
BID BAROMETER

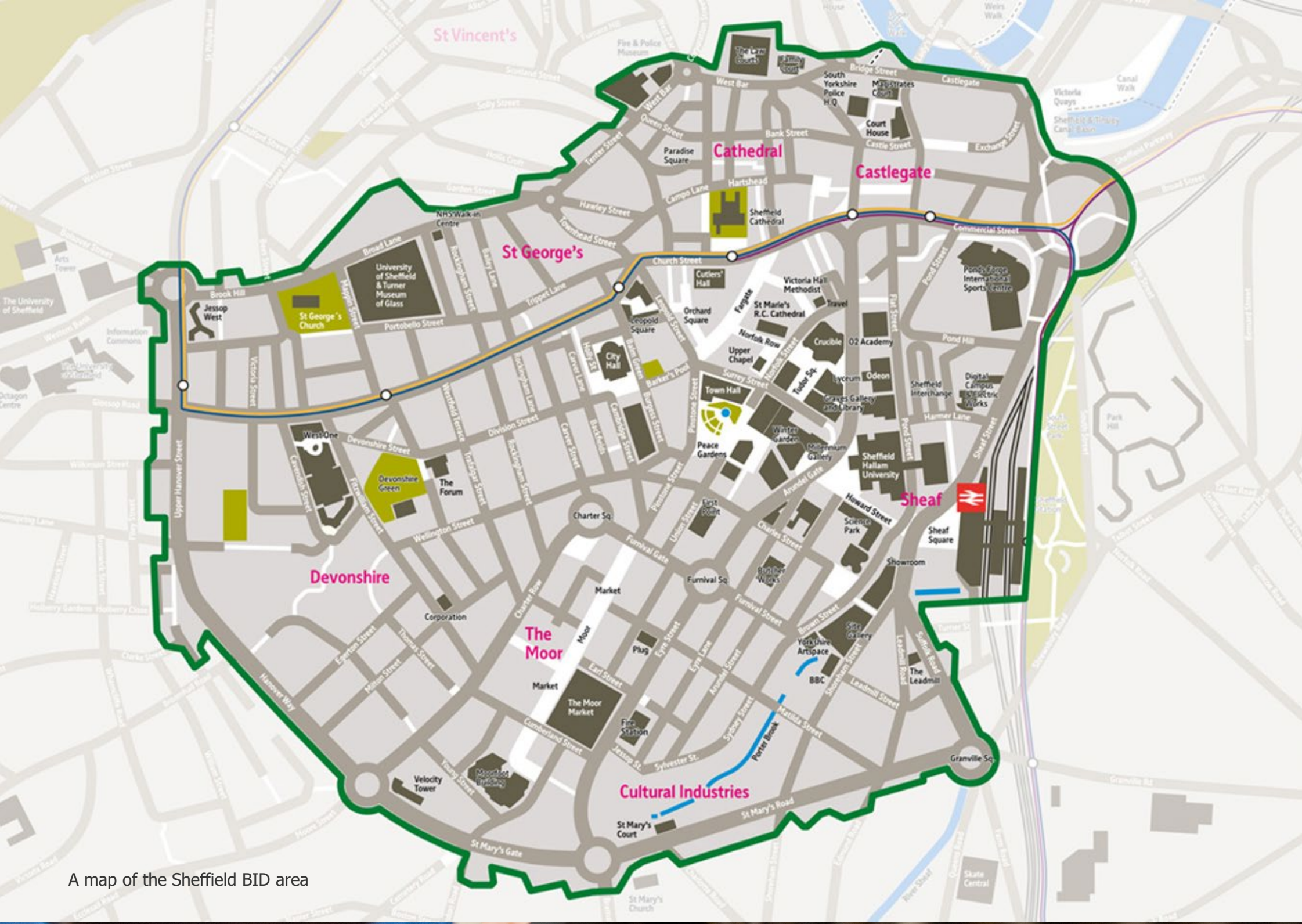
Trends and insights

Sheffield city centre

April 2026



SHEFFIELDBID



A map of the Sheffield BID area

Strength in spend supports outperformance against a challenging national backdrop

Sheffield delivered a steady performance in April, with total sales rising marginally year-on-year despite a difficult trading environment nationally.

Across GB, town and city centre sales fell by -4.9%, with widespread declines driven by weaker consumer confidence and the early timing of Easter shifting seasonal spend into March. Against this backdrop, Sheffield's +0.9% growth represents a clear outperformance.

As seen nationally, customer numbers in Sheffield softened; however, this was offset by higher spend per visit. Average revenue per customer increased (+2.9%), helping to stabilise overall sales and reflecting a more considered but still engaged consumer.

Sector performance in Sheffield also mirrors - but improves upon - broader trends. While retail categories such as Fashion remain under

pressure, the city centre continues to benefit from resilience in experience-led sectors. Growth in Food & Drink, Transport and Entertainment aligns with national patterns where leisure-related activity proved more robust, but Sheffield has converted this into tangible growth - supported in part by major city-centre events such as the World Snooker Championship, which continues to drive footfall and spend.

Overall, Sheffield's performance highlights the strength of its city centre offer and its ability to capture consumer spend even as confidence weakens.

In a month where most towns and cities saw declining sales, Sheffield's stability points to a resilient core economy and a loyal customer base, particularly for social, leisure and destination-led activity.

Key retail metrics – April 2026 (Sheffield city centre)

- Retail sales in Sheffield reached £17.9m in April 2026, with year-to-date (YTD) sales of £68.3m.
- Sales edged up by +0.9% compared with April 2025, although YTD performance remains down -2.6%.
- This slight growth was underpinned by higher spend per visit (+2.9% ARPC), offsetting a -1.9% fall in customer numbers.

