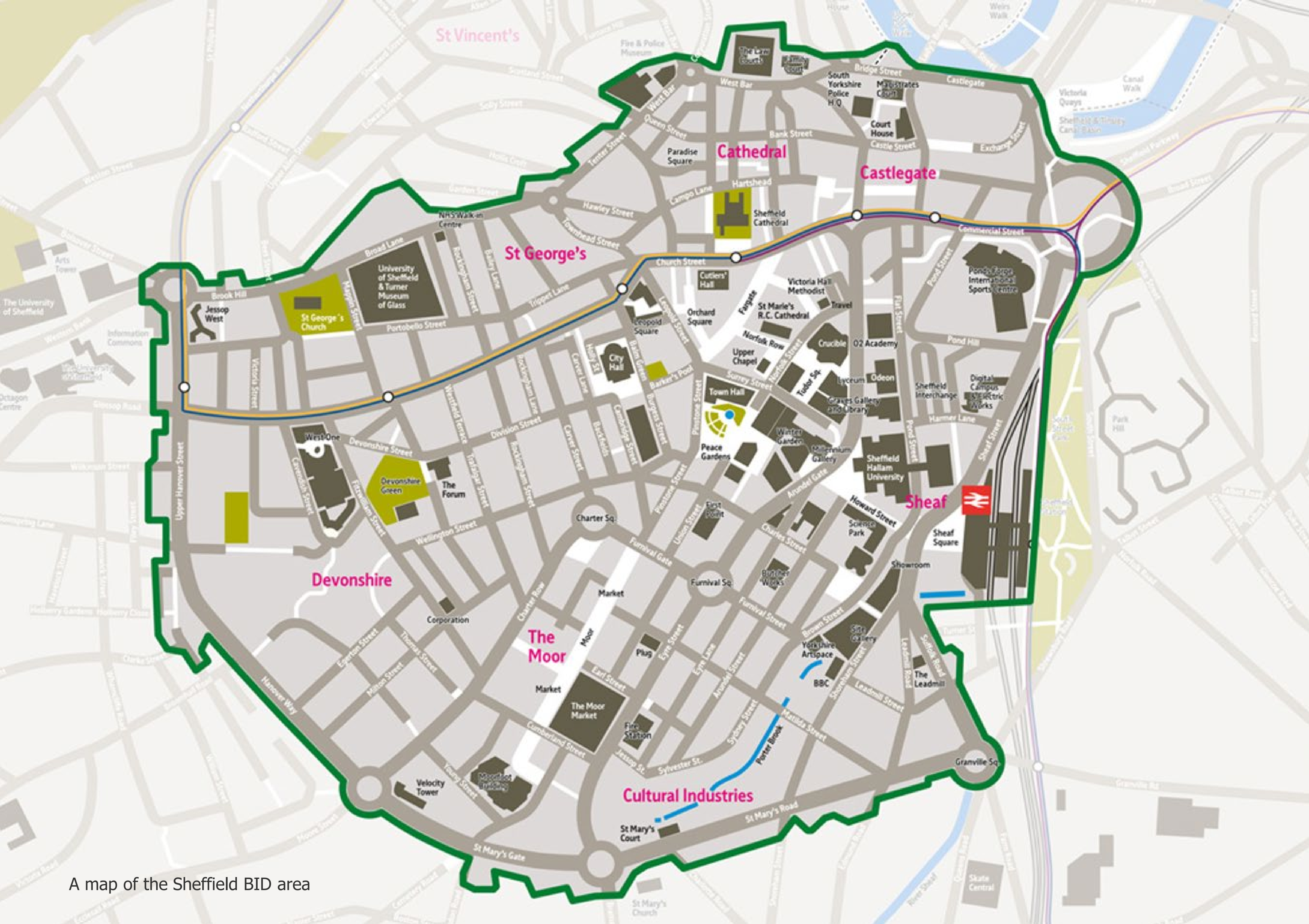
BID BAROMETER

Trends and insights

Sheffield city centre

July 2026

SHEFFIELDBID



A map of the Sheffield BID area

Resilient performance despite lower customer numbers

Sheffield experienced a relatively stable month in July, with total sales declining by 3.1% year-on-year. While sales remained below 2025 levels, the city's performance was stronger than Nottingham (-4.3%) and broadly in line with the national High Street Index (-2.8%), demonstrating continued resilience in a challenging trading environment.

As in previous months, the primary driver of the decline was a reduction in customer numbers. Purchasing customers fell by 4.6%, although this was partially offset by a 1.6% increase in average revenue per customer, indicating that those who visited the city centre continued to spend slightly more per transaction. The data suggests that demand remains relatively robust among existing customers, with attracting greater volumes of visitors remaining the key challenge.

Sheffield's year-to-date performance also compares favourably with many comparable locations. YTD sales were 2.7% below 2025 levels, broadly matching the High Street Index (-2.8%) and outperforming both Leeds (-4.6%) and Nottingham (-7.0%). This suggests the city centre continues to maintain a comparatively strong trading position despite wider pressures affecting town and city centres nationally.

Overall, July reinforces the emerging trend of lower shopper activity rather than weaker consumer spend. While rebuilding customer volumes remains critical to restoring sales growth, Sheffield continues to perform at or above benchmark levels and retains a resilient retail and leisure economy.

Key retail metrics – July 2026 (Sheffield city centre)

- In July 2026, monthly retail sales in Sheffield totalled **£23.7m**, with **year-to-date (YTD) sales of £157m**.
- Compared with July 2025, monthly sales decreased by **3.1%**, while YTD sales were down **2.7%**.
- The decline in monthly sales was driven by a **4.6% reduction in customer numbers**, partially offset by a **1.6% increase in average revenue per customer (ARPC)**.

