



Select Client Retail Area

Please select your retail are for which you would like to view summary metrics

Cardiff

Cardiff Headline Metrics

- In Aug 2025, monthly retail sales in Cardiff were £38.2m. Year-to-Date (YTD) sales were £293m.
- Compared to Aug 2024, monthly sales decreased by -4.9% while YTD sales decreased by -1.2%.
- The decrease in monthly sales was due to a decrease of -6.5% in customer numbers and an increase of +1.7% in average revenue per customer (ARPC).

| Metric       | Aug 25 | Aug 25<br>vs Aug 24 | YTD Aug 25 | YTD Aug 25<br>vs YTD Aug 24 |
|--------------|--------|---------------------|------------|-----------------------------|
| Sales        | £38.2m | -4.9%               | £293m      | -1.2%                       |
| Transactions | 1.94m  | -6.6%               | 15.2m      | -1.9%                       |
| Customers    | 438k   | -6.5%               | 3.41m      | -1.7%                       |
| ATV          | £19.69 | +1.8%               | £19.32     | +0.7%                       |
| ARPC         | £87.03 | +1.7%               | £86.00     | +0.6%                       |

Key Retail Metrics for Cardiff

Cardiff vs Comparator Areas

- Monthly sales change between Aug 2024 and Aug 2025 in Cardiff (-4.9%) is higher than Cardiff - Hospitality (-6.3%), Sheffield (-6.6%), Cardiff - Other (-7.8%) and Nottingham (-11.4%); similar to Cardiff - Retail (-5.1%) and lower than Bristol (-0.8%), Cardiff - Indie (-1.7%) and Newport (-3.1%).
- YTD sales change between Aug 2024 and Aug 2025 in Cardiff (-1.2%) is higher than Cardiff - Retail (-2.5%), Newport (-3.7%), Cardiff - Hospitality (-5.2%), Nottingham (-5.4%) and Bristol (-5.5%) and lower than Cardiff - Other (+3.6%), Cardiff - Indie (+1.5%) and Sheffield (+0.2%).

| Retail Area           | Aug 25<br>vs Aug 24 | YTD Aug 25<br>vs YTD Aug 24 |
|-----------------------|---------------------|-----------------------------|
| Cardiff               | -4.9%               | -1.2%                       |
| Cardiff - Hospitality | -6.3%               | -5.2%                       |
| Cardiff - Indie       | -1.7%               | +1.5%                       |
| Cardiff - Retail      | -5.1%               | -2.5%                       |
| Cardiff - Other       | -7.8%               | +3.6%                       |
| Bristol               | -0.8%               | -5.5%                       |
| Newport               | -3.1%               | -3.7%                       |
| Nottingham            | -11.4%              | -5.4%                       |
| Sheffield             | -6.6%               | +0.2%                       |
| GB Benchmark          | -4.8%               | -2.9%                       |

Sales Growth for Cardiff and Comparators

Cardiff Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£14.8m), Fashion (£9.97m), Grocery (£3.20m), General Retail (£3.16m), and Health & Beauty (£2.97m).
- The five sectors with the highest YTD sales are Food & Drink (£113m), Fashion (£70.9m), Grocery (£26.6m), General Retail (£23.9m), and Health & Beauty (£22.5m).
- The five sectors showing the largest change in sales between Aug 2024 and Aug 2025 are Tourism (–£485k), Entertainment (–£476k), Food & Drink (–£454k), General Retail (–£443k) and Fashion (+£423k).

| Sector            | Aug 25 | Aug 25<br>vs Aug 24 | YTD Aug 25 | YTD Aug 25<br>vs YTD Aug 24 |
|-------------------|--------|---------------------|------------|-----------------------------|
| Food & Drink      | £14.8m | -3.0%               | £113m      | -0.8%                       |
| Fashion           | £9.97m | +4.4%               | £70.9m     | +0.2%                       |
| Grocery           | £3.20m | -6.2%               | £26.6m     | -2.0%                       |
| General Retail    | £3.16m | -12.3%              | £23.9m     | -0.6%                       |
| Health & Beauty   | £2.97m | -6.5%               | £22.5m     | -6.4%                       |
| Entertainment     | £1.57m | -23.3%              | £16.8m     | +15.7%                      |
| Transport         | £1.18m | -11.2%              | £8.83m     | -9.1%                       |
| Tourism           | £961k  | -33.5%              | £8.42m     | -18.1%                      |
| Consumer Services | £281k  | +47.8%              | £1.82m     | -2.1%                       |
| Household         | £109k  | -39.9%              | £954k      | +2.6%                       |

Cardiff Sector Sales

Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between August 2024 and August 2025 reveals that only Rest Of GB (-1.4ppt) has a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between August 2024 and August 2025 reveals that Rest Of GB (+1.1ppt) and Cardiff Region (-1.1ppt)have a change of 1 percentage point (ppt) or more.

| Customer Catchment | Aug 25 | Aug 25<br>vs Aug 24 | YTD Aug 25 | YTD Aug 25<br>vs YTD Aug 24 |
|--------------------|--------|---------------------|------------|-----------------------------|
| Cardiff Region     | 37.2%  | +0.4ppt             | 36.0%      | -1.1ppt                     |
| Cardiff Inner City | 18.6%  | +0.6ppt             | 19.6%      | -0.5ppt                     |
| Cardiff Outer City | 16.8%  | +0.8ppt             | 17.0%      | +0.2ppt                     |
| Rest Of GB         | 14.8%  | -1.4ppt             | 15.0%      | +1.1ppt                     |
| Rest Of Wales      | 10.8%  | -0.6ppt             | 10.5%      | -0.1ppt                     |
| M4 Corridor        | 1.7%   | +0.1ppt             | 1.9%       | +0.3ppt                     |

Contribution of Customer Catchments to Cardiff Sales

Cardiff Data Download & FAQ

To download the data for all months click on the Historical button. To download metrics for the last month click on the Latest button. To download FAQ & Glossary click on the FAQ button.

Historical

Latest

FAQ