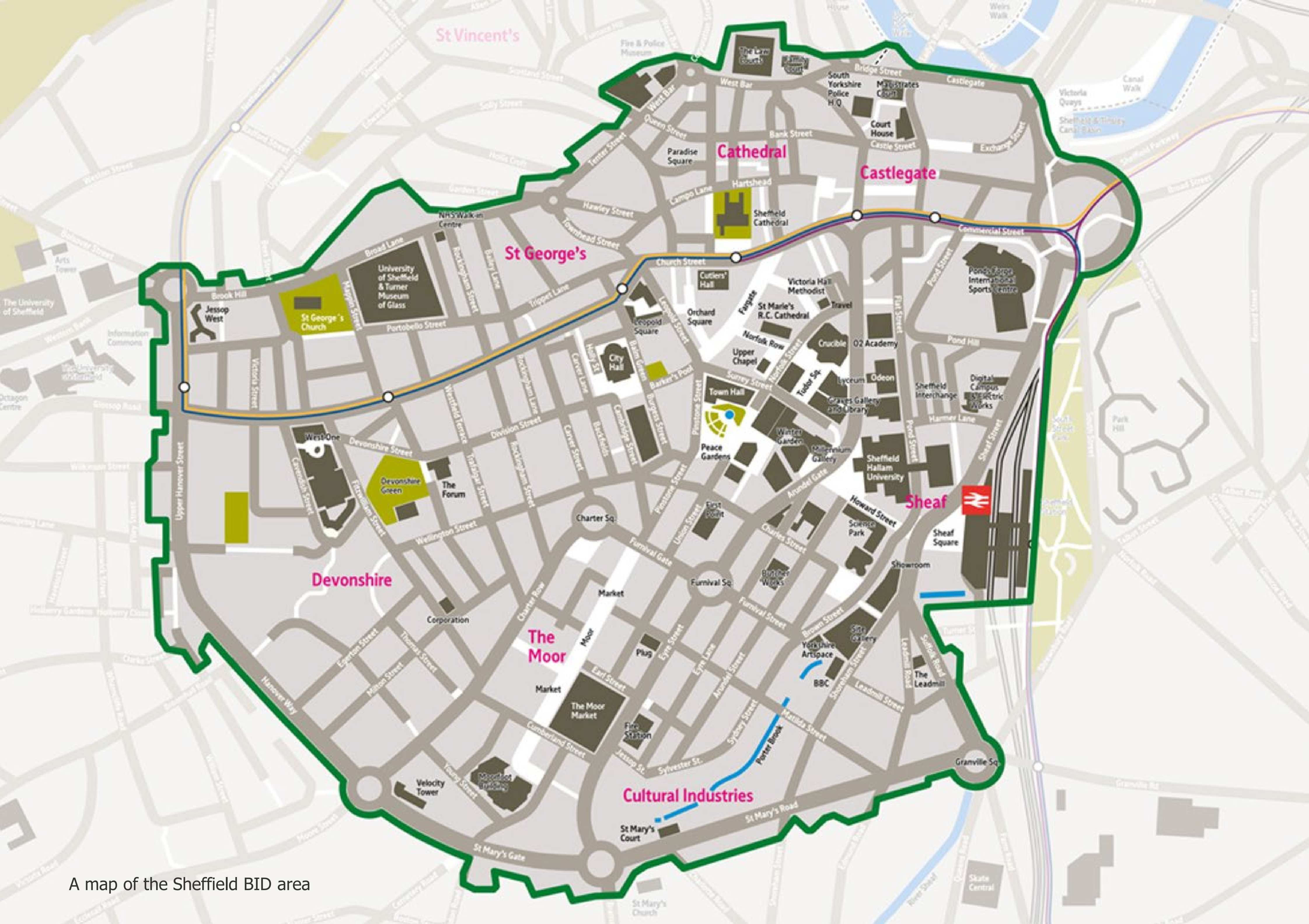
BID BAROMETER

Trends and insights

Sheffield city centre

June 2026

SHEFFIELDBID



A map of the Sheffield BID area

Softer performance amid fragile consumer confidence

Sheffield experienced another challenging month in June, with total sales declining by 4.7% year-on-year. While this represents a continuation of the softer trading environment seen in recent months, the city's performance was broadly in line with Leeds (-5.7%) and stronger than Nottingham (-6.6%), demonstrating continued relative resilience.

Nationally, town and city centre sales also remained under pressure, falling by 4.5% compared with June 2025 despite exceptionally warm weather. The national benchmark points to ongoing structural challenges facing high streets, with reduced shopper activity continuing to weigh on performance.

As seen across GB, the primary driver of Sheffield's sales decline was a reduction in customer numbers. Purchasing customers fell by 4.6%, accounting for almost all of the decrease in sales, while average revenue per customer declined by just 0.1%. This suggests that spending behaviour among those who visited remained relatively stable, with the key challenge continuing to be attracting and retaining customers rather than increasing basket spend. The pattern is consistent with the national picture, where customer numbers declined by 6.6% year-on-year.

Sheffield's comparative performance remains encouraging. Although sales remain below last year's levels, the city outperformed both the national benchmark and Nottingham on both monthly and year-to-date measures. The year-to-date decline of 3.2% also compares favourably with Leeds (-3.9%) and Nottingham (-5.8%), suggesting that Sheffield continues to maintain a relatively stronger trading position than many comparable city centres.

Overall, June reinforces the emerging trend of a consumer environment characterised by lower levels of shopper activity rather than weaker spend per visit. While footfall and customer acquisition remain the principal challenges, Sheffield's ability to outperform national and regional benchmarks indicates that the city centre retains a resilient customer base and continues to compare favourably with many competing destinations.

Key retail metrics – June 2026 (Sheffield city centre)

- In June 2026, retail sales in Sheffield totalled £15.9m, bringing year-to-date (YTD) sales to £104m.
- Compared with June 2025, monthly sales were down 4.7%, while YTD sales decreased by 3.2%.
- The monthly decline was driven primarily by a 4.6% reduction in customer numbers, while average revenue per customer (ARPC) remained broadly stable, declining by just 0.1%.

