

Retail Sales Dashboard



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

Headline Figures

+3.0%

Sales value (amount spent) growth
October 2025 vs. October 2024
*Seasonally adjusted, excluding fuel
Including fuel +2.1%

+1.2%

Sales volume (items purchased) growth
October 2025 vs. October 2024
*Seasonally adjusted, excluding fuel
Including fuel +0.2%

+3.0%

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

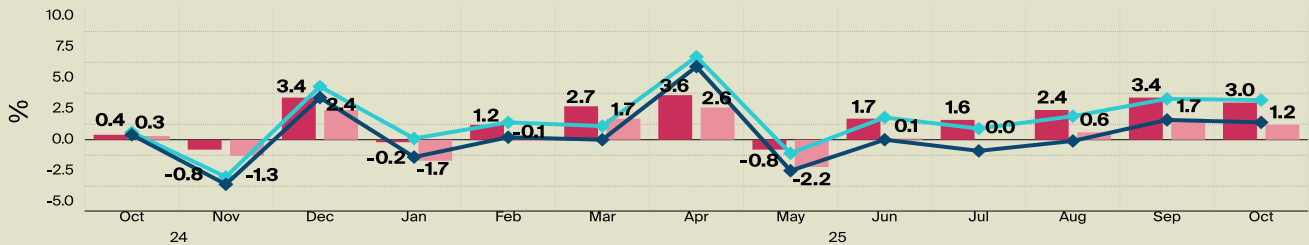
+1.2%

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)

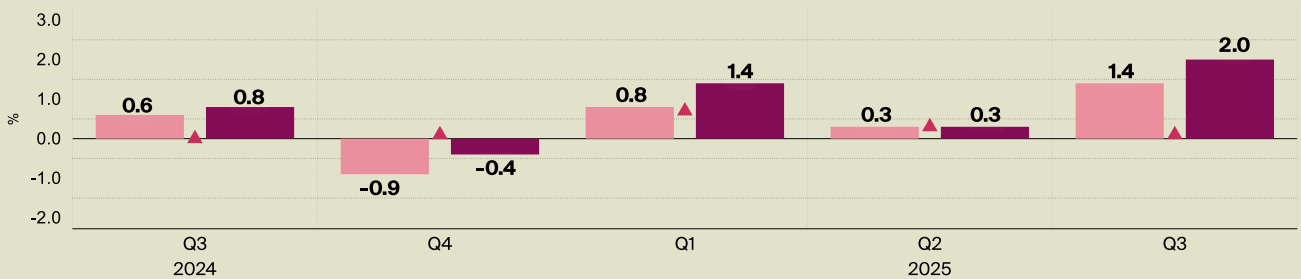


| % | August | September | October |
|-------------------------|--------|-----------|---------|
| Non-Seasonally Adjusted | | | |
| Volumes | (0.1) | 1.6 | 1.4 |
| Values | 1.9 | 3.3 | 3.2 |
| Seasonally Adjusted | | | |
| Volumes | 0.6 | 1.7 | 1.2 |
| Values | 2.4 | 3.4 | 3.0 |

