

MONTHLY FD REVIEW

BDO CHARITY RETAIL SALES TRACKER

DECEMBER 2020

A MONTH OF TWO HALVES AS CHANGING RULES IMPACT RETAILERS

CHARITY



December 2019: +3.9%



December 2019: -2.7%

Charity Retail Association®

The voice of charity retail



December 2019: +4.9%



December 2019: 31.2%

COMMENTS FROM CHARITY RETAIL

- Charity retailers reported some of their weakest results in December 2020, with total LFL sales down -26.2%, as footfall fell steadily amid stricter and more widespread restrictions across the UK.
- Although sales in the run up to Christmas provided an initial boost this month, the new closures significantly reduced footfall and severely impacted sales. One charity retailer reported their store estate had been reduced to less than a quarter in December due to closures.

KEY FACTORS AFFECTING THE MONTH

- Gift aid was a challenge for some charity retailers, but donated goods volumes remained at healthy levels.
- Online sales are starting to become an alternative sales channel for some charity retailers.

* Figure re-stated excluding extreme value (large charity). New sales incl. extreme value were -67.36%.

The Charity Retail Sales Tracker Monthly Review outlines monthly LFL sales changes of charity retailers with c4,000 individual stores (11 retailers reported this month with 2,814 stores between them).

COMMERCIAL



December 2019: +0.7%



December 2019: -2.9%

COMMENTS FROM COMMERCIAL RETAIL

- In-store LFLs were down by -31.4% as December failed to provide closure on the trials of 2020. Instead, retailers face a hangover of low expectations amidst fresh lockdowns and new trading rules with the EU.
- Strongest performer:** In-store LFLs for homeware dropped by -0.7%. In-store LFLs for homeware were last in the black in August this year.
- Weak performance:** In-store LFLs for fashion and lifestyle recorded further declines.

Source: www.bdo.co.uk/high-street-sales-tracker

Any footfall figures quoted come from Springboard.



JOIN THE TRACKER FOR MORE DETAILED REPORTS

As part of the Charity Retail Sales Tracker (CRST), we produce more detailed weekly and monthly reports for the medium to very large retail chains that take part, allowing them to easily benchmark their performance against peers.

The more charity retailers involved, the greater the value our tracker can provide for participants and the wider sector as a whole.

To participate and receive these exclusive reports, contact:

charityretailsalestracker@bdo.co.uk

FURTHER INFORMATION:

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