
BID BAROMETER

Trends and insights

Sheffield city centre

September 2026

Consumer spending remains subdued

Consumer spending in Sheffield remained subdued during September, reflecting the challenging retail conditions seen across the sector nationally.

Despite this, Sheffield continued to perform broadly in line with the High Street Index and ahead of some comparator cities.

The month's results were shaped by contrasting trends across sectors. Grocery, Transport and Health & Beauty showed resilience, while Fashion recorded a significant decline, largely influenced by the closure of a retailer that generated unusually strong sales in the comparison period.

The year-to-date position suggests that while shoppers remain cautious, Sheffield's city centre retail economy continues to demonstrate resilience relative to many comparable locations.

Key retail metrics – September 2026 (Sheffield city centre)

- In September 2026, retail sales in Sheffield reached £21.4m, with YTD sales standing at £204m.
- Monthly sales were 4.5% lower than in September 2025, contributing to a 2.2% decrease in YTD sales.
- The fall in monthly sales reflected both lower footfall, with customer numbers down 3.0%, and reduced spend per visit, with ARPC decreasing by 1.5%.

Metric	Sep 26	Sep 26 vs Sep 25	YTD Sep 26	YTD Sep 26 vs YTD Sep 25
Sales	£21.4m	-4.5%	£204m	-2.2%
Transactions	1.50m	-4.9%	14.2m	-3.2%
Customers	358k	-3.0%	3.29m	-4.6%
ATV	£14.25	+0.5%	£14.35	+1.0%
ARPC	£59.69	-1.5%	£62.06	+2.6%

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

Sales growth – September 2026

Sheffield city centre v. our comparator areas

- Sheffield's monthly sales decline of 4.5% between September 2025 and September 2026 compared favourably with Nottingham (-5.5%) and was broadly consistent with Leeds (-4.1%) and the High Street Index (-3.8%).
- On a year-to-date basis, Sheffield's sales decline of 2.2% was less pronounced than those recorded in Nottingham (-5.8%) and Leeds (-3.8%), while remaining broadly in line with the High Street Index (-2.5%).

Retail Area	Sep 26 vs Sep 25	YTD Sep 26 vs YTD Sep 25
Sheffield	-4.5%	-2.2%
Leeds	-4.1%	-3.8%
Nottingham	-5.5%	-5.8%
High Street Index	-3.8%	-2.5%

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

Sector sales – September 2026 (Sheffield city centre)

Food & Drink remained Sheffield's largest retail sector in September 2026, generating sales of £7.79m, followed by Grocery (£4.10m), Fashion (£2.62m), Health & Beauty (£1.99m) and Transport (£1.56m).

Fashion saw the largest year-on-year decline in sales (-£1.01m), while Transport recorded the strongest increase (+£393k). Other notable changes included declines in Food & Drink (-£305k) and Household (-£300k), alongside growth in Grocery (+£271k).

Sector	Sales Sep 26	Sep 26 vs Sep 25 (£)	Sep 26 vs Sep 25 (%)	High Street Index (%)
Food & Drink	£7.79m	-£305k	-3.8%	-3.3%
Grocery	£4.10m	+£271k	+7.1%	-1.2%
Fashion	£2.62m	-£1.01m	-27.9%	-10.5%
Health & Beauty	£1.99m	+£91.5k	+4.8%	-4.5%
Transport	£1.56m	+£393k	+33.6%	+4.1%
General Retail	£1.56m	-£30.9k	-1.9%	-4.6%
Entertainment	£705k	-£86.0k	-10.9%	-0.8%
Tourism	£481k	+£29.6k	+6.6%	-5.4%
Household	£357k	-£300k	-45.6%	-8.5%
Consumer Services	£196k	-£48.1k	-19.7%	+0.1%

Data note: The reported 20% decline in Sheffield's Fashion sector should be treated with caution. The reduction relates to unusually high jewellery sales recorded in September 2025 that were not replicated in September 2026 following the closure of a city centre jeweller (HL Brown). Excluding this effect, the sector's performance was closer to broader market trends, although some softening in sales was also evident among budget-focused fashion retailers.

