

Retail Sales Dashboard



April 2026

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

Headline Figures

+4.0%

Sales value (amount spent) growth

April 2026 vs. April 2025

*Seasonally adjusted, excluding fuel
Including fuel +4.5%

+1.1%

Sales volume (items purchased) growth

April 2026 vs. April 2025

*Seasonally adjusted, excluding fuel
Including fuel +0.0%

+3.9%

Sales value (amount spent) growth

Most recent 3 months YoY growth

+1.7%

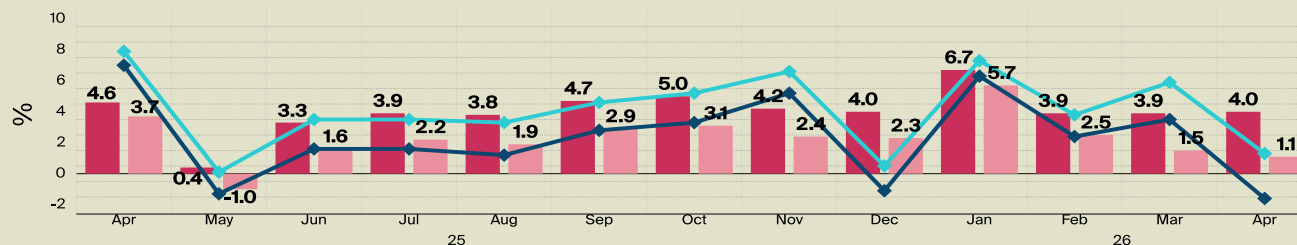
Sales volume (items purchased) growth

Most recent 3 months YoY growth

Monthly Performance – All Retail

(ONS) Year-on-year

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

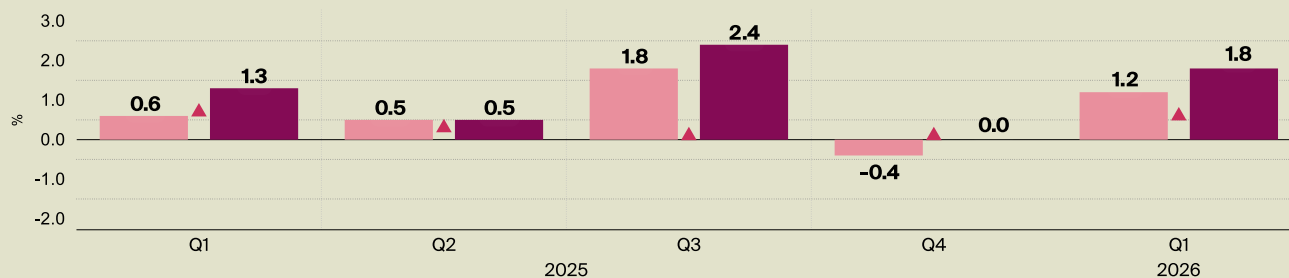


%	February	March	April
Non-Seasonally Adjusted			
Volumes	2.4	3.5	(1.6)
Values	3.8	5.9	1.3
Seasonally Adjusted			
Volumes	2.5	1.5	1.1
Values	3.9	3.9	4.0

Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter

▲ GDP ■ Value ■ Volume



%	2025				2026
	Q1	Q2	Q3	Q4	Q1
Volumes	0.6	0.5	1.8	(0.4)	1.2
Values	1.3	0.5	2.4	0.0	1.8
GDP Growth	0.7	0.3	0.1	0.1	0.6

