



Select Client Retail Area

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

Cardiff - Indie

Cardiff - Indie Headline Metrics

- In Apr 2026, monthly retail sales in Cardiff - Indie were £6.18m. Year-to-Date (YTD) sales were £24.0m.
- Compared to Apr 2025, monthly sales decreased by -6.4% while YTD sales decreased by -5.6%.
- The decrease in monthly sales was due to a decrease of -4.5% in customer numbers and a decrease of -2.0% in average revenue per customer (ARPC).

Metric	Apr 26	Apr 26 vs Apr 25	YTD Apr 26	YTD Apr 26 vs YTD Apr 25
Sales	£6.18m	-6.4%	£24.0m	-5.6%
Transactions	309k	-11.9%	1.19m	-9.7%
Customers	143k	-4.5%	544k	-4.4%
ATV	£20.01	+6.2%	£20.23	+4.5%
ARPC	£43.29	-2.0%	£44.16	-1.3%

Key Retail Metrics for Cardiff - Indie

Cardiff - Indie vs Comparator Areas

- Monthly sales change between Apr 2025 and Apr 2026 in Cardiff - Indie (-6.4%) is higher than Cardiff - Retail (-7.5%), Newport (-9.1%) and Nottingham (-10.4%); similar to Cardiff (-6.2%) and lower than Sheffield (+1.4%), Cardiff - Hospitality (-0.4%), Bristol (-2.4%) and Cardiff - Other (-5.1%).
- YTD sales change between Apr 2025 and Apr 2026 in Cardiff - Indie (-5.6%) is higher than Nottingham (-7.4%); similar to Bristol (-5.5%) and Newport (-6.5%) and lower than Cardiff - Hospitality (-1.3%), Cardiff - Other (-1.5%), Cardiff - Retail (-2.0%), Cardiff (-2.6%) and Sheffield (-3.3%).

Retail Area	Apr 26 vs Apr 25	YTD Apr 26 vs YTD Apr 25
Cardiff - Indie	-6.4%	-5.6%
Cardiff	-6.2%	-2.6%
Cardiff - Hospitality	-0.4%	-1.3%
Cardiff - Retail	-7.5%	-2.0%
Cardiff - Other	-5.1%	-1.5%
Bristol	-2.4%	-5.5%
Newport	-9.1%	-6.5%
Nottingham	-10.4%	-7.4%
Sheffield	+1.4%	-3.3%
GB Benchmark	-4.9%	-4.2%

Sales Growth for Cardiff - Indie and Comparators

Cardiff - Indie Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£3.76m), Fashion (£937k), Grocery (£572k), General Retail (£377k), and Entertainment (£327k).
- The five sectors with the highest YTD sales are Food & Drink (£15.0m), Fashion (£3.55m), Grocery (£1.96m), General Retail (£1.36m), and Entertainment (£1.24m).
- The five sectors showing the largest change in sales between Apr 2025 and Apr 2026 are Fashion (–£188k), Food & Drink (–£100k), Entertainment (–£51.0k), Grocery (–£25.3k) and General Retail (–£22.8k).

Sector	Apr 26	Apr 26 vs Apr 25	YTD Apr 26	YTD Apr 26 vs YTD Apr 25
Food & Drink	£3.76m	-2.6%	£15.0m	-4.4%
Fashion	£937k	-16.7%	£3.55m	-14.9%
Grocery	£572k	-4.2%	£1.96m	-13.4%
General Retail	£377k	-5.7%	£1.36m	+3.4%
Entertainment	£327k	-13.5%	£1.24m	+0.1%
Health & Beauty	£125k	+4.7%	£561k	+46.3%
Transport	£40.4k	-5.8%	£161k	+2.0%
Consumer Services	£38.6k	-32.6%	£175k	+3.0%
Household	£3.46k	-36.7%	£21.5k	-10.4%
Tourism	£0	-100.0%	£0	-100.0%

Cardiff - Indie Sector Sales

Cardiff - Indie Customer Catchments

- Comparing the sales contribution of customer catchment areas between April 2025 and April 2026 reveals that Cardiff Inner City (-3.0ppt), Rest Of Wales (+2.7ppt), Cardiff Region (-2.2ppt) and Cardiff Outer City (+2.2ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between April 2025 and April 2026 reveals that Cardiff Region (-2.3ppt), Cardiff Inner City (-1.9ppt), Rest Of GB (+1.9ppt) and Rest Of Wales (+1.6ppt) have a change of 1 percentage point (ppt) or more.

Customer Catchment	Apr 26	Apr 26 vs Apr 25	YTD Apr 26	YTD Apr 26 vs YTD Apr 25
Cardiff Region	33.6%	-2.2ppt	33.4%	-2.3ppt
Cardiff Inner City	20.8%	-3.0ppt	20.3%	-1.9ppt
Cardiff Outer City	16.3%	+2.2ppt	15.3%	+0.1ppt
Rest Of GB	15.6%	+0.2ppt	17.3%	+1.9ppt
Rest Of Wales	11.6%	+2.7ppt	11.3%	+1.6ppt
M4 Corridor	2.1%	+0.1ppt	2.4%	+0.7ppt

Contribution of Customer Catchments to Cardiff - Indie 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