Metric	Apr 26	Apr 26 vs Apr 25	YTD Apr 26	YTD Apr 26 vs YTD Apr 25
Sales	£17.9m	++0.9%	£68.3m	-2.6%
Transactions	1.25m	+0.7%	4.72m	-1.1%
Customers	296k	-1.9%	1.15m	-3.2%
ATV	£14.26	+0.2%	£14.46	-1.5%
ARPC	£60.36	+2.9%	£59.62	+0.6

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

Sales growth – April 2026

Sheffield city centre v. our comparator areas

- Monthly sales change between April 2025 and April 2026 in Sheffield (+0.9%) is higher than Nottingham (-9.8%) and similar to Leeds (+0.2%).
- The YTD sales change between April 2025 and April 2026 in Sheffield (-2.6%) is higher than Nottingham (-6.7%) and lower than Leeds (-1.5%).

Retail Area	Apr 26 vs Apr 25	YTD Apr 26 vs YTD Apr 25
Sheffield	+0.9%	-2.6%
Leeds	+0.2%	-1.5%
Nottingham	-9.8%	-6.7%
GB Benchmark	-4.9%	-4.2%

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

Sector sales – April 2026 (Sheffield city centre)

The five sectors with the highest monthly sales are Food & Drink (£7.37m), Grocery (£3.18m), Fashion (£2.15m), Health & Beauty (£1.54m), and General Retail (£1.11m).

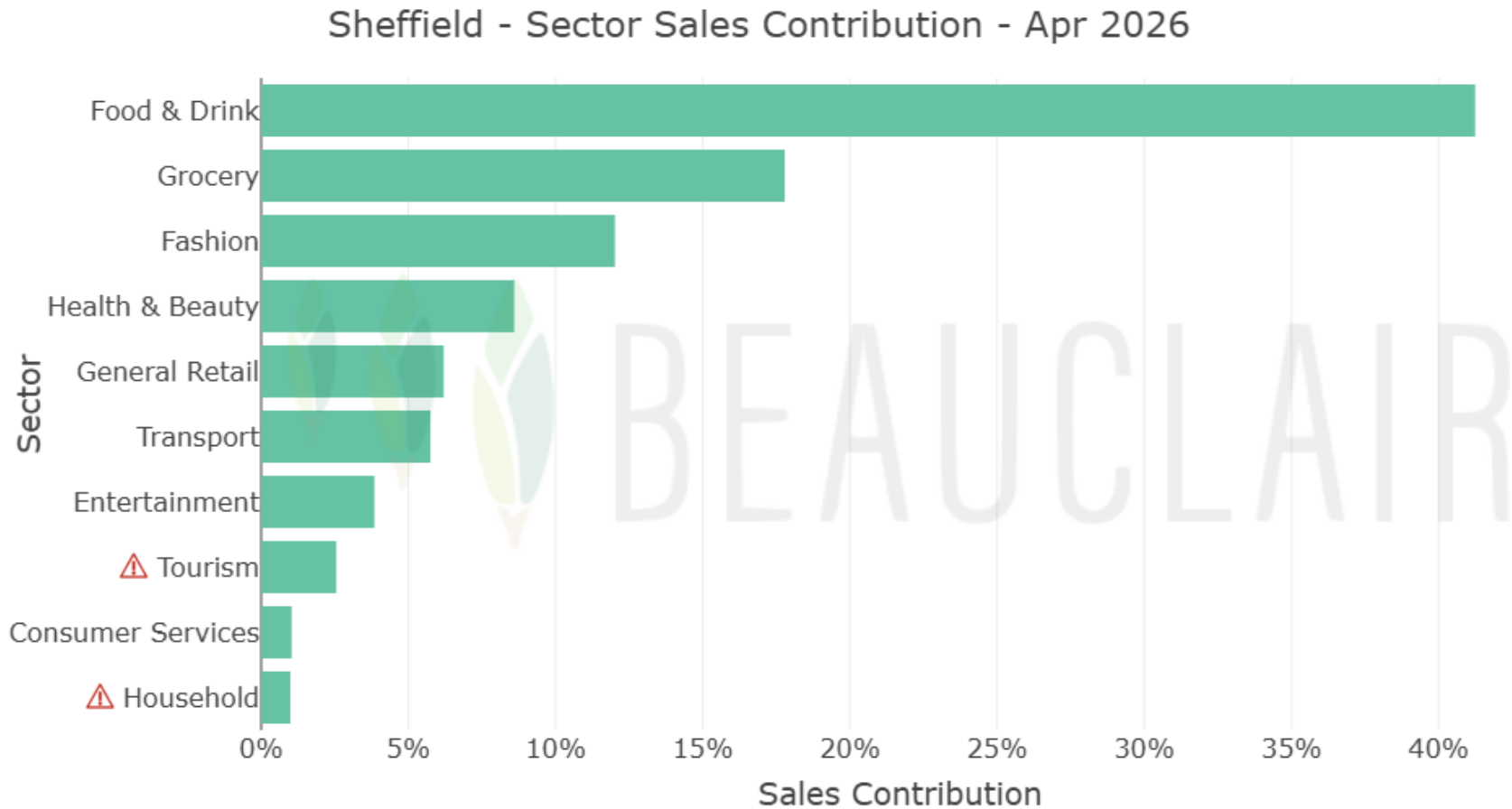
The five sectors with the highest YTD sales are Food & Drink (£26.8m), Grocery (£12.5m), Fashion (£8.07m), Health & Beauty (£6.64m), and General Retail (£4.41m).

The five sectors showing the largest change in sales between Apr 2025 and Apr 2026 are Fashion (-£361k), Food & Drink (+£248k), Transport (+£172k), Entertainment (+£147k) and Household (-£55.3k).