Metric	July 26	July 26 vs July 25	YTD July 26	YTD July 26 vs YTD July 25
Sales	£23.7m	-3.1%	£157m	-2.7%
Transactions	1.62m	-2.2%	10.9m	-3.3%
Customers	371k	-4.6%	2.54m	-5.2%
ATV	£14.64	-0.9%	£14.42	+0.6%
ARPC	£63.78	+1.6%	£61.92	+2.7%

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

Sales growth – July 2026

Sheffield city centre v. our comparator areas

- Monthly sales in Sheffield decreased by 3.1% between July 2025 and July 2026. This was a smaller decline than Nottingham (-4.3%), broadly in line with the High Street Index (-2.8%), and below Leeds (+0.9%), which recorded growth.
- Year-to-date (YTD) sales in Sheffield were 2.7% lower than the same period in 2025. This represented a smaller decline than both Nottingham (-7.0%) and Leeds (-4.6%) and was broadly in line with the High Street Index (-2.8%).

Retail area	July 26 vs July 25	YTD July 26 vs YTD July 25
Sheffield	-3.1%	-2.7%
Leeds	+0.9%	-4.6%
Nottingham	-4.3%	-7.0%
High Street Index	-2.8%	-2.8%

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

Sector sales – July 2026 (Sheffield city centre)

The five largest sectors by sales value were Food & Drink (£8.95m), Fashion (£4.28m), Grocery (£2.97m), Health & Beauty (£2.51m) and Transport (£1.45m).

The most significant year-on-year sales movements were seen in Grocery (-£1.00m), Health & Beauty (+£342k), Transport (+£317k), Tourism (-£233k) and General Retail (-£221k).

I prefer the second version for a levy payer or board report because "largest sectors by sales value" and "most significant sales movements" are immediately understood without readers having to interpret what "largest change" means.

Sector	July 26	July 26 vs July 25	YTD July 26	YTD July 26 vs YTD July 25
Food & Drink	£8.95m	-£31.5k	-0.4%	-2.1%
Fashion	£4.28m	+£72.9k	+1.7%	+14.8%
Grocery	£2.97m	-£1.00m	-25.2%	-10.4%
Health & Beauty	£2.51m	+£342k	+15.7%	-4.7%
Transport	£1.45m	+£317k	+28.0%	-3.4%
General Retail	£1.24m	-£221k	-15.2%	-7.8%
Tourism	£1.01m	-£233k	-18.7%	-10.6%
Entertainment	£740k	-£69.8k	-8.6%	-4.3%
Consumer Services	£273k	-£68.4k	-20.0%	-2.7%
Household	£229k	+£142k	+162.5%	-10.1%

For a description of sectors please visit our website.

Sector sales – Year to date (Sheffield city centre)

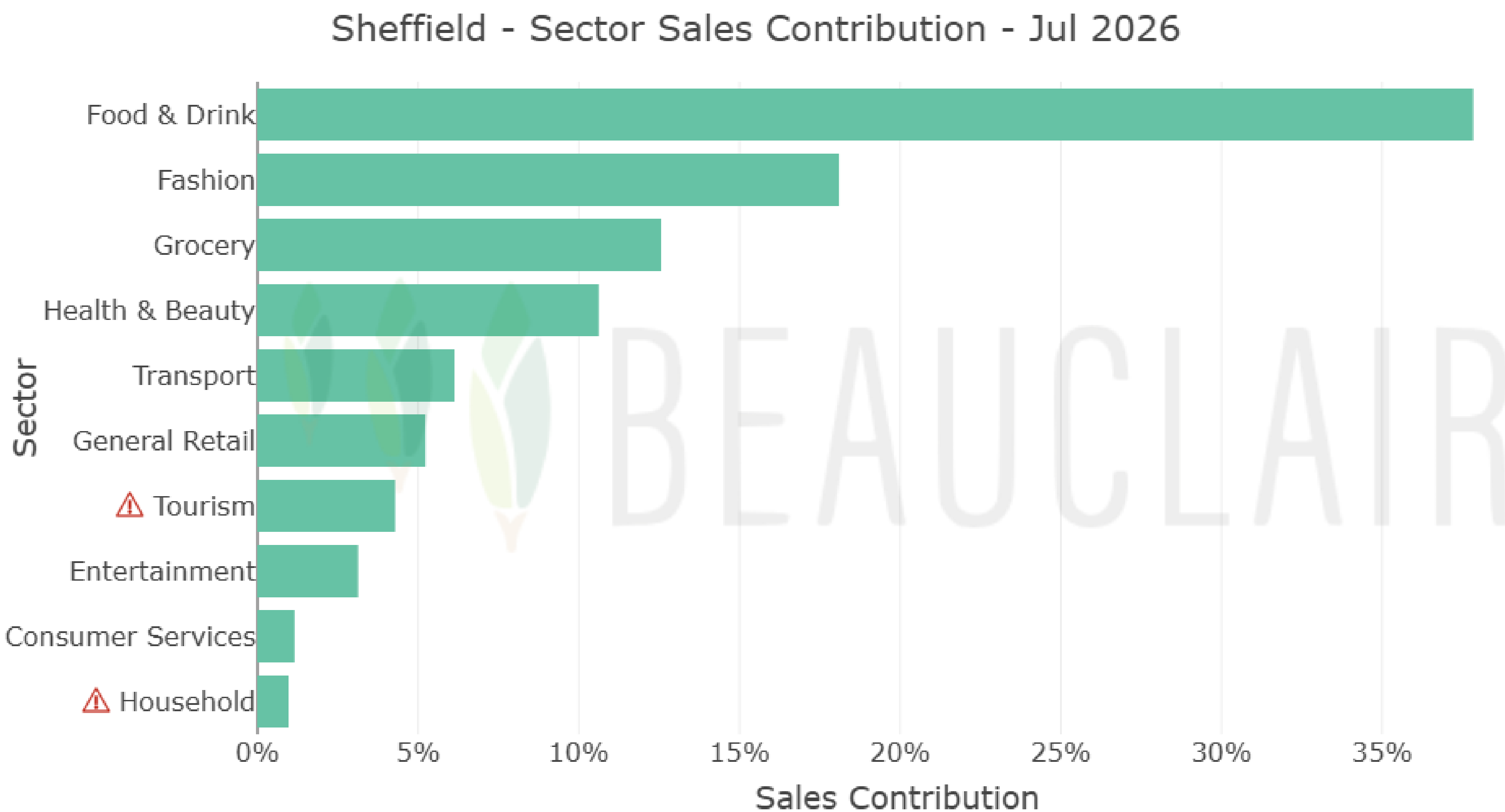
The largest sectors by YTD sales are Food & Drink (£61.8m), Grocery (£26.4m), Fashion (£21.2m), Health & Beauty (£14.9m) and General Retail (£9.45m).