Retail Sales Dashboard



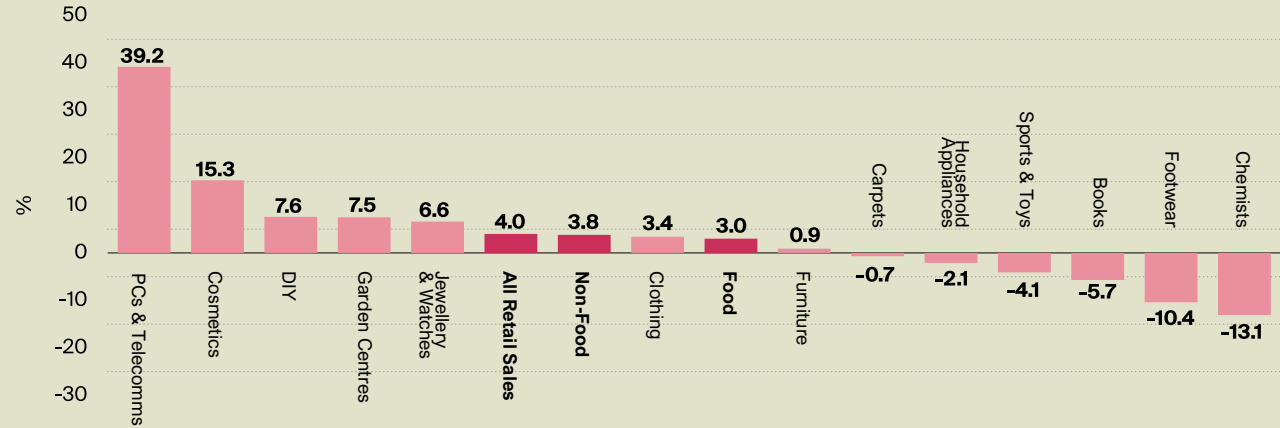
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Key Messages

- Major fluctuations in fuel demand and huge inflation (ca. 20%), but retail sales values (exc fuel) nevertheless grew +4.0% YoY in April, with volumes ahead by +1.1%.
- Grocery sales increased YoY by +3.0%, but volumes dipped -0.4%. Grocery inflation surprisingly decreased from 3.7% in March to 3.4% in April, ridiculing the political notion of enforcing supermarkets to impose price caps.
- Despite an increase in non-food inflation from 0.9% to 1.8%, demand held up well (NF values +3.8%, volumes +2.0%).
- Online sales declined -2.3% MoM. With overall retail sales growing +0.1% MoM, online penetration declined -60bps to 28.1%.

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



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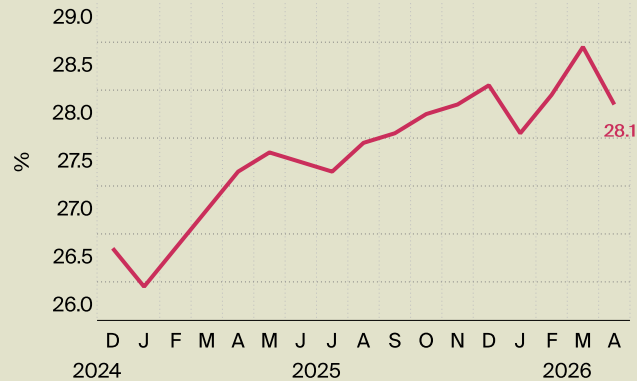


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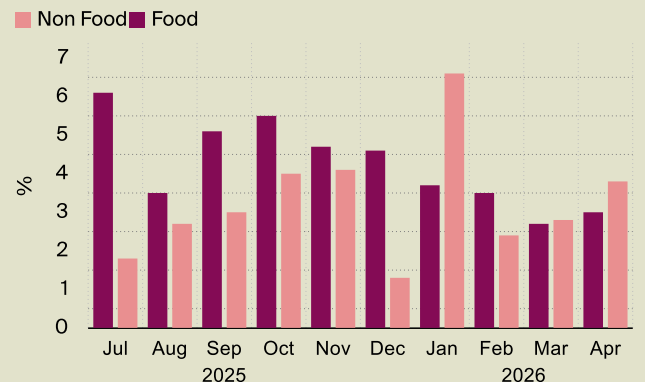
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E-commerce Share of Retail Spend
(ONS) % penetration



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



%	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
E-commerce Share	27.7	27.8	28	28.1	28.3	27.8	28.2	28.7	28.1

%	February	March	April
Non-Food	2.4	2.8	3.8
Food	3.5	2.7	3.0

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