

Retail Sales Dashboard



February 2025 | A monthly overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

Headline Figures

+3.0%

Sales value (amount spent) growth
February 2025 vs. February 2024
*Seasonally adjusted, excluding fuel
Including fuel +2.7%

+2.2%

Sales volume (items purchased) growth
February 2025 vs. February 2024
*Seasonally adjusted, excluding fuel
Including fuel +2.2%

+1.0%

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

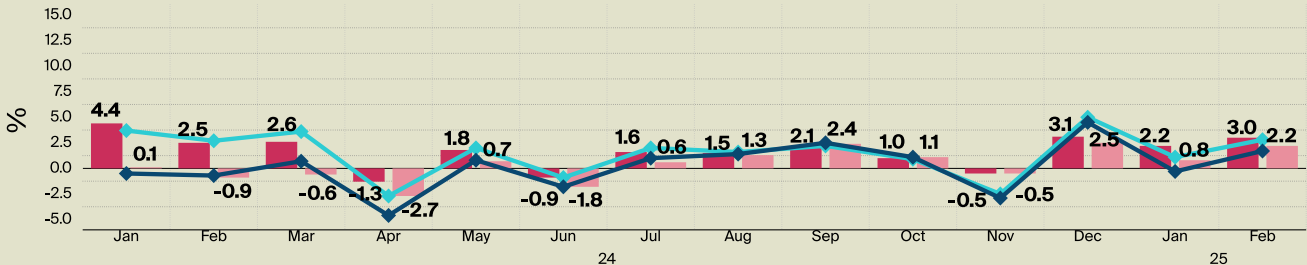
+0.3%

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)

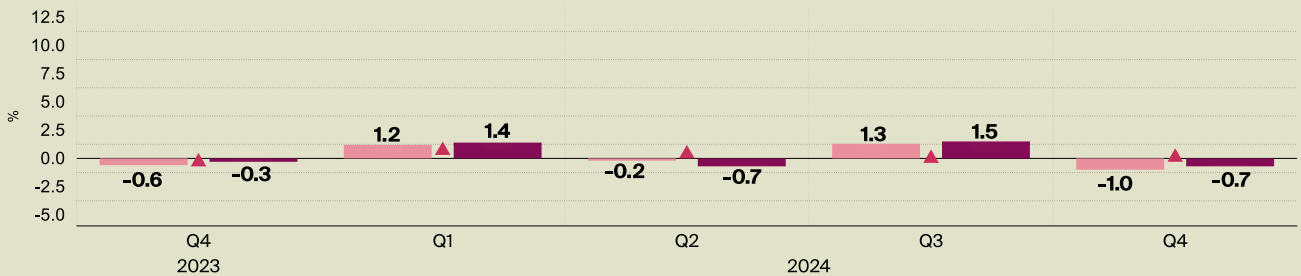


%		December	January	February
Non-Seasonally Adjusted	Volumes	4.5	-0.3	1.7
	Values	5.0	1.1	2.8
Seasonally Adjusted	Volumes	2.5	0.8	2.2
	Values	3.1	2.2	3.0

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	

Retail Sales Dashboard

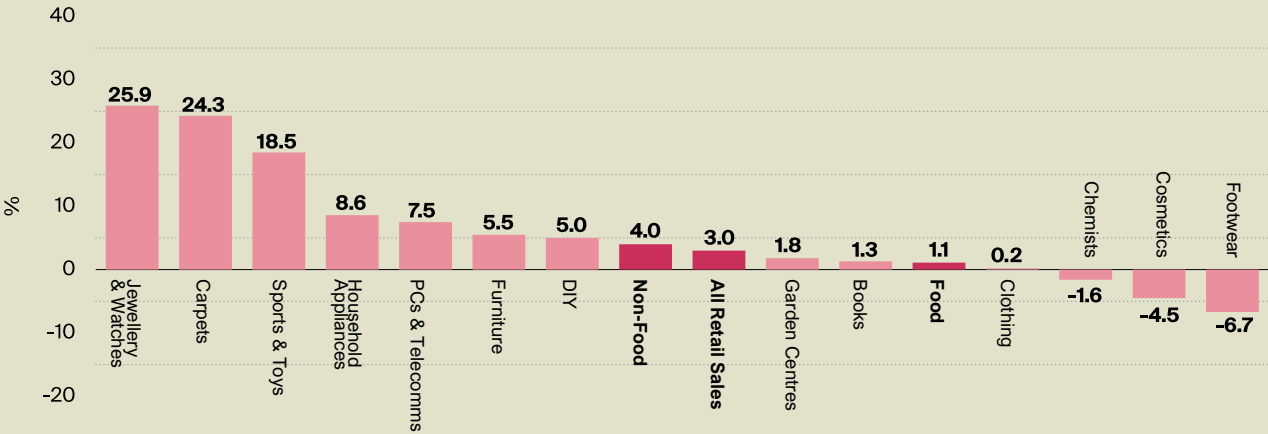


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Key Messages

- Retail sales defied broader economic gloom, with values up 3.0% and volumes rising 2.2%. Consumers spent freely, driving the volume growth to its highest level since July 2022.
- Grocery sales underwhelmed, with values up just 1.1% and volumes down 1.4%—curious, given that major operators reported solid volume growth.
- Non-food sales were stronger, with values up 4.0% and volumes 4.4% higher. However, deflation of -0.4% suggests discounting played a role in driving consumer demand.
- Online sales rebounded in February after a sluggish January, with online penetration climbing 70bps to 26.5% of total retail sales.

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



Contact us

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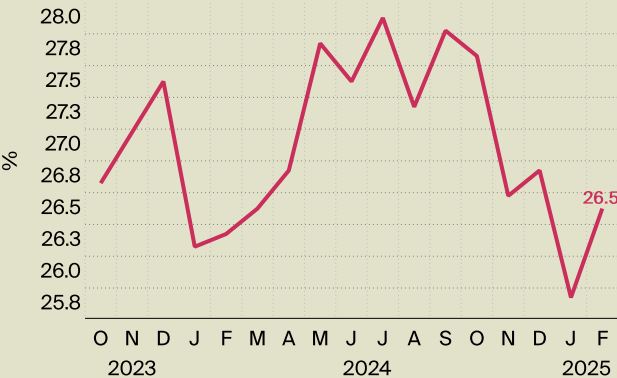
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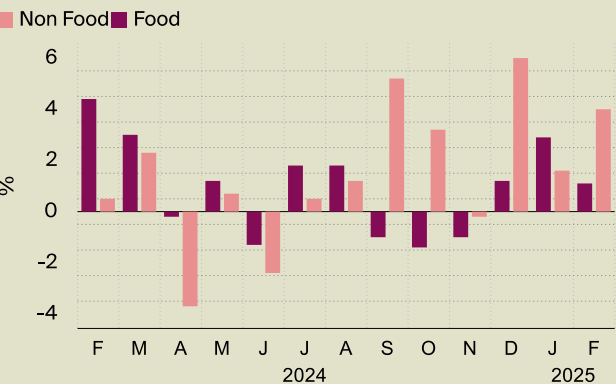
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ONLINE

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



%	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
E-commerce Share	27.5	28.0	27.3	27.9	27.7	26.6	26.8	25.8	26.5

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



	December	January	February
Non-Food	6.0	1.6	4.0
Food	1.2	2.9	1.1

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