
BID BAROMETER

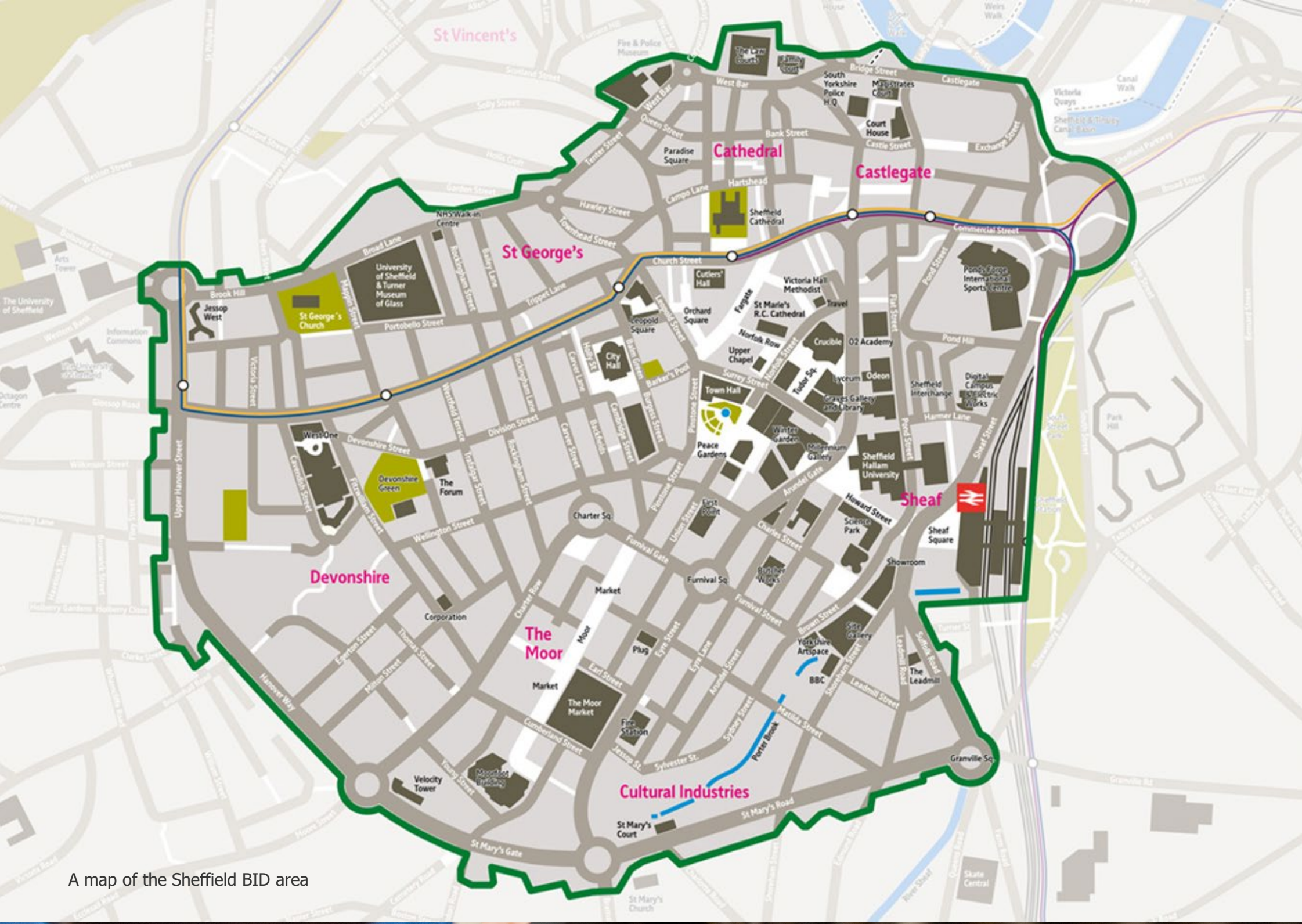
Trends and insights

Sheffield city centre

March 2026



SHEFFIELDBID



A map of the Sheffield BID area

Resilient spending trend cushions Sheffield against sharper regional declines

Despite a challenging national retail climate in March - shaped by weakened consumer confidence and the structural loss of a key Saturday trading day - Sheffield's city centre continued to show relative resilience, with performance outperforming the wider GB benchmark. Sales declined by -4.9% year-on-year, a noticeably softer contraction than the national picture (-8.2%), signalling ongoing stability in the strength of the city's core retail and hospitality offer.

Where consumers did visit, spend per customer remained steady, supported by modest growth in average revenue per customer (+0.8%). Essential and wellness-aligned categories - including Grocery (+1.6% YTD) and Health &

Beauty (+5.8% in March) - continued to perform well, while experience-led sectors such as Transport, Entertainment and Consumer Services also grew strongly, highlighting a continued appetite for activity-based trips even in more cautious trading conditions.

At a strategic level, the rising contribution from local residents (+1.1%) underscores the importance of Sheffield's home catchment as a reliable and engaged customer base. This growing local loyalty provides a solid foundation for the BID's efforts to support vibrancy, resilience and continued reasons to visit.