Metric	June 26	June 26 vs June 25	YTD June 26	YTD June 26 vs YTD June 25
Sales	£15.9m	-4.7%	£104m	-3.2%
Transactions	1.13m	-3.5%	7.11m	-2.6%
Customers	270k	-4.6%	1.71m	-4.7%
ATV	£14.05	-1.3%	£14.57	-0.6%
ARPC	£58.92	-0.1%	£60.59	+1.5%

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

Sales growth – June 2026

Sheffield city centre v. our comparator areas

- Monthly sales in Sheffield fell by 4.7% between June 2025 and June 2026, outperforming Nottingham (-6.6%) and broadly in line with Leeds (-5.7%).
- YTD sales in Sheffield were down 3.2% compared with the same period in 2025, outperforming Nottingham (-5.8%) and broadly in line with Leeds (-3.9%).

Retail area	June 26 vs June 25	YTD June 26 vs YTD June 25
Sheffield	-4.7%	-3.2%
Leeds	-5.7%	-3.9%
Nottingham	-6.6%	-5.8%
GB Benchmark	-4.5%	-4.0%

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

Sector sales – June 2026 (Sheffield city centre)

The five sectors with the highest monthly sales are Food & Drink (£5.92m), Grocery (£3.16m), Fashion (£2.14m), Health & Beauty (£1.44m), and Transport (£1.04m).

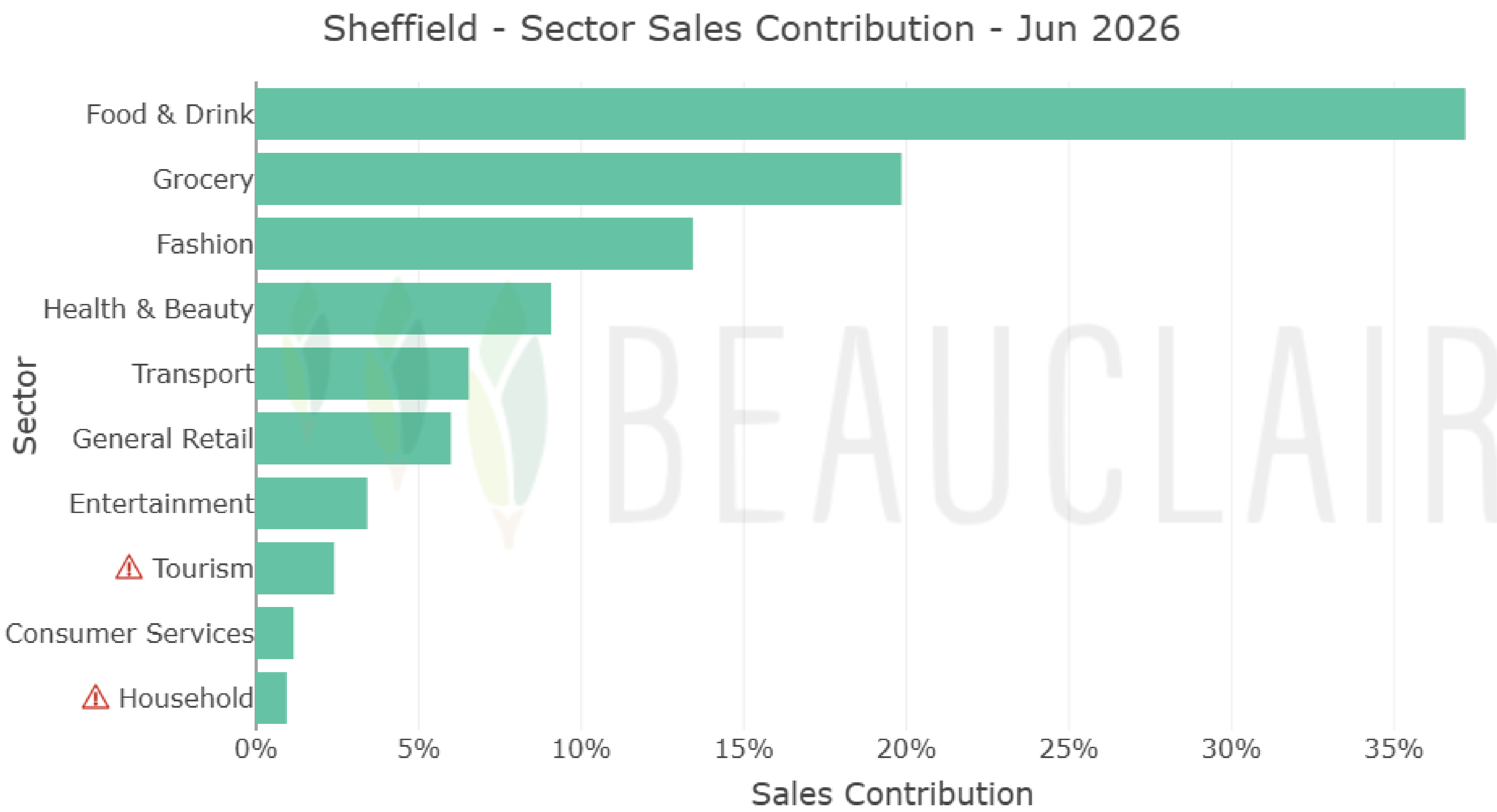
The five sectors with the highest YTD sales are Food & Drink (£40.3m), Grocery (£18.8m), Fashion (£12.8m), Health & Beauty (£9.98m), and General Retail (£6.53m).

The five sectors showing the largest change in sales between Jun 2025 and Jun 2026 are Health & Beauty (−£347k), Food & Drink (−£268k), Grocery (+£184k), General Retail (−£176k) and Transport (+£174k).

