

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%

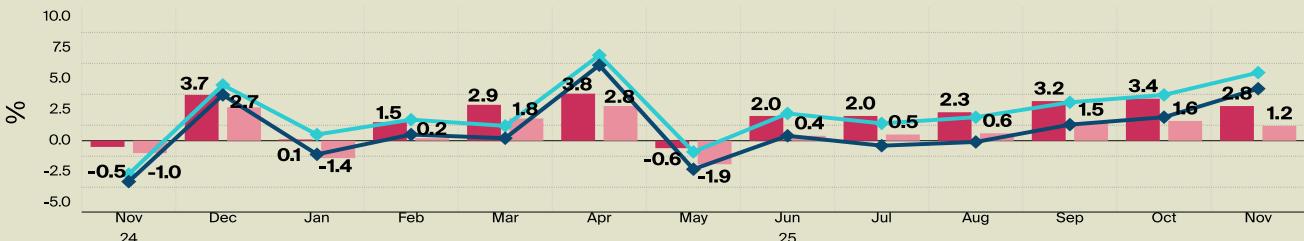
Sales volume (items purchased) growth

Most recent 3 months YoY growth

Monthly Performance – All Retail

(ONS) Year-on-year

■ Volumes (SA) ■ Values (SA) ▲ Values (NSA) ▲ Volumes (NSA)

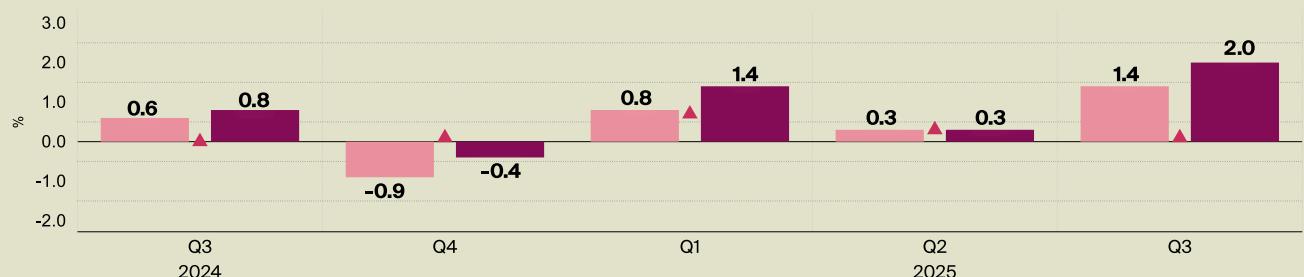


%	September	October	November
Non-Seasonally Adjusted			
Volumes	1.3	1.9	4.2
Values	3.1	3.7	5.5
Seasonally Adjusted			
Volumes	1.5	1.6	1.2
Values	3.2	3.4	2.8

Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter

▲ GDP ■ Value ■ Volume



%	2024	2025
Volumes	0.6	0.8
Values	0.8	1.4
GDP Growth	0.0	0.7

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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.

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



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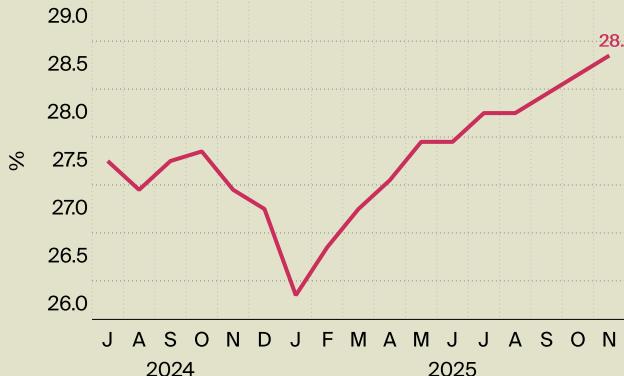
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E-commerce Share of Retail Spend
(ONS) % penetration



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



%	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
E-commerce Share	27.0	27.3	27.7	27.7	28.0	28.0	28.2	28.4	28.6