

# Retail Sales Dashboard



2025 Year in Review | An annual overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

## Headline Figures

+3.4%

Sales value (amount spent) growth  
2025 vs. 2024  
\*Seasonally adjusted, excluding fuel  
Including fuel +2.4%

+1.8%

Sales volume (items purchased) growth  
2025 vs. 2024  
\*Seasonally adjusted, excluding fuel  
Including fuel +1.3%

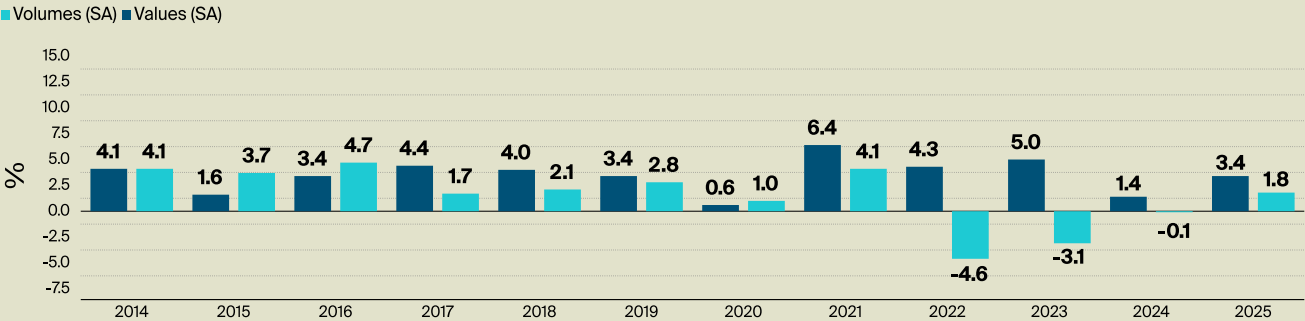
+3.8%

Food sales value (amount spent) growth  
2025 vs. 2024  
\*Seasonally adjusted  
Volumes +0.4%

+2.9%

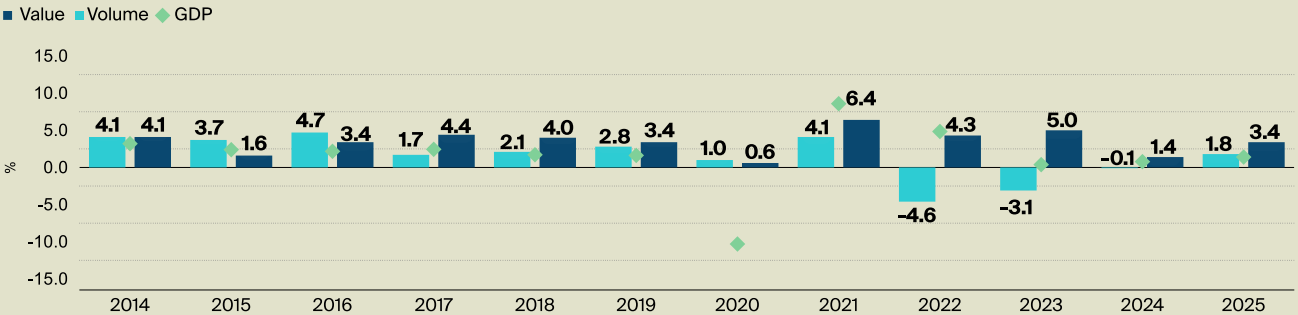
Non-Food sales value (amount spent) growth  
2025 vs. 2024  
\*Seasonally adjusted  
Volumes +1.2%

### Annual Performance – All Retail (ONS) Year-on-year



% Seasonally Adjusted	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Volumes	3.7	4.7	1.7	2.1	2.8	1.0	4.1	-4.6	-3.1	-0.1	1.8
Values	1.6	3.4	4.4	4.0	3.4	0.6	6.4	4.3	5.0	1.4	3.4

### Annual Performance vs. GDP (ONS) Year-on-year



%	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Volumes	3.7	4.7	1.7	2.1	2.8	1.0	4.1	-4.6	-3.1	-0.1	1.8
Values	1.6	3.4	4.4	4.0	3.4	0.6	6.4	4.3	5.0	1.4	3.4
GDP Growth	2.4	2.2	2.4	1.7	1.6	-10.3	8.6	4.8	0.4	0.8	1.4

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2025 Year in Review


An annual overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

Key Messages

- Retail sales defied most expectations in 2025. Despite a couple of very weak months (in January and May) annual retail sales values grew by +3.4%, in line with 10-year averages. The market also moved firmly into positive volume growth territory (+1.8%), achieving its highest rate of ‘real’ growth since the post-COVID bounce back in 2021.
- Initially weak, supermarket figures were subject to significant upgrade during the year. For 2025 as a whole, grocery sales values and volumes were up +3.8% and +0.4% respectively. Grocery inflation remains stubbornly high at 3%+.
- Books, jewellery, furniture and clothing were the standout product categories in non-food, where total spend grew +2.9% (volumes +2.6%). Inflation is significantly lower in non-food, with some categories even deflationary.

