

Retail Sales Dashboard



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

Headline Figures

+4.9%

Sales value (amount spent) growth
December 2025 vs. December 2024
*Seasonally adjusted, excluding fuel
Including fuel +4.2%

+3.1%

Sales volume (items purchased) growth
December 2025 vs. December 2024
*Seasonally adjusted, excluding fuel
Including fuel +2.5%

+4.8%

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

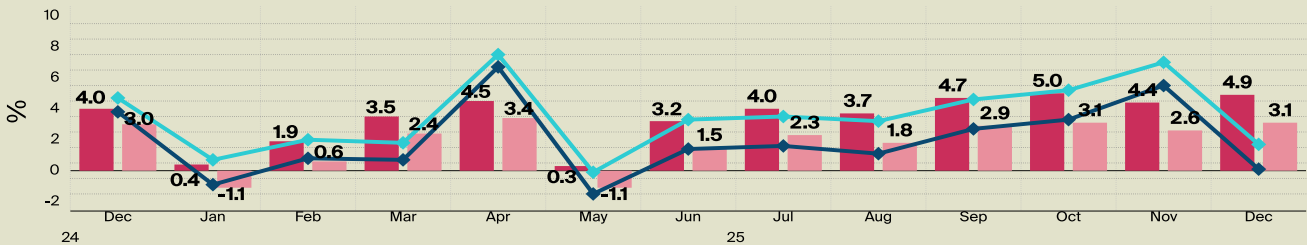
+3.0%

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)

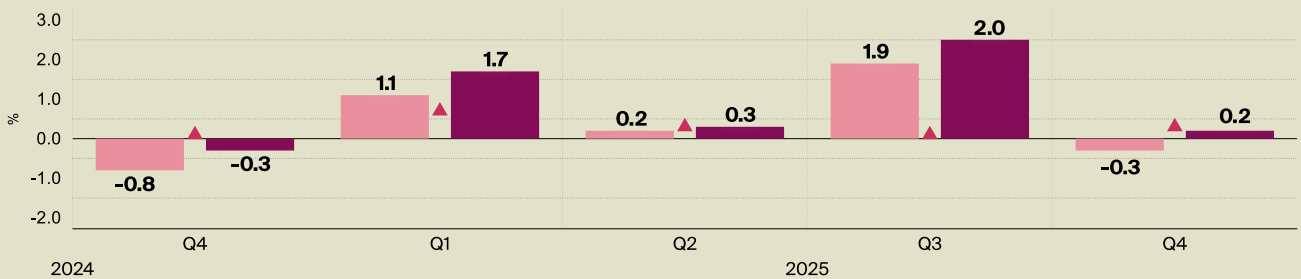


%	October	November	December
Non-Seasonally Adjusted			
Volumes	3.3	5.5	0.1
Values	5.2	7.0	1.7
Seasonally Adjusted			
Volumes	3.1	2.6	3.1
Values	5.0	4.4	4.9

Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter

▲ GDP ■ Value ■ Volume



	2024	2025				
%	Q4	Q1	Q2	Q3	Q4	
Volumes	(0.8)	1.1	0.2	1.9	(0.3)	
Values	(0.3)	1.7	0.3	2.5	0.2	
GDP Growth	0.1	0.7	0.3	0.1	0.3	

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Key Messages

- Significant mismatches between the narrative and the actual data. The BRC described Christmas as ‘drab’, while the ONS majored on a questionable -0.3% volume decline between Q3 and Q4.
- Retail sales values were actually up a very healthy +4.9% YoY in December, with volumes ahead by +3.1% (Q4 vals. +4.8%, vols. +3.0% YoY).
- December saw significant upward revision of grocery retail sales figures (Dec. vals. +5.1%, vols. +1.3%). Despite the substantial upgrade, grocery inflation remains stubbornly high at +3.8%.
- Demand was very strong for jewellery, clothing and books over Christmas, but soft for cosmetics, sports & toys.

Contact us

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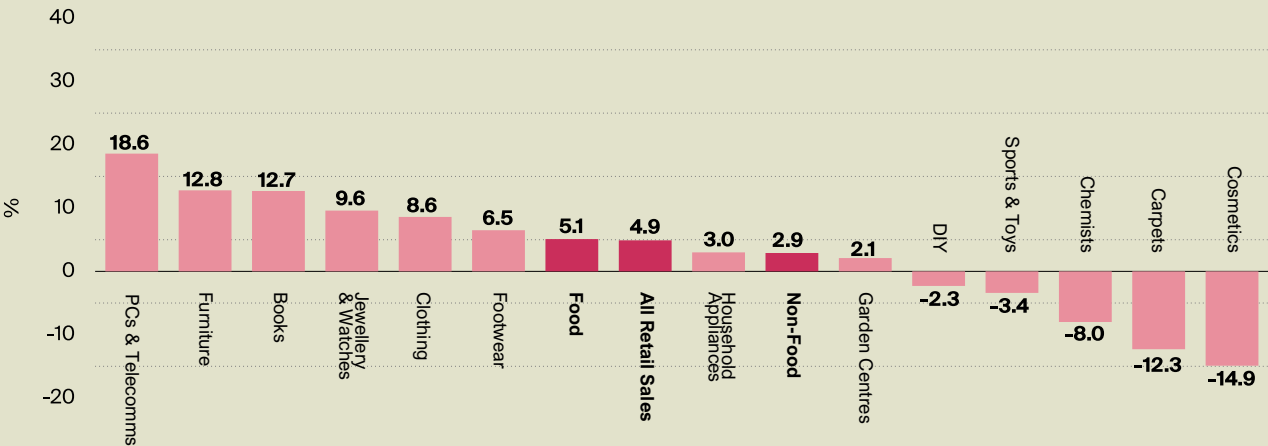


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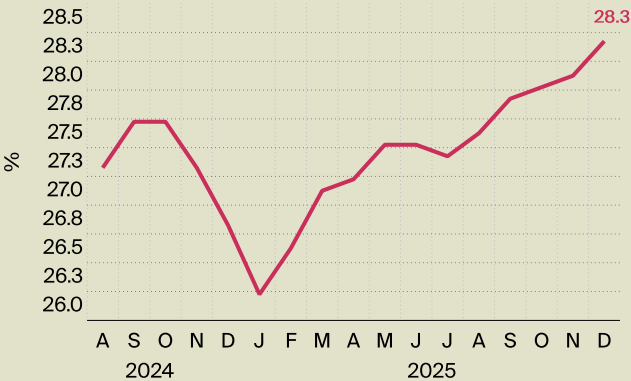
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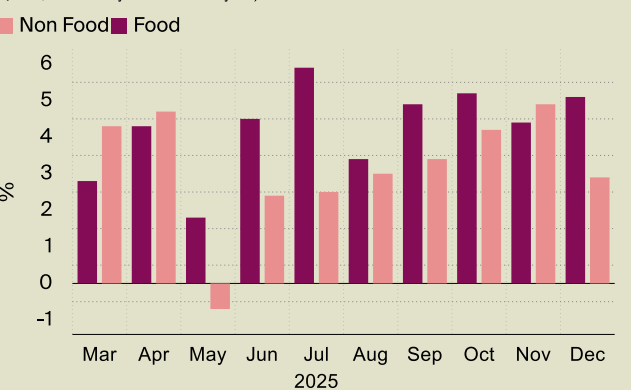
Monthly Performance by Sub - Sector
(ONS) Year-on-year seasonally adjusted sales values



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



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



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