Sector sales – year to date (Sheffield city centre)

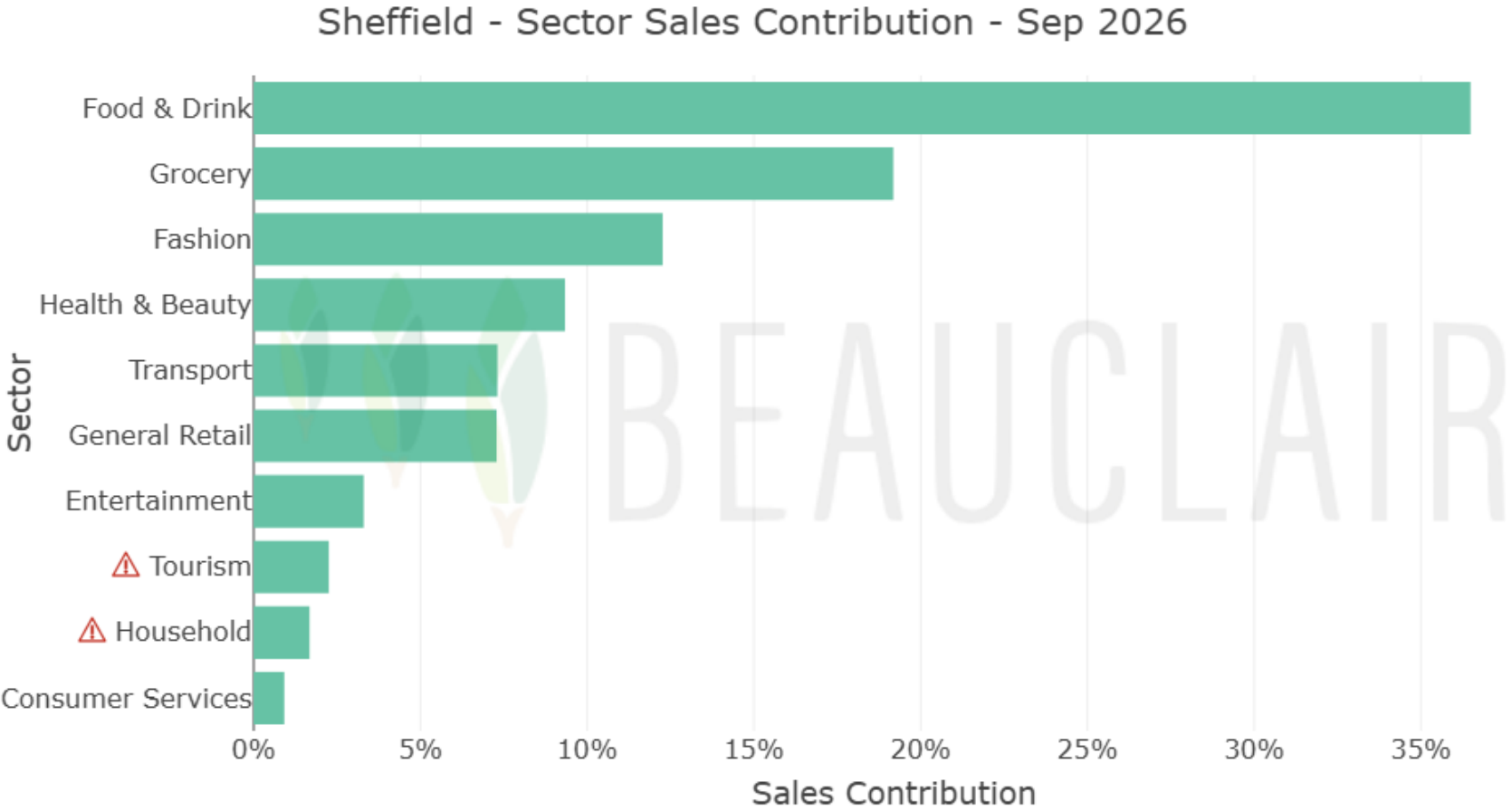
The five largest sales sectors on a year-to-date basis were Food & Drink (£78.5m), Grocery (£36.5m), Fashion (£26.1m), Health & Beauty (£19.2m) and General Retail (£13.0m).

The sectors recording the largest year-to-date changes in sales between September 2025 and September 2026 were Fashion (-£4.94m), Transport (+£1.66m), Food & Drink (-£1.31m), Grocery (+£915k) and Tourism (-£756k).

Sector	Sales YTD Sep 26	YTD Sep 26 vs YTD Sep 25 (£)	YTD Sep 26 vs YTD Sep 25 (%)	High Street Index (%)
Food & Drink	£78.5m	-£1.31m	-1.6%	-2.8%
Grocery	£36.5m	+£915k	+2.6%	-0.2%
Fashion	£26.1m	-£4.94m	-15.9%	-5.0%
Health & Beauty	£19.2m	+£163k	+0.9%	-2.5%
General Retail	£13.0m	-£360k	-2.7%	-2.8%
Transport	£11.9m	+£1.66m	+16.2%	-0.3%
Entertainment	£7.03m	+£138k	+2.0%	+1.3%
Tourism	£5.54m	-£756k	-12.0%	-9.4%
Household	£3.65m	+£123k	+3.5%	-5.5%
Consumer Services	£2.60m	-£134k	-4.9%	-2.5%