Key retail metrics – March 2026 (Sheffield city centre)

- In March 2026, retail sales in Sheffield totalled £18.3m, with Year-to-Date (YTD) sales reaching £50.8m.
- Compared with March 2025, monthly sales fell by 4.9%, while YTD sales declined by 4.3%.
- The monthly sales decline was driven primarily by a 5.6% reduction in customer numbers, partly offset by a small increase of 0.8% in average revenue per customer (ARPC)/

Metric	Mar 26	Mar 26 vs Mar 25	YTD Mar 26	YTD Mar 26 vs YTD Mar 25
Sales	£18.3m	-4.9%	£50.8m	-4.3%
Transactions	1.26m	-4.8%	3.49m	-2.4%
Customers	303k	-5.6%	856k	-3.8%
ATV	£14.47	-0.1%	£14.57	-2.0%
ARPC	£60.32	+0.8%	£59.37	-0.5%

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

Sales growth – March 2026

Sheffield city centre v. our comparator areas

- Sheffield's retail performance compared favourably with its peer cities in March 2026. The monthly year-on-year sales decline of 4.9% was notably smaller than the drops recorded in Nottingham (-7.5%) and Leeds (-9.0%).
- Looking across the full year-to-date, Sheffield posted a 4.3% reduction in sales, outperforming Nottingham's 6.1% decline and remaining broadly comparable with Leeds at 4.9%.

Retail Area	Mar 26 vs Mar 25	YTD Mar 26 vs YTD Mar 25
Sheffield	-4.9%	-4.3%
Leeds	-9.0%	-4.9%
Nottingham	-7.5%	-6.1%
GB Benchmark	-8.2%	-4.3%

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

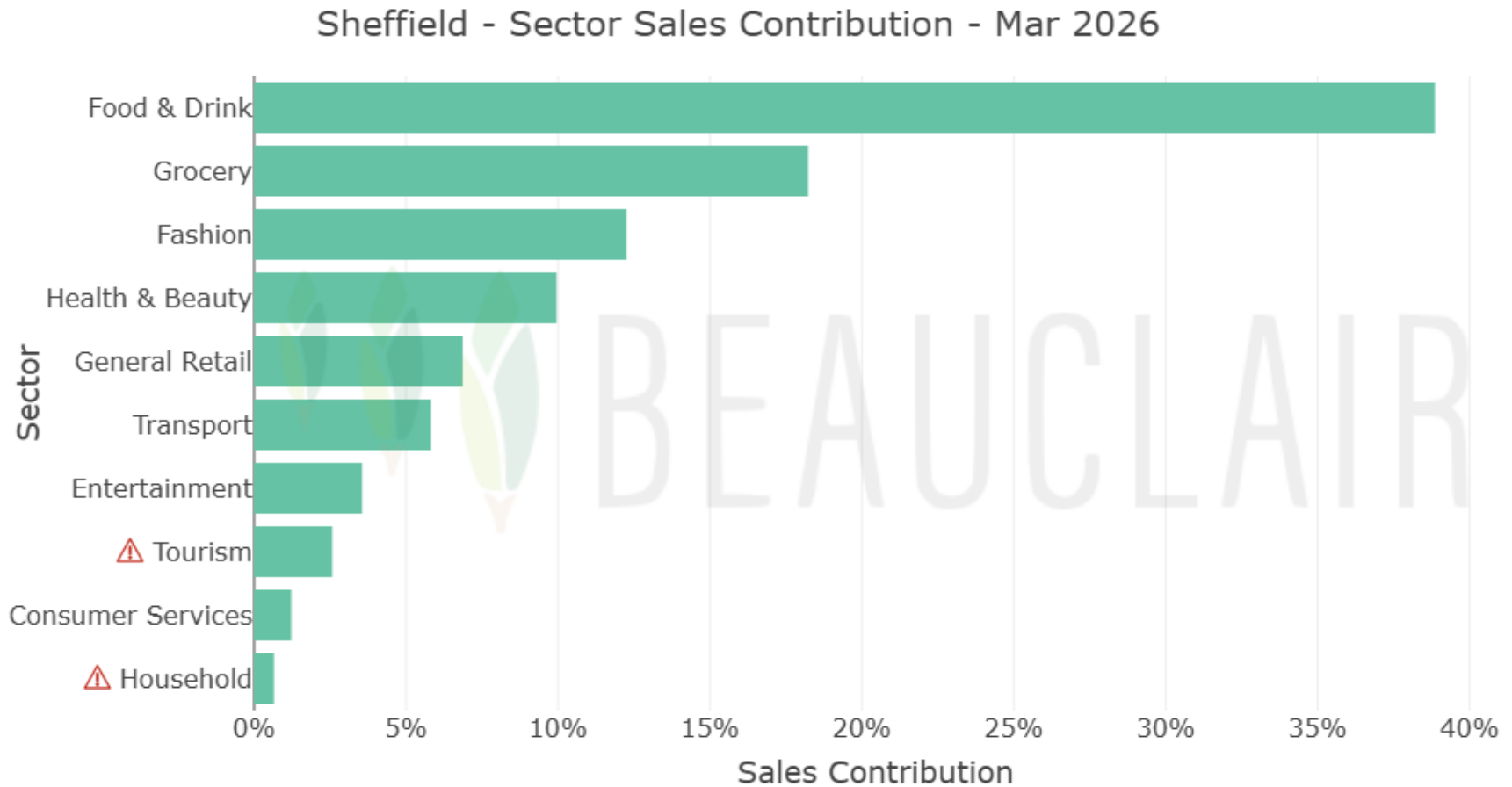
Sector sales – March 2026 (Sheffield city centre)

- The five sectors with the highest monthly sales in March were Food & Drink (£7.10m), Grocery (£3.33m), Fashion (£2.24m), Health & Beauty (£1.82m) and General Retail (£1.26m).
- The five sectors with the highest Year-to-Date sales were Food & Drink (£19.7m), Grocery (£9.34m), Fashion (£5.96m), Health & Beauty (£5.13m) and General Retail (£3.30m).
- The sectors showing the largest year-on-year sales changes between March 2025 and March 2026 were Food & Drink (-£637k), Fashion (-£415k), Household (-£178k), Transport (+£121k) and Health & Beauty (+£100k).