Sector	June 26	June 26 vs June 25	YTD June 26	YTD June 26 vs YTD June 25
Food & Drink	£5.92m	-4.3%	£40.3m	-2.7%
Grocery	£3.16m	+6.2%	£18.8m	+2.8%
Fashion	£2.14m	-3.4%	£12.8m	-15.9%
Health & Beauty	£1.44m	-19.4%	£9.98m	-1.4%
Transport	£1.04m	+20.1%	£5.98m	+14.2%
General Retail	£954k	-15.6%	£6.53m	-5.8%
Entertainment	£544k	-3.3%	£3.73m	+6.9%
Tourism	£382k	-21.0%	£2.61m	-16.5%
Consumer Services	£184k	-24.8%	£1.10m	-5.6%
Household	£150k	-40.7%	£1.80m	-13.8%

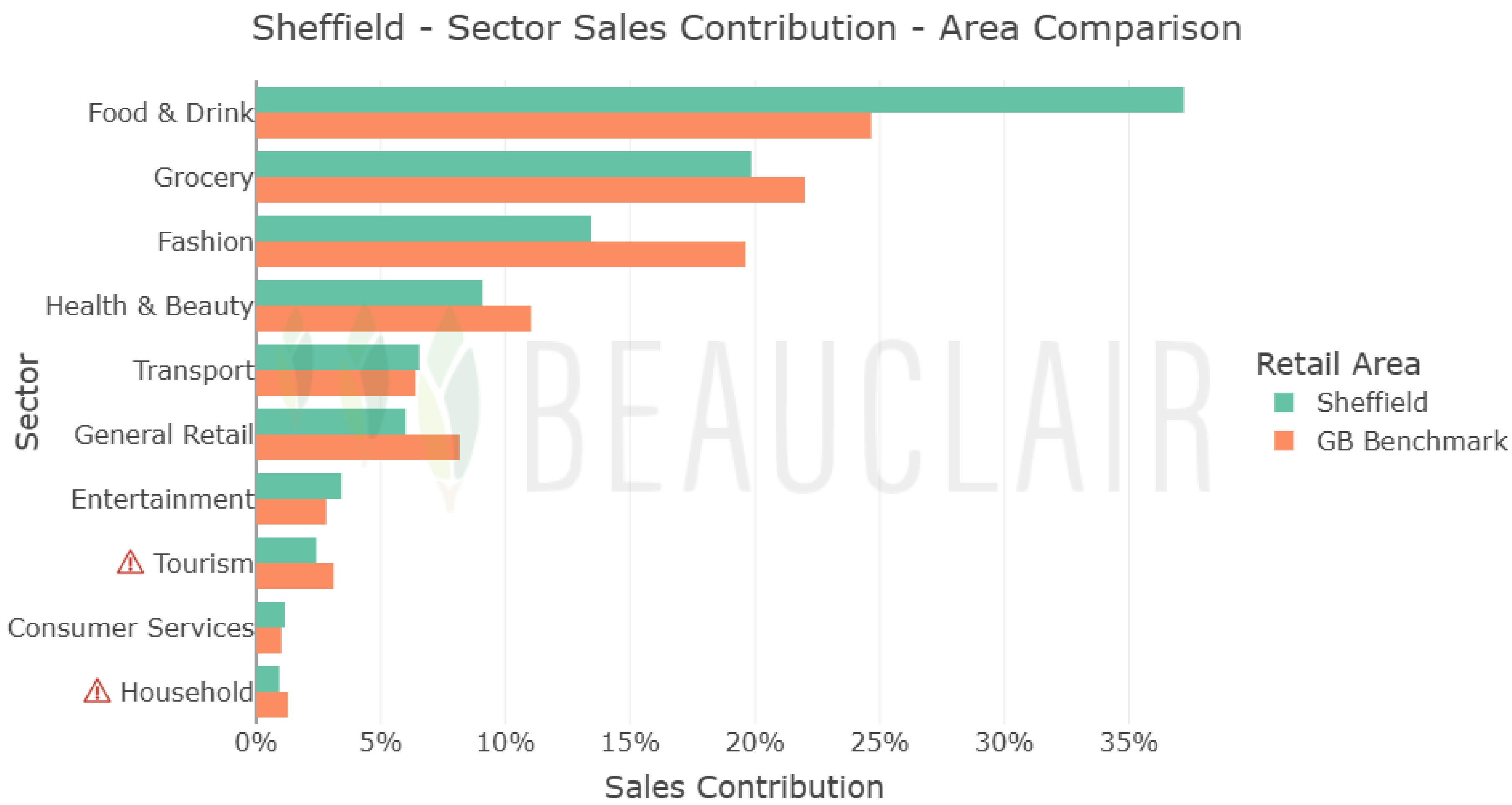
For a description of sectors please visit our website.

Sector sales – June 2026 (Sheffield city centre)