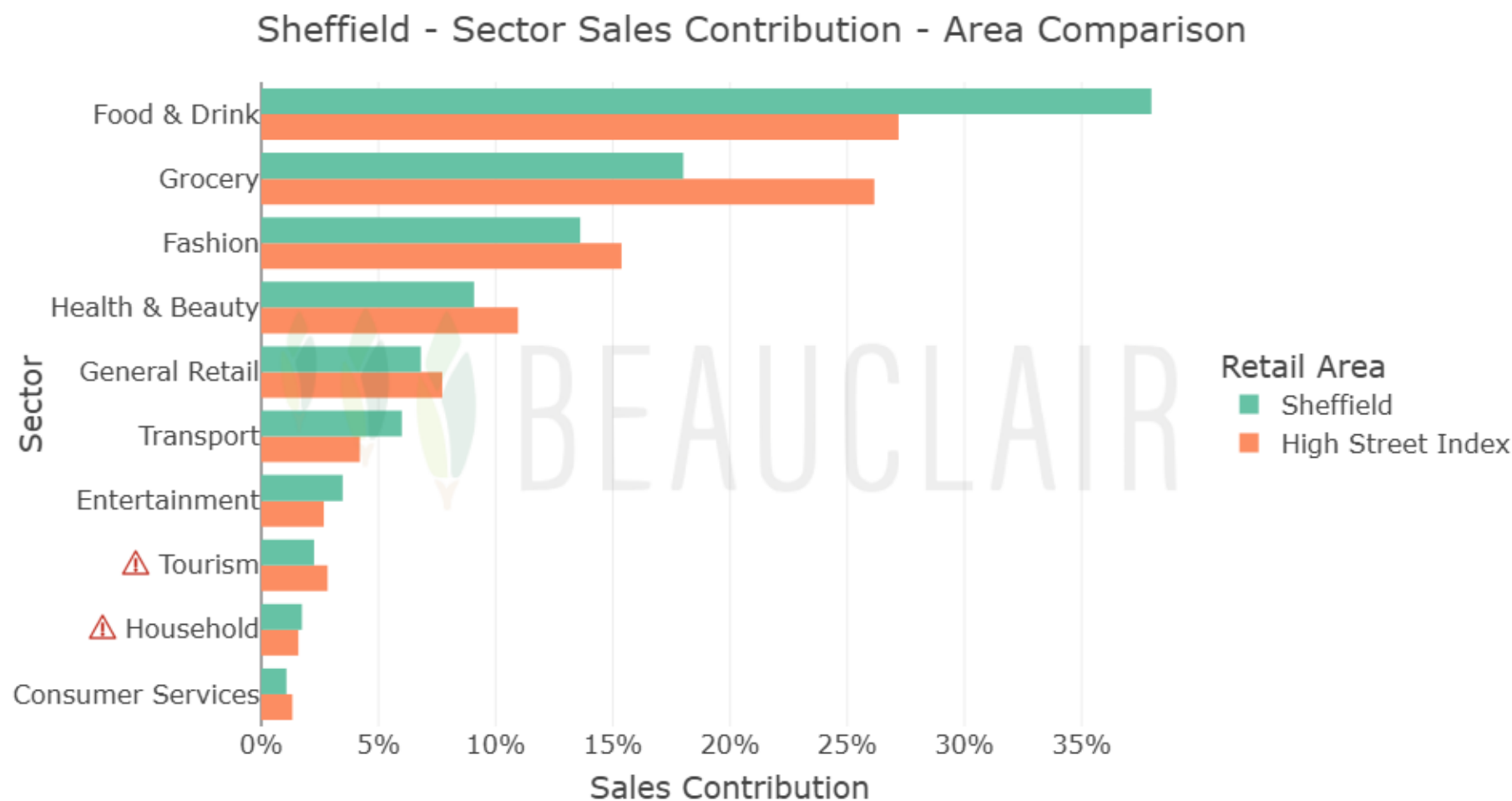
For a description of sectors please [visit our website](#)

Sector sales – September 2026 (Sheffield city centre)



