Retail Sales Dashboard

Knight Frank

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

Headline Figures

+3.4%

Sales value (amount spent) growth
September 2026 vs. September 2025
*Seasonally adjusted, excluding fuel
Including fuel +5.5%

+0.8%

Sales volume (items purchased) growth
September 2026 vs. September 2025
*Seasonally adjusted, excluding fuel
Including fuel +0.8%

+3.8%

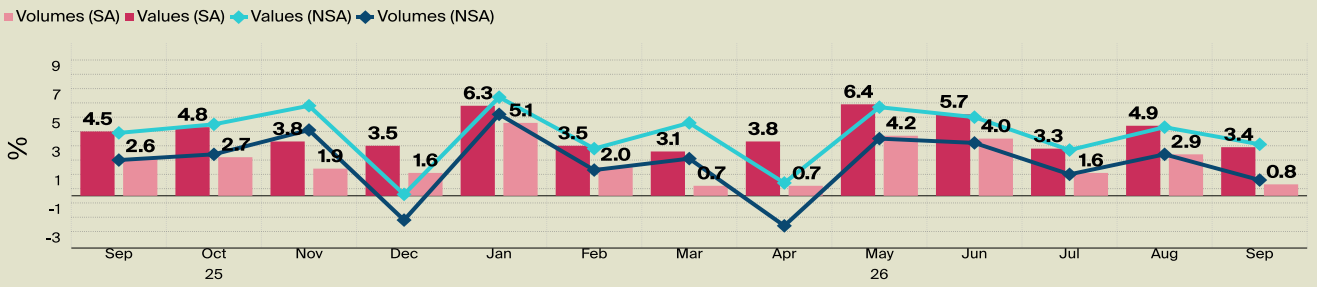
Sales value (amount spent) growth
Most recent 3 months YoY growth

+1.7%

Sales volume (items purchased) growth
Most recent 3 months YoY growth

Monthly Performance – All Retail

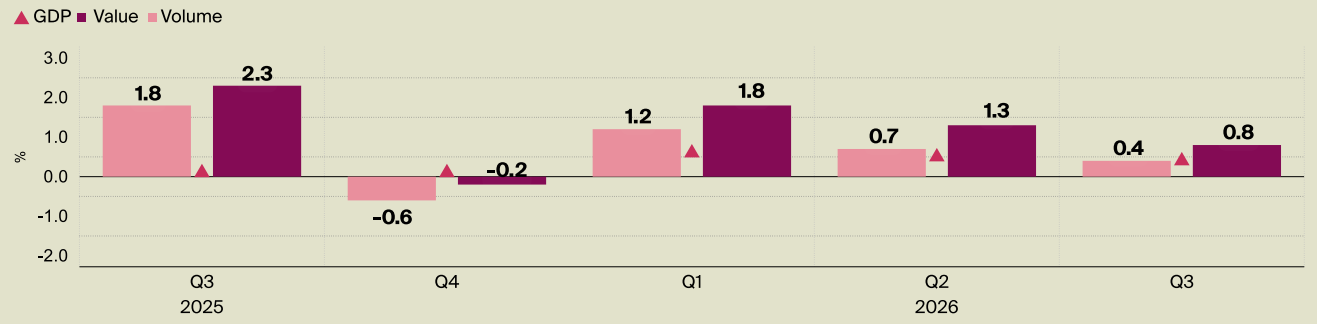
(ONS) Year-on-year



%	July	August	September
Non-Seasonally Adjusted			
Volumes	1.5	2.9	1.1
Values	3.2	4.8	3.6
Seasonally Adjusted			
Volumes	1.6	2.9	0.8
Values	3.3	4.9	3.4

Quarterly Performance vs. GDP

(ONS) Quarter-on-quarter



	2025		2026		
%	Q3	Q4	Q1	Q2	Q3
Volumes	1.8	(0.6)	1.2	1.7	0.4
Values	2.3	(0.2)	1.8	1.3	0.8
GDP Growth	0.1	0.1	0.6	0.5	0.4