The most significant year-on-year movements in YTD sales were recorded in Fashion (-£2.72m), Transport (+£1.15m), Grocery (-£1.00m), Food & Drink (-£897k) and Tourism (-£764k).

Sector	Sales YTD Jul 26	YTD Jul 26 vs YTD Jul 25 (£)	YTD Jul 26 vs YTD Jul 25 (%)	High Street Index (%)
Food & Drink	£61.8m	-£897k	-1.4%	-3.2%
Grocery	£26.4m	-£1.00m	-3.7%	-2.1%
Fashion	£21.2m	-£2.72m	-11.4%	-1.4%
Health & Beauty	£14.9m	+£267k	+1.8%	-2.6%
General Retail	£9.45m	-£651k	-6.4%	-4.5%
Transport	£8.94m	+£1.15m	+14.8%	-1.7%
Entertainment	£5.44m	+£248k	+4.8%	0.0%
Tourism	£4.55m	-£764k	-14.4%	-10.3%
Household	£2.92m	+£229k	+8.5%	-5.8%
Consumer Services	£1.78m	-£187k	-9.5%	-4.3%

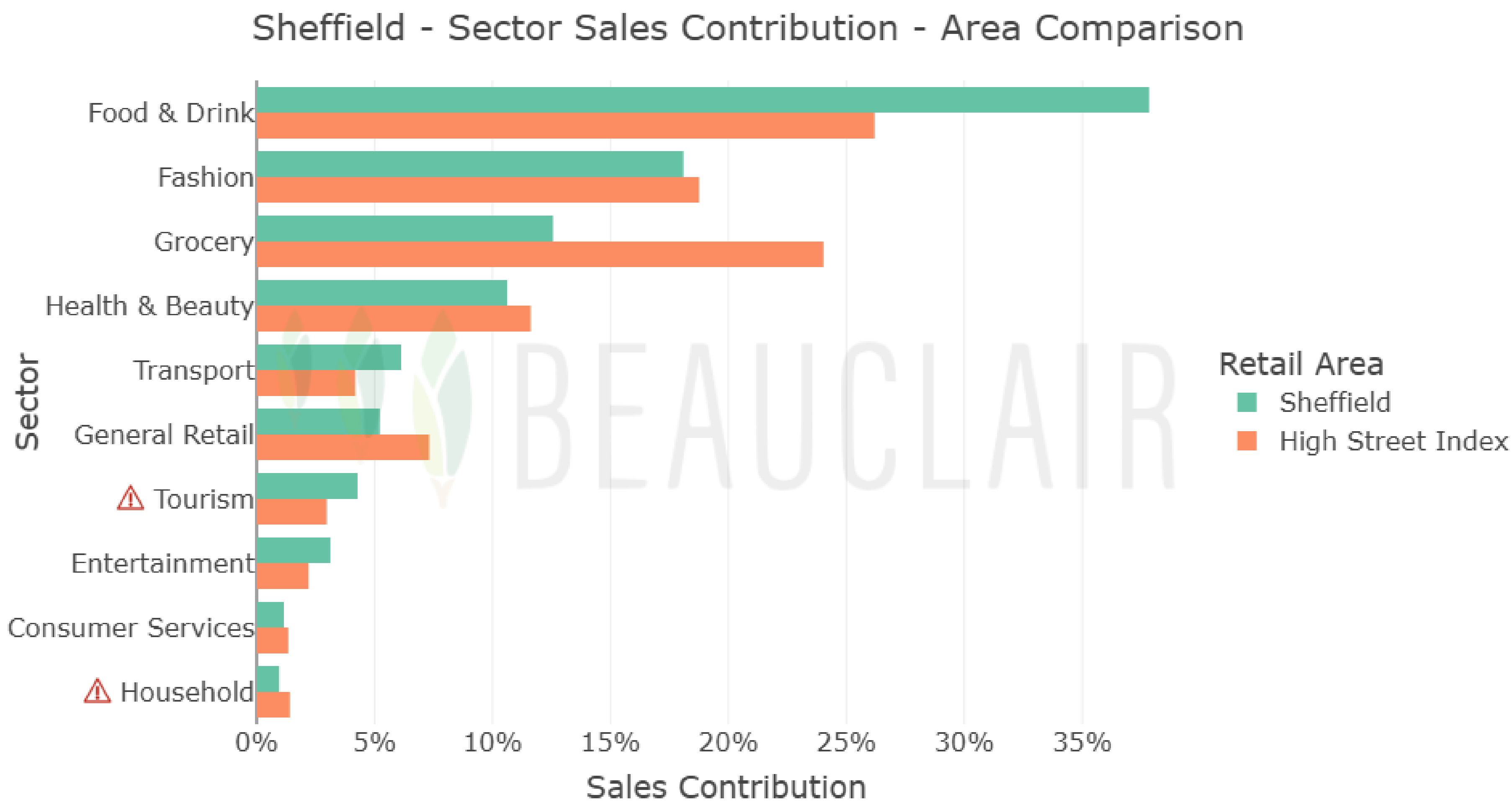
For a description of sectors please visit our website.

