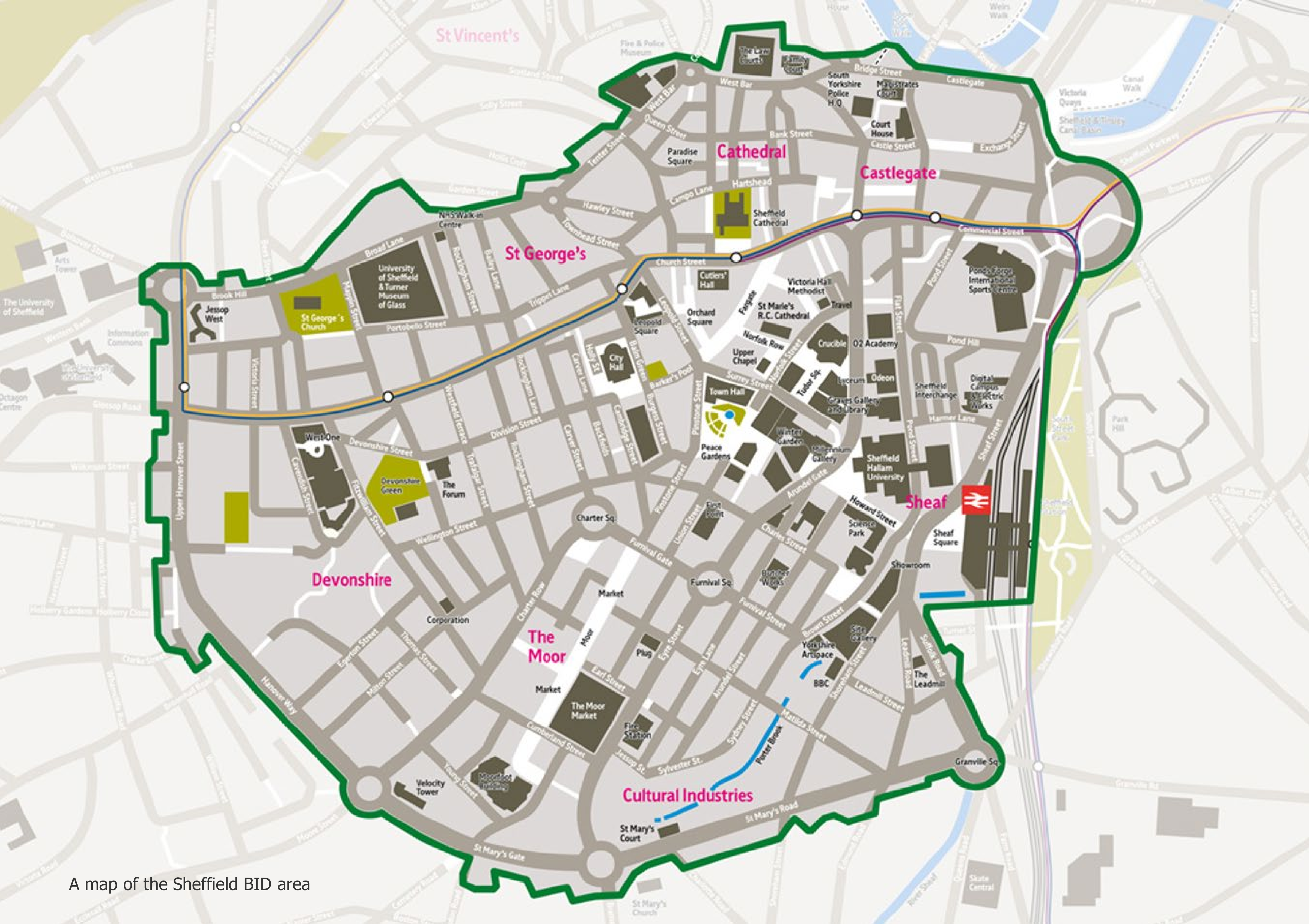
BID BAROMETER

Trends and insights

Sheffield city centre

May 2026

SHEFFIELDBID



A map of the Sheffield BID area

Softer performance amid fragile consumer confidence

Sheffield recorded a softer performance in May, with total sales declining year-on-year in line with a more challenging national picture.

Across GB, town and city centre sales fell by 4.5%, reflecting continued fragility in consumer confidence despite favourable weather and two bank holidays. Against this backdrop, Sheffield's decline of 4.1% represents a marginally stronger performance than the national benchmark and positions the city broadly in line with comparator locations.

As seen nationally, the downturn in Sheffield was primarily driven by reduced activity. Customer numbers fell sharply (–10.4%), with transactions also declining, indicating fewer visits and less frequent purchasing. However, this was partially mitigated by a notable increase in spend per customer (+7.0%), suggesting that those who did visit continued to spend more per trip - likely reflecting a combination of more deliberate spending behaviour and ongoing price pressures.

Sector trends in Sheffield broadly reflect national patterns but with some local variation. Core retail categories such as Fashion and General Retail remain under pressure, mirroring the UK-wide position, while more resilient performance is evident in Grocery and experience-led sectors including Food & Drink, Transport and Entertainment.
Growth in areas such as Health & Beauty and Household also points to selective strength in consumer demand, even as overall sales soften.

Encouragingly, Sheffield continues to show relative resilience when compared to other major centres, outperforming Leeds on both monthly and year-to-date measures and maintaining a stronger YTD position than Nottingham. This suggests that, while the city is not immune to wider economic pressures, its core offer and catchment strength are helping to sustain performance.

Overall, May's results reinforce the picture of a more constrained consumer environment, where reduced footfall is the primary pressure on sales. However, Sheffield's ability to slightly outperform national trends and maintain stronger relative positioning highlights the underlying resilience of the city centre - particularly its ability to retain spending from a more cautious but still engaged customer base.

Key retail metrics – May 2026 (Sheffield city centre)

- In May 2026, Sheffield recorded £19.4m in retail sales, bringing Year-to-Date (YTD) sales to £87.9m.
- Compared to May 2025, monthly sales declined by 4.1%, with YTD sales down 2.9%.
- The monthly dip was driven by a 10.4% fall in customer numbers, partially offset by a 7.0% uplift in average revenue per customer (ARPC).

