BDO HIGH STREET SALES TRACKER

NOVEMBER MONTHLY REVIEW 4 weeks until 28 Nov 2010

3 Dec 2010

TOTAL

+2.8%

November 2009: +3.9%

Seeing out the storm

- Spending on the high street was generally in line with expectations during November with demand holding up in most categories. However, growth was lower compared to the elevated levels experienced in September and October, with the recent bad weather deterring some activity.
- **Overall, medium sized retailers reported like-for-like sales up by 2,8 per cent.**
- Home-related sectors surprisingly outperformed, with some evidence of pulled forward demand arising from the new year VAT rise. Winter related clothing purchases also sold strongly, with seasonal footwear much in demand. In contrast, gifting and leisure struggled, while health and beauty also underperformed.

FASHION

+2.8%

November 2009: +5.4%

- Fashion demand was generally subdued with many stores suffering from a lack of footfall. Mass market stores in particular underperformed. Nevertheless, there were reports of gains in some areas, with cold weather purchases predictably selling very strongly.

NON-FASHION

+2.6%

November 2009: +1.1%

- Handicapped by the weather conditions, non-fashion takings dropped to the lowest level since June. Gifting was the worst performing category, while health and beauty was also below par, with evidence that shoppers were postponing festive purchases in both categories.

HOMEWARES

+3.6%

November 2009: +2.3%

- The good run of results across homewares continued, defying expectations about a drop-off. Positive sales were reported across home furnishings in particular, with some signs of consumers bringing forward spending ahead of the VAT rise.

NON-STORE

+27.6%

November 2009: +39.2%

- Non-store growth was somewhat lacklustre with signs of a easing off in demand in some categories.

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.

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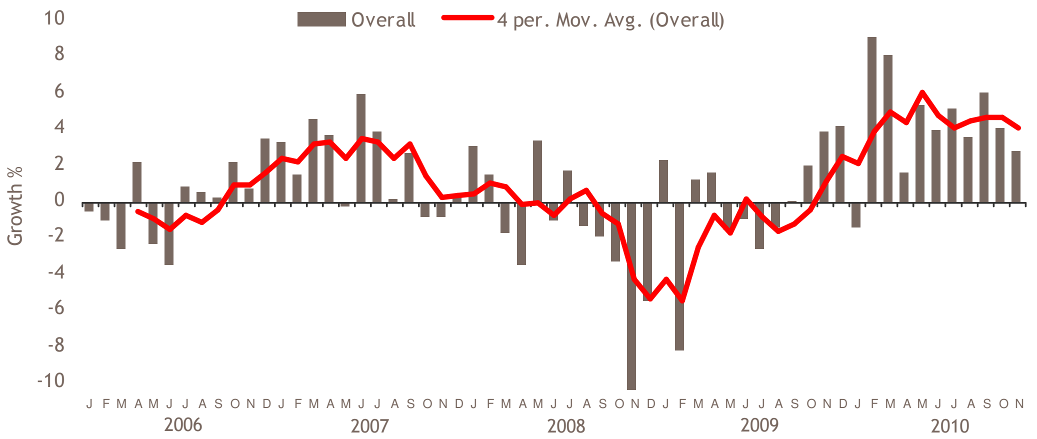
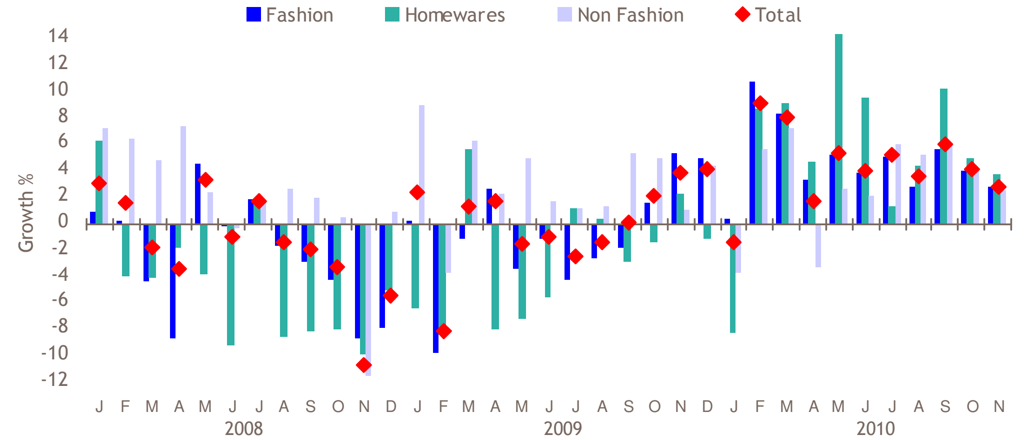
MONTHLY LIKE-FOR-LIKE RESULTS NOVEMBER 2010

LFL Growth %	Week 1 (we 7/11)	Week 2 (we 14/11)	Week 3 (we 21/11)	Week 4 (we 28/11)	Total November
Fashion	+0.4	+2.6	+5.9	+2.0	+2.8
Non-fashion	+1.0	+3.1	+5.2	+0.9	+2.6
Homewares	+4.4	+3.4	+4.0	+2.6	+3.6
Non-store	+13.4	+27.5	+34.3	+33.9	+27.6
Overall	**+0.9**	**+2.8**	**+5.6**	**+1.8**	**+2.8**

MONTHLY LIKE-FOR-LIKE RESULTS 2006-2010



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



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