Sector	Apr 26	Apr 26 vs Apr 25	YTD Apr 26	YTD Apr 26 vs YTD Apr 25
Food & Drink	£7.37m	+3.5%	£26.8m	-0.7%
Grocery	£3.18m	-0.4%	£12.5m	+2.0%
Fashion	£2.15m	-14.4%	£8.07m	-18.9%
Health & Beauty	£1.54m	-1.8%	£6.64m	+1.3%
General Retail	£1.11m	+3.9%	£4.41m	-2.1%
Transport	£1.03m	+20.2%	£3.89m	+13.2%
Entertainment	£687k	+27.2%	£2.53m	+9.9%
Tourism	£456k	+0.7%	£1.56m	-17.2%
Consumer Services	£185k	+2.3%	£713k	-1.7%
Household	£177k	-23.8%	£1.23m	-21.2%

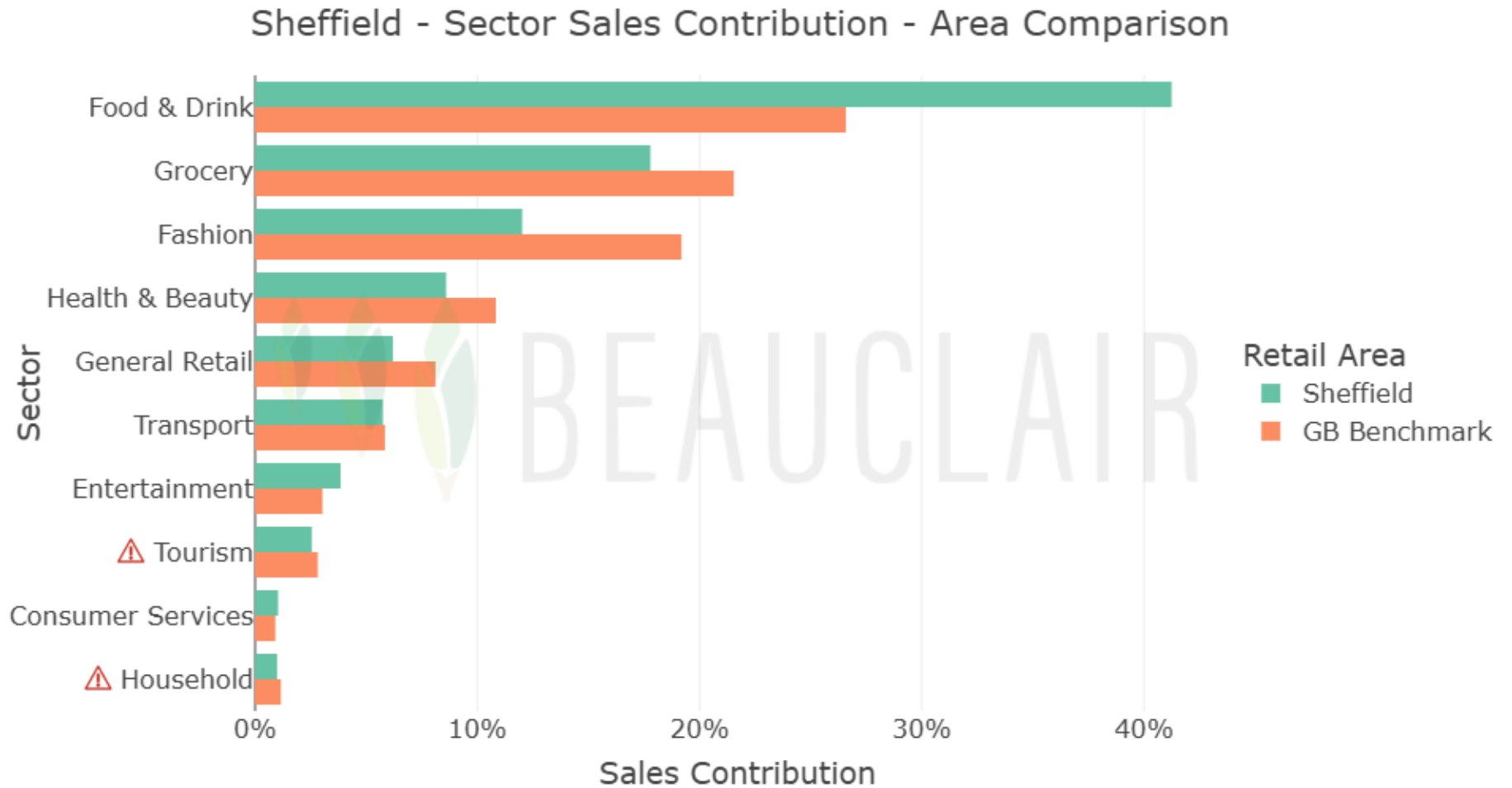
For a description of sectors please [visit our website](#).

Sector sales – April 2026 (Sheffield city centre)