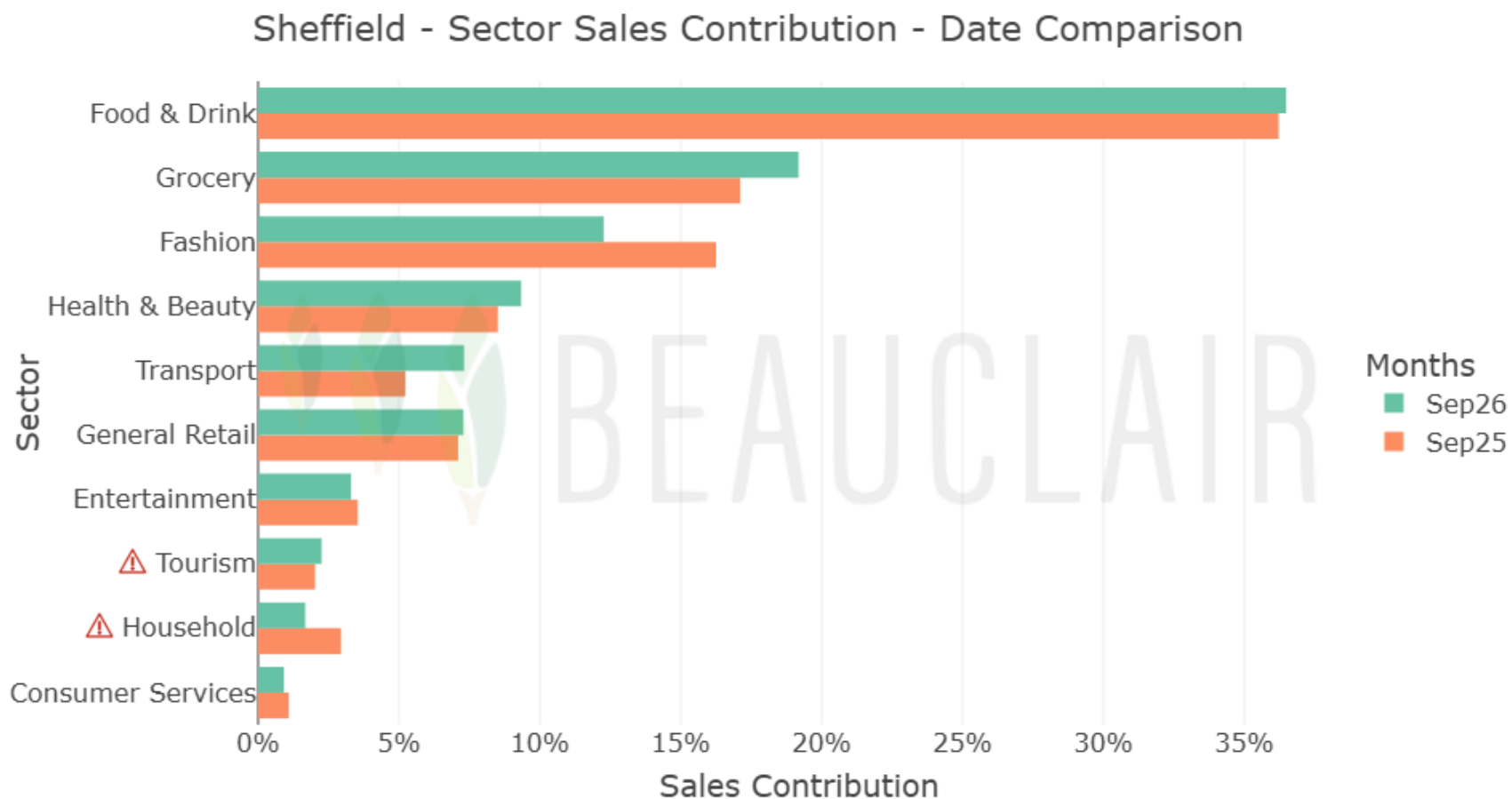
For a description of sectors please [visit our website](#). Note that ! indicates small sectors with limited transaction data

