

# BDO High Street Sales Tracker

**MARCH MONTHLY REVIEW** 5 weeks until 4 April 2010

9 April 2010

## Eggxcellent - but don't count your chickens

### Overview

**+8.1%**

Mar 2009: +1.3%

- An earlier Easter compared to last year coupled with targeted promotions helped medium-sized retailers report excellent results during March. **Overall, sales increased by 8.1 per cent on a like-for-like basis**, with increases witnessed across most categories.
- Although the Easter timing effect does flatter these results considerably, as do the relatively weak comparisons to March 2009, a second consecutive month of strong improvements in retail spending is still nevertheless encouraging.
- Our general view is that although we still think sales growth will fade in the second half of the year, with gains in March possibly coming at April's expense, currently high street spending appears to be holding-up very well.

### Fashion

**+8.4%**

Mar 2009: -1.1%

- **Fashion retailers saw takings jump strongly with like-for-likes standing at +8.4 per cent.** Targeted promotions coupled with increased footfall due to Easter were the main contributing factors.

### Non-fashion

**+7.2%**

Mar 2009: +6.3%

- **Non-fashion like-for-likes rose by 7.2 per cent.** The Easter calendar shift helped boost sales in most categories with gifting and leisure the top performers. In contrast, demand for luxury goods was more subdued.

### Homewares

**+9.1%**

Mar 2009: +5.7%

- **Homeware like-for-likes increased steeply ending the month at +9.1 per cent.** The traditional Easter start to the DIY season fuelled a surge for many stores, with textiles and furniture notably stronger.

### Non-store

**+40.0%**

Mar 2009: +44.9%

- **Sales made through multi-channel retailing continued its strong run with a monthly gain of 40 per cent.** Although most stores are still witnessing consistent gains, there are tentative signs of a slight slowing of growth.

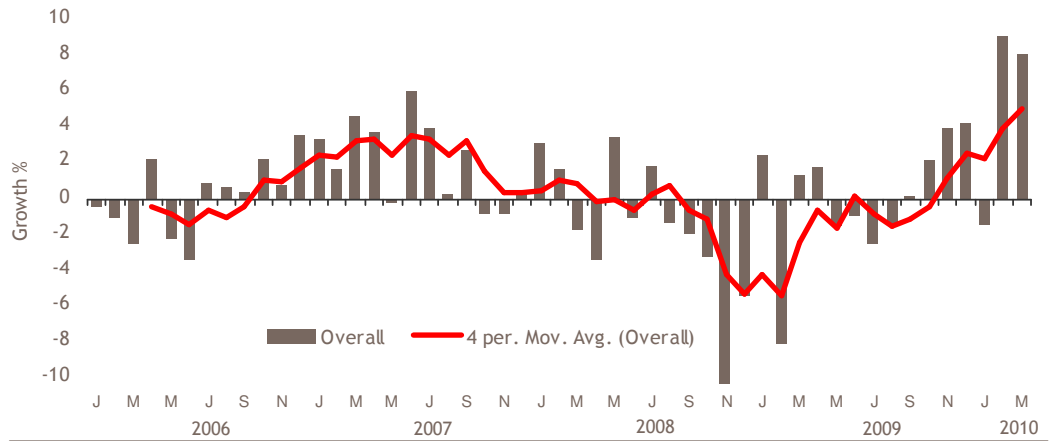
The High Street Sales Tracker outlines weekly like-for-like sales changes of some 70 mid-tier retailers with c10,000 individual stores across Fashion: accessories, clothing, footwear. Non-fashion: general household goods, gifts, health & beauty, leisure goods. Homewares: cookware, furniture & floorcoverings,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



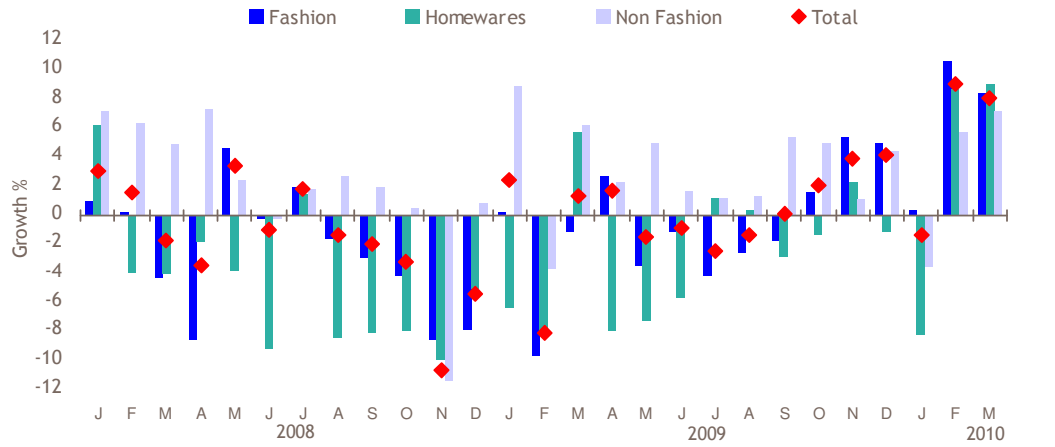
**WEEKLY LIKE-FOR-LIKE RESULTS MARCH 2010**

LFL Growth %	Week 1 (we 7/3)	Week 2 (we 14/3)	Week 3 (we 21/3)	Week 4 (we 28/3)	Week 5 (we 4/4)	Total March
Fashion	+10.9	+9.1	+0.7	+7.2	+15.0	+8.4
Non-fashion	+5.2	+16.8	-4.8	+3.5	+16.4	+7.2
Homewares	+7.1	-0.7	+9.8	+16.9	+14.4	+9.1
Non-store	+46.3	+49.0	+28.9	+50.2	+23.2	+40.0
<b>Overall</b>	<b>+9.2</b>	<b>+10.0</b>	<b>+0.2</b>	<b>+6.8</b>	<b>+15.4</b>	<b>+8.1</b>

**MONTHLY LIKE-FOR-LIKE RESULTS 2006-2010**



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



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