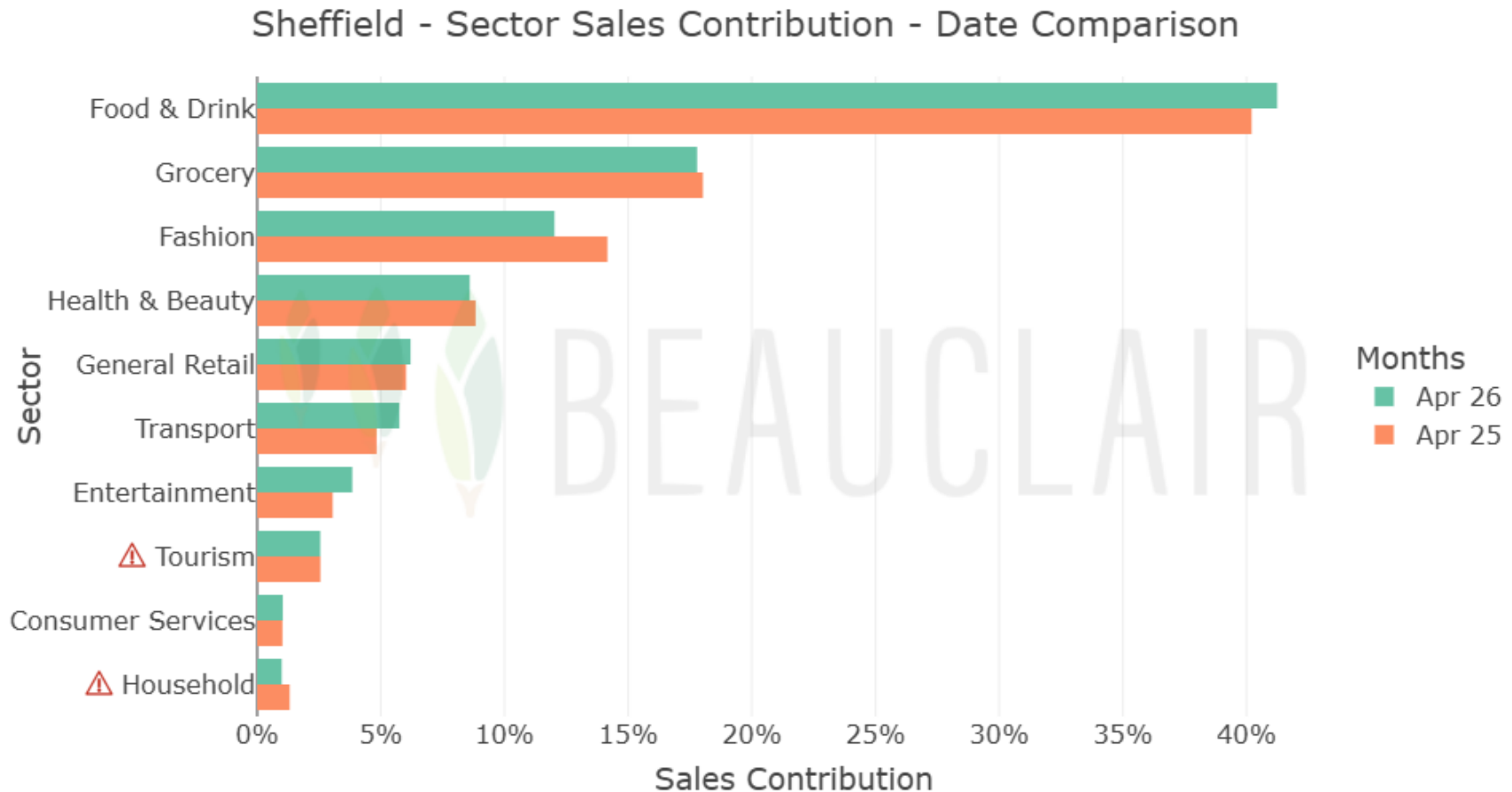
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Sector sales – April 2026 (comparison vs GB Benchmark)



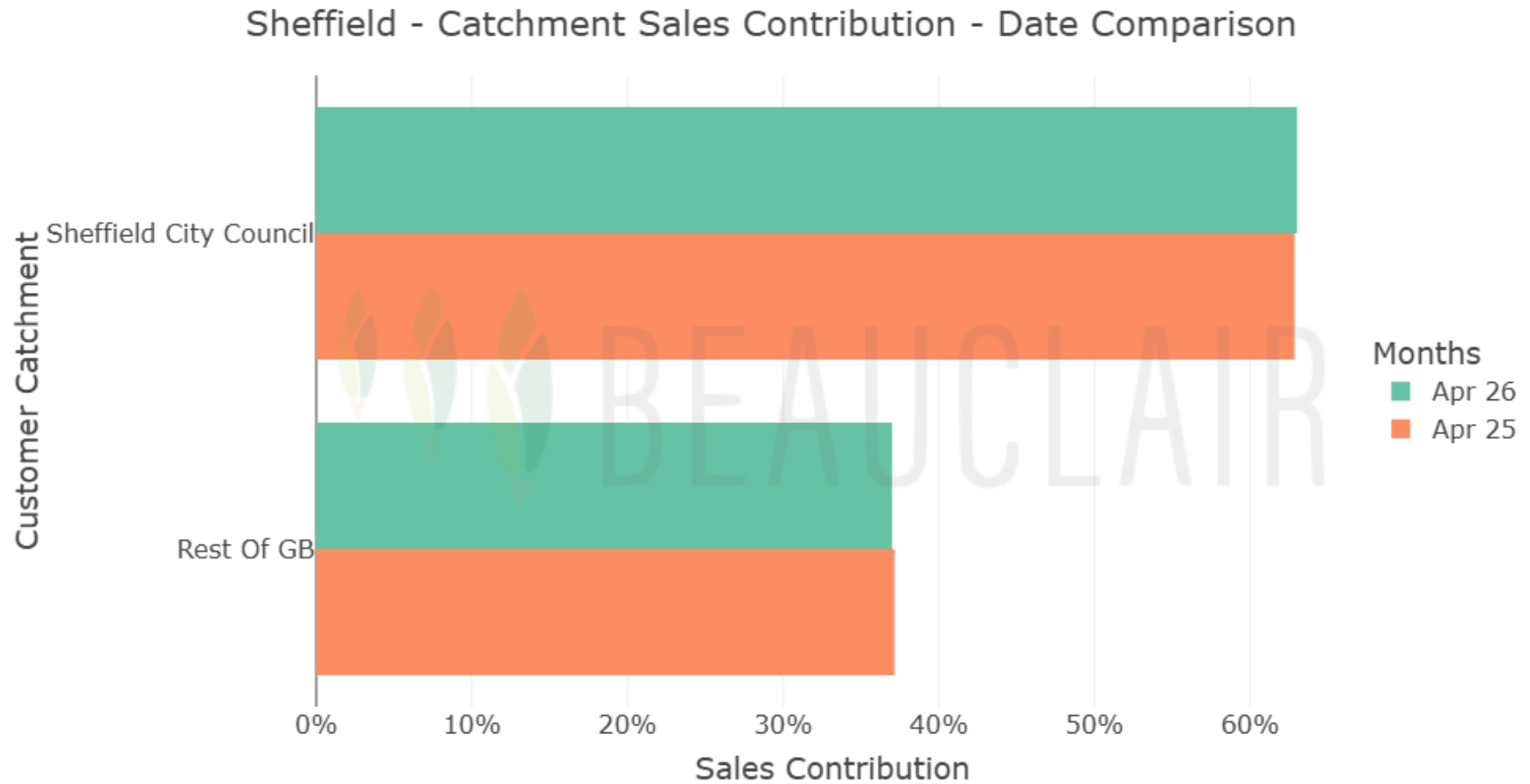
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data.