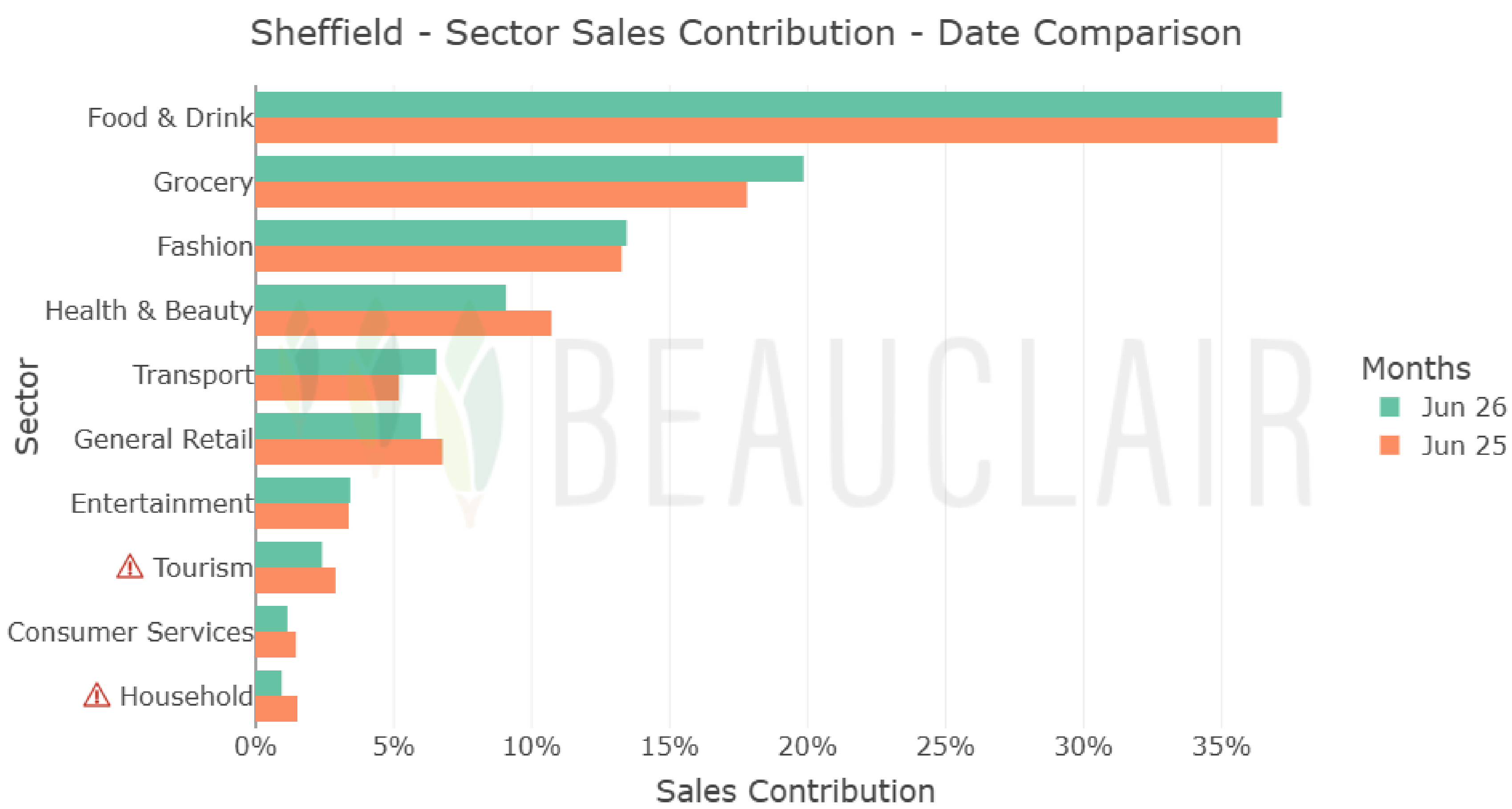
For a description of sectors please visit our website. Note that ! indicates small sectors with limited transaction data

