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%

- 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
+0.4%
Jan 2009: +0.2%

- **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 off seasonal demand and a successful transition to new season lines. Footwear and formalwear performed especially well.

Non-fashion
-3.6%
Jan 2009: +9.0%

- **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.

Homewares
-8.2%
Jan 2009: -6.4%

- **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

Non-store
+34.4%
Jan 2009: no figure

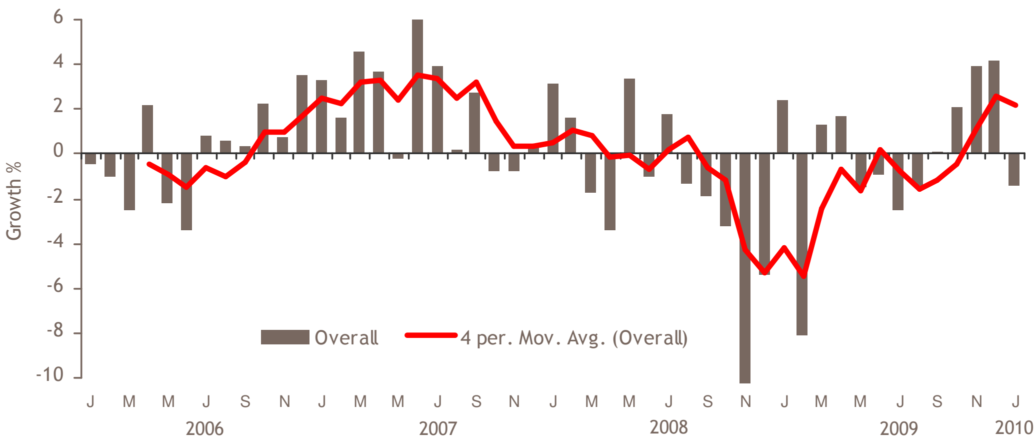
- **In contrast to store-based sales, trade made through multi-channel retailing soared, with takings +34.4 per cent.** Mirroring the trends witnessed on the high street, fashion retailers were strongest performers.

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.

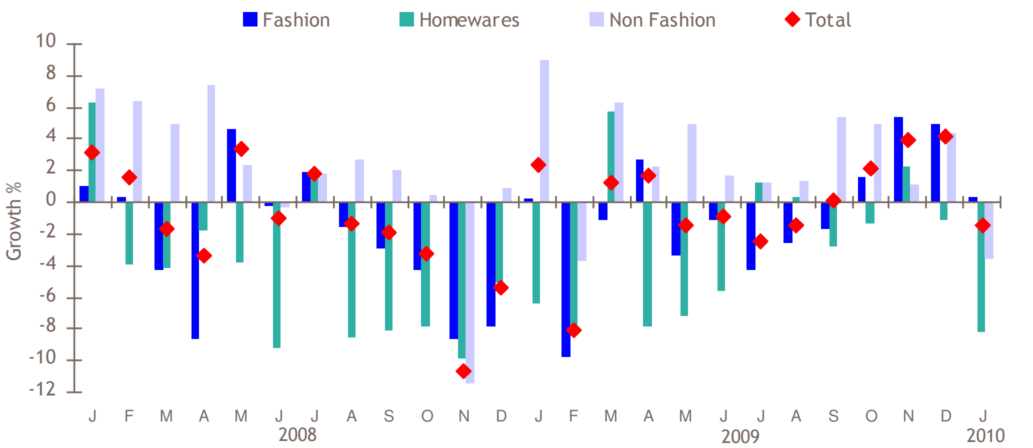
WEEKLY LIKE-FOR-LIKE RESULTS JANUARY 2010

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



Further Information: Jamie Talmage, jamie.talmage@bdo.co.uk, tel: 0207 893 3129