Sector sales – July 2026 (Sheffield city centre)



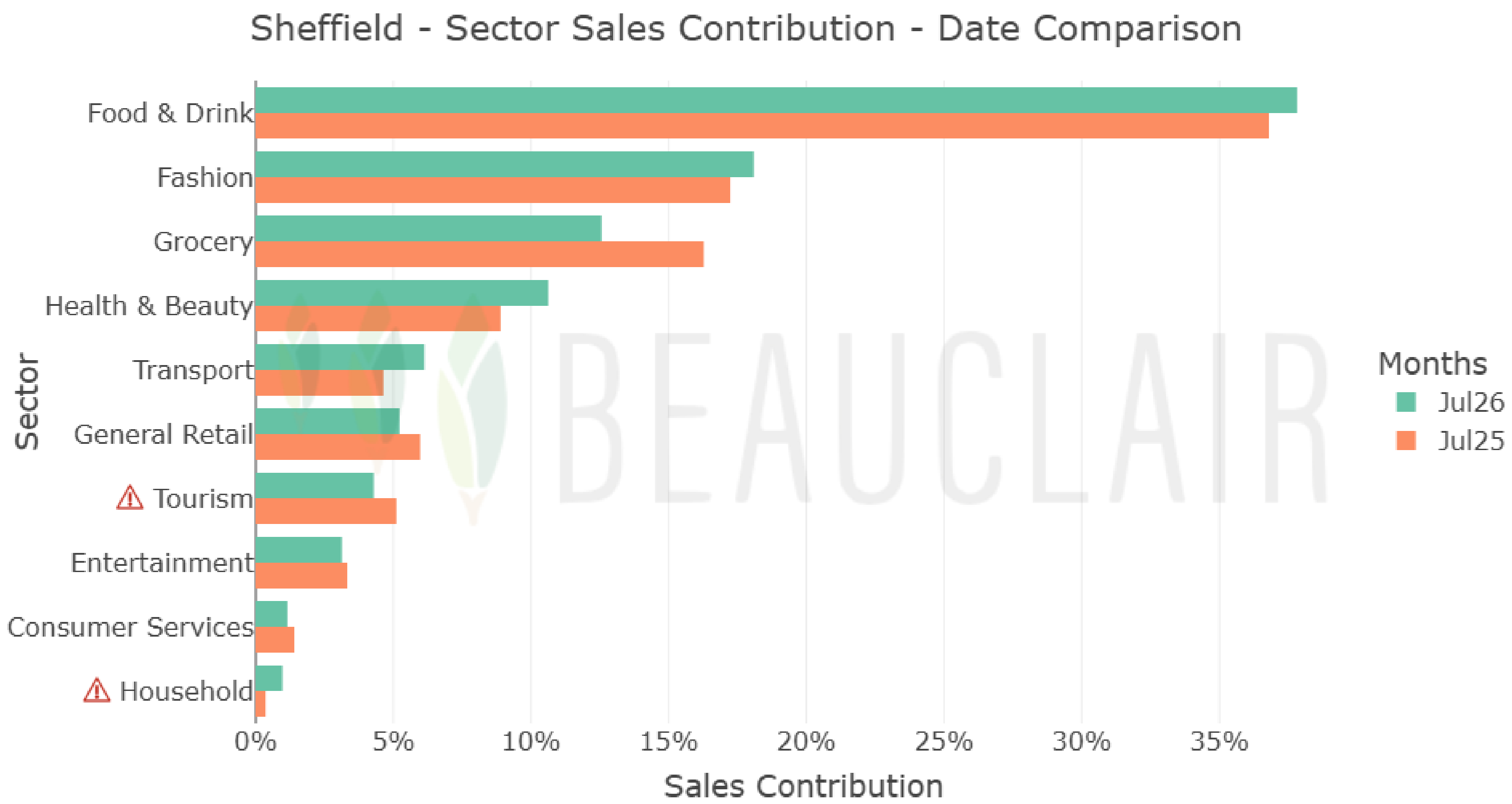
For a description of sectors please [visit our website](). Note that ! indicates small sectors with limited transaction data

Sector sales – July 2026 (comparison vs GB Benchmark)



