



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 Apr 2026, monthly retail sales in Cardiff - Retail were £18.7m. Year-to-Date (YTD) sales were £70.6m.
- Compared to Apr 2025, monthly sales decreased by -7.5% while YTD sales decreased by -2.0%.
- The decrease in monthly sales was due to a decrease of -5.2% in customer numbers and a decrease of -2.4% 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	£18.7m	-7.5%	£70.6m	-2.0%
Transactions	742k	-6.1%	2.86m	-3.2%
Customers	241k	-5.2%	926k	-3.5%
ATV	£25.24	-1.4%	£24.66	+1.2%
ARPC	£77.59	-2.4%	£76.21	+1.6%

Key Retail Metrics for Cardiff - Retail

Cardiff - Retail vs Comparator Areas

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

Retail Area	Apr 26 vs Apr 25	YTD Apr 26 vs YTD Apr 25
Cardiff - Retail	-7.5%	-2.0%
Cardiff	-6.2%	-2.6%
Cardiff - Hospitality	-0.4%	-1.3%
Cardiff - Indie	-6.4%	-5.6%
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 - Retail and Comparators

Cardiff - Retail Sector Sales

- The five sectors with the highest monthly sales are Fashion (£7.67m), Food & Drink (£3.06m), Health & Beauty (£2.40m), General Retail (£2.13m), and Grocery (£1.90m).
- The five sectors with the highest YTD sales are Fashion (£27.3m), Food & Drink (£12.6m), Health & Beauty (£9.05m), General Retail (£8.78m), and Grocery (£7.18m).
- The five sectors showing the largest change in sales between Apr 2025 and Apr 2026 are Food & Drink (–£682k), Fashion (–£588k), General Retail (–£223k), Grocery (–£218k) and Tourism (+£153k).

Sector	Apr 26	Apr 26 vs Apr 25	YTD Apr 26	YTD Apr 26 vs YTD Apr 25
Fashion	£7.67m	-7.1%	£27.3m	+1.2%
Food & Drink	£3.06m	-18.2%	£12.6m	-8.4%
Health & Beauty	£2.40m	+4.8%	£9.05m	+5.6%
General Retail	£2.13m	-9.5%	£8.78m	-7.4%
Grocery	£1.90m	-10.3%	£7.18m	-2.9%
Tourism	£521k	+41.5%	£1.45m	-16.2%
Entertainment	£472k	-1.9%	£1.77m	+5.7%
Transport	£451k	-8.4%	£1.78m	-3.0%
Household	£69.6k	-15.9%	£352k	-3.3%
Consumer Services	£53.6k	-0.2%	£282k	+40.8%

Cardiff - Retail Sector Sales

Cardiff - Retail Customer Catchments

- Comparing the sales contribution of customer catchment areas between April 2025 and April 2026 reveals that Cardiff Inner City (-2.3ppt) and Rest Of GB (+1.3ppt) 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 (+1.9ppt) and Cardiff Inner City (-1.5ppt) 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	39.5%	+0.5ppt	40.7%	+1.9ppt
Cardiff Outer City	19.4%	-0.2ppt	18.6%	-0.6ppt
Cardiff Inner City	18.0%	-2.3ppt	18.8%	-1.5ppt
Rest Of Wales	11.0%	+0.3ppt	10.8%	-0.1ppt
Rest Of GB	10.2%	+1.3ppt	9.4%	+0.1ppt
M4 Corridor	1.8%	+0.3ppt	1.7%	+0.2ppt

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