



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 May 2026, monthly retail sales in Cardiff - Retail were £19.7m. Year-to-Date (YTD) sales were £90.5m.
- Compared to May 2025, monthly sales decreased by -5.4% while YTD sales decreased by -2.4%.
- The decrease in monthly sales was due to a decrease of -8.7% in customer numbers and an increase of +3.7% in average revenue per customer (ARPC).

Metric	May 26	May 26 vs May 25	YTD May 26	YTD May 26 vs YTD May 25
Sales	£19.7m	-5.4%	£90.5m	-2.4%
Transactions	759k	-8.1%	3.65m	-3.3%
Customers	245k	-8.7%	1.19m	-2.8%
ATV	£25.99	+2.9%	£24.80	+0.9%
ARPC	£80.51	+3.7%	£75.85	+0.4%

Key Retail Metrics for Cardiff - Retail

Cardiff - Retail vs Comparator Areas

- Monthly sales change between May 2025 and May 2026 in Cardiff - Retail (-5.4%) is higher than Cardiff (-12.2%), Cardiff - Indie (-12.7%), Newport (-21.4%), Cardiff - Other (-24.3%) and Cardiff - Hospitality (-26.0%); similar to Sheffield (-6.1%) and lower than Bristol (+2.4%) and Nottingham (-2.7%).
- YTD sales change between May 2025 and May 2026 in Cardiff - Retail (-2.4%) is higher than Sheffield (-3.9%), Bristol (-4.1%), Cardiff (-4.6%), Nottingham (-6.3%), Cardiff - Other (-6.8%), Cardiff - Indie (-7.2%), Cardiff - Hospitality (-7.8%) and Newport (-9.7%).

Retail Area	May 26 vs May 25	YTD May 26 vs YTD May 25
Cardiff - Retail	-5.4%	-2.4%
Cardiff	-12.2%	-4.6%
Cardiff - Hospitality	-26.0%	-7.8%
Cardiff - Indie	-12.7%	-7.2%
Cardiff - Other	-24.3%	-6.8%
Bristol	+2.4%	-4.1%
Newport	-21.4%	-9.7%
Nottingham	-2.7%	-6.3%
Sheffield	-6.1%	-3.9%
GB Benchmark	-4.5%	-4.1%

Sales Growth for Cardiff - Retail and Comparators

Cardiff - Retail Sector Sales

- The five sectors with the highest monthly sales are Fashion (£8.15m), Food & Drink (£3.04m), General Retail (£2.42m), Health & Beauty (£2.39m), and Grocery (£2.00m).
- The five sectors with the highest YTD sales are Fashion (£35.5m), Food & Drink (£15.9m), Health & Beauty (£11.4m), General Retail (£11.2m), and Grocery (£9.18m).
- The five sectors showing the largest change in sales between May 2025 and May 2026 are Fashion (–£759k), Food & Drink (–£753k), Tourism (+£133k), Entertainment (+£111k) and Grocery (+£109k).

Sector	May 26	May 26 vs May 25	YTD May 26	YTD May 26 vs YTD May 25
Fashion	£8.15m	-8.5%	£35.5m	-1.1%
Food & Drink	£3.04m	-19.8%	£15.9m	-9.5%
General Retail	£2.42m	-0.6%	£11.2m	-6.0%
Health & Beauty	£2.39m	+4.6%	£11.4m	+5.4%
Grocery	£2.00m	+5.7%	£9.18m	-0.8%
Tourism	£584k	+29.5%	£2.03m	-7.3%
Entertainment	£488k	+29.6%	£2.25m	+9.9%
Transport	£460k	-11.9%	£2.24m	-5.2%
Consumer Services	£119k	+91.2%	£401k	+53.3%
Household	£72.1k	-42.6%	£424k	-12.6%

Cardiff - Retail Sector Sales

Cardiff - Retail Customer Catchments

- Comparing the sales contribution of customer catchment areas between May 2025 and May 2026 reveals that Cardiff Region (-2.6ppt) and Rest Of Wales (+1.7ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between May 2025 and May 2026 reveals that only Cardiff Inner City (-1.1ppt) has a change of 1 percentage point (ppt) or more.

Customer Catchment	May 26	May 26 vs May 25	YTD May 26	YTD May 26 vs YTD May 25
Cardiff Region	37.9%	-2.6ppt	40.0%	+0.8ppt
Cardiff Outer City	21.1%	+0.7ppt	19.0%	-0.4ppt
Cardiff Inner City	20.0%	+0.8ppt	19.0%	-1.1ppt
Rest Of Wales	10.6%	+1.7ppt	10.8%	+0.3ppt
Rest Of GB	9.6%	+0.1ppt	9.7%	+0.3ppt
M4 Corridor	0.9%	-0.7ppt	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