

Retail Sales Dashboard



December 2024 | A monthly overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

Headline Figures

+3.5%

Sales value (amount spent) growth
December 2024 vs. December 2023
*Seasonally adjusted, excluding fuel
Including fuel +3.8%

+2.9%

Sales volume (items purchased) growth
December 2024 vs. December 2023
*Seasonally adjusted, excluding fuel
Including fuel +3.6%

+1.5%

Sales value (amount spent) growth
Most recent 3 months YoY growth

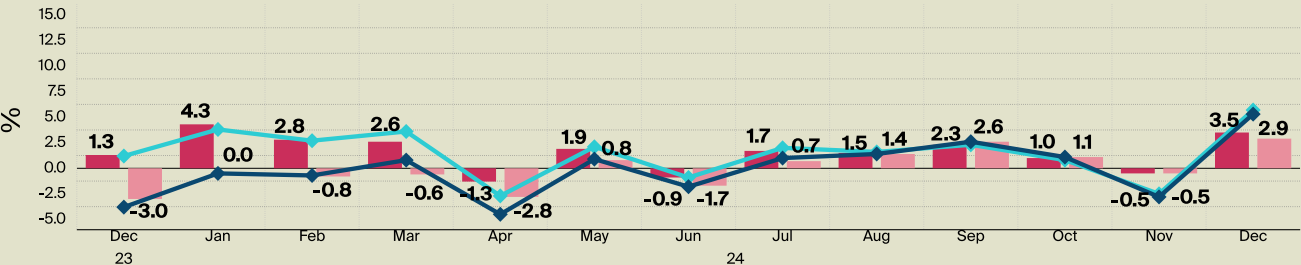
+1.3%

Sales volume (items purchased) growth
Most recent 3 months YoY growth

Monthly Performance – All Retail

(ONS) Year-on-year

■ Volumes (SA) ■ Values (SA) ◆ Values (NSA) ◆ Volumes (NSA)

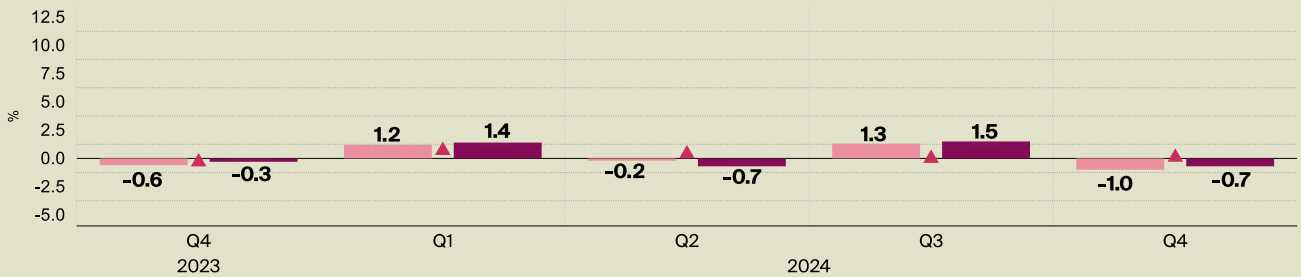


%		October	November	December
Non-Seasonally Adjusted	Volumes	1.1	(2.8)	5.3
	Values	0.8	-2.5	5.7
Seasonally Adjusted	Volumes	1.1	(0.5)	2.9
	Values	1.0	(0.5)	3.5

Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter

▲ GDP ■ Value □ Volume



%	2023		2024			
	Q4		Q1	Q2	Q3	Q4
Volumes	(0.6)		1.2	(0.2)	1.3	(1.0)
Values	(0.3)		1.4	(0.7)	1.5	(0.7)
GDP Growth	(0.3)		0.7	0.4	0.0	0.1

