



Select Client Retail Area

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

Cardiff - Retail

Cardiff - Retail Headline Metrics

- In Dec 2025, monthly retail sales in Cardiff - Retail were £41.5m. Year-to-Date (YTD) sales were £264m.
- Compared to Dec 2024, monthly sales decreased by -1.3% while YTD sales decreased by -3.3%.
- The decrease in monthly sales was due to a decrease of -2.5% in customer numbers and an increase of +1.2% in average revenue per customer (ARPC).

Metric	Dec 25	Dec 25 vs Dec 24	YTD Dec 25	YTD Dec 25 vs YTD Dec 24
Sales	£41.5m	-1.3%	£264m	-3.3%
Transactions	1.32m	-4.0%	10.3m	-3.6%
Customers	366k	-2.5%	3.25m	-3.8%
ATV	£31.50	+2.8%	£25.66	+0.2%
ARPC	£113.42	+1.2%	£81.11	+0.5%

Key Retail Metrics for Cardiff - Retail

Cardiff - Retail vs Comparator Areas

- Monthly sales change between Dec 2024 and Dec 2025 in Cardiff - Retail (+0.3%) is higher than Cardiff - Retail (-1.3%), Bristol (-3.0%), Sheffield (-3.6%), Newport (-10.2%) and Nottingham (-10.5%) and lower than Cardiff - Other (+6.2%), Cardiff - Indie (+2.7%) and Cardiff - Hospitality (+1.8%).
- YTD sales change between Dec 2024 and Dec 2025 in Cardiff - Retail (-2.2%) is higher than Cardiff - Retail (-3.3%), Cardiff - Hospitality (-4.4%), Newport (-4.9%), Nottingham (-6.7%) and Bristol (-7.1%) and lower than Cardiff - Other (+2.1%), Cardiff - Indie (-0.1%) and Sheffield (-0.5%).

Retail Area	Dec 25 vs Dec 24	YTD Dec 25 vs YTD Dec 24
Cardiff - Retail	-1.3%	-3.3%
Cardiff	+0.3%	-2.2%
Cardiff - Hospitality	+1.8%	-4.4%
Cardiff - Indie	+2.7%	-0.1%
Cardiff - Other	+6.2%	+2.1%
Bristol	-3.0%	-7.1%
Newport	-10.2%	-4.9%
Nottingham	-10.5%	-6.7%
Sheffield	-3.6%	-0.5%
GB Benchmark	-3.6%	-3.3%

Sales Growth for Cardiff - Retail and Comparators

Cardiff - Retail Sector Sales

- The five sectors with the highest monthly sales are Fashion (£17.0m), General Retail (£6.55m), Health & Beauty (£6.13m), Food & Drink (£5.59m), and Grocery (£3.67m).
- The five sectors with the highest YTD sales are Fashion (£104m), Food & Drink (£46.0m), General Retail (£35.6m), Health & Beauty (£33.3m), and Grocery (£24.7m).
- The five sectors showing the largest change in sales between Dec 2024 and Dec 2025 are Health & Beauty (+£419k), General Retail (-£385k), Food & Drink (-£368k), Tourism (-£272k) and Fashion (+£192k).

Sector	Dec 25	Dec 25 vs Dec 24	YTD Dec 25	YTD Dec 25 vs YTD Dec 24
Fashion	£17.0m	+1.1%	£104m	-2.1%
General Retail	£6.55m	-5.5%	£35.6m	-2.1%
Health & Beauty	£6.13m	+7.3%	£33.3m	+0.7%
Food & Drink	£5.59m	-6.2%	£46.0m	-6.1%
Grocery	£3.67m	-0.8%	£24.7m	-6.2%
Entertainment	£1.14m	-0.9%	£7.00m	+6.8%
Transport	£672k	+6.1%	£6.19m	-2.7%
Tourism	£333k	-45.0%	£5.21m	-21.4%
Household	£302k	-19.6%	£1.50m	-5.8%
Consumer Services	£108k	-27.9%	£824k	-36.6%

Cardiff - Retail Sector Sales

Cardiff - Retail Customer Catchments

- Comparing the sales contribution of customer catchment areas between December 2024 and December 2025 identifies no catchments with a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between December 2024 and December 2025 identifies no catchments with a change of 1 percentage point (ppt) or more.

Customer Catchment	Dec 25	Dec 25 vs Dec 24	YTD Dec 25	YTD Dec 25 vs YTD Dec 24
Cardiff Region	46.6%	+0.8ppt	40.8%	-0.1ppt
Cardiff Outer City	16.7%	-0.2ppt	18.7%	+0.4ppt
Cardiff Inner City	15.7%	-0.9ppt	18.2%	-0.8ppt
Rest Of Wales	12.7%	+0.7ppt	11.0%	0.0ppt
Rest Of GB	7.0%	-0.6ppt	9.9%	+0.4ppt
M4 Corridor	1.3%	+0.2ppt	1.4%	+0.1ppt

Contribution of Customer Catchments to Cardiff - Retail 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