

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

MAY 2022



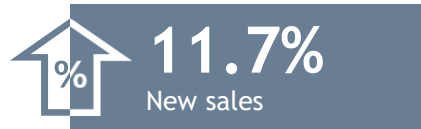
CHARITY RETAILERS CONTINUE TO REPORT STRONG RESULTS

CHARITY

Charity Retail Association®
The voice of charity retail



May 2021: +3.1%



May 2021: -3.6%



May 2021: +3.3%



May 2021: 29.7%

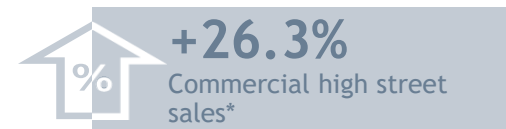
COMMENTS FROM CHARITY RETAIL

- Total LFLs were up by +18.4% in May 2022, off a base of +3.1% in May 2021 when charity retailers reported results for the first full month of trading since lockdown restrictions were lifted in April 2021.
- Like last month, growth was largely driven by the sale of donated goods. Large charity retailers generally reported stronger results.

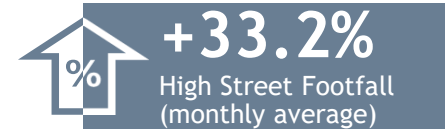
KEY FACTORS AFFECTING THE MONTH

- Several charity retailers continued to report ongoing strong sales as trading resumes normality. However, volunteer levels continue to be a challenge.
- Despite the average gift aid conversion rate being in line with previous months, several charity retailers reported challenges with the level of gift aid sign ups this month.

COMMERCIAL



May 2021: +12,922%



May 2021: +192.9%

COMMENTS FROM COMMERCIAL RETAIL

- In-store LFLs rose by +26.3% from a base of +12,922.0% for 2021, following a trend of decelerating growth.
- While sales remained positive, May's results compare to a month last year when some retail segments had still not recovered to pre-Covid levels. Moreover, the outlook is ominous - consumer confidence hit historic lows in May and there are signs that purchases of major goods are already being deferred by shoppers.
- **Strongest performer:** Fashion in-store LFLs were up by +41.9%, followed by Lifestyle (+18.6%) and Homewares (-5.9%).

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

Any footfall figures quoted come from Springboard.

The CRST Monthly Review outlines monthly LFL sales changes of charity retailers with c4,000 stores (11 retailers reported this month with c2,900 stores between them); * Figure re-stated excluding extreme value. Gift aid conversion rate incl. extreme value was 35.2%.

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