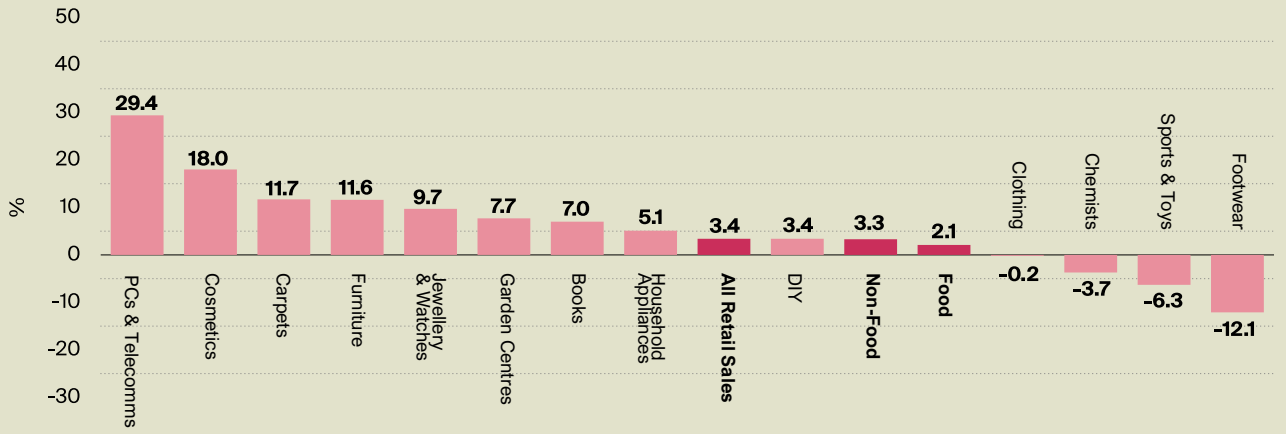
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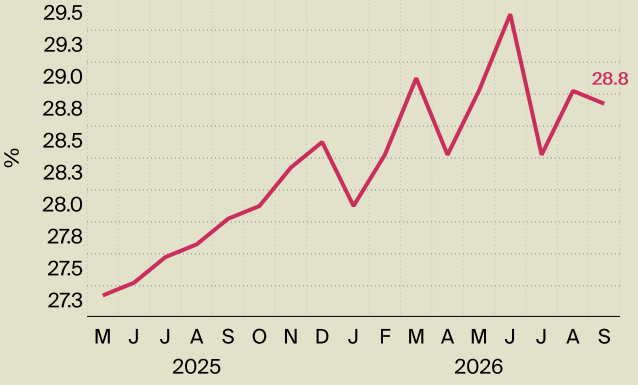
Key Messages

- An inevitable slowdown in September, following an exceptional August. Retail sales values (exc. fuel) grew +3.4% YoY, while volumes were ahead by +0.8%.
- For Q3 as a whole, retail sales values (exc. fuel) were up +3.8%, while volumes grew +1.7% against the same period in 2025.
- Implied shop price inflation increased from 2.0% in August to 2.6% in September, significantly lower than headline CPI (3.5%).
- Clothing demand was weak (-0.2%), largely on account of the unseasonally warm weather.
- Online sales declined -0.4% MoM (+6.8% YoY). Accordingly, online penetration dipped by -10bps to 28.8%.

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

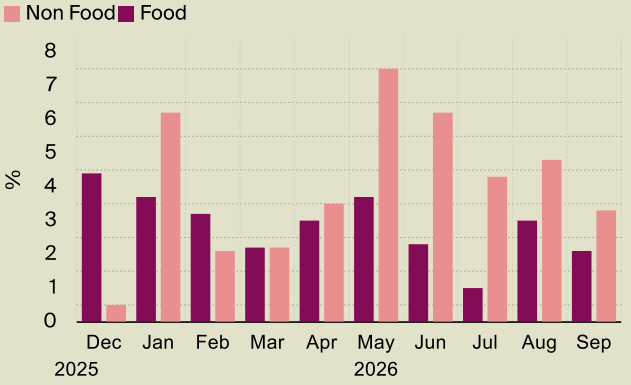


E-commerce Share of Retail Spend
(ONS) % penetration



%	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
E-commerce Share	28.0	28.4	29.0	28.4	28.9	29.5	28.4	28.9	28.8

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



%	July	August	September
Non-Food	4.3	4.8	3.3
Food	1.0	3.0	2.1

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