

Retail Sales Dashboard



February 2026 | A monthly overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

Headline Figures

+4.7%

Sales value (amount spent) growth
February 2026 vs. February 2025
*Seasonally adjusted, excluding fuel
Including fuel +3.3%

+3.4%

Sales volume (items purchased) growth
February 2026 vs. February 2025
*Seasonally adjusted, excluding fuel
Including fuel +2.5%

+5.2%

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

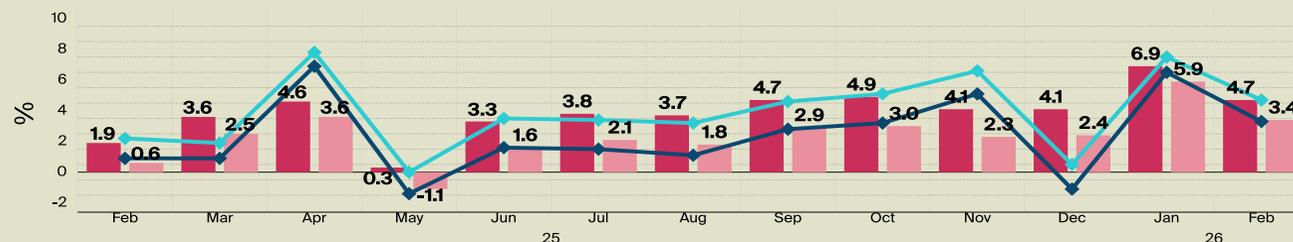
+3.8%

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)

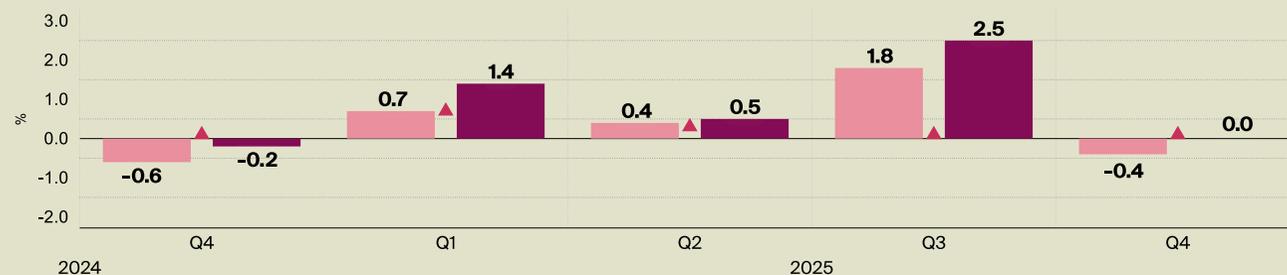


%	December	January	February
Non-Seasonally Adjusted			
Volumes	(1.1)	6.5	3.3
Values	0.5	7.5	4.7
Seasonally Adjusted			
Volumes	2.4	5.9	3.4
Values	4.1	6.9	4.7

Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter

▲ GDP ■ Value ■ Volume



%	2024	2025			
	Q4	Q1	Q2	Q3	Q4
Volumes	(0.6)	0.7	0.4	1.8	(0.4)
Values	(0.2)	1.4	0.5	2.5	0.0
GDP Growth	0.1	0.7	0.3	0.1	0.1

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Key Messages

- Lull before the storm? The February retail sales figures predate ongoing events in the Middle East.
- A deceleration on artificially high figures for January, retail sales values increased +4.7% YoY in February, with volumes up +3.4%.
- Dismal weather was conducive to online and online sales increased +0.6% MoM and +11.4% YoY. Online penetration increased by +20bps to 28.2%.
- All eyes will be on inflation movements going forward, as rising oil and energy prices filter through to retailers' operating costs.
- Implied grocery inflation in February of +2.6% will inevitably rise. The situation in non-food is far more nuanced.

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



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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



%	December	January	February
Non-Food	1.3	6.8	3.6
Food	4.9	3.7	3.7

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