Metric	May 26	May 26 vs May 25	YTD May 26	YTD May 26 vs YTD May 25
Sales	£19.4m	-4.1%	£87.9m	-2.9%
Transactions	1.27m	-7.1%	6.00m	-2.4%
Customers	298k	-10.4%	1.45m	-4.7%
ATV	£15.33	+3.2%	£14.66	-0.5%
ARPC	£65.24	+7.0%	£60.72	+1.9%

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

Sales growth – May 2026

Sheffield city centre v. our comparator areas

- Sheffield's monthly sales decline of 4.1% sits between Leeds (-6.4%) and Nottingham (-3.3%), indicating a mid-range performance among comparator cities.
- Year-to-date, Sheffield is down 2.9%, outperforming Nottingham (-5.8%) and broadly in line with Leeds (-3.9%).

Retail area	May 26 vs May 25	YTD May 26 vs YTD May 25
Sheffield	-4.1%	-2.9%
Leeds	-6.4%	-3.9%
Nottingham	-3.3%	-5.8%
GB Benchmark	-4.5%	-4.1%

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

Sector sales – May 2026 (Sheffield city centre)

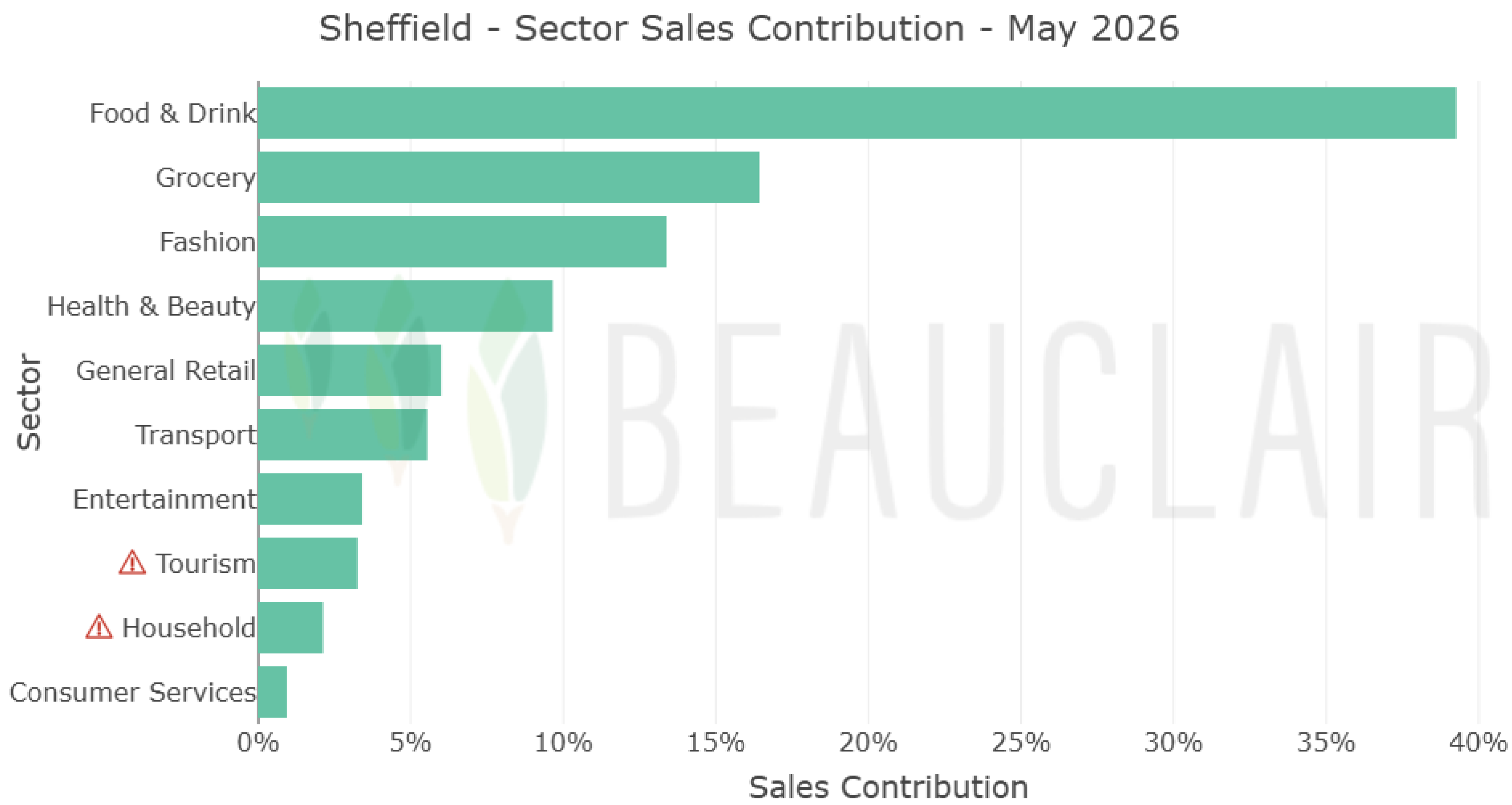
Food & Drink remains the dominant sector, generating £7.62m in May and £34.5m YTD, followed by Grocery (£3.19m / £15.7m) and Fashion (£2.60m / £10.7m). Health & Beauty and General Retail complete the top five for both monthly and YTD sales.

In terms of year-on-year change, Food & Drink (–£690k) and Fashion (–£434k) saw the largest declines, while Health & Beauty (+£164k) and Household (+£149k) recorded the strongest growth. General Retail also declined (–£138k).

Sector	May 26	May 26 vs May 25	YTD May 26	YTD May 26 vs YTD May 25
Food & Drink	£7.62m	-8.3%	£34.5m	-2.3%
Grocery	£3.19m	+1.9%	£15.7m	+1.8%
Fashion	£2.60m	-14.3%	£10.7m	-18.0%
Health & Beauty	£1.87m	+9.6%	£8.55m	+2.7%
General Retail	£1.17m	-10.6%	£5.59m	-3.6%
Transport	£1.08m	+14.5%	£4.94m	+13.0%
Entertainment	£664k	+6.0%	£3.21m	+9.3%
Tourism	£631k	-15.8%	£2.21m	-16.4%
Household	£414k	+56.3%	£1.65m	-10.1%
Consumer Services	£183k	-1.9%	£898k	-2.1%

