



Select Client Retail Area

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

Cardiff

Cardiff Headline Metrics

- In Feb 2026, monthly retail sales in Cardiff were £32.9m. Year-to-Date (YTD) sales were £59.6m.
- Compared to Feb 2025, monthly sales increased by +6.4% while YTD sales increased by +4.4%.
- The increase in monthly sales was due to an increase of +6.5% in average revenue per customer (ARPC) and a marginal decrease of -0.1% in customer numbers.

Metric	Feb 26	Feb 26 vs Feb 25	YTD Feb 26	YTD Feb 26 vs YTD Feb 25
Sales	£32.9m	+6.4%	£59.6m	+4.4%
Transactions	1.59m	-3.0%	3.03m	-2.8%
Customers	378k	-0.1%	708k	+0.2%
ATV	£20.65	+9.7%	£19.66	+7.4%
ARPC	£86.99	+6.5%	£84.19	+4.2%

Key Retail Metrics for Cardiff

Cardiff vs Comparator Areas

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

Retail Area	Feb 26 vs Feb 25	YTD Feb 26 vs YTD Feb 25
Cardiff	+6.4%	+4.4%
Cardiff - Hospitality	+0.8%	-1.2%
Cardiff - Indie	+5.5%	+0.9%
Cardiff - Retail	+9.6%	+7.6%
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 and Comparators

Cardiff Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£12.0m), Fashion (£8.72m), Health & Beauty (£2.97m), Grocery (£2.97m), and General Retail (£2.44m).
- The five sectors with the highest YTD sales are Food & Drink (£21.7m), Fashion (£14.8m), Grocery (£5.71m), Health & Beauty (£5.62m), and General Retail (£5.01m).
- The five sectors showing the largest change in sales between Feb 2025 and Feb 2026 are Fashion (+£2.24m), Entertainment (+£424k), Health & Beauty (+£390k), Tourism (−£375k) and General Retail (−£370k).

Sector	Feb 26	Feb 26 vs Feb 25	YTD Feb 26	YTD Feb 26 vs YTD Feb 25
Food & Drink	£12.0m	-2.1%	£21.7m	-1.8%
Fashion	£8.72m	+34.6%	£14.8m	+23.2%
Health & Beauty	£2.97m	+15.1%	£5.62m	+11.0%
Grocery	£2.97m	-1.8%	£5.71m	-3.5%
General Retail	£2.44m	-13.2%	£5.01m	-5.7%
Entertainment	£1.93m	+28.2%	£3.05m	+24.7%
Transport	£955k	-2.2%	£1.86m	+1.7%
Tourism	£702k	-34.8%	£1.35m	-28.0%
Consumer Services	£186k	+10.2%	£378k	+4.2%
Household	£86.7k	-1.5%	£164k	-15.4%

Cardiff Sector Sales

Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between February 2025 and February 2026 reveals that Cardiff Outer City (-1.8ppt), Rest Of GB (+1.2ppt), Cardiff Inner City (-1.0ppt) and Rest Of Wales (+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 (+2.1ppt), Cardiff Outer City (-1.9ppt), Cardiff Inner City (-1.6ppt) and Rest Of GB (+1.0ppt)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	38.1%	+0.7ppt	38.6%	+2.1ppt
Cardiff Inner City	17.9%	-1.0ppt	19.4%	-1.6ppt
Cardiff Outer City	15.7%	-1.8ppt	16.8%	-1.9ppt
Rest Of GB	15.1%	+1.2ppt	12.9%	+1.0ppt
Rest Of Wales	11.5%	+1.0ppt	10.6%	+0.3ppt
M4 Corridor	1.7%	-0.1ppt	1.8%	+0.2ppt

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