



Select Client Retail Area

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

Cardiff

Cardiff Headline Metrics

- In Dec 2025, monthly retail sales in Cardiff were £65.1m. Year-to-Date (YTD) sales were £470m.
- Compared to Dec 2024, monthly sales marginally increased by +0.3% while YTD sales decreased by -2.2%.
- The marginal increase in monthly sales was due to an increase of +1.1% in customer numbers and a marginal decrease of -0.8% 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	£65.1m	+0.3%	£470m	-2.2%
Transactions	2.61m	-1.1%	23.1m	-3.1%
Customers	519k	+1.1%	5.11m	-2.1%
ATV	£24.96	+1.5%	£20.30	+1.0%
ARPC	£125.46	-0.8%	£92.03	-0.1%

Key Retail Metrics for Cardiff

Cardiff vs Comparator Areas

- Monthly sales change between Dec 2024 and Dec 2025 in Cardiff (+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 (-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	+0.3%	-2.2%
Cardiff - Hospitality	+1.8%	-4.4%
Cardiff - Indie	+2.7%	-0.1%
Cardiff - Retail	-1.3%	-3.3%
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 and Comparators

Cardiff Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£19.9m), Fashion (£19.4m), General Retail (£7.84m), Health & Beauty (£6.51m), and Grocery (£5.63m).
- The five sectors with the highest YTD sales are Food & Drink (£171m), Fashion (£121m), Grocery (£42.5m), General Retail (£42.3m), and Health & Beauty (£39.6m).
- The five sectors showing the largest change in sales between Dec 2024 and Dec 2025 are Health & Beauty (+£442k), Tourism (-£423k), Entertainment (+£383k), General Retail (-£122k) and Grocery (-£115k).

Sector	Dec 25	Dec 25 vs Dec 24	YTD Dec 25	YTD Dec 25 vs YTD Dec 24
Food & Drink	£19.9m	+0.5%	£171m	-1.7%
Fashion	£19.4m	+0.5%	£121m	-2.1%
General Retail	£7.84m	-1.5%	£42.3m	-2.4%
Health & Beauty	£6.51m	+7.3%	£39.6m	-1.1%
Grocery	£5.63m	-2.0%	£42.5m	-3.0%
Entertainment	£2.81m	+15.8%	£24.2m	+11.1%
Transport	£1.42m	-0.6%	£13.6m	-6.8%
Tourism	£1.04m	-28.9%	£12.3m	-19.9%
Household	£307k	-19.8%	£1.58m	-11.0%
Consumer Services	£229k	-22.7%	£2.60m	-9.2%

Cardiff Sector Sales

Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between December 2024 and December 2025 reveals that only Cardiff Inner City (-1.1ppt) has a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between December 2024 and December 2025 reveals that only Rest Of GB (+1.1ppt) has 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	43.2%	0.0ppt	37.7%	-0.5ppt
Cardiff Inner City	16.9%	-1.1ppt	18.7%	-0.7ppt
Cardiff Outer City	16.7%	-0.1ppt	16.9%	+0.1ppt
Rest Of Wales	12.6%	+0.5ppt	11.0%	-0.3ppt
Rest Of GB	9.2%	+0.4ppt	13.8%	+1.1ppt
M4 Corridor	1.4%	+0.2ppt	1.8%	+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.

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