

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

MAY 2021



CHARITY RETAILERS REPORT POSITIVE RESULTS AFTER FIRST FULL MONTH OF TRADING

2019 Comparison for Charity Retailers (only)

CHARITY

Charity Retail Association®
The voice of charity retail



May 2019: +0.4%



May 2019: -0.6%



May 2019: +25.9%

* Figure re-stated excluding extreme value.
New sales incl. extreme value were +18.4%.



May 2019: 32.2%

COMMENTS FROM CHARITY RETAIL

- Charity retailers encouragingly reported positive results following the first full month of trading, consistently reporting a good sales performance overall - although this compares to 2019 results which were the weakest in six months at the time.
- With most shops already open following the lifting of trading restrictions, charity retailers are now focused on driving performance across the estate.

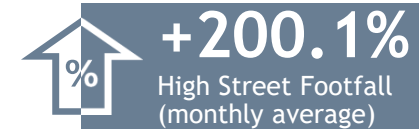
KEY FACTORS AFFECTING THE MONTH

- The weather was a challenge, with May 2021 turning out to be one of the wettest on record in the UK.
- Initiatives to drive growth include growing online sales, as the uncertainty of COVID-19 measures going forward remains an issue.
- Staffing levels remain challenging amid lower volunteer levels.

COMMERCIAL



May 2020: -87.1%



May 2020: -78.0%

COMMENTS FROM COMMERCIAL RETAIL

- In-store LFLs increased by +12,922.0% this month, but from a base of -87.1% for May 2020. The first full month of re-opening coincided with an expected bounce for in-store sales as the re-opening of non-essential retail progressed.
- Strongest performer:** All categories reported good results, with Fashion in-store LFLs up by +16,526.2% in May - albeit exaggerated as consumers continue to settle back into the physical shopping experience compared to a dearth of sales during lockdown. Homewares (+9,736%) and Lifestyle (+9,565%).

JOIN THE TRACKER FOR MORE DETAILED REPORTS

As part of the Charity Retail Sales Tracker (CRST), we produce more detailed weekly and monthly reports for the medium to very large retail chains that take part, allowing them to easily benchmark their performance against peers.

The more charity retailers involved, the greater the value our tracker can provide for participants and the wider sector as a whole.

To participate and receive these exclusive reports, contact:

charityretailsalestracker@bdo.co.uk

FURTHER INFORMATION:

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The CRST Monthly Review outlines monthly LFL sales changes of charity retailers with c4,000 individual stores (14 retailers reported this month with 3,048 stores between them).

Source: www.bdo.co.uk/high-street-sales-tracker

Any footfall figures quoted come from Springboard.