



Select Client Retail Area

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

Cardiff

Cardiff Headline Metrics

- In Oct 2025, monthly retail sales in Cardiff were £36.6m. Year-to-Date (YTD) sales were £360m.
- Compared to Oct 2024, monthly sales decreased by -2.5% while YTD sales decreased by -1.9%.
- The decrease in monthly sales was due to a decrease of -2.3% in customer numbers and a marginal decrease of -0.2% in average revenue per customer (ARPC).

Metric	Oct 25	Oct 25 vs Oct 24	YTD Oct 25	YTD Oct 25 vs YTD Oct 24
Sales	£36.6m	-2.5%	£360m	-1.9%
Transactions	1.85m	-4.6%	18.5m	-3.1%
Customers	421k	-2.3%	4.17m	-2.5%
ATV	£19.80	+2.2%	£19.45	+1.3%
ARPC	£87.00	-0.2%	£86.28	+0.6%

Key Retail Metrics for Cardiff

Cardiff vs Comparator Areas

- Monthly sales change between Oct 2024 and Oct 2025 in Cardiff (-2.5%) is higher than Newport (-4.4%), Cardiff - Indie (-5.6%), Nottingham (-7.1%), Bristol (-9.7%) and Cardiff - Other (-11.5%) and lower than Cardiff - Hospitality (+2.4%), Sheffield (+1.7%) and Cardiff - Retail (-0.3%).
- YTD sales change between Oct 2024 and Oct 2025 in Cardiff (-1.9%) is higher than Cardiff - Retail (-3.0%), Newport (-4.3%), Cardiff - Hospitality (-4.3%), Nottingham (-5.9%) and Bristol (-7.3%) and lower than Cardiff - Other (+1.6%), Sheffield (+1.0%) and Cardiff - Indie (+0.3%).

Retail Area	Oct 25 vs Oct 24	YTD Oct 25 vs YTD Oct 24
Cardiff	-2.5%	-1.9%
Cardiff - Hospitality	+2.4%	-4.3%
Cardiff - Indie	-5.6%	+0.3%
Cardiff - Retail	-0.3%	-3.0%
Cardiff - Other	-11.5%	+1.6%
Bristol	-9.7%	-7.3%
Newport	-4.4%	-4.3%
Nottingham	-7.1%	-5.9%
Sheffield	+1.7%	+1.0%
GB Benchmark	-4.1%	-3.2%

Sales Growth for Cardiff and Comparators

Cardiff Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£13.2m), Fashion (£9.47m), General Retail (£3.55m), Grocery (£3.47m), and Health & Beauty (£3.33m).
- The five sectors with the highest YTD sales are Food & Drink (£136m), Fashion (£88.7m), Grocery (£33.2m), General Retail (£30.2m), and Health & Beauty (£28.3m).
- The five sectors showing the largest change in sales between Oct 2024 and Oct 2025 are Fashion (-£735k), General Retail (+£296k), Food & Drink (-£248k), Grocery (-£234k) and Tourism (-£229k).

Sector	Oct 25	Oct 25 vs Oct 24	YTD Oct 25	YTD Oct 25 vs YTD Oct 24
Food & Drink	£13.2m	-1.8%	£136m	-1.7%
Fashion	£9.47m	-7.2%	£88.7m	-0.6%
General Retail	£3.55m	+9.1%	£30.2m	-0.7%
Grocery	£3.47m	-6.3%	£33.2m	-2.5%
Health & Beauty	£3.33m	+7.0%	£28.3m	-3.9%
Entertainment	£1.30m	+5.6%	£18.6m	+9.8%
Transport	£1.18m	-2.3%	£11.0m	-8.1%
Tourism	£830k	-21.6%	£10.3m	-17.7%
Consumer Services	£185k	-20.0%	£2.01m	-12.7%
Household	£127k	-14.2%	£1.08m	-8.2%

Cardiff Sector Sales

Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between October 2024 and October 2025 reveals that Cardiff Region (+2.3ppt), Cardiff Inner City (-1.3ppt) and Rest Of Wales (-1.2ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between October 2024 and October 2025 reveals that only Rest Of GB (+1.1ppt) has a change of 1 percentage point (ppt) or more.

Customer Catchment	Oct 25	Oct 25 vs Oct 24	YTD Oct 25	YTD Oct 25 vs YTD Oct 24
Cardiff Region	37.7%	+2.3ppt	36.2%	-0.8ppt
Cardiff Inner City	18.1%	-1.3ppt	19.5%	-0.6ppt
Cardiff Outer City	17.0%	-0.1ppt	17.1%	+0.2ppt
Rest Of GB	13.4%	0.0ppt	14.8%	+1.1ppt
Rest Of Wales	12.0%	-1.2ppt	10.5%	-0.2ppt
M4 Corridor	1.6%	+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