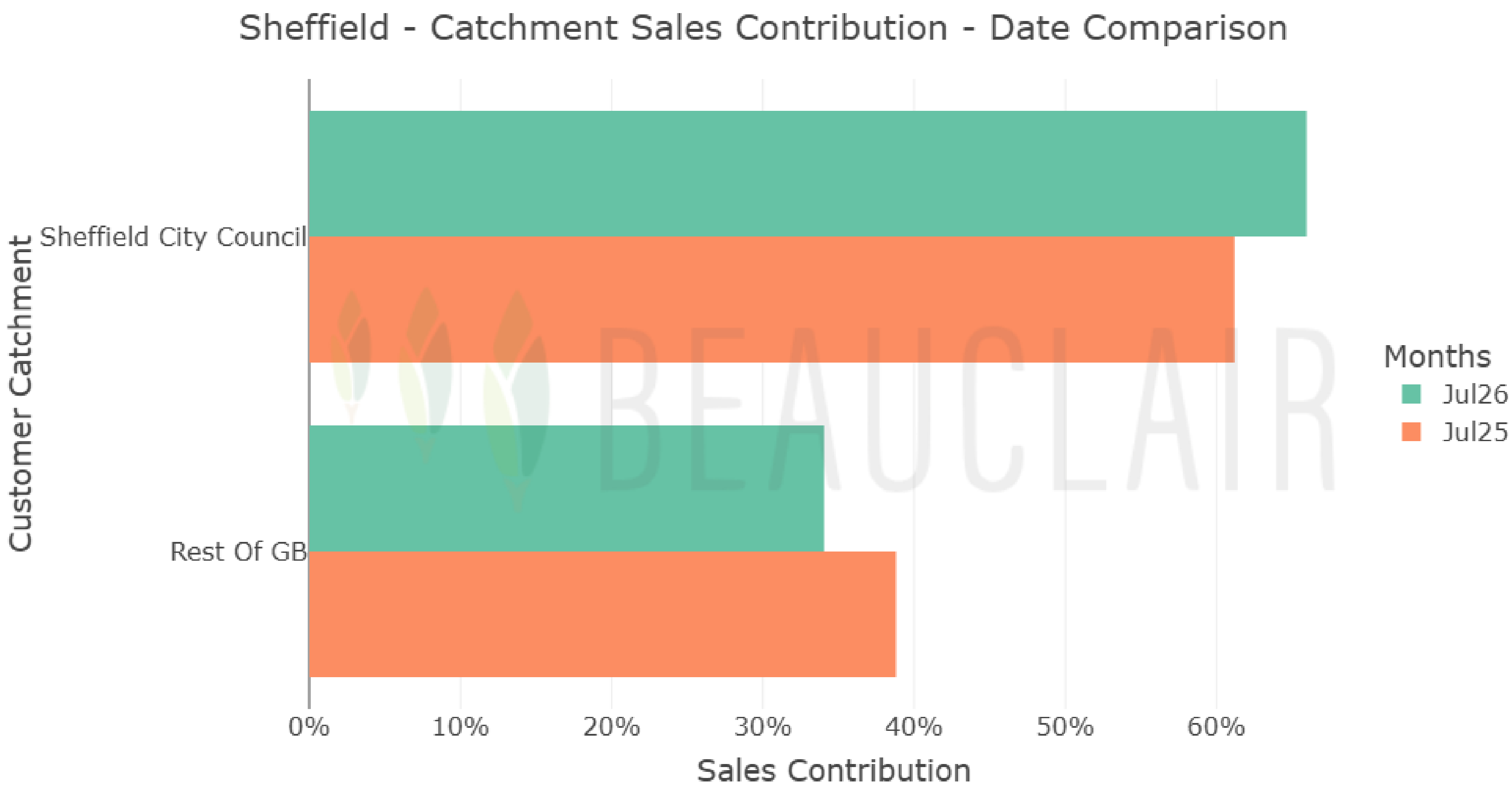
For a description of sectors please [visit our website](). Note that ! indicates small sectors with limited transaction data.