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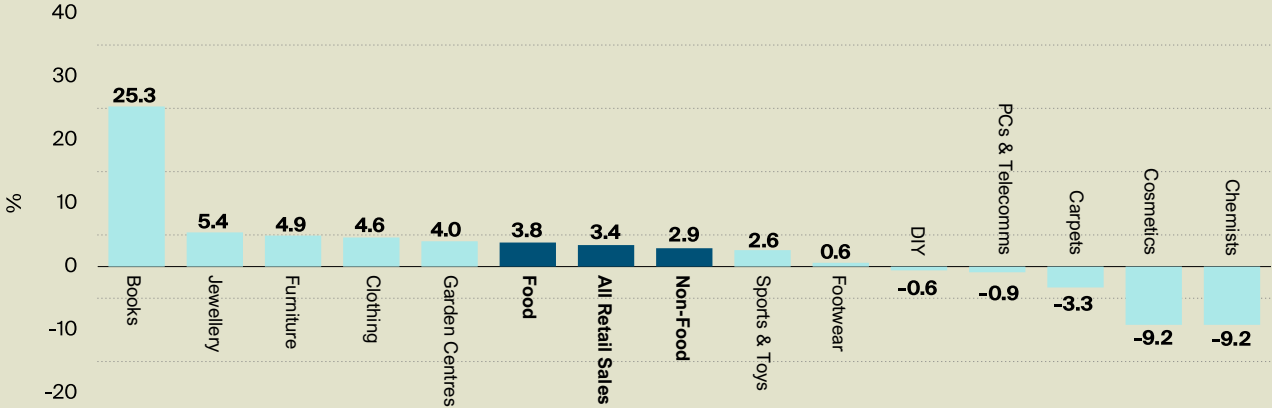
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Annual Performance by Sub - Sector

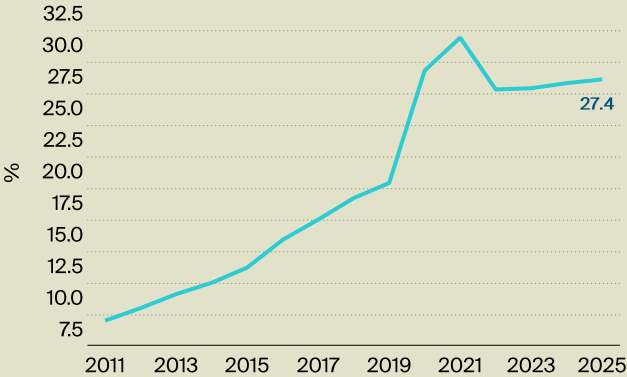
(ONS) Year-on-year seasonally adjusted sales values



Sub-Sector	2025 %
Books	25.3
Jewellery	5.4
Furniture	4.9
Clothing	4.6
Garden Centres	4.0
Food	3.8
All Retail Sales	3.4
Non-Food	2.9
Sports & Toys	2.6
Footwear	0.6
DIY	-0.6
PCs & Telecomms	-0.9
Carpets	-3.3
Cosmetics	-9.2
Chemists	-9.2

E-commerce Share of Retail Spend

(ONS) % penetration



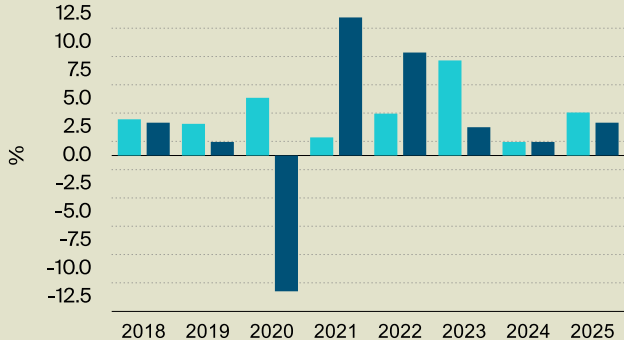
Year	%
2011	7.5
2013	10.0
2015	12.5
2017	15.0
2019	17.5
2021	30.0
2023	27.1
2025	27.4

%	2021	2022	2023	2024	2025
E-commerce Share	30.7	26.6	26.7	27.1	27.4

Food vs. Non-Food Annual Performance

(ONS) Year-on-year seasonally adjusted sales values

■ Non Food ■ Food



Year	Non-Food %	Food %
2018	2.5	3.0
2019	2.5	2.5
2020	-10.0	5.0
2021	12.0	2.0
2022	9.0	8.0
2023	2.5	8.0
2024	1.0	1.0
2025	2.9	3.8

%	2021	2022	2023	2024	2025
Non-Food	12.2	9.1	2.5	1.2	2.9
Food	1.6	3.7	8.4	1.2	3.8