Sector	Mar 26	Mar 26 vs Mar 25	YTD Mar 26	YTD Mar 26 vs YTD Mar 25
Food & Drink	£7.10m	-8.2%	£19.7m	-2.0%
Grocery	£3.33m	-0.8%	£9.34m	+1.6%
Fashion	£2.24m	-15.6%	£5.96m	-21.1%
Health & Beauty	£1.82m	+5.8%	£5.13m	+1.4%
General Retail	£1.26m	-5.5%	£3.30m	-4.2%
Transport	£1.07m	+12.8%	£2.86m	+10.2%
Entertainment	£650k	+14.3%	£1.85m	+3.5%
Tourism	£470k	+10.8%	£1.11m	-23.0%
Consumer Services	£224k	+23.3%	£530k	-4.0%
Household	£120K	-59.7%	£1.06m	-24.9%

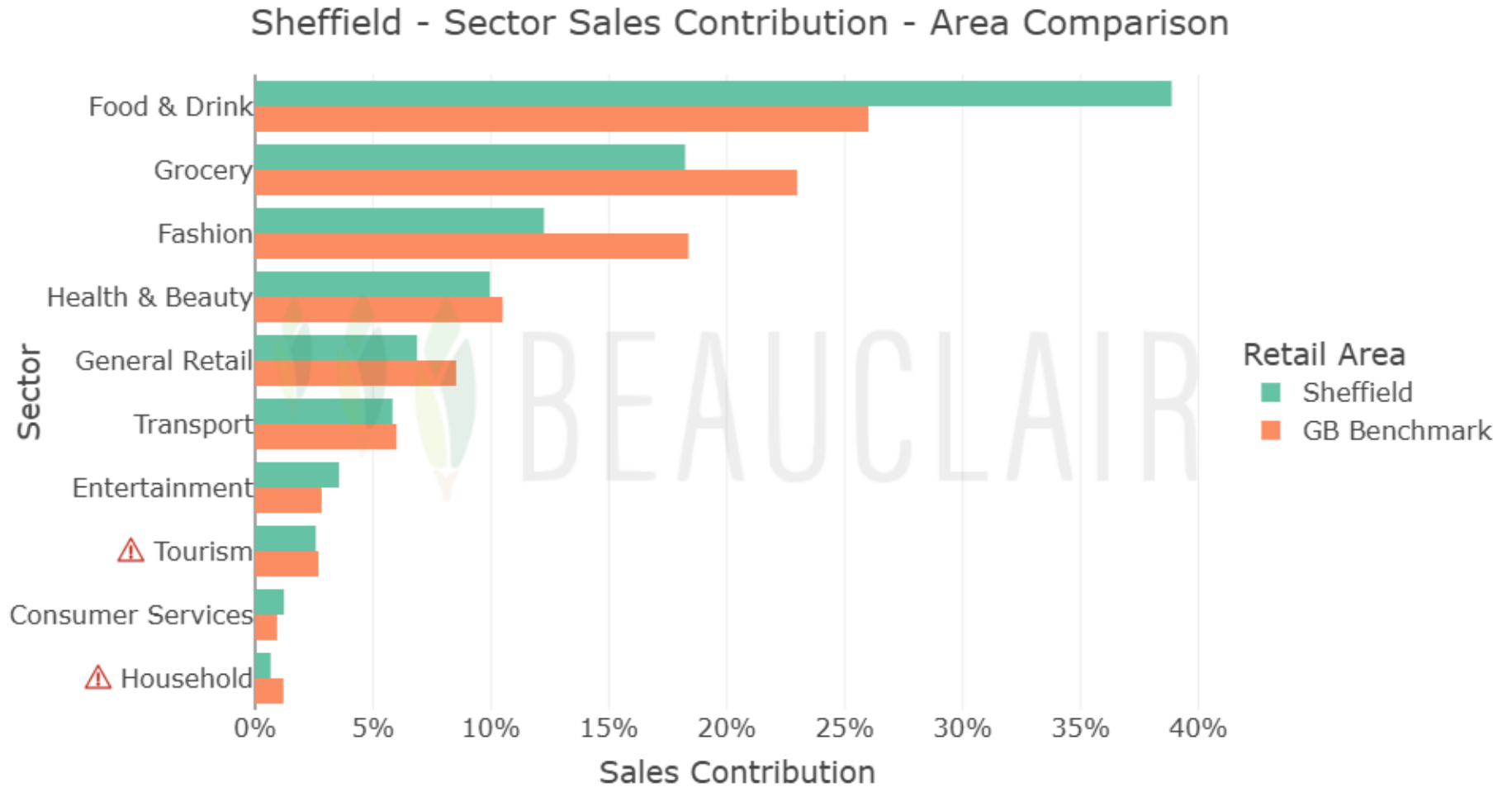
For a description of sectors please [visit our website](#).

