

Retail Sales Dashboard



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

Headline Figures

+2.8%

Sales value (amount spent) growth
November 2025 vs. November 2024
*Seasonally adjusted, excluding fuel
Including fuel +2.2%

+1.2%

Sales volume (items purchased) growth
November 2025 vs. November 2024
*Seasonally adjusted, excluding fuel
Including fuel +0.6%

+3.1%

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

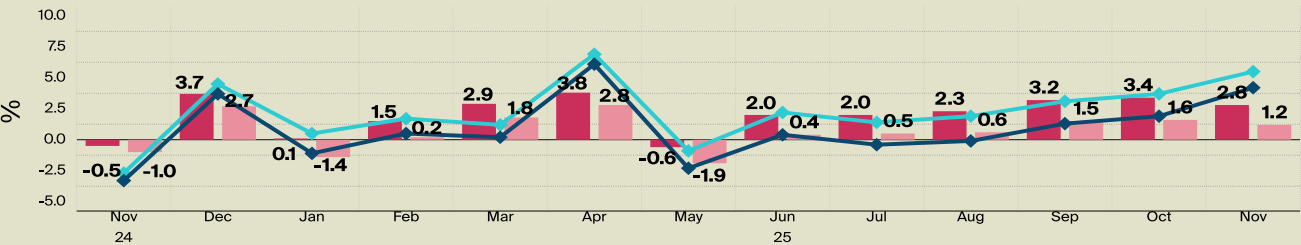
+1.4%

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)

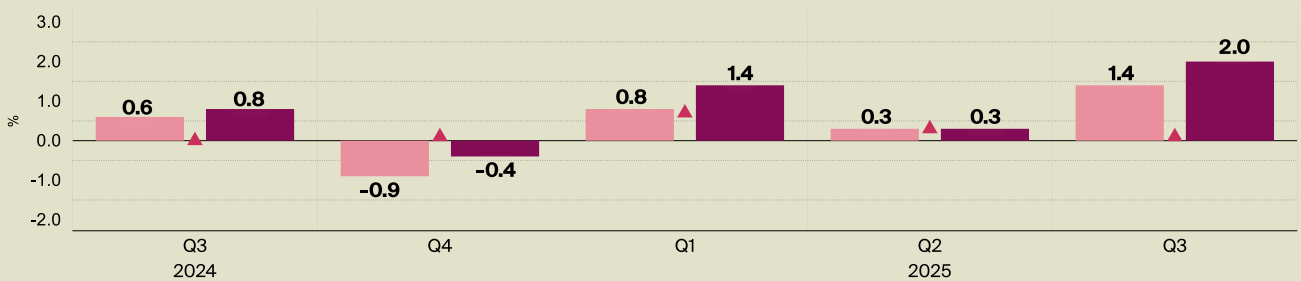


%	September	October	November
Non-Seasonally Adjusted			
Volumes	1.3	1.9	4.2
Values	3.1	3.7	5.5
Seasonally Adjusted			
Volumes	1.5	1.6	1.2
Values	3.2	3.4	2.8

Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter

▲ GDP ■ Value ■ Volume



	2024			2025		
%	Q3	Q4	Q1	Q2	Q3	
Volumes	0.6	(0.9)	0.8	0.3	1.4	
Values	0.8	(0.4)	1.4	0.3	2.0	
GDP Growth	0.0	0.1	0.7	0.3	0.1	

Retail Sales Dashboard



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

Key Messages

- Clear evidence of Black Friday on the wane for consumers? Maybe, but even clearer evidence that it merely dissipates and disrupts spending patterns, as opposed to driving incremental growth.
- The ONS reported that MoM volumes were down -0.1% on Oct, with values up just +0.1%. Perhaps more disappointing were the more meaningful YoY figures, with values up just +2.8% and volumes ahead +1.2% - this despite Black Friday being incorporated in this year's figures but being excluded from 2024.
- Footwear went from being the worst to best performing category in the space of month. Clothing sales remained strong (vals. +10.0%, vols. +9.7%), but jewellery and health & beauty demand was muted at best.

