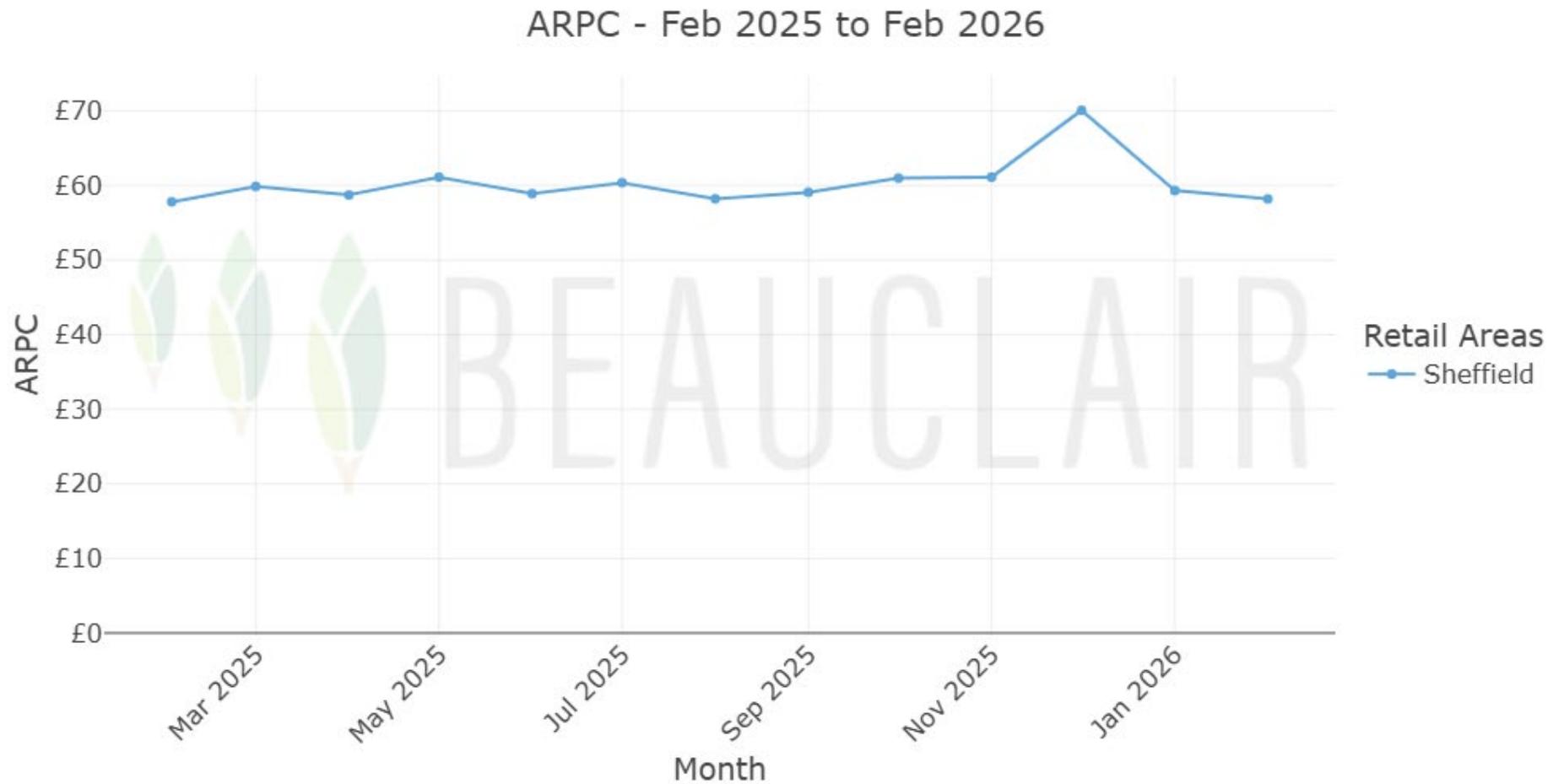
Customers – Sheffield city centre



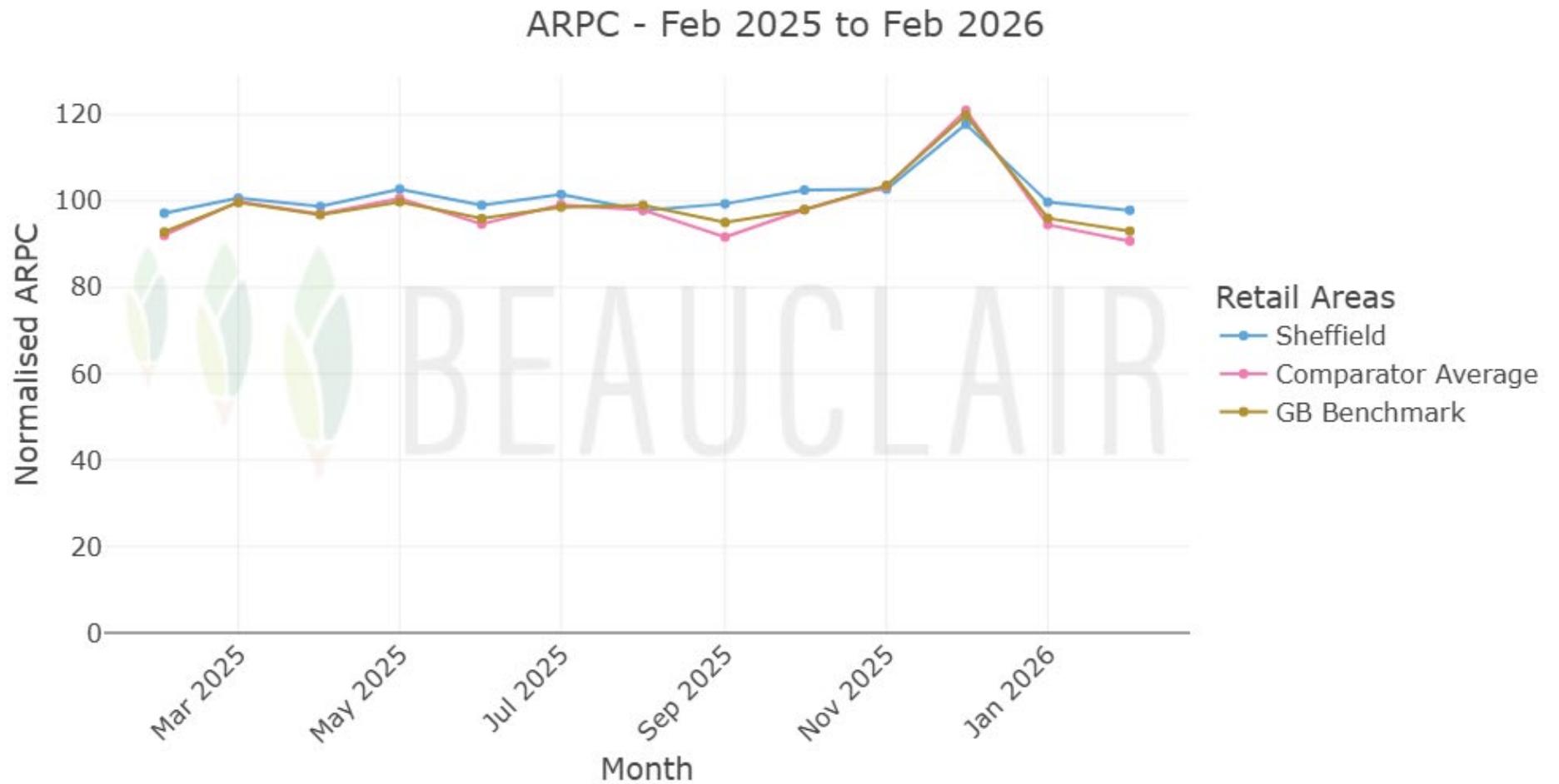
Customers – comparison vs GB Benchmark



Average revenue per customer – Sheffield city centre



Average revenue per customer – comparison vs GB Benchmark



February underlines Sheffield's relative resilience – the focus now is turning steadier spend into renewed activity as conditions improve into Spring

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

Data source: *Beauclair*