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

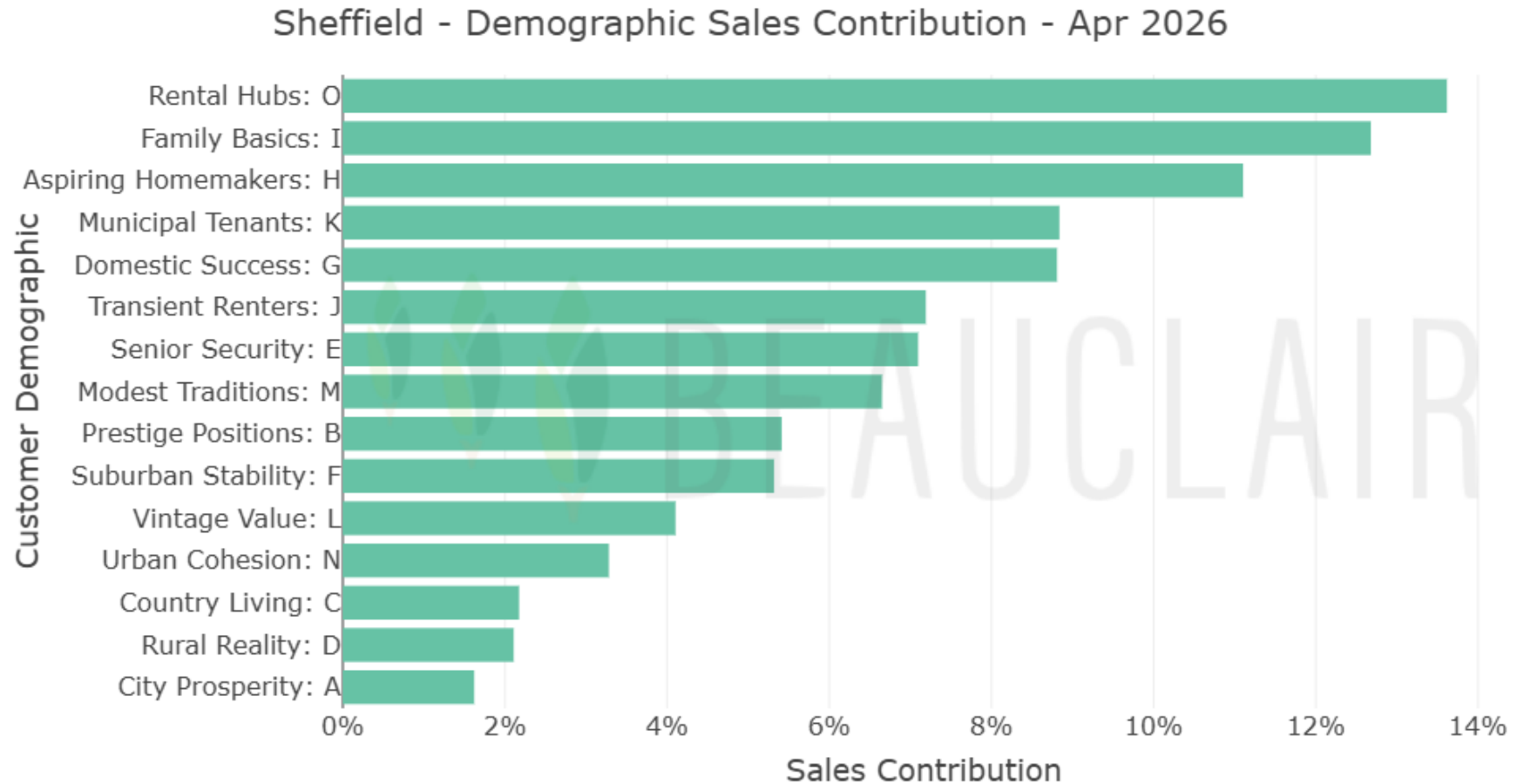


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Catchment sales – April 2026 v April 2025 (Sheffield city centre)