Contact us

COMMERCIAL INSIGHT

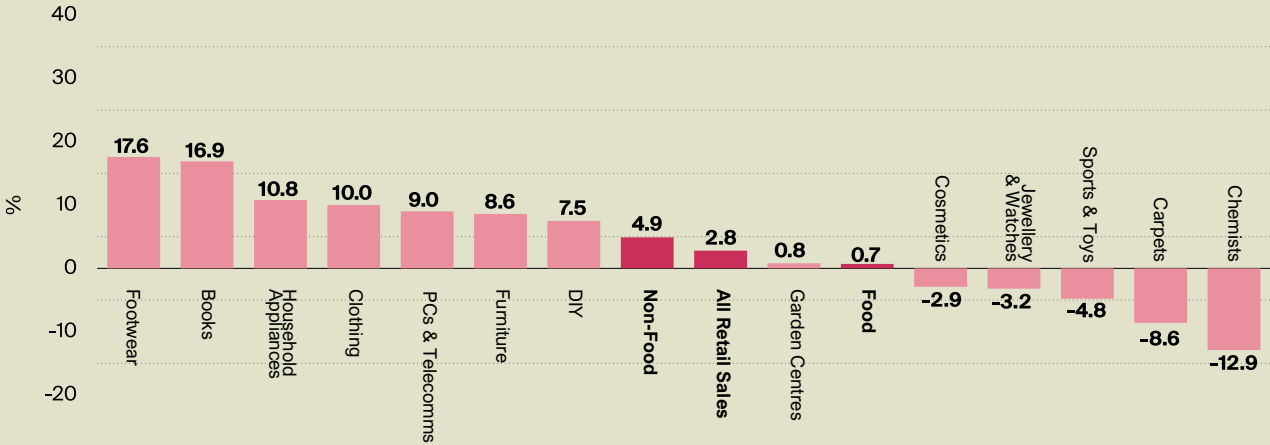
 **Stephen Springham**
Partner, Head of Retail Insight
+44 20 7861 1236
stephen.springham@knightfrank.com

 **Deirdre O'Reilly**
Associate, Commercial Insight
+44 20 3995 0785
deirdre.oreilly@knightfrank.com

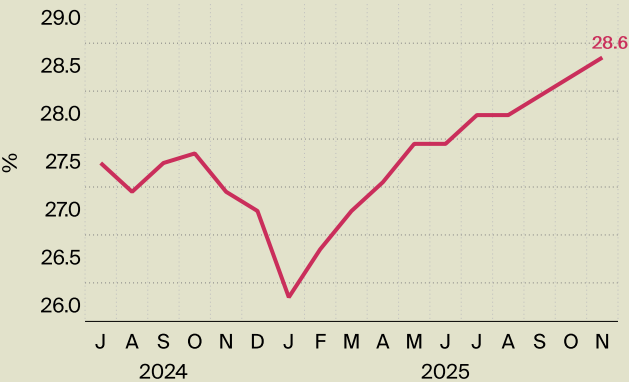
Keep up to speed with retail markets with our quarterly dashboards and weekly Retail Note

[SIGN UP ONLINE](#)

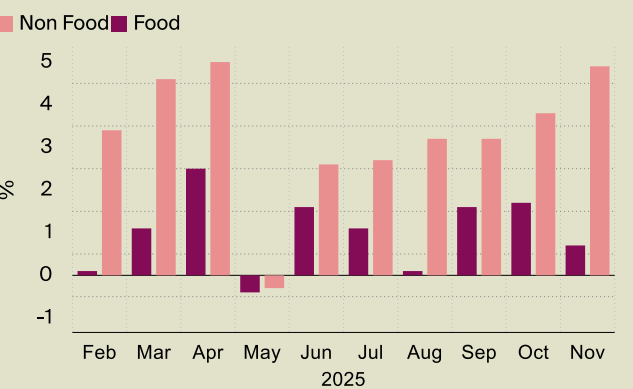
Monthly Performance by Sub-Sector
(ONS) Year-on-year seasonally adjusted sales values



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



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



© Knight Frank LLP 2023 - This presentation has been prepared for general information only and not to be relied upon in any way. Although high standards have been used in the preparation of the information, analysis, views and projections presented, no responsibility or liability whatsoever can be accepted by Knight Frank LLP for any loss or damage resultant from any use of, reliance on or reference to the contents of this presentation. As a general presentation, this material does not necessarily represent the view of Knight Frank LLP in relation to particular properties or projects. Reproduction of this presentation in whole or in part is not allowed without prior written approval of Knight Frank LLP to the form and content within which it appears. Knight Frank LLP is a limited liability partnership registered in England with registered number OC305934. Our registered office is 55 Baker Street, London, W1U 8AN, where you may look at a list of members' names.