



## Select Client Retail Area

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

Cardiff

## Cardiff Headline Metrics

- In Nov 2025, monthly retail sales in Cardiff were £48.6m. Year-to-Date (YTD) sales were £405m.
- Compared to Nov 2024, monthly sales decreased by -8.1% while YTD sales decreased by -2.5%.
- The decrease in monthly sales was due to a decrease of -5.8% in average revenue per customer (ARPC) and a decrease of -2.4% in customer numbers.

Metric	Nov 25	Nov 25 vs Nov 24	YTD Nov 25	YTD Nov 25 vs YTD Nov 24
Sales	£48.6m	-8.1%	£405m	-2.5%
Transactions	2.23m	-6.6%	20.6m	-3.3%
Customers	496k	-2.4%	4.59m	-2.4%
ATV	£21.83	-1.7%	£19.70	+0.8%
ARPC	£98.12	-5.8%	£88.25	-0.1%

Key Retail Metrics for Cardiff

## Cardiff vs Comparator Areas

- Monthly sales change between Nov 2024 and Nov 2025 in Cardiff (-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 (-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	-8.1%	-2.5%
Cardiff - Hospitality	-12.0%	-5.1%
Cardiff - Indie	-6.3%	-0.6%
Cardiff - Retail	-9.3%	-3.7%
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 and Comparators

## Cardiff Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£16.6m), Fashion (£12.8m), Health & Beauty (£4.81m), General Retail (£4.69m), and Grocery (£3.95m).
- The five sectors with the highest YTD sales are Food & Drink (£151m), Fashion (£101m), Grocery (£37.0m), General Retail (£34.5m), and Health & Beauty (£33.1m).
- The five sectors showing the largest change in sales between Nov 2024 and Nov 2025 are Fashion (-£2.18m), Food & Drink (-£1.08m), General Retail (-£638k), Tourism (-£594k) and Grocery (-£336k).

Sector	Nov 25	Nov 25 vs Nov 24	YTD Nov 25	YTD Nov 25 vs YTD Nov 24
Food & Drink	£16.6m	-6.1%	£151m	-1.9%
Fashion	£12.8m	-14.6%	£101m	-2.6%
Health & Beauty	£4.81m	+4.6%	£33.1m	-2.6%
General Retail	£4.69m	-12.0%	£34.5m	-2.6%
Grocery	£3.95m	-7.8%	£37.0m	-3.0%
Entertainment	£3.01m	+11.7%	£21.5m	+10.5%
Transport	£1.25m	-5.0%	£12.2m	-7.5%
Tourism	£981k	-37.7%	£11.2m	-19.0%
Consumer Services	£373k	+35.5%	£2.37m	-7.6%
Household	£188k	-12.4%	£1.27m	-8.5%

Cardiff Sector Sales

## Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between November 2024 and November 2025 reveals that Rest Of GB (+2.0ppt), Rest Of Wales (-1.4ppt), Cardiff Region (+1.1ppt), Cardiff Outer City (-1.0ppt) and Cardiff Inner City (-1.0ppt) 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 reveals that only Rest Of GB (+1.2ppt) has 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	40.1%	+1.1ppt	36.9%	-0.6ppt
Rest Of GB	15.5%	+2.0ppt	14.6%	+1.2ppt
Cardiff Inner City	15.2%	-1.0ppt	19.0%	-0.7ppt
Cardiff Outer City	14.9%	-1.0ppt	16.9%	+0.1ppt
Rest Of Wales	12.1%	-1.4ppt	10.7%	-0.4ppt
M4 Corridor	2.2%	+0.3ppt	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