

BDO High Street Sales Tracker

JULY MONTHLY REVIEW 4 weeks until 1 Aug 2010

6 Aug 2010

Too good to be true?

Overview

+5.2%

July 2009: -2.5%

Fashion

+5.1%

July 2009: -4.2%

Non-fashion

+6.1%

July 2009: +1.2%

Homewares

+1.4%

July 2009: +1.2%

Non-store

+37.0%

July 2009: +48.8%

- Summer clearance promotions and the warm weather resulted in excellent sales growth across the high street during July. **Overall, medium-sized retailers reported like-for-like sales up by a very decent 5.2 per cent.**
- Reports of improving sales were widespread, with non-fashion takings particularly strong, assisted by holiday and tourism related purchases. Fashion retailers also enjoyed a strong month on the back of clearance promotions and the launch of new season collections. The only sector to experience more moderate growth was across homewares, with big ticket purchases weak.
- Although comparisons with last year are relatively weak, these numbers do nevertheless indicate that the majority of retailers are performing solidly. Despite the macro trends pointing to a retail slowdown, at the moment consumers are showing very little signs on the ground of reining in their high street spending.
- **Fashion like-for-likes rose by 5.1 per cent.** Stores running promotions were the top performers with a number posting exceptional results.
- **Non-fashion like-for-likes increased by 6.1 per cent.** With the odd exception, higher sales were reported across the board, helped by holiday and tourism related trade.
- **Modest like-for-like growth of 1.4 per cent was reported across homewares.** Furniture sales were especially poor, while demand for other big ticket items was also subdued.
- **Although still elevated sales made through non-store channels showed signs of slowing compared to last year's comparisons.**

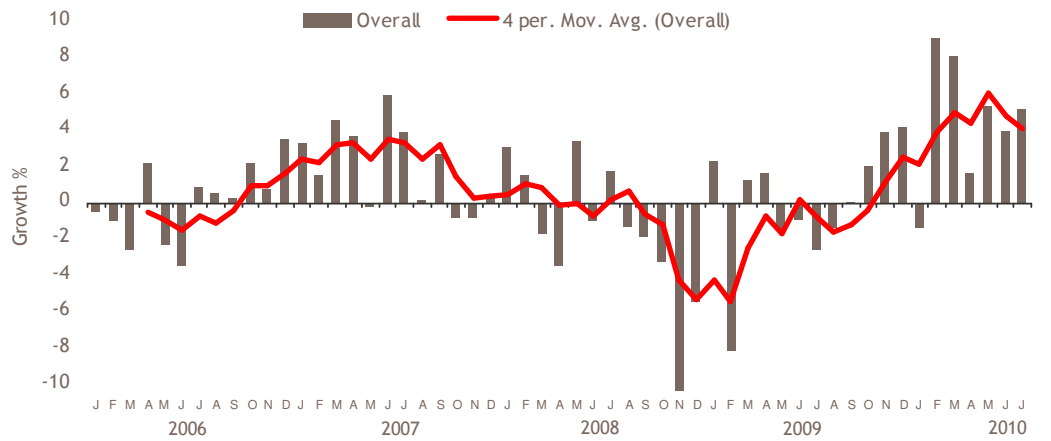
The High Street Sales Tracker outlines weekly like-for-like sales changes of some 70 mid-tier retailers with c10,000 individual stores across **Fashion:** accessories, clothing, footwear. **Non-fashion:** general household goods, gifts, health & beauty, leisure goods. **Homewares:** cookware, furniture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



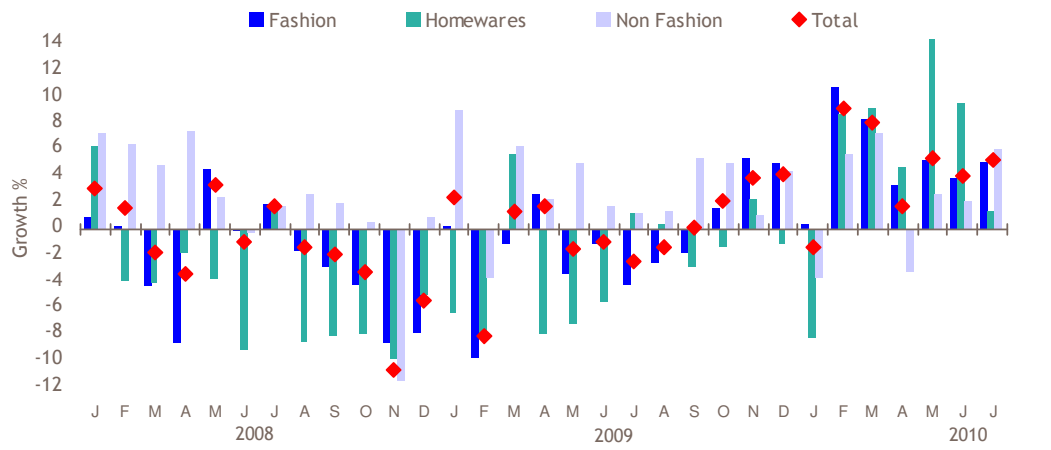
WEEKLY LIKE-FOR-LIKE RESULTS JULY 2010

LFL Growth %	Week 1 (we 11/7)	Week 2 (we 18/7)	Week 3 (we 25/7)	Week 4 (we 1/8)	Total July
Fashion	+6.6	+6.3	+4.4	+3.1	+5.1
Non -fashion	+3.4	+6.3	+7.6	+6.7	+6.1
Homewares	+6.0	+12.0	-0.8	-12.9	+1.4
Non -store	+14.3	+65.8	+34.5	+28.9	+37.0
Overall	+5.8	+6.8	+5.0	+3.1	+5.2

MONTHLY LIKE-FOR-LIKE RESULTS 2006-2010



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



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