

BDO High Street Sales Tracker

MAY MONTHLY REVIEW 4 weeks until 30 May 2010

4 June 2010

Fourth consecutive month of growth

Overview

+5.4%

May 2009: -1.5%

Fashion

+5.3%

May 2009: -3.4%

Non-fashion

+2.7%

May 2009: +5.0%

Homewares

+14.9%

May 2009: -7.2%

Non-store

+53.9%

May 2009: +52.4%

- Despite fears of a post election slump retail sales continued to grow steadily in May. Overall, medium-sized retailers reported a 5.4 per cent uplift in like-for-like sales, which represents a fourth consecutive month of growth.
- Solid gains were reported across most categories, with homewares strongly ahead, helped by the continued revival in the housing market. After a slow start to the month sales of clothing and footwear were also up robustly. In contrast, results across non-fashion were fairly poor, reflecting a weak performance from stores focusing on leisure and gifting.
- Although admittedly up against weak comparatives these figures are nevertheless encouraging. They suggest that consumers are still willing to spend at the moment despite looming tax increases and spending cuts.
- Fashion like-for-likes rose by 5.3 per cent. Takings advanced in many areas on the back of a strong showing from seasonal summer ranges. Targeted promotions also helped encourage spending with specialists doing well. However, mainstream brands underperformed.
- Non-fashion like-for-likes increased by 2.7 per cent. Results were fairly poor reflecting a weak performance from stores focusing on leisure and gifting.
- Homeware like-for-likes jumped by 14.9 per cent, which was the strongest rate of expansion for three years. Furniture and textiles were the biggest gainers, while DIY related products also sold strongly.
- Sales made through multi-channel retailing continued its strong run with a monthly gain of almost 54 per cent.

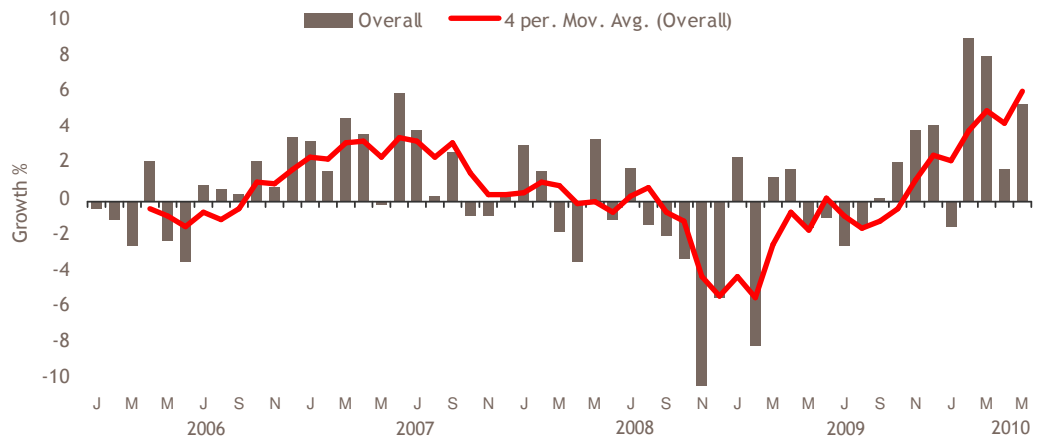
The High Street Sales Tracker outlines weekly like-for-like sales changes of some 70 mid-tier retailers with c10,000 individual stores across Fashion: accessories, clothing, footwear. Non-fashion: general household goods, gifts, health & beauty, leisure goods. Homewares: cookware, furniture & floorcoverings,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



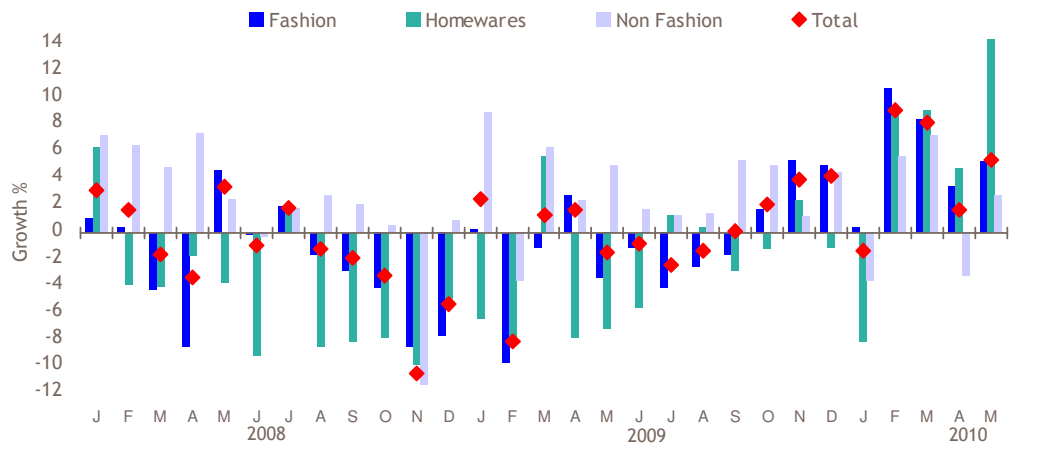
WEEKLY LIKE-FOR-LIKE RESULTS MAY 2010

LFL Growth %	Week 1 (we 9/5)	Week 2 (we 16/5)	Week 3 (we 23/5)	Week 4 (we 30/5)	Total May
Fashion	+2.6	+3.1	+5.8	+10.1	+5.3
Non-fashion	+3.8	+3.4	-2.2	+6.5	+2.7
Homewares	+10.0	+17.9	+7.2	+26.5	+14.9
Non-store	+43.4	+35.1	+42.3	+98.9	+53.9
Overall	+3.5	+4.3	+3.7	+10.6	+5.4

MONTHLY LIKE-FOR-LIKE RESULTS 2006-2010



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



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