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



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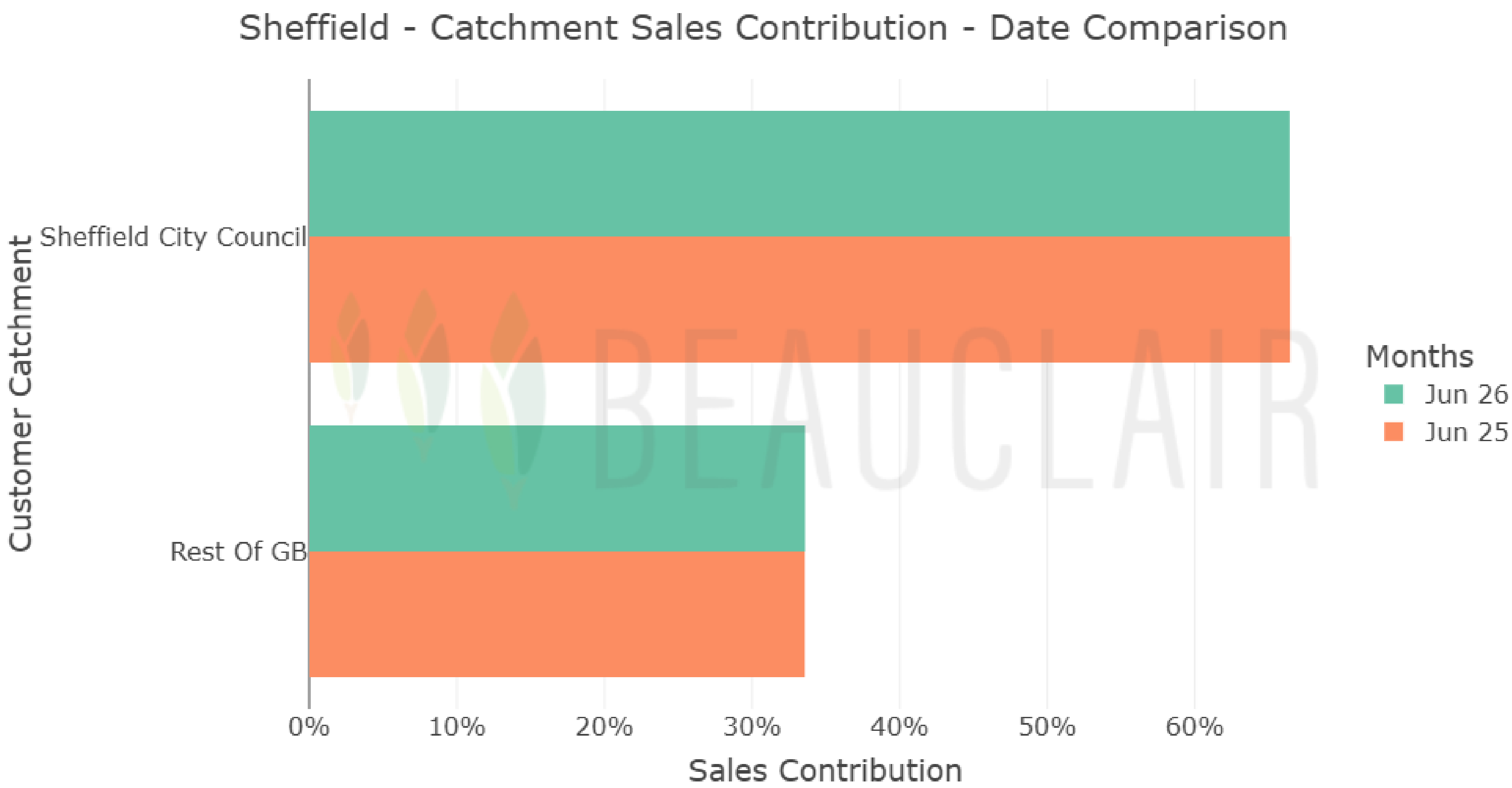
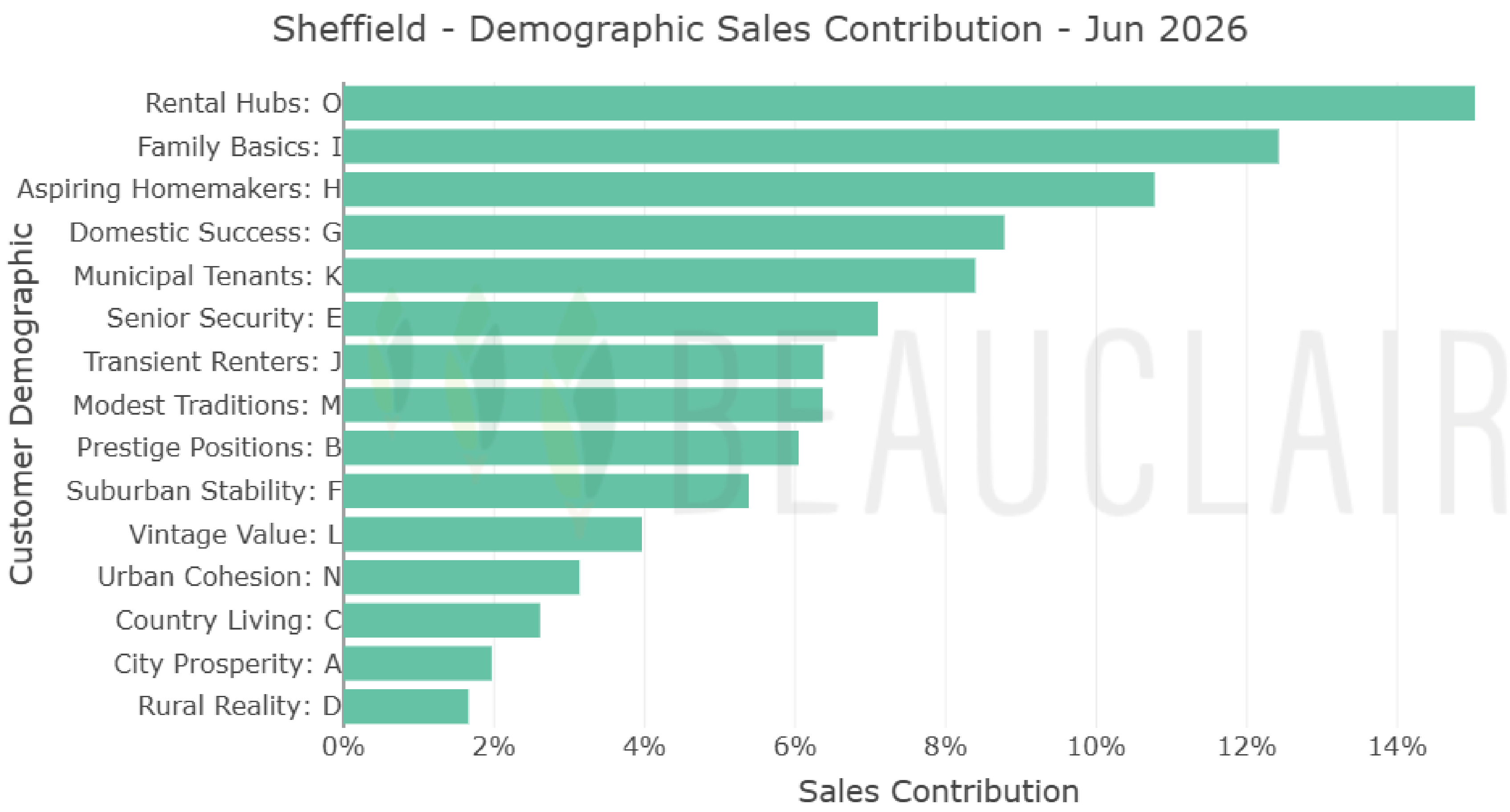
Catchment sales – June 2026 v June 2025 (Sheffield city centre)