Sector sales – March 2026 (Sheffield city centre)



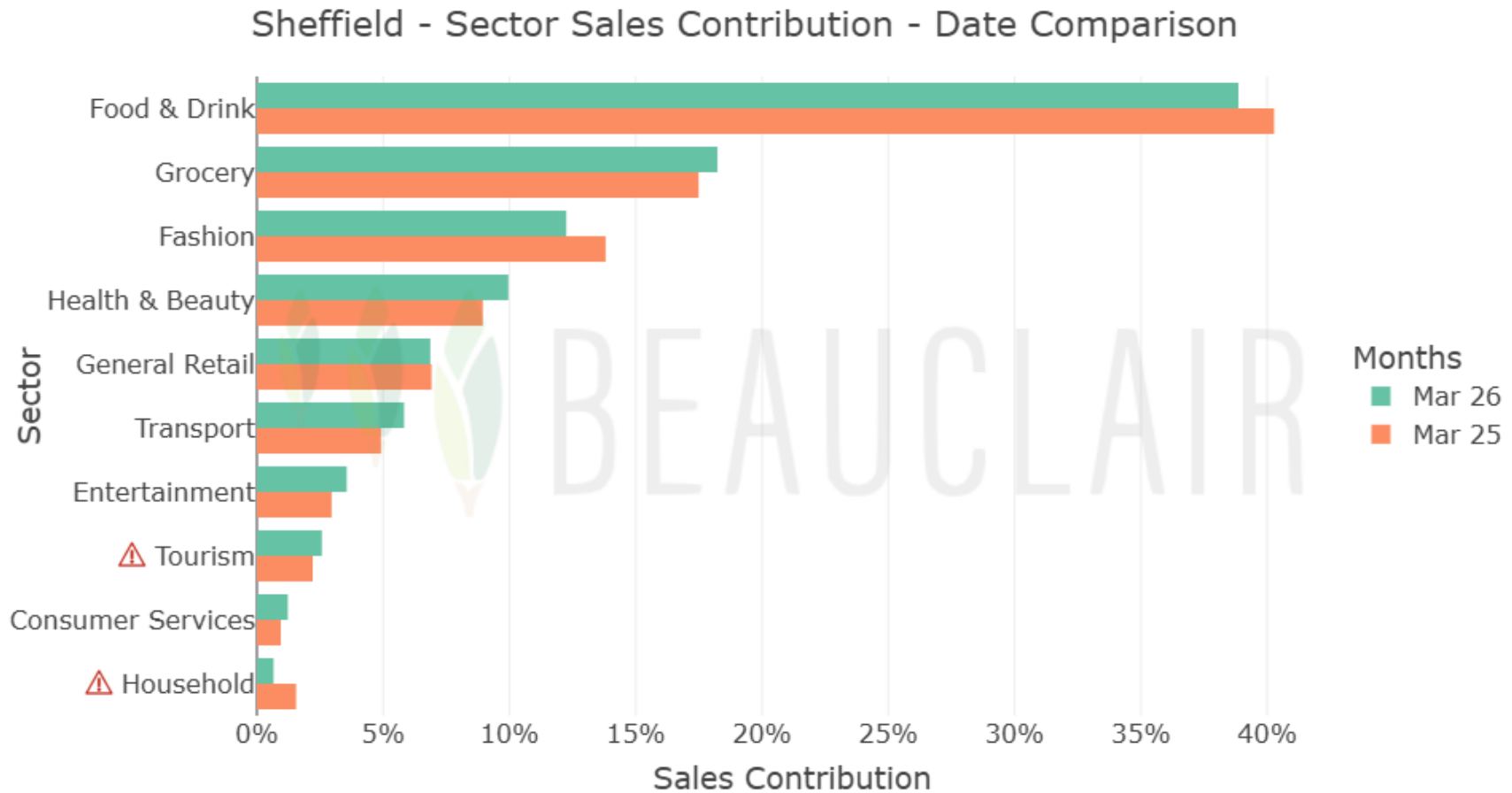
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Sector sales – March 2026 (comparison vs GB Benchmark)