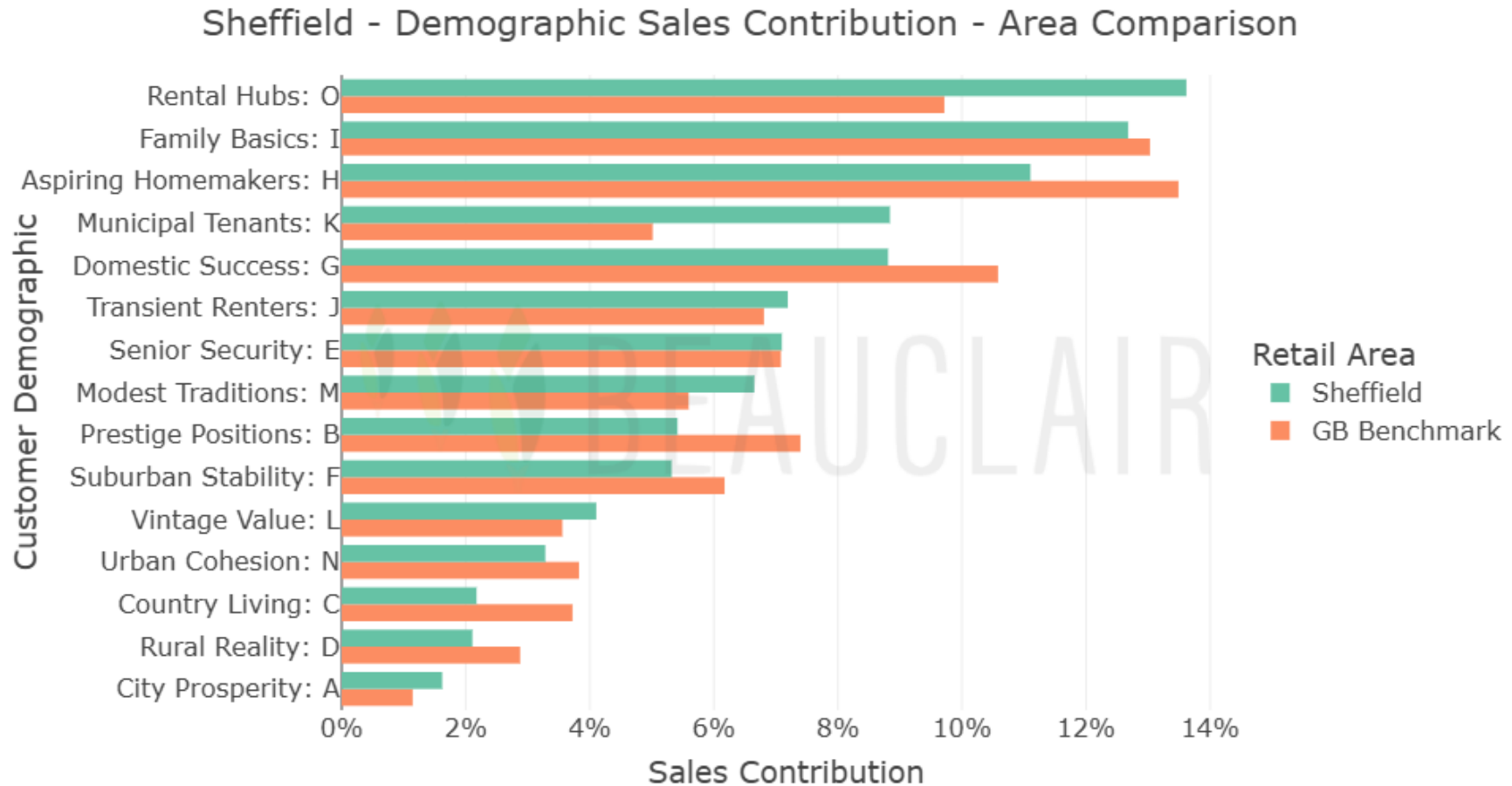


Customer demographics – April 2026 (Sheffield city centre)



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

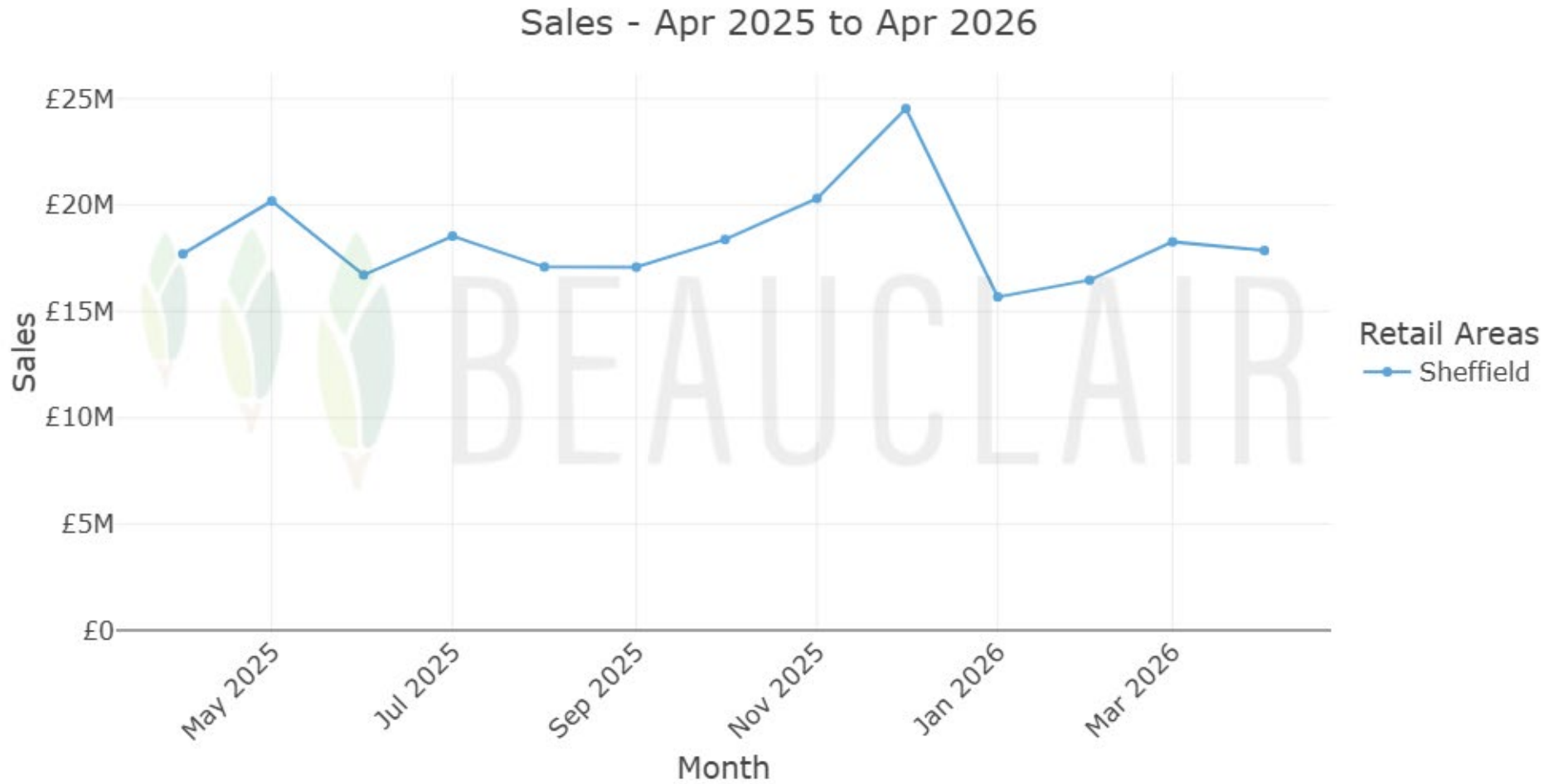
Customer demographics – April 2026 (comparison with GB Benchmark)



