



Select Client Retail Area

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

Cardiff

Cardiff Headline Metrics

- In Apr 2026, monthly retail sales in Cardiff were £33.3m. Year-to-Date (YTD) sales were £127m.
- Compared to Apr 2025, monthly sales decreased by -6.2% while YTD sales decreased by -2.6%.
- The decrease in monthly sales was due to a decrease of -5.0% in average revenue per customer (ARPC) and a decrease of -1.3% in customer numbers.

Metric	Apr 26	Apr 26 vs Apr 25	YTD Apr 26	YTD Apr 26 vs YTD Apr 25
Sales	£33.3m	-6.2%	£127m	-2.6%
Transactions	1.68m	-6.3%	6.47m	-3.8%
Customers	388k	-1.3%	1.50m	-0.9%
ATV	£19.87	+0.1%	£19.56	+1.3%
ARPC	£85.74	-5.0%	£84.47	-1.7%

Key Retail Metrics for Cardiff

Cardiff vs Comparator Areas

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

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

Cardiff Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£11.6m), Fashion (£8.70m), Grocery (£3.36m), Health & Beauty (£3.28m), and General Retail (£2.56m).
- The five sectors with the highest YTD sales are Food & Drink (£46.1m), Fashion (£31.4m), Grocery (£12.4m), Health & Beauty (£11.6m), and General Retail (£10.3m).
- The five sectors showing the largest change in sales between Apr 2025 and Apr 2026 are Food & Drink (–£1.10m), Fashion (–£827k), Health & Beauty (+£406k), General Retail (–£274k) and Grocery (–£168k).

Sector	Apr 26	Apr 26 vs Apr 25	YTD Apr 26	YTD Apr 26 vs YTD Apr 25
Food & Drink	£11.6m	-8.7%	£46.1m	-4.9%
Fashion	£8.70m	-8.7%	£31.4m	-1.2%
Grocery	£3.36m	-4.8%	£12.4m	-3.9%
Health & Beauty	£3.28m	+14.1%	£11.6m	+10.2%
General Retail	£2.56m	-9.7%	£10.3m	-7.3%
Entertainment	£1.46m	-8.2%	£6.49m	+10.1%
Transport	£1.08m	-0.3%	£4.08m	+2.8%
Tourism	£1.02m	-5.9%	£3.02m	-25.9%
Consumer Services	£183k	-11.5%	£796k	+7.0%
Household	£73.1k	-17.1%	£373k	-3.8%

Cardiff Sector Sales

Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between April 2025 and April 2026 reveals that Cardiff Inner City (-1.8ppt) and Rest Of GB (+1.1ppt) 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 only Cardiff Inner City (-1.3ppt) has 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	37.2%	-0.5ppt	37.7%	+0.8ppt
Cardiff Inner City	19.2%	-1.8ppt	19.2%	-1.3ppt
Cardiff Outer City	17.8%	+0.7ppt	16.9%	-0.5ppt
Rest Of GB	13.2%	+1.1ppt	13.3%	+0.5ppt
Rest Of Wales	10.6%	+0.2ppt	10.7%	+0.1ppt
M4 Corridor	2.0%	+0.3ppt	2.2%	+0.5ppt

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