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



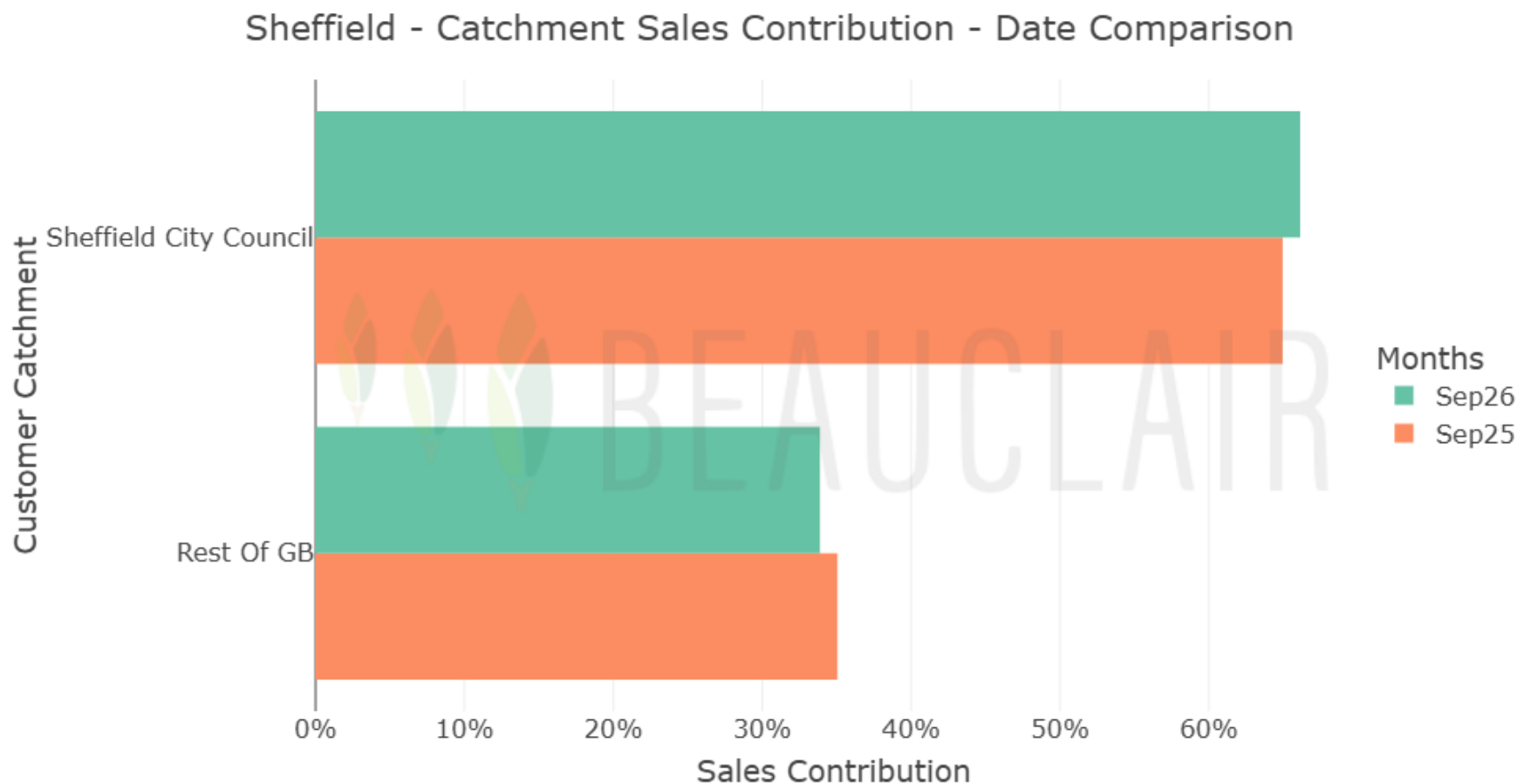
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Sector sales – September 2026 v September 2025 (Sheffield city centre)

