



York Headline Metrics

- In Sep 2024, monthly retail sales in York were £32.3m. Year-to-Date (YTD) sales were £307m.
- Compared to Sep 2023, monthly sales decreased by -4.7% while YTD sales marginally increased by +0.2%.
- The decrease in monthly sales was due to a decrease of -2.8% in customer numbers and a decrease of -2.0% in average revenue per customer (ARPC).

Metric	Sep 24	Sep 24 vs Sep 23	YTD Sep 24	YTD Sep 24 vs YTD Sep 23
Sales	£32.3m	-4.7%	£307m	+0.2%
Transactions	1.78m	-4.2%	16.9m	+1.0%
Customers	420k	-2.8%	3.88m	-1.1%
ATV	£18.22	-0.5%	£18.18	-0.8%
ARPC	£77.00	-2.0%	£79.14	+1.3%

Key Retail Metrics for York

York vs Comparator Areas

- Monthly sales change between Sep 2023 and Sep 2024 in York (-4.7%) is lower than Bath (+1.3%) and Chester (-2.4%).
- YTD sales change between Sep 2023 and Sep 2024 in York (+0.2%) is lower than Bath (+4.3%) and Chester (+1.7%).

Retail Area	Sep 24 vs Sep 23	YTD Sep 24 vs YTD Sep 23
York	-4.7%	+0.2%
Bath	+1.3%	+4.3%
Chester	-2.4%	+1.7%
GB Benchmark	-6.5%	-4.2%

Sales Growth for York and Comparators

York Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£12.4m), Grocery (£5.11m), Fashion (£4.76m), General Retail (£2.66m), and Transport (£2.14m).
- The five sectors with the highest YTD sales are Food & Drink (£119m), Grocery (£47.7m), Fashion (£45.7m), General Retail (£24.3m), and Health & Beauty (£20.3m).
- The five sectors showing the largest change in sales between Sep 2023 and Sep 2024 are General Retail (-£385k), Tourism (-£380k), Food & Drink (-£338k), Health & Beauty (-£252k) and Fashion (-£229k).

Sector	Sep 24	Sep 24 vs Sep 23	YTD Sep 24	YTD Sep 24 vs YTD Sep 23
Food & Drink	£12.4m	-2.7%	£119m	+1.4%
Grocery	£5.11m	+2.0%	£47.7m	+7.0%
Fashion	£4.76m	-4.6%	£45.7m	-5.9%
General Retail	£2.66m	-12.6%	£24.3m	-8.7%
Transport	£2.14m	-1.6%	£19.3m	-3.5%
Tourism	£2.09m	-15.4%	£19.4m	+11.4%
Health & Beauty	£2.06m	-10.9%	£20.3m	+1.6%
Entertainment	£622k	-22.9%	£6.25m	-16.8%
Household	£394k	+46.1%	£3.02m	+25.7%
Consumer Services	£140k	-16.9%	£1.82m	+10.0%

York Sector Sales

York Customer Catchments

- Comparing the sales contribution of customer catchment areas between September 2023 and September 2024 reveals that Rest Of GB (+1.1ppt) and York UA (-1.1ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between September 2023 and September 2024 identifies no catchments with a change of 1 percentage point (ppt) or more.

Customer Catchment	Sep 24	Sep 24 vs Sep 23	YTD Sep 24	YTD Sep 24 vs YTD Sep 23
Rest Of GB	60.0%	+1.1ppt	58.6%	+0.2ppt
York UA	40.0%	-1.1ppt	41.4%	-0.2ppt

Contribution of Customer Catchments to York Sales

York Data Download & FAQ

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