

## MONTHLY FD REVIEW

# BDO CHARITY RETAIL SALES TRACKER

JULY 2022

A STRONG MONTH ACROSS THE BOARD

### CHARITY



July 2021: +2.0%



July 2021: -7.0%

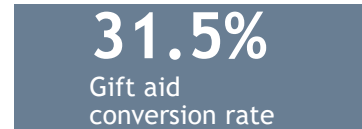
#### COMMENTS FROM CHARITY RETAIL

- Total LFLs were up by +13.3%, off a base of +2.0% in July 2021 when almost all shops were already open again following the lifting of Covid restrictions.
- Unlike recent months, results in July were driven by the sale of new goods.
- Large retailers in particular reported a strong performance this month, with positive LFLs across all categories. However, results were generally strong across the board, with most retailers reporting positive LFLs.

### Charity Retail Association® The voice of charity retail



July 2021: +2.5%

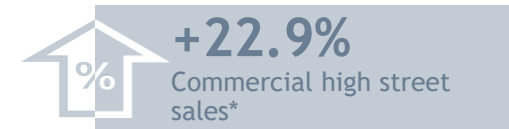


July 2021: 30.6%

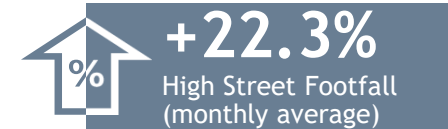
#### KEY FACTORS AFFECTING THE MONTH

- Despite the challenge posed by extreme weather conditions in July, with the UK experiencing unprecedented extreme heatwaves, various charity retailers reported strong sales.
- As the cost of living rises and consumers increasingly opt for sustainable wardrobe solutions, charity retailers highlighted strong footfall levels.
- While some retailers have seen some recruitment successes as of late, staffing levels still remain their main challenge.

### COMMERCIAL



July 2021: +54.0%



July 2021: +31.9%

#### COMMENTS FROM COMMERCIAL RETAIL

- In-store LFLs continued to defy expectations in July, rising by +22.9% from a base of +31.9% in 2021 against the gravity of mounting cost burdens.
- However, there are clear signs the difficult economic environment is having a serious impact on retail, with a relative slowdown online observed in recent months.
- **Strongest performer:** Fashion in-store LFLs were up by +30.9%, followed by Lifestyle (+18.9%) and Homewares (-0.7%).

\*Source: [www.bdo.co.uk/high-street-sales-tracker](http://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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