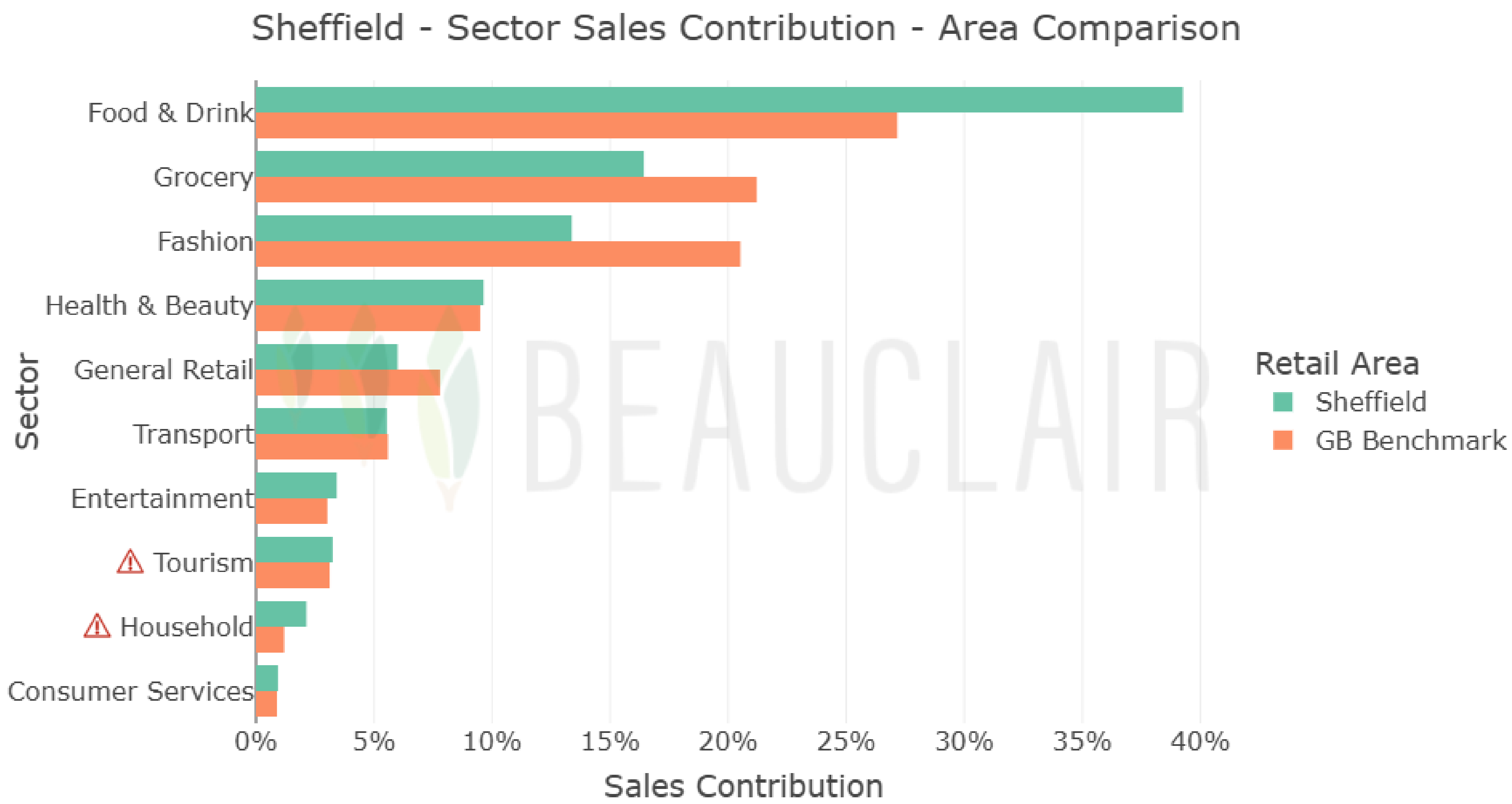
For a description of sectors please visit our website.

Sector sales – May 2026 (Sheffield city centre)



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

Sector sales – May 2026 (comparison vs GB Benchmark)