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

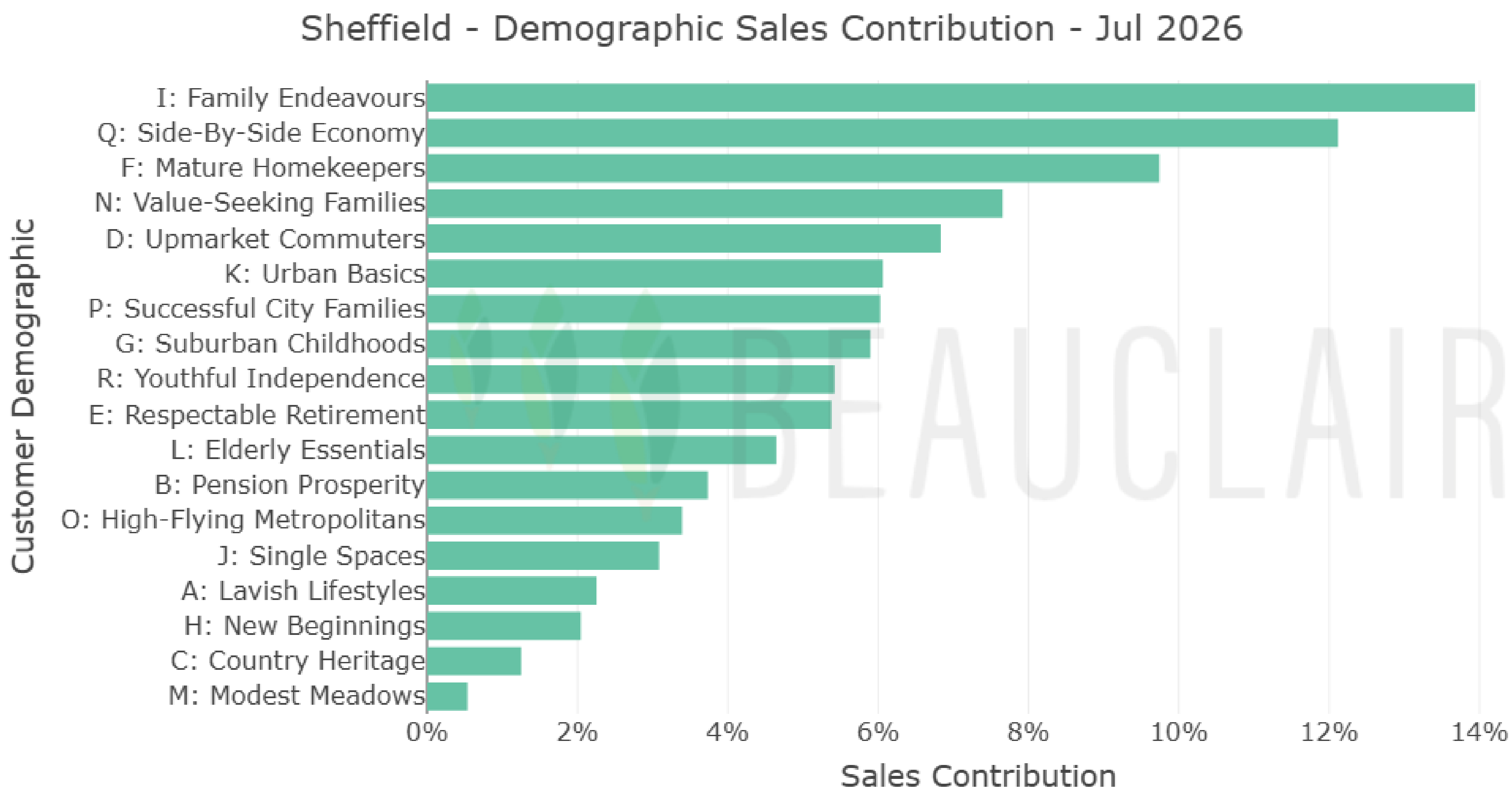


For a description of sectors please visit our website. Note that ! indicates small sectors with limited transaction data

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

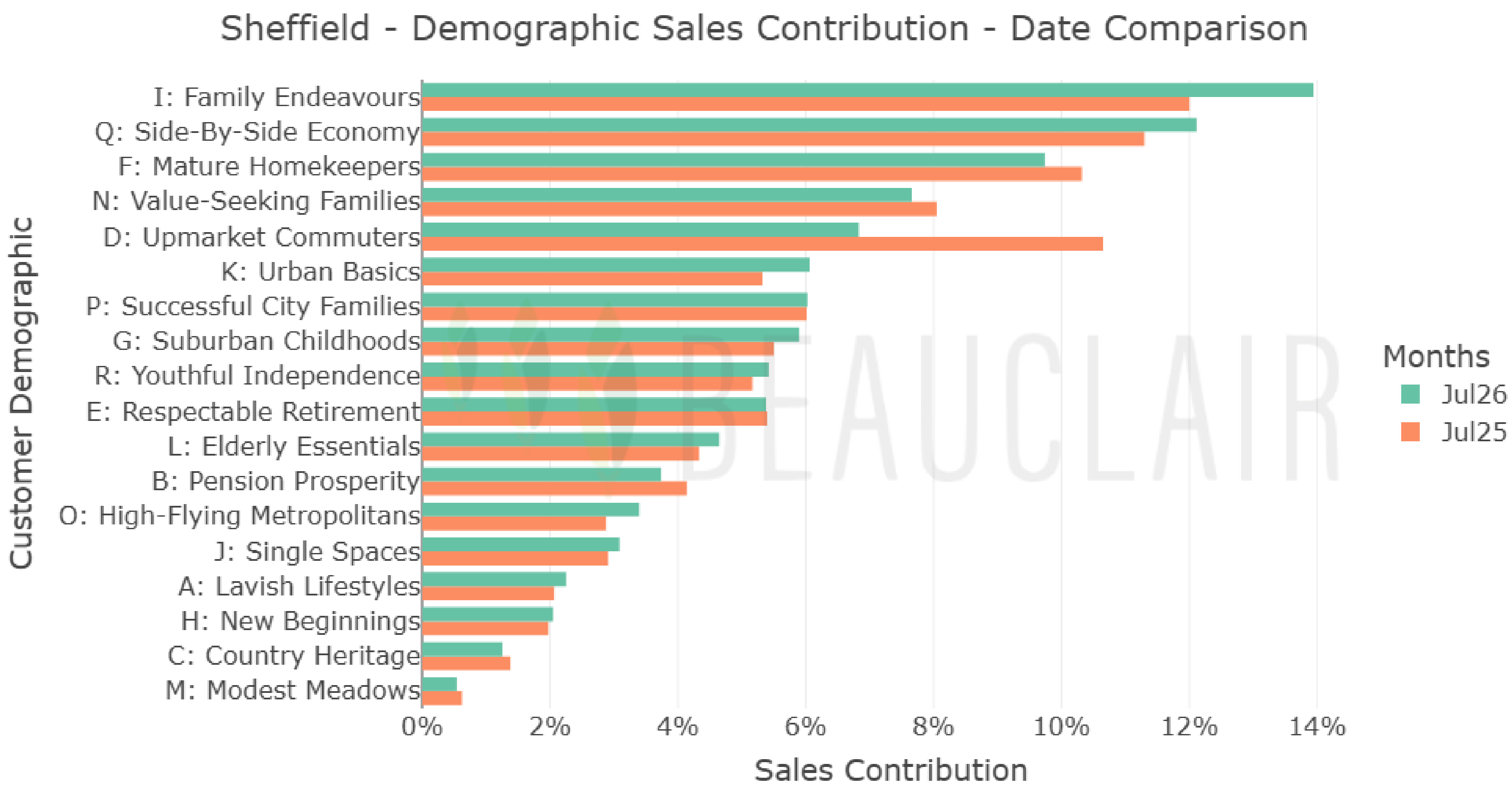


Customer demographics – July 2026 (Sheffield city centre)



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

Customer demographics – July 2026 (comparison with GB Benchmark)