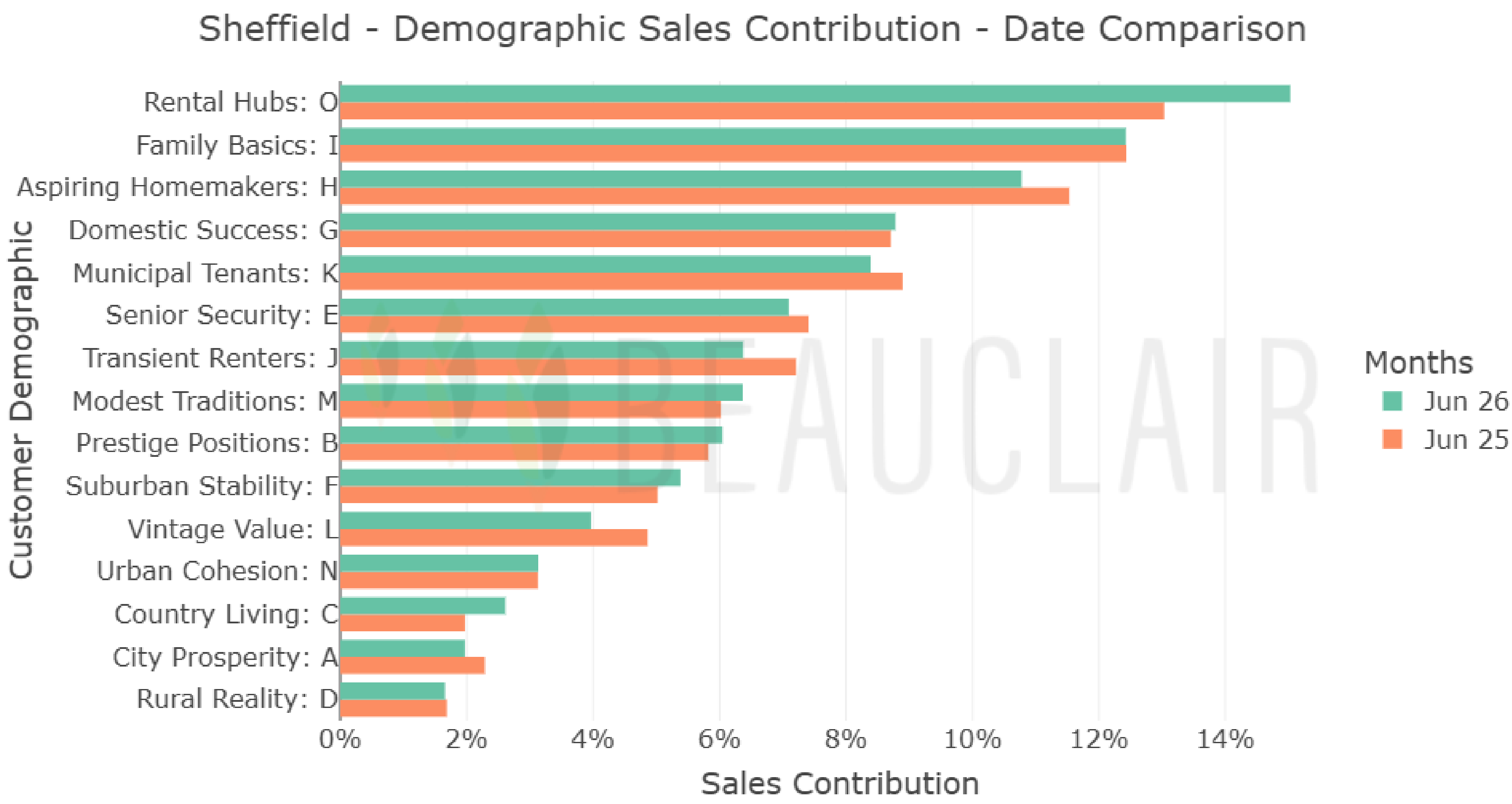


Customer demographics – June 2026 (Sheffield city centre)



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

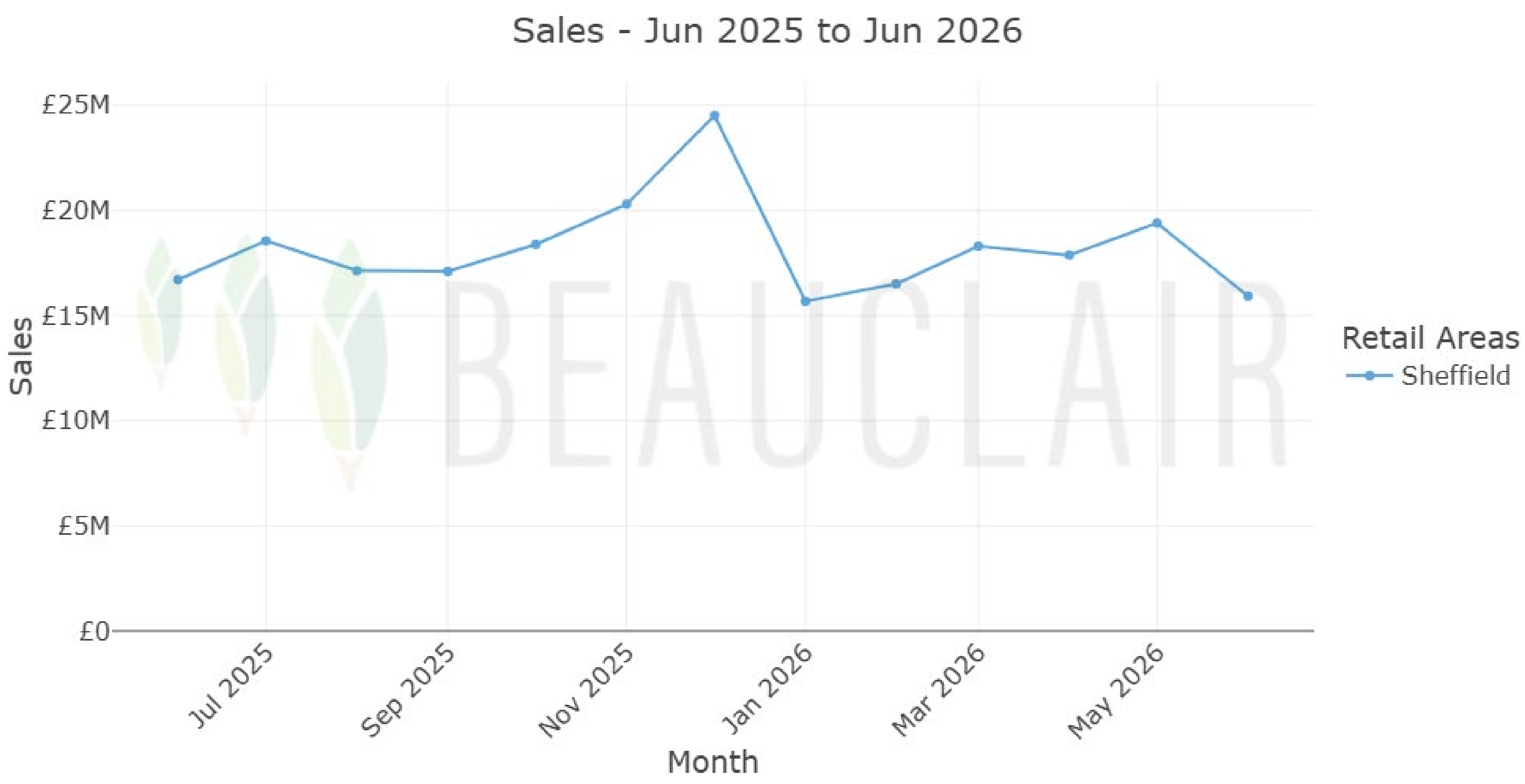
Customer demographics – June 2026 (comparison with GB Benchmark)