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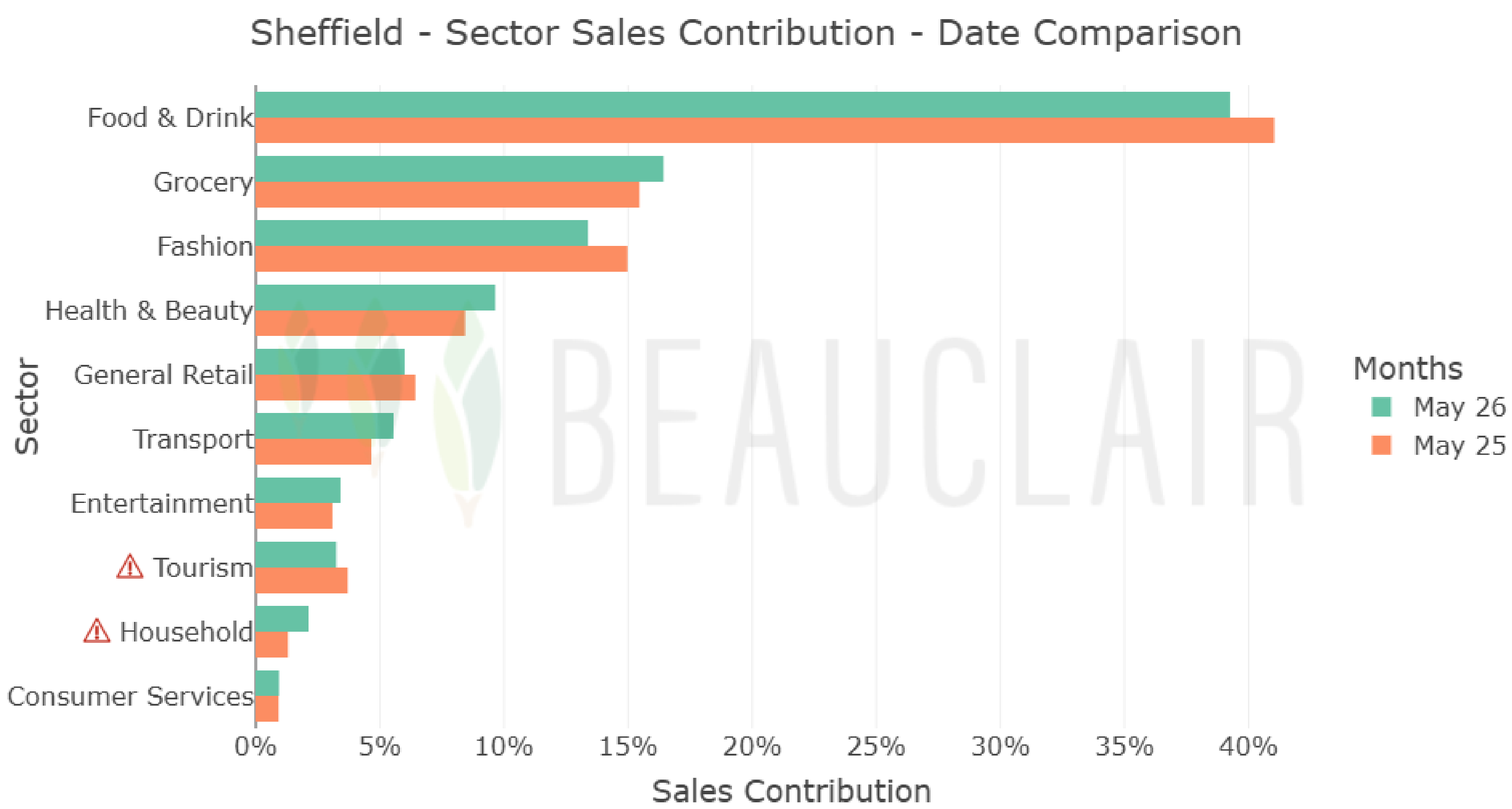
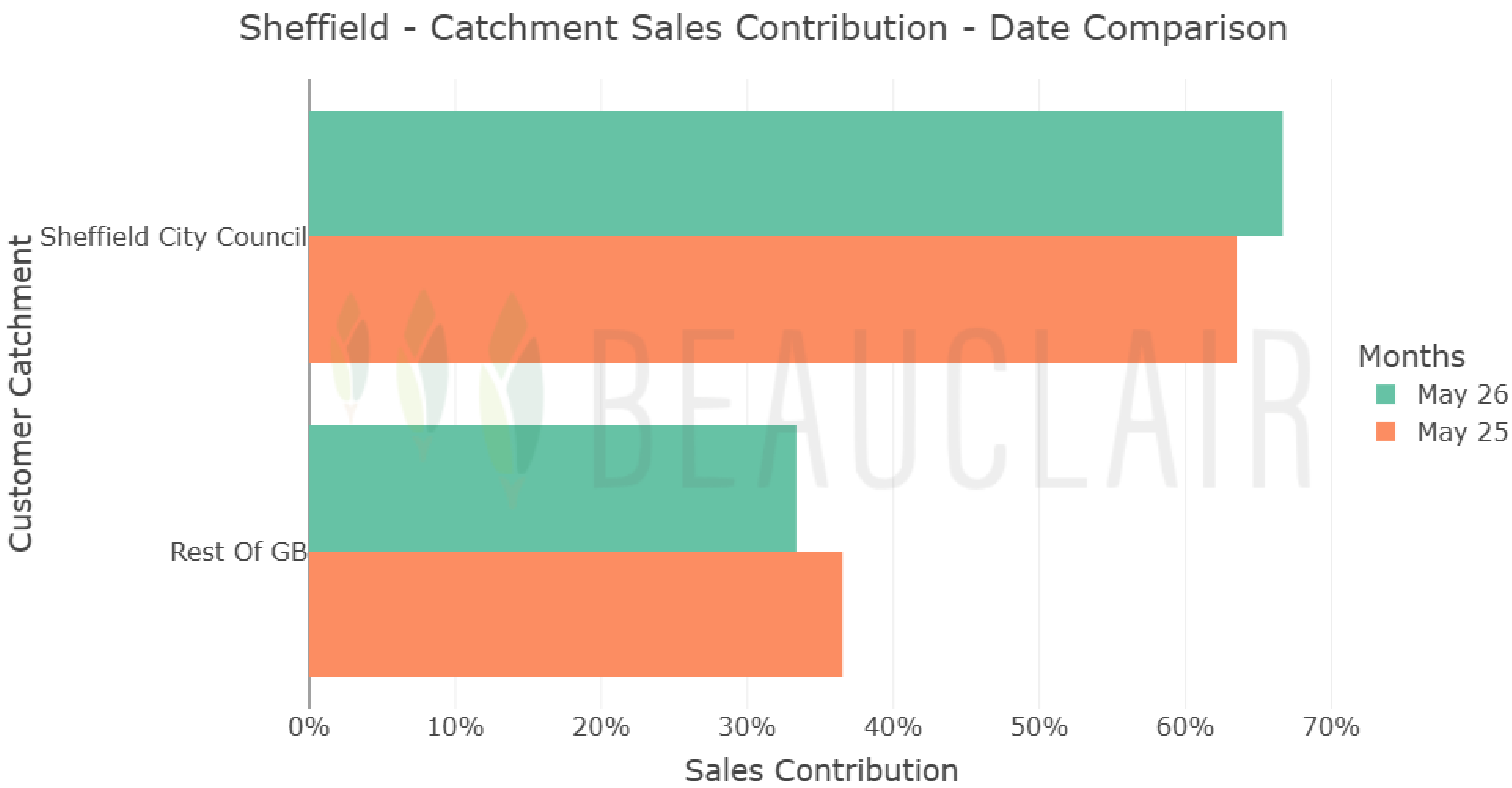
Sector sales – May 2026 v May 2025 (Sheffield city centre)