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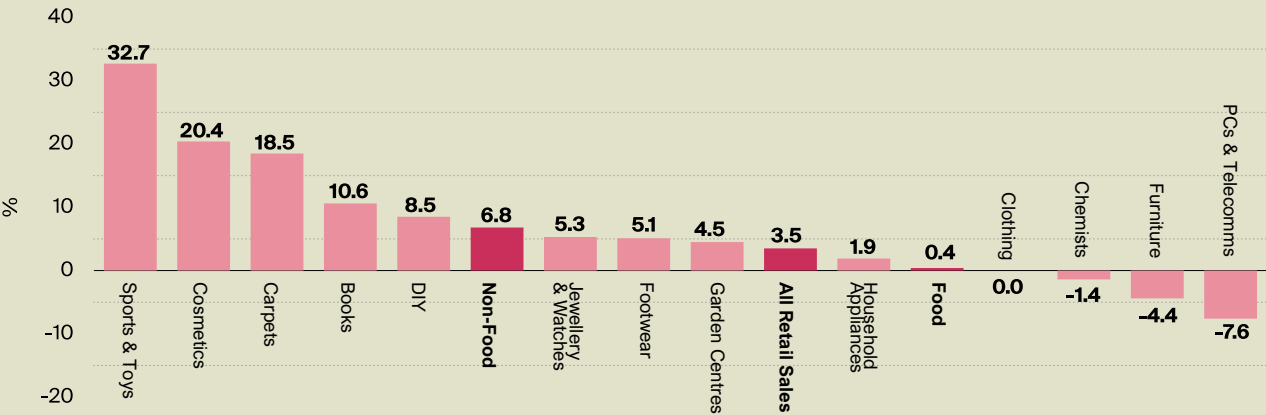


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Key Messages

- Christmas was far from the disaster that is being reported in the media. December retail sales values grew by a respectable +3.5% year-on-year, equating to £60bn worth of spend.
- Volumes also grew, with consumers buying +2.9% more than in December 2023.
- Non-Food sales values grew by a healthy +6.8% YoY (vols +6.7%). Sports & Toys performed strongly (vals +32.7%), as did Cosmetics (+20.4%), Books (+10.6%), and DIY (+8.5%).
- In terms of quarterly performance, retail sales grew in the face of a stagnating economy. Sales values grew +1.5% YoY in Q4, with volumes up +1.3%. This equates to £144bn in spend.

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



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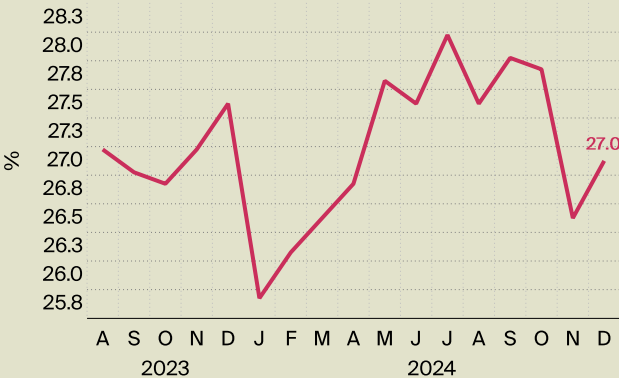


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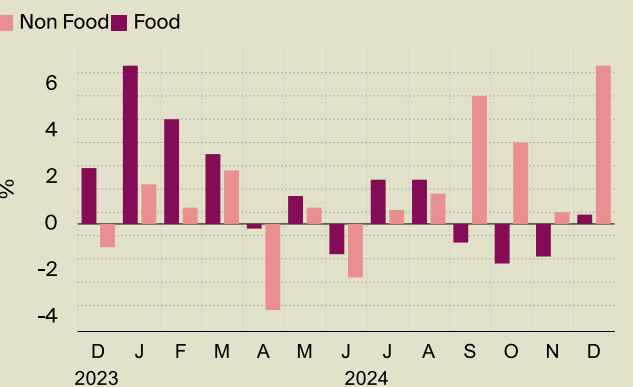
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E-commerce Share of Retail Spend
(ONS) % penetration



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



%	October	November	December
Non-Food	3.5	0.5	6.8
Food	(1.7)	(1.4)	0.4

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