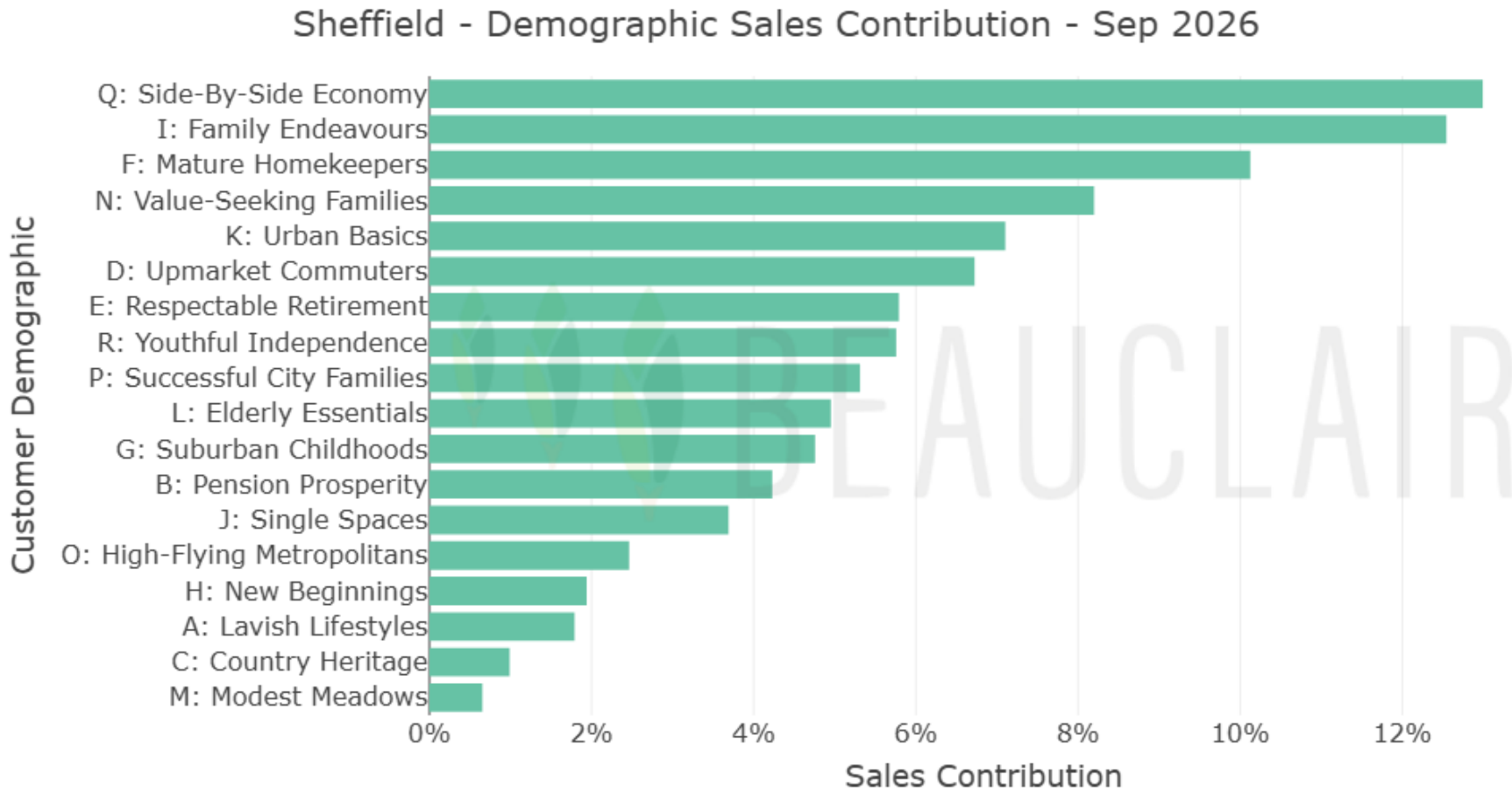


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Catchment sales – September 2026 v September 2025 (Sheffield city centre)