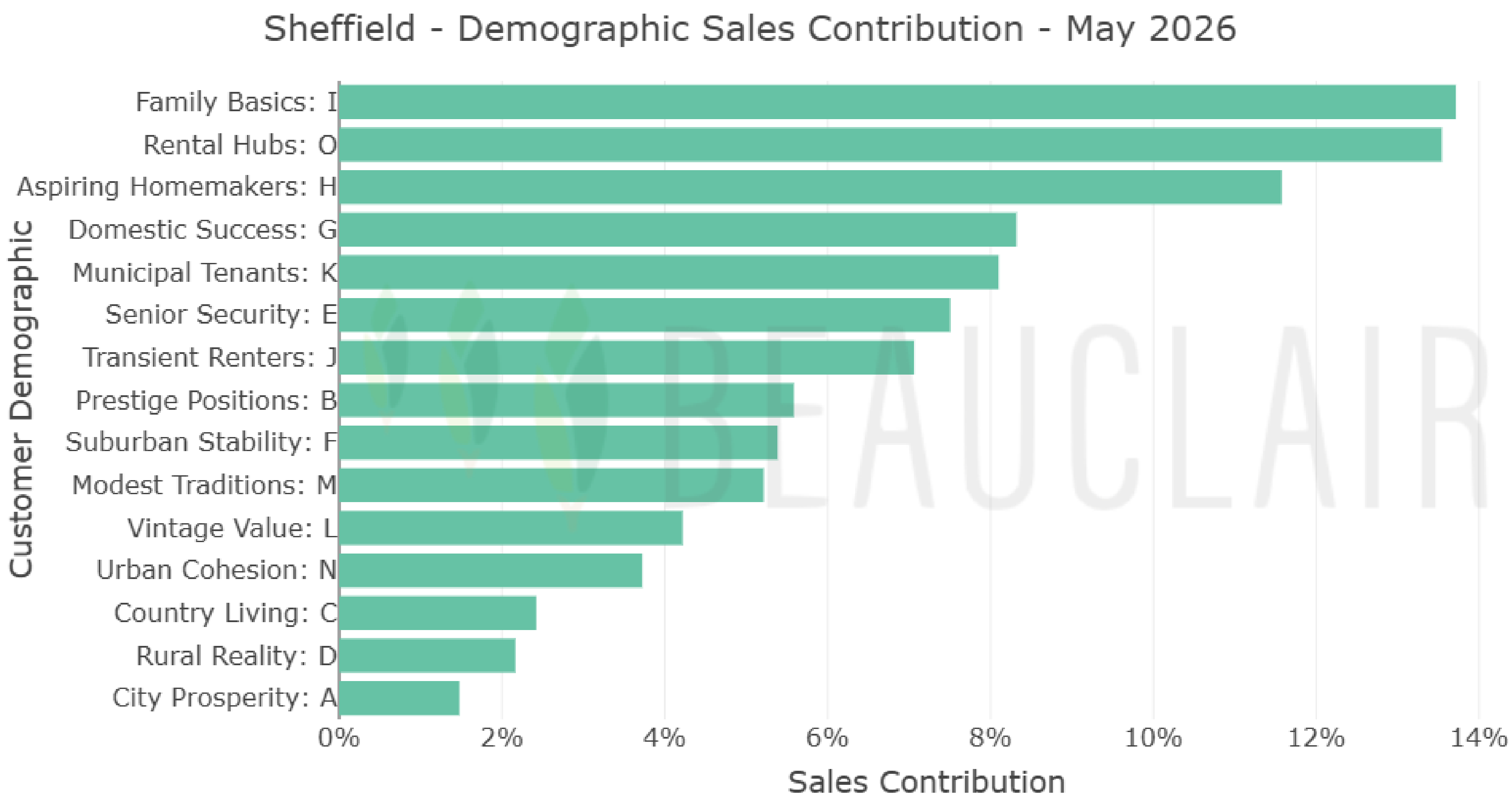


For a description of sectors please [visit our website](). Note that ! indicates small sectors with limited transaction data

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

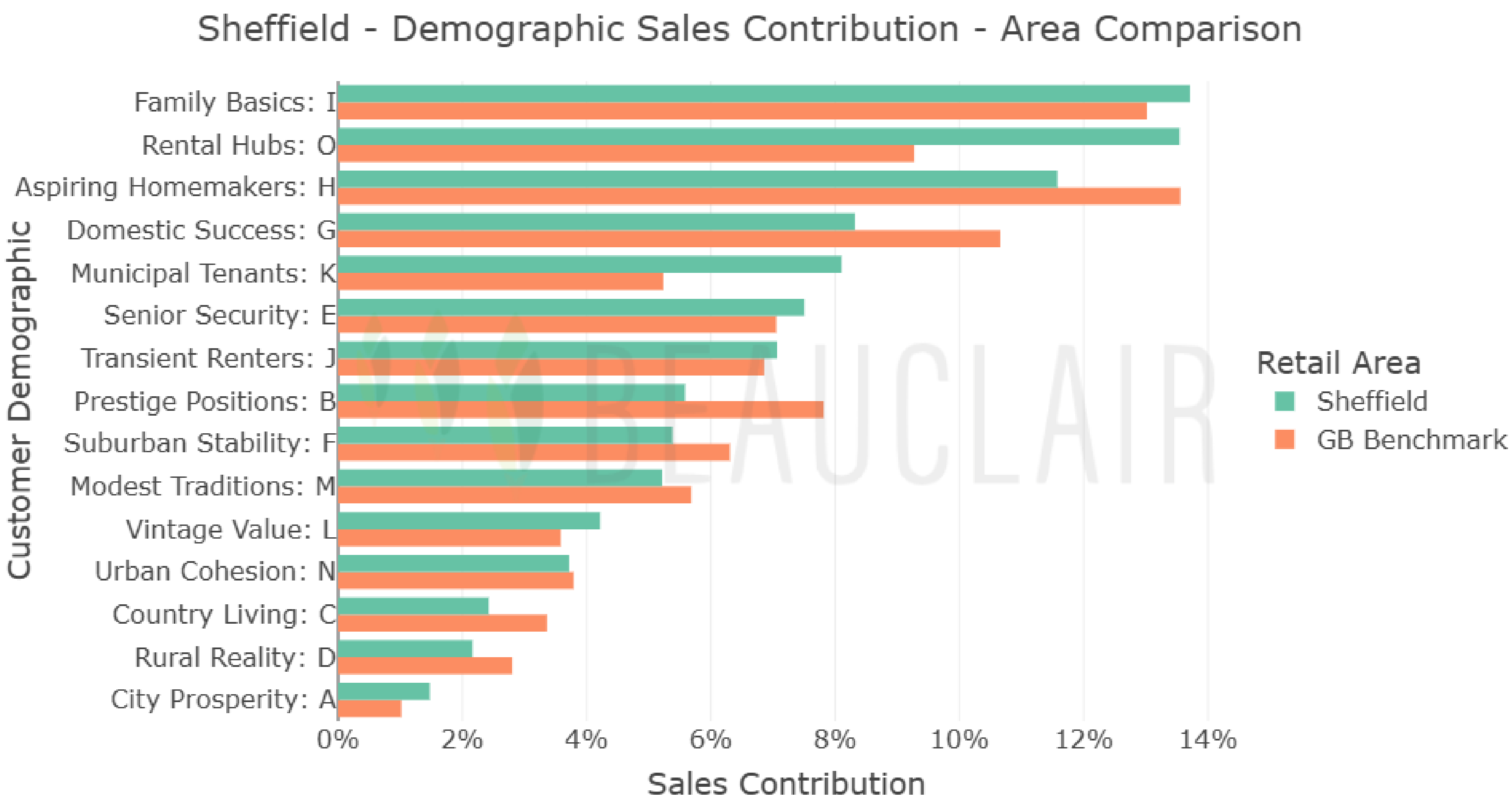


Customer demographics – May 2026 (Sheffield city centre)



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

Customer demographics – May 2026 (comparison with GB Benchmark)