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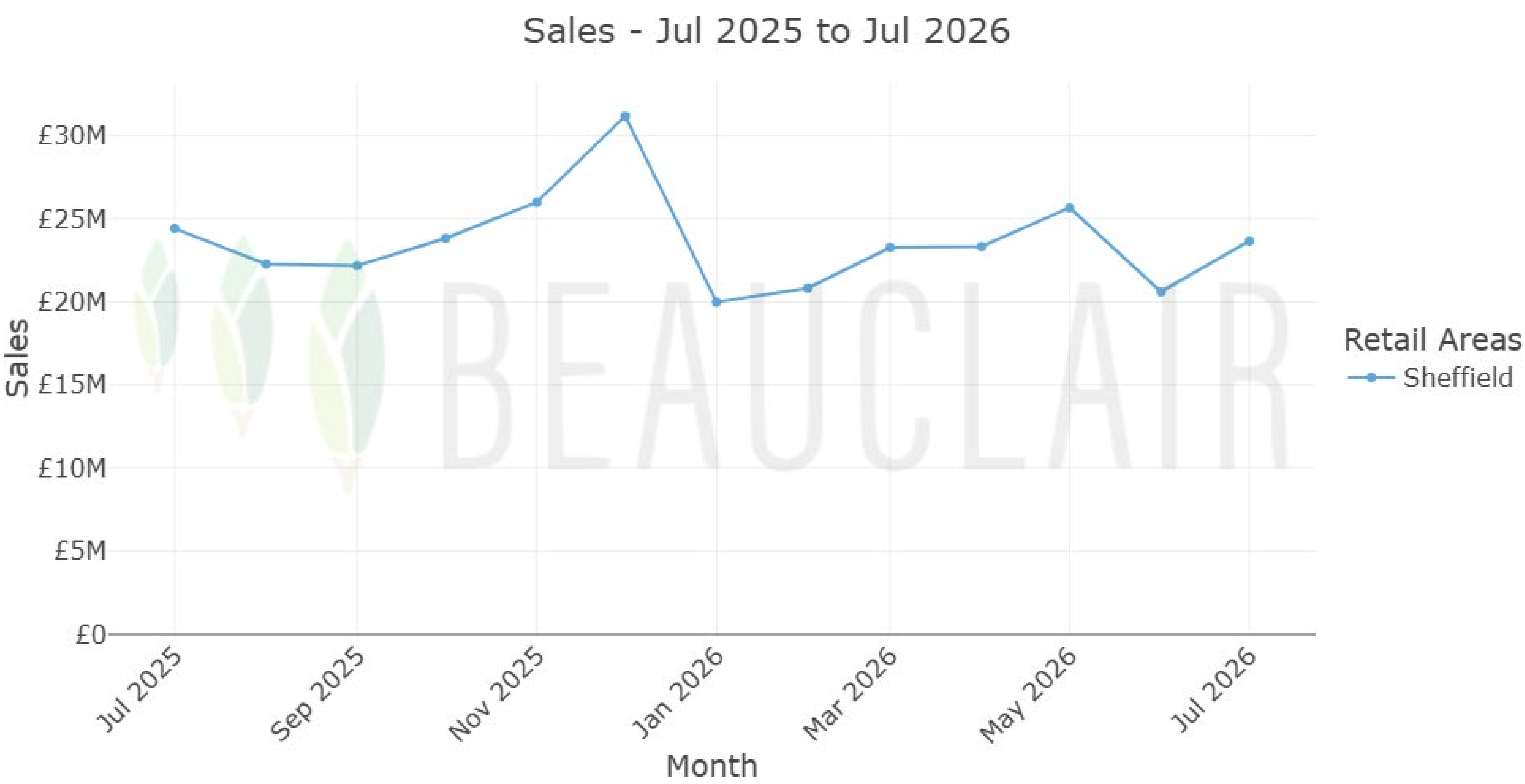
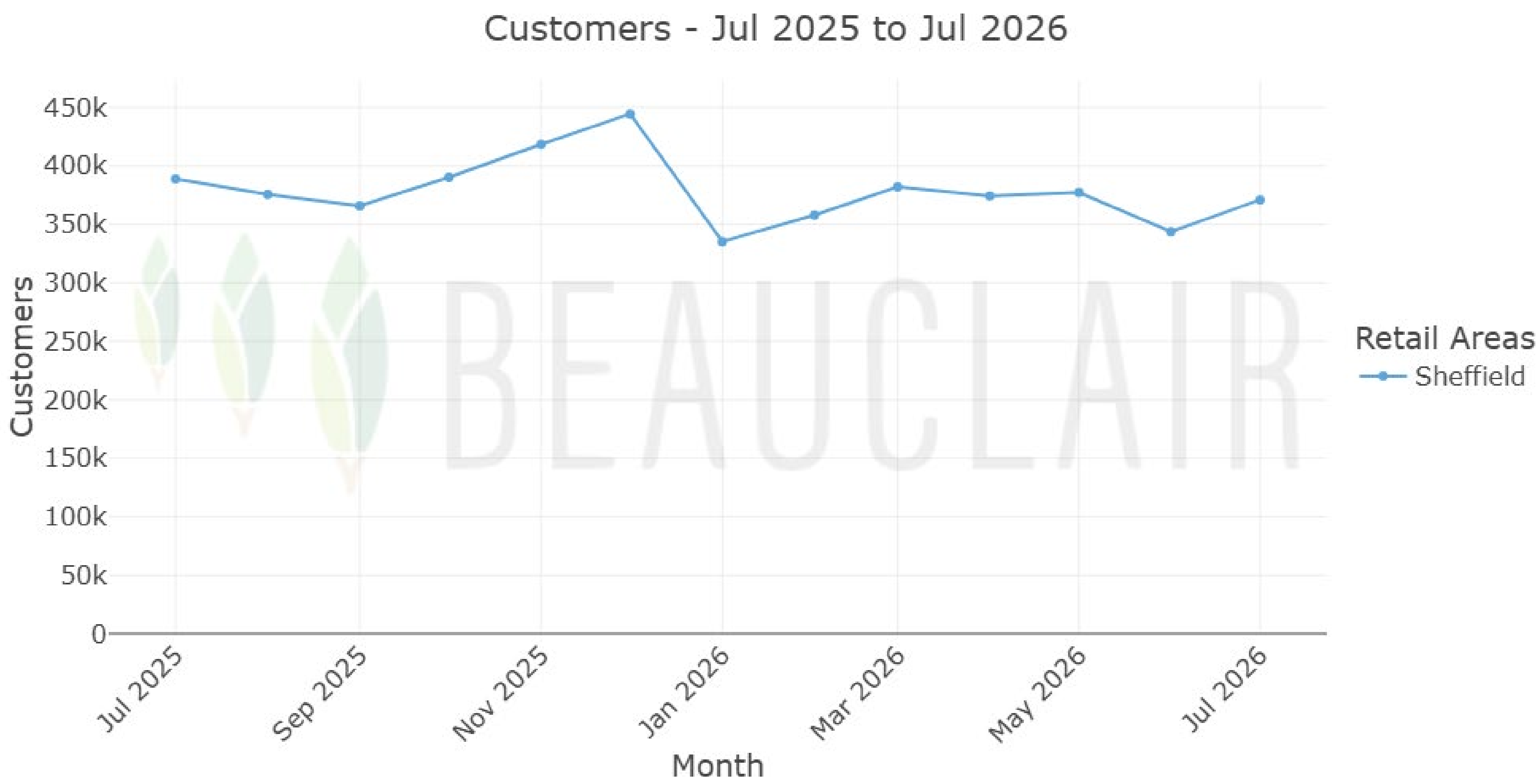
Year to date comparisons