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Year to date comparisons

Sales – Sheffield city centre



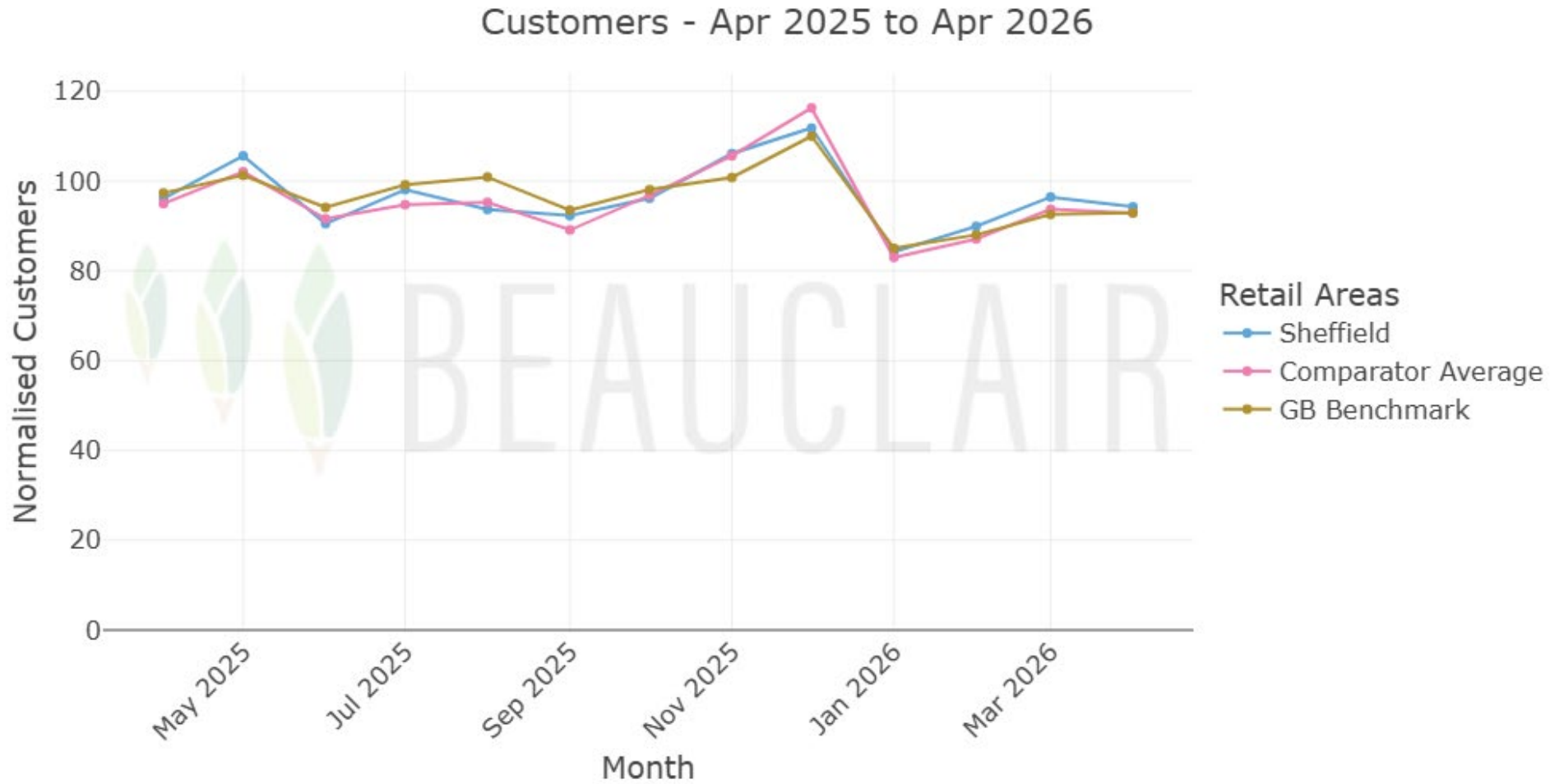
Sales – comparison vs GB Benchmark



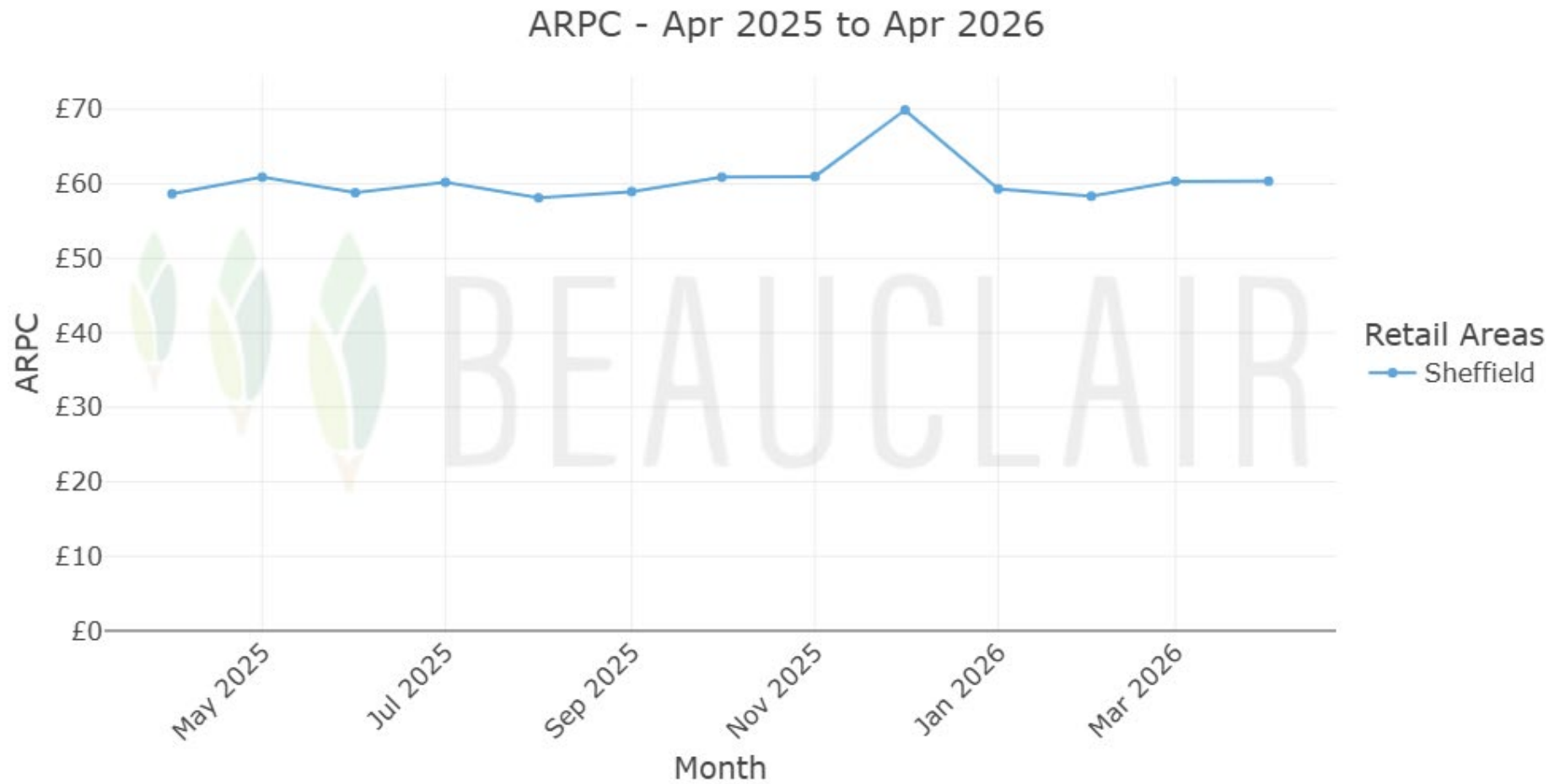
Customers – Sheffield city centre



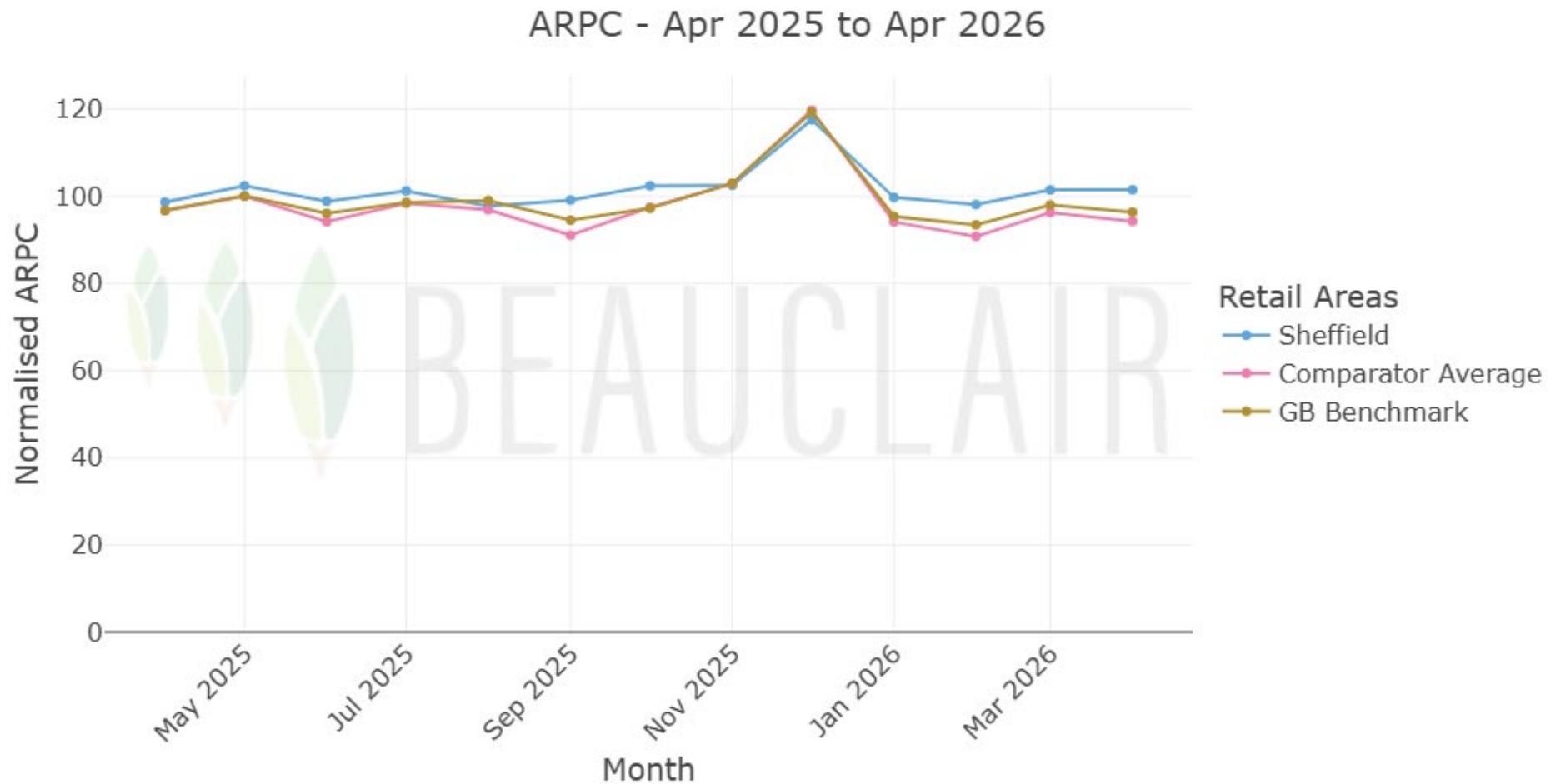
Customers – comparison vs GB Benchmark



Average revenue per customer – Sheffield city centre



Average revenue per customer – comparison vs GB Benchmark



April reinforces Sheffield's outperformance – the focus now is on converting strong spend into increased footfall as confidence returns and seasonal activity builds.

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

Data source: Beauclair



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