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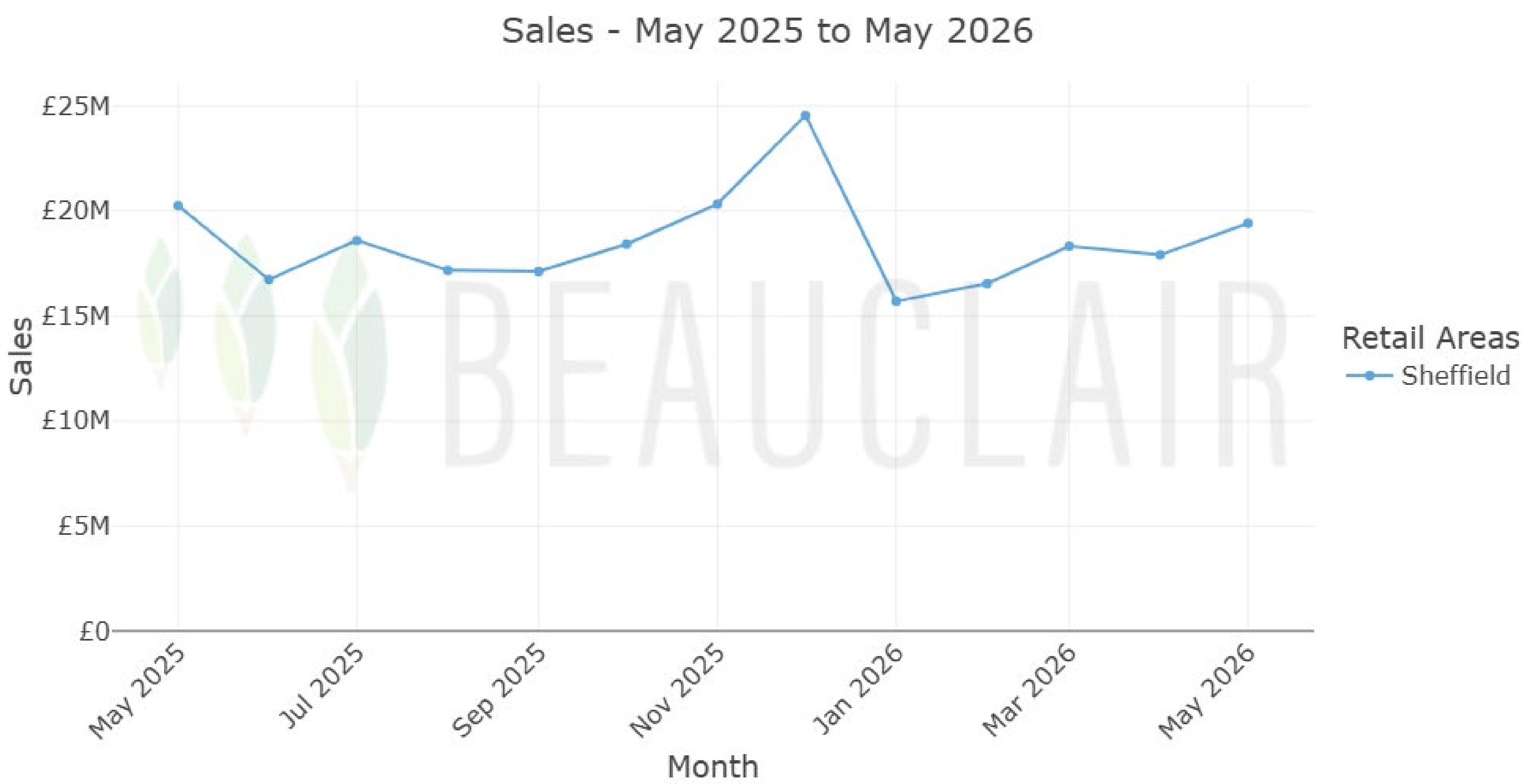
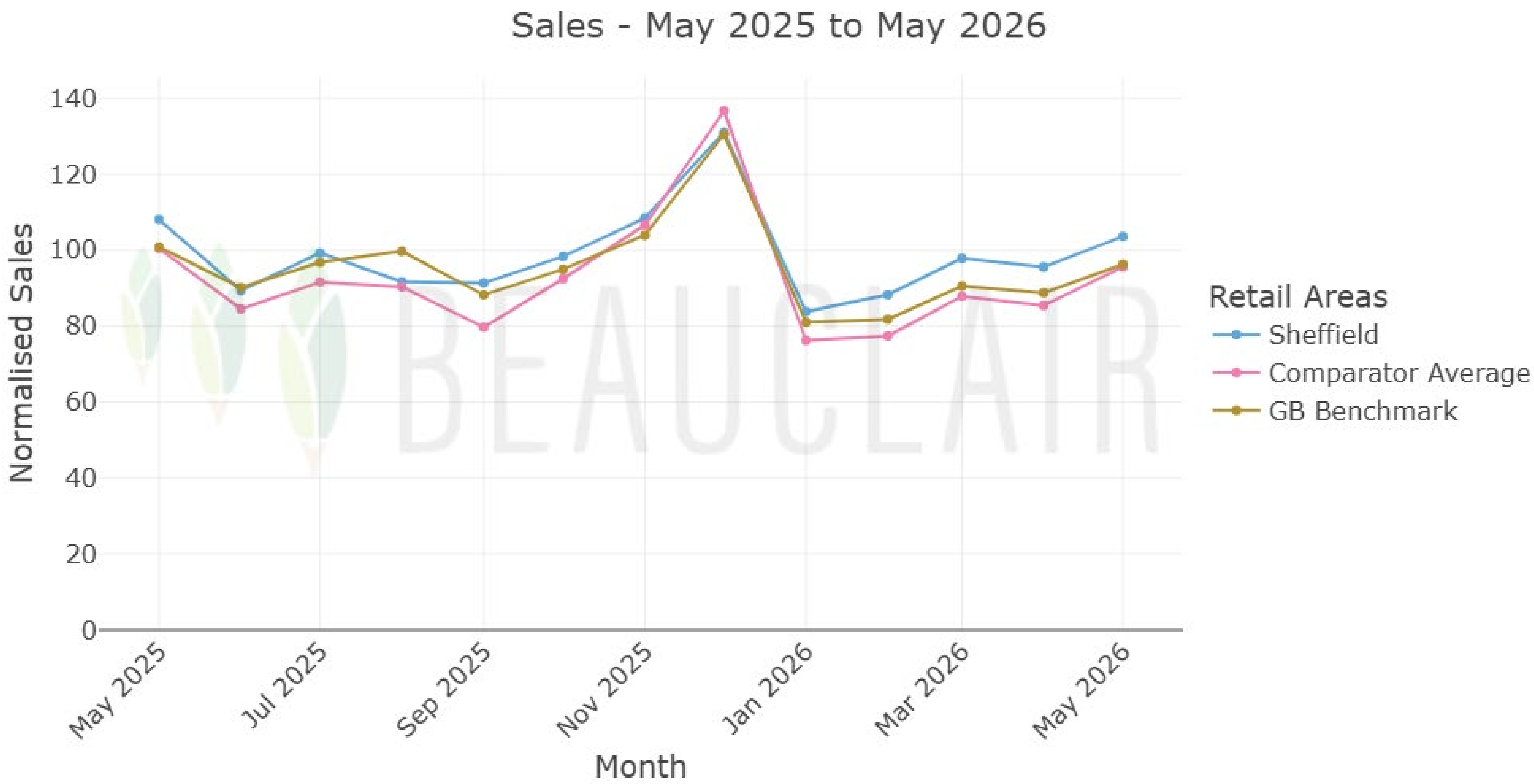
Year to date comparisons

