



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 Nov 2025, monthly retail sales in Cardiff - Retail were £28.4m. Year-to-Date (YTD) sales were £222m.
- Compared to Nov 2024, monthly sales decreased by -9.3% while YTD sales decreased by -3.7%.
- The decrease in monthly sales was due to a decrease of -4.9% in average revenue per customer (ARPC) and a decrease of -4.6% in customer numbers.

Metric	Nov 25	Nov 25 vs Nov 24	YTD Nov 25	YTD Nov 25 vs YTD Nov 24
Sales	£28.4m	-9.3%	£222m	-3.7%
Transactions	1.03m	-4.9%	8.97m	-3.5%
Customers	318k	-4.6%	2.89m	-4.0%
ATV	£27.60	-4.7%	£24.80	-0.2%
ARPC	£89.56	-4.9%	£77.05	+0.3%

Key Retail Metrics for Cardiff - Retail

Cardiff - Retail vs Comparator Areas

- Monthly sales change between Nov 2024 and Nov 2025 in Cardiff - Retail (-8.1%) is higher than Cardiff - Retail (-9.3%) and Cardiff - Hospitality (-12.0%); similar to Newport (-7.7%) and Nottingham (-8.2%) and lower than Cardiff - Other (-1.3%), Sheffield (-5.7%), Bristol (-5.8%) and Cardiff - Indie (-6.3%).
- YTD sales change between Nov 2024 and Nov 2025 in Cardiff - Retail (-2.5%) is higher than Cardiff - Retail (-3.7%), Newport (-4.4%), Cardiff - Hospitality (-5.1%), Bristol (-6.0%) and Nottingham (-6.4%) and lower than Cardiff - Other (+2.0%), Sheffield (-0.2%) and Cardiff - Indie (-0.6%).

Retail Area	Nov 25 vs Nov 24	YTD Nov 25 vs YTD Nov 24
Cardiff - Retail	-9.3%	-3.7%
Cardiff	-8.1%	-2.5%
Cardiff - Hospitality	-12.0%	-5.1%
Cardiff - Indie	-6.3%	-0.6%
Cardiff - Other	-1.3%	+2.0%
Bristol	-5.8%	-6.0%
Newport	-7.7%	-4.4%
Nottingham	-8.2%	-6.4%
Sheffield	-5.7%	-0.2%
GB Benchmark	-7.0%	-3.3%

Sales Growth for Cardiff - Retail and Comparators

Cardiff - Retail Sector Sales

- The five sectors with the highest monthly sales are Fashion (£11.0m), Food & Drink (£4.75m), Health & Beauty (£4.10m), General Retail (£4.08m), and Grocery (£2.46m).
- The five sectors with the highest YTD sales are Fashion (£86.7m), Food & Drink (£40.4m), General Retail (£29.0m), Health & Beauty (£27.2m), and Grocery (£21.1m).
- The five sectors showing the largest change in sales between Nov 2024 and Nov 2025 are Fashion (-£1.99m), General Retail (-£646k), Tourism (-£343k), Health & Beauty (+£240k) and Grocery (-£164k).

Sector	Nov 25	Nov 25 vs Nov 24	YTD Nov 25	YTD Nov 25 vs YTD Nov 24
Fashion	£11.0m	-15.3%	£86.7m	-2.8%
Food & Drink	£4.75m	-0.8%	£40.4m	-6.2%
Health & Beauty	£4.10m	+6.2%	£27.2m	-0.7%
General Retail	£4.08m	-13.7%	£29.0m	-1.2%
Grocery	£2.46m	-6.2%	£21.1m	-6.8%
Entertainment	£828k	+8.5%	£5.86m	+8.5%
Transport	£612k	+8.4%	£5.51m	-3.7%
Tourism	£364k	-48.5%	£4.88m	-19.0%
Household	£184k	-11.1%	£1.20m	-1.6%
Consumer Services	£44.9k	-63.2%	£716k	-37.7%

Cardiff - Retail Sector Sales

Cardiff - Retail Customer Catchments

- Comparing the sales contribution of customer catchment areas between November 2024 and November 2025 reveals that Rest Of Wales (-2.6ppt) and Cardiff Region (+2.3ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between November 2024 and November 2025 identifies no catchments with a change of 1 percentage point (ppt) or more.

Customer Catchment	Nov 25	Nov 25 vs Nov 24	YTD Nov 25	YTD Nov 25 vs YTD Nov 24
Cardiff Region	44.5%	+2.3ppt	39.7%	-0.3ppt
Cardiff Outer City	16.2%	-0.2ppt	19.1%	+0.5ppt
Cardiff Inner City	14.4%	-0.7ppt	18.7%	-0.8ppt
Rest Of Wales	11.8%	-2.6ppt	10.6%	-0.2ppt
Rest Of GB	11.2%	+0.9ppt	10.5%	+0.6ppt
M4 Corridor	1.9%	+0.3ppt	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