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

Year to date comparisons

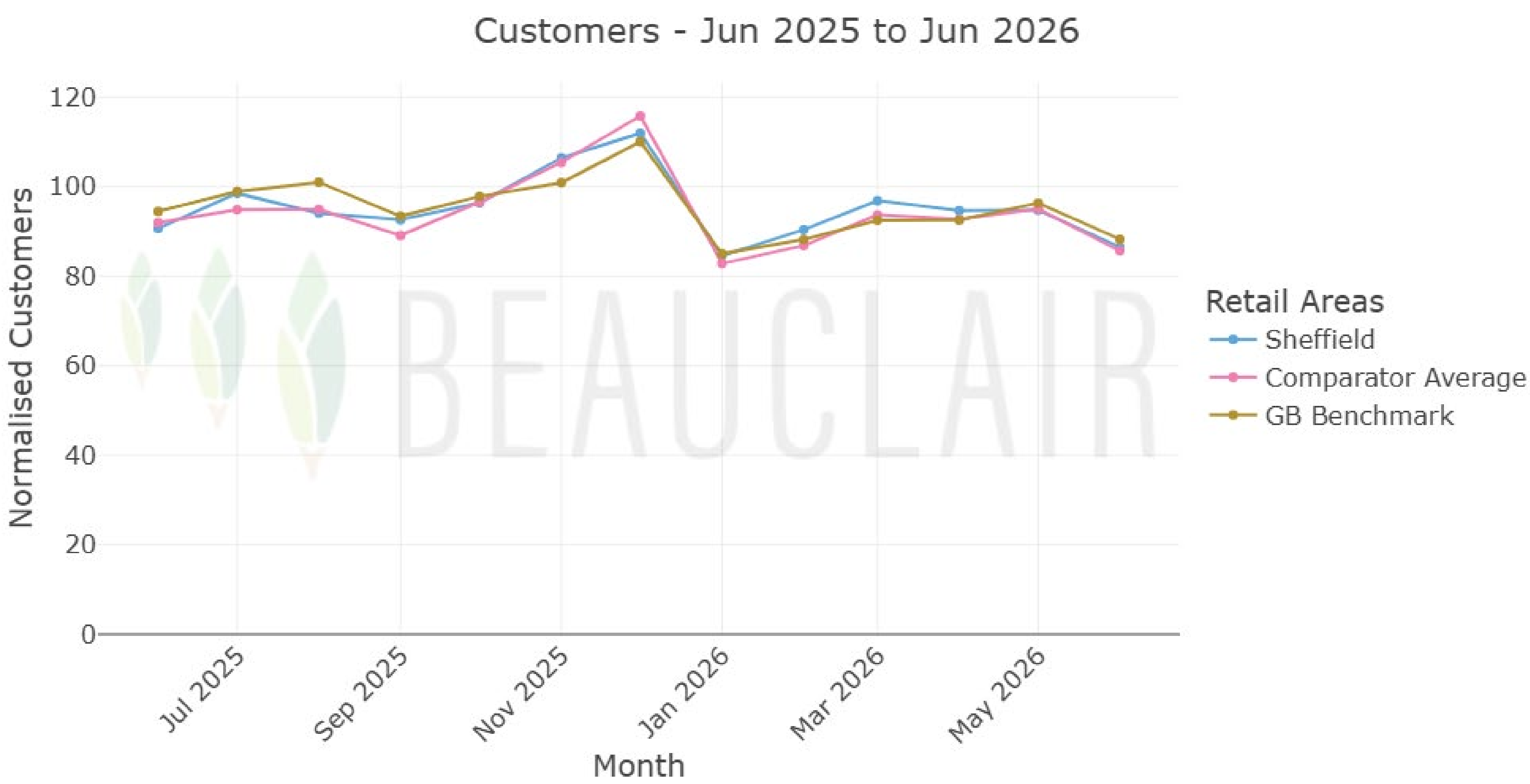
Sales – Sheffield city centre



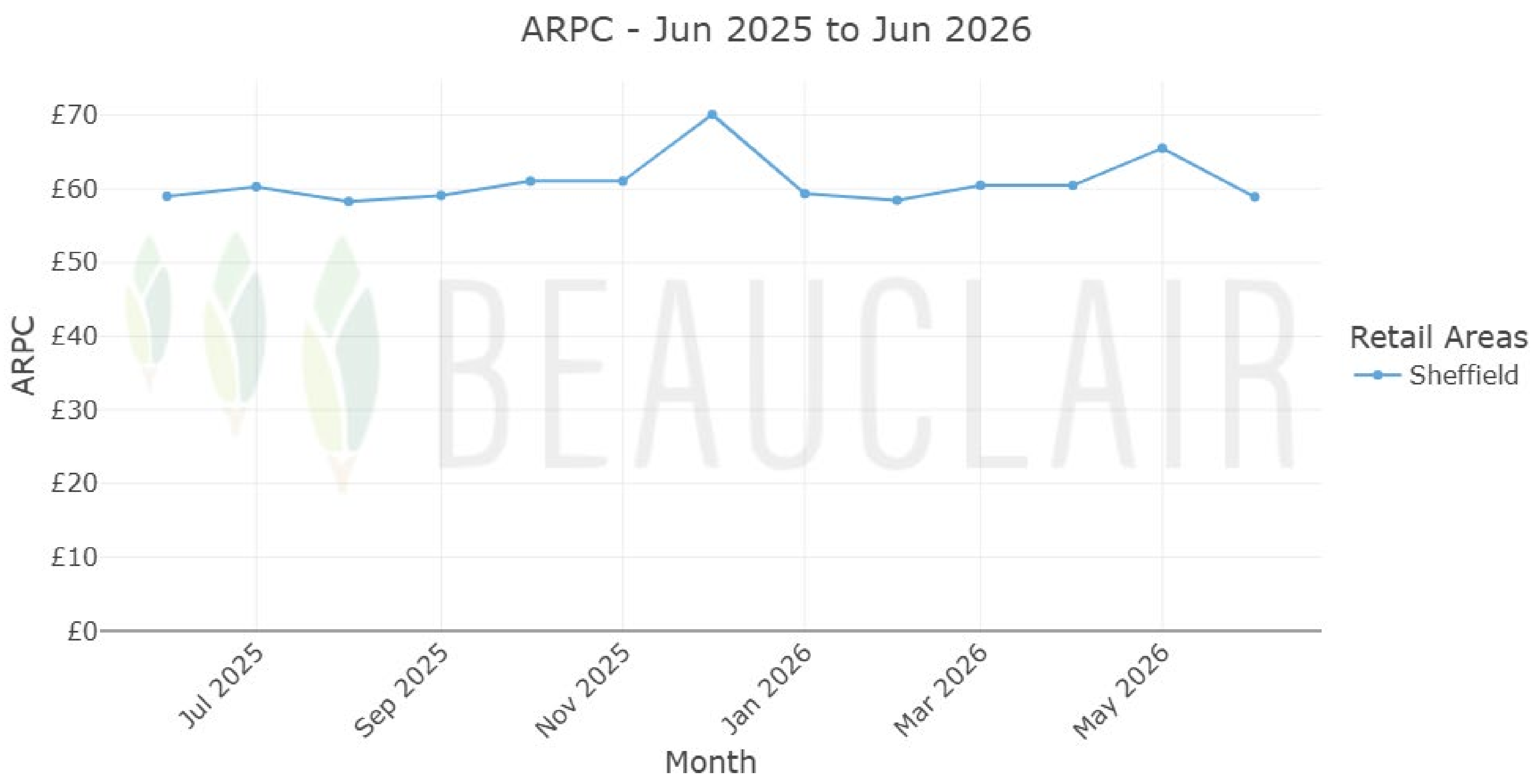
Sales – comparison vs GB Benchmark

Customers – Sheffield city centre

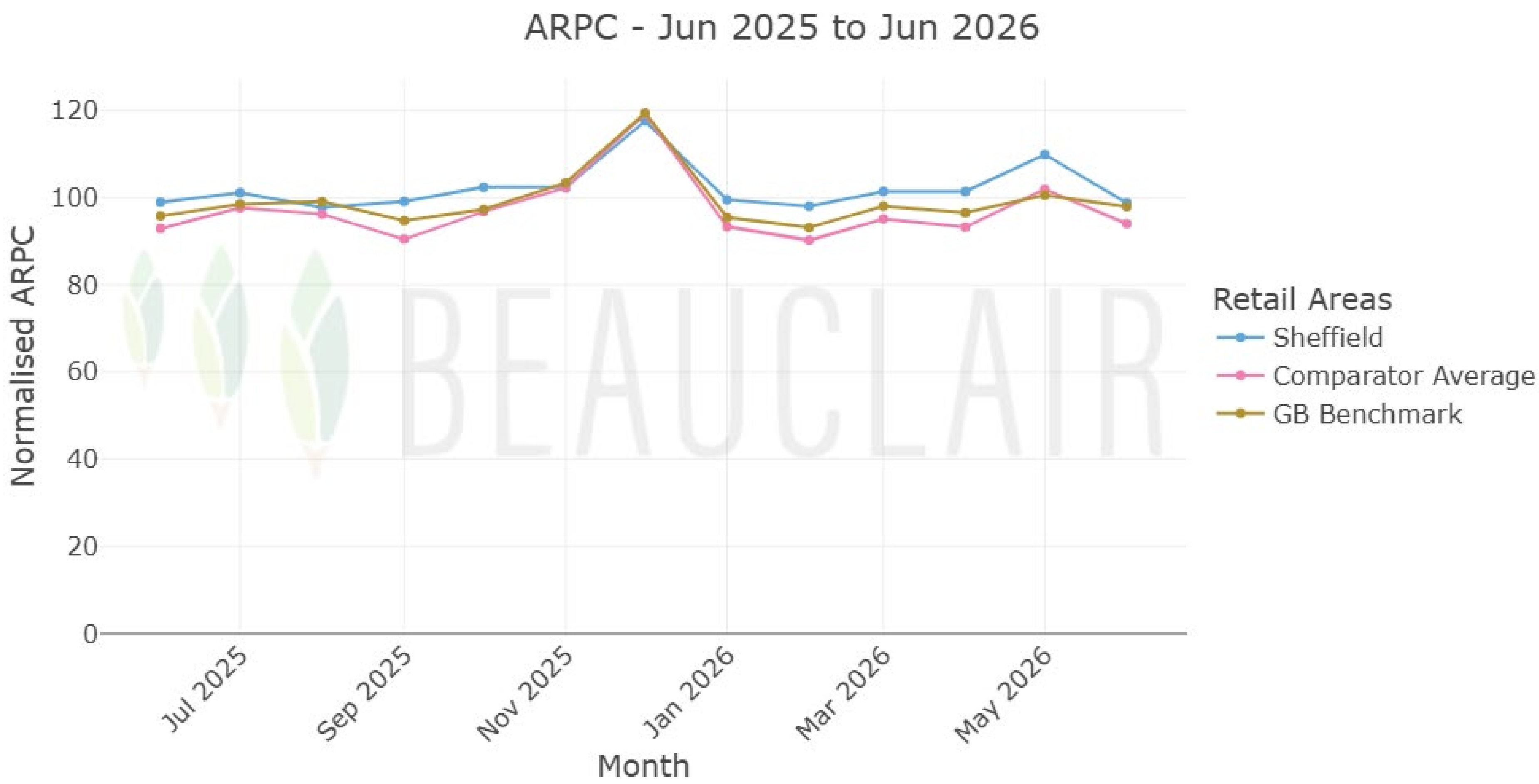
Customers – comparison vs GB Benchmark



Average revenue per customer – Sheffield city centre



Average revenue per customer – comparison vs GB Benchmark



June's performance was driven by lower customer volumes, with average spend per customer remaining stable. Rebuilding footfall remains the key challenge for sustaining sales growth.

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

Data source: Beauclair

Events such as Roundabout's Krazy Races on Fargate (June 2026) help drive visitor footfall