MARCH UPDATE

There is an anomaly this month affecting data from two retail sectors, Fashion and Grocery. It has no impact on any other data, i.e. total sales and transactions, the other eight sectors or customer origin or demographics.

The anomaly is caused by sales from a major high-street retailer being reassigned from Fashion to Grocery from September 2022 onwards. This reduces the size of Fashion sales and increases the size of Grocery sales and will likely impact growth rates for these sectors.

We noted this as part of our standard pre-release quality control procedures, and we are now investigating if these changes represent a more accurate picture of your retail areas.

Given that this issue does not affect overall sales, we did not want to delay this month's data release while we investigate this issue further. We will update you on this issue next month. If you would like to discuss the impact on your data in the meantime, please don't hesitate to ask.

SALES IN TOWN AND CITIES DURING MARCH 2025 WERE IMPACTED BY THE MOVEMENT OF EASTER INTO APRIL THIS YEAR; BUT THIS SHOULD DELIVER OPPORTUNITIES FOR SALES UPLIFT IN APRIL AS A LATER EASTER IS TYPICALLY MORE BENEFICIAL FOR HIGH STREETS.