



Select Client Retail Area

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

Cardiff

Cardiff Headline Metrics

- In May 2026, monthly retail sales in Cardiff were £34.0m. Year-to-Date (YTD) sales were £161m.
- Compared to May 2025, monthly sales decreased by -12.2% while YTD sales decreased by -4.6%.
- The decrease in monthly sales was due to a decrease of -11.0% in customer numbers and a decrease of -1.3% 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	£34.0m	-12.2%	£161m	-4.6%
Transactions	1.70m	-13.9%	8.20m	-5.7%
Customers	393k	-11.0%	1.91m	-2.0%
ATV	£20.07	+2.1%	£19.62	+1.2%
ARPC	£86.52	-1.3%	£84.01	-2.6%

Key Retail Metrics for Cardiff

Cardiff vs Comparator Areas

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

Retail Area	May 26 vs May 25	YTD May 26 vs YTD May 25
Cardiff	-12.2%	-4.6%
Cardiff - Hospitality	-26.0%	-7.8%
Cardiff - Indie	-12.7%	-7.2%
Cardiff - Retail	-5.4%	-2.4%
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 and Comparators

Cardiff Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£11.7m), Fashion (£9.29m), Grocery (£3.44m), General Retail (£2.86m), and Health & Beauty (£2.85m).
- The five sectors with the highest YTD sales are Food & Drink (£57.9m), Fashion (£40.7m), Grocery (£15.9m), Health & Beauty (£14.5m), and General Retail (£13.2m).
- The five sectors showing the largest change in sales between May 2025 and May 2026 are Food & Drink (–£2.94m), Fashion (–£763k), Entertainment (–£688k), Tourism (–£231k) and General Retail (–£66.4k).

Sector	May 26	May 26 vs May 25	YTD May 26	YTD May 26 vs YTD May 25
Food & Drink	£11.7m	-20.1%	£57.9m	-8.1%
Fashion	£9.29m	-7.6%	£40.7m	-2.6%
Grocery	£3.44m	+1.2%	£15.9m	-2.6%
General Retail	£2.86m	-2.3%	£13.2m	-6.2%
Health & Beauty	£2.85m	+0.9%	£14.5m	+8.2%
Entertainment	£1.59m	-30.2%	£8.07m	-1.3%
Transport	£1.11m	-3.0%	£5.19m	+1.4%
Tourism	£884k	-20.8%	£3.90m	-25.0%
Consumer Services	£233k	+3.2%	£1.05m	+6.4%
Household	£72.4k	-44.1%	£446k	-13.0%

Cardiff Sector Sales

Cardiff Customer Catchments

- Comparing the sales contribution of customer catchment areas between May 2025 and May 2026 reveals that Rest Of GB (-3.5ppt), Rest Of Wales (+1.8ppt), Cardiff Outer City (+1.8ppt), M4 Corridor (-1.8ppt) 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 May 2025 and May 2026 identifies no catchments with 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	36.0%	+0.7ppt	37.3%	+0.7ppt
Cardiff Inner City	20.4%	+1.0ppt	19.5%	-0.8ppt
Cardiff Outer City	18.6%	+1.8ppt	17.2%	0.0ppt
Rest Of GB	12.8%	-3.5ppt	13.3%	-0.3ppt
Rest Of Wales	10.9%	+1.8ppt	10.7%	+0.5ppt
M4 Corridor	1.4%	-1.8ppt	2.0%	0.0ppt

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