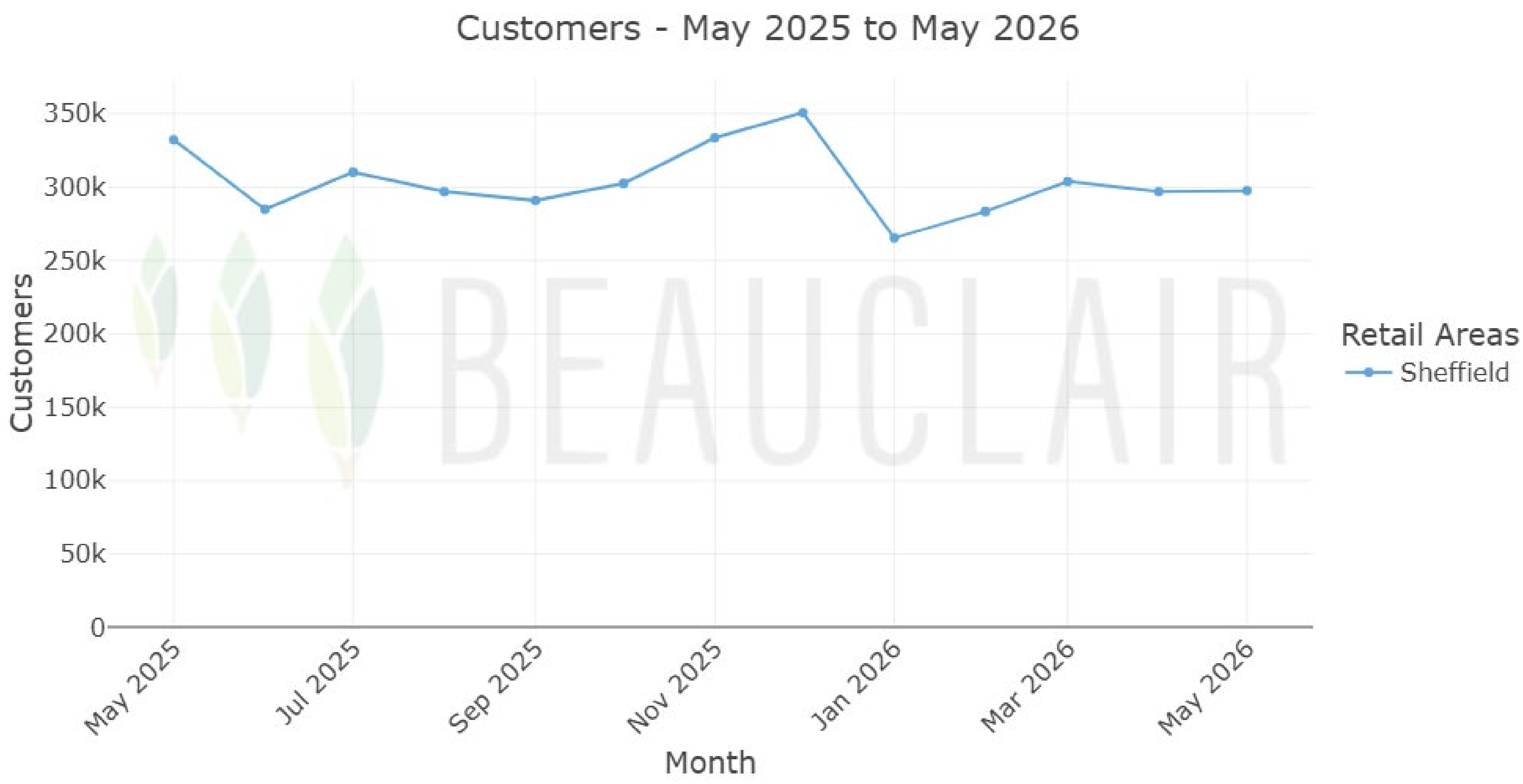
Sales – Sheffield city centre



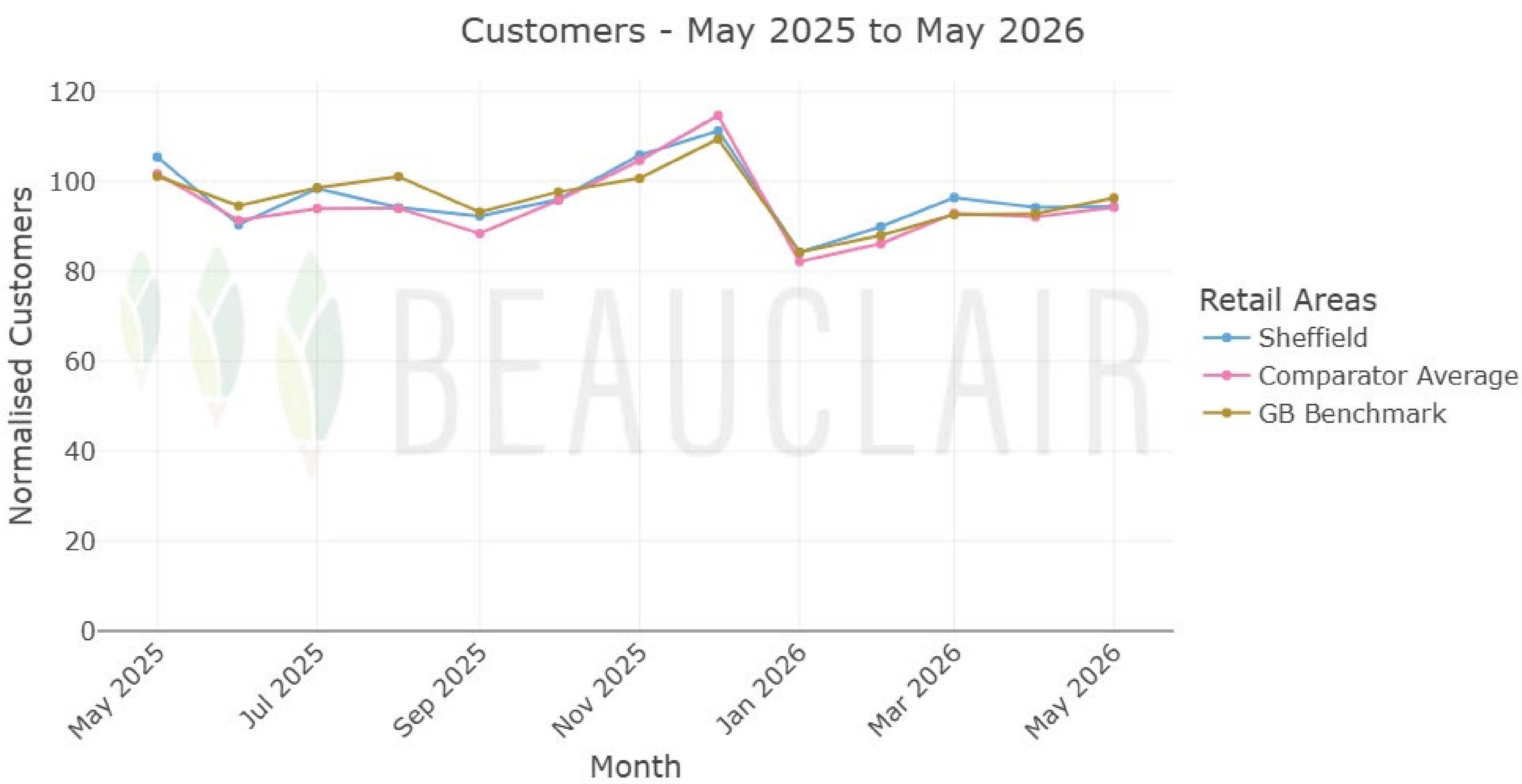
Sales – comparison vs GB Benchmark



Customers – Sheffield city centre

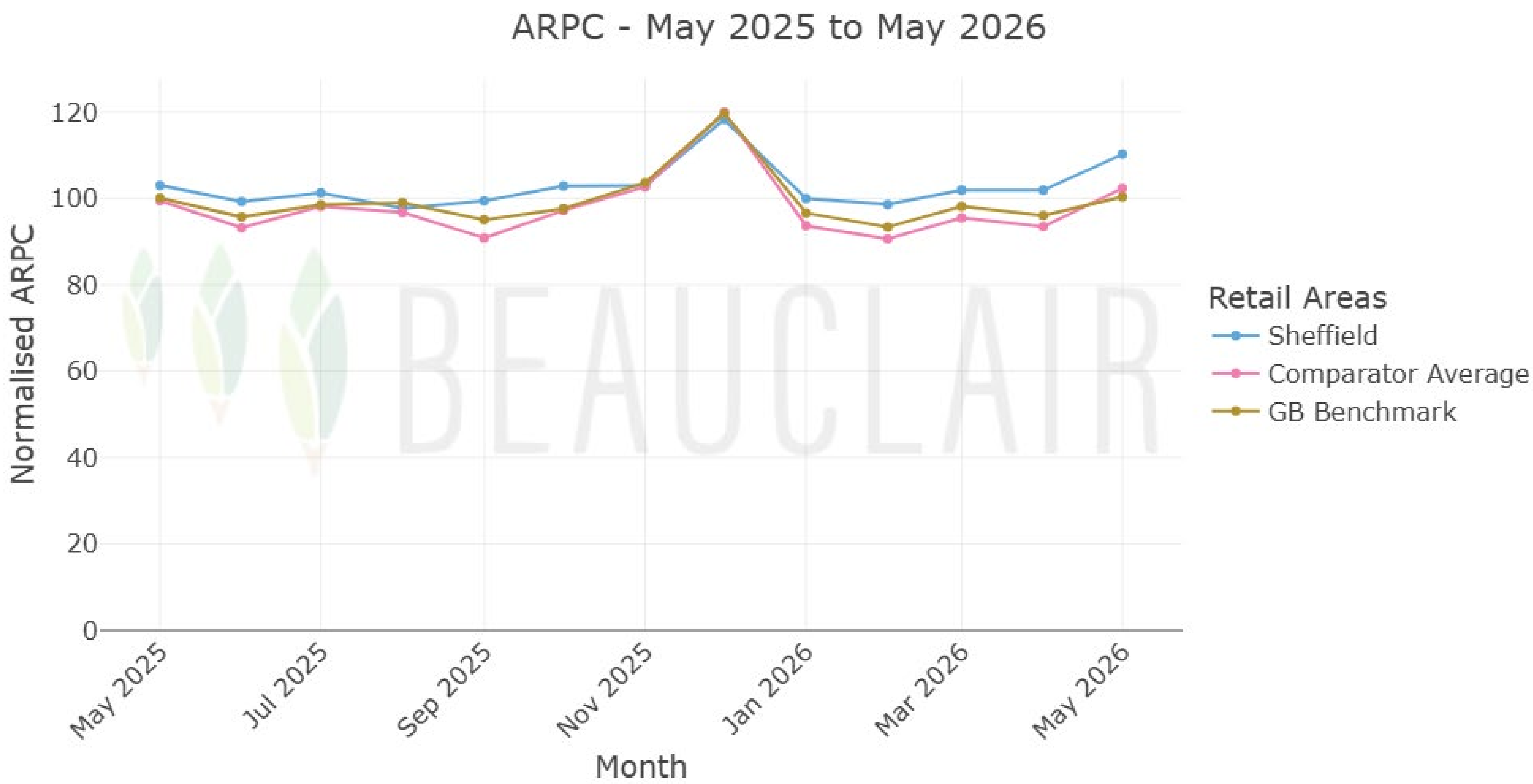


Customers – comparison vs GB Benchmark



Average revenue per customer – Sheffield city centre

Average revenue per customer – comparison vs GB Benchmark



May reflects a more constrained trading environment – the challenge now is to rebuild customer numbers while sustaining strong spend per visit.

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 May are available on our website.

Data source: Beauclair

The Sheffield Food Festival (May 2026)