

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

■ Volumes (SA) ■ Values (SA)



% 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

■ Value ■ Volume ■ GDP



%	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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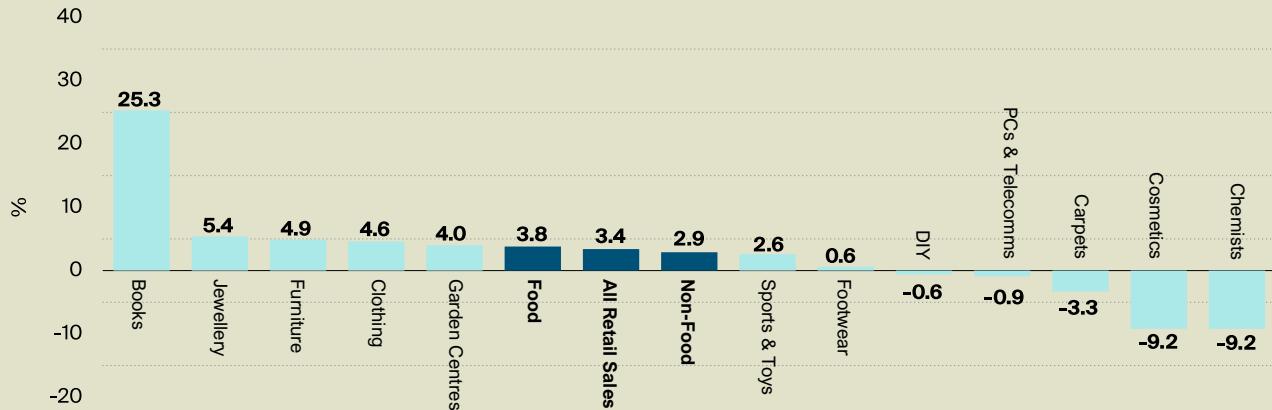
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Key Messages

- 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.

Annual Performance by Sub - Sector
(ONS) Year-on-year seasonally adjusted sales values



E-commerce Share of Retail Spend
(ONS) % penetration



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Food vs. Non-Food Annual Performance
(ONS) Year-on-year seasonally adjusted sales values