Sales – Sheffield city centre



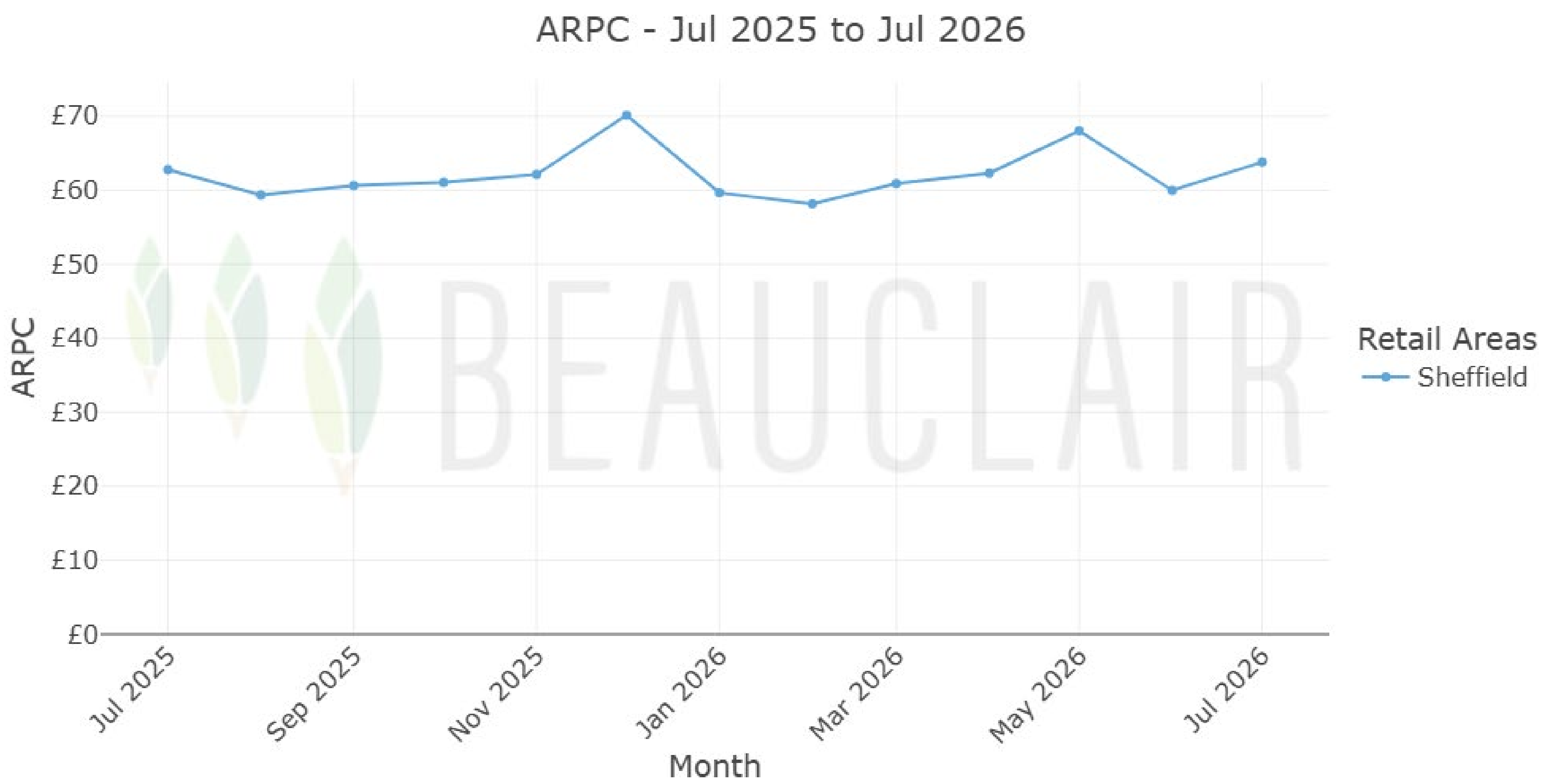
Sales – comparison vs GB Benchmark

Customers – Sheffield city centre



Customers – comparison vs GB Benchmark

Average revenue per customer – Sheffield city centre



Average revenue per customer – comparison vs comparator average

July's performance was driven by lower customer volumes, although this was partially offset by higher average revenue per customer. Rebuilding footfall remains the key challenge for reversing the recent decline in sales.

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 July are available on our website.

Data source: Beauclair

Events such as The Fringe at Tramliines (July 2026) help drive visitor footfall