

BDO High Street Sales Tracker

JANUARY MONTHLY REVIEW 4 weeks until 31 January 2010

5 February 2010

New Year Blues

Overview

-1.4%

Jan 2009: +2.4%

Fashion

+0.4%

Jan 2009: +0.2%

Non-fashion

-3.6%

Jan 2009: +9.0%

Homewares

-8.2%

Jan 2009: -6.4%

Non-store

+34.4%

Jan 2009: no figure

- Medium sized retailers reported a small drop in high street spending during January, with overall like-for-like sales falling by 1.4 per cent compared to last year.
- Trade was negatively impacted by the hostile freezing weather during the first ten days of the month when sales plunged by double-digit levels. Thereafter, as the weather conditions became more normal trade improved considerably, with fashion stores in particular ending the month on a high.
- Across other categories the recovery in trade was slower, with demand remaining negative for much of the month. Home-related stores were the biggest losers with demand for furniture very weak, while luxury and leisure stores also had a difficult month, handicapped by the New Year VAT increase.
- Fashion retailers saw takings marginally increase with like-for-likes +0.4 per cent. Apart from the first week of the month, sales were higher throughout January on the back of seasonal demand and a successful transition to new season lines. Footwear and formalwear performed especially well.
- Non-fashion retailers experienced negative sales for the first time since February 2009 with like-for-likes -3.6 per cent. Takings were down in most categories with leisure, gifting and luxury stores underperforming.
- Homeware like-for-likes decreased steeply ending the month at -8.2 per cent. Demand was subdued across the board with stores reliant on car borne shoppers suffering the most.
- In contrast to store-based sales, trade made through multi-channel retailing soared, with takings +34.4 per cent. Mirroring the trends witnessed on the high street, fashion retailers were strongest performers.

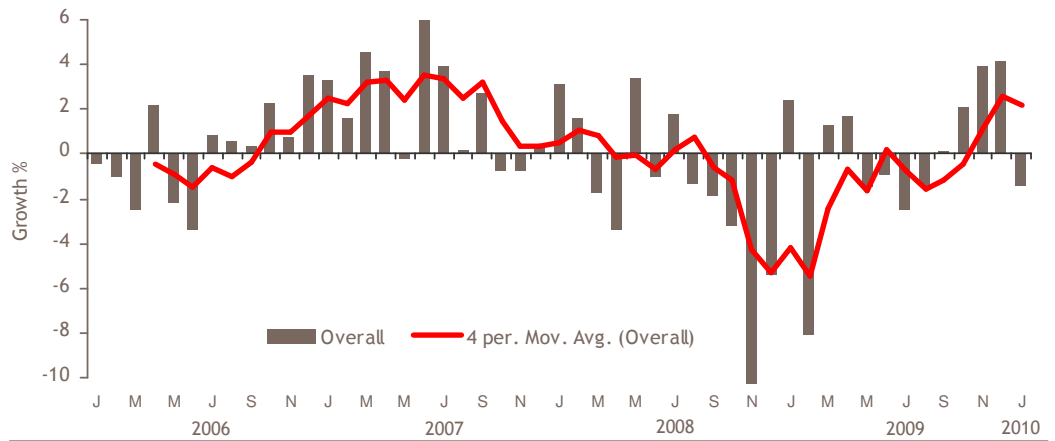
The High Street Sales Tracker outlines weekly like-for-like sales changes of some 70 mid-tier retailers with c10,000 individual stores across Fashion: accessories, clothing, footwear. Non-fashion: general household goods, gifts, health & beauty, leisure goods. Homewares: cookware, furniture & floorcoverings, lighting, linen & textiles. Non-store: mail order, online & other non-store channels.



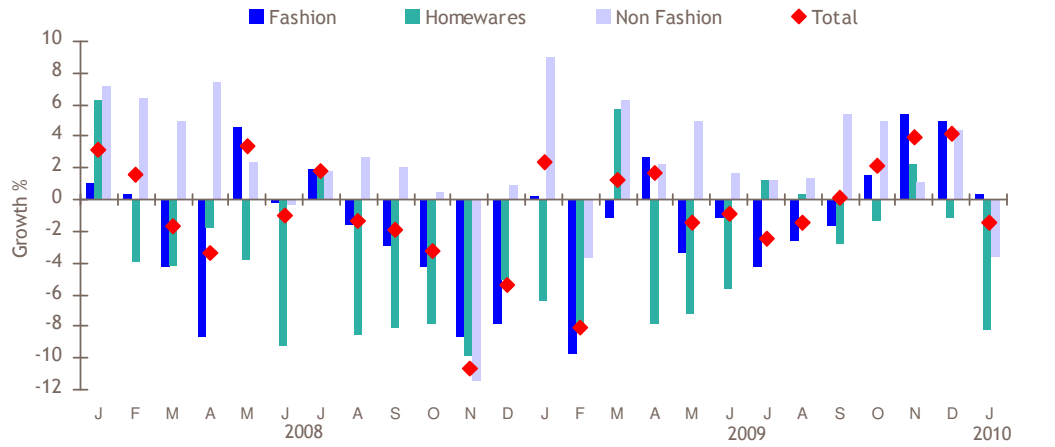
WEEKLY LIKE-FOR-LIKE RESULTS JANUARY 2010

LFL Growth %	Week 1 (we 10/1)	Week 2 (we 17/1)	Week 3 (we 24/1)	Week 4 (we 31/1)	Total January
Fashion	-12.6	+0.1	+7.1	+6.6	+0.4
Non-fashion	-8.9	-1.9	-0.8	-3.1	-3.6
Homewares	-26.9	-11.0	-1.0	+5.0	-8.2
Non-store	+37.6	+30.0	+53.2	+16.4	+34.4
Overall	-12.9	-1.5	+4.3	+3.8	-1.4

MONTHLY LIKE-FOR-LIKE RESULTS 2006-2010



MONTHLY LIKE-FOR-LIKE RESULTS BY SECTOR 2008-2010



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