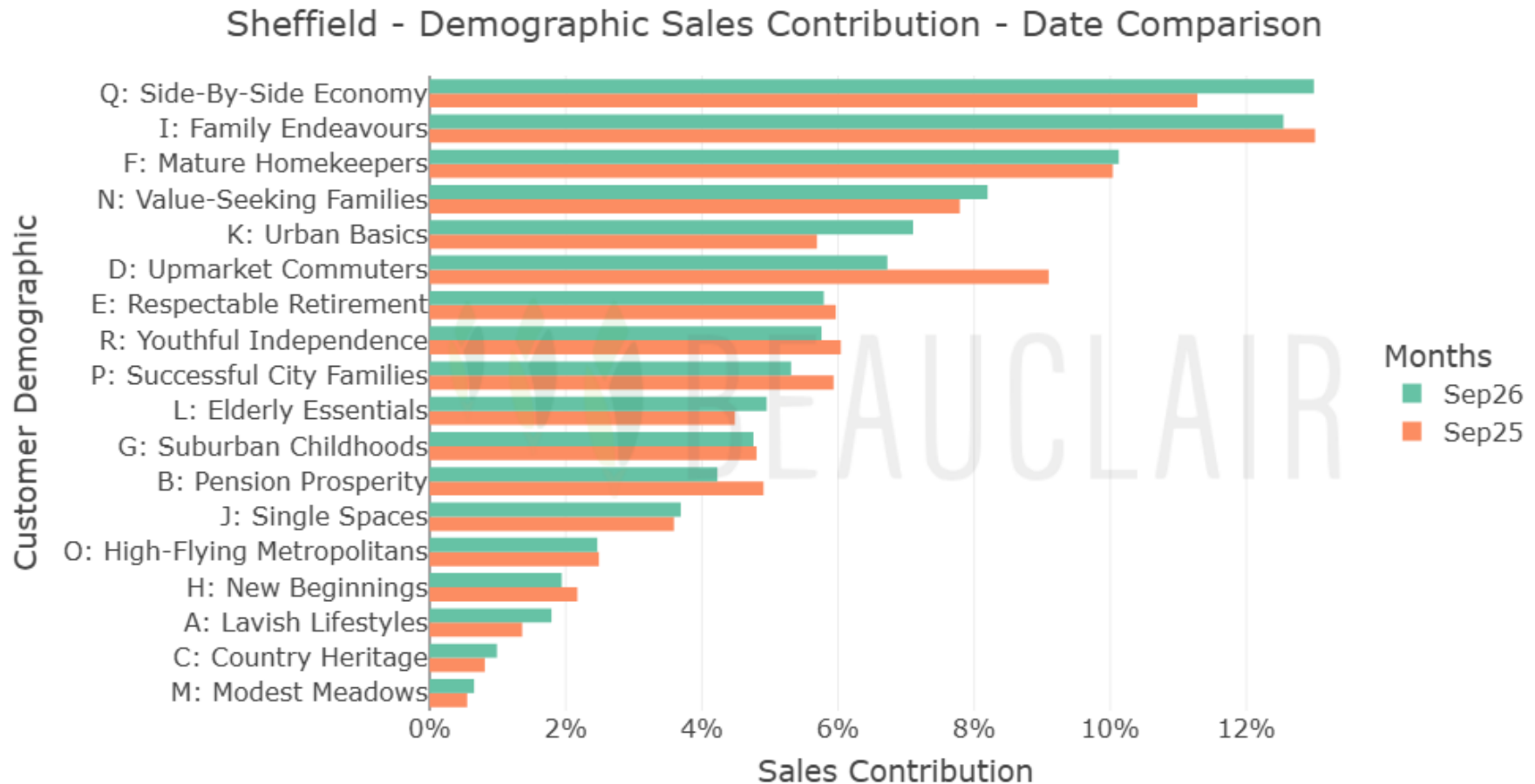


Customer demographics – September 2026 (Sheffield city centre)



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

Customer demographics – September 2026 (comparison with High Street Index)



