BEAUCLAIR

St Albans Headline Metrics

- In Feb 2025, monthly retail sales in St Albans were £10.3m. Year-to-Date (YTD) sales were £20.1m.
- Compared to Feb 2024, monthly sales marginally increased by +0.6% while YTD sales marginally decreased by -0.7%.
- The marginal increase in monthly sales was due to an increase of +2.1% in customer numbers and a decrease of -1.5% in average revenue per customer (ARPC).

Metric	Feb 25	Feb 25 vs Feb 24	YTD Feb 25	YTD Feb 25 vs YTD Feb 24
Sales	£10.3m	+0.6%	£20.1m	-0.7%
Transactions	521k	+0.5%	1.05m	+1.1%
Customers	152k	+2.1%	292k	-0.7%
ATV	£19.82	0.0%	£19.15	-1.8%
ARPC	£68.14	-1.5%	£68.87	0.0%

Key Retail Metrics for St Albans

St Albans vs Comparator Areas

- Monthly sales change between Feb 2024 and Feb 2025 in St Albans (+0.6%) is higher than Winchester (-2.4%) and Guilford (-6.1%).
- YTD sales change between Feb 2024 and Feb 2025 in St Albans (-0.7%) is higher than Guilford (-11.3%) and lower than Winchester (+0.4%).

Retail Area	Feb 25 vs Feb 24	YTD Feb 25 vs YTD Feb 24
St Albans	+0.6%	-0.7%
Guilford	-6.1%	-11.3%
Winchester	-2.4%	+0.4%
GB Benchmark	-5.6%	-4.4%

Sales Growth for St Albans and Comparators

St Albans Sector Sales

- The five sectors with the highest monthly sales are Food & Drink (£3.37m), Fashion (£2.47m), Health & Beauty (£2.16m), Transport (£927k), and Grocery (£544k).
- The five sectors with the highest YTD sales are Food & Drink (£6.32m), Fashion (£4.96m), Health & Beauty (£4.13m), Transport (£1.66m), and Grocery (£1.12m).
- The five sectors showing the largest change in sales between Feb 2024 and Feb 2025 are Household (+£122k), Health & Beauty (−£92.1k), Fashion (+£82.6k), Grocery (−£65.7k) and Transport (+£31.4k).

Sector	Feb 25	Feb 25 vs Feb 24	YTD Feb 25	YTD Feb 25 vs YTD Feb 24
Food & Drink	£3.37m	-0.1%	£6.32m	-1.0%
Fashion	£2.47m	+3.5%	£4.96m	+1.0%
Health & Beauty	£2.16m	-4.1%	£4.13m	-1.2%
Transport	£927k	+3.5%	£1.66m	-9.7%
Grocery	£544k	-10.8%	£1.12m	-8.2%
General Retail	£359k	+0.1%	£739k	-0.2%
Household	£282k	+76.1%	£706k	+52.4%
Consumer Services	£116k	+4.3%	£239k	-10.1%
Tourism	£53.8k	-8.9%	£111k	+15.3%
Entertainment	£53.6k	-24.2%	£111k	-22.6%

St Albans Sector Sales

St Albans Customer Catchments

- Comparing the sales contribution of customer catchment areas between February 2024 and February 2025 reveals that St Albans 10mi (-2.3ppt) and Rest Of GB (+2.3ppt) have a change of 1 percentage point (ppt) or more.
- Comparing the YTD sales contribution of customer catchment areas between February 2024 and February 2025 reveals that St Albans 10mi (-1.4ppt) and Rest Of GB (+1.4ppt)have a change of 1 percentage point (ppt) or more.

Customer Catchment	Feb 25	Feb 25 vs Feb 24	YTD Feb 25	YTD Feb 25 vs YTD Feb 24
St Albans 10mi	73.3%	-2.3ppt	74.3%	-1.4ppt
Rest Of GB	26.7%	+2.3ppt	25.7%	+1.4ppt

Contribution of Customer Catchments to St Albans Sales

St Albans Data Download & FAQ

To download the data for all months click on the Historical button. To download metrics for the last month click on the Latest button. To download FAQ & Glossary click on the FAQ button.

Historical | Latest | FAQ