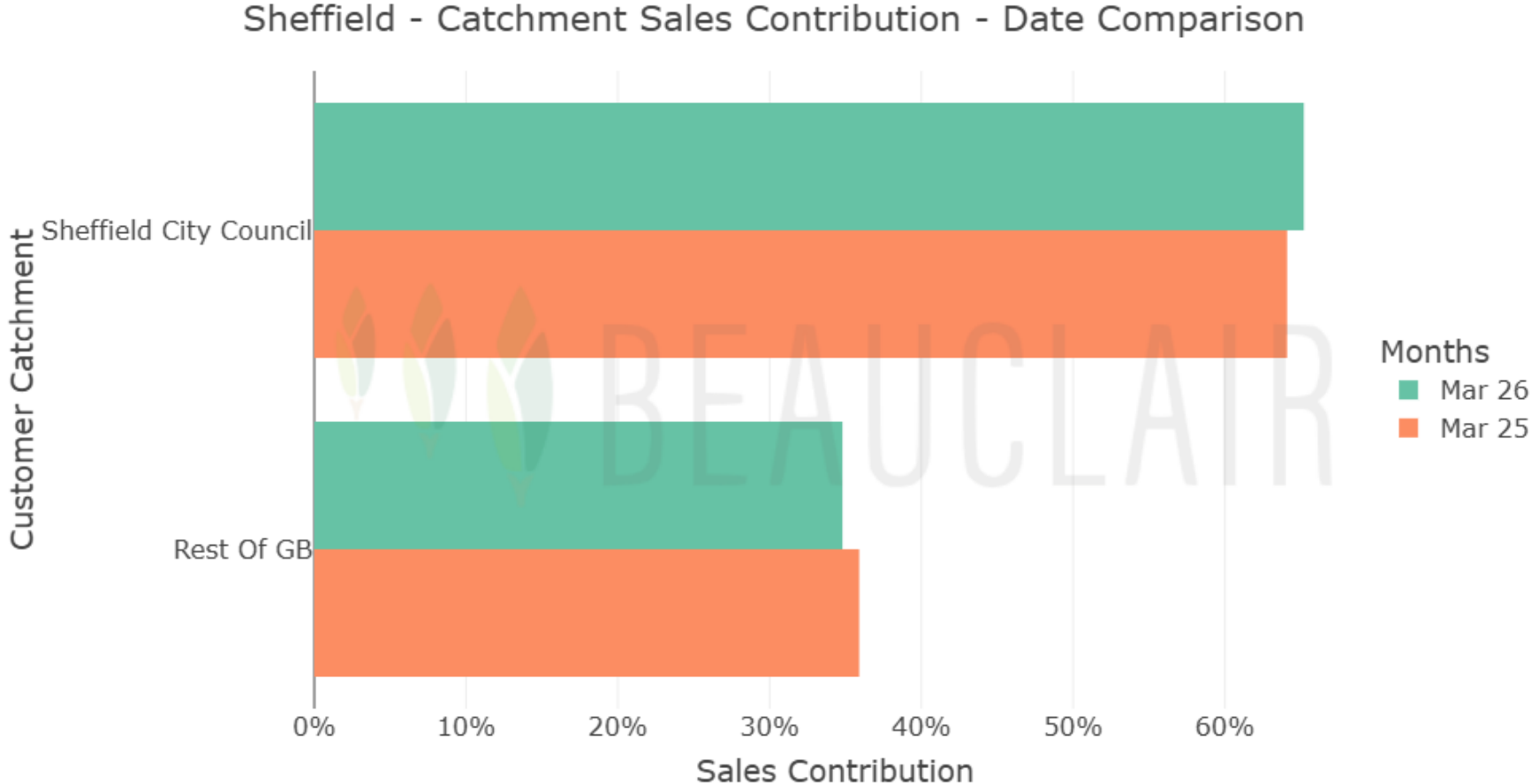
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Sector sales – March 2026 v March 2025 (Sheffield city centre)

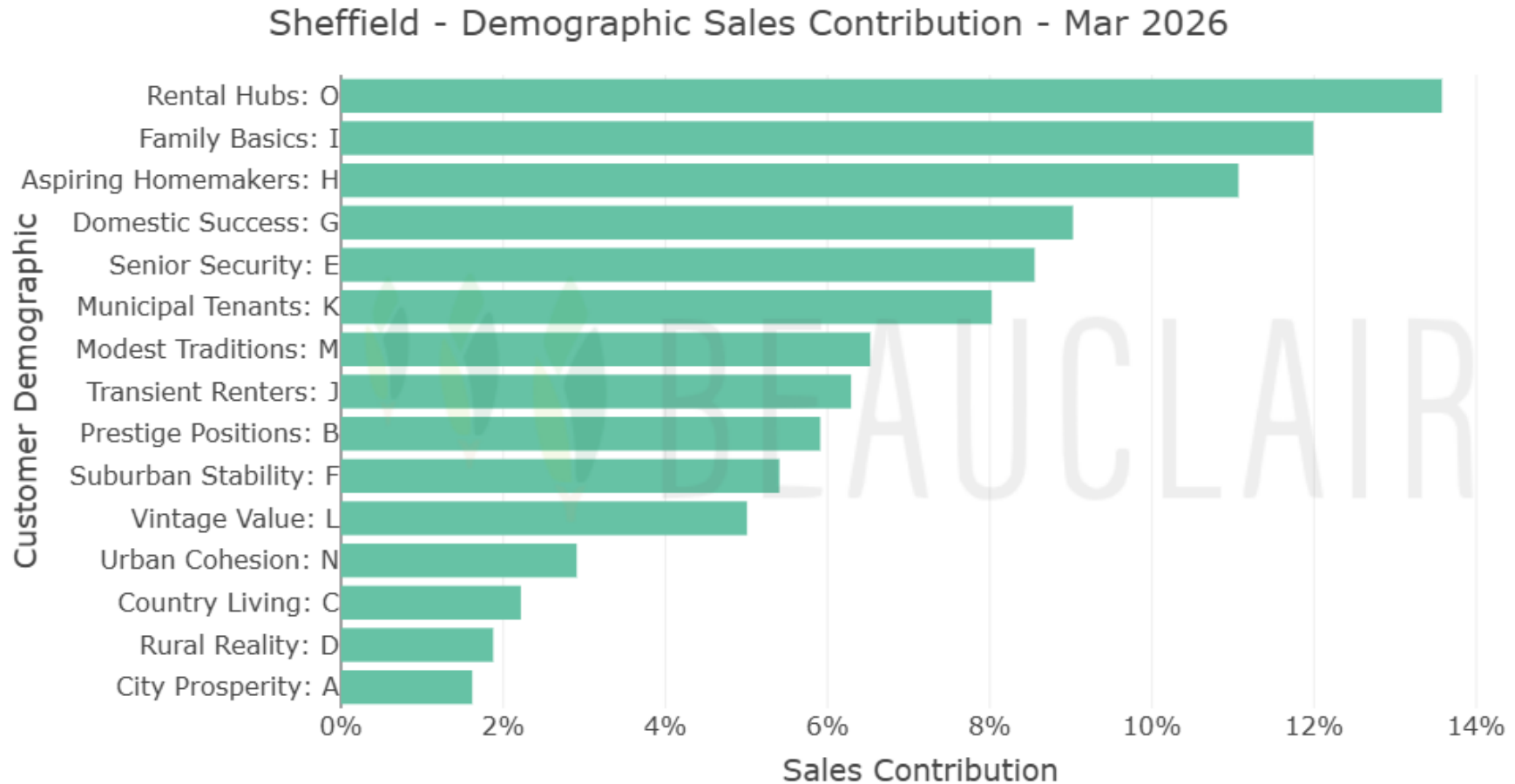


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Catchment sales – March 2026 (Sheffield city centre)

