

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

SEPTEMBER 2021

CHARITY RETAILERS CONTINUE TO SEE AN IMPROVED SALES PERFORMANCE

CHARITY



September 2020: -21.1%

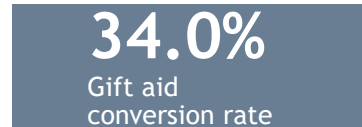


September 2020: -40.1%

Charity Retail Association®
The voice of charity retail



September 2020: -20.9%



September 2020: 29.4%

COMMENTS FROM CHARITY RETAIL

- Total LFLs increased by +84.5%, off a weak base of -21.1% in September 2020. This was generally driven by the sale of both new and donated goods.
- Large-sized retailers reported the strongest performance across all categories, with particularly strong gift-aided donated sales.
- Several charity retailers are already back in growth mode, opening new shops and making key people appointments to drive strategic initiatives.

KEY FACTORS AFFECTING THE MONTH

- Charity retailers continued to see an improved sales performance as customers return to shops, compounded by early Christmas card sales.
- Staffing levels remained the main challenge, while the weather also proved to be slightly more problematic.

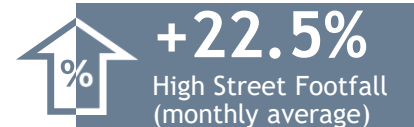
The CRST Monthly Review outlines monthly LFL sales changes of charity retailers with c4,000 individual stores (15 retailers reported this month with c. 3,200 stores between them).

* Figure re-stated excluding extreme value.
New sales incl. extreme value were +68.89%.

COMMERCIAL



September 2020: -23.4%



September 2020: -34.9%

COMMENTS FROM COMMERCIAL RETAIL

- In-store LFLs were up by +29.1% this month. While LFLs for bricks and mortar outlets were consistently positive each week, online sales were slightly more inconsistent.
- However, the spike in consumer spending over the summer appears to be slowing with recent evidence of a shift towards social spending and services. The decline has been limited thus far, but the outlook may be more concerning, according to the ONS.
- **Strongest performer:** Fashion in-store LFLs were up by +39.0%, followed by Lifestyle (+22.5%) and Homewares (+10.5%).

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

Any footfall figures quoted come from Springboard.



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:

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FURTHER INFORMATION:

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