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

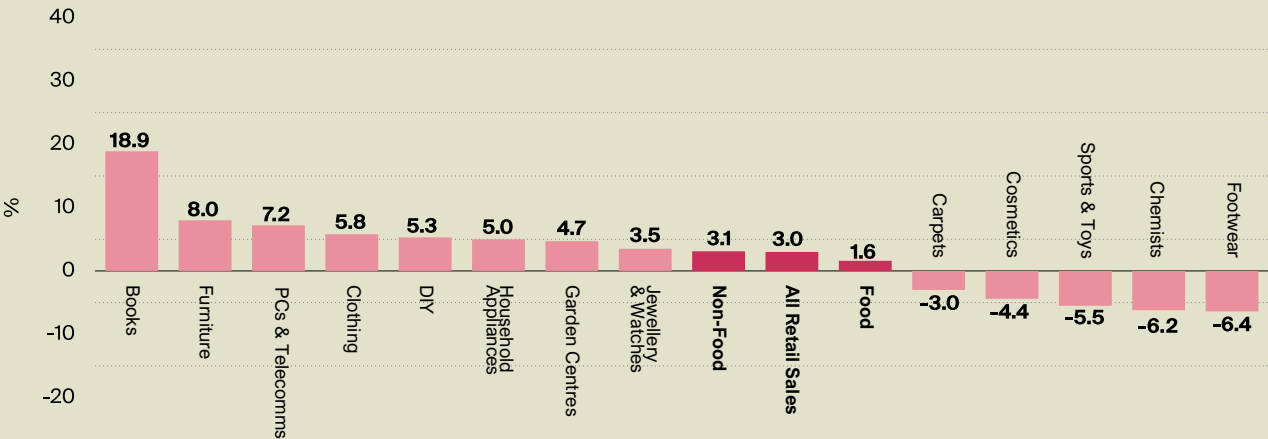


October 2025 | A monthly overview of UK retail sales performance, including key metrics on core sub-sectors and e-commerce.

Key Messages

- A decent October following a very strong September - retail sales values grew year-on-year by +3.0%, while volumes were ahead by +1.2%.
- The reported -1.1% month-on-month volume figure largely meaningless and no particular cause for concern.
- Non-Food still stronger (values +3.1%, volumes +2.3%) than Food (+1.6%, -2.0%). Very limited evidence to suggest consumers holding out for Black Friday 'deals' in November – perhaps in toys, but not in electricals.
- Online penetration stable at 28.1%.
- Market well set for festive trading period.

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



Contact us

COMMERCIAL INSIGHT

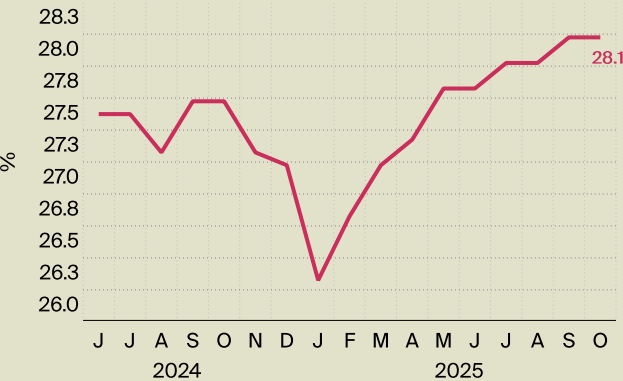
 **Stephen Springham**
Partner, Head of Retail Insight
+44 20 7861 1236
stephen.springham@knightfrank.com

 **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

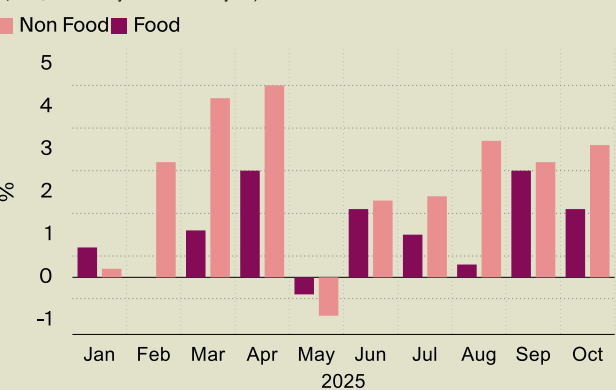
[SIGN UP ONLINE](#)

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



| | % | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct |
|------------------|---|------|------|------|------|------|------|------|------|------|
| E-commerce Share | | 26.7 | 27.1 | 27.3 | 27.7 | 27.7 | 27.9 | 27.9 | 28.1 | 28.1 |

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



| | August | September | October |
|----------|--------|-----------|---------|
| Non-Food | 3.2 | 2.7 | 3.1 |
| Food | 0.3 | 2.5 | 1.6 |

© 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.