



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 Feb 2026, monthly retail sales in Cardiff - Retail were £18.1m. Year-to-Date (YTD) sales were £33.6m.
- Compared to Feb 2025, monthly sales increased by +9.6% while YTD sales increased by +7.6%.
- The increase in monthly sales was due to an increase of +15.0% in average revenue per customer (ARPC) and a decrease of -4.7% in customer numbers.

Metric	Feb 26	Feb 26 vs Feb 25	YTD Feb 26	YTD Feb 26 vs YTD Feb 25
Sales	£18.1m	+9.6%	£33.6m	+7.6%
Transactions	686k	-3.4%	1.37m	-1.6%
Customers	227k	-4.7%	447k	-2.5%
ATV	£26.41	+13.5%	£24.45	+9.3%
ARPC	£80.01	+15.0%	£75.16	+10.4%

Key Retail Metrics for Cardiff - Retail

Cardiff - Retail vs Comparator Areas

- Monthly sales change between Feb 2025 and Feb 2026 in Cardiff - Retail (+9.6%) is higher than Cardiff (+6.4%), Cardiff - Indie (+5.5%), Cardiff - Other (+0.8%), Cardiff - Hospitality (+0.8%), Newport (-4.6%), Sheffield (-6.0%), Bristol (-6.3%) and Nottingham (-8.3%).
- YTD sales change between Feb 2025 and Feb 2026 in Cardiff - Retail (+7.6%) is higher than Cardiff (+4.4%), Cardiff - Other (+1.6%), Cardiff - Indie (+0.9%), Cardiff - Hospitality (-1.2%), Newport (-4.5%), Sheffield (-5.5%), Nottingham (-6.3%) and Bristol (-7.1%).

Retail Area	Feb 26 vs Feb 25	YTD Feb 26 vs YTD Feb 25
Cardiff - Retail	+9.6%	+7.6%
Cardiff	+6.4%	+4.4%
Cardiff - Hospitality	+0.8%	-1.2%
Cardiff - Indie	+5.5%	+0.9%
Cardiff - Other	+0.8%	+1.6%
Bristol	-6.3%	-7.1%
Newport	-4.6%	-4.5%
Nottingham	-8.3%	-6.3%
Sheffield	-6.0%	-5.5%
GB Benchmark	-4.0%	-2.2%

Sales Growth for Cardiff - Retail and Comparators

Cardiff - Retail Sector Sales

- The five sectors with the highest monthly sales are Fashion (£7.63m), Food & Drink (£3.22m), Health & Beauty (£2.23m), General Retail (£1.99m), and Grocery (£1.71m).
- The five sectors with the highest YTD sales are Fashion (£12.8m), Food & Drink (£6.21m), Health & Beauty (£4.30m), General Retail (£4.22m), and Grocery (£3.33m).
- The five sectors showing the largest change in sales between Feb 2025 and Feb 2026 are Fashion (+£1.98m), General Retail (–£413k), Health & Beauty (+£264k), Food & Drink (–£218k) and Tourism (–£107k).

Sector	Feb 26	Feb 26 vs Feb 25	YTD Feb 26	YTD Feb 26 vs YTD Feb 25
Fashion	£7.63m	+35.2%	£12.8m	+24.2%
Food & Drink	£3.22m	-6.3%	£6.21m	-0.2%
Health & Beauty	£2.23m	+13.4%	£4.30m	+6.4%
General Retail	£1.99m	-17.2%	£4.22m	-6.7%
Grocery	£1.71m	+5.9%	£3.33m	+1.5%
Transport	£428k	-2.8%	£853k	-0.2%
Entertainment	£410k	-4.0%	£885k	+11.8%
Tourism	£364k	-22.7%	£681k	-24.4%
Household	£81.3k	+2.9%	£155k	-13.6%
Consumer Services	£62.7k	+35.0%	£141k	+36.2%

Cardiff - Retail Sector Sales

Cardiff - Retail Customer Catchments

- Comparing the sales contribution of customer catchment areas between February 2025 and February 2026 reveals that Cardiff Region (+1.7ppt), Cardiff Outer City (-1.5ppt), Rest Of Wales (+1.2ppt) 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 February 2025 and February 2026 reveals that Cardiff Region (+3.1ppt), Cardiff Outer City (-1.7ppt) and Cardiff Inner City (-1.7ppt)have a change of 1 percentage point (ppt) or more.

Customer Catchment	Feb 26	Feb 26 vs Feb 25	YTD Feb 26	YTD Feb 26 vs YTD Feb 25
Cardiff Region	42.2%	+1.7ppt	41.7%	+3.1ppt
Cardiff Inner City	17.5%	-1.0ppt	19.2%	-1.7ppt
Cardiff Outer City	17.3%	-1.5ppt	18.1%	-1.7ppt
Rest Of Wales	11.7%	+1.2ppt	10.4%	+0.3ppt
Rest Of GB	9.9%	-0.3ppt	9.0%	0.0ppt
M4 Corridor	1.5%	-0.1ppt	1.5%	0.0ppt

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