
BID BAROMETER

Trends and insights

Sheffield city centre

August 2026

Customer volumes remain the key challenge

August continued the pattern seen throughout much of 2026, with Sheffield demonstrating resilience against a challenging retail backdrop.

While overall sales remained slightly below last year's levels, the city continued to compare favourably with other major centres and national benchmarks, suggesting Sheffield's retail and leisure offer remains competitive.

The month's performance was characterised by lower customer volumes rather than weaker consumer demand. Visitors who came into the city centre continued to spend more on average, helping to offset some of the impact of reduced footfall and reinforcing the importance of attracting greater numbers of shoppers and visitors into the city centre.

Sector performance was mixed, with growth in Grocery and Transport contrasting with declines in Fashion and Food & Drink, highlighting differing trends across the city centre economy.

This reflects the diverse nature of Sheffield's city centre economy, with strengths across retail, leisure and services continuing to provide a degree of resilience despite ongoing economic pressures.

Overall, the August data suggests that consumer confidence and spending remain relatively stable. The key challenge for the city centre is not how much visitors spend once they arrive, but how to increase the number of people choosing to visit and spend time in Sheffield.

Key retail metrics – August 2026 (Sheffield city centre)

- In August 2026, retail sales in Sheffield totalled **£21.9m**, with YTD sales reaching **£180m**.
- Compared with August 2025, monthly sales were 1.5% lower and YTD sales were down 2.1%.
- While customer numbers fell by 4.8% year-on-year, this was partially mitigated by a 3.5% increase in Average Revenue Per Customer (ARPC).

Metric	August 26	August 26 vs August 25	YTD August 26	YTD August 26 vs YTD August 25
Sales	£21.9m	-1.5%	£180m	-2.1%
Transactions	1.49m	-4.8%	12.4m	-3.0%
Customers	356k	-4.8%	2.90m	-4.9%
ATV	£14.70	+3.5%	£14.45	+0.9%
ARPC	£61.38	+3.5%	£62.02	+2.9%

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

Sales growth – August 2026

Sheffield city centre v. our comparator areas

- Sheffield's monthly sales decline of 1.5% between August 2025 and August 2026 outperformed the High Street Index (-4.0%), Leeds (-3.5%) and Nottingham (-3.4%).
- On a YTD basis, Sheffield's sales decline of 2.1% also outperformed Nottingham (-6.3%) and Leeds (-4.8%), while remaining broadly comparable with the High Street Index (-2.7%).

Retail area	August 26 vs August 25	YTD August 26 vs YTD August 25
Sheffield	-1.5%	-2.1%
Leeds	-3.5%	-4.8%
Nottingham	-3.4%	-6.3%
High Street Index	-4.0%	-2.7%

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

Sector sales – August 2026 (Sheffield city centre)

The five sectors with the highest monthly sales were Food & Drink (£8.31m), Grocery (£3.94m), Fashion (£2.98m), Health & Beauty (£1.99m) and General Retail (£1.49m).

The five sectors with the largest year-on-year change in sales between August 2025 and August 2026 were Food & Drink (-£390k), Fashion (-£348k), Grocery (+£269k), Transport (+£226k) and Health & Beauty (-£222k).

Sector	Sales Aug 26	Aug 26 vs Aug 25 (£)	Aug 26 vs Aug 25 (%)	High Street Index (%)
Food & Drink	£8.31m	-£390k	-4.5%	-4.7%
Grocery	£3.94m	+£269k	+7.3%	-1.4%
Fashion	£2.98m	-£348k	-10.5%	-7.2%
Health & Beauty	£1.99m	-£222k	-10.0%	-5.4%
General Retail	£1.49m	+£78.7k	+5.6%	-4.6%
Transport	£1.31m	+£226k	+20.8%	-0.1%
Entertainment	£760k	-£144k	-15.9%	+3.5%
Tourism	£493k	-£43.6k	-8.1%	-9.4%
Household	£380k	+£221k	+138.9%	-4.5%
Consumer Services	£235k	+£25.5k	+12.2%	+0.9%

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

Sector sales – year to date (Sheffield city centre)

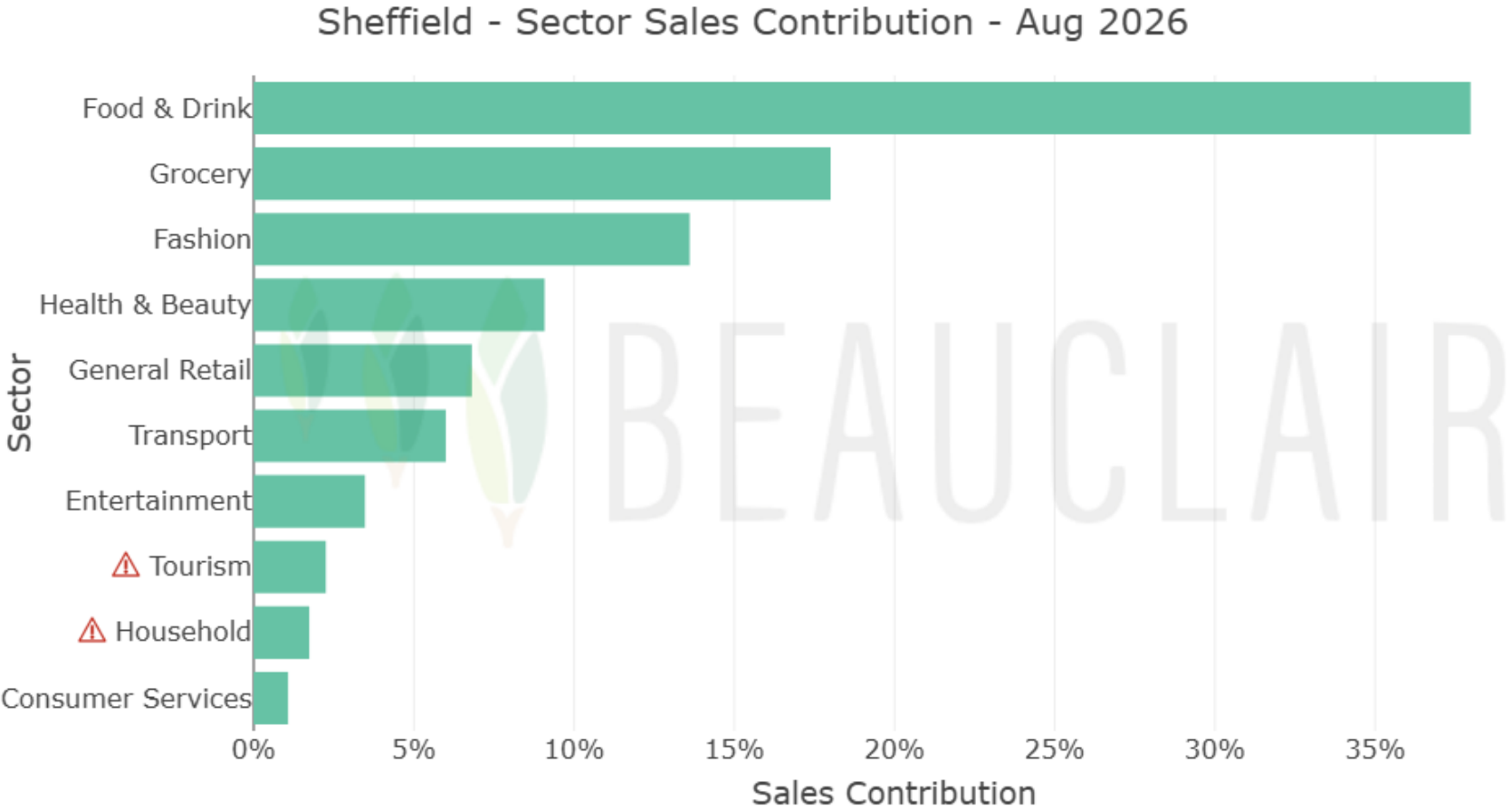
The five sectors with the highest YTD sales are Food & Drink (£70.1m), Grocery (£31.8m), Fashion (£22.7m), Health & Beauty (£16.9m) and General Retail (£11.2m).

The five sectors with the largest year-on-year change in YTD sales between August 2025 and August 2026 are Fashion (-£4.25m), Transport (+£1.39m), Food & Drink (-£868k), Tourism (-£808k) and Grocery (+£534k).

Sector	Sales YTD Aug 26	YTD Aug 26 vs YTD Aug 25 (£)	YTD Aug 26 vs YTD Aug 25 (%)	High Street Index (%)
Food & Drink	£70.1m	-£868k	-1.2%	-3.3%
Grocery	£31.8m	+£534k	+1.7%	-0.5%
Fashion	£22.7m	-£4.25m	-15.8%	-4.6%
Health & Beauty	£16.9m	+£76.0k	+0.5%	-2.7%
General Retail	£11.2m	-£297k	-2.6%	-3.0%
Transport	£10.3m	+£1.39m	+15.6%	-1.1%
Entertainment	£6.22m	+£117k	+1.9%	+1.0%
Tourism	£5.04m	-£808k	-13.8%	-10.0%
Household	£3.30m	+£449k	+15.8%	-4.9%
Consumer Services	£2.04m	-£141k	-6.5%	-3.3%

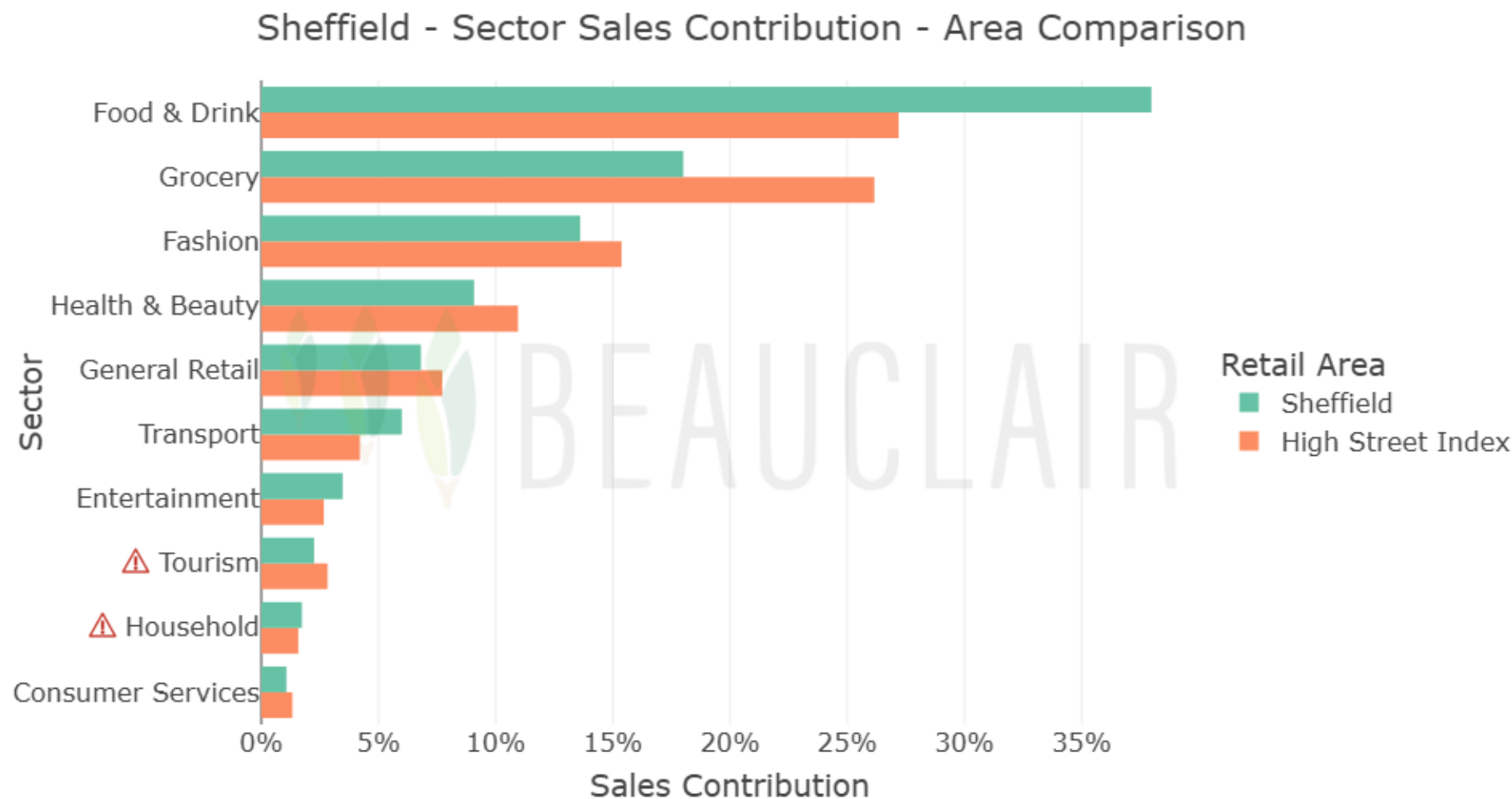
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Sector sales – August 2026 (Sheffield city centre)



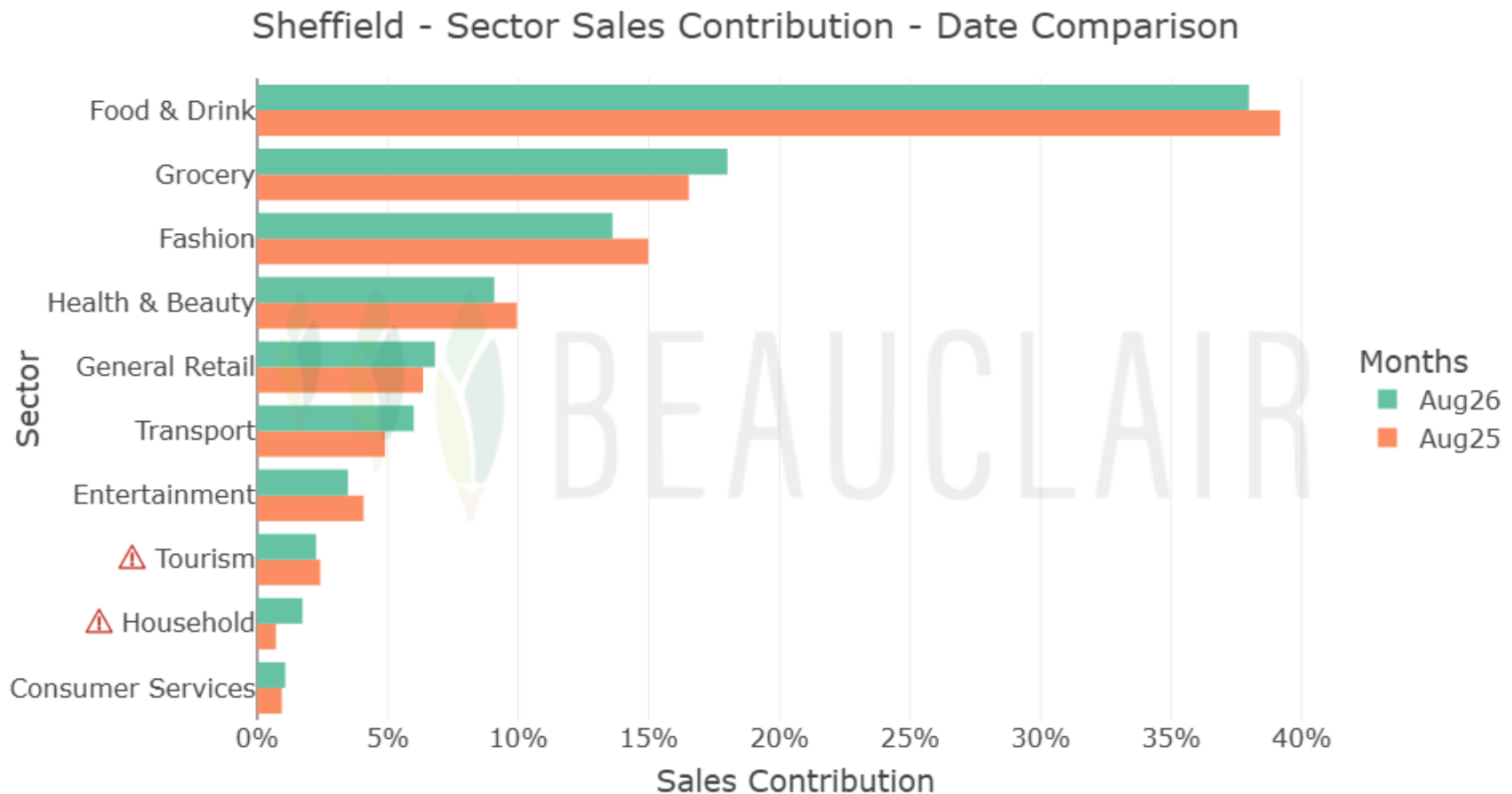
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

Sector sales – August 2026 (comparison vs High Street Index)



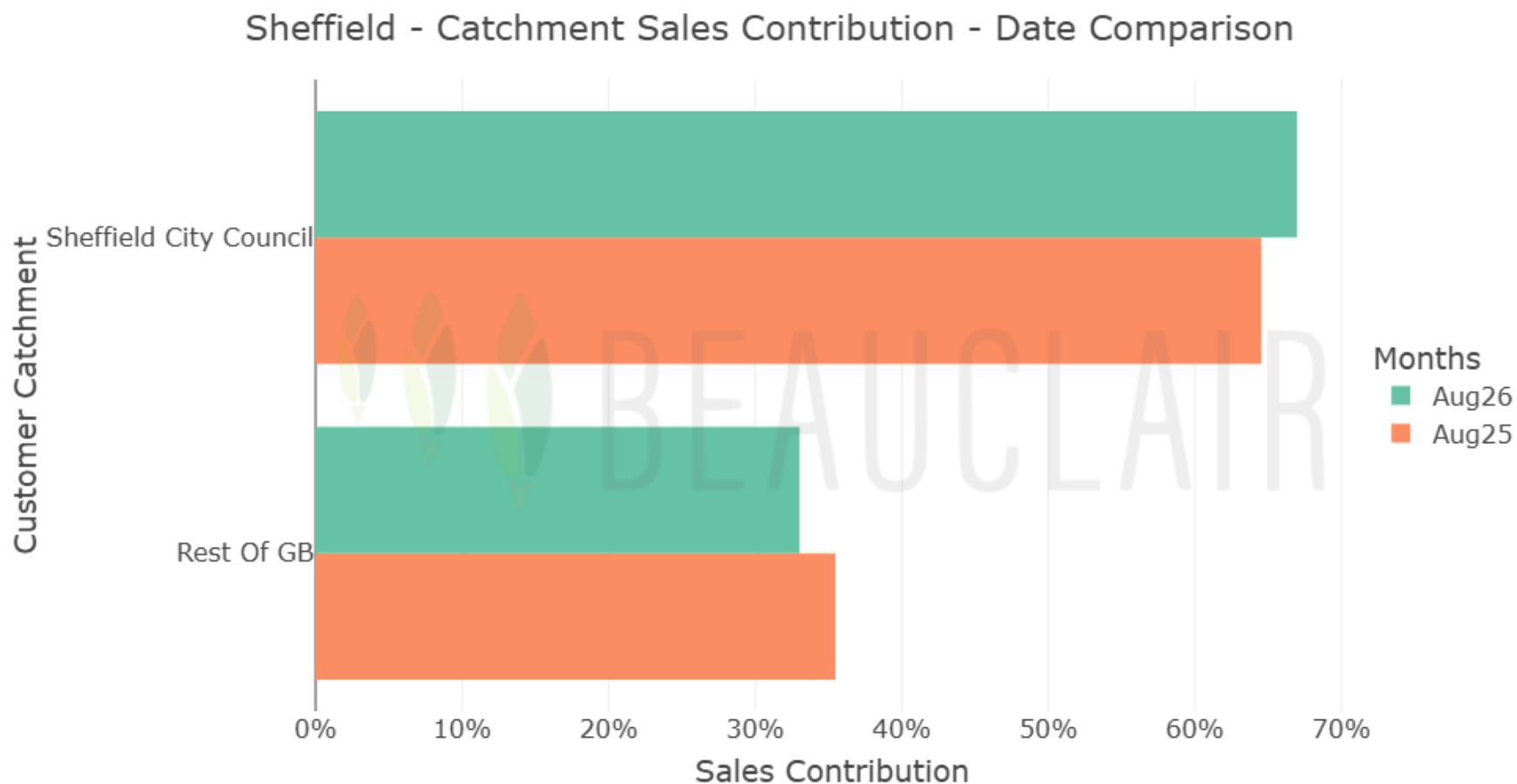
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Sector sales – August 2026 v August 2025 (Sheffield city centre)

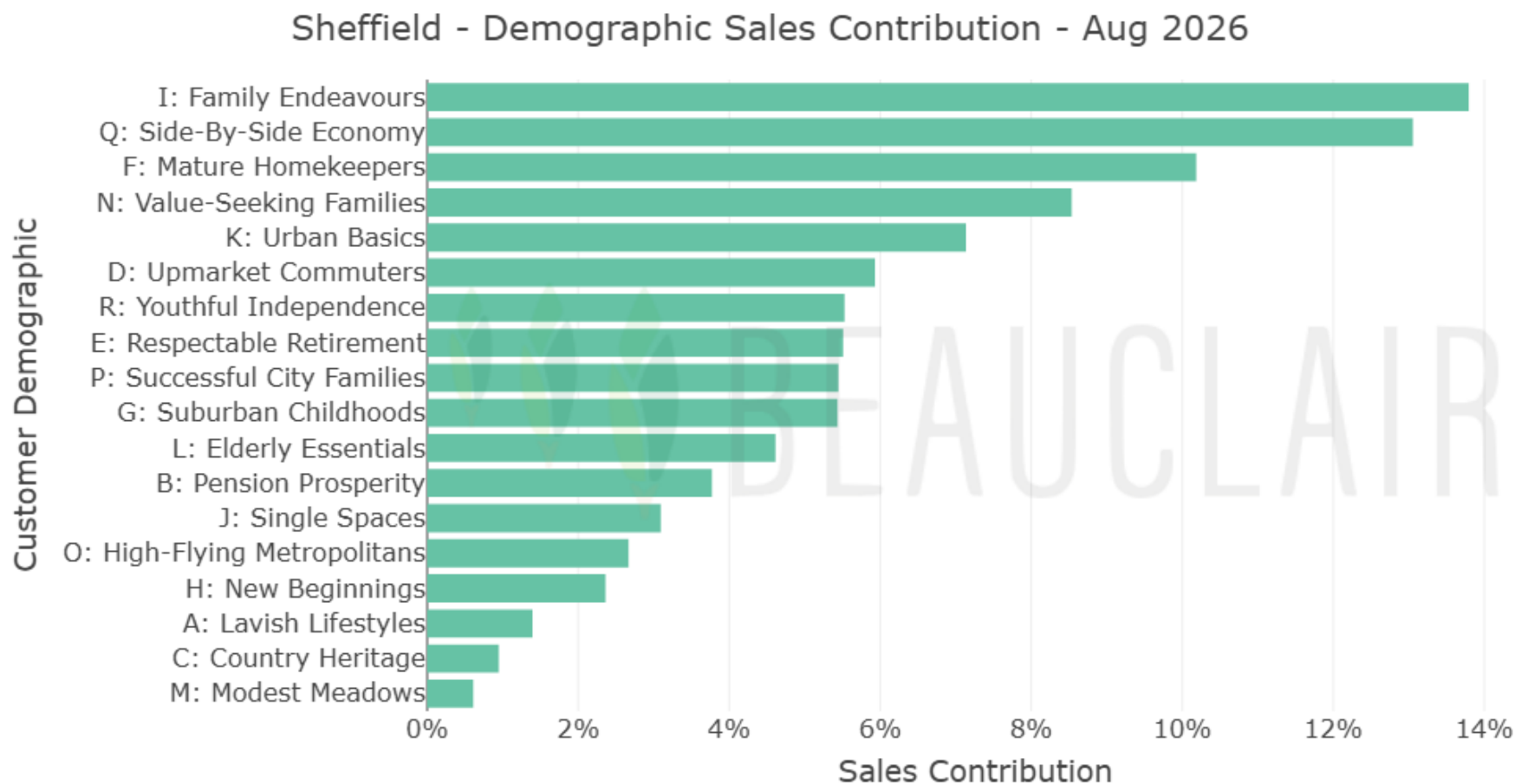


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Catchment sales – August 2026 v August 2025 (Sheffield city centre)

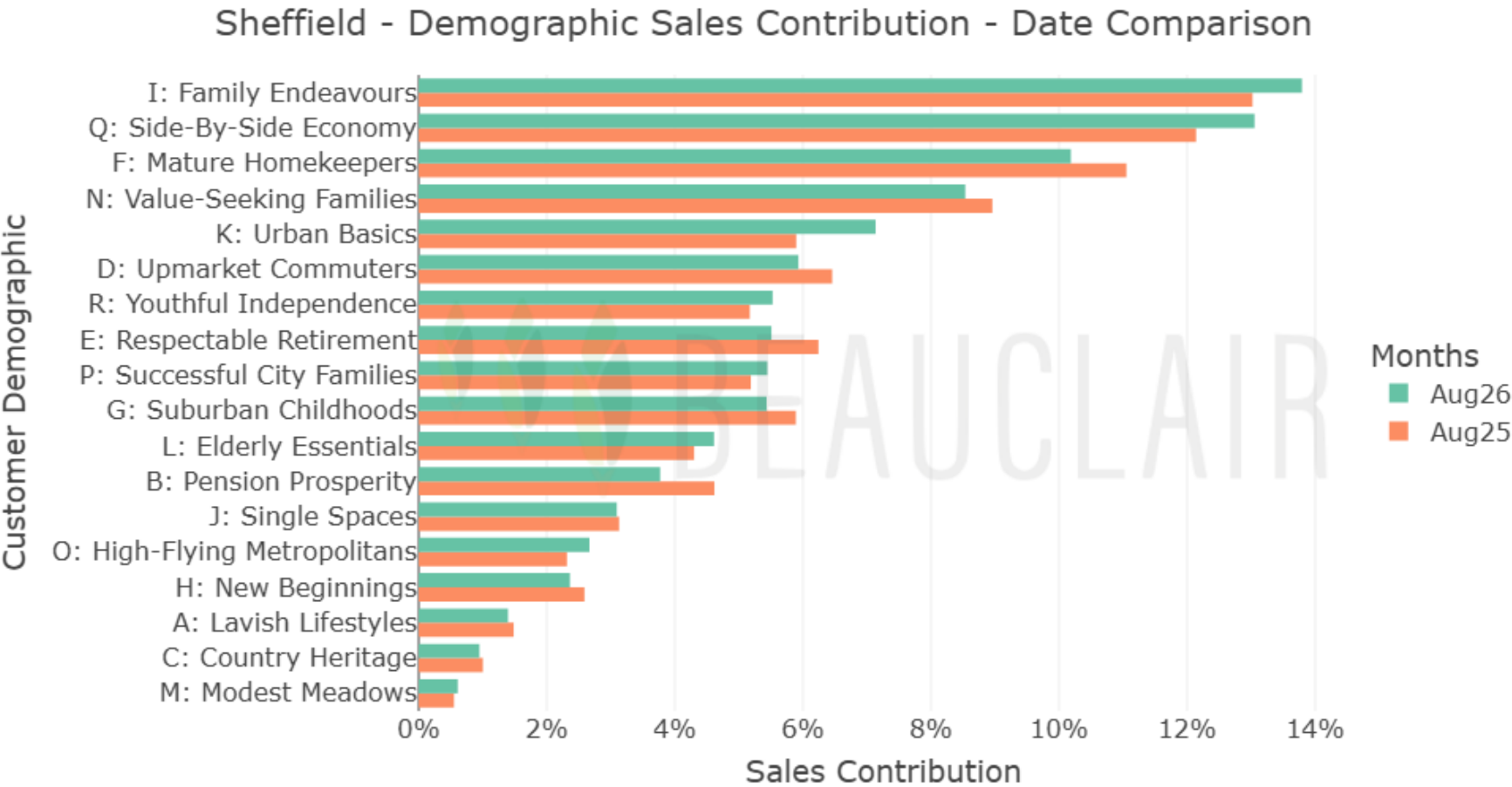


Customer demographics – August 2026 (Sheffield city centre)



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

Customer demographics – August 2026 (comparison with GB Benchmark)



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

Year to date comparisons

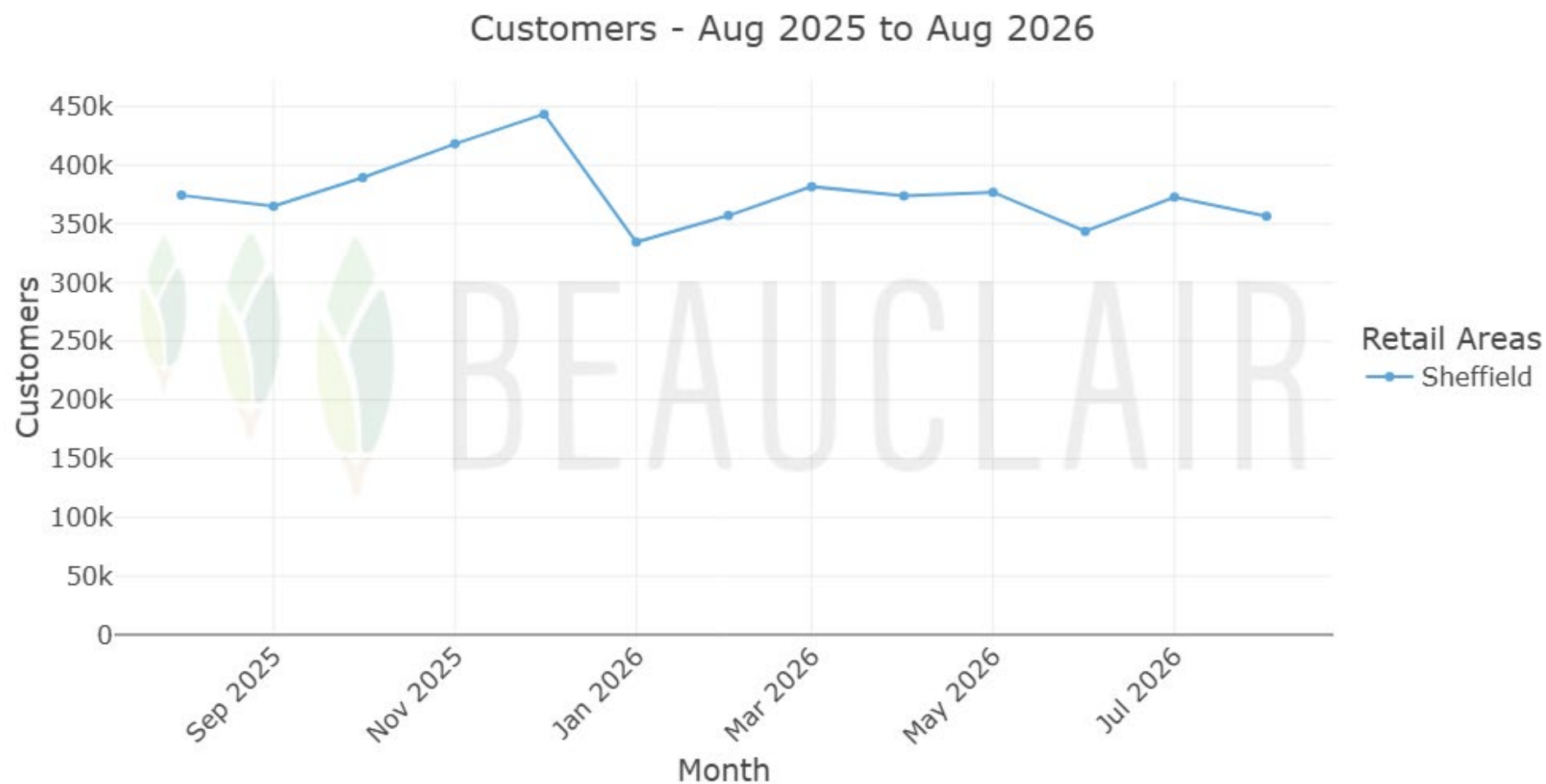
Sales – Sheffield city centre



Sales – comparison vs High Street Index



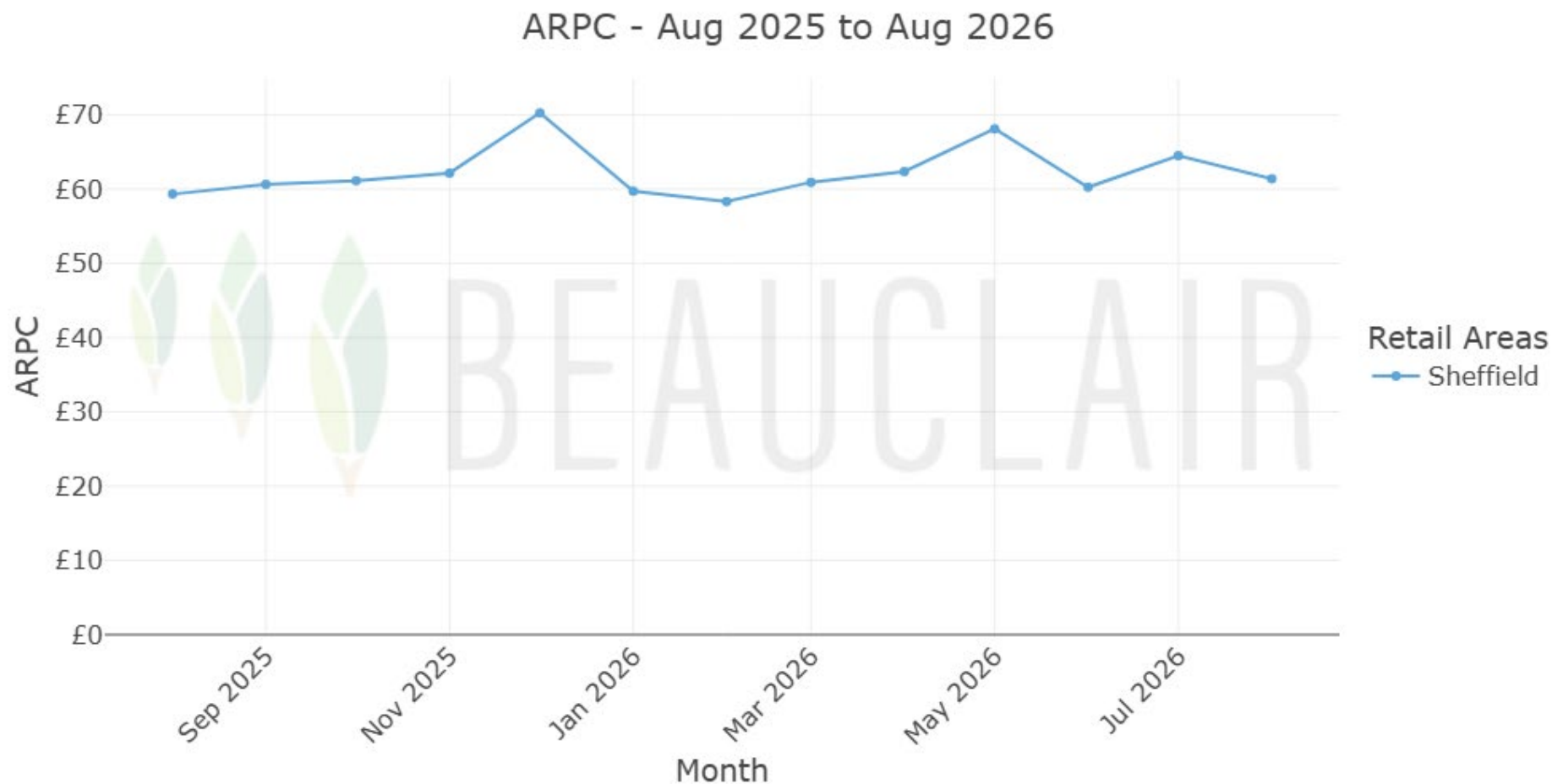
Customers – Sheffield city centre



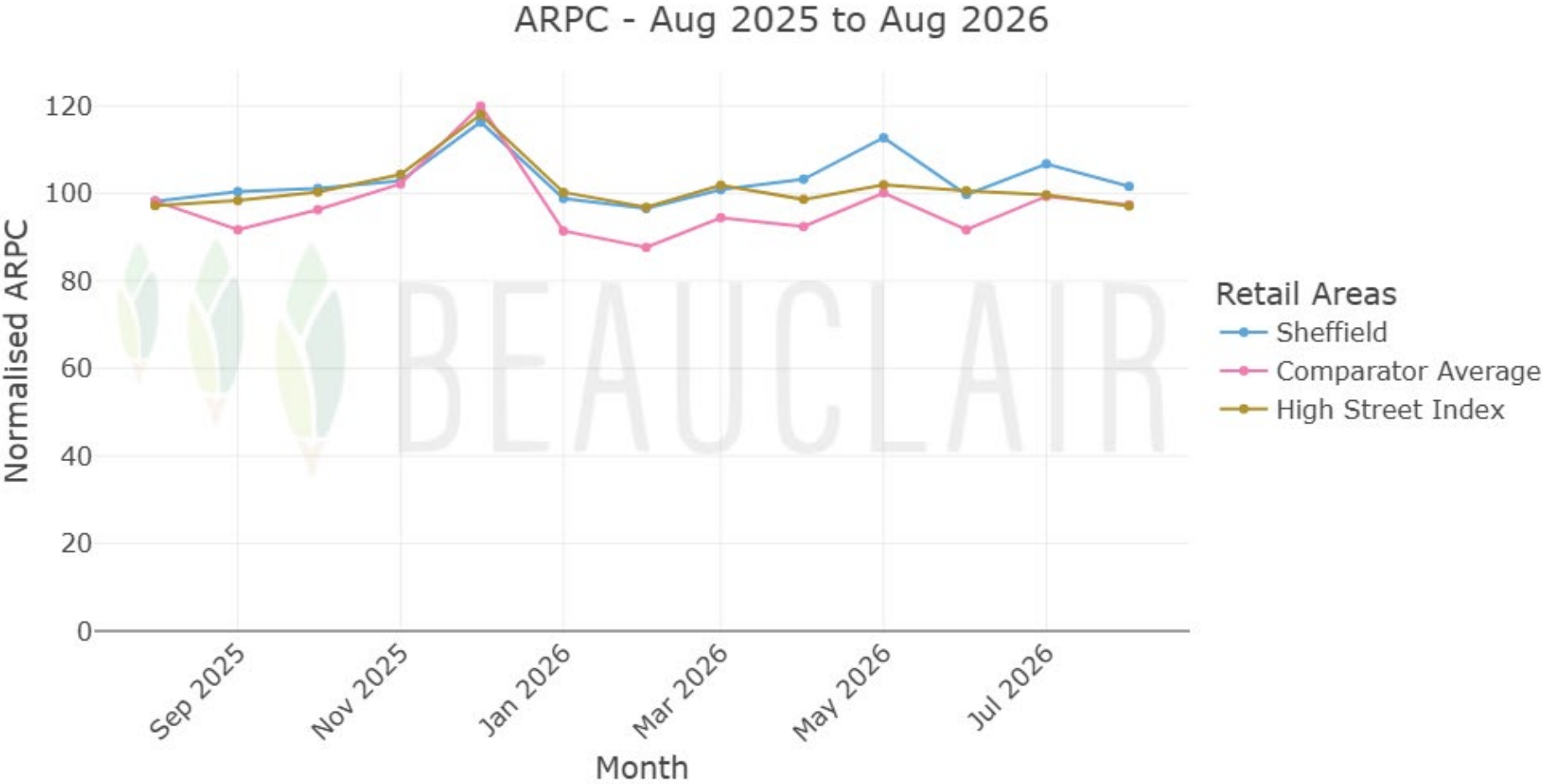
Customers – comparison vs High Street Index



Average revenue per customer – Sheffield city centre



Average revenue per customer – comparison vs comparator average



Consumer spending remained resilient in August, with higher spend per customer mitigating the impact of lower customer volumes. The data suggests that attracting more people into the city centre, rather than increasing spend levels, remains the primary challenge for supporting 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.

High Street Index insights for August are [available on our website](#).

Data source: Beauclair