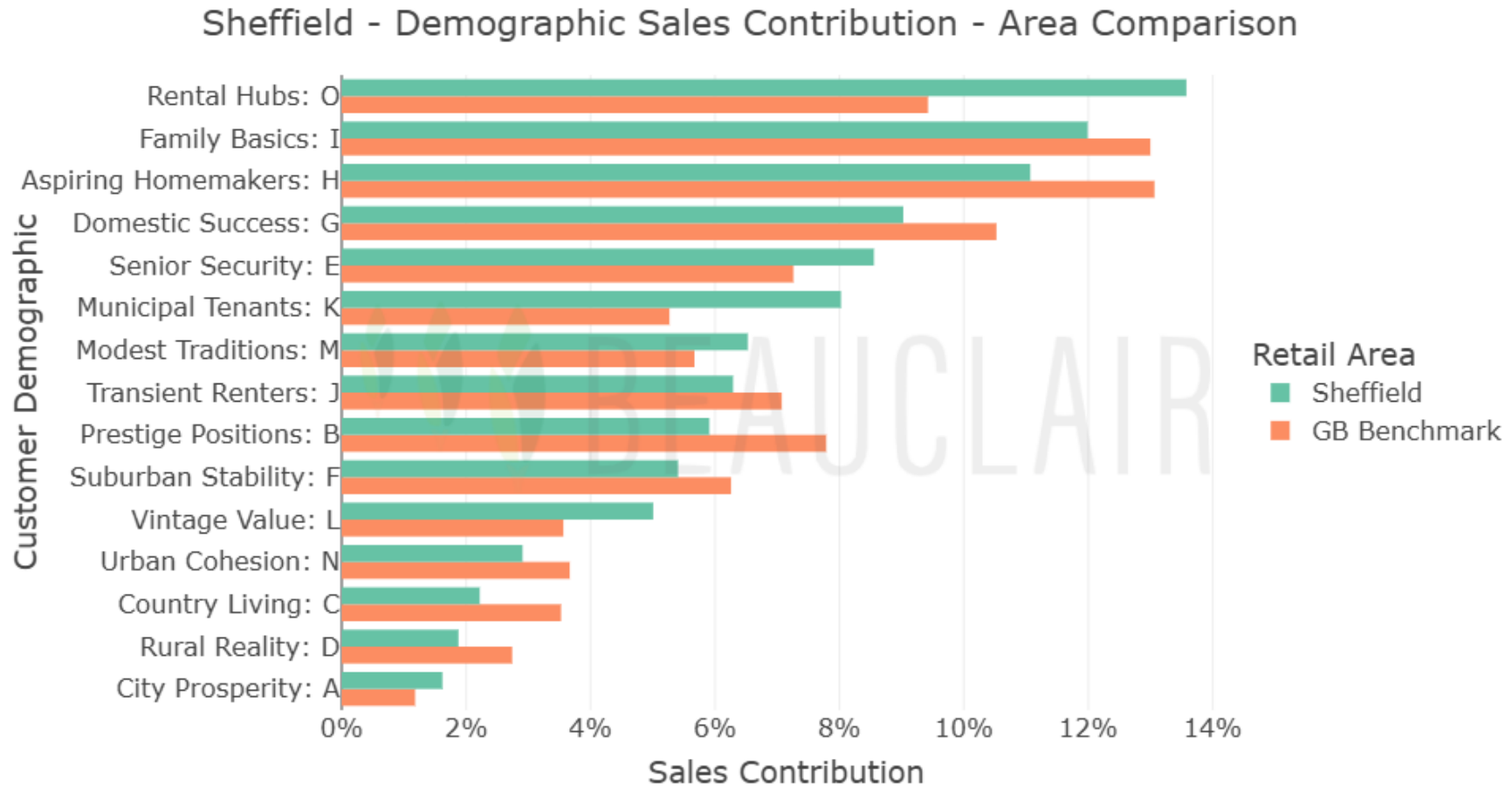


Customer demographics – March 2026 (Sheffield city centre)



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

Customer demographics – March 2026 (comparison with GB Benchmark)