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

Year to date comparisons

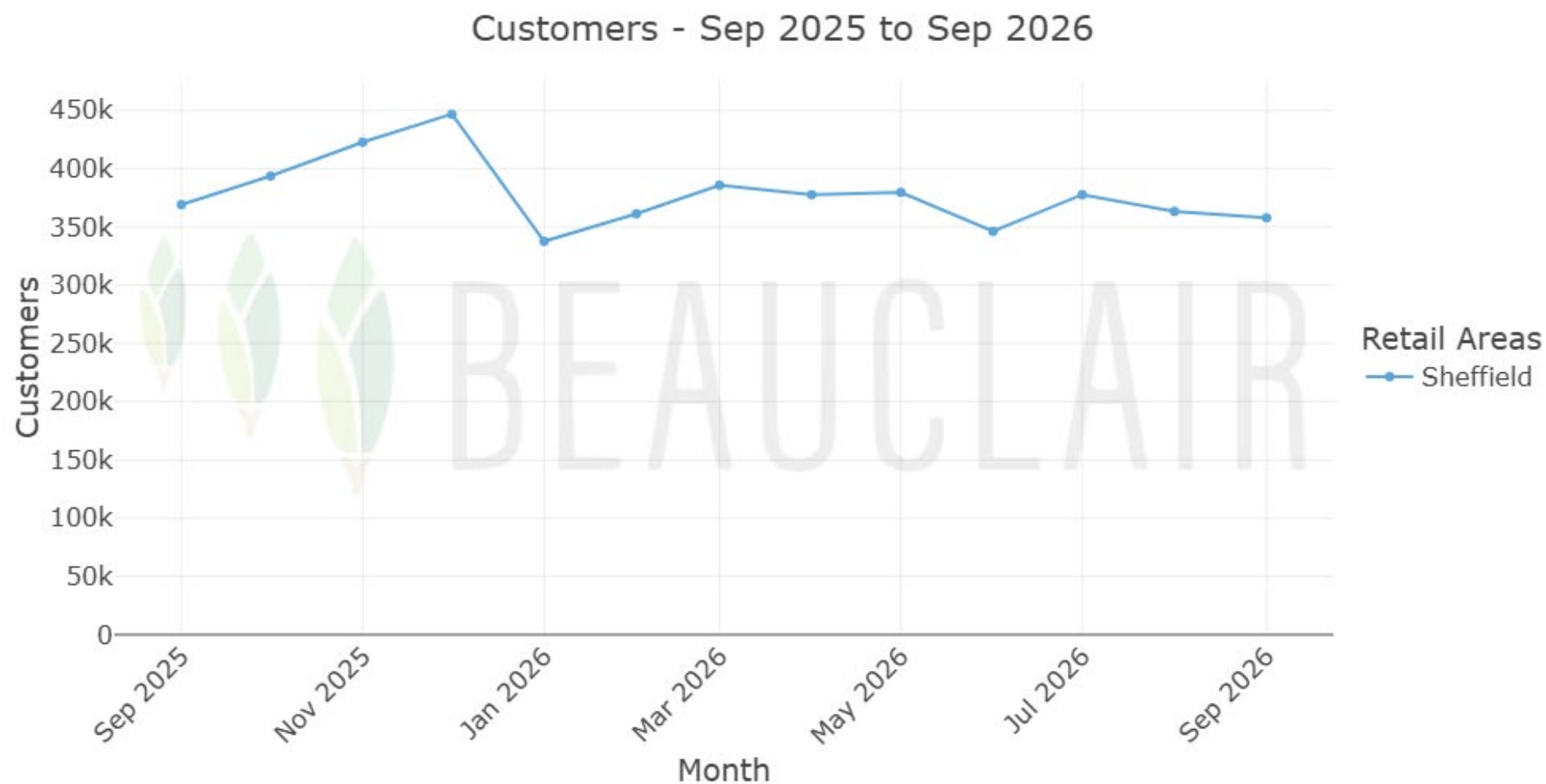
Sales – Sheffield city centre



Sales – comparison vs High Street Index



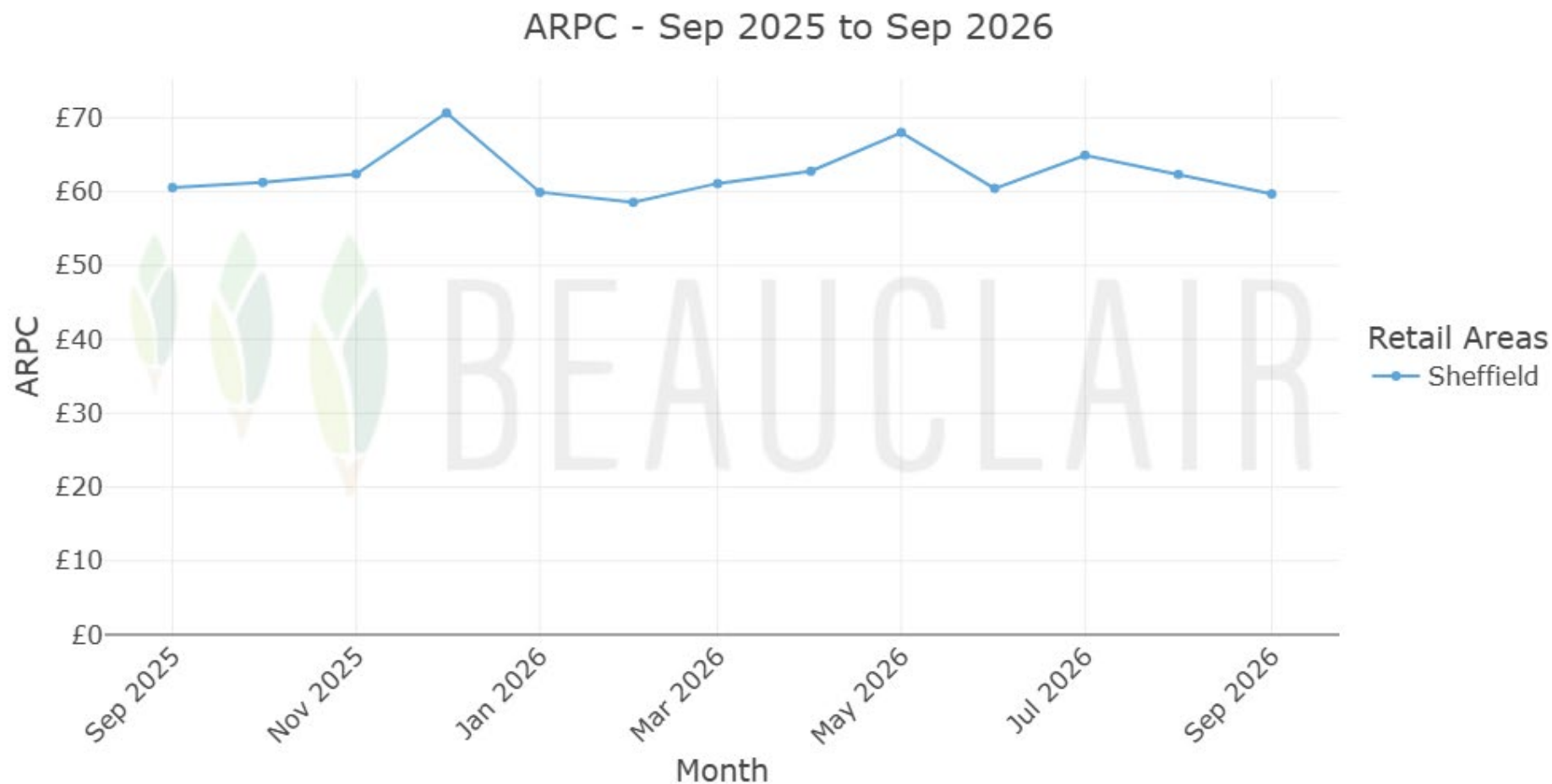
Customers – Sheffield city centre



Customers – comparison vs High Street Index



Average revenue per customer – Sheffield city centre



Average revenue per customer – comparison vs comparator average



September saw retail sales come under pressure as fewer customers visited the city centre and spending per customer eased. While overall sales declined, Sheffield continued to track broadly in line with wider market trends and outperformed some comparator cities, reflecting continued resilience despite a challenging retail environment.

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

Data source: Beauclair



September's Castlegate Festival and heritage tours helped boost footfall