



Select Client Retail Area

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

Cardiff

Cardiff Headline Metrics

- In Sep 2025, monthly retail sales in Cardiff were £31.0m. Year-to-Date (YTD) sales were £323m.
- Compared to Sep 2024, monthly sales decreased by -5.3% while YTD sales decreased by -1.7%.
- The decrease in monthly sales was due to a decrease of -5.4% in customer numbers and a marginal increase of +0.2% in average revenue per customer (ARPC).

Metric	Sep 25	Sep 25 vs Sep 24	YTD Sep 25	YTD Sep 25 vs YTD Sep 24
Sales	£31.0m	-5.3%	£323m	-1.7%
Transactions	1.61m	-6.3%	16.7m	-2.6%
Customers	364k	-5.4%	3.71m	-2.5%
ATV	£19.30	+1.1%	£19.37	+0.9%
ARPC	£85.14	+0.2%	£86.91	+0.9%

Key Retail Metrics for Cardiff

Cardiff vs Comparator Areas

- Monthly sales change between Sep 2024 and Sep 2025 in Cardiff (-5.3%) is higher than Cardiff - Indie (-8.1%), Bristol (-9.3%), Nottingham (-9.6%) and Newport (-9.8%); similar to Cardiff - Hospitality (-4.7%) and Cardiff - Retail (-5.5%) and lower than Sheffield (+0.8%) and Cardiff - Other (+0.2%).
- YTD sales change between Sep 2024 and Sep 2025 in Cardiff (-1.7%) is higher than Cardiff - Retail (-2.9%), Newport (-4.3%), Cardiff - Hospitality (-5.1%), Nottingham (-5.8%) and Bristol (-7.4%) and lower than Cardiff - Other (+3.1%), Cardiff - Indie (+0.5%) and Sheffield (+0.3%).

Retail Area	Sep 25 vs Sep 24	YTD Sep 25 vs YTD Sep 24
Cardiff	-5.3%	-1.7%
Cardiff - Hospitality	-4.7%	-5.1%
Cardiff - Indie	-8.1%	+0.5%
Cardiff - Retail	-5.5%	-2.9%
Cardiff - Other	+0.2%	+3.1%
Bristol	-9.3%	-7.4%
Newport	-9.8%	-4.3%
Nottingham	-9.6%	-5.8%
Sheffield	+0.8%	+0.3%
GB Benchmark	-4.1%	-3.0%

Sales Growth for Cardiff and Comparators

Cardiff Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£10.7m), Fashion (£8.16m), Grocery (£3.16m), General Retail (£2.76m), and Health & Beauty (£2.60m).
- The five sectors with the highest YTD sales are Food & Drink (£122m), Fashion (£79.0m), Grocery (£29.7m), General Retail (£26.7m), and Health & Beauty (£25.1m).
- The five sectors showing the largest change in sales between Sep 2024 and Sep 2025 are Food & Drink (-£1.02m), General Retail (-£343k), Fashion (-£293k), Health & Beauty (+£134k) and Grocery (-£103k).

Sector	Sep 25	Sep 25 vs Sep 24	YTD Sep 25	YTD Sep 25 vs YTD Sep 24
Food & Drink	£10.7m	-8.6%	£122m	-1.7%
Fashion	£8.16m	-3.5%	£79.0m	-0.2%
Grocery	£3.16m	-3.2%	£29.7m	-2.2%
General Retail	£2.76m	-11.1%	£26.7m	-1.6%
Health & Beauty	£2.60m	+5.4%	£25.1m	-5.3%
Entertainment	£1.16m	+0.7%	£17.9m	+15.1%
Tourism	£1.09m	+0.5%	£9.51m	-16.3%
Transport	£1.06m	-4.5%	£9.89m	-8.6%
Consumer Services	£191k	-9.3%	£1.83m	-11.8%
Household	£74.4k	-37.0%	£1.03m	-1.9%

Cardiff Sector Sales

Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between September 2024 and September 2025 reveals that Rest Of GB (+2.3ppt) and Cardiff Region (-1.7ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between September 2024 and September 2025 reveals that Rest Of GB (+1.2ppt) and Cardiff Region (-1.1ppt)have a change of 1 percentage point (ppt) or more.

Customer Catchment	Sep 25	Sep 25 vs Sep 24	YTD Sep 25	YTD Sep 25 vs YTD Sep 24
Cardiff Region	36.7%	-1.7ppt	36.2%	-1.1ppt
Cardiff Inner City	20.2%	-0.9ppt	19.7%	-0.5ppt
Cardiff Outer City	17.7%	+0.4ppt	17.1%	+0.2ppt
Rest Of GB	14.6%	+2.3ppt	14.6%	+1.2ppt
Rest Of Wales	9.3%	-0.1ppt	10.4%	-0.1ppt
M4 Corridor	1.4%	0.0ppt	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