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

Year to date comparisons

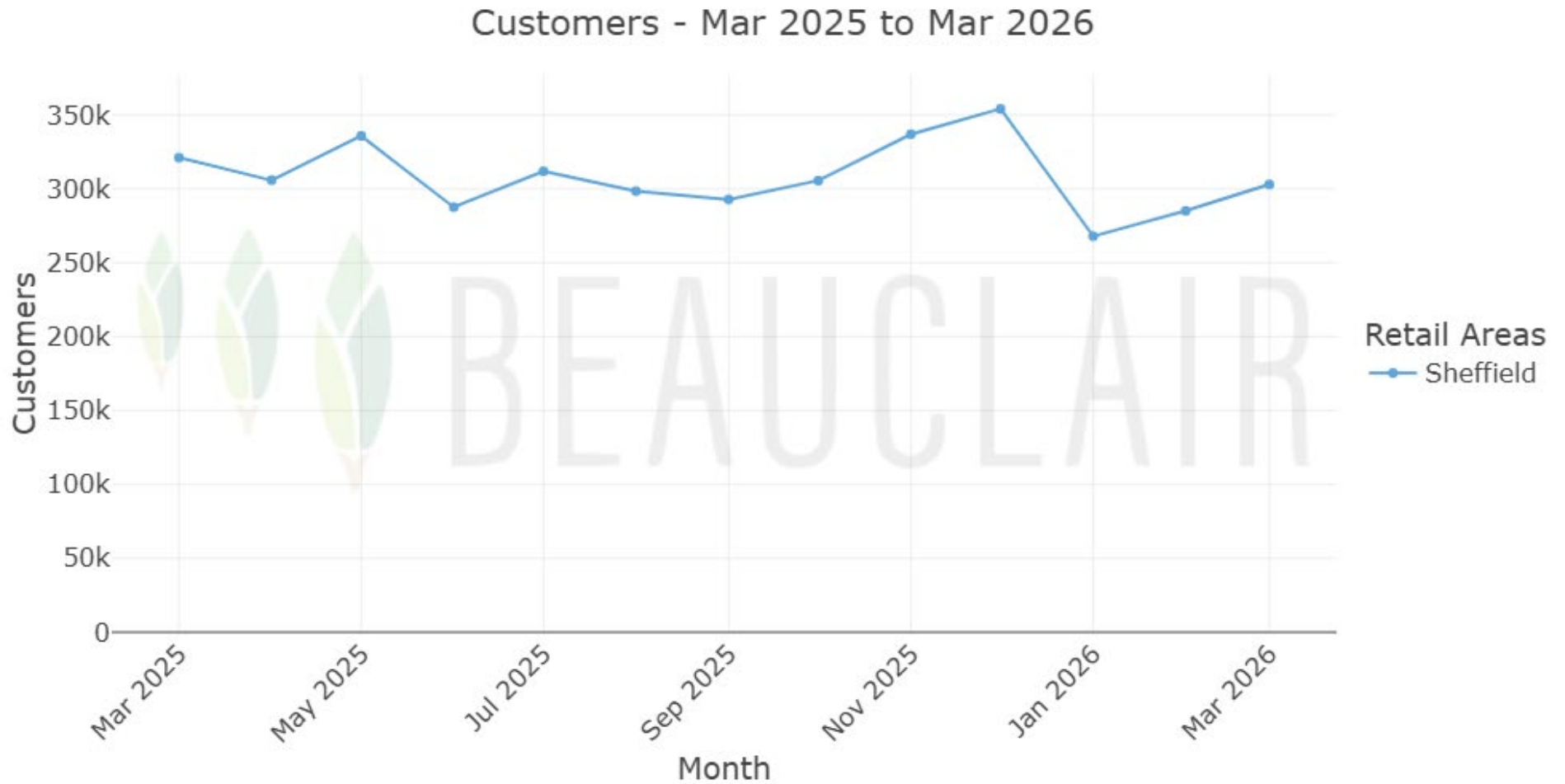
Sales – Sheffield city centre



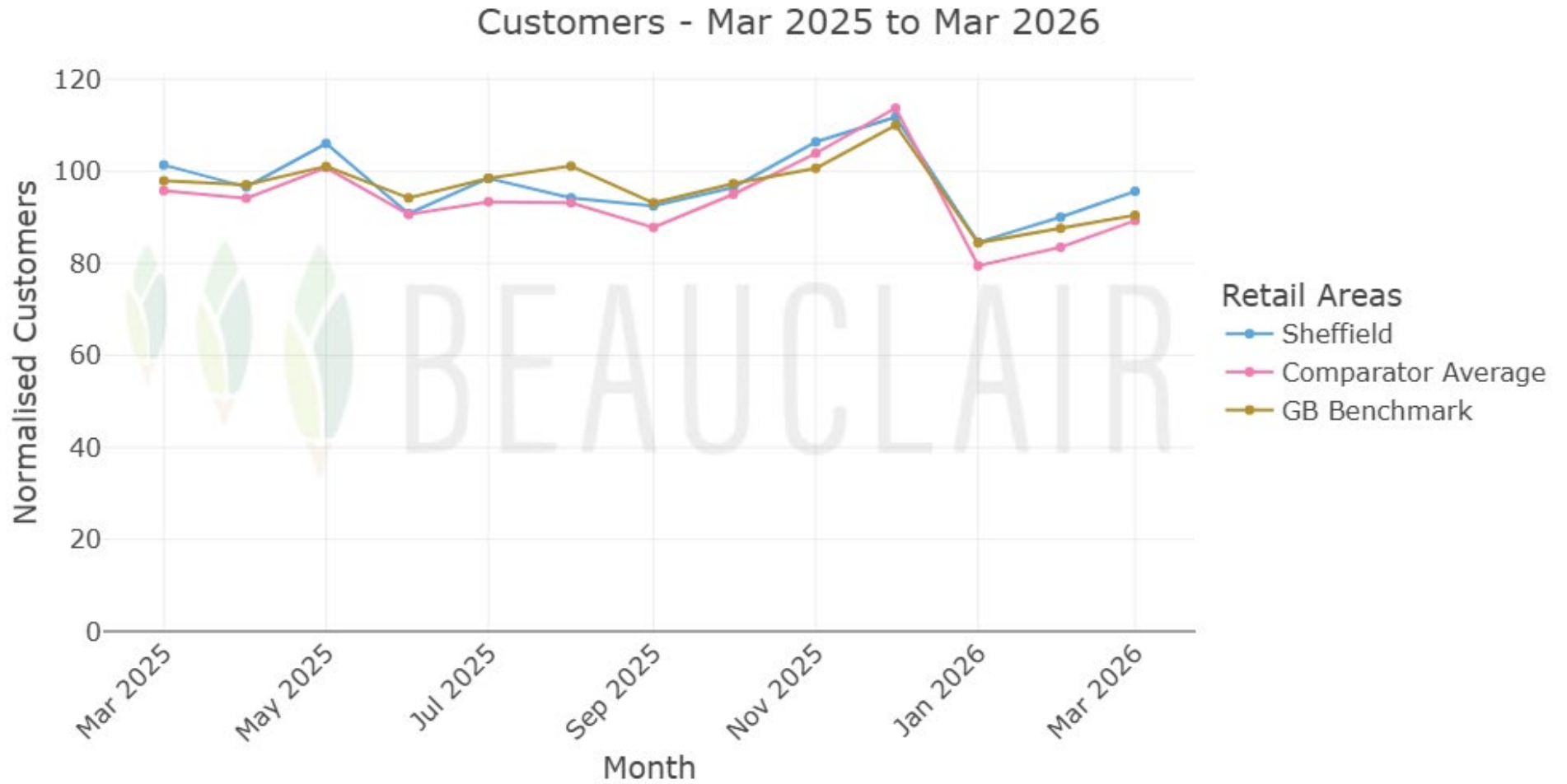
Sales – comparison vs GB Benchmark



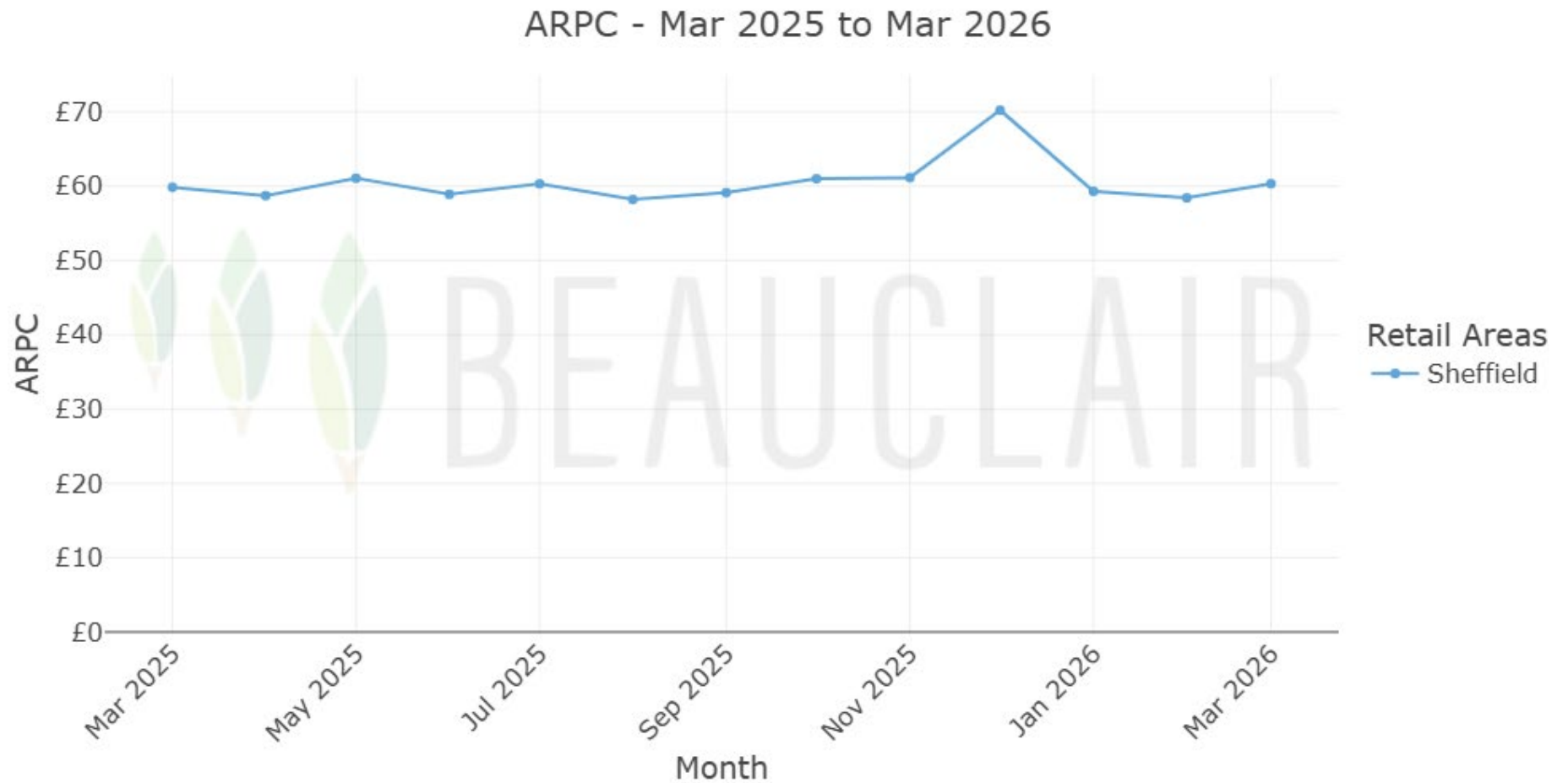
Customers – Sheffield city centre



Customers – comparison vs GB Benchmark



Average revenue per customer – Sheffield city centre



Average revenue per customer – comparison vs GB